

**Sports Commissions and You**  
The Perfect Partnership

DISCOVERMARTIN.COM

Martin County  
Parks and Recreation

TREASURE COAST  
SPORTS COMMISSION  
INDIAN RIVER COUNTY • ST. LUCIE COUNTY • MARTIN COUNTY

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**About Us**

- Shannon Nazzal, CPRE
  - Recreation Administrator for Martin County Parks & Recreation
  - B.A. & M.S. in Sports Administration from Florida State University
  - MPA from Florida International University
  - Over 10 years in Parks & Recreation
  - Experience working "on the inside" with Tourism and Sports Commissions
- Nerissa Okiye
  - Tourism and Marketing Manager for Martin County
  - Southeast Tourism Research Society Board Member
  - Visit Florida Cultural, Heritage, Rural and Nature Committee Member
  - 17+ years in the Tourism Industry
- Rick Hatcher
  - Executive Director of Treasure Coast Sports Commission
  - Florida Sports Foundation Board Member
  - National Association of Sports Commissions Board of Directors (10 yrs.)
  - 20+ years experience in the Sports Tourism Industry

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**Learning Objectives**

- Identify ways to enhance opportunities for economic impact by working with local Sports Commissions.
- Discuss challenges of partnerships and working towards a mutually beneficial arrangement.
- Recognize the basics of Tourist Development Tax and how it may be distributed.

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What do you want out of this class?

Horizontal lines for writing.

Tourist Development Tax (TDT)
• What is it?
• A tax levied by transient lodging establishments to customers staying less than 6 months at a time.
• Could be up to 6% on the dollar but only the "super-counties" eligible. Most Counties levy 4-5%.
• Florida Statute 125.0104
• How do we get it?
• Collected by County government
• Distributed to contracted tourism organizations or internal tourism marketing offices.
• What can it be used for?
• Beaches & Waterways
• Select tourism attraction (museums, zoos, etc.)
• Spring training facilities
• Marketing & Promotions

Horizontal lines for writing.

Section 125.0104(5)(a), Fla. Stat. - Uses for the first THREE percent of TDT
1. To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote one or more publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums, aquariums, or museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public, within the boundaries of the county or subcounty special taxing district in which the tax is levied. Tax revenues received pursuant to this section may also be used for promotion of zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public. However, these purposes may be implemented through service contracts and leases with lessees with sufficient expertise or financial capability to operate such facilities;
2. To promote and advertise tourism in the State of Florida and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists;
3. To fund convention bureaus, tourist bureaus, tourist information centers, and news bureaus as county agencies or by contract with the chambers of commerce or similar associations in the county, which may include any indirect administrative costs for services performed by the county on behalf of the promotion agency;
4. To finance beach park facilities or beach improvement, maintenance, renourishment, restoration, and erosion control, including shoreline protection, enhancement, cleanup, or restoration of inland lakes and rivers to which there is public access as those uses relate to the physical preservation of the beach, shoreline, or inland lake or river. However, any funds identified by a county as the local matching source for beach renourishment, restoration, or erosion control projects included in the long-range budget plan of the state's Beach Management Plan, pursuant to s. 161.091, or funds contractually obligated by a county in the financial plan for a federally authorized shore protection project may not be used or loaned for any other purpose.

Horizontal lines for writing.

Section 125.0104(3)(l), Fla. Stat. – Uses for the FOURTH one-percent of TDT.

1. Pay the debt service on bonds issued to finance the construction, reconstruction, or renovation of a professional sports franchise facility, or the acquisition, construction, reconstruction, or renovation of a retained spring training franchise facility, either publicly owned and operated, or publicly owned and operated by the owner of a professional sports franchise or other lessee with sufficient expertise or financial capability to operate such facility, and to pay the planning and design costs incurred prior to the issuance of such bonds.
2. Pay the debt service on bonds issued to finance the construction, reconstruction, or renovation of a convention center, and to pay the planning and design costs incurred prior to the issuance of such bonds.
3. Pay the operation and maintenance costs of a convention center for a period of up to 10 years. Only counties that have elected to levy the tax for the purposes authorized in subparagraph 2. may use the tax for the purposes enumerated in this subparagraph. Any county that elects to levy the tax for the purposes authorized in subparagraph 2. after July 1, 2000, may use the proceeds of the tax to pay the operation and maintenance costs of a convention center for the life of the bonds.
4. Promote and advertise tourism in the State of Florida and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists.

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Section 125.0104(3)(n), Fla. Stat. – Uses for the FIFTH one-percent of TDT.

