
**SEMINOLE COUNTY GOVERNMENT
AGENDA MEMORANDUM**

SUBJECT: 2009 Crappie Masters Florida State Championship Agreement

DEPARTMENT: Economic Development

DIVISION: Tourism

AUTHORIZED BY: William McDermott

CONTACT: Fran Sullivan

EXT: 2906

MOTION/RECOMMENDATION:

Approve and authorize the Chairman to execute an agreement with Crappie Masters, Inc. providing \$25,000.00 of County Tourist Development Tax support for the 2009 Crappie Masters Florida State Championship.

County-wide

William McDermott

BACKGROUND:

Seventy teams with two anglers per team participated in the January 2008 event. Seventy-five percent (75%) were from out of state, representing over 15 states. Anglers averaged 4.5 visits to Lake Monroe prior to the tournament, spending 3.5 days per trip. Over the course of the year more than 1,600 room nights were generated by the tournament and pre/post fishing.

This will be the third year for this tournament in Seminole County. The projected number of hotel room nights for the tournament alone is 450, with estimated total direct economic impact of \$493,744. Additional revenue and hotel rooms are generated throughout the year.

This is a popular event with angler enthusiasts, and Seminole County receives widespread exposure from broad media coverage. TDC funds will be used to promote and advertise the event through various media outlets. Funds have been appropriated in Tourism Development's FY 08-09 promotional budget.

STAFF RECOMMENDATION:

Staff recommends that the Board approve and authorize the Chairman to execute an agreement with Crappie Masters, Inc. providing \$25,000.00 of County Tourist Development Tax support for the 2009 Crappie Masters Florida State Championship.

ATTACHMENTS:

1. Agreement

Additionally Reviewed By:

County Attorney Review (Arnold Schneider)

2009 CRAPPIE MASTERS FLORIDA STATE CHAMPIONSHIP AGREEMENT

THIS AGREEMENT is made and entered this _____ day of _____, 2008, by and between **SEMINOLE COUNTY**, a political subdivision of the State of Florida, whose address is Seminole County Services Building, 1101 East First Street, Sanford, Florida 32771, hereinafter referred to as "COUNTY", and **CRAPPIE MASTERS, INC.**, whose mailing address is Post Office Box 989, Lebanon, Missouri 65536-0989, hereinafter referred to as "CRAPPIE MASTERS".

W I T N E S S E T H:

WHEREAS, the Florida State Legislature enacted Section 125.0104, Florida Statutes, known as the "Local Option Tourist Development Act" in response to the growing need of Florida counties to provide additional revenue sources for tourist development to stimulate the local economy; and

WHEREAS, the voters of Seminole County approved by referendum the imposition of the Tourist Development Tax on transient rental accommodations in Seminole County; and

WHEREAS, COUNTY, in coordination with the Tourist Development Council, appropriated Tourist Development Tax revenues to assist in advertising and promoting the Seminole County-based 2008 Crappie Masters Florida State Championship to be held January 31 - February 1, 2009, to promote tourism in Seminole County.

NOW, THEREFORE, in consideration of the mutual understandings and agreements set forth herein, COUNTY and CRAPPIE MASTERS agree as follows:

SECTION 1. TERM. The term of this Agreement is from October 1, 2008, through September 30, 2009, the date of signature by the parties notwithstanding, unless earlier terminated, as provided herein.

SECTION 2. TERMINATION. This Agreement may be terminated by either party at any time, with or without cause, upon not less than thirty (30) days written notice to the other party as provided for herein or, at the option of COUNTY, immediately in the event that CRAPPIE MASTERS fails to fulfill any of the terms, understandings, or covenants of this Agreement. COUNTY shall not be obligated to pay for any services provided or costs incurred by CRAPPIE MASTERS after CRAPPIE MASTERS has received notice of termination. Upon said termination, CRAPPIE MASTERS shall immediately refund to COUNTY, or otherwise utilize as COUNTY directs, any unused funds provided hereunder.

SECTION 3. SERVICES.

(a) CRAPPIE MASTERS shall use funds from this Agreement to promote the Seminole County-based 2009 Crappie Masters Florida State Championship to be held January 31 - February 1, 2009 (the "Event"), as described in Exhibit A attached hereto and incorporated herein by reference.

(b) The Seminole County Convention and Visitors Bureau logo, with telephone number and website address, must appear on all promotional material for which reimbursement will be requested, including but not limited to all electronically transmitted materials.

