

2024-2025 SPORTSPLEX BUDGET



A MESSAGE FROM THE

PRESIDENT/CEO



**ERIC D. HART, CVE
PRESIDENT/CEO**

I am pleased to present the recommended Operating and Capital Budget for FY 2024 and FY 2025. Staff developed this budget that included consultation with Hillsborough County finance staff and the Authority's Finance Committee. In the past year the Authority successfully worked with the County on adding additional parking, improving traffic flow and constructing a new vendor/registration venue at the complex. This budget reflects the emphasis on continued revenue growth, increasing local hotel room occupancy and continued long-term maintenance of the Complex.

This budget identifies an operating deficit which was anticipated during the planning and development stages of the Complex. The economic impact provided by the Complex's events to the local tourism economy is much broader than the operational subsidy recognized at the Complex. The Authority will continue to optimize the economic value of the Complex through the continued enhancement of the facilities and strategic scheduling of events that produce the overall greatest economic impact to the community. This Complex was developed with tourism as the primary scheduling driver, and we will continue to focus on maintaining premier playing surfaces and professionally maintained facilities. Our commitment to creating an ideal environment for sports tournaments continues to create greater demand for geographically far-reaching events, further increasing the impact of sports tourism on the region.

The Authority's management staff have implemented key initiatives in the Authority strategic plan that will provide further direction for future operations of the Complex. This will continue to allow us to quickly adapt to the current challenges within the operating environment, similar to sports venues operated by the private sector. We will continue working with the Tampa Bay Sports Commission on identifying additional sporting events to further grow tourism related revenues in the coming year.

Respectfully,

E. D. Hart



MISSION STATEMENT

To plan, develop, promote and maintain a comprehensive complex of sports and recreation facilities for the use and enjoyment of the citizens of Tampa and Hillsborough County.

OUR ROLE

To stimulate economic vitality and improve the quality of life in Tampa Bay through compelling sports and entertainment offerings held at world-class venues.

VISION STATEMENT

Providing sports & entertainment to the Tampa Bay area.

ABOUT THE AUTHORITY

The Tampa Sports Authority, a government entity, is an Independent Special District created by the Florida Legislature in 1965 to construct and manage sports and recreational facilities in Hillsborough County. The Authority's role is to stimulate economic vitality and improve the quality of life in Tampa Bay through compelling sports and entertainment offerings held at world-class venues. The Authority has no taxing power, but rather acts as an enterprise fund utilizing user-fees to subsidize its operating costs. As a result, all of its major capital construction projects from the original Tampa Stadium, golf courses, Amalie Arena, George Steinbrenner Field, Hillsborough County Tournament SportsPlex and Raymond James Stadium have been accomplished by working closely with the approvals and financial support of Hillsborough County and the City of Tampa.

The Authority manages the SportsPlex, a multi-sport championship facility designed to bring elite tournaments to the area. The facility, located in southeast Hillsborough County, is centrally located to the airport, interstates and downtown Tampa. The SportsPlex can accommodate a wide range of events, including soccer, football, and lacrosse.



PREMIUM FIELDS

- Fifteen (15) full-size fields (including one championship field) that can be configured to accommodate many different sporting activities.
- Each field is professionally maintained with a Celebration Bermudagrass® playing surface and has premium LED field lighting, providing 50 foot-candles on the championship field and 30 foot-candles on the other fields (the first in Hillsborough County).

CONCESSION BUILDING

A dedicated concession facility also contains an event office, venue office and permanent restrooms.

VENDOR PLAZA LOCKER ROOMS

- The 35,000 square foot vendor plaza is adjacent to the concession building. This area is used for trade display and hospitality areas plus for food and beverage locations.
- The locker room addition provides the venue with the flexibility to host a wider range of events, including professional and international soccer teams.

