

CITY OF SARASOTA, FLORIDA
SARASOTA SPORTS STADIUM COMPLEX

	Actual 2004-05	Budget 2005-06	Amended Budget 2005-06	Estimated 2005-06	Budget 2006-07
Available Fund Balance	\$ 44,059	\$ 57,502	\$ (11,595)	\$ (11,595)	\$ (2,739)
Revenues					
Ticket revenues	267,392	360,947	360,947	342,256	380,000
Parking	53,019	61,000	61,000	55,000	59,000
Concessions	19,646	38,000	38,000	37,490	38,300
Utilities and lighting	107,598	110,000	110,000	110,000	115,000
Other	43,520	72,150	72,150	94,828	98,809
General Fund Subsidy	350,969	337,445	337,445	426,178	480,853
Merchandise Sales	25,647	60,869	60,869	12,000	37,000
Sponsor/Contributions	26,365	63,000	63,000	38,000	88,000
Total Revenue	894,156	1,103,411	1,103,411	1,115,752	1,296,962
Estimated Funds Available	938,215	1,160,913	1,091,816	1,104,157	1,294,223
Expenditures					
Personnel	289,094	274,949	276,804	277,304	319,506
Operating	655,865	836,989	854,678	827,847	920,179
Capital	4,851	3,680	3,680	1,745	1,000
Total Expenditures	949,810	1,115,618	1,135,162	1,106,896	1,240,685
Projected Ending Balance	\$ (11,595)	\$ 45,295	\$ (43,346)	\$ (2,739)	\$ 53,538

Note: The 2006-07 debt service for the Sports Complex is \$1,304,113. 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 400,000 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 150,000 spectators experience baseball, our national pastime.

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% 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 18th year anniversary in 2006, this spring training season reflected a decrease in average/game paid attendance, i.e. 5,626 in 2005, versus 5,275 in 2006. Overall attendance was down 6%, 91,012 in 2005, versus 84,411 in 2006. Statewide, spring training attendance was up 1%, for a new record over 1,600,000.

The Reds' 9th spring training season in Sarasota held high expectations by both the City and the Reds. Despite a rain-free season, the schedule included a majority of games against teams very close geographically to Sarasota and historically poorly attended. Though the stadium has little influence on the schedule, which is set primarily by Major League Baseball, the attendance at these games could be increased if strategically placed night and weekend games are utilized. 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 levels to return to a the positive trend 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 2006 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 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. The entire staff embraced the philosophy of being a 'Memory Maker' for each and every fan that entered the ballpark. The staff slogan really led to some amazing memories that were celebrated at each staff briefing. Staff was encouraged to be a small part of each fan's positive experience at the ballpark.

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 facility 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 a significant drainage improvement program in the stadium. Two a/c units were replaced, the batters eye on field #4 was improved and a Sand-Pro (grounds equipment) 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.

ED SMITH SPORTS STADIUM

The Florida State League franchise of the Cincinnati Reds filled the stadium with family entertainment throughout the 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 stadium presented the Opening Ceremonies of the AAU 14-Year & Under National Baseball Tournament in July. This first year was met with high expectations, however, the club's management was hampered by the timing of the agreement to place the team here. Getting underway in January of 05, the promotion necessary to meet expected attendance levels was not accomplished due to the short timeframe, as most promoted events are secured the prior year. Attendance figures were down significantly from the 2004 season with the Sarasota Red Sox: 41,250 versus 28,667 in 2006, a 30% reduction. These figures, in addition to the difference in the terms of the City's minor league use agreement between the Boston Red Sox and our major league tenant, the Cincinnati Reds, causes a significant reduction in revenue for the City.

With a year under their belt, consistency in the management team and the lead time and resources available for the current FSL Season, staff expects attendance to return and exceed levels achieved prior to the Reds purchasing the franchise.

In May of 2005, staff, with the help of many local volunteers and local celebrity Dick Vitale, the Florida High School Athletic Association's Baseball Finals was successfully held at Ed Smith Stadium. 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, the second of a 4-year contract, again at the ballpark May 15-20, 2007.

Booker and Cardinal Mooney High Schools use the facility as their home field. Other facility uses include local Amateur Athletic Union (AAU) teams, Men's Senior Baseball League games and their National Tournament annually in November. Baseball International Baseball Group held their week-long event for the first time in January. 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 also hosted for a second year, the 4th Annual Home Run Derby in January.

