

CITY OF SARASOTA, FLORIDA
SARASOTA SPORTS STADIUM COMPLEX

	Actual 2005-06	Budget 2006-07	Amended Budget 2006-07	Estimated 2006-07	Budget 2007-08
Available Fund Balance	\$ (11,594)	\$ (2,739)	\$ (14,812)	\$ (14,812)	\$ 67,466
Revenues					
Ticket revenues	312,093	380,000	380,000	355,000	365,000
Parking	54,514	59,000	59,000	59,000	61,000
Concessions	26,206	38,300	38,300	38,300	43,000
Utilities and lighting	117,467	115,000	115,000	115,000	135,000
Other	60,683	98,809	98,809	120,870	141,000
General Fund Subsidy	426,178	480,853	494,694	494,694	422,859
Merchandise Sales	4,137	37,000	37,000	5,500	5,500
Sponsor/Contributions	54,945	88,000	88,000	105,000	105,000
Total Revenue	1,056,223	1,296,962	1,310,803	1,293,364	1,278,359
Estimated Funds Available	1,044,629	1,294,223	1,295,991	1,278,552	1,345,825
Expenditures					
Personnel	295,728	319,506	333,347	336,086	328,458
Operating	760,973	920,179	925,052	871,100	1,016,367
Capital	2,740	1,000	4,596	3,900	1,000
Total Expenditures	1,059,441	1,240,685	1,262,995	1,211,086	1,345,825
Projected Ending Balance	\$ (14,812)	\$ 53,538	\$ 32,996	\$ 67,466	\$ -

Note: The 2007-08 debt service for the Sports Complex is \$1,120,950. 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 19th year anniversary in 2007, this spring training season reflected an increase in average/game paid attendance, i.e. 5,275 in 2006, versus 5,823 in 2007. Overall attendance was up 3%, 84,411 in 2006, versus 87,344 in 2007. Statewide, spring training attendance was up 6%, for a new record over 1,700,000.

The Reds' 10th anniversary spring training season in Sarasota held high expectations by both the City and the Reds. Despite one rainout, 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. Further, the Reds Community Foundation, made good on the promise of new owner Bob Castellini, in pumping over \$60,000 into area athletic and community programs in the Sarasota Area.

We expect attendance levels to maintain a 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 2007 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 Security, 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 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 Suncoast Center for Innovative Studies 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. Five a/c units were replaced, the Stadium Batters eye replaced, along with the protective netting in the picnic area. A Sand-Pro (grounds equipment), 3-reel outfield mower, stadium batting cage, was replaced. Substantial drainage improvements were made to Complex Field #1, and the infields of Fields # 2+3, and the practice infield were

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renovated. Some joint repairs were made to the stadium, and the roof replacement program continued on the minor league clubhouse training room facility.

The seat replacement program continued with the use of 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 Cincinnati Reds filled the stadium with family entertainment throughout the summer with their 70 home dates highlighted by United Way Night in May, 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 third year was met with high expectations. Attendance figures were up significantly from the 2005 season with a 16% increase in 2006.

Reds and Stadium staff expects attendance to return and exceed levels achieved prior to the Reds purchasing the franchise 3 years ago from the Boston Red Sox.

In May of 2006, 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 third of a 4-year contract, again at the ballpark May 13-19, 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. Further, new events this year included a eight week stay of the 10th Anniversary Season of Circus Sarasota. Also new at the facility were two fantasy camps in January, a High School Baseball Showcase in December, and the Annual Antique Car Show was relocated to our facility after many years at Sarasota Square. The Ringling Redskins Youth Football League, Sarasota Cal Ripken Youth Baseball Leagues, and Sarasota Military Academy Lacrosse Team, 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 two Cincinnati Reds Fantasy Camps. The Stadium hosted four national, and one international game broadcasts during spring training, delivering picturesque visions of Sarasota around the world. 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 effectively followed this tact by securing national tournaments the past twelve years. Through an agreement with the Snappers Baseball Club, Inc, the City will host the AAU 14-Year and Under National Tournament July 20-28, 2007. Last year's AAU tournament netted over \$25,000 for the stadium budget and the same amount to the Snappers and provided an economic impact to the Sarasota Community of over \$7,000,000. Further, staff was successful in securing the award of bid for the same tournaments in 2008. 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.