ABOUT THE SPORTPLEX

The Hillsborough County Tournament SportsPlex is a partnership between Hillsborough County, the Tampa Sports Authority, and the Tampa Bay Sports Commission. Hillsborough County constructed and owns the facility, which is managed by the Tampa Sports Authority and marketed by the Tampa Bay Sports Commission. Construction was funded by the County, with additional funding through the Tourist Development Tax and support from the Hillsborough County Tourist Development Council.

The Complex was built at a cost of approximately \$18 million for the 65-acre complex on Columbus Drive between U.S. 301 and Falkenburg Road. The County unveiled the Complex on November 1, 2018, with the first event occurring in December of 2018. The response to the Complex has been overwhelming with the addition of various major events utilizing the SportsPlex in 2021 and subsequently re-booking for 2022 and beyond.

Hillsborough County added a locker room facility and overflow parking lots in FY 2021. The venue improvements included 4 new locker rooms and restroom facilities and the parking lot provides the Complex with an additional 450 parking spaces to assist in the ability host a wider range of events. In FY 2023, the County provided funding for the development of a new vendor/registration building. This additional amenity provides greater flexibility and profitability for clients and users by reducing our licensee's need to transport large trailers and rent tents and shelters to provide these services during their events.

The Hillsborough County Tournament SportsPlex continues to attract events in the booming youth and amateur sports markets as well as top adult and senior athletic competitions, bringing over one hundred thousand visitors to the area. The feasibility study projected the SportsPlex would have an economic impact of \$7.3 million in its first year, and \$25 million with 43,800 hotel nights in its fifth year. During the current Fiscal Year, the SportsPlex generated over 60,000 room nights which far exceeds the original consultant estimates.

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TAMPA SPORTS BOARD OF



MARK S. WOODARD
CHAIR



TONY MUNIZ
VICE CHAIRMAN



PATRICK MANTEIGA
SECRETARY/TREASURER



JOHN JAEB



PENNY PARKS



LUCIANO PRIDA, JR.

AUTHORITY DIRECTORS



HON. ALAN CLENDENIN



DON DEFOSSET



HON. KEN HAGAN



JOSEPH W. J. ROBINSON

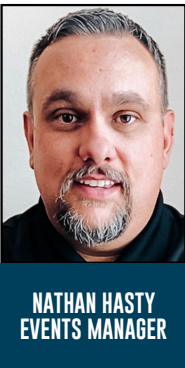
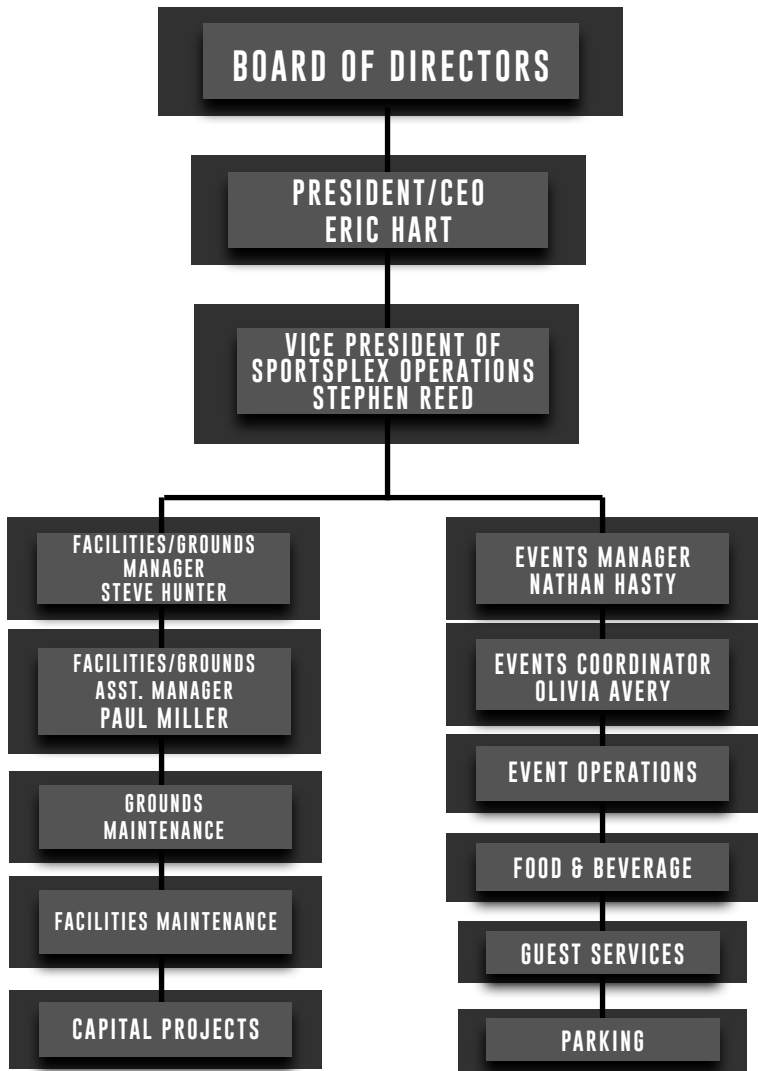


