

**SEMINOLE COUNTY GOVERNMENT
AGENDA MEMORANDUM**

SUBJECT: USASA NATIONAL CUP AND ANNUAL CONFERENCE AGREEMENT

DEPARTMENT: Tourism Development **DIVISION:** _____

Suzan Bunn
AUTHORIZED BY: Suzan Bunn **CONTACT:** Kathryn Townsend **EXT.** 2905

Agenda Date 4-27-04 Regular <input type="checkbox"/> Consent <input checked="" type="checkbox"/> Work Session <input type="checkbox"/> Briefing <input type="checkbox"/>
Public Hearing – 1:30 <input type="checkbox"/> Public Hearing – 7:00 <input type="checkbox"/>

MOTION/RECOMMENDATION:

Approve and authorize chairman to execute Agreement between Seminole County and The Central Florida Sports Commission in the amount of \$3,000.

BACKGROUND:

This three day soccer event is returning to the Seminole County Sports Training Center after a two year absence. Forty teams will compete in ten different divisions. Divisions are separated by level of competition, gender and age. This is a well run event and highlights the County's sports training facility. The event is projected to bring over 2,500 participants, fans and media representatives with a total of 800 room nights for area hotels.

The Tourism Development Council recommends this expenditure in the amount of \$3,000 which is available and approved in the Tourism Development budget for FY 03-04.

Attached is the projected Economic Impact Sheet showing estimated direct economic impact to the County of over \$ 546,000.

Reviewed by: Co Atty: <i>[Signature]</i> DFS: <i>[Signature]</i> Other: _____ DCM: <i>[Signature]</i> CM: <i>[Signature]</i>
File No.: <u>CTD02</u>

USASA NATIONAL CUP AND ANNUAL CONFERENCE AGREEMENT

THIS AGREEMENT is made and entered this _____ day of _____, 20____, by and between **SEMINOLE COUNTY**, a political subdivision of the State of Florida, whose address is Seminole County Services Building, 1101 East First Street, Sanford, Florida 32771, hereinafter referred to as "COUNTY," and **THE CENTRAL FLORIDA SPORTS COMMISSION**, whose address is 126 East Lucerne Circle, Orlando, Florida 32801, hereinafter referred to as "CFSC".

W I T N E S S E T H:

WHEREAS, the Florida State Legislature enacted *Section 125.0104, Florida Statutes*, known as the Local Option Tourist Development Act in response to the growing need of Florida counties to provide additional revenue sources for tourist development to stimulate the local economy; and

WHEREAS, the voters of Seminole County approved by referendum, the imposition of the Tourist Development Tax on transient rental accommodations in Seminole County; and

WHEREAS, the COUNTY, in coordination with the Tourist Development Council, appropriated Tourist Development Tax revenues to assist in advertising and promoting the Seminole County-based USASA National Cup and Annual Conference, held August 6 - 8, 2004, to promote tourism in Seminole County.

NOW, THEREFORE, in consideration of the mutual understandings and agreements set forth herein, the COUNTY and the CFSC agree as follows:

Section 1. Term. The term of this Agreement is from October 1, 2003, through September 30, 2004, the date of signature by the parties notwithstanding, unless earlier terminated, as provided herein.

Section 2. Termination. This Agreement may be terminated by either party at any time, with or without cause, upon not less than

thirty (30) days' written notice to the other party, as provided for herein, or, at the option of the COUNTY, immediately in the event that the CFSC fails to fulfill any of the terms, understandings or covenants of this Agreement. The COUNTY shall not be obligated to pay for any services provided or costs incurred by the CFSC after the CFSC has received notice of termination. Upon said termination, the CFSC shall immediately refund to the COUNTY, or otherwise utilize as the COUNTY directs, any unused funds provided hereunder.

Section 3. Services.

(a) The CFSC shall use funds from this Agreement in conjunction with monies granted by the Federal Government, the State of Florida, or any public or private agency to promote the USASA National Cup and Annual Conference as described in Exhibit "A" attached hereto and incorporated herein by reference.

(b) The Seminole County Convention and Visitors Bureau logo with telephone numbers and website address must appear on all promotional material for which reimbursement will be requested.