(c) CRAPPIE MASTERS shall submit proposed advertisement and promotional copy to COUNTY for review and approval prior to publication. Advertising and promotional copy that has not been approved by COUNTY shall not be eligible for reimbursement.

(d) Promotional packages sent out by CRAPPIE MASTERS for the Event must contain a list of all Seminole County hotels provided by the Seminole County Convention and Visitors Bureau. No other hotel list may be included in the promotional packet. All such promotional packets must be approved by COUNTY prior to distribution in order to qualify for

reimbursement.

(e) CRAPPIE MASTERS shall permit a third-party company designated by the COUNTY to conduct on-site surveys during the Event to coordinate the survey process. CRAPPIE MASTERS shall cooperate in making the Event accessible in whatever manner is necessary for completion of the survey.

(f) After-event preliminary statistics for room nights and economic impact must be submitted to COUNTY no later than thirty (30) days after the Event.

(g) A hotel poll reflecting an accurate accounting of room nights used for the Event shall be conducted by CRAPPIE MASTERS and submitted to COUNTY within thirty (30) days of the Event.

(h) CRAPPIE MASTERS shall be required to have and maintain a website for the purpose of promoting tourism to and attendance at the Event. Said website shall be linked to the Seminole County Tourism website (www.visitseminole.com) and such link shall be maintained throughout the duration of this Agreement.

(i) Failure to comply with or failure to meet the requirements of said Section, including time deadlines, shall result in termination of this Agreement and forfeiture of all financial assistance rendered to CRAPPIE MASTERS by COUNTY pursuant to this Agreement.

SECTION 4. LIABILITY AND INSURANCE.

(a) **Liability.** COUNTY and its Commissioners, officers, employees, and agents shall not be deemed to assume any liability for the acts, omissions, and negligence of CRAPPIE MASTERS or its officers, employees, and agents in the performance of services provided hereunder. CRAPPIE MASTERS hereby agrees to fully and completely indemnify, insure, and hold harmless COUNTY from and against any liability, of whatsoever type or nature, howsoever arising, relating, in any way, to the acts or omissions of CRAPPIE MASTERS and its officers, members, agents, and

employees.

(b) **Insurance.**

(1) CRAPPIE MASTERS shall furnish COUNTY with a Certificate of Insurance signed by an authorized representative of the insurer evidencing the insurance required by this Section (Commercial General Liability). COUNTY and its officials, officers, and employees shall be named additional insured under the Commercial General Liability policy. The Certificate of Insurance shall provide that COUNTY shall be given not less than thirty (30) days written notice prior to the cancellation or restriction of coverage. Until such time as the insurance is no longer required to be maintained, CRAPPIE MASTERS shall provide COUNTY with a renewal or replacement Certificate of Insurance not less than thirty (30) days before expiration or replacement of the insurance for which a previous certificate has been provided.

(2) The Certificate shall contain a statement that it is being provided in accordance with the Agreement and that the insurance is in full compliance with the requirements of the Agreement. In lieu of the statement on the Certificate, CRAPPIE MASTERS shall, at the option of COUNTY, submit a sworn, notarized statement from an authorized representative of the insurer that the Certificate is being provided in accordance with the Agreement and that the insurance is in full compliance with the requirements of the Agreement.

(3) In addition to providing the Certificate of Insurance, if required by COUNTY, CRAPPIE MASTERS shall, within thirty (30) days after receipt of the request, provide COUNTY with a certified copy of each of the policies of insurance providing the coverage required by this Section.

(4) Neither approval by COUNTY nor failure to disapprove the insurance furnished by CRAPPIE MASTERS shall relieve CRAPPIE MASTERS

of its full responsibility for performance of any obligation including CRAPPIE MASTERS' indemnification of COUNTY under this Agreement.

(5) Insurance Company Requirements. Insurance companies providing the insurance under this Agreement must meet the following requirements:

(A) Companies issuing policies must be authorized to conduct business in the State of Florida and prove same by maintaining Certificates of Authority issued to the companies by the Department of Insurance of the State of Florida.

(B) In addition, such companies other than those authorized by Section 440.57, Florida Statutes, shall have and maintain a Best's Rating of "A" or better and a Financial Size Category of "VII" or better according to A.M. Best Company.

