

# 2014 Charlotte Harbor Super Boat Grand Prix Event Recap



# Event Overview

A strong foundation was developed as evidenced by the participation in terms of spectators & teams

- Estimated # of spectators = 35,000-40,000 over the 3 days
- 31 teams (largest inaugural event in SBI history)



# Event Overview

## Testimonials

*"Without a doubt, Jerry York and his staff are some of the most dedicated and responsive promoters I've ever worked with. Jerry tirelessly promoted this event proven by the fantastic boat count (31 boats showed for the first race of the season!) and by the communities attendance at the parade/street party, the beach, and all of the boats in the spectator fleet. For our team, it was a very enjoyable event and we hope to return many times."* -Janet Wilson, Team Manager 77 Lucas Oil team

*"WHAT A SHOW YOUR TEAM PRODUCED! I cannot thank you enough, Seminole Casino Immokalee had a wonderful weekend in Englewood. CLAP, CLAP, CLAP for your team! The volunteers that you had put you OVER THE TOP! GREAT BONES to work from next year!"*

-Jennifer Thomas, Group Sales Manager, Seminole Casino Immokalee

*"99.9% of the people I talked to loved the boat race - the atmosphere, the participants, the boats, the vendors. At our meeting, yesterday, the feedback was positive; most people are looking forward to next year. So kudos to you and the other organizers and the CCSO for a job well done."*

-Joan Dunham-Card, President, SMSKA

# Shuttle transportation

## Efficiency/Logistics

- Satellite locations worked well
- Trip times were very reasonable
- Successfully mitigated traffic issues to/from Manasota Key
- Venue drop off station to be relocated



# Shuttle transportation

## Factors Impacting Expenses

- Used Collier County bus vendor in 2014
- If Charlotte County vendor can be secured for 2015 costs will be significantly reduced
- Formula for number of buses and hours needed will be fine tuned through the experience gained in the first year.



# Special Events

## Parade

- Included Punta Gorda
- # of boats and spectators

## Dry pits, entertainment

- Positive feedback on quality of entertainment
- Plans to reconfigure layout for improved flow/access control



# Public Safety

In the event's first year, public safety was a major priority as the scope and magnitude of participation levels was unknown. After extensive communication throughout the planning process the public safety plan resulted in an extremely well-staffed and secure event.



# Public Safety

## 8 different agencies involved

- CCSO, Charlotte County EMS, Englewood Fire, FWC, PG Police, PG Fire/EMS, Trust Security
- Costs for these services were over 4 times as much as any other SBI venue

## Minimal incidents (medical/security)

- 4 misdemeanor arrests
- 3 trespass calls on private beach
- 2 vehicle tows from private businesses
- 7 traffic stops
- 10 medical calls (7 minor, 3 transported to the hospital)