(c) The CFSC shall submit proposed advertisement and promotional copy to the COUNTY for review and approval prior to publication. Advertising and promotional copy that has not been approved by the COUNTY shall not be eligible for reimbursement.

(d) Promotional packages sent out by the CFSC for the event must contain a list of Seminole County hotels provided by the Seminole County Convention and Visitors Bureau. No other hotel list may be included in the promotional packet. All such promotional packets must be approved by the COUNTY prior to distribution in order to qualify for reimbursement.

(e) The CFSC is strongly encouraged to use the Event Questionnaire provided by the Seminole County Convention and Visitors

Bureau; non-use shall directly impact the CFSC's future qualification for Tourism Development Tax funding. The minimum number of required surveys is ten percent (10%) of projected attendance or one hundred fifty (150), whichever is greater.

(f) In order to qualify for reimbursement under this Agreement, the CFSC must submit written proof of liability coverage to the COUNTY upon execution of this Agreement.

(g) After-event preliminary statistics for room nights and economic impact must be submitted to the COUNTY no later than thirty (30) days after the event.

(h) A hotel poll reflecting an accurate accounting of room nights used for the event shall be conducted by CFSC and submitted to the COUNTY no later than one (1) week after the event.

(i) CFSC shall be required to have and maintain a website for the purpose of promoting tourism to and attendance at CFSC's event. Said website shall be linked to the Seminole County Tourism website (www.visitseminole.com) and such link shall be maintained throughout the duration of this Agreement.

(j) Failure to comply with or failure to meet the requirements of said Section, including time deadlines, shall result in termination of this Agreement and forfeiture of all financial assistance rendered to CFSC by the COUNTY pursuant to this Agreement.

Section 4. Liability and Insurance.

(a) **Liability.** COUNTY, its Commissioners, officers, employees and agents shall not be deemed to assume any liability for the acts, omissions and negligence of CFSC, its officers, employees and agents in the performance of services provided hereunder and the CFSC hereby agrees to fully and completely indemnify, insure and hold harmless the COUNTY from and against any liability, of whatsoever type or nature

howsoever arising, relating, in any way, to the acts or omissions of the CFSC and its officers, members, agents and employees.

(b) **Insurance.**

(1) CFSC shall furnish the COUNTY with a Certificate of Insurance signed by an authorized representative of the insurer evidencing the insurance required by this Section (Commercial General Liability). The COUNTY, its officials, officers, and employees shall be named additional insured under the Commercial General Liability policy. The Certificate of Insurance shall provide that the COUNTY shall be given not less than thirty (30) days written notice prior to the cancellation or restriction of coverage. Until such time as the insurance is no longer required to be maintained by CFSC, CFSC shall provide the COUNTY with a renewal or replacement Certificate of Insurance not less than thirty (30) days before expiration or replacement of the insurance for which a previous certificate has been provided.

(2) The Certificate shall contain a statement that it is being provided in accordance with the Agreement and that the insurance is in full compliance with the requirements of the Agreement. In lieu of the statement on the Certificate, CFSC shall, at the option of the COUNTY submit a sworn, notarized statement from an authorized representative of the insurer that the Certificate is being provided in accordance with the Agreement and that the insurance is in full compliance with the requirements of the Agreement.

(3) In addition to providing the Certificate of Insurance, if required by the COUNTY, CFSC shall, within thirty (30) days after receipt of the request, provide the COUNTY with a certified copy of each of the policies of insurance providing the coverage required by this Section.

(4) Neither approval by the COUNTY or failure to disapprove the insurance furnished by CFSC shall relieve CFSC of CFSC's full responsibility for performance of any obligation including CFSC's indemnification of COUNTY under this Agreement.

(5) Insurance Company Requirements. Insurance companies providing the insurance under this Agreement must meet the following requirements:

(A) Companies issuing policies must be authorized to conduct business in the State of Florida and prove same by maintaining Certificates of Authority issued to the companies by the Department of Insurance of the State of Florida.

(B) In addition, such companies other than those authorized by Section 440.57, Florida Statutes, shall have and maintain a Best's Rating of "A" or better and a Financial Size Category of "VII" or better according to A.M. Best Company.