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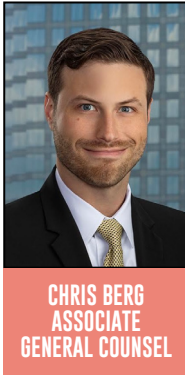
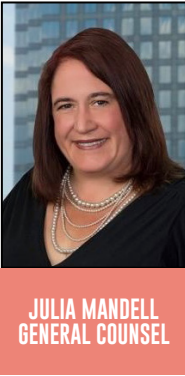


**ERIC D. HART, CVE
PRESIDENT/CEO**

ORGANIZATIONAL CHART



TAMPA SPORTS AUTHORITY: EXECUTIVE TEAM (PICTURED ABOVE)
 (BACK L-R) STEPHEN REED (VP OF SPORTSPLEX OPERATIONS), BOBBY SILVEST (VP OF MARKETING & COMMUNICATIONS), DAVID MOSS (VP OF STADIUM OPERATIONS)
 (FRONT L-R) JIM GARRISON (VP OF GOLF OPERATIONS), ERIC HART (PRESIDENT/CEO), DAVID BYRNE (VP OF FINANCE/ADMINISTRATION), (NOT PICTURED) REBECCA SKYLES (EXECUTIVE ASSISTANT TO CEO)

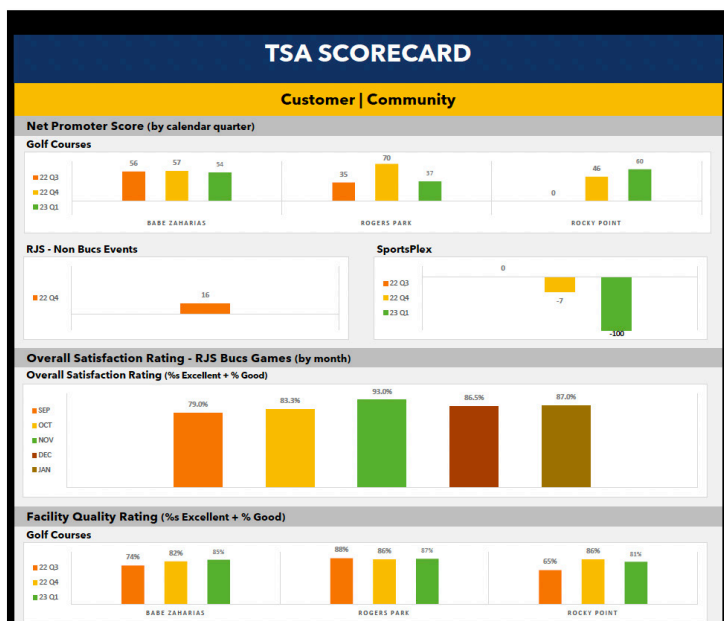


STRATEGIC PLAN

As part of the Authority’s long-range planning efforts, a strategic plan has been developed with input from key stakeholders and our Board of Directors. We have developed long-range strategic objectives, that will drive planning for the Authority over our diverse inventory of current and possible future business lines. This strategic plan will be used as the main guiding document for the staff in managing the Authority’s business lines and help the Board and TSA leadership align behind priorities.

