Welcome to the 2022 FRPA Conference!

August 29 - September 1, 2022 | Orlando, FL

SPORTS TOURISM – CAPITALIZING ON THE IMPACT OF NICHE SPORTS

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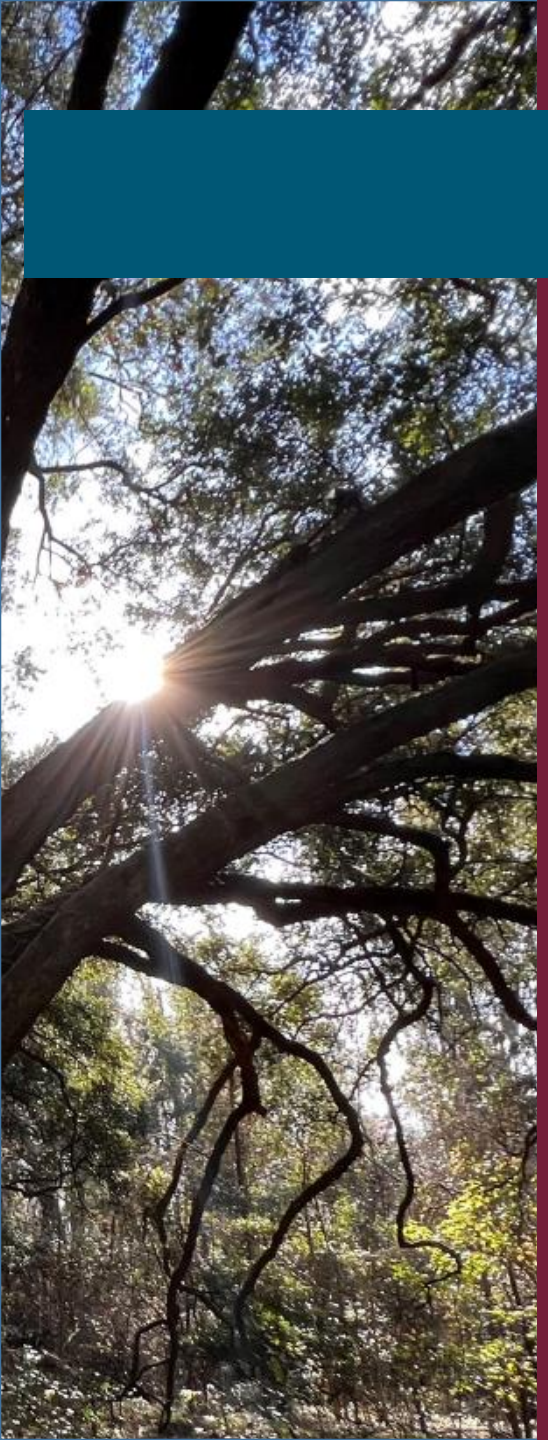

LEARNING OBJECTIVES

1. Understand how Sarasota County has developed a successful sports tourism market through a focus on niche sports.
2. Learn how to calculate and showcase the relationship between sports tourism activities and economic impact.
3. Identify how Sarasota has successfully promoted the community's profile and reputation as a sports destination market.

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Sarasota County Sports Tourism Overview

- Over 20 years
- Sports = In top 3 of priorities for strategic tourism development
- 8 state-of-the-art complexes
- Integrated partnerships between Sarasota County, Visit Sarasota County and facility operators

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Sarasota County – Sports Tourism Success

- Nearly **200 events** in 2021 fiscal year
- Over **$140 million** in economic impact generated
- **101,000+** hotel room nights
- Statewide, regional, national, international, collegiate, youth, amateur, Olympic trials, elite training

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How did we get here?

- Strategic venue development
- Integrated promotions plan
- Investment and commitment to marquee events
  - Maintains positioning as elite competition destination

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Niche Sports – Venue Development

- Investment in facilities which cater to less popular or “niche” sports
- Focus on attributes that elevate the competition experience for athletes
- Consult with experts in the sport, ask for “wish list”
- Consider international designation requirements

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Niche Sports – Relationship Building

Identify potential partners within the niche sport

- Sport Governing Bodies, local sports groups & leagues, event rights holders

Be a solution-provider

- Resources, ideas, support for initiatives that both grow their sport and provide positive impact to community

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Case Study – Dragon Boat

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Case Study – BMX Supercross

UCI BMX SUPERCROSS WORLD CUP

SARASOTA | USA

USA BMX
usabmx.com

Case Study – Croquet

SARASOTA COUNTY CROQUET CLUB

USCA

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Case Study – Rowing

2022 USRowing YOUTH NATIONAL CHAMPIONSHIPS SARASOTA, FL

2017 world rowing® championships Sarasota-Bradenton Florida, USA

NCAA ROWING

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Economic Impact Reporting and Calculator

