

4/24/2014



PROMOTING SPORTS A NEW WAY

JAXSPORTS Overview

JAXSPORTS is a non-profit, membership organization established in partnership with the City of Jacksonville, Gator Bowl Sports, JAX Chamber and area CVB's to serve as the mainframe for the growth and development of sporting events in Northeast Florida. The *mission* of JaxSports is to enhance and positively impact the quality of life and community pride, along with generating economic impact and growth for Northeast Florida through professional and amateur sports. Our values and goals reflect this mission.

Sports Alliance

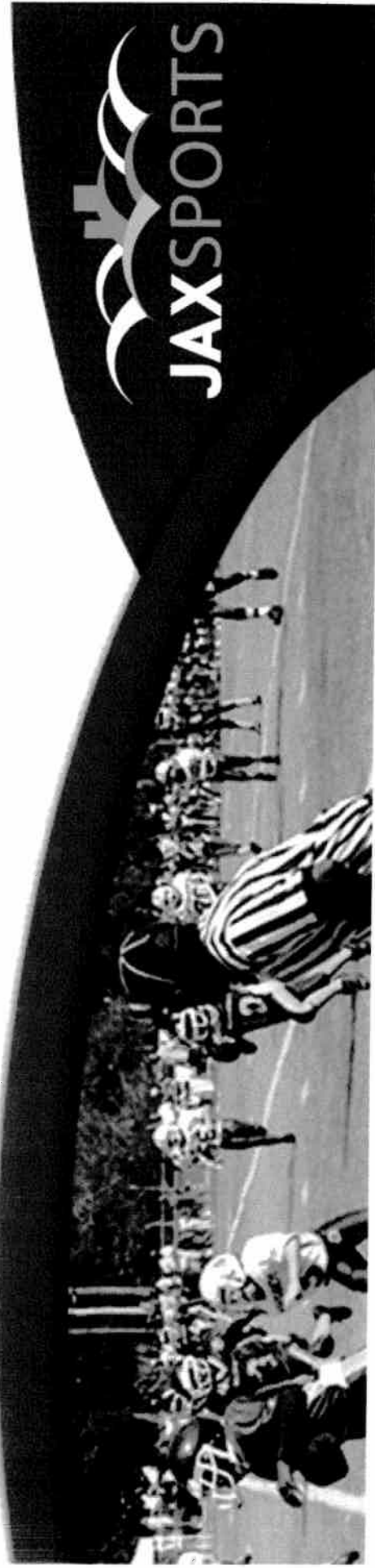
Bringing together a diverse set of sports group segments to one central setting for being the informational and promotional source for Jacksonville sports.

Community Enhancement

Becoming an economic engine for Northeast Florida and increasing community spirit, pride, and cohesiveness with the intentions of maintaining charitable contributions and tourism to areas of the community.

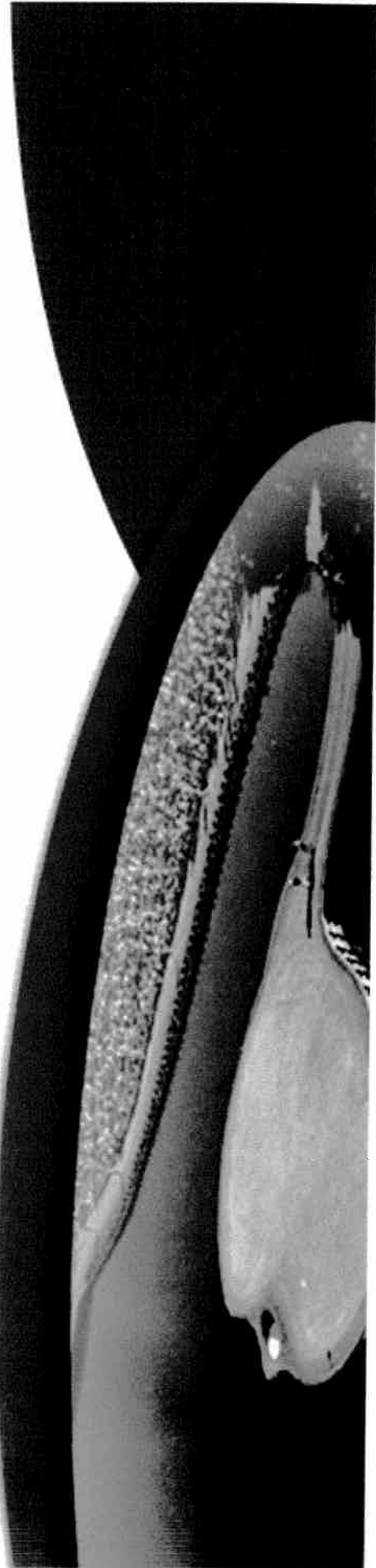
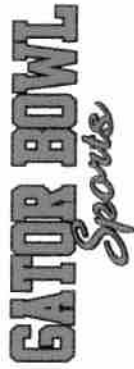
Youth Development

Promoting and magnifying the youth sport sector while teaching and fostering skills such as teamwork, respect, and sportsmanship.