Key points:

- Five-year plan (v. Ten-year previously)
- Organized into three key sections
- Reflects Board survey feedback
- Highly actionable - from strategic initiatives to success measures (KPIs)



A “scorecard” that gives a summary of success measures (KPIs) for each business line will be published quarterly to gauge results.

BOARD-APPROVED STRATEGIC OBJECTIVES

- Diversify into and capitalize on new and profitable revenue sources
- Adopt proactive facility master planning while rapidly exploiting new or emerging sports and entertainment opportunities
- Create positive customer experiences
- Protect public assets while safeguarding our customers and their personally identifiable information
- Develop and maintain a diverse, innovative and engaged workforce
- Reduce reliance on County and City subsidies
- Build community support for the Tampa Sports Authority
- Expand our adoption of environmentally sustainable practices

YEAR IN REVIEW

2022 USA HOCKEY FESTIVAL



The 2022 USA Hockey Festival was held November 24-26, 2022. The USA Hockey Festival is the largest field hockey tournament in the United States and one of the largest in the world, hosting youth and adult teams from all over the country. The attendance was approximately 7,000 people per day for the 3 day event.

2023 FLAG FOOTBALL WORLD CHAMPIONSHIP



The Flag Football World Championship was held January 12-15, 2023. The tournament consists of 975 youth to adult teams from throughout the United States and Canada, that participated on 38 fields that were created on our 15 fields. Approximately 12,000 people per day attended this event.

2023 DPL ELITE TOURNAMENT



The DPL Elite Tournament is a soccer tournament that was held March 16-19, 2023. The DPL Elite Tournament hosts 200 soccer teams from around the United States. The tournament is a showcase for the top U13-U19 teams, to show their skills to college coaches from across the country that attend the event. Attendance for the event was approximately 8,000 people per day.

