



Board of County Commissioners

2401 SE Monterey Road
Stuart, Florida 34996

Agenda Item Summary

File ID: 22-0127

CNST-5

Meeting Date: 10/19/2021

PLACEMENT: Consent

TITLE:

FY22 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 July 14, 2021 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:

FY22 contract is for one year beginning in October 2021 and ending on September 2022.

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:

The cost of the FY22 remains flat from FY21 at \$190k. Sports Marketing funds are collected per the Martin County Ordinance 967 which allocates 12% of Tourist Development Tax (TDT) to Sports Promotion. For FY22 collections in this category are anticipated to be \$285,278 this will leave an adequate fund balance, estimated to be around \$95,278. Funds are based on forecasted TDT collection.

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 2022 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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