- Tourist Development Tax = Heads in Beds
- Event Organizers required to submit post event reporting.
- In conjuction with VSC, developed reporting tool
- Electronic submission using a “Smartsheet” webform
  - SPORTS POST EVENT REPORTING

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Economic Impact Reporting and Calculator

- Based upon a formula developed specific to Sarasota County and inputs entered by event organizer
- Reviewed and approved by venue provider and VSC

Forms

BO - Economic Impact Formula

Grid View | Filter | Arial | 10

Date	Average Room Rate	Economic Impact Multiplier	Earnings Impact Multiplier	Employment Impact Multiplier	State Sales Tax Rate	County Sales Tax Rate	FL DOR Disbursem... Multiplier	Resort Tax Rate	Daily Spend: International Spectator (Yth/Adult)	Daily Spend: Out-of-State Spectator (Yth/Adult)	Daily Spend: Florida Spectator (Yth/Adult)	Daily Spend: Internatio... Participant (Yth/Adult)	Daily Spend: Out of State Participant (Yth/Adult)	Daily Spend: Florida Participant (Yth/Adult)
10/01/20	$108.67	1	0.23	0.00001	0.06	0.01	0.09653	0.05	92.2	69.45	50.3	69.15	52.08	37.72
11/01/20	$168.89	1	0.23	0.00001	0.06	0.01	0.09653	0.05	92.2	69.45	50.3	69.15	52.08	37.72
12/01/20	$180.01	1	0.23	0.00001	0.06	0.01	0.09653	0.05	92.2	69.45	50.3	69.15	52.08	37.72
01/01/21	$179.38	1	0.23	0.00001	0.06	0.01	0.09653	0.05	118.4	99.97	67.37	88.80	74.98	50.53
02/01/21	$217.11	1	0.23	0.00001	0.06	0.01	0.09653	0.05	118.4	99.97	67.37	88.80	74.98	50.53
03/01/21	$241.79	1	0.23	0.00001	0.06	0.01	0.09653	0.05	118.4	99.97	67.37	88.80	74.98	50.53

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Economic Impact Reporting and Calculator

Visit Sarasota
SPORTS POST EVENT REPORTING

Event Name *
What was the name of your event?

Number of Teams (if applicable)
Please provide total number of teams participating in event. Enter "0" if not applicable. NOTE; enter a number only; no text.

Sport Event Grant *
Did you apply for a Visit Sarasota County Sports Event Grant for this event?

○ Yes ○ No

Event Location *
Which Park location(s) was the event held?

Select

Organization Name *

Contact Name *

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Economic Impact Reporting and Calculator

File Automation Forms

FY21 Economic Impact - Sports Post Event

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	Row ID	Creat...	Event Name	Sport Event Grant	Number of Teams (if applicab...	Organization Name	Contact Name	Email	Phone	Contact Address	City	State
92	21-116	07/23/21	2021 USRowing Youth National Championships	Yes	181	USRowing	James Rawson	James.Rawson@usrowing.org	503-473-6239	242 Nassau St	Princeton	NJ
93	21-115	07/22/21	Florida Babe Ruth South State Tournament	Yes	20	Sarasota Babe Ruth League, Inc.	Carl Luer, Secretary	caluer@mote.org	941-376-7045	3245 Old Oak Drive	Sarasota	FL
94	21-114	07/22/21	Hell's Tournament	No	12	Team Doogie	Joel Dlugosinski	joel@teamdoogie.com	7152527833	3433 Cincinnati Street	NORTH POR	FL
95	21-113	07/17/21	NCAA Women's Rowing Championships - DI, DII and DIII	Yes	32	Suncoast Aquatic Nature Center Associates	Sarah Kupiec	Sarah@sanca.us	941-224-9395	5851 Nathan Benderson Cir	Sarasota	FL
96	21-111	07/09/21	SSOVA June Siesta Key Beach Volleyball Tournament	Yes	293	SSOVA (Sunshine State Outdoor Volleyball Association)	Prem Persaud	Prem@GTeamAgency.com	7275126619	211 Pasadena Avenue North, #	St Petersburg	FL
97	21-110	07/05/21	ProAm June Tournament	Yes	30	ProAm Softball	Jason Varnum	proam50softball@gmail.com	7279460330	66134 Thames Rd, , Lot 0134	Pinellas Park	FL

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Economic Impact Reporting and Calculator

