

CITY OF SARASOTA, FLORIDA
SARASOTA SPORTS STADIUM COMPLEX

	Actual 1999-00	Budget 2000-01	Estimated 2000-01	Budget 2001-02
Available Fund Balance	\$ 37,265	\$ 37,265	\$ 48,178	\$ 57,457
Revenues				
Ticket revenues	192,097	247,965	161,724	163,224
Parking	51,224	58,000	50,000	60,000
Concessions	52,886	23,000	36,000	41,000
Utilities and lighting	39,551	80,000	95,000	100,000
Other	90,238	70,113	108,418	109,500
Grants	-	5,000	-	5,000
General Fund Subsidy	165,587	200,000	242,103	250,000
Merchandise Sales	31,411	29,020	29,020	29,020
Sponsor/Contributions	38,553	35,000	44,000	44,000
Total Revenue	661,547	748,098	766,265	801,744
Estimated Funds Available	698,812	785,363	814,443	859,201
Expenditures				
Personnel	181,764	202,364	203,899	206,401
Operating	457,965	541,945	552,637	587,308
Capital	11,143	3,000	450	8,500
Total Expenditures	650,872	747,309	756,986	802,209
Projected Ending Balance	47,940	<u>\$ 38,054</u>	<u>\$ 57,457</u>	<u>\$ 56,992</u>
Fund Balance Adjustment	11,891			
Reserved for Carryover	(11,653)			
	<u>\$ 48,178</u>			

Note: The 2001-02 debt service for the Sports Complex is \$700,468. Please see the 1994 Refunding Bonds for further detail. These bonds are paid by ad valorem taxes.

ED SMITH SPORTS STADIUM

Description of Operations

The City of Sarasota Sports Complex has continued to be the mecca of baseball activity in our immediate area. Over 300,000 uses will occur at this 53 acre site, which maintains its national reputation as a premier baseball facility in the State of Florida. Youth, high school, adult and professional organizations enjoy the participatory use of this facility, while over 210,000 spectators experience our national pastime.

Spring training home of the Cincinnati Reds, the Ed Smith Stadium provides Sarasota with priceless national media exposure, positively affecting the local economy. In a 1994 survey conducted during spring training by Touchscreen Research, Inc., 58.3% of spectators at the games lived outside Sarasota and Manatee Counties, and further, 57% chose Sarasota as a vacation site primarily due to the availability of Major League Baseball. Celebrating our 13th year anniversary in 2001, this Spring Training Season reflected a slight decline in total attendance. The heavy schedule of games during the first two weeks of the season, and the novelty diminished of having Ken Griffey Jr., coupled with one rainout, caused the downturn in attendance. However, we expect this trend to be reversed in 2002 with the signing of a new labor agreement. Certainly, there is a threat of a labor stoppage if an agreement is not reached between the owners and players. This would be as devastating to the financial picture as in 1991 and 1995.

The Reds' fourth spring training in Sarasota was met with high expectations by both the City and the Reds. The paid attendance decreased nearly 15,000 to an average of 5,961 per game. The weather was cold early in the season, and a game was lost due to rain during the final week.

Despite a schedule that included a majority of games against teams that are very close geographically to Sarasota and historically poorly attended, the attendance in these games increased due to some strategically placed night and weekend games. Once again, the Reds did an admirable job in making public appearances and embracing the local community as well as the fans at the ballpark in an effort to endear the organization to the Sarasota area.

We expect attendance to return to the levels of 2000 as the supporters of the Reds residing in the Ohio Valley become more familiar with the Sarasota area. Further, the Reds will promote the area as a vacation site through the marketing plan for their annual Fantasy Camp and as the spring home of the club.

Operationally, the 2001 season was greatly improved with few complaints and many compliments. Customer comfort and safety was emphasized via traffic control to and from the stadium, to the final out of each game. Further, the facility experienced City-wide involvement and support through such departments as Public Safety, Finance, Public Works, Engineering, General Services, Parking Enforcement, IST, and Building.

Community involvement continues as the Sarasota Sports Committee, the local volunteer support group for youth athletic programs, supplied manpower for parking, seat cushions, and program stuffing services. The Sarasota Little League also realized over \$4,000, and Tuttle Elementary School just under \$2,000 of unbudgeted revenue by cooperating with the City in allowing fans to park in their facility during heavily attended games.