HOW THE PARTNERSHIP WORKS & PARTNERSHIP ORGANIZATIONS

JAXSPORTS will market and promote the area to the nation. They will seek out the sports RFP's and events that make sense for the city. At the point that events become realistic and promising, a technical group made up of a representative from JAXSPORTS, Gator Bowl Sports, Visit Jacksonville, City of Jacksonville Sports and Entertainment (SMG) and the JAX Chamber will discuss and evaluate the opportunities.

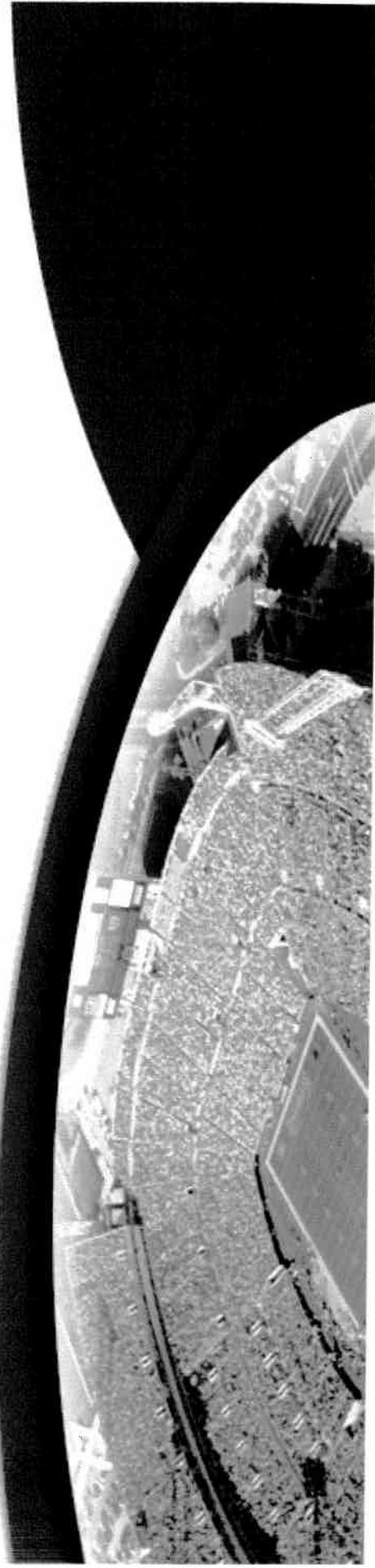


THE SCORECARD

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The partnership will break down each opportunity and grade it on these four categories:

- Economic Impact (Room nights)
- Branding of Jacksonville (TV Regional vs. National)
- Quality of Life/Community Pride
- Building Block/Anchor Events



SCORECARD EXAMPLE #1

2015 NCAA Men's Basketball Tournament

Estimated Economic impact: \$20 million

Branding: Opportunity to market Jacksonville worldwide through March Madness TV distribution and NCAA branding for tournament

Quality of life: Opportunity for Jacksonville to be one of 13 cities to host one of the nation's most exciting sporting events

Building block: Hosted the tournament now in 2006, 2010 and will open up more opportunities to bring NCAA championships to Jacksonville



SCORECARD EXAMPLE #2

P1 POWERBOAT RACE

Estimated Economic impact: \$2 million

Branding: Opportunity to market Jacksonville worldwide through Fox TV distribution

Quality of life: Opportunity to activate and promote the St. Johns River to the community