(C) If, during the period which an insurance company is providing the insurance coverage required by this Agreement, an insurance company shall: (1) lose its Certificate of Authority, or (2) fail to maintain the requisite Best's Rating and Financial Size Category, CRAPPIE MASTERS shall, as soon as it has knowledge of any such circumstance, immediately notify COUNTY and immediately replace the insurance coverage provided by the insurance company with a different insurance company meeting the requirements of this Agreement. Until such time as CRAPPIE MASTERS has replaced the unacceptable insurer with an insurer acceptable to COUNTY, CRAPPIE MASTERS shall be deemed to be in default of this Agreement.

(6) Specifications. Without limiting any of the other obligations or liability of CRAPPIE MASTERS, CRAPPIE MASTERS shall, at its sole expense, procure, maintain, and keep in force amounts and types of insurance conforming to the minimum requirements set forth in this Section. Except as otherwise specified in this Agreement, the insurance

shall become effective prior to the commencement of the Event and shall be maintained in force until the Agreement completion date. The amounts and types of insurance shall conform to the following minimum requirements.

(A) Commercial General Liability.

(1) CRAPPIE MASTERS' insurance shall cover CRAPPIE MASTERS for those sources of liability which would be covered by the latest edition of the standard Commercial General Liability Coverage Form (ISO Form CG 00 01), as filed for use in the State of Florida by the Insurance Services Office, without the attachment of restrictive endorsements other than the elimination of Coverage C, Medical Payment, and the elimination of coverage for Fire Damage Legal Liability.

(2) The minimum limits to be maintained by CRAPPIE MASTERS (inclusive of any amounts provided by an Umbrella or Excess policy) shall be as follows:

LIMITS



General Aggregate	Three (3) Times the Each Occurrence Limit
Personal & Advertising Injury Limit	\$1,000,000.00
Each Occurrence Limit	\$1,000,000.00

(7) Coverage. The insurance provided by CRAPPIE MASTERS pursuant to this Agreement shall apply on a primary basis and any other insurance or self-insurance maintained by COUNTY or its officials, officers, or employees shall be excess of and not contributing to the insurance provided by or on behalf of CRAPPIE MASTERS.

(8) Occurrence Basis. The Commercial General Liability required by this Agreement shall be provided on an occurrence basis rather than a claims-made basis.

SECTION 5. BILLING AND PAYMENT. COUNTY hereby agrees to provide financial assistance to CRAPPIE MASTERS up to a maximum sum of TWENTY-

FIVE THOUSAND AND NO/100 DOLLARS (\$25,000.00) for all services provided hereunder by CRAPPIE MASTERS during the term of this Agreement in accordance with the project budget and requirements set forth in Exhibit A. Qualified expenditures are reimbursable upon:

(a) Receipt by COUNTY of the Request for Funds form, attached hereto and incorporated herein as Exhibit B, from CRAPPIE MASTERS requesting amount for which CRAPPIE MASTERS wishes to be reimbursed. The Request for Funds form shall be completed properly and documentation attached including original or copies of invoices and copies of canceled checks. Such request by CRAPPIE MASTERS shall only be for services specifically provided for herein necessary to serve Seminole County. Said Request for Funds form shall be submitted no later than ninety (90) days after the Event. Failure to comply with this requirement shall result in termination of this Agreement and forfeiture of all financial assistance granted to CRAPPIE MASTERS under this Agreement.

(b) Verification by the  Seminole County Tourism Development Director that CRAPPIE MASTERS provided the services for which reimbursement is sought and has complied with the reporting requirements contained hereinafter;

(c) The Request for Funds form shall be accompanied by a detailed report of the economic impact on COUNTY resulting from the Event or activity for which funds have been provided hereunder. Such report, attached hereto and incorporated herein as Exhibit "C", shall include, but not be limited to, the actual number of hotel or motel rooms occupied and estimated goods and services expenditures; and

(d) Payment requests shall be sent to:

Original: Director
 Seminole County Tourism Development
 1230 Douglas Avenue, Suite 116
 Longwood, Florida 32779

Copy: Director, Department of Finance
Seminole County Services Building
1101 East First Street
Sanford, Florida 32771

(e) Reimbursement shall be contingent upon CRAPPIE MASTERS' compliance with the requirements as stated in Exhibit A.

