

**ALACHUA COUNTY BOARD OF COUNTY COMMISSIONERS
AGENDA ITEM SUMMARY**

15C-052802

AGENDA SECTION: Consent Agenda/County Manager/VCB

ITE

MEETING DATE:

May 28, 2002

DATE COMPLETED:

May 1, 2002

TIME CERTAIN:

ITEM DESCRIPTION: 2nd Amendment to Gainesville Sports Organizing Committee
Contract for Sports Promotional Bid Pool

REQUESTED BY:

VCB

**ORIGINATING
DEPARTMENT:**

Co Mgr/Tourist Development

PREPARED BY:

Dorothy Brown

PREPARER'S

2209

DOCUMENT(S) REQUIRING ACTION: 2nd Amendment to Gainesville Sports Organizing Committee
Contract for Sports Promotional Bid Pool

AMOUNT:

\$100,000.00

EXECUTIVE SUMMARY:

Approval of the 2nd amendment will provide for renewal of the Bid Pool Agreement with Gainesville Sports Organizing Committee (GSOC). Funds for this contract will be provided from the operational/promotional budget of the Visitors and Convention Bureau as specified in the reallocation funding plan for the Visitors and Convention Bureau adopted by the Board on June 12, 2001.

BACKGROUND:

On July 21, 1999, the TDC recommended that GSOC be awarded a \$100,000 sports promotion bid pool. The Bid Pool concept was approved by Internal Support on 10/5/1999. On 3/14/2000 the Board approved a 3 year contract dedicated to the development of a sports promotional bid pool to be used to promote or make an event bigger. If the bid/bids are not won, the money is to be refunded to the bid pool. An amendment to the agreement was entered into on 9/26/2000 which clarified the use of the funds for refundable or non-refundable bid application fees, the Agency's travel expenses related to the submission of the bid, and event expenses paid directly by the Agency or by a local event host that are negotiated by the Agency during the bid process.

On June 12, 2001, the Alachua County Board of County Commissioners approved a funding plan for the reallocation of the tourist tax consisting of 4 elements: 1) The Visitors and Convention Bureau Element to strengthen programs that increase the tax to include the VCB operation, the Welcome Center, GSOC, **GSOC Bid Pool**, NHRA, Film Commission, and Hospitality Council; 2) Board's Special Projects Element to be set aside to provide Board funding for a major project(s); 3) Grant Element to be administered through a Memorandum of Understanding with the Tourist Development Council; 4) Destination Enhancement Element to be administered by the City of Gainesville through an interlocal agreement.

ISSUES:

Approval of this contract will provide for the continuation of successful sports promotion services which have been identified as bringing visitors to Alachua County by a recent survey conducted by the University of Florida on Tourism.

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ACTION

Recommendation: Approve the amendment to the contract with GSOC extending the term of the contract.

Alternative #1: Do not approve the amendment and discontinue the program.

FISCAL IMPACT

Recommendation: Approval of this amendment and would reduce the Visitor's and Convention Bureau FY2002 Promotional Fund by \$100,000.

Alternative #1: Elimination of the program may result in decreased tourism in Alachua County.

Funding Sources: Tourist Development Tax

Account Code: 002-4510-551-4800

ATTACHMENTS: 2nd Amendment

**SUGGESTED REFERENCE
MATERIAL:**


DEPARTMENT DIRECTOR


OMB & CONTRACTS


AGENDA OFFICE


LEGAL


COUNTY MANAGER

COMMISSION ACTION:

Approved: _____

Denied: _____

Additional Action: _____

REVISED December 14, 2001

2nd AMENDMENT TO AGREEMENT
BETWEEN ALACHUA COUNTY AND
GAINESVILLE SPORTS ORGANIZING COMMITTEE
FOR BID POOL SERVICES

THIS 2nd AMENDMENT TO AGREEMENT, made and entered into this ____ day of _____, A.D., 2002, by and between Alachua County, a charter county and political subdivision of the State of Florida, by and through its Board of County Commissioners, hereinafter referred to as "County", and Gainesville Sports Organizing Committee, hereinafter referred to as "Contractor":

W I T N E S S E T H:

WHEREAS, the parties hereto previously entered into an agreement dated May 9, 2000, for the provision of Bid Pool services; and,

WHEREAS, the parties wish to amend the agreement.

NOW, THEREFORE, the parties hereby agree to amend the May 9, 2000 agreement as follows:


A. Section 1, Term, is amended in its entirety to read:

Section 1. Term. This agreement shall commence on May 9, 2000 and shall continue in full force and effect for one (1) year. Thereafter the agreement will renew annually for (1) year periods unless earlier terminated as provided in Section 5.

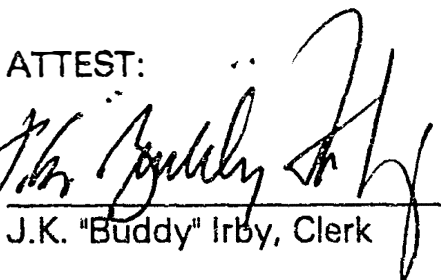
SAVE and EXCEPT as expressly amended herein, all other terms and provisions of the original agreement between the parties, dated May 9, 2000, shall be and remain in full force and effect.

IN WITNESS WHEREOF, the parties have caused this 2nd Amendment to Agreement to be executed for the uses and purposes therein expressed on the day and year first above-written.


ALACHUA COUNTY, FLORIDA

BY: 
Robert Hutchinson, Chair
Board of County Commissioners

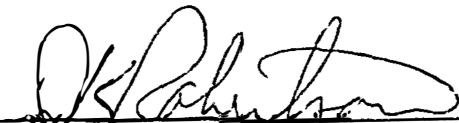
ATTEST:


J.K. "Buddy" Irby, Clerk
(SEAL)

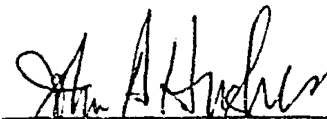
APPROVED AS TO FORM:


Alachua County Attorney's Office

GAINESVILLE SPORTS ORGANIZING COMMITTEE

By: 
Name: D.K. Robertson
Title: President

ATTEST:

BY: 
Print/Type: John A. Hughes
Title: Executive Director