(C) If, during the period which an insurance company is providing the insurance coverage required by this Agreement, an insurance company shall: 1) lose its Certificate of Authority, or 2) fail to maintain the requisite Best's Rating and Financial Size Category, CFSC shall, as soon as CFSC has knowledge of any such circumstance, immediately notify the COUNTY and immediately replace the insurance coverage provided by the insurance company with a different insurance company meeting the requirements of this Agreement. Until such time as CFSC has replaced the unacceptable insurer with an insurer acceptable to the COUNTY CFSC shall be deemed to be in default of this Agreement.

(6) Specifications. Without limiting any of the other obligations or liability of CFSC, CFSC shall, at CFSC's sole expense, procure, maintain and keep in force amounts and types of insurance

conforming to the minimum requirements set forth in this Section. Except as otherwise specified in the Agreement, the insurance shall become effective prior to the commencement of the event and shall be maintained in force until the Agreement completion date. The amounts and types of insurance shall conform to the following minimum requirements.

(A) Commercial General Liability.

(1) CFSC's insurance shall cover CFSC for those sources of liability which would be covered by the latest edition of the standard Commercial General Liability Coverage Form (ISO Form CG 00 01), as filed for use in the State of Florida by the Insurance Services Office, without the attachment of restrictive endorsements other than the elimination of Coverage C, Medical Payment and the elimination of coverage for Fire Damage Legal Liability.

(2) The minimum limits to be maintained by CFSC (inclusive of any amounts provided by an Umbrella or Excess policy) shall be as follows:

	<u>LIMITS</u>
General Aggregate	\$Three (3) Times the Each Occurrence Limit
Personal & Advertising Injury Limit	\$1,000,000.00
Each Occurrence Limit	\$1,000,000.00

(7) Coverage. The insurance provided by CFSC pursuant to this Agreement shall apply on a primary basis and any other insurance or self-insurance maintained by the COUNTY or the COUNTY's officials, officers, or employees shall be excess of and not contributing with the insurance provided by or on behalf of CFSC.

(8) Occurrence Basis. The Commercial General Liability required by this Agreement shall be provided on an occurrence rather

than a claims-made basis.

Section 5. Billing and Payment. The COUNTY hereby agrees to provide financial assistance to the CFSC up to a maximum sum of THREE THOUSAND AND NO/100 DOLLARS (\$3,000.00) for all services provided hereunder by the CFSC during the term of this Agreement in accordance with the project budget and requirements set forth in Exhibit "A". Qualified expenditures are reimbursable upon:

(a) Receipt by the COUNTY of a Request for Funds form, attached hereto and incorporated herein as Exhibit "B," from the CFSC requesting all or part of the above amount. The Request for Funds form shall be completed properly and documentation attached including original invoices and copies of canceled checks. Such request by the CFSC shall only be for services specifically provided for herein necessary to serve Seminole County. Said Request for Funds form shall be submitted no later than ninety (90) days after the event. Failure to comply with this requirement shall result in termination of this Agreement and forfeiture of all financial assistance granted to CFSC under this Agreement.

(b) Verification by the Seminole County Tourism Development Director that the CFSC is providing the services for which reimbursement is sought and has complied with the reporting requirements contained hereinafter;

(c) The final Request for Funds form shall be accompanied by a detailed report of the economic impact on the COUNTY resulting from the event or activity, funds for which have been provided hereunder. Such report shall include, but not be limited to, the actual number of hotel or motel rooms occupied, restaurant meals consumed and estimated goods and services expenditures; and

(d) Payment requests shall be sent to:

Original: Director
Seminole County Tourism Development
1230 Douglas Avenue, Suite 116
Longwood, Florida 32779

Duplicate: Director, Department of Finance
Seminole County Services Building
1101 East First Street
Sanford, Florida 32771

(e) Reimbursement shall be contingent upon the CFSC's compliance with the requirements as stated in Exhibit "A".

Section 6. Reporting Requirements. In the performance of this Agreement, CFSC shall maintain books, records and accounts of all activities in compliance with normal accounting procedures. CFSC shall transmit and certify interim records with each Request for Funds form submitted to the COUNTY. Each Request for Funds form shall detail costs incurred as referenced in Exhibit "A". CFSC shall submit an interim Narrative Progress Report form, attached hereto and incorporated herein as Exhibit "C," with each Request for Funds form. Additionally, the CFSC shall submit a final Narrative Progress Report form and a financial report within ninety (90) days of project completion or lapse or termination of this Agreement.

