

CITY OF SARASOTA, FLORIDA
SARASOTA SPORTS STADIUM COMPLEX

	Actual 2003-04	Budget 2004-05	Amended Budget 2004-05	Estimated 2004-05	Budget 2005-06
Available Fund Balance	\$ 18,205	\$ 32,892	\$ 44,059	\$ 44,059	\$ 57,502
<u>Revenues</u>					
Ticket revenues	202,005	208,500	210,570	348,500	360,947
Parking	41,147	65,000	79,000	61,000	61,000
Concessions	57,085	68,000	82,000	38,000	38,000
Utilities and lighting	31,275	70,000	70,000	105,000	110,000
Other	106,686	117,250	126,250	73,387	72,150
General Fund Subsidy	309,309	337,445	337,445	350,969	337,445
Merchandise Sales	30,263	35,000	35,000	60,869	60,869
Sponsor/Contributions	31,639	33,000	63,000	63,000	63,000
Total Revenue	<u>809,409</u>	<u>934,195</u>	<u>1,003,265</u>	<u>1,100,725</u>	<u>1,103,411</u>
Estimated Funds Available	<u>827,614</u>	<u>967,087</u>	<u>1,047,324</u>	<u>1,144,784</u>	<u>1,160,913</u>
<u>Expenditures</u>					
Personnel	228,342	258,989	265,509	263,864	274,949
Operating	512,236	680,743	784,134	821,738	836,989
Capital	42,977	3,680	3,680	1,680	3,680
Total Expenditures	<u>783,555</u>	<u>943,412</u>	<u>1,053,323</u>	<u>1,087,282</u>	<u>1,115,618</u>
Projected Ending Balance	<u>\$ 44,059</u>	<u>\$ 23,675</u>	<u>\$ (5,999)</u>	<u>\$ 57,502</u>	<u>\$ 45,295</u>

Note: The 2005-06 debt service for the Sports Complex is \$1,387,538. 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 continues to be the mecca of baseball activity in our immediate area. Over 350,000 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, annually.

Spring training home of the Cincinnati Reds, Ed Smith Stadium provides Sarasota with priceless national media exposure, positively affecting the local economy. In the most recent survey available, conducted during our spring training, 58.3 percent of spectators at the games lived outside Sarasota and Manatee counties, and further, 57 percent chose Sarasota as a vacation site primarily due to the availability of major league baseball. Celebrating our 17th year anniversary in 2005, this spring training season reflected an increase in average/game paid attendance. Statewide, spring training average/game paid attendance was up 10 percent.

The Reds' 8th spring training season in Sarasota was met with high expectations by both the City and the Reds. The average paid attendance for the 16 scheduled games was 5,626, up 15 percent from the 2004 attendance per game of 4,799 for 17 games. Even with the reduction of one game, total attendance topped 90,000 for the first time at 90,012.

Despite a schedule that included a majority of games against teams that conduct spring training relatively close to Sarasota and historically poorly attended, the attendance at 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.

The City expects attendance trends to remain positive as the supporters of the Reds residing in the Ohio Valley become more familiar with the Sarasota area. Further, the Reds promote the Sarasota area as a vacation site through the marketing plan for their annual Fantasy Camp and as the spring training home of the Club.

Operationally, the 2005 season was greatly improved with few complaints and many compliments. Security issues are always 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, yet remained non-disruptive. 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, Information Technology, and Building.

Community involvement continues as the Sarasota Sports Committee, the local volunteer support group for youth athletic programs, supplied manpower for parking and program staffing services. The Sarasota Cal Ripken League, Sarasota BMX, Community Aids Clinic and Silver Bay Investments, Inc. received thousands of dollars of unbudgeted revenue by cooperating with the City in allowing fans to park at their facilities during heavily attended games.

The stadium concessionaire continued the tradition of enlisting the volunteer help of local service organizations such as the Knights of Columbus, Sahib Temple Shriners and Incarnation Men's Club for the majority of required concession labor.

The Surcharge Fund provided funding for much needed improvements highlighted by the replacement of the original scoreboard with one that is equipped with a message center. Three a/c units were replaced, dugouts on field #4 were expanded, and 90% of the grounds equipment inventory was replaced.

The seat replacement program continued with the use of temporary labor installing repair parts thus keeping the ballpark in good condition.