1. Pay the debt service on bonds issued to finance:
  - a. The construction, reconstruction, or renovation of a facility either publicly owned and operated, or publicly owned and operated by the owner of a professional sports franchise or other lessee with sufficient expertise or financial capability to operate such facility, and to pay the planning and design costs incurred prior to the issuance of such bonds for a new professional sports franchise as defined in s. 288.162.
  - b. The acquisition, construction, reconstruction, or renovation of a facility either publicly owned and operated, or publicly owned and operated by the owner of a professional sports franchise or other lessee with sufficient expertise or financial capability to operate such facility, and to pay the planning and design costs incurred prior to the issuance of such bonds for a retained spring training franchise.
2. Promote and advertise tourism in the State of Florida and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists.

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**What's Going on in my Area?**

- [www.municode.com](http://www.municode.com) – Ordinance look up
- County Tax Collector
- County Tourism Office (CVB, Chamber of Commerce)
- Local Sports Commission
  - Stand alone Sports Commission
  - CVB Sports Market
  - Chamber, Parks & Rec, College/Univ.
  - Hybrid Sports Commission

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### Case Study – Martin County

- February 2, 1999 - Treasure Coast Sports Commission (TCSC) was established.
- September 10, 2002 - Tourist Development Ordinance was approved by a countywide referendum. The ordinance required the levy of a two percent (2%) Tourist Development Tax beginning December 1, 2002.
- 2002 - 2007 - The Board of County Commissioners authorized an annual grant agreement with the Treasure Coast Sports Commission to provide grant funds for sports marketing.
- October 1, 2007 - The Board of County Commissioners authorized a one year contract with the Treasure Coast Sports Commission to provide sports marketing for Martin County.
- January 8, 2008 - Ordinance 785 increased the tax levy from two percent (2%) to four percent (4%) and amended the Tourist Development Plan. The uses and allocations were expanded to include capital projects, beach maintenance and the promotion of arts and sporting events. The Tourist Development Plan was amended to provide that **33.33% of the 4<sup>th</sup> cent be allocated for sports marketing and promotions.**
- October 2014 - Ordinance 067 increased the tax levy from four percent (4%) to five percent (5%) and amended the Tourist Development Plan. It saw the consolidation of funding categories, as well as in **increase in funding to sports promotion** as well as beach & inlet maintenance.

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### Case Study – Martin County

- Inventory
  - County-Wide Hotel / Lodging Rooms available - 1364
  - Triangular Fields (Baseball / Softball) - 42
  - Rectangular Fields (Soccer / Football / Lacrosse) - 19
  - Additional Parks & Recreation assets:
    - Golf Course
    - Campground
    - Competition Aquatics Complex
    - Covered Equestrian Facility
    - LOTS of natural water features
    - Miles of trails

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### Case Study – Martin County

- Calendar Year 2014
  - Number of events - 23
    - 2014 FBRA State Road Race
  - Economic Impact - \$6,481,871
  - TDT spent on bringing in events - \$101,225
- 2015 Collaborative Events
  - Babe Ruth World Series 16U Girls
  - FSPA Swimming and Diving Invitational
  - FHSAA State Swimming and Diving Finals

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## Case Study – Martin County

2014-2015 Treasure Coast Sports Commission Contract with Martin County

- County Operated Events - Sporting events sponsored by the County that have a significant economic impact and attract overnight stays will be eligible to receive funding from the Contractor for operating costs of said events. The County and Contractor will co-host and promote eligible events. The Contractor will have the authority to sign and pay for subcontracted services of eligible sporting events. The County agrees to collect visitor data at these events for use of the Contractor and TDC. The Contractor is responsible for paying for 50% of the direct expenditures (i.e. labor, food, umpires, referees, timing services, etc.) to offset the operating cost to the County sponsored sporting events that generate economic impact.
- Contractor Sponsored Events - The Contractor is permitted to utilize County athletic facilities for events that generate economic impact for Martin County at no cost providing that the estimated economic impact is at least \$300,000. The Contractor is responsible for securing a permit with the Martin County Parks and Recreation Department. No security deposit will be required. The Contractor is responsible to pay for all direct expenditures (i.e. overtime labor, etc.)
- Treasure Coast Sports Commission also utilizes a Facilities Use Agreement for office space at one of our facilities (Indian RiverSide Park)




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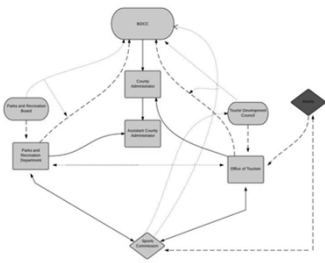
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## Now this is easy to follow?!?




