

CITY OF SARASOTA, FLORIDA
SARASOTA SPORTS STADIUM COMPLEX

	Actual 2000-01	Budget 2001-02	Amended Budget 2001-02	Estimated 2001-02	Budget 2002-03
Available Fund Balance	\$ 80,470	\$ 57,457	\$ 54,225	\$ 54,225	\$ 66,489
<u>Revenues</u>					
Ticket revenues	172,997	163,224	163,224	159,000	174,500
Parking	43,667	60,000	60,000	50,000	55,000
Concessions	37,523	41,000	41,000	30,000	66,000
Utilities and lighting	46,077	100,000	100,000	100,000	100,000
Other	100,965	109,500	109,500	104,308	126,200
Grants	5,000	5,000	5,000	5,000	5,000
General Fund Subsidy	242,103	250,000	250,000	324,678	327,057
Merchandise Sales	37,814	29,020	29,020	30,000	33,000
Sponsor/Contributions	35,200	44,000	44,000	38,000	39,000
Total Revenue	<u>721,346</u>	<u>801,744</u>	<u>801,744</u>	<u>840,986</u>	<u>925,757</u>
Estimated Funds Available	<u>801,816</u>	<u>859,201</u>	<u>855,969</u>	<u>895,211</u>	<u>992,246</u>
<u>Expenditures</u>					
Personnel	185,185	206,401	206,401	195,051	205,370
Operating	559,585	587,308	587,308	629,778	727,346
Capital	4,214	8,500	8,500	3,893	3,680
Total Expenditures	<u>748,984</u>	<u>802,209</u>	<u>802,209</u>	<u>828,722</u>	<u>936,396</u>
Projected Ending Balance	52,832	<u>\$ 56,992</u>	<u>\$ 53,760</u>	<u>\$ 66,489</u>	<u>\$ 55,850</u>
Fund Balance Adjustment	<u>1,393</u>				
	<u>\$ 54,225</u>				

Note: The 2002-03 debt service for the Sports Complex is \$673,473. Please see the 1994 Refunding Bonds for further detail. These bonds are paid by ad valorem taxes.

ED SMITH SPORTS STADIUM

Mission Statement

To provide exceptional service to all customers and clients and offer diverse and distinct events to the Sarasota community and its visitors.

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 200,000 spectators experience baseball, 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 recent survey conducted during spring training, 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 14th year anniversary in 2002, this spring training season reflected a slight decline in total attendance. The heavy schedule of games during the first two (2) weeks of the season, and the diminished novelty of having Ken Griffey, Jr., and the negative effect of 9/11, caused a downturn in attendance. We expect this trend to be reversed in 2003 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 it was in 1991 and 1995.

The Reds' 5th spring training season in Sarasota was met with high expectations by both the City and the Reds. The paid attendance for the 16 scheduled games decreased nearly 5,464 from the 2001 totals to an average of 4,396 per game, (2001 average attendance of 5,053 for 15 games).

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 2002 season was greatly improved with few complaints and many compliments. Security issues were at the forefront in light of recent terrorism activities. Staff, with the assistance of the Sarasota Police Department, Sarasota County Fire and Rescue, FBI, Cincinnati Reds and Major League Baseball, implemented a comprehensive program that provided a safe environment for employees, volunteers, players and spectators. A non-disruptive but thorough plan was implemented. Enhanced prohibitions were communicated by all means available to minimize confusion for spectators attending games and practices. 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 Cal Ripken League, as well as Tuttle Elementary School, Sarasota BMX and the Community Aids Clinic received thousands of dollars of unbudgeted revenue by cooperating with the City in allowing fans to park at 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, Jewish Community Center, and the Neighborhood Coalition, for the majority of required concession labor.

The Surcharge fund provided funding for much needed improvements namely an enhanced lighting program and

ED SMITH SPORTS STADIUM

new astro-turf for the indoor batting tunnels, new flooring in the major league clubhouse entrance and ticket office, a continuing concrete joint repair program, two a/c unit replacements and major replacement of electrical equipment for the stadium field lighting system.

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 the contractor through an amendment to the agreement for groundskeeping services. This provides for the contractor 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. Field renovations were implemented on all fields. A new door and locking system was instituted in the major and visiting clubhouses, providing enhanced security for the club. The stadium undertook a serious step in correcting the degeneration of the existing sewer line by completing the replacement of 134' of the main line on the first base side of the stadium. Field renovations were implemented on all fields with compliments 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 Southwest Regional Boy Scout Jamboree and the Beach Boys concert in May, Spirit Fest Celebration in June, and the cooperative efforts in the presentation of the opening ceremonies of the 14 Year and Under AAU Tournament in July. Year round residents continue to enjoy the economical entertainment offered by Class A professional baseball and the Sarasota Red Sox. After two (2) seasons of declining attendance levels, the Red Sox increased attendance in 2001 by 12.3% through an enhanced advertising and promotion program. If early attendances are any indication, the 2002 season should continue on an 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 Cal Ripken 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. While staff aggressively pursues new events, these programs are typically at the promoter's risk, whereby the City has little or no financial risk.