Visit Sarasota - FY21 Sports Commission Economic Impact Reporting

VISIT Sarasota beaches and beyond

COMPLETE

$140,512,877.92

FY21 Total Economic Impact

Sports Economic Impact Summary 2021 (Roll-Up)

Event Period (Month)	Total Event Days	Total Hotel Room Nights - SARASOTA	Total Direct Spending	Total Economic Impact	Total Employment Impact	Total Earnings Impact	State Sales Tax Generated	State Sales Tax Reimbursed to County	County Sales Tax Generated	County TDT Tax Recovered	Total Tax Recovered by County
Total	Sum 818	Sum 101192	Sum $85,159,319.95	Sum $140,512,877.92	Sum 1,601	Sum $32,317,961.92	Sum $5,109,559.20	Sum $493,225.75	Sum $851,593.20	Sum $917,546.73	Sum $2,262,365.68
(FY) Month 01-October	Sum 35	Sum 2134	Sum $2,311,617.40	Sum $3,814,168.71	Sum 43	Sum $877,258.80	Sum $138,697.04	Sum $13,388.43	Sum $23,116.17	Sum $11,595.09	Sum $48,099.69
(FY) Month 02-November	Sum 27	Sum 3167	Sum $2,179,194.51	Sum $3,595,670.94	Sum 41	Sum $827,004.32	Sum $130,751.67	Sum $12,621.46	Sum $21,791.95	Sum $26,743.73	Sum $61,157.14
(FY) Month 03-December	Sum 25	Sum 1757	Sum $2,344,814.44	Sum $3,868,943.83	Sum 44	Sum $889,857.08	Sum $140,688.87	Sum $13,580.70	Sum $23,448.14	Sum $15,813.88	Sum $52,842.72
(FY) Month 04-January	Sum 46	Sum 15993	Sum $12,028,043.46	Sum $19,846,271.71	Sum 226	Sum $4,564,642.49	Sum $721,682.61	Sum $69,664.02	Sum $120,280.43	Sum $143,441.22	Sum $333,385.67
(FY) Month 05-February	Sum 163	Sum 13619	Sum $15,989,982.33	Sum $26,383,470.84	Sum 301	Sum $6,068,198.29	Sum $959,398.94	Sum $92,610.78	Sum $159,899.82	Sum $147,841.05	Sum $400,351.66
(FY) Month 06-March	Sum 169	Sum 11650	Sum $7,626,605.96	Sum $12,583,899.83	Sum 143	Sum $2,894,296.96	Sum $457,596.36	Sum $44,171.78	Sum $76,266.06	Sum $140,842.67	Sum $261,280.51
(FY) Month 07-April	Sum 47	Sum 5290	Sum $5,238,405.23	Sum $8,643,368.63	Sum 98	Sum $1,987,974.78	Sum $314,304.31	Sum $30,339.80	Sum $52,384.05	Sum $53,407.84	Sum $136,131.69
(FY) Month 08-May	Sum 54	Sum 8806	Sum $5,778,669.85	Sum $9,534,805.25	Sum 109	Sum $2,193,005.21	Sum $346,720.19	Sum $33,468.90	Sum $57,786.70	Sum $72,975.32	Sum $164,230.92
(FY) Month 09-June	Sum 43	Sum 18020	Sum $14,276,125.89	Sum $23,555,607.72	Sum 268	Sum $5,417,789.78	Sum $856,567.55	Sum $82,684.47	Sum $142,761.26	Sum $141,628.19	Sum $367,073.91
(FY) Month 10-July	Sum 167	Sum 17670	Sum $13,648,016.58	Sum $22,519,227.36	Sum 257	Sum $5,179,422.29	Sum $818,880.99	Sum $79,046.58	Sum $136,480.17	Sum $144,346.23	Sum $359,872.98
(FY) Month 11-August	Sum 6	Sum 918	Sum $209,509.64	Sum $345,690.91	Sum 4	Sum $79,508.91	Sum $12,570.58	Sum $1,213.44	Sum $2,095.10	Sum $5,967.46	Sum $9,275.99
(FY) Month 12-September	Sum 36	Sum 2168	Sum $3,528,334.66	Sum $5,821,752.19	Sum 66	Sum $1,339,003.00	Sum $211,700.08	Sum $20,435.41	Sum $35,283.35	Sum $12,944.04	Sum $68,662.80

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Economic Impact Reporting and Calculator