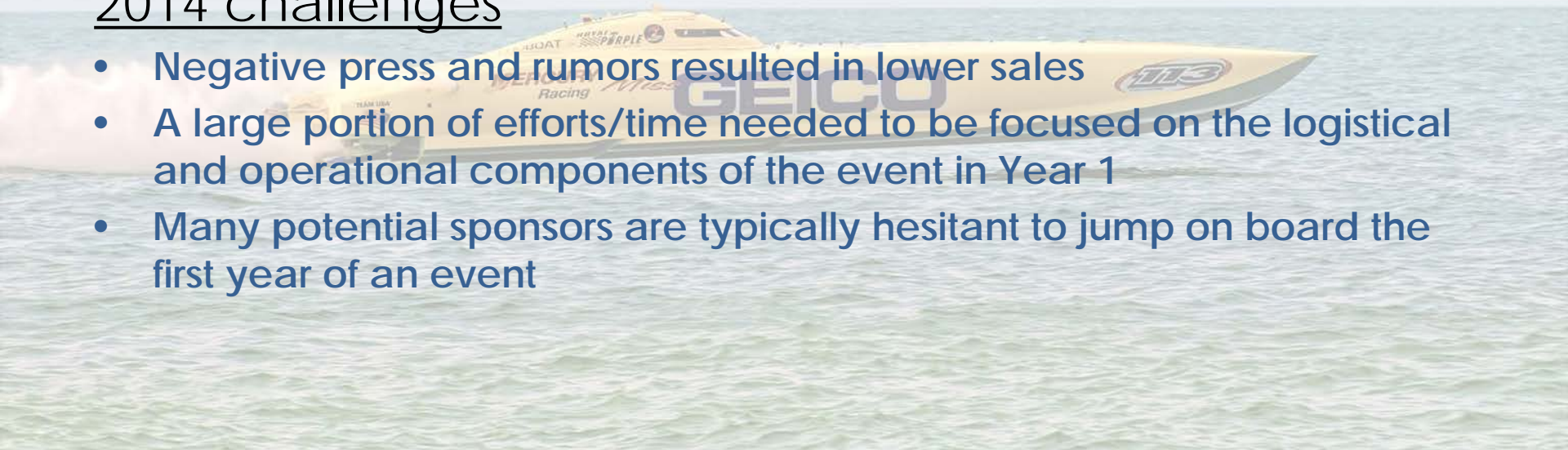
# Sponsorships

## 2014 cash and in-kind amount

- Sponsors/boosters cash: \$32,450
- In-kind marketing, services, etc: \$82,939

## 2014 challenges

- Negative press and rumors resulted in lower sales
- A large portion of efforts/time needed to be focused on the logistical and operational components of the event in Year 1
- Many potential sponsors are typically hesitant to jump on board the first year of an event



# Overall Financial Recap

Plan to reduce major expenses for 2015

- Utilization of Charlotte County buses
- Adjustment of public safety staffing levels to fall more in line with other SBI venues
- Elimination of one-time expenses for 2015 budget (ie: logo/website design, LCD projector, snow fence, event signage)



# Overall Financial Recap

## Potential to increase revenues

- Major sponsors such as Seminole Casino-Immokalee and Peace River Distributing have expressed strong interest in renewing at a higher level
- Over a dozen other companies expressed strong interest in 2014 but opted to hold off until Year 2
- With event operations/logistics established in Year 1, more focus/time can be allotted to sponsorship sales in Year 2



# Overall Financial Recap

## Economic impact estimates for 2014

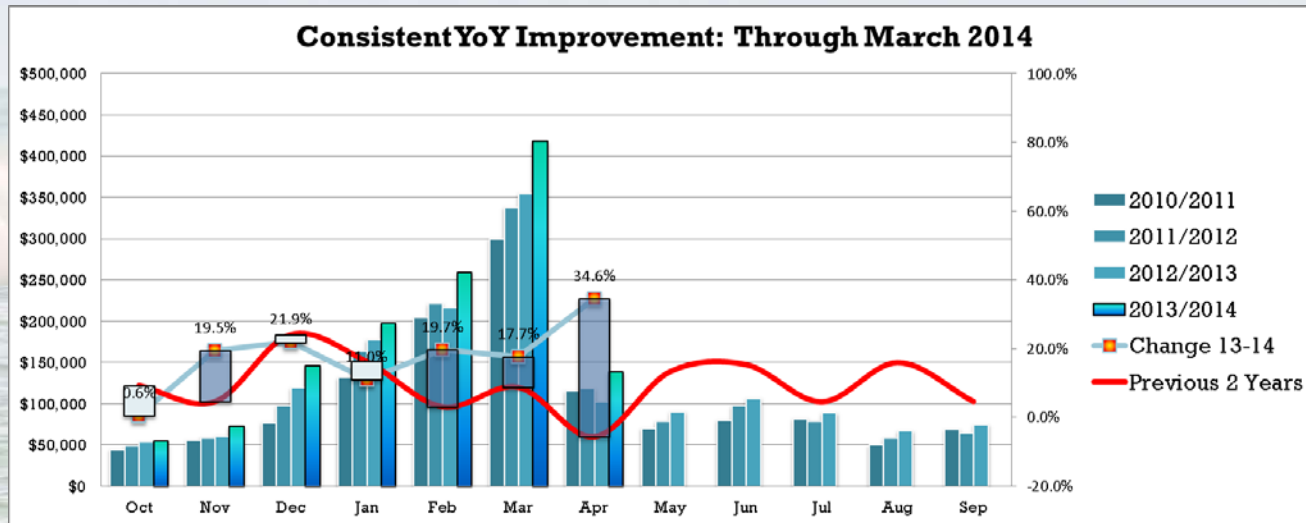
- Team expenditures: Sarasota's commissioned study indicated race team expenditures at \$355,700 for their 32 participating teams. Without a study our conservative estimate of race team expenditures for our 2014 event (31 teams) based on the Florida Sports Foundation formula = \$156,659.
- Without a commissioned study of our own, the best estimate we can give is to extrapolate from Sarasota's 2013 commissioned report which indicated an attendance of 110,000 resulting in \$8,688,500 in direct expenditures and a total economic impact of \$15,549,300. Applying this to our lower end estimate of 35,000 attendees, direct expenditures are estimated at \$2,764,523 and total economic impact equates to \$4,947,505.