Section 7. Non-Allowable Costs. The purpose for which Tourist Development Tax grant funds are provided to the CFSC shall not duplicate programs for which monies have been received, committed or applied for from another source. The monies provided hereunder shall be expended only for the activities or purposes set forth in Exhibit "A". Non-reimbursable expenditures include, but are not limited to, legal, engineering, accounting, auditing, planning, marketing, feasibility studies or other consulting services; real property or capital improvements; interest reduction in deficits and loans; prize money, scholarships, awards, plaques or certificates; private entertainment, lodging, food and beverages; and wages, salaries, administrative or

travel expenses other than those appearing, if any, in Exhibit "A".

Section 8. Unavailability of Funds. The CFSC acknowledges that Tourist Development Tax revenues are the source of funding for this Agreement and that no other COUNTY revenues shall or may be utilized to meet the COUNTY's obligations hereunder. If, for whatever reason, the funds pledged by the COUNTY to this program should become unavailable, this Agreement may be terminated immediately, at the option of the COUNTY, by written notice of termination to the CFSC as provided hereinafter. The COUNTY shall not be obligated to pay for any services provided or costs incurred by the CFSC after the CFSC has received such notice of termination. In the event there are any unused COUNTY funds, CFSC shall promptly refund those funds to the COUNTY, or otherwise use such funds as the COUNTY directs.

Section 9. Access to Records. The CFSC shall allow the COUNTY, its duly authorized agent and the public access to such of the CFSC's records as are pertinent to all services provided hereunder, at reasonable times and under reasonable conditions for inspection and examination in accordance with Florida Statutes.

Section 10. Liaison. The CFSC shall submit the originals of the Request for Funds form, the Narrative Progress Report form and any other required reports or correspondence to the following:

Director
Seminole County Tourism Development
1230 Douglas Avenue, Suite 116
Longwood, Florida 32779

Section 11. Notices. Whenever either party desires to give notice unto the other, it shall be given in writing by certified United States mail, with return receipt requested, and sent to:

For COUNTY:

Director
Seminole County Tourism Development
1230 Douglas Avenue, Suite 116
Longwood, Florida 32779

For CFSC:

John P. Saboor, Executive Director
The Central Florida Sports Commission
126 E. Lucerne Circle
Orlando, Florida 32801

Either of the parties may change, by written notice as provided above, the person or address for receipt of notice.

Section 12. Assignments. Neither party to this Agreement shall assign this Agreement, nor any interest arising herein, without the written consent of the other.

Section 13. Entire Agreement.

(a) It is understood and agreed that the entire Agreement of the parties is contained herein and that this Agreement supersedes all oral agreements and negotiations between the parties relating to the subject matter hereof as well as any previous agreements presently in effect between the parties relating to the subject matter hereof.

(b) Any alterations, amendments, deletions, or waivers of the provisions of this Agreement shall be valid only when expressed in writing and duly signed by the parties.

Section 14. Compliance with Laws and Regulations. In providing all services pursuant to this Agreement, the CFSC shall abide by all statutes, ordinances, rules, and regulations pertaining to, or regulating the provisions of, such services, including those now in effect and hereafter adopted. Any violation of said statutes, ordinances, rules, or regulations shall constitute a material breach of this Agreement, and shall entitle the COUNTY to terminate this Agreement immediately upon delivery of written notice of termination to the CFSC

as provided hereinabove.

Section 15. Conflict of Interest.

(a) The CFSC agrees that it will not engage in any action that would create a conflict of interest in the performance of its obligations pursuant to this Agreement with the COUNTY or which would violate or cause others to violate the provisions of *Part III, Chapter 112, Florida Statutes*, relating to ethics in government.

(b) The CFSC hereby certifies that no officer, agent or employee of the COUNTY has any material interest (as defined in *Section 112.312(15), Florida Statutes*, as over 5%) either directly or indirectly, in the business of the CFSC to be conducted here, and that no such person shall have any such interest at any time during the term of this Agreement.