SCGOV Economic Impact	ORIOLES ** Economic Impact	BRAVES ** Economic Impact	SANCA - NBP Economic Impact	OTHER FACILITIES Economic Impact
$31,902,136.39	$2,549,966.78	$927,074.73	$15,109,988.95	$87,838,713.34
SCGOV TOTAL	ORIOLES TOTAL	BRAVES TOTAL	SANCA - NBP TOTAL	OTHER TOTAL
$2,506,832.72	$0.00	$492,548.08		$28,894,021.10
SARASOTA BMX	ORIOLES	BRAVES		FOX LEA FARMS
$104,872.93	$2,549,966.78	$434,526.64	SARASOTA SHARKS Selby Aquatic Ctr Economic Impact	$58,944,692.24
SIESTA BEACH PARK	ORIOLES & SCGOV FACILITYY	BRAVES & SCGOV FACILITY		OTHER LOCATIONS
$26,305,937.31			$2,184,997.73	
OTHER PARKS				
$2,549,966.78				
SCGOV & ORIOLES' FACILITY				
$434,526.64				
SCGOV & BRAVES' FACILITY				

** SPRING TRAINING EXCLUDED

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Economic Impact Reporting and Calculator

VSC GRANT

$130,926,361.98

VSC Grant: Total Economic Impact

VSC GRANT (ROLL UP)

Event Period (Month)	Total Event Days	Total Hotel Room Nights - SARASOTA	Total Direct Spending	Total Economic Impact	Total Employmen Impact	Total Earnings Impact	State Sales Tax Generated	State Sales Tax Reimbursed to County	County Sales Tax Generated	County TDT Tax Recovered	Total Tax Recovered by County
Total	Sum 469	Sum 94078	Sum $79,349,310.29	Sum $130,926,361.98	Sum 1,492	Sum $30,113,063.26	Sum $4,760,958.62	Sum $459,575.34	Sum $793,493.10	Sum $860,921.70	Sum $2,113,990.14
(FY) Month 01-October	Sum 9	Sum 591	Sum $947,265.75	Sum $1,562,988.49	Sum 18	Sum $359,487.35	Sum $56,835.95	Sum $5,486.37	Sum $9,472.66	Sum $3,211.20	Sum $18,170.23
(FY) Month 02-November	Sum 14	Sum 2916	Sum $1,875,301.16	Sum $3,094,246.91	Sum 35	Sum $711,676.79	Sum $112,518.07	Sum $10,861.37	Sum $18,753.01	Sum $24,624.16	Sum $54,238.54
(FY) Month 03-December	Sum 15	Sum 1184	Sum $2,116,897.56	Sum $3,492,880.97	Sum 40	Sum $803,362.62	Sum $127,013.85	Sum $12,260.65	Sum $21,168.98	Sum $10,656.59	Sum $44,086.21
(FY) Month 04-January	Sum 30	Sum 15660	Sum $11,495,724.53	Sum $18,967,945.47	Sum 216	Sum $4,362,627.46	Sum $689,743.47	Sum $66,580.94	Sum $114,957.25	Sum $140,454.54	Sum $321,992.72
(FY) Month 05-February	Sum 49	Sum 13171	Sum $15,133,177.11	Sum $24,969,742.23	Sum 285	Sum $5,743,040.71	Sum $907,990.63	Sum $87,648.34	Sum $151,331.77	Sum $142,977.79	Sum $381,957.90
(FY) Month 06-March	Sum 61	Sum 11331	Sum $7,190,220.61	Sum $11,863,864.01	Sum 135	Sum $2,728,688.72	Sum $431,413.24	Sum $41,644.32	Sum $71,902.21	Sum $136,986.12	Sum $250,532.65
(FY) Month 07-April	Sum 33	Sum 4912	Sum $4,842,946.55	Sum $7,990,861.81	Sum 91	Sum $1,837,898.22	Sum $290,576.79	Sum $28,049.38	Sum $48,429.47	Sum $49,591.55	Sum $126,070.40
(FY) Month 08-May	Sum 37	Sum 8509	Sum $5,501,215.66	Sum $9,077,005.84	Sum 103	Sum $2,087,711.34	Sum $330,072.94	Sum $31,861.94	Sum $55,012.16	Sum $70,514.08	Sum $157,388.18
(FY) Month 09-June	Sum 36	Sum 15673	Sum $13,823,186.04	Sum $22,808,256.97	Sum 260	Sum $5,245,899.10	Sum $829,391.16	Sum $80,061.13	Sum $138,231.86	Sum $123,181.94	Sum $341,474.93
(FY) Month 10-July	Sum 146	Sum 17305	Sum $13,274,379.08	Sum $21,902,725.48	Sum 250	Sum $5,037,626.86	Sum $796,462.74	Sum $76,882.55	Sum $132,743.79	Sum $141,364.55	Sum $350,990.88
(FY) Month 11-August	Sum 6	Sum 918	Sum $209,509.64	Sum $345,690.91	Sum 4	Sum $79,508.91	Sum $12,570.58	Sum $1,213.44	Sum $2,095.10	Sum $5,967.46	Sum $9,275.99
(FY) Month 12-September	Sum 33	Sum 1908	Sum $2,939,486.60	Sum $4,850,152.89	Sum 55	Sum $1,115,535.16	Sum $176,369.20	Sum $17,024.92	Sum $29,394.87	Sum $11,391.71	Sum $57,811.50

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Questions – Comments?