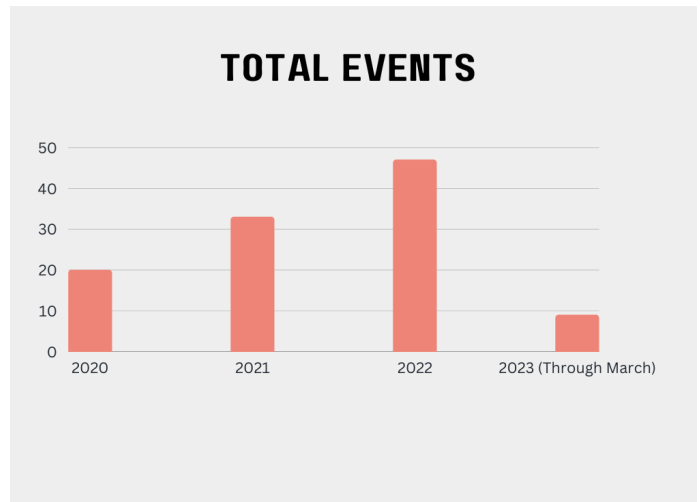
2023 TROPICAL 7'S RUGBY



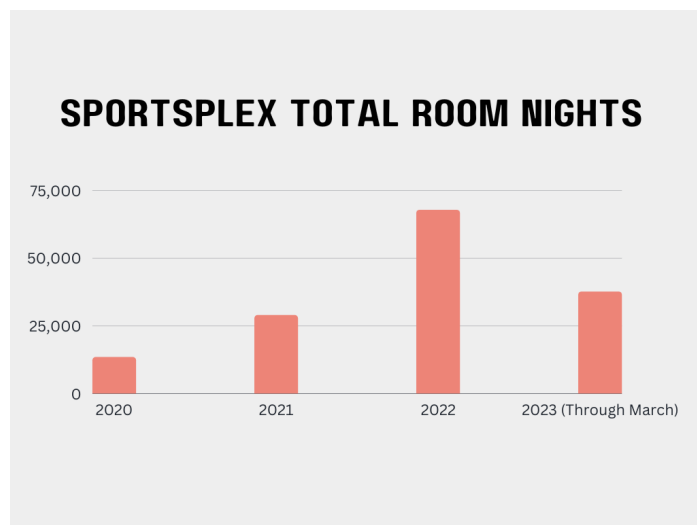
Again this year we hosted the Tropical 7's Rugby Tournament over easter weekend April 13-15, 2022. The Tropical 7's Rugby Tournament is an exciting annual rugby event that brings youth teams from around the world together for competition in Olympic-format rugby 7's. Tropical 7's hosted 160 teams and event attendance was estimated at 7,500 people per day.

SPORTSPLEX HOTEL IMPACT

Total Events	
2020	20
2021	33
2022	47
2023 (Through March)	9
Total	109



Total Room Nights	
2020	13,362
2021	28,860
2022	67,755
2023 (Through March)	37,562
Total	147,539



UPCOMING EVENTS

2023 TAMPA BAY SUPER CUP



The 2023 Tampa Cup will be held November 11-12, 2023. The Tampa Bay Super Cup is in its second year at the Sportplex after a successful debut. It is one of the largest soccer tournaments in Florida. The estimated attendance is 9,000 people per day over the 2 days.

2023 SUPER Y LEAGUE FINALS



We will be hosting the Super Y League Finals December 7-12, 2023, for the fourth year in a row. The Super Y League Finals is a youth soccer tournament hosting teams from all over the United States and Canada. The estimated attendance is expected to be 12,000 per day over the 5 days.

2024 NATIONAL FLAG FOOTBALL WORLD CHAMPIONSHIPS



For the third year, the Flag Football World Championships will be calling Tampa home January 10-14, 2024. Teams from across the world will compete, with an estimated attendance of 12,000 per day for the 5-day event.

2024 USYS NATIONAL LEAGUE P.R.O. BOYS AND GIRL'S CHAMPIONSHIPS



The USYS National League Championship will take place on February 23-25, 2024. This event features 200 of the top soccer teams from across the country. Estimated attendance is 6,500 per day for the 3-day event.

CONTRIBUTION REQUESTS

FY 2024's anticipated operating and maintenance (O&M) expenses outlined in this document require the Authority to request a contribution of \$2,266,694. This contribution is based on an operating subsidy of \$375,794 and projected capital costs of \$1,890,900. The Authority has an existing Interlocal Agreement with the County which states the County shall be responsible for any operating shortfalls realized by the SportsPlex. The SportsPlex does have an O&M funds on account, which was funded by a \$500,000 working capital advance as outlined in the interlocal. The operating subsidy for FY 2024 referenced above, has been reduced by the operating budget surplus of \$241,389 realized in FY 2022. A surplus is also forecasted to be generated in FY 2023, which would be applied to reduce the FY 2025 requested operating contribution.

Revenues were developed from the following assumptions:

- 1) Total Operating Revenues for FY 2024 are budgeted at \$1,205,350. This is \$125,590 more than FY-2023 Budget. During FY 2023, Operating Revenues are forecasted to be \$168,441 better than budget, primarily due to the addition of a new pre-paid parking program and higher than expected concessions and vendor revenue. Additionally, direct expenses passed along to the events (realized as revenues) are higher than 2023 budgeted numbers due to the addition of the pre-paid parking program to ensure free flow access for patrons.
- 2) For FY 2024 we are happy to see Coca-Cola remain as sponsor of the SportsPlex which accounted for \$5,000 in total revenue. For FY 2024 we are looking to pick up some additional sponsors to increase the sponsorship revenue.
- 3) Concession Revenues for FY 2024 are budgeted at \$273,500. This is \$56,100 better than FY 2023. This is in part due to the increased number of multiday events with longer hours on property and increased attendance at events. For FY 2023, we are forecasting Concessions Revenue of \$271,016 which is forecasted to be \$53,616 above the FY 2023 budget, primarily due to higher than anticipated concessions and vendor sales at some events.
- 4) Prior year budget surplus from FY 2022 of \$241,389 is applied to lower the operating subsidy in accordance with the Interlocal agreement between TSA and Hillsborough County. The FY 2023 surplus, currently forecasted to be \$64,657, which when finalized will be applied to offset the FY 2025 Operating Subsidy.