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 ten years. Through an agreement with the Sarasota Youth Baseball Club, Inc, the City will host the AAU 14-Year and Under National Tournament July 21-29, 2006. Last year's AAU tournament netted nearly \$20,000 for the stadium budget and provided an economic impact to the Sarasota Community of nearly \$6,000,000. Further, staff was successful in securing the award of bid for the same tournaments in 2007. With expected fields of up to 80 teams from around the country, the economic impact from one of these tournaments could be \$5-7 million.

Ed Smith Stadium teamed with Sarasota Central Little League and IMG Marketing Group's Baseball Academy to host the 6th Annual NCAA College Baseball Night on March 18. Indiana University, Northern Iowa, University of Illinois and the University of Illinois-Chicago participated in the event. The addition of these NCAA games may lead to more significant tournaments in the future as the stadium builds its portfolio. The 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. In the past year, Sarasota County has joined the discussion, which has led to the development of a North County Recreation Facility Enhancement Program. This well discussed conceptual 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. Further, it embraces the community needs of additional workforce housing and increased recreational facilities in the North County.

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 treasured status in the City's quality of life.

ED SMITH SPORTS STADIUM

STRATEGIC PLAN

Strategic Goal - An Economically Sustainable Community

Strategy - Promote economic development to provide citizens access to increased job opportunities and a strong tax base.

Objective - To promote long-term economic development, the City will create a new facility to house a major league baseball team for the next 20-25 years.

Task	Current Funding	Fiscal Year Completed	Funds Required
Continue process to secure a long term lease with major league tenant, i.e. to secure funding to renovate current baseball facilities to today's standards and negotiate a 15-30 year contract with the Cincinnati Reds. Status - Funding package for renovations and negotiations are on-going. Application for State grant dollars due in October, 2006.	No	2008	\$300,000

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 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 2004	FY 2005	FY 2006	FY 2007
Output Measure					
Paid attendance at Reds games	Number	79,695	90,012	84,411	90,000
Paid attendance at FSL games	Number	41,250	28,122	35,000	40,000
Paid attendance at non-REDS\FSL baseball events	Number	15,151	13,251	14,562	15,000
Paid attendance at special events/tournaments	Number	12,154	23,145	25,000	30,000
License use agreements	Number	27	21	25	28
Stadium event days scheduled	Number	180	17	197	200
National/State tournaments secured	Number	5	4	4	6
Effectiveness Measure					
General Fund subsidy	Dollars	\$309,309	\$350,969	\$437,445	\$480,853
Economic impact ~ millions	Dollars	\$34	\$50	\$53	\$55

Cost Center Expenditures By Category

	FY 2005 Actual	FY 2006 Budget	FY 2007 Continuation	FY 2007 Issues	FY 2007 Totals
Personal Expenditures	284,699	264,211	305,661	3,968	309,629
Non Personal Expenditures	466,487	477,180	559,892	0	559,892
Capital Expenditures	4,851	3,680	1,000	0	1,000
Transfer Expenditures	56,545	58,276	60,040	0	60,040
Totals	\$812,582	\$803,347	\$926,593	\$3,968	\$930,561

ED SMITH SPORTS STADIUM

Personnel Summary

Actual Positions	3.65	3.65	0.25	3.90
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Revenue Summary

	FY 2005 Actual	FY 2006 Budget	FY 2007 Continuation	FY 2007 Issues	FY 2007 Totals
CHARGES FOR SERVICES	388,169	435,000	461,109	0	461,109
INTEREST	-3,191	0	0	0	0
OTHER MISCELLANEOUS REVENUES	1,309	0	0	0	0
TRANSFERS	350,969	337,445	480,853	0	480,853
	\$737,256	\$772,445	\$941,962	\$0	\$941,962

AAU INVITATIONAL TOURNAMENT

Mission Statement

To provide a quality tournament to the high standards of the Amateur Athletic Union (AAU), benefiting the City and the Snappers Baseball Club financially and provide 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 years 2006 and 2007. The 14 Years and Under National Championships during August 2005 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 2,500 anticipated visitors. The 10 day tournament will benefit the Sports Complex budget by an estimated \$19,809.

The City and the Sarasota Youth Baseball Club will make a bid at the AAU National Convention in the Fall of 2006 for the tournament in 2008.