Nathan Benderson Park, 2017 World Rowing Championships, Sarasota County

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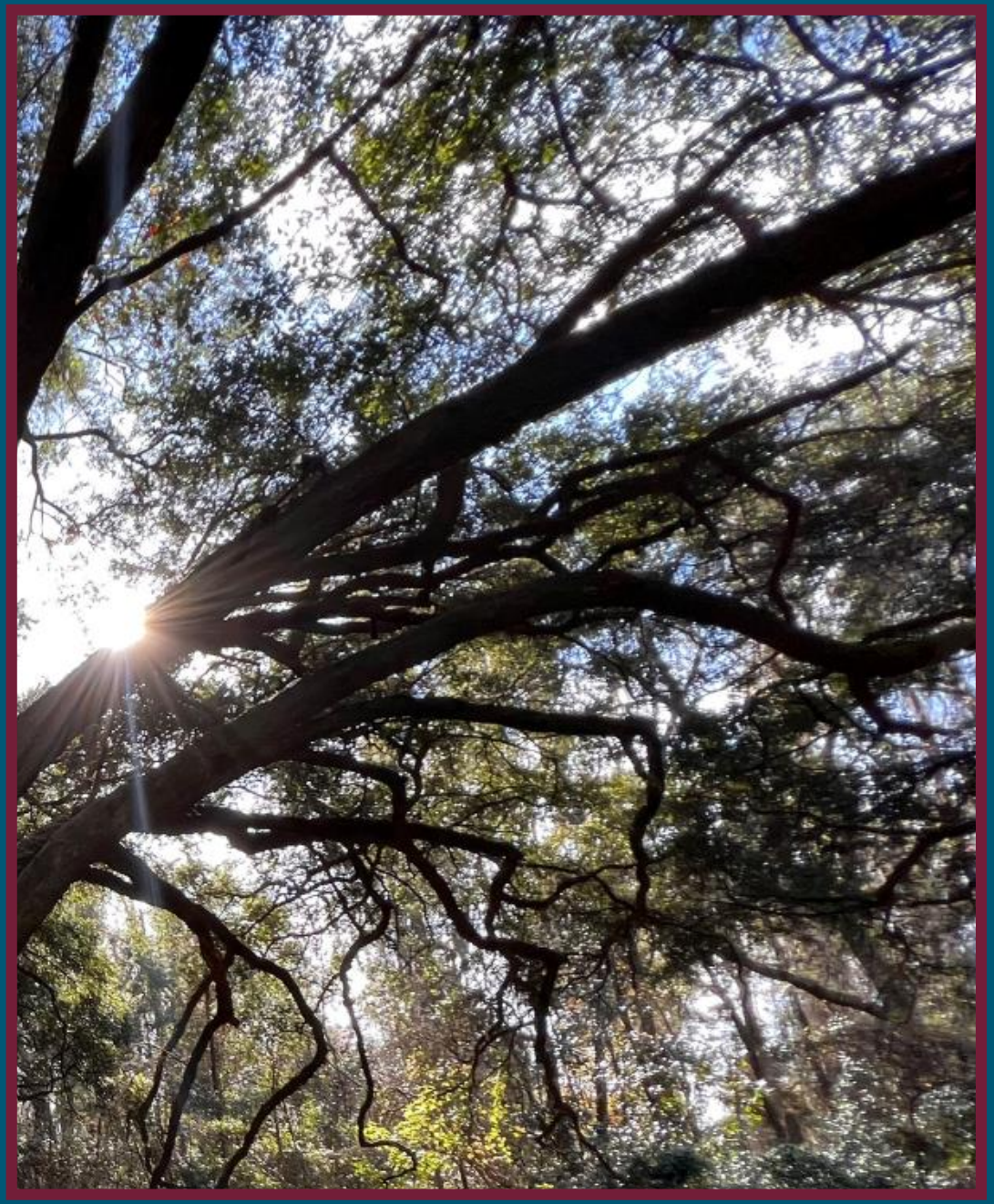

Thank You!

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FLORIDA RECREATION & PARK ASSOCIATION

For more information about the Florida Recreation and Park Association visit frpa.org