The Reds continue to utilize the facilities year round with Extended Spring Training Season, April through May; Gulf Coast Rookie League, June through August; and Florida Instructional Program, September through October.

The Florida State League franchise of the Boston Red Sox filled the stadium with family entertainment throughout the

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summer with their 70 home dates highlighted by United Way Night in April, Wingfest in May, and Spirit Fest Celebration in June. Through cooperative efforts, the City presented the Opening Ceremonies of the AAU 14-Year & Under National Baseball Tournament in July.

October 2004 was a very busy month for the stadium staff. The Boston Red Sox notified the city that 2004 was the final season for the Sarasota Red Sox. Working feverishly, within a week the City and the hometown Cincinnati Reds struck a deal in principal to have the Reds assume the Florida State League vacancy. The Sarasota Reds have just recently opened their inaugural season at the ballpark.

In the same month, staff, with the help of many local volunteers and local celebrity Dick Vitale, secured the Florida High School Athletic Association's Baseball Finals for the years 2005-2008. This tournament was held previously in Sarasota from 1993-96. It was not only a financial success, but also an event that the entire community embraced. Staff looks forward to hosting this 6-day tournament at the ballpark during the month of May annually.

Booker and Cardinal Mooney High Schools use the facilities as their home fields. Other facility uses include local Amateur Athletic Union (AAU) teams, Men's Senior Baseball League games and their National Tournament annually in November. The Ringling Redskins Youth Football League, Sarasota Cal Ripken Youth Baseball Leagues, and Sarasota Youth Soccer Association hold activities and practices on the complex's north parking lots.

Multi-purpose uses of the complex include TV broadcasts and commercials, numerous baseball clinics and tryouts, and the Cincinnati Reds Fantasy Camp. 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 stadium hosted the 3rd Annual Home Run Derby for the first time in January. Also new for 2005 was one of the most important uses of the stadium since its inception in 1989. The Vietnam Memorial Traveling Wall Event was open to the public free of charge for 92 consecutive hours from the afternoon of April 28 until the morning of May 2. A total of 7,460 people attended. The lasting impression of this event will live for many years in the hearts of all involved.

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 effectively followed this tact by securing national tournaments the past eight (8) years. Through an agreement with the Sarasota Youth Baseball Club, Inc, the City will host the AAU 14-Year and Under National Tournament July 23-29. Further, staff was successful in securing the award of bid for the same tournaments in 2006 and 2007. With expected fields of up to 80 teams from around the country, the economic impact from one of these tournaments is \$5-7 million.

Ed Smith Stadium teamed with Sarasota Central Little League and IMG Marketing Group's Baseball Academy to host the 4th Annual NCAA College Baseball Night on March 18. Ohio State University, Northern Iowa, University of Iowa and the University of Illinois-Chicago participated in the event. The stadium also hosted a Division III college game with North Central College on March 20th. The addition of these NCAA games may lead to more significant tournaments in the future as the stadium builds its portfolio. Staff's goals are to pursue this new avenue of events with the NCAA.

The City has continued discussions with the Cincinnati Reds regarding enhancement of the Sports Complex, tied to an extension of the lease for 20-30 years. The well discussed program, though thorough in nature, includes, but is not limited to, the enhancement of fan-friendly amenities such as moving the refreshment stands to a position that a patron can still view the game while waiting to be served; physically adjusting the stadium to current ADA standards, e.g. the installation of elevators, the addition of multi-purpose suites that serve dual purposes from game use to large meeting space on non-event days; the expansion of baseball operations facilities, and the hardening of the facility to allow more use of the structure during emergencies. The State Legislature did not approve a matching grant program for qualified cities/counties that host spring training teams for 2006. Management will continue to pursue this matching program in 2006 for 2007.

Due to the decrease in FSL attendance and the reduction of one spring training game, the increased costs for the Ad Valorem tax, and the unbudgeted expenses involved in maintaining an aging facility, the estimated budget transfer from the General Fund increased slightly to \$350,969 in 2005. The revenue opportunities in the two major tournaments may decrease the amount of the transfer in either of the current or next budget year. The budget for the General Fund transfer for 2006 is \$337,445.