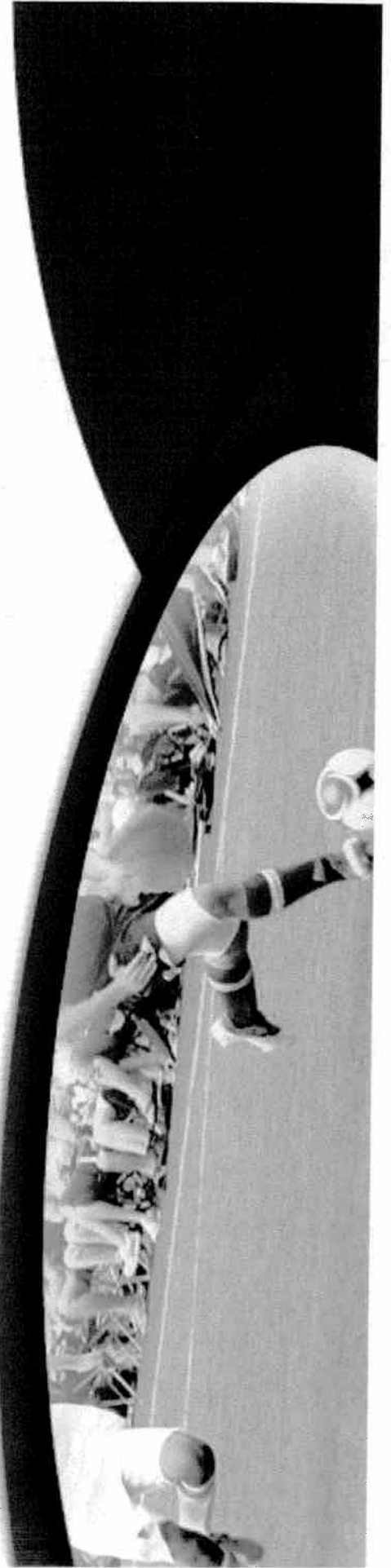
Building block: First major racing event on the river in 30 years



BUILDING BLOCK EVENT EXAMPLE

2015 TRACK & FIELD EVENTS

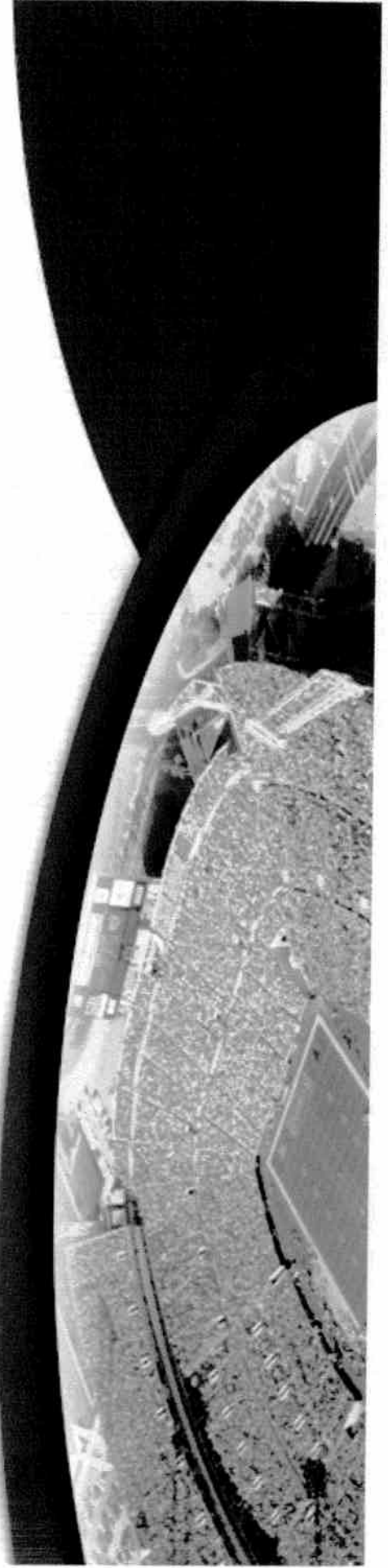
	<i>Room Nights</i>	<i>Economic Impact</i>
UNF Spring Break Event	2,000	\$3,000,000
North Florida Invitational	750	\$500,000
FHSAA Championships	4,500	\$350,000
A-Sun Championships	500	\$350,000
NCAA East Regionals	11,000	\$8,000,000
USA T&F Masters	1,200	\$1,500,000
USA T&F Jr. Olympics	21,000	\$13,000,000
TOTALS	40,950	\$30,350,000



FUNDING EVENTS

Currently, the team collaborates on funding for events. The first source of funding will always come through JAXSPORTS. Depending on the size of the event, additional funding would potentially come from (in order).

- Gator Bowl Sports**
- Private Sponsors**
- Florida Sports Foundation**
- TDC**
- Sports & Entertainment Trust Fund**
- SMG Event Development Fund (If at SMG/City Facility)**
- Sports & Entertainment Budget**



FUNDING MODEL EXAMPLE

<u>NCAA Track & Field Regional</u>	
NCAA	\$20,000
TDC	\$75,000
S&E General Budget	\$25,000
Florida Sports Foundation	\$20,000
Room Rebates	\$50,000
Ticket Sales	\$10,000
TOTAL	\$200,000

PROJECTED ECONOMIC IMPACT: \$8 Million



WHY TDC GRANTS?

TDC grants are requested and needed when...

There is a large-scale event that has a major impact and will have multiple partners in support (Gator Bowl Sports, Florida-Georgia, Country Superfest)

Event opportunity happens after the budget has already been set (U.S. Soccer/P1 Powerboat)

There is not enough money in the S&E Trust Fund to fully support the event