North Central College returned to Ed Smith Stadium to host a Division III NCAA game in March. 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 30 years and a \$10 million commitment toward the project. In the past year, Sarasota County has joined the process and has signed a joint agreement with the City to allow \$21.5 million net present value toward the stadium project through the use of 1/2 cent tourist development tax. The State of Florida, after much effort by our city, the Reds, and the Florida Grapefruit League Association, awarded Sarasota a \$15 million grant over 30 years for the project. 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

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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. As a result of state legislative action in May of 2007, the City's intended method of financing its share of the project was prohibited. Therefore, a General Obligation (G.O.) bond issue, not to exceed \$16 million, will be sold in November, 2007.

The final financing plan should be ready for bonding later this year. Dollars expended for design and construction will begin after bonding is complete.

Overall, the Sports Complex remains one of the most utilized facilities in the City. Its importance economically, as well as its availability to the community, remains to be its guiding precepts in Sarasota. 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.

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.	No	2009	\$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 Reds, 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 2005	FY 2006	FY 2007	FY 2008
Output Measure					
Paid attendance at Reds ST	Number	90,012	84,411	87,344	90,000
Paid attendance at special events	Number	13,251	22,080	55,000	60,000
License use agreements	Number	21	26	30	33
Tournaments/special events secured	Number	4	6	8	10
Effectiveness Measure					
General Fund subsidy	Dollars	\$620,969	\$726,178	\$494,694	\$471,014
Economic impact ~ millions	Dollars	\$50	\$55	\$60	\$65

ED SMITH SPORTS STADIUM

Cost Center Expenditures By Category

	FY 2006 Actual	FY 2007 Budget	FY 2008 Continuation	FY 2008 Issues	FY 2008 Totals
Personal Expenditures	290,738	309,629	330,730	-12,146	318,584
Non Personal Expenditures	528,897	559,892	681,908	-34,000	647,908
Capital Expenditures	2,740	1,000	1,000	0	1,000
Transfer Expenditures	58,276	60,040	84,287	0	84,287
Totals	880,651	930,561	1,097,925	-46,146	1,051,779

Personnel Summary

Actual Positions	3.90	3.90	0.00	3.90
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Revenue Summary

	FY 2006 Actual	FY 2007 Budget	FY 2008 Continuation	FY 2008 Issues	FY 2008 Totals
CHARGES FOR SERVICES	392,722	461,109	522,000	0	522,000
INTEREST	-7,321	0	0	0	0
OTHER MISCELLANEOUS REVENUES	186	0	0	0	0
TRANSFERS	426,178	480,853	471,014	-48,155	422,859
	811,765	941,962	993,014	-48,155	944,859

ED SMITH SPORTS STADIUM
Class Upgrade for Supervisor of Facilities Maintenance

Cost of Issue

Personal	2,009
Operating	0
Capital	0
Transfers	0
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Total	\$2,009
Net Cost of Issue	\$2,009

ED SMITH SPORTS STADIUM

Budget Reductions

In regards to the Stadium, the reduction of \$48,155 will result in decreased service throughout the year at the Stadium. Special events rates will increase to include all administrative costs. The end result will be a decline of license use agreements due to competitive market conditions. Solicitation of new events will be limited to referrals, so that special events days will decrease to allow for staff relief/vacation. Minimal venue supervision will occur, and customer service within the office operations will not continue at the level expected in the industry. Eventually, the reputation of this facility, which has the lowest reliance upon the general fund of any one team Major League Baseball spring training facility in the country, could suffer to a point where the abolishment of the facility should be contemplated. Efforts to maintain a relationship with the Cincinnati Reds may deteriorate. As the industry of venue management evolves major tenants such as the Reds, or existing and prospective licensed users, continue to expect more, not less. Therefore, at this crucial time in the history of baseball's existence in Sarasota, the compromising of the level of service provided by the venue will certainly have repercussions. Further, all travel and educational opportunities will be suspended, except those few that are within a day's drive or web based. The support of the Florida Grapefruit League Organization is also suspended, the organization that spearheaded the efforts with Sarasota, to secure the 15 million dollar grant for renovating/replacing spring training facilities. Demographic survey that would help define the current economic impact of professional baseball has also been removed from the budget.