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

ED SMITH SPORTS STADIUM

Strategic Concern - Arts, Culture and Entertainment

Strategy

Develop Fiscal Investment Policies for Sports Facilities

Task	Current Funding	Fiscal Year Completed	Funds Required
Review and evaluate existing programs and facilities. Status - Current physical facilities are being reviewed by way of the process that has been undertaken by the City and the Cincinnati Reds to extend the current lease 20 to 25 years. In order to accomplish this, staff and the Reds are beginning discussions for the lease extension, tied to the renovation of the complex and stadium. A political action group with representatives of the Reds, City, County, Florida Grapefruit League Association and contracted lobbyists is taking steps to promote the continuation of funding of the state-wide program established in 2000 to support the industry of Spring Training as an ongoing economic engine of the state's tourism. Discussions are underway regarding financial support from the City, Reds and County to make up the local matching requirements of the state's program.	Yes	2006	\$0
Identify internal operations and capital priorities. Status - Will be identified within the program established for the "Review and evaluation of existing programs and facilities".	Yes	2006	\$0
Forecast economic impact and the investment needed to drive it. Status - Partner with the Florida Grapefruit Association and the Florida Sports Foundation in contracting a vendor to supply a scientific survey at all spring training venues across the state to get market analysis data required for state-wide and local purposes.	No	2007	\$10,000
Determine funding sources. Status - Develop strategy with the Reds, City and County to match state provided funding for facility renovation.	No	2007	\$50,000
Fund Economic Impact Study. Status - Pending the results of the efforts to extend the lease with the Reds and the renovation of the Complex/stadium, the facility can then be scheduled for additional use, increasing the economic impact. The City can work with the Convention and Visitors Bureau and the Sarasota Area Sports Authority to create strategies to further the development of economic impact due to sport related activities.	No	2007	\$50,000

Indicator	Status				
Major league baseball team under long-term Spring training contract with the City.	Existing lease in effect until July, 2008.				
Description	Unit	FY 2003	FY 2004	FY 2005	FY 2006
Output Measure					
Major league facility lease in years	Number	5	4	3	25

Strategic Concern - Operational Focus

Strategy

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

Task

To maintain/increase related economic impact for the Sarasota Community with the scheduling of events.
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

ED SMITH SPORTS STADIUM

Task

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.

Description	Unit	FY 2003	FY 2004	FY 2005	FY 2006
Output Measure					
Paid attendance at Reds games	Number	68,310	79,695	90,012	90,000
Paid attendance at FSL games	Number	47,996	41,250	60,000	60,000
Paid attendance at non-REDS\FSL baseball events	Number	13,000	15,151	25,000	25,000
Paid attendance at special events/tournaments	Number	11,577	12,154	13,000	15,000
License use agreements	Number	26	27	30	30
Stadium event days scheduled	Number	170	180	192	200
National/State tournaments secured	Number	5	5	6	6
Effectiveness Measure					
Economic impact ~ millions	Dollars	\$35	\$34	\$38	\$40
Efficiency Measure					
General Fund subsidy	Dollars	\$324,678	\$309,309	\$350,969	\$354,652

Cost Center Expenditures By Category

	FY 2004 Actual	FY 2005 Budget	FY 2006 Continuation	FY 2006 Issues	FY 2006 Totals
Personal Expenditures	227,071	256,156	264,211	0	264,211
Non Personal Expenditures	376,421	475,381	477,180	0	477,180
Capital Expenditures	42,977	3,680	3,680	0	3,680
Transfer Expenditures	49,618	56,545	58,276	0	58,276
Totals	\$696,087	\$791,762	\$803,347	\$0	\$803,347

Personnel Summary

Actual Positions	3.65	3.65	0.00	3.65
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Revenue Summary

	FY 2004 Actual	FY 2005 Budget	FY 2006 Continuation	FY 2006 Issues	FY 2006 Totals
CHARGES FOR SERVICES	382,569	445,000	435,000	0	435,000
INTEREST	-4,289	0	0	0	0
OTHER MISCELLANEOUS REVENUES	1,744	100	0	0	0
TRANSFERS	309,309	337,445	337,445	0	337,445
	\$689,333	\$782,545	\$772,445	\$0	\$772,445

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 2005, 2006, and 2007. The 14 Years and Under National Championships during August 2004 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 2005 for the tournament in 2008.