The city entered into an agreement with Sportservice Inc. of Buffalo, New York. Sportservice continued the past tradition of enlisting the volunteer help of local service organizations such as the Knights of Columbus, the Rotary, and the Shriners for the majority of required concession labor.

With the securing of a new major league tenant, staff was also successful in developing an agreement in the landscape maintenance operation with One Source, formerly ISS Landscape Maintenance of Tampa. The agreement provided a net savings to the stadium budget of over \$14,000.

The Surcharge fund provided funding for much needed improvements namely an enhanced lighting program for the indoor batting tunnels, wall pad replacement, concrete joint repair, two a/c unit replacements and continuing maintenance of our field lighting program.

ED SMITH SPORTS STADIUM

The field maintenance equipment replacement program has been moved to the operating budget as a result of the city utilizing the national buying power and resources of One Source through the 4th Amendment to the agreement for groundskeeping services. This provides for One Source to provide new equipment for all grounds and landscape functions at the Sports Complex. The Seat Replacement Program continued with the use of temporary labor to install repair parts to keep the ballpark in good condition. New floor covering was installed in both the major and minor league clubhouses, and field renovations were implemented. A new door and locking system was instituted in the major and visiting clubhouses, providing enhanced security for the club. Great compliments regarding the field conditions were received from the Reds, most notably Jim Bowden, General Manager and Barry Larkin, Captain and Shortstop.

The Florida State League Franchise of the Boston Red Sox filled the stadium with family entertainment throughout the summer with their 70 home dates highlighted by the Spiritfest Celebration in June. Year round residents continue to enjoy the economical entertainment offered by Class A Professional Baseball and the Sarasota Red Sox. After two seasons of dropping attendance levels, the Red Sox increased attendance in 2000 by an enhanced advertising and promotion program. If early attendances are any indication, the 2001 should continue the upward trend in attendance and fun at the ballpark!

Other facility uses include local high school, Amateur Athletic Union (AAU) teams, American Legion, Babe Ruth baseball, All-Star and Men's Senior Baseball League games, as well as the use of the north parking lot for games and practices during their respective seasons of the Sarasota Little League, Sarasota Ringling Redskins Football, and Sarasota Youth Soccer Association.

Multi-purpose uses of the complex include TV broadcasts and commercials, numerous baseball clinics including the inaugural Cal Ripken Baseball Clinic in June and the Cincinnati Reds and Baltimore Orioles Fantasy Camps. The Cystic Fibrosis Great Strides Walkathon returned in May.

Staff aggressively pursues new events, however, these programs should be at the promoter's risk, whereby the City has little or no financial risk.

The staff continues to expand its objective to secure baseball tournaments that will not only have a positive impact on revenue, but more importantly have the same or better impact on the local economy. Staff has successfully followed this new tact by securing three national tournaments for the coming years at the Sports Complex. With an agreement with Sarasota Youth Baseball Club, Inc., the City will host the Amateur Athletic Union's (AAU) 14-years and under National Championships Baseball Tournament in August of 2001, as well as national tournaments in 2002 and 2003. The National Senior Men's Tournament will also be held again in November. The AAU 14 and under National Tournament will be held at Ed Smith Stadium in August 2001 and 2002 with an expected field of up to 80 teams from around the country. The economic impact to the Sarasota area for this tournament alone is estimated at \$8 million. Ed Smith Stadium teamed with the Sarasota Sports Committee and IMG Marketing Group's Baseball Academy to host the first ever NCAA College Baseball Night in March. Staff's goals are to pursue this new avenue of events with the NCAA.

Overall, the Sports Complex remains one of the most utilized facilities in the City, and it is the goal of the Sports Facilities Department to increase usage while maintaining its physical integrity and place in the City's quality of life.

The City is in the process of entering into discussions with the Cincinnati Reds regarding expansion and/or enhancement projects for the Sports Complex. Items raised to the forefront by the Reds include an expansion of the major league clubhouse affording additional weight room space, as well as office space for spring training minor league operations, and the establishment of a year-round merchandise facility on the property of the stadium. Some of the major City issues are the replacement of the 15 year old scoreboard, the renovation of the main gate area of the stadium including an elevator for disabled access to the two levels of the press box, and new covered seating area for the disabled at the top of the grandstand. It is the intent of staff to discuss an extension

ED SMITH SPORTS STADIUM

of the current lease as part of any major improvement program.