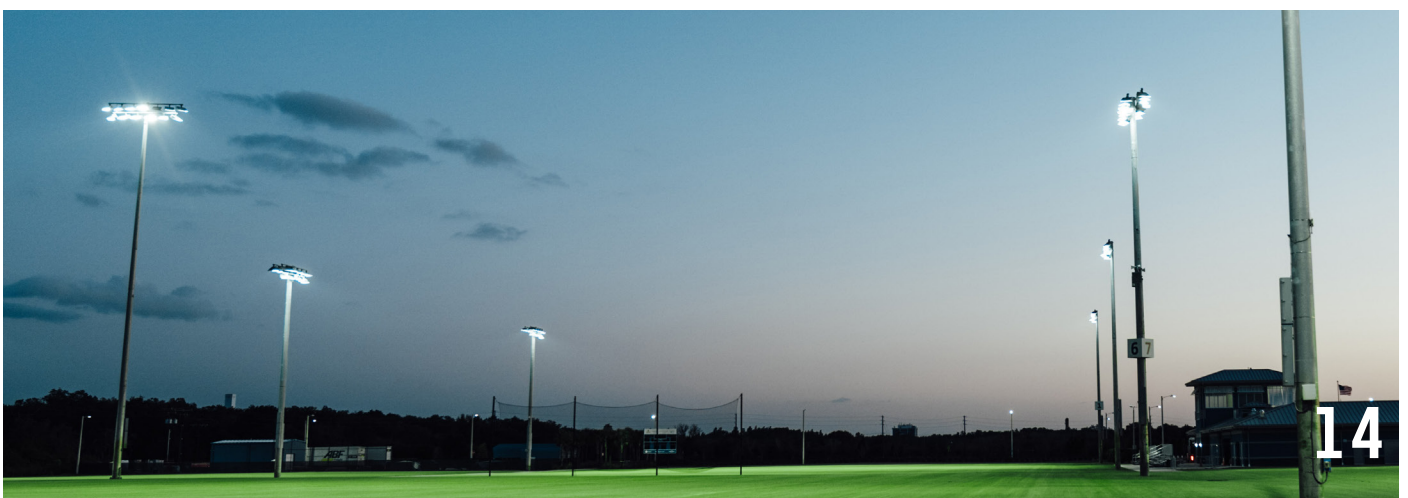
CONTRIBUTION REQUESTS

Expenses were developed from the following assumptions:

- 1. Total Expenses for FY24 are forecasted at \$1,822,533, this is \$151,837 greater than FY23 Budget. During FY23 expenses are projected to be \$185,057 greater than budget. The main in-creses from FY23 expenses were field maintenance, event expenses due to the advent of pre-paid parking and electricity field/main building costs due to the addition of the vendor building and longer running events that required field lighting. There was also a large insurance increase which is based upon the strong attendance.**
- 2. Most expenses in FY 2024 will be higher when compared to FY 2023 forecasted expenses, due to the increase in the number of confirmed events budgeted as well as the increased cost for goods and services due to current national and world events.**
- 3. Electricity and water expenses for FY 2024 are greater than FY 2023 estimate as we have seen an increase of 10% in our current electrical charges.**
- 4. In FY 2024, we are budgeting for COLA and merit increases, which averaged to 5.5%.**
- 5. The Department will continue to share in expense allocations for administrative costs centered at Raymond James Stadium ("RJS") but allocated to all TSA entities. They will also utilize RJS HVAC and mechanic technicians and will share in the expense allocations for those positions.**
- 6. Health insurance was increased 10% as the County plan anticipates an increase in premiums.**
- 7. Increase in in overall (non-health) insurance costs, as insurance costs for the facilities were more than originally budgeted, primarily impacted by revenue/attendance strength but also due to insurance market weakness for Florida insureds.**
- 8. For FY 2024 we have incorporated the 8.33% scheduled increase to the Florida minimum wage within our proposed part-time labor budget.**
- 9. A 5.5% increase in Retirement costs has been included based on the revised FRS contribution rates effective July 1, 2023.**