SECTION 6. REPORTING REQUIREMENTS. In the performance of this Agreement, CRAPPIE MASTERS shall maintain books, records, and accounts of all activities in compliance with normal accounting procedures. CRAPPIE MASTERS shall transmit and certify interim records with each Request for Funds form submitted to COUNTY. The Request for Funds form shall detail costs incurred as referenced in Exhibit A. CRAPPIE MASTERS shall submit a final financial report within ninety (90) days of project completion or lapse or termination of this Agreement.

SECTION 7. NON-ALLOWABLE COSTS. The purpose for which Tourist Development Tax grant funds are provided to CRAPPIE MASTERS shall not duplicate programs for which monies have been received, committed, or applied for from another source. The monies provided hereunder shall be expended only for the activities or purposes set forth in Exhibit "A". Non-reimbursable expenditures include, but are not limited to, legal, engineering, accounting, auditing, planning, marketing, feasibility studies, or other consulting services; real property or capital improvements; interest reduction in deficits and loans; prize money, scholarships, awards, plaques, or certificates; private entertainment, lodging, food, and beverages; and wages, salaries, administrative, or travel expenses other than those appearing, if any, in Exhibit A.

SECTION 8. UNAVAILABILITY OF FUNDS. CRAPPIE MASTERS acknowledges that Tourist Development Tax revenues are the source of funding for this Agreement and that no other COUNTY revenues shall or may be utilized to meet COUNTY's obligations hereunder. If, for whatever reason, the funds pledged by COUNTY to this program should become unavailable, this

Agreement may be terminated immediately, at COUNTY's option, by written notice of termination to CRAPPIE MASTERS as provided hereinafter. COUNTY shall not be obligated to pay for any services provided or costs incurred by CRAPPIE MASTERS after it has received such notice of termination. In the event there are any unused COUNTY funds, CRAPPIE MASTERS shall promptly refund those funds to COUNTY or otherwise use such funds as COUNTY directs.

SECTION 9. ACCESS TO RECORDS. CRAPPIE MASTERS shall allow COUNTY, its duly authorized agent, and the public access to such of CRAPPIE MASTERS' records as are pertinent to all services provided hereunder at reasonable times and under reasonable conditions for inspection and examination in accordance with Florida Statutes.

SECTION 10. LIAISON. CRAPPIE MASTERS shall submit the originals of the Request for Funds form and any other required reports or correspondence to the following:

Director
Seminole County Tourism Development
1230 Douglas Avenue, Suite 116
Longwood, Florida 32779



SECTION 11. NOTICES. Whenever either party desires to give notice unto the other, it shall be given in writing by certified United States mail, return receipt requested, and sent to:

For COUNTY:

Director
Seminole County Tourism Development
1230 Douglas Avenue, Suite 116
Longwood, FL 32779

For CRAPPIE MASTERS:

Paul Alpers, President/CEO
Crappie Masters, Inc.
P.O. Box 989
Lebanon, MO 65536-0989

Either of the parties may change, by written notice as provided above, the person or address for receipt of notice.

EXHIBIT A

PART II APPLICATION FOR FUNDS
TOURIST DEVELOPMENT SPONSORSHIP
FY 2008-09

THE FOLLOWING QUESTIONS MUST BE ANSWERED IN FULL.

I. GENERAL INFORMATION

TO ASSIST US IN EVALUATING THE IMPACT OF YOUR EVENT ON SEMINOLE COUNTY AND TO BETTER UNDERSTAND WHAT SUPPORT YOU ARE REQUESTING, THE FOLLOWING QUESTIONS MUST BE ANSWERED COMPLETELY. DO NOT SKIP ANY INFORMATION WHICH APPLIES TO YOUR EVENT.

1. NAME OF ORGANIZATION: Bass Pro Shops Crappie Masters

ADDRESS: P. O. Box 989

CITY: Lebanon STATE: MO ZIP: 65536

PHONE: 417/532-0244 FAX: N/A EMAIL: crappiemasters@gmail.com

2. NAME OF EVENT/PROJECT: Bass Pro Shops Crappie Masters Florida State Championship

DATE OF EVENT: Jan 31st - Feb 1st 09

LOCATION OF EVENT: Lake Monroe and Sanford Civic Center

DESCRIPTION OF EVENT: National Fishing Tournament

3. CONTACT PERSON: Bobby Brown, Vice President

4. ORGANIZATION'S CHIEF OFFICIAL: Paul Alpers

TITLE: President/CEO

ADDRESS (IF DIFFERENT FROM ABOVE) same as above

5. AMOUNT REQUESTED: \$25,000

7. INTENDED USE OF FUNDS:

BID GUARANTEE

PROMOTION/MARKETING

7. PLEASE ATTACH AN **ITEMIZED** MARKETING PLAN DETAILING HOW TOURIST TAX DOLLARS WILL BE SPENT TO PROMOTE THIS EVENT, INCLUDING, BUT NOT LIMITED TO PRINT ADVERTISING (BROCHURE/FLYER, MAGAZINE, NEWSPAPER), RADIO/TV, INTERNET OR OTHER MEDIA.