Due to the decreased attendances and uses of the Complex during the current year the budget transfer required from the General Fund will be increased to \$242,103. Expectations for 2001-02 are slightly lower for the new budget year to a required budget transfer of \$250,000. The cost to the city is very comparable to the other venues within the state, with most facilities requiring funding in excess of \$300,000.

Goal - Responsible City Government

To operate the City of Sarasota's Sports Complex with the lowest General Fund subsidy necessary.

Objectives

To maintain the integrity of the Stadium and Complex Fields, and the contractual relationship with the Cincinnati Reds and the Sarasota Red Sox, thus affirming the ability of the Stadium to receive and safely operate the maximum attendance at Spring Training, Florida State League, and nationals tournaments secured.

To continue to license the use of the facilities for special events whereby the City does not incur financial risk.

To promote the rental of the various facility areas when not previously scheduled.

To secure 3-6 national tournaments annually.

Performance Measures

Description	Unit	FY2000	FY2001	FY2002
Output Measure				
Paid attendance at special events	Number	5,000	5,000	20,000
Paid attendance at non-REDS\FSL events	Number	12,000	12,000	12,000
Paid attendance at Reds games	Number	89,410	75,000	75,000
Paid attendance at FSL games	Number	60,000	70,000	75,000
License use agreements	Number	20	22	30
Stadium event days scheduled	Number	153	143	180
National/State tournaments secured	Number	4	4	6
Effectiveness Measure				
Economic impact	Dollars	31,000,000	35,000,000	40,000,000
Efficiency Measure				
General Fund subsidy	Dollars	\$165,587	\$242,103	\$250,000

Department Expenditures by Cost Center

	FY 2000 Actual	FY 2001 Budget	FY 2002 Continuation	FY 2002 Issues	FY 2002 Totals
111000 ED SMITH SPORTS STADIUM	573,396	628,345	666,465	0	666,465
Totals	\$573,396	\$628,345	\$666,465	\$0	\$666,465

ED SMITH SPORTS STADIUM

Department Expenditures By Category

	FY 2000 Actual	FY 2001 Budget	FY 2002 Continuation	FY 2002 Issues	FY 2002 Totals
Personal Expenditures	181,763	200,783	204,820	0	204,820
Non Personal Expenditures	327,171	381,101	405,686	0	405,686
Capital Expenditures	11,143	3,000	8,500	0	8,500
Transfer Expenditures	53,319	43,461	47,459	0	47,459
Totals	\$573,396	\$628,345	\$666,465	\$0	\$666,465

Personnel Summary

Actual Positions	3.00	0.00	3.00
------------------	------	------	------

Revenue Summary

	Total
CHARGES FOR SERVICES	392,000
TRANSFERS	250,000
	\$642,000

AAU INVITATIONAL TOURNAMENT

Description of Operation:

This cost center accounts for the activity of the AAU National 14 yrs. and Under Baseball Championships. This event was awarded to the City and the Sarasota Youth Baseball Club by the Amateur Athletic Union for the rights to host this tournament in the Year 2001 through 2003. The 14 yrs. and Under National Championships during August 2000 brought nearly 6 million dollars of economic impact to the Sarasota Area. This year's tournament will bring 60-80 out-of-state teams to Sarasota during the non-tourist season infusing an estimated 8 million dollars of economic impact for the 3000 visitors. The 10 day tournament will benefit the Sports Complex budget by an estimated 25,000.

The City and the Sarasota Youth Baseball Club have secured this annual event for our area for 2001 and 2002

Cost Center Expenditures By Category

	FY 2000 Actual	FY 2001 Budget	FY 2002 Continuation	FY 2002 Issues	FY2002 Totals
Personal Expenditures	2,332	1,581	1,581	0	1,581
Non Personal Expenditures	74,395	117,383	134,163	0	134,163
Capital Expenditures	750	0	0	0	0
Totals	\$77,477	\$118,964	\$135,744	\$0	\$135,744

Personnel Summary

Actual Positions	0.00	0.00	0.00
------------------	------	------	------

Revenue Summary

	Total
INTERGOVERNMENTAL	5,000
CHARGES FOR SERVICES	144,744
OTHER MISCELLANEOUS REVENUES	10,000
	\$159,744