# Overall Financial Recap

## Economic impact estimates for 2014

Another measure that can be pointed to that may show a tourism impact from the event is the significant jump in April 2014's tourist tax collections as compared to recent years.



# Overall Financial Recap

## Economic impact for 2015

The Charlotte Harbor Visitor & Convention Bureau has budgeted to commission an economic impact study for the 2015 event



Charlotte Harbor Super Boat Grand Prix  
2014 P L Statement

<b>Revenue</b>	<b>Cash</b>	<b>In-Kind</b>	
Ticket Sales	\$ 102,407.76		
Sponsorship	\$ 25,500.00		
Boosters	\$ 6,950.00		
Unknown	\$ 534.40		
Beverage Sales %	\$ 520.80		
County	\$ 180,000.00		
Multiple sources (sponsorships, etc.)		\$ 82,939.00	
<b>Total</b>	\$ 315,912.96	\$ 82,939.00	
	<b>Projected Expenses</b>	<b>Actual Expenses Paid</b>	<b>Expenses Pending/ Due</b>
<b>Super Boat International</b>			
Super Boat International Rights Fee	\$ 80,000.00	\$ 80,000.00	
SBI Hotels not covered by comp room pool		\$ 9,563.00	
<b>TRANSPORTATION</b>			
A and S Bus Transportation	\$ 50,338.00	\$ 57,295.00	
<b>STAFF EXPENSES AND FEES</b>	\$ 75,510.00		
Officers Fees			
York		\$ 19,963.00	
Randolphs (LTT)		\$ 11,706.00	
Kretzler		\$ 4,865.00	

Charlotte Harbor Super Boat Grand Prix  
2014 P L Statement

Officers Expenses			
York		\$	15,118.00
Randolph (LTT)		\$	4,057.00
Kretzler		\$	5,532.00
<b>ADMINISTRATIVE EXPENSES</b>	\$	134,483.00	
Office Supplies		\$	1,194.00
Legal		\$	1,034.00
Insurance		\$	9,174.00
Parking		\$	4,678.00
Internet		\$	3,825.00
Misc		\$	1,005.00
Bank Fees		\$	572.00
Commissions Paid		\$	1,450.00
<b>ADVERTISING MARKETING PROMOTIONS</b>	\$	60,387.00	
Advertising and Promotions		\$	13,609.00
<b>SECURITY</b>	\$	10,000.00	
Trust Security		\$	5,199.00
Sheriff			\$ 18,936.25
FWC			\$ 7,500.00
Englewood Fire			\$ 3,905.00
EMS			\$ 4,254.24
PG Police		\$	1,092.00
PG Fire and EMS			



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2014 P L Statement

Sarasota Sheriff			\$ 1,440.00
PG Public Works		\$ 2,302.17	
Stump Pass State Park		\$ 960.00	
<b>Merchandise</b>	\$ 5,297.00		
Merchandise (t-shirts)		\$ 8,483.00	
<b>Signs</b>	\$ 11,585.00		
Signs		\$ 2,016.00	
<b>PUNTA GORDA PARADE</b>	\$ 4,924.00		
Parade Permit (Not incl Police, Fire,EMS, Pub. Works)		\$ 200.00	
<b>EVENT PRODUCTION AND HOSPITALITY</b>	\$ 85,545.00		
<b>FESTIVAL SITE</b>			
Entertainment		\$ 7,612.00	
Dry Pit		\$ 11,772.00	
Golf Carts	\$ 4,681.00		
Porta Potty	\$ 3,030.00		
Security Fencing	\$ 1,700.00		
Wet Pit		\$ 12,470.00	
<b>VIP</b>	\$ 5,000.00		
VIP		\$ 18,961.00	
<b>Total</b>	\$ 532,480.00	\$ 315,707.17	\$ 36,035.49
<b>Total Actual Revenue</b>	\$ 315,912.96		
<b>Total Actual Expenses</b>	\$ 351,742.66		
<b>Actual Profit/(Loss)</b>	\$ (35,829.70)		
<b>Balance currently in checking account</b>	\$ 205.79		