MARKETING PLAN FOR USE
OF TOURIST TAX FUNDS

Projected Marketing Brochure Advertising

Print media is distributed in 12 States and in Bass Pro Shops near major tournaments.

Bass Pro Shop Crappie Masters Crappie Guide in 12 states (25,000)

2 Full Page 4C ads 7500

1 Tournament information page - 3500

Tournament Tri-fold in 12 states (4,000) - 3000

National Quad Folds in 12 states- (15,000) - 8300

552

Production Costs for ads/brochures 2500

25352

Requesting \$25,000 (reflected increased costs over prior year)



CRAPPIE MASTERS TEAM TOURNAMENT TRAIL

Projected Media Costs for the January 2009 Florida State Crappie Championship (Based on 2008 costs plus 5% added to bottom line)*

Television production/exposure:

Revive the Outdoors with Cody & Cody (Sportsman's Channel) (19,000,000 impressions)	\$15,000.00
Television Crew Production	8,200.00
Full Page 4C ad in Crappie Master Magazine (12,000 impressions)	3,300.00

Projected Marketing Brochure Production Costs

(All publications distributed in 15 states – MO, FL, IN, OH, KY, OK, LA, GA, SC, NC, IL, AL, MS, MI, IA)

National Bass Pro Shop Crappie Masters Crappie Guide (100,000)	4,830.00
Tournament Tri-fold (4,000) (in-kind)	
Quad Folds in Bass Pro Shops in 12 states (50,000)	4,158.00
Posters (200)	420.00

TOTAL MEDIA AND MARKETING \$35,908.00

Television, Newspaper & Magazine Editorial – Florida, Southeast, and Midwest publications and channels – 2008 circulation; readership higher**

Florida, Southeast, Midwest Consumer Publications	160,000
Local Publicity	480,000
National Sports Channels/Sports & Angler Magazines, to include ESPN	396,000
Florida Sports & Angler Magazines	160,000

Value Added Marketing

4C posters and banners w/Tournament Trail Schedule to include Seminole County in all BassPro Shops in the Southeast.

Promotional Flyers distributed by BassPro Shops during all tournaments on trail

Tournament Trail advertised on BassPro's official website (2,000,000 visitors per month)

Tournament Trail advertised on BassPro Crappie Master Association national website and Florida Crappie Association website.

BassPro Crappie Master angler registration marketing and media releases sent to all major angler publications, tournament cities/CVBs, to include Seminole County as a sponsor of the Florida State Tournament Trail.

300,000+ Audio & Sales Flyers within Bass Pro Shops

Area Enhancement - Kids Rodeo – 250+ Central Florida kids participated.

****List of all editorial publication follows.**

ESPN
Leisure Sports Magazine
Outdoor Trails Magazine
Florida Fishing News
Florida Outdoors Adventure Magazine
Grizzly Jig
Orlando Sentinel
Sanford Herald
Bradstown KY
Kimbelsville KY
Gadabout Magazine
Tell City, IN
Midwest Outdoor
Kentucky Standard
Central Kentucky News Journal
Perry County News
Journal Democrat
Mt. Vernon Democrat
Conservation Afield

- 8. NOTE: ADVERTISING MUST TARGET AUDIENCES TO ATTRACE OVERNIGHT VISITORS TO SEMINOLE COUNTY. DRIVE-DISTANCE MARKETING WILL BE CONSIDERED LOCAL ADVERTISING AND IS NOT ELIGIBLE FOR REIMBURSEMENT.**

- 9. BE SURE TO HAVE YOUR CHIEF CORPORATE OFFICER SIGN THE APPLICATION AND YOUR SECRETARY AFFIX THE CORPORATE SEAL ON PAGE 7.**

II. DETAILS ON YOUR ORGANIZATION:

In narrative form please describe your organization in the following areas. Use a separate sheet to complete these questions in detail.