Cost of Issue

Personal	-14,155
Operating	-34,000
Capital	0
Transfers	0
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Total	(\$48,155)

Revenue

TRANSFERS	-48,155
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	-48,155

Net Cost of Issue \$0

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.

Cost Center Expenditures By Category

	FY 2006 Actual	FY 2007 Budget	FY 2008 Continuation	FY 2008 Issues	FY 2008 Totals
Personal Expenditures	822	3,353	3,352	0	3,352
Non Personal Expenditures	78,353	169,647	153,272	0	153,272
Totals	79,175	173,000	156,624	0	156,624

Personnel Summary

Actual Positions	0.00	0.00	0.00	0.00
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Revenue Summary

	FY 2006 Actual	FY 2007 Budget	FY 2008 Continuation	FY 2008 Issues	FY 2008 Totals
CHARGES FOR SERVICES	111,867	163,000	142,500	0	142,500
INTEREST	6,037	0	0	0	0
OTHER MISCELLANEOUS REVENUES	12,040	30,000	30,000	0	30,000
	129,944	193,000	172,500	0	172,500

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 2006 Actual	FY 2007 Budget	FY 2008 Continuation	FY 2008 Issues	FY 2008 Totals
Personal Expenditures	4,166	6,524	6,522	0	6,522
Non Personal Expenditures	95,446	130,600	130,900	0	130,900
Totals	99,612	137,124	137,422	0	137,422

Personnel Summary

Actual Positions	0.00	0.00	0.00	0.00
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Revenue Summary

	FY 2006 Actual	FY 2007 Budget	FY 2008 Continuation	FY 2008 Issues	FY 2008 Totals
CHARGES FOR SERVICES	114,408	132,000	131,000	0	131,000
OTHER MISCELLANEOUS REVENUES	0	30,000	30,000	0	30,000
	114,408	162,000	161,000	0	161,000

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

	Actual 2005-06	Budget 2006-07	Amended Budget 2006-07	Estimated 2006-07	Budget 2007-08
Available Fund Balance	\$ 349,920	\$ 292,035	\$ 527,334	\$ 527,334	\$ 225,857
Revenues					
Surtax	102,651	120,000	120,000	120,000	135,000
Equipment rentals	-	-	-	-	12,000
Interest income	23,270	4,000	4,000	27,762	13,000
Transfer from General Fund	300,000	-	-	-	-
Total Revenue	425,921	124,000	124,000	147,762	160,000
Estimated Funds Available	775,841	416,035	651,334	675,096	385,857
Expenditures					
Repairs and replacements	248,507	413,302	413,302	449,239	385,700
Total Expenditures	248,507	413,302	413,302	449,239	385,700
Projected Ending Balance	\$ 527,334	\$ 2,733	\$ 238,032	\$ 225,857	\$ 157

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 2006 Actual	FY 2007 Budget	FY 2008 Continuation	FY 2008 Issues	FY 2008 Totals
Personal Expenditures	19,373	29,302	33,736	0	33,736
Non Personal Expenditures	44,212	26,000	31,000	0	31,000
Capital Expenditures	184,923	358,000	321,000	0	321,000
Totals	248,508	413,302	385,736	0	385,736

Personnel Summary

Actual Positions	0.75	0.75	0.00	0.75
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Revenue Summary

	FY 2006 Actual	FY 2007 Budget	FY 2008 Continuation	FY 2008 Issues	FY 2008 Totals
CHARGES FOR SERVICES	102,651	120,000	147,000	0	147,000
INTEREST	23,271	4,000	13,000	0	13,000
TRANSFERS	300,000	0	0	0	0
	425,922	124,000	160,000	0	160,000