



Agenda Item Summary

File ID: 20-1114

CNST-4

Meeting Date: 10/27/2020

PLACEMENT: Consent

TITLE:

FY21 TREASURE COAST SPORTS COMMISSION CONTRACT

EXECUTIVE SUMMARY:

The Treasure Coast Sports Commission, Inc. (TCSC) is the official sports marketing arm of Martin County and their annual contract is being presented to the Board of County Commissioner (BOCC) for consideration. The Tourist Development Council (TDC) reviewed and approved this contract for consideration by the BOCC at the October 8, 2020 TDC meeting.

DEPARTMENT: Administration

PREPARED BY: **Name:** Nerissa Okiye
Title: Tourism Director

REQUESTED BY: Martin County Tourist Development Council (TDC)

PRESET:

PROCEDURES: None

BACKGROUND/RELATED STRATEGIC GOAL:

The Treasure Coast Sports Commission, Inc. is the official sports marketing arm of Martin County and their annual contract is being presented to the BOCC for consideration. The FY21 contract is attached for BOCC consideration.

1. Contracted Drafted by:

The Office of Tourism and Marketing and County Attorney's Office drafted this contract.

2. Parties to the Contract:

This is an agreement between the BOCC and TCSC.

3. Purpose of the Contract:

To provide funding for administrative support for the TCSC as well as event sponsorship opportunities for sporting event planners throughout the state and country to market sports tourism in Martin County. Twelve percent of Tourist Development Tax is allocated by ordinance to sports marketing and promotion.

4. New / Renewal / Modified:

This is a new contract between Martin County and the TCSC. The TCSC has had previous similar contracts.

5. Duration of the Contract:

FY21 contract is for one year beginning in October 2020 and ending on September 2021.

6. Benefits to the County:

The TCSC promotes the area as an amateur sports destination by bringing in sports participants, families and spectators from other areas of the state and country, which includes activities and events that have a projected economic impact between \$2 million and \$5 million.

7. Cost of the Contract to the County:

\$190,000 it is forecasted that \$248,652 will be collected within the sports marketing and promotions category in FY21.

ISSUES:

None

LEGAL SUFFICIENCY REVIEW:

This item has been reviewed for legal sufficiency to determine whether it is consistent with applicable law, has identified and addressed legal risks, and has developed strategies for legal defensibility.

RECOMMENDED ACTION:

RECOMMENDATION

Move that the Board approve the FY 2021 Contract with the Treasure Coast Sports Commission.

ALTERNATIVE RECOMMENDATIONS

Pull this item from the Consent Agenda and amend the contract per Board direction.

FISCAL IMPACT:

RECOMMENDATION

None

Funding Source	County Funds	Non-County Funds
Tourist Development Tax	190,000	
Subtotal	190,000	
Project Total	190,000	

ALTERNATIVE RECOMMENDATIONS

None

DOCUMENT(S) REQUIRING ACTION:

- ☐ Budget Transfer / Amendment ☐ Chair Letter ☒ Contract / Agreement
☐ Grant / Application ☐ Notice ☐ Ordinance ☐ Resolution
☐ Other:

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