- (1) What are your organization's goals and objectives?
To conduct quality national crappie fishing tournaments for those of all ages, increasing economic impact to communities, bringing awareness to the science of sustainable fishing and providing quality of life by including the youth.
- (2) What services does your organization provide?
Education, Tournaments, Networking, Merchandise
- (3) How will your organization monitor expenditure of funds?
Use of a CPA, and a system of checks and balances on the collection and disbursement of funds. Insistence upon return on investment. Members hold the organization accountable.
- (4) How will your event bring additional visitors and hotel room nights to Seminole County?
Not only will this organization and its tournament bring visitors to Seminole County the weekend of the event, anglers will start coming in when the tournament is announced to test the waters, and find their spot. Because Seminole County affords them the opportunity to fish the largest "catch-able" crappie in the US, many of the anglers and those who "hear" will also return to fish Lake Monroe after the tournament. Because of the huge audience reached by this tournament's advertising and marketing through Bass Pro Shops, anglers nationally will come to stay and fish in Lake Monroe. The largest crappie in a tournament was caught in Lake Monroe – this news is still being passed down...
- (5) What is your organization's experience in managing sponsorships and grants?
This organization hosts between 25 and 30 regional and national tournaments, all for which they receive grants and sponsorships, most larger dollars than that provided by Seminole County. Also of note are their major title sponsors to include Bass Pro Shops, Toyota Tundra, Nitro and Tracker Boats, and Mercury Motors, just to name a few. They also provide all tournament profits back to the anglers, and still operate in the black.

III. EVENT INFORMATION (Use additional sheets where necessary.)

- (1) NAME OF EVENT: Bass Pro Crappie Masters Florida State Tournament
- (2) LOCATION OF EVENT: Lake Monroe/Sanford Park/Civic Center
- (3) DATE(S) OF EVENT: Jan ~~31~~-Feb. 1, 2009 NUMBER OF DAYS: 7 to include tourny
- (4) HAVE FACILITIES BEEN SECURED? YES x NO
- (5) SPECIAL SITE REQUIREMENTS? YES x NO
IF YES, PLEASE GIVE DETAILS

Kids fishing tournament, weigh in, banquets, meetings

- (3) EVENT OWNER (IF OTHER THAN YOUR ORGANIZATION)
NAME: N/A
ADDRESS:
PHONE:
- (4) HOW WILL THIS EVENT CONTRIBUTE TO A POSTIVE IMAGE FOR SEMINOLE COUNTY? **Economic impact, both to the hospitality industry, as well as the retail industry, to include gasoline, tackle, and big box stores. Quality of life for kids in the community. Festival atmosphere for local angler enthusiasts**
- (5) DOES THIS EVENT HAVE FUTURE IMPLICATIONS, SPIN-OFFS, OR OTHER CONSIDERATIONS?
This will be the third year for this tournament, and it has been held in Central Florida many additional years. There is the potential for a national tournament if additional funding can be secured.
- (6) PROJECTED NUMBER OF:
LOCAL PARTICIPANTS 10+
LOCAL GUESTS 600+ to include kids, parents, grandparents, other anglers
OUT-OF TOWN PARTICIPANTS 126+ plus 36+ out of town fans
OUT-OF-TOWN GUESTS
OUT-OF-TOWN MEDIA 17, plus 2 local
- (7) TOTAL NUMBER OF HOTEL ROOMS REQUIRED IN SEMINOLE COUNTY FOR EVENT: 1630+ over the course of the year 450 during tournament
- (8) PROVIDE THE ESTIMATED DIRECT ECONOMIC IMPACT ON SEMINOLE COUNTY FROM YOUR EVENT. (PLEASE COMPLETE ECONOMIC IMPACT CALCULATION FORM. (A COPY OF THIS FORM IN EXCEL FORMAT IS AVAILABLE ON www.visitseminole.com)