Cost Center Expenditures By Category

	FY 2004 Actual	FY 2005 Budget	FY 2006 Continuation	FY 2006 Issues	FY 2006 Totals
Personal Expenditures	1,270	2,833	2,841	0	2,841
Non Personal Expenditures	86,198	148,817	155,983	0	155,983
Totals	\$87,468	\$151,650	\$158,824	\$0	\$158,824

Personnel Summary

Actual Positions	0.00	0.00	0.00	0.00
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Revenue Summary

	FY 2004 Actual	FY 2005 Budget	FY 2006 Continuation	FY 2006 Issues	FY 2006 Totals
CHARGES FOR SERVICES	117,435	146,500	172,369	0	172,369
INTEREST	2,575	150	150	0	150
OTHER MISCELLANEOUS REVENUES	0	5,000	5,000	0	5,000
	\$120,010	\$151,650	\$177,519	\$0	\$177,519

STATE HIGH SCHOOL TOURNAMENT

Description of Operations

This cost center accounts for the activity of the Florida State High School Baseball Tournament

Cost Center Expenditures By Category

	FY 2004 Actual	FY 2005 Budget	FY 2006 Continuation	FY 2006 Issues	FY 2006 Totals
Personal Expenditures	0	0	7,897	0	7,897
Non Personal Expenditures	0	0	145,550	0	145,550
Totals	\$0	\$0	\$153,447	\$0	\$153,447

Personnel Summary

Actual Positions	0.00	0.00	0.00	0.00
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Revenue Summary

	FY 2004 Actual	FY 2005 Budget	FY 2006 Continuation	FY 2006 Issues	FY 2006 Totals
CHARGES FOR SERVICES	0	0	123,447	0	123,447
OTHER MISCELLANEOUS REVENUES	0	0	30,000	0	30,000
	\$0	\$0	\$153,447	\$0	\$153,447

**CITY OF SARASOTA, FLORIDA
SPORTS STADIUM SURCHARGE FUND**

	Actual 2003-04	Budget 2004-05	Amended Budget 2004-05	Estimated 2004-05	Budget 2005-06
Available Fund Balance	\$ 232,453	\$ 343,232	\$ 357,620	\$ 357,620	\$ 82,202
<u>Revenues</u>					
Surtax	97,176	105,000	105,000	115,000	120,000
Interest income	3,699	1,000	1,000	1,683	-
Transfer from General Fund	270,000	270,000	270,000	270,000	300,000
Total Revenue	370,875	376,000	376,000	386,683	420,000
Estimated Funds Available	603,328	719,232	733,620	744,303	502,202
<u>Expenditures</u>					
Repairs and replacements	245,708	231,500	243,790	662,101	166,000
Reserve for major improvements	-	487,732	487,732	-	336,202
Total Expenditures	245,708	719,232	731,522	662,101	502,202
Projected Ending Balance	\$ 357,620	\$ -	\$ 2,098	\$ 82,202	\$ -

STADIUM SURCHARGE

Mission Statement

To enhance and maintain the physical infrastructure of the City of Sarasota Sports Complex.

Description of Operations

In accordance with the lease agreements with the Cincinnati Reds, purchases against this account are limited to long-term maintenance items or those items mutually agreed upon by the Cincinnati Reds and the City.

Cost Center Expenditures By Category

	FY 2004 Actual	FY 2005 Budget	FY 2006 Continuation	FY 2006 Issues	FY 2006 Totals
Personal Expenditures	10,387	12,000	12,000	0	12,000
Non Personal Expenditures	30,563	10,000	16,000	0	16,000
Capital Expenditures	204,758	697,232	474,202	0	474,202
Totals	\$245,708	\$719,232	\$502,202	\$0	\$502,202

Personnel Summary

Actual Positions	0.00	0.00	0.00	0.00
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Revenue Summary

	FY 2004 Actual	FY 2005 Budget	FY 2006 Continuation	FY 2006 Issues	FY 2006 Totals
CHARGES FOR SERVICES	97,176	105,000	120,000	0	120,000
INTEREST	3,699	1,000	0	0	0
TRANSFERS	270,000	270,000	300,000	0	300,000
	\$370,875	\$376,000	\$420,000	\$0	\$420,000