Cost Center Expenditures By Category

	FY 2005 Actual	FY 2006 Budget	FY 2007 Continuation	FY 2007 Issues	FY 2007 Totals
Personal Expenditures	1,438	2,841	3,353	0	3,353
Non Personal Expenditures	100,152	155,983	169,647	0	169,647
Totals	\$101,590	\$158,824	\$173,000	\$0	\$173,000

Personnel Summary

Actual Positions	0.00	0.00	0.00	0.00
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Revenue Summary

	FY 2005 Actual	FY 2006 Budget	FY 2007 Continuation	FY 2007 Issues	FY 2007 Totals
CHARGES FOR SERVICES	116,375	172,369	163,000	0	163,000
INTEREST	2,648	150	0	0	0
OTHER MISCELLANEOUS REVENUES	200	5,000	30,000	0	30,000
	\$119,223	\$177,519	\$193,000	\$0	\$193,000

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 2005 Actual	FY 2006 Budget	FY 2007 Continuation	FY 2007 Issues	FY 2007 Totals
Personal Expenditures	2,957	7,897	6,524	0	6,524
Non Personal Expenditures	32,681	145,550	130,600	0	130,600
Totals	\$35,638	\$153,447	\$137,124	\$0	\$137,124

Personnel Summary

Actual Positions	0.00	0.00	0.00	0.00
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Revenue Summary

	FY 2005 Actual	FY 2006 Budget	FY 2007 Continuation	FY 2007 Issues	FY 2007 Totals
CHARGES FOR SERVICES	34,046	123,447	132,000	0	132,000
OTHER MISCELLANEOUS REVENUES	3,570	30,000	30,000	0	30,000
	\$37,616	\$153,447	\$162,000	\$0	\$162,000

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

	Actual 2004-05	Budget 2005-06	Amended Budget 2005-06	Estimated 2005-06	Budget 2006-07
Available Fund Balance	\$ 357,620	\$ 82,202	\$ 349,920	\$ 349,920	\$ 292,035
<u>Revenues</u>					
Surtax	101,348	120,000	120,000	110,000	120,000
Interest income	4,221	-	-	7,213	4,000
Transfer from General Fund	270,000	300,000	300,000	300,000	-
Total Revenue	375,569	420,000	420,000	417,213	124,000
Estimated Funds Available	733,189	502,202	769,920	767,133	416,035
<u>Expenditures</u>					
Repairs and replacements	383,269	166,000	293,355	185,316	413,302
Reserve for major improvements	-	336,202	289,914	289,782	-
Total Expenditures	383,269	502,202	583,269	475,098	413,302
Projected Ending Balance	\$ 349,920	\$ -	\$ 186,651	\$ 292,035	\$ 2,733

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 2005 Actual	FY 2006 Budget	FY 2007 Continuation	FY 2007 Issues	FY 2007 Totals
Personal Expenditures	10,526	12,000	15,000	14,302	29,302
Non Personal Expenditures	14,379	16,000	26,000	0	26,000
Capital Expenditures	358,364	474,202	358,000	0	358,000
Totals	\$383,269	\$502,202	\$399,000	\$14,302	\$413,302

Personnel Summary

Actual Positions	0.00	0.00	0.75	0.75
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Revenue Summary

	FY 2005 Actual	FY 2006 Budget	FY 2007 Continuation	FY 2007 Issues	FY 2007 Totals
CHARGES FOR SERVICES	101,348	120,000	120,000	0	120,000
INTEREST	4,221	0	4,000	0	4,000
TRANSFERS	270,000	300,000	0	0	0
	\$375,569	\$420,000	\$124,000	\$0	\$124,000

ED SMITH SPORTS STADIUM

Temp. position to permanent full-time for surcharge projects

Currently the sports facilities department utilizes part time salaries for a full time temporary position of maintenance technician I to perform mainly the seating replacement program. Historically, we have charged the position's salary to the sports facilities (111) budget, then transferred 75% of the salary against the surcharge account. As this position has been constant for almost 10 years, staff recommends the position become permanent full-time with 75% charged to the surcharge account and 25% charged to the Stadium.

Cost of Issue

Personal	18,270
Operating	0
Capital	0
Transfers	0
<hr/> Total	18,270

Net Cost of Issue **18,270**