



Alachua County Board of County Commissioners

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September 15, 2021

icacciatore@gainesvillesportscommission.com

Ms. Joleen Cacciatore-Miller
Gainesville Sports Commission
300 E University Ave, Ste. 100
Gainesville, FL 32601

Dear Ms. Cacciatore-Miller:

The County's \$30 million investment in the Sports Center at Celebration Pointe promises to bring transformational growth to the destination and provide significant opportunities for the advancement of sports tourism in Alachua County.

As you know, Alachua County has contracted with the Sports Center operator to manage, operate and market the facility, and it is our belief that they have the sports tourism marketing experience and financial resources to make the Sports Center a leading venue in the Southeast.

Our public-private partnership agreement with the Sports Center Operator grants them sole and exclusive rights to advertise, market and operate the Sport Center. These rights were requested and granted, in part, because of the operators obligation to operate the facility in a self-sustaining manner without further financial investment from the County and to make up any O&M short-falls in the unlikely event that occurs during the life cycle of the facility. Due to the rights granted to the Sports Center operator, the Gainesville Sports Commission's request for \$127,000 in carry forward funding to provide marketing services and other services for the Sports Center cannot be approved.

In light of the rights granted to the Sports Center operator and your recent request, now appears to be an appropriate time to more clearly define sports tourism roles and responsibilities with the knowledge that the County places great value in a collaborative sports tourism marketing approach, and it is our expectation that the GSC will be cooperative in working with both the County and our valued partners at Viking toward our shared goals and objectives.

Therefore, we are asking County staff to schedule a meeting with you to discuss the scope of your services in light of the rights granted to the new Sports Center operator and any contract amendments that are needed as we move into this new era of Sports tourism in Alachua County.

In the County's tentative budget, we have projected funding support for the Gainesville Sports Commission in the amount of \$380,619.00 (Administrative) and \$210,000.00 (Bid Pool) for a total of \$590,619.00, plus the pending recommended bid pool carry forward of \$65,000 for a tentative total of \$655,619.

With the new fiscal year rapidly approaching, please provide the Gainesville Sports Commission's budget and scope of services for the FY22 fiscal year indicating how the funding support will be leveraged for this public purpose by September 30, 2021. We trust that this generous funding appropriation will be sufficient to support the activities of the GSC and the economic impact those efforts generate for the community.

Sincerely,



Ken Cornell, Chair
Chr20.055

CC: Board of County Commissioners
Michele L. Lieberman, County Manager
Sylvia Torres, County Attorney
Adam Anderson Chair, Gainesville Sports Commission
Kiki Kaplanidou, Vice Chair, Gainesville Sports Commission