The staff continues 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 national tournaments for the past six (6) years at the Sports Complex. With an agreement with Sarasota Youth Baseball Club, Inc., the City will host the Amateur Athletic Union's (AAU) 13 Year & Under National Championship Baseball Tournament in July-August of 2002, as well as the 14 Year & Under National Championship in 2003. The National Senior Men's Tournament will also be held again in November. The AAU 13 Year & Under National Tournament will be held at Ed Smith Stadium July 26 - August 4 this year with an expected field of up to 64 teams from around the country. The economic impact to the Sarasota area for this tournament alone is estimated at \$5 million. Ed Smith Stadium teamed with the Sarasota Sports Committee and IMG Marketing Group's Baseball Academy to host the Second Annual 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 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

ED SMITH SPORTS STADIUM

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 of the current lease as part of any major improvement program. If approved, this will be addressed in Issue # 1 of this presented budget.

Due to the decreased attendance and use of the Complex during the current year, the increased costs for ad valorem tax, the unbudgeted costs to maintain an aging facility as well as cleanup costs from Tropical Storm Gabrielle and increased health benefit expenses, the budget transfer required from the General Fund will be increased to \$324,078 in FY 2002. Expectations for 2002-03 are slightly higher for the new budget year to a required budget transfer of \$335,471. The cost to the City is very favorable compared to other spring training venues within the State, with most facilities requiring subsidies from \$300,000 to \$1,200,000.

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 national 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	FY 2001	FY 2002	FY 2003
Output Measure					
Paid attendance at Reds games	Number	89,410	75,796	70,332	75,000
Paid attendance at FSL games	Number	47,200	53,754	55,500	60,000
Paid attendance at non-REDS\FSL events	Number	12,000	13,000	14,000	20,000
Paid attendance at special events	Number	5,000	7,418	9,000	20,000
License use agreements	Number	20	21	22	25
Stadium event days scheduled	Number	153	145	150	160
National/State tournaments secured	Number	4	4	4	5
Effectiveness Measure					
Economic impact ~ millions	Dollars	\$31	\$30	\$31	\$35
Efficiency Measure					
General Fund subsidy	Dollars	\$165,587	\$242,014	\$324,687	\$335,471

Cost Center Expenditures By Category

	FY 2001 Actual	FY 2002 Budget	FY 2003 Continuation	FY 2003 Issues	FY 2003 Totals
Personal Expenditures	185,185	204,820	203,787	0	203,787
Non Personal Expenditures	392,706	405,686	490,223	60,000	550,223
Capital Expenditures	4,214	8,500	3,680	0	3,680
Transfer Expenditures	44,853	47,459	48,408	0	48,408
Totals	\$626,958	\$666,465	\$746,098	\$60,000	\$806,098

ED SMITH SPORTS STADIUM

Personnel Summary

Actual Positions	3.00	3.00	0.00	3.00
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Revenue Summary

	Total
CHARGES FOR SERVICES	453,000
INTEREST	1,000
OTHER MISCELLANEOUS REVENUES	200
TRANSFERS	327,057
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	\$781,257

AAU INVITATIONAL TOURNAMENT

Mission Statement

To provide a quality tournament to the high standards of the AAU, benefiting the City and the Snappers Baseball Club financially, and cause a positive economic impact to the Sarasota area during the non-tourist season.

Description of Operations

This cost center accounts for the activity of the AAU National Baseball Championships. This event is awarded to the City and the Sarasota Youth Baseball Club by the Amateur Athletic Union (AAU) for the rights to host tournaments in the Year 2002 and 2003. The 14 Years and Under National Championships during August 2001 brought nearly 6 million dollars of economic impact to the Sarasota Area. This year's tournament will bring 60 to 80 out-of-state teams to Sarasota during the non-tourist season infusing an estimated 5 million dollars of economic impact for the 2,000 anticipated visitors. The 10 day tournament will benefit the Sports Complex budget by an estimated \$14,000.

The City and the Sarasota Youth Baseball Club will make a bid at the AAU National Convention in the Fall of 2002 for the tournaments in 2004 and 2005.

Cost Center Expenditures By Category

	FY 2001 Actual	FY 2002 Budget	FY 2003 Continuation	FY 2003 Issues	FY 2003 Totals
Personal Expenditures	0	1,581	1,583	0	1,583
Non Personal Expenditures	122,025	134,163	128,715	0	128,715
Capital Expenditures	0	0	0	0	0
Totals	\$122,025	\$135,744	\$130,298	\$0	\$130,298

Personnel Summary

Actual Positions	0.00	0.00	0.00	0.00
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Revenue Summary