**Exhibit C
Seminole County - Economic Impact**

	Quantity	Multiplier	Event days	TOTALS
How much will event organizers spend locally?				
How many adult out-of state participant days expected?	620	\$ 152.00	4	\$ 376,960.00
How many adult out-of state spectator days expected?	36	\$ 152.00	4	\$ 21,888.00
How many out-of state media/professional days expected?	151	\$ 152.00	4	\$ 91,808.00
How many youth out-of state participant days are expected?	3	\$ 76.00	4	\$ 912.00
How many youth out-of state spectator days are expected?		\$ 76.00	4	\$ -
How many in state participant/spectator/media/ professionals expected?	8	\$ 68.00	4	\$ 2,176.00
What is the expected event-site spending?				
What other expenditures, if any, are anticipated?				
TOTAL DIRECT IMPACT =				\$ 493,744.00
Total output economic impact:	Direct Impact	Divider	Multiplier	
	\$ 493,744.00		2.5	\$ 1,234,360.00
Total earnings impact:	\$ 493,744.00		0.57	\$ 281,434.08
Total employment impact:	\$ 493,744.00	1,000,000	22	10.86
		Non-Taxable Sales		
	Direct Impact	Sales	Sales Tax Rate	
STATE SALES TAX GENERATED:	\$ 493,744.00		0.12	\$ 59,249.28
			Florida DOR	
			Disbursement	
		State Sales Tax Generated	Multiplier	
STATE SALES TAX REIMBURSED TO COUNTY:		\$ 59,249.28	0.09653	\$ 5,719.33
		Non-Taxable Sales	Option Sales Tax Rate	
	Direct Impact	Sales	Tax Rate	
COUNTY LOCAL OPTION SALES TAX:	\$ 493,744.00		0.02	\$ 9,874.88
	Estimated Rooms	Approximate Hotel Rooms Secured	Average Room Rate Per Night	
	Per Night To Be Secured	1638	\$60.00	\$ 98,280.00
TOTAL HOTEL IMPACT:	Total Hotel Impact		Resort Tax Rate	
	\$ 98,280.00		0.03	\$ 2,948.40
COUNTY RESORT TAX RECOUPED:				
TOTAL RESORT TAX & STATE SALES TAX RECOUPED BY COUNTY:				\$ 18,542.61
RENTAL COSTS OF FACILITIES OWNED & RECOUPED BY THE COUNTY:				\$ -
RENTAL COSTS OF FACILITIES OWNED & RECOUPED BY THE CITY:				\$ -
BID FEES AND COSTS ASSOCIATED TO THE EVENT PAID BY THE COUNTY:				\$ -
BID FEES AND COSTS ASSOCIATED TO THE EVENT PAID BY THE CITY:				\$ -
APPROXIMATE REVENUE RECOUPED BY THE COUNTY ON THE EVENT:				\$ 18,542.61



CRAPPIE MASTERS TEAM TOURNAMENT TRAIL

PROMOTE

ENHANCE

PRESERVE

ECONOMIC IMPACT 2008 TOURNAMENT

Bass Pro Shops Crappie Masters National Championship total participation is 140 anglers, (70 teams). Information is calculated from 2008 national championship surveys at Lake Monroe in Sanford, Florida.

1% of the teams were local = 7 not staying in hotels

24% of the teams were from out of town (17 teams)*

75% of the teams were from out of state, with over 15 different states being represented. (53 teams) MO, FL, IN, OH, LA, GA, SC, NC, IL, AL, MS, MI, IA

*Most out of town teams stayed during the tournament, as well as visited and stayed many times during the year to fish the lake.

VISITS TO THE LAKE PRIOR TO THE TOURNAMENT

A. 4.5 trips with an average of 3.5 days per trip.

70 teams x 4.75 x 3.5 = 1164 days x \$275.00 = **\$320,100**

TOURNAMENT VISIT

Plus 1 trip of 7 days for the tournament

B. 70 teams x 7 = 490 days x 225 = **\$134,750.00**

Total for (a) & (b) is \$454,575.00 times a multiplier of 2.5 equals

\$1,136,437.50 TOTAL ECONOMIC IMPACT FOR AREA*

Fishing Tournament's multiplier is higher because not only do they fill two vehicles with gasoline, but they also tend to buy higher in the retail market, particularly in big box stores.

Provide three (3) years of this event's history, if applicable.

Previous Event: Florida State Championship

Date: January 2008 Location: Lake Monroe

Contact Name/Phone: Bobby Brown, 417/532-0244

Out-of-State Participants: 126 Room Nights: 1630 Economic Impact: \$434,624*

Previous Event: Florida State Championship

Date: January 2007 Location: Lake Monroe

Contact Name/Phone: Bobby Brown, 417/532-0244

Out-of-State Participants 137 Room Nights 1561 Economic Impact \$350,000*

Previous Event: Florida State Championship

Date: January 2006 Location: Lake Harris Chain

Contact Name/Phone: Paul Alpers, 573-280-8020

Out-of-State Participants: Room Nights Economic Impact

*Note: The Seminole County economic impact form does not take into account that fishing tournaments nationally have a multiplier of 2.5 versus the traditional 1.7 multiplier of most sports tournaments, due to repeat visits and multiple vehicles per angler.