BUDGET NOTES

- 1. Accrual Accounting:** The Authority's SportsPlex budget is presented on an accrual basis. Monthly financial statements along with budget documents are presented on a full accrual basis of accounting.
- 2. Total Hillsborough Contribution:** Contribution amount is a sum of present year operational profits/(losses) and capital investments funded from the County through the Authority.
- 3. "Due To" Amounts:** No "Due To" amounts are present between the SportsPlex, Golf Courses and Raymond James Stadium. "Due To's" between these entities are present throughout the year but are reconciled quarterly and zero balanced at fiscal year-end.
- 4. Depreciation:** Depreciation will be included in the Authority's audited financial statements. Depreciation is not included in any financial requests from the Authority to the City of Tampa since it is a non-cash occurrence within the financial statements. Depreciation will not be included in the monthly financial statement for ease of analysis and comparison but will be included in the year end Audited financial statements.
- 5. Salaries:** Wages include full-time, part-time and over-time estimates and corresponding benefits such as social security, retirement and health insurance.
- 6. Capital Costs:** Reimbursement for proposed capital costs is either directly funded or provided by Hillsborough County net of any operating surplus.
- 7. Income Tax:** The Authority is a governmental agency and therefore exempt from Federal and State income taxes under provisions of the Internal Revenue Code and the Florida Income Tax Code, respectively. There are no provisions for income taxes in the budget.



SPORTSPLEX OPERATIONS REVENUE & EXPENSES

	FY-2023	FY-2023	FY-2024	FY-2025
	Budget	Act/Forecast	Proposed	Estimated
	Budget	Act/Forecast	Budget	Budget
Operating Revenues				
Total Football Revenues	\$ 94,700	\$ 281,741	\$ 128,175	\$ 132,225
Total Soccer Revenues	\$ 579,850	\$ 534,225	\$ 626,050	\$ 642,103
Total Field Hockey Revenues	\$ 47,225	\$ 49,366	\$ 0	\$ 0
Total Ultimate Frisbee Revenues	\$ 0	\$ 0	\$ 0	\$ 0
Total Cricket Revenues	\$ 0	\$ 0	\$ 0	\$ 0
Total Lacrosse Revenues	\$ 86,825	\$ 59,813	\$ 110,500	\$ 113,238
Total Miscellaneous Revenues	\$ 53,760	\$ 52,040	\$ 67,125	\$ 70,481
Total Food and Beverage Revenues	\$ 217,400	\$ 271,016	\$ 273,500	\$ 300,850
Total Operating Revenues	\$ 1,079,760	\$ 1,248,201	\$ 1,205,350	\$ 1,258,896
Operating Expenses				
Total Cost of Food and Beverage	\$ 73,325	\$ 81,600	\$ 85,400	\$ 93,940
Total Field Maintenance	\$ 851,696	\$ 906,134	\$ 919,158	\$ 965,116
Total General Administration	\$ 712,455	\$ 753,525	\$ 817,975	\$ 858,874
Total Operating Expenses	\$ 1,637,476	\$ 1,741,259	\$ 1,822,533	\$ 1,917,930
Operating Gain (Loss)	\$ -557,716	\$ -493,058	\$ -617,183	\$ -659,034
Prior Budget Surplus Application *	\$ 167,687	\$ 167,687	\$ 241,389	\$ 64,657
Funded/Requested Operating Contributions	\$ 390,028	\$ 390,028	\$ 375,794	\$ 594,376
Gain (Loss) After Contributions	\$ 0	\$ 64,657	\$ 0	\$ 0
Capital Funded/Requested	\$ 881,760	\$ 881,760	\$ 1,890,900	\$ 1,561,750

* \$167,687.62 represents the FY 2021 budget surplus, \$241,389 represents the FY 2022 budget surplus, and 64,657 represents the forecasted FY 2023 budget surplus.