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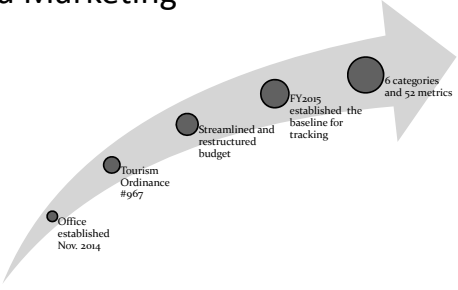
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## Evolution of the Office of Tourism and Marketing



- Office established Nov. 2004
- Tourism Ordinance #967
- Streamlined and restructured budget
- FY2015 established the baseline for tracking
- 6 categories and 52 metrics

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## Office of Tourism and Marketing

The Martin County Office of Tourism and Marketing strives to work as a proactive, effective and efficient division within the Department of Administration. The Martin County Office of Tourism and Marketing creates programs of services and promotions that inspire travelers to visit Martin County. This mission is accomplished by promoting and showcasing the unique values, heritage, culture and natural beauty of Martin County.

Our Vision: To inspire new travelers to visit Martin County and engage and provide information for our returning visitors. Work to ensure all of our visitors have a terrific experience when they visit.

Focus:

- Marketing
  - Creative Strategy and Brand positioning
  - DiscoverMartin.com
  - Advertising – traditional and social
  - Business Development/Sales /Consumer
- Industry Relations
  - Training
  - Assistance / Support
  - Promotional opportunities

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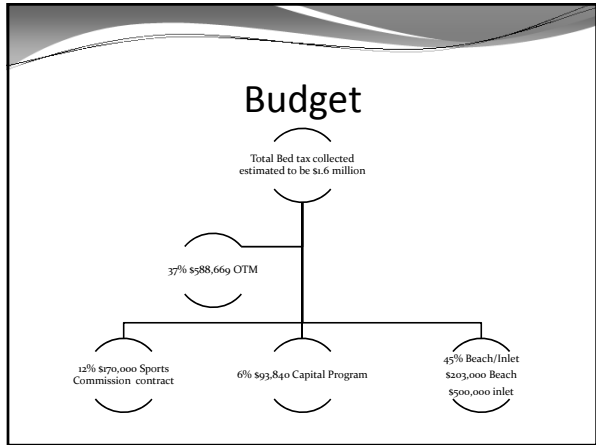
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## MARKETING OBJECTIVES AND STRATEGY

Marketing Objectives	Creative Strategy
<ul style="list-style-type: none"> <li>• Increase awareness of tourism among key targets.</li> <li>• Drive incremental trips/tourist spending.</li> <li>• Increase annual tourism revenues.</li> <li>• Increase impressions and engagement across owned channels – web, social, downloads, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Make it memorable and endearing!</li> <li>• Have the flexibility to reach different audiences and target markets.</li> <li>• Leverage assets that are distinctly Martin County.</li> <li>• Own a unique personality and desirable attitude that creates an emotional connection.</li> </ul>

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### FY16 Performance Measures

- Increase audience using social media **10%**
- Increase unique visitors to website **10%**
- Increase number program partners of OTM **5%**
- Increase number of impressions **10%**
- New developed responsive design website
- Create new marketing strategy materials
- Increase leads to newsletter database **10%**

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### The ongoing evolution of the Sports Tourism industry is very evident.

- There are almost daily changes to the sports tourism landscape. Are you gearing up for what's to come?



- While the experience and expectations continue to change you have to constantly track emerging trends, in sports, competitive venues, lifestyle, nationwide and regionally, to help set the foundation for the foreseeable future.

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### What are you tracking?



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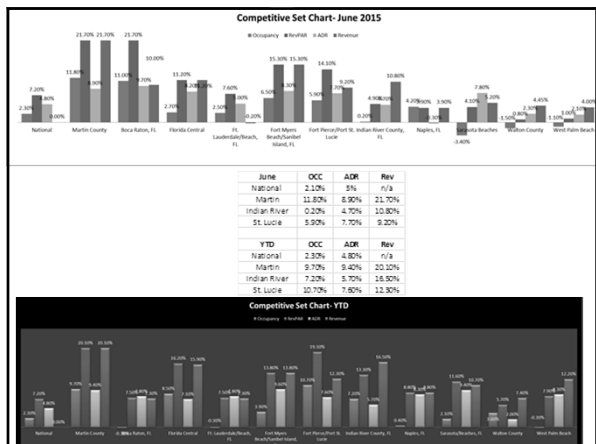
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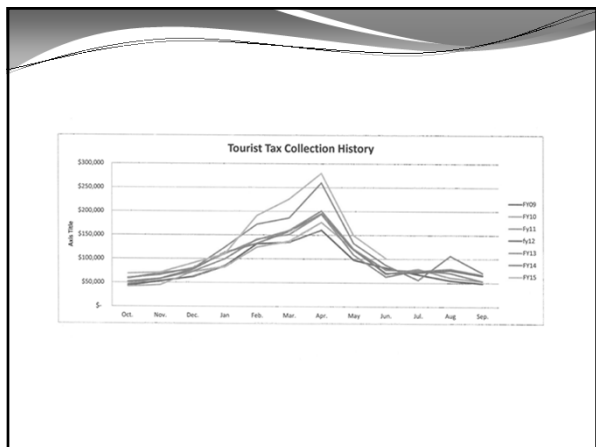
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What are the common goals?