CERTIFICATION

I have reviewed this Application for Funds from the Tourist Development Council for FY 2008-09. I am in full agreement with the information contained herein. To the best of my knowledge, the information contained in this Application and its attachments are accurate and complete.



Chief Corporate Officer

6/13/08

Date

Seal



Corporation Secretary

6/13/08

Date

EXHIBIT "B"
REQUEST FOR FUNDS

SEMINOLE COUNTY TOURISM DEVELOPMENT
1230 DOUGLAS AVENUE, #116, LONGWOOD FL 32779

EVENT NAME _____

ORGANIZATION _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP _____

NAME OF CONTACT _____ CONTACT TELEPHONE _____

CONTACT E-MAIL _____

EVENT DATE FROM _____ TO _____

REQUEST # _____

() INTERIM REPORT () FINAL REPORT

TOTAL CONTRACT AMOUNT \$20,000

<u>EXPENSE</u>	<u>BUDGET</u>	<u>REIMBURSEMENT REQUESTED</u>
_____	_____	_____
_____	_____	_____
TOTALS	_____	_____

(For Final Report only)
Please complete the following:

#of Hotels used _____

#of Hotel room nights _____

#of out-of-town participants _____

#of out-of-town fans _____

#of out-of-town media _____

Total direct economic impact \$ _____

NOTE: Furnishing false information may constitute a violation of applicable State and Federal laws.

CERTIFICATION OF FINANCIAL OFFICER: I certify that the above information is correct based on our official accounting system and records, consistently applied and maintained and that the cost shown have been made for the purpose of and in accordance with, the terms of the contract. The funds requested are for reimbursement of actual cost made during this time period.

SIGNATURE _____ TITLE _____

**Exhibit C
Seminole County - Economic Impact**

	Quantity	Multiplier	Event days	TOTALS
How much will event organizers spend locally?				
How many adult out-of-state participant days expected?	\$	152.00		\$
How many adult out-of-state spectator days expected?	\$	152.00		\$
How many out-of-state media/professional days expected?	\$	152.00		\$
How many youth out-of-state participant days are expected?	\$	76.00		\$
How many youth out-of-state spectator days are expected?	\$	76.00		\$
How many in state participant/spectator/media/ professionals expected?	\$	68.00		\$
What is the expected event-site spending?				
What other expenditures, if any, are anticipated?				
TOTAL DIRECT IMPACT =				\$
	Direct Impact	Divider	Multiplier	
Total output economic impact:	\$ -		1.5	\$ -
Total earnings impact:	\$ -		0.57	\$ -
Total employment impact:	\$ -	1,000,000	22	\$ -
		Non-Taxable Sales		
	Direct Impact	Sales	Sales Tax Rate	
STATE SALES TAX GENERATED:	\$ -		0.06	\$ -
			Florida DOR	
		State Sales Tax Generated	Disbursement Multiplier	
STATE SALES TAX REIMBURSED TO COUNTY:	\$ -		0.09653	\$ -
		Non-Taxable Sales	Option Sales Tax Rate	
	Direct Impact	Sales		
COUNTY LOCAL OPTION SALES TAX:	\$ -		0.01	\$ -
	Estimated Rooms Per Night To Be Secured	Estimated Nights In Town	Average Room Rate Per Night	
TOTAL HOTEL IMPACT:				\$ -
	Total Hotel Impact		Resort Tax Rate	
COUNTY RESORT TAX RECOUPED:	\$ -		0.03	\$ -
TOTAL RESORT TAX & STATE SALES TAX RECOUPED BY COUNTY:				\$ -
RENTAL COSTS OF FACILITIES OWNED & RECOUPED BY THE COUNTY:				\$ -
RENTAL COSTS OF FACILITIES OWNED & RECOUPED BY THE CITY:				\$ -
BID FEES AND COSTS ASSOCIATED TO THE EVENT PAID BY THE COUNTY:				\$ -
BID FEES AND COSTS ASSOCIATED TO THE EVENT PAID BY THE CITY:				\$ -
APPROXIMATE REVENUE RECOUPED BY THE COUNTY ON THE EVENT:				\$ -