(c) Pursuant to *Section 216.347, Florida Statutes*, the CFSC hereby agrees that monies received from the COUNTY pursuant to this Agreement will not be used for the purpose of lobbying the Legislature or any other State or Federal Agency.

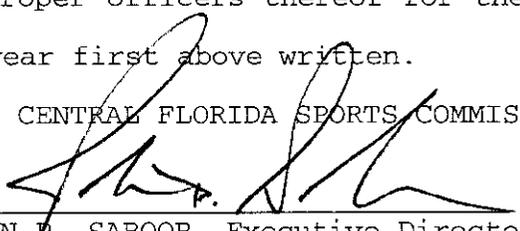
IN WITNESS WHEREOF, the parties to this Agreement have caused their names to be affixed hereto by the proper officers thereof for the purposes herein expressed on the day and year first above written.

ATTEST:

THE CENTRAL FLORIDA SPORTS COMMISSION



, Secretary

By: 
JOHN P. SABOOR, Executive Director

(CORPORATE SEAL)

Date: March 29, 2004

BOARD OF COUNTY COMMISSIONERS
SEMINOLE COUNTY, FLORIDA

ATTEST:

MARYANNE MORSE
Clerk to the Board of
County Commissioners of
Seminole County, Florida.

By: _____
DARYL G. MCLAIN, Chairman

Date: _____

For the use and reliance
of Seminole County only.

As authorized for execution
by the Board of County Commissioners
at their _____, 20____
regular meeting.

Approved as to form and
legal sufficiency.

County Attorney
2/7/lpk
3/16/04
usasa national cup

Attachments:

- Exhibit "A" - Project Expenses
- Exhibit "B" - Request For Funds Form
- Exhibit "C" - Narrative Progress Report Form

EXHIBIT "A"

PROJECT EXPENSES:

Direct Mail-Out / Registration Packages	\$	2,000.00
Postage	\$	1,000.00
	\$	
Total Tourism Funds:	\$	3,000.00

Other Project Expenses

Facility Rental	\$	1,000.00
Golf Cart Rental	\$	500.00
Hotel Rooms (Staff and Referees)	\$	4,000.00
Hospitality	\$	550.00
PA System Rental	\$	300.00
Program	\$	1,500.00
Tents	\$	1,500.00
Transportation	\$	6,000.00
Volunteer Food	\$	500.00
	\$	
Total Other Project Expenses:	\$	15,850.00
TOTAL PROJECT EXPENSES	\$	18,850.00
Profit (Loss)	\$	(9,950.00)



EXHIBIT " B"

REQUEST FOR FUNDS

SEMINOLE COUNTY TOURISM DEVELOPMENT
1230 DOUGLAS AVENURE, #112, LONGWOOD FL 32778

EVENT NAME _____

ORGANIZATION _____

ADDRESS _____

CONTACT PERSON _____ TELEPHONE _____

REQUEST PERIOD FROM _____ TO _____

REQUEST# _____

INTERIM REPORT

FINAL REPORT

TOTAL CONTRACT AMOUNT \$ _____

<u>EXPENSE</u>	<u>BUDGET</u>	<u>REIMBURSEMENT REQUESTED</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____
TOTALS	_____	_____

NOTE: Furnishing false information may constitute a violation of applicable State and Federal laws.

CERTIFICATION OF FINANCIAL OFFICER: I certify that the above information is correct based on our official accounting system and records, consistently applied and maintained and that the cost shown have been made for the purpose of and in accordance with, the terms of the contract. The funds requested are for reimbursement of actual cost made during this time period.

SIGNATURE _____ TITLE _____

EXHIBIT B



INSTRUCTIONS FOR COMPLETING THE REQUEST FOR FUNDS FORM

FUNDS CAN ONLY BE REIMBURSED WHEN THIS FORM IS SUBMITTED to Contracts Manager at Seminole County Tourism Development Department. Allow at least 30 days for reimbursement. If this form is not completed correctly and/or required documentation is not attached, reimbursement will be delayed or denied.