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**OBJECTIVE: Pubic Relations - Increase awareness of Martin County**

- Strategy
  - Build upon Fy15 accolades and coverage
  - Attract and build list of new contacts
  - Sustain relationships with current media contacts by creating an eye-catching, fun promotional PR quarterly e-blast and personalized pitches to send to dedicated media contact list.
  - Create and execute a proactive pitch plan that mirrors the editorial calendars of print media buys to propose story ideas.
  - Produce digital pitches for interested media.
  - Institute a PR plan for annual events.
  - Develop a timeline (working six-months out) of pitch ideas including businesses, products, stories, angles, etc. to promote to list of contacts.
  - Foster relationships with extended regional media and send quarterly pitches
    - Metric
    - Total number of media placements
    - Additional coverage attained

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**OBJECTIVE: Event promotion- Increase awareness of Martin County and its signature events through regional media placements and accolades.**

- Work with partners to leverage events into positive PR.
- Update photography and video to assist with promoting events.
- Submit for awards for “signature events”
  - Metric
    - Total coverage of events
    - SEO rankings
    - Award or other recognition

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**OBJECTIVE –Advertising - Implement a targeted media plan to build awareness of Martin County as leisure destination, especially during off peak season.**

- Strategy
  - Initiate campaigns to reach target audiences through national publications
  - Dive deeper into leisure market by placing new creative and by increasing frequency in targeted national publications.
  - Maintain a comprehensive media plan to promote Martin County as a leisure destination, primarily to a In-State and regional drive-market.
    - Metric
      - Total ad circulation

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**OBJECTIVE:** Advertising- Develop and implement a comprehensive interactive marketing campaign.

- Create fresh seasonal campaigns using Facebook and similar platforms to drive traffic to the website and encourage users to book.
- Capitalize on Visit Florida rates and relationships for exposure on larger platforms like Yahoo and TripAdvisor.
- Incorporate sweepstakes and contest promotion in interactive campaigns to engage the visitor.
- Develop new content, fresh imagery and video to use in conjunction with interactive marketing plan.
  - Metric
    - Click rates
    - Overall campaign results

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## What are the shared assets?

**INDIAN RIVERSIDE PARK**

75,542 people reached

<https://youtu.be/oGrgFP5Giv4>

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## Organizational Benefits

**NATIONAL ASSOCIATION OF SPORTS ADMINISTRATORS**

MEMBERSHIP | EDUCATION | CERTIFICATION | DIRECTORIES | RESEARCH | SYMPOSIUM | ABOUT

**TOPEKA**  
A Capital Place for Sports

**NASC** SAVE THE DATE  
April 7-12, 2016  
Grand Hyatt

Register Now for 2015 Market Segments Meetings and CSEE Fall Module

Get in the Game eNews  
10 Ways to Grow Revenue for the Sports Facilities Industry  
Indie Funding: Sometimes it comes to you

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## Sports Specific Tradeshows

NEW for 2015! The Connect Sports Vendor Showcase: SECURE YOUR SPOT NOW

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## What's Up in Your Neck of the Woods?

- Do you currently work with your Sports Commission?
- Do you currently work with your Tourism Office?
- What is your biggest challenge?
- How is the relationship with Event / Tournament Directors?
- Who solicits events?

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## Working with Event Directors

- History of event
- Determining venue needs and dates
- Number of teams participating (projected vs realistic)
- Number of hotels rooms needed to block for event
- Support Resources
- INSURANCE!!!
- Don't expect the Event Director to know your rules
  - Signage
  - Overnight parking

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**Soliciting Events**

- Recruit, Retain, Re-engage
- Attending Sports Tourism Tradeshows
- Face-to-face appointments
- Local Sports Ambassadors
- Venue Operators
- National Association of Sports Commissions
- Look for things mutually beneficial
  - Just because a big event doesn't mean a good fit (e.g. Boston / Olympic Bid)

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**Emerging Sports**

- Paddleboard – SUP Series
- Lacrosse
- Triathlon
- Cycling
- Rowing
- Sailing
- Ultimate Frisbee
- Pickleball

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**Group Activity!!** (yay)

How do you maximize economic impact within the rules of Government (ordinances, policies) making the event mutually beneficial to Community, Event Organizer, Sports Commission / Tourism Office and Parks & Recreation?

- Group 1 – Softball Tournament
- Group 2 – Swim Meet
- Group 3 – Senior Games
- Group 4 – Cycling Road Race

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