

**CITY OF SARASOTA, FLORIDA**  
**SARASOTA SPORTS STADIUM COMPLEX**

	Actual 2006-07	Budget 2007-08	Amended Budget 2007-08	Estimated 2007-08	Budget 2008-09
Available Fund Balance	\$ (14,812)	\$ 67,466	\$ 18,325	\$ 18,325	\$ 39,385
<u>Revenues</u>					
Ticket revenues	277,731	365,000	365,000	388,000	306,000
Parking	69,341	61,000	61,000	66,000	50,000
Concessions	21,096	43,000	43,000	43,000	30,000
Utilities and lighting	119,856	135,000	135,000	140,000	140,000
Other	39,824	141,000	141,000	141,100	133,100
Merchandise Sales	266	5,500	5,500	2,000	42,000
Sponsor/Contributions	27,250	105,000	105,000	105,000	30,000
<b>Total Revenue</b>	<b>555,364</b>	<b>855,500</b>	<b>855,500</b>	<b>885,100</b>	<b>731,100</b>
<u>Expenditures</u>					
Personnel	354,478	328,458	328,458	320,232	247,361
Operating	754,842	1,016,367	1,021,491	966,667	844,742
Capital	12,907	1,000	1,000	-	1,000
<b>Total Expenditures</b>	<b>1,122,227</b>	<b>1,345,825</b>	<b>1,350,949</b>	<b>1,286,899</b>	<b>1,093,103</b>
Increase (decrease) in Fund Balance without General Fund Subsidy	(566,863)	(490,325)	(495,449)	(401,799)	(362,003)
General Fund subsidy	600,000	422,859	422,859	422,859	342,719
Increase (decrease) in Fund Balance	33,137	(67,466)	(72,590)	21,060	(19,284)
<b>Projected Ending Balance</b>	<b>\$ 18,325</b>	<b>\$ -</b>	<b>\$ (54,265)</b>	<b>\$ 39,385</b>	<b>\$ 20,101</b>

Note: The debt service for the Sports Complex is complete. Please see the 1994 Refunding Bonds for further detail. These bonds have been 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 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 20th year anniversary in 2008, this spring training season reflected an all time record for the Reds stay in Sarasota equaling 90,489, an increase of 3.5% over 2007.

The Reds' 11th anniversary spring training season in Sarasota held high expectations by both the City and the Reds. With an expanded schedule of 17 games, 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 the new owner, in pumping over \$60,000 into area athletic and community programs in the Sarasota area.

The City expects 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 2008 season was greatly improved with few complaints and many compliments. Staff, with the assistance of the Sarasota Police Department, Sarasota County Fire and Rescue, the FBI, Cincinnati Reds and Major League Baseball Security implemented a comprehensive program that provided a safe yet non-disruptive environment for employees, volunteers, players and spectators. 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 from other City departments such as Public Safety, Finance, Public Works, 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, Community Aids Network and Silver Bay Investments, Inc. received thousands of dollars of 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 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 renovation of Complex outfield # 2 and 3, and a complete replacement of the stadium outfield, funded entirely by the Reds. Two air conditioning units were replaced, the stadium screen behind home plate replaced and new floor covering in the major league clubhouse. Painting of the stadium and clubhouse were deferred due to the uncertain future of baseball operations. All scheduled grounds equipment replacement was deferred at the Reds' request in order to fund the complex outfield renovations.

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

## **ED SMITH SPORTS STADIUM**

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 August and Spirit Fest Celebration in July. Through cooperative efforts, the stadium presented the Opening Ceremonies of the AAU 14-Year & Under National Baseball Tournament in July. Attendance figures were up significantly from the 2000 season with a 16% increase in 2007.

Reds and stadium staff expect attendance to return and exceed levels achieved prior to the Reds purchasing the franchise four years ago from the Boston Red Sox.