EVENT NAME: The name of the event for which your organization is requesting reimbursement (if applicable)

ORGANIZATION: Your organization name

ADDRESS: The address the reimbursement check should be sent

CONTRACT PERSON: The person who is responsible for the request

TELEPHONE NUMBER: The number of the contact person

REQUEST PERIOD: Beginning and ending date of the request period

CONTRACT AMOUNT: The total of the contract with Seminole County

REQUEST #: The sequential number of this request

INTERIM/FINAL: Indicate the type of request

EXPENSE: The category of the expense for which you are requesting reimbursement

BUDGET: The amount budgeted for that expense from Exhibit "A" of the contract

REIMBURSEMENT: Amount you are requesting for reimbursement

TOTALS: Enter total for each column

CERTIFICATION: Name, title and date certifying officer of your organization signed request

Exhibit B Instructions



EXHIBIT "C"

NARRATIVE PROGRESS REPORT

SEMINOLE COUNTY TOURISM DEVELOPMENT
1230 DOUGLAS AVENUE #116, LONGWOOD FL 32779

REPORT PERIOD FROM _____ TO _____

ORGANIZATION NAME _____

EVENT NAME _____

ADDRESS _____

CONTACT _____ PHONE _____

INTERIM

FINAL REPORT

Please describe below the status of your event, including the final completion date and status of each of the promotional elements for which you will be requesting reimbursement (refer to Exhibit "A"). Use additional sheets if necessary.

Please indicate the total expenditures your organization plans to make in Seminole County, such as advertising and promotion, for this event.

(For Final Report only)

Please indicate the economic impact generated by your event:

#of Hotels used _____

#of Hotel room nights _____

#of out-of-town participants _____

#of out-of-town fans _____

#of out-of-town media _____

EXHIBIT C



INSTRUCTIONS FOR COMPLETING NARRATIVE PROGRESS REPORTS

A Narrative Progress Report is required with every Request for Funds. These reports should be submitted to the Contracts Manager of the Tourism Development office. A Final Report which reviews the results of the entire project must be completed and included with your final request for funds.

The Narrative Progress Report should be completed as follows:

REPORTING PERIOD: Indicate the period the report covers

() INTERIM () FINAL Indicate the report you are submitting

Answer the questions as completely as possible. For an interim report, use projections. For a final report please use actual figures.

Please call the Tourism Development office Contracts Manager (407) 665-2905 if you have any questions in completing the report.

EXHIBIT C INSTRUCTIONS

USASA National Cup

SEMINOLE COUNTY		Quantity	Multiplier	Event days	Total
How much will event organizers spend locally?				\$	18,850.00
How many adult out-of state participant days expected?	840	\$	122.00	3 \$	307,440.00
How many adult out-of state spectator days expected?	476	\$	122.00	3 \$	174,216.00
How many youth out-of state participant days are expected?		\$	61.00	\$	-
How many youth out-of state specator days are expected?	40	\$	61.00	3 \$	7,320.00
How many in-state attendance/participant/professional days expected?	100	\$	68.00	3 \$	20,400.00
How many out-of state media/professional days expected?	50	\$	122.00	3 \$	18,300.00
Total direct impact =				\$	546,526.00
	Direct Impact		Divider	Multiplier	Total
Total output economic impact:	\$ 546,526.00			1.5	\$ 819,789.00
Total earnings impact:	\$ 546,526.00			0.57	\$ 311,519.82
Total employment impact:	\$ 546,526.00	1,000,000		22	\$ 12.02
	Direct Impact			Sales Tax Rate	Total
State Sales Tax Generated:	\$ 546,526.00			0.06	\$ 32,791.56
		State Sales Tax Generated		Florida DOR Disbursement Multiplier	Total
State Sales Tax Reimbursed to County:		\$ 32,791.56		0.09653	\$ 3,165.37
	Direct Impact			Option Sales Tax Rate	Total
County Local Option Sales Tax:	\$ 546,526.00			0.01	\$ 5,465.26
	Approximate Rooms Expected	Approximate Nights In Town		Average Room Rate	Total
Total Hotel Impact:	363	3		\$84.00	\$ 91,476.00
	Total Hotel Impact			Resort Tax Rate	Total
County Resort Tax Recovered:	\$ 91,476.00			0.03	\$ 2,744.28
					Total
Total Resort Tax & State Sales Tax Recovered By County:				\$	11,374.91