	Total
INTERGOVERNMENTAL	5,000
CHARGES FOR SERVICES	134,500
OTHER MISCELLANEOUS REVENUES	5,000
	\$144,500

ED SMITH SPORTS STADIUM

Sport Complex/Stadium Renovation

In order to maintain our relationship with professional baseball and the significant accompanying economic impact to the Sarasota area, it is necessary to address expansion and the aging requirements of our facility at the Sports Complex and Ed Smith Stadium. To that end, staff has developed the following list of capital improvements that will meet the needs of the Cincinnati Reds and City of Sarasota in the years to come. It is mandatory that a conceptual Capital Improvement Program with cost estimates be developed in a timely fashion, in order to take advantage of what staff believes will be the continuation of the State of Florida's funding program for the expansion and renovation of existing spring training facilities. The state awarded in 2001, \$20 million of matching funds to five (5) aging facilities able to provide a contractual agreement with their respective major league tenant extending into the future at least 15 years. After passage of the legislation in 2001, the timing and implementation of the grant program only provided 60 days for the application period. Therefore, if the City is to take advantage of the program when it becomes available, we must first define the project with considerable input from the Reds and secure an extension to our current agreement into the future at least 15 years. As a member of the Florida Grapefruit League Association, the City is part of the lobbying efforts to extend this very important state-grant program. It is generally accepted that the state will support this program within the next 1-2 years, under normal circumstances, due to the reality that at least two (2) and possibly four (4) major league teams (pending major league baseball contraction) will not be playing in Florida in 2003. Thus, the state-wide economic impact of professional baseball could be reduced as much as \$100 million. The funding requested will only begin the process to study and develop consensus with affected parties on the scope and costs of the project.

Preliminary discussions of the scope of the project have occurred with the Cincinnati Reds. Below is a list of projects that could be address. Preliminary estimates are listed pending further discussions. Funding opportunities for the project are also listed, as well as commitments required

Projects for Complex Renovation

· Main Gate Renovation: Includes the installation of elevator, expansion of ticket booth footprint to include a merchandising area for Reds (possible year-round operation) and administrative ticket office, restroom facilities, the addition of 24 covered disabled seats in the reserved ticket section (adjacent to press box), enhanced landscaping, and the incorporation of a bill-board at front of main gate area.

· Preliminary cost estimates	500K
· Rebuild stadium field	175K
· Replacement of stadium seats	650K
· Replacement of stadium joint system	150K
· Replacement of roofing systems	225K
· Expansion of Clubhouse including weight and conditioning room (multi-purpose room), kitchen and offices for minor league operations, four (4) additional offices for administration	1000K
· Fencing replacement - complex (with 8' outfield fence)	250K
· Drainage system installed in complex outfields-new sod	140K
· Minor league level lighting on two complex fields	300K
· Install new picnic area with screen behind right field bleachers ADA compliant with sidewalk and interactive youth activity area	70K
· Renovate existing picnic area-install sidewalk-ADA compliant	20K
· Renovate Maintenance Facility	100K
· Covered seating structure for stadium bullpens	100K
· Upgrade of concession equipment	300K
· Elevator-clubhouse	250K
· Replacement of PA System	30K
· Stadium sewer line repair	75K
· Fire Alarm Replacement	40K
· Scoreboard Replacement	250K
· Batter's eye replacement-Field 4	30K
· Restroom Partitions replacement, 1st and 3rd base facilities in stadium, major and minor clubhouses and clubhouse public facilities	150K
· Air Conditioning replacement	150K
· Resurface resinous flooring in major and minor clubhouse	40K
· Relocate/rebuild refuse station	100K

ED SMITH SPORTS STADIUM

Sport Complex/Stadium Renovation

· Build toxic sanitation receiving station for maintenance	50K
· Road/sidewalk-clubhouse to rotunda/ to all dugouts	40K
· Relocate/rebuild storage bins/chemical shed	40K
· Renovate entrance to Complex	20K
· Complex landscaping	90K
· Bollards on perimeter of sidewalk-Euclid to 12th to East Lot & in front of East Ticket Booth/decorative paver blocks in front of stadium	10K
· Relocate storage area for stadium batting cage	10K
· Rotunda-Enclose the 2nd floor-scoreboard platform with PA and scoreboards for each fields	50K
· Historical Baseball Area for the City of Sarasota and the Reds	30K
· New Indoor Batting Cage---Jim Bowden	200K
· 40' Netting to protect Tuttle Ave-Tim Naehring and Grant Giesler	50K
· Expansion of stadium grandstand to seating capacity of 10K, removing bleachers	?
· Luxury Suites In stadium	?
Total	5,685K

Possible Funding Mechanisms

- State of Florida-Tourism and Development-Florida Sports Foundation
- Sarasota County-TDC
- Cincinnati Reds
- City of Sarasota
- Community Foundation
- Selby Foundation
- ADA Parking Fee Fund
- Sarasota Sports Committee
- Complex Naming Rights
- Sportservice
- One Source Inc
- Creative Financing arrangements with prospective advertisers/vendors

Commitments

- Extension of lease between the City and Reds for at least 2-5 year options (Governor has stated that funding supporting this issue would be signed only if existing agreement between the Club and the city/county was 15 years or greater)
- Extension of Contract with Sportservice tied to additional capital commitment by both parties and length of Reds/City contract
- Extension of contract with One Source tied to additional capital commitment by both parties and length of Reds/City contract

Cost of Issue

Personal	0
Operating	60,000
Capital	0
Transfers	0
Total	\$60,000