Staff, with the help of many local volunteers and local celebrities, successfully held the 3rd year of a four year contract for the Florida High School Athletic Association Florida Baseball Finals in May of 2007. This tournament was held previously in Sarasota from 1993 through 1996. 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 last of a 4-year contract, again at the ballpark May 14-20, 2008.

Booker High School used the facility as their home field. Other facility uses include local Amateur Athletic Union (AAU) teams, Men's Senior Baseball League (MSBL) games and the MSBL National Tournament annually in November. Swingtown Showcase held its 6-day event in December.

Baseball International Baseball Group held their 4-day event for the first time in January 2006 and returned in 2007. In 2008 they added their 4-day Wood Bat event in addition to their 4-day Metal Bat the week before. The Baseball Training Camp was held here the 1st week of January for 5 days in 2006 and 2007. Further, returning events this year include a 12 week stay of the 11th Anniversary Season of Circus Sarasota. 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 the Cincinnati Reds Fantasy Camps. The Stadium hosted three (3) national game broadcasts during spring training, delivering picturesque visions of Sarasota around the country. While staff aggressively pursue 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 thirteen years. Through an agreement with the Snappers Baseball Club, Inc, the City will host the AAU 14-Year and Under National Tournament July 19-27, 2008. Last year's AAU tournament netted over \$15,000 for the stadium budget and the same amount to the Snappers and provided an economic impact to the Sarasota Community of over \$5,000,000. Further, staff is awaiting word from the AAU National Office regarding our bid to secure the same tournament in 2009. 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.

The NCAA College Night returned to the stadium in March for two Division 1 games. 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 discussions with the Cincinnati Reds regarding enhancement of the Sports Complex, tied to an extension of the lease for 30 years failed with the Reds announcement that a move to Goodyear AZ is imminent in 2010. Staff is continuing discussions with other major league teams in hopes of securing another tenant before the availability of the state and county funds are withdrawn. Currently, Sarasota County has joined the process and has approved in concept the use of up to \$17.6 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 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.

## ED SMITH SPORTS STADIUM

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 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.

### CITYWIDE PRIORITIES

#### PRIORITY - Budget

##### 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.

### PERFORMANCE MEASURES

Description	Unit	FY 2006	FY 2007	FY 2008	FY 2009
<b>Output Measure</b>					
Paid attendance at spring training games	Number	84,411	87,343	90,489	95,000
Paid attendance at special events	Number	22,080	44,000	50,000	40,000
License use agreements	Number	26	28	30	26
Tournaments/special events secured	Number	6	6	6	4
<b>Effectiveness Measure</b>					
General Fund subsidy	Dollars	\$726,178	\$600,000	\$422,859	\$407,889
Economic impact ~ millions	Dollars	\$55	\$58	\$60	\$60

### **Cost Center Expenditures By Category**

	FY 2007 Actual	FY 2008 Budget	FY 2009 Continuation	FY 2009 Issues	FY 2009 Totals
Personnel	349,816	318,584	243,986	0	243,986
Operating Expenditures	537,466	647,908	599,506	0	599,506
Capital Expenditures	11,901	1,000	1,000	0	1,000
Transfer Expenditures	60,040	84,287	92,419	0	92,419
<b>Totals</b>	<b>959,223</b>	<b>1,051,779</b>	<b>936,911</b>	<b>0</b>	<b>936,911</b>

### **Personnel Summary**

Actual Positions	3.90	1.90	0.00	1.90
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### **Revenue Summary**

	FY 2007 Actual	FY 2008 Budget	FY 2009 Continuation	FY 2009 Issues	FY 2009 Totals
CHARGES FOR SERVICES	355,043	522,000	559,000	0	559,000
INTEREST	-12,025	0	0	0	0
OTHER MISCELLANEOUS REVENUES	3,347	0	100	0	100
TRANSFERS	600,000	422,859	342,719	0	342,719
<b>Totals</b>	<b>946,365</b>	<b>944,859</b>	<b>901,819</b>	<b>0</b>	<b>901,819</b>

# 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 2008.. The 14 Years and Under National Championships during August, 2007 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 \$15,808.

## Cost Center Expenditures By Category

	FY 2007 Actual	FY 2008 Budget	FY 2009 Continuation	FY 2009 Issues	FY 2009 Totals
Personnel	842	3,352	3,375	0	3,375
Operating Expenditures	50,301	153,272	152,817	0	152,817
Totals	51,143	156,624	156,192	0	156,192

## Personnel Summary

Actual Positions	0.00	0.00	0.00	0.00
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## Revenue Summary

	FY 2007 Actual	FY 2008 Budget	FY 2009 Continuation	FY 2009 Issues	FY 2009 Totals
CHARGES FOR SERVICES	67,472	142,500	142,000	0	142,000
INTEREST	4,870	0	0	0	0
OTHER MISCELLANEOUS REVENUES	1,000	30,000	30,000	0	30,000
	73,342	172,500	172,000	0	172,000

# STATE HIGH SCHOOL TOURNAMENT

## Description of Operations

This cost center accounts for the activity of the Florida State High School Baseball Tournament. 2008 was the 4th year of a 4 year contract for the State High School Tournament to be held at Ed Smith Stadium. Pending the outcome of future baseball operations, the City may elect to pursue another 4 year contract beginning in 2011.

## Cost Center Expenditures By Category

	FY 2007 Actual	FY 2008 Budget	FY 2009 Continuation	FY 2009 Issues	FY 2009 Totals
Personnel	3,820	6,522	0	0	0
Operating Expenditures	107,035	130,900	0	0	0
Capital Expenditures	1,006	0	0	0	0
Totals	111,861	137,422	0	0	0

## Personnel Summary

Actual Positions	0.00	0.00	0.00	0.00
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## Revenue Summary

	FY 2007 Actual	FY 2008 Budget	FY 2009 Continuation	FY 2009 Issues	FY 2009 Totals
CHARGES FOR SERVICES	126,596	131,000	0	0	0
OTHER MISCELLANEOUS REVENUES	9,000	30,000	0	0	0
	135,596	161,000	0	0	0

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

	Actual 2006-07	Budget 2007-08	Amended Budget 2007-08	Estimated 2007-08	Budget 2008-09
Available Fund Balance	\$ 527,334	\$ 225,857	\$ 338,620	\$ 338,620	\$ 294,753
<u>Revenues</u>					
Surtax	140,754	135,000	135,000	125,000	125,000
Equipment rentals	-	12,000	12,000	-	-
Interest income	39,392	13,000	13,000	13,000	13,000
Total Revenue	180,146	160,000	160,000	138,000	138,000
Estimated Funds Available	707,480	385,857	498,620	476,620	432,753
<u>Expenditures</u>					
Repairs and replacements	368,860	385,736	401,035	181,867	128,176
Total Expenditures	368,860	385,736	401,035	181,867	128,176
Projected Ending Balance	\$ 338,620	\$ 121	\$ 97,585	\$ 294,753	\$ 304,577

# 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 2007 Actual	FY 2008 Budget	FY 2009 Continuation	FY 2009 Issues	FY 2009 Totals
Personnel	-202	33,736	12,176	0	12,176
Operating Expenditures	80,873	31,000	61,000	0	61,000
Capital Expenditures	288,187	321,000	55,000	0	55,000
Totals	368,858	385,736	128,176	0	128,176

## Personnel Summary

Actual Positions	0.75	0.25	0.00	0.25
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## Revenue Summary

	FY 2007 Actual	FY 2008 Budget	FY 2009 Continuation	FY 2009 Issues	FY 2009 Totals
CHARGES FOR SERVICES	140,755	147,000	125,000	0	125,000
INTEREST	39,392	13,000	13,000	0	13,000
	180,147	160,000	138,000	0	138,000