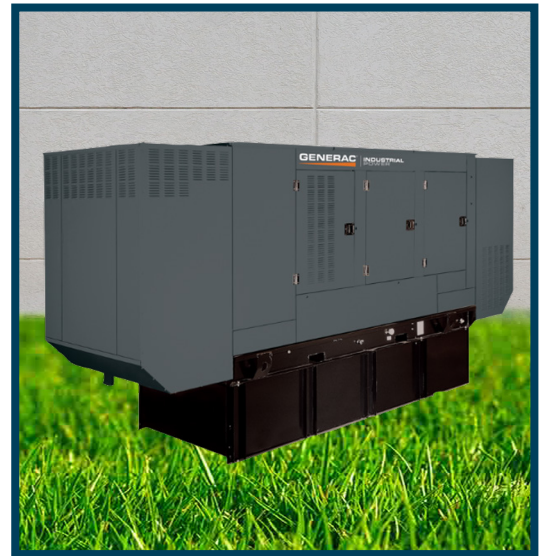


CAPITAL PROJECTS

FY 2023

BACK-UP GENERATOR

In the event of a power outage during an event, the 750 KW generator will provide back-up power for the entire SportsPlex site, including the field lighting data room, locker rooms, concessions, rest rooms, sewage lift station, and the maintenance building and pumps. The SportsPlex is designed to function as the Hillsborough County Public Safety Operations Complex's (PSOC) overflow in the event of a natural disaster, and this would afford all of the necessary facilities are operational for this purpose.



TORO REELMASTER MOWER

The Toro Reelmaster 3575 reel mower provides an 8 foot wide cut path that makes it perfect for sports fields. This model is designed to be 20% lighter than previous models. The Reelmaster 3575 will allow more efficient maintenance of the 15 multipurpose fields at the SportsPlex.



PROJECTED CAPITAL PROJECTS

FY 2024 -2025

FY-2024 Capital	
Equipment	
Toro Reelmaster	\$ 176,000
Toro Workman	\$ 38,000
Tractor	\$ 32,500
Zero Turn Mower	\$ 11,500
Carport Storage	\$ 4,000
Total	\$ 262,000
Concession Building and Maintenance Building	
POS Hardware Concessions/Parking	\$ 6,500
Laminate - Tournament Office	\$ 3,500
Interior Painting - Concessions Building	\$ 15,000
Exterior Painting - Concessions Building	\$ 20,000
Concessions Televisions	\$ 3,000
Total	\$ 48,000
Food Court/Meeting Room Building	
Meeting Rooms Televisions	\$ 2,500
Exterior Painting - Locker room Building	\$ 15,000
Total	\$ 17,500
Vendor Building	
WiFi Access Points	\$ 3,500
Televisions	\$ 2,500
Slat Wall	\$ 12,500
Tables - Rectangular 30"x72"	\$ 2,500
Conference Tables 18"x96"	\$ 1,500
Chairs	\$ 2,000
Total	\$ 24,500
Site Improvement	
Maintenance Yard Fence Improvements	\$ 15,000
Concrete (Maint. Yard to Field 2)	\$ 15,000
Concrete (Back of Locker room Building)	\$ 45,000
Generator	\$ 1,220,500
Drainage/Irrigation Improvements	
Catch Basins	\$ 30,000
Parking Improvements	
ADA Transition Repair	\$ 25,000
Auxilliary Parking Transition Concrete	\$ 12,500
Total	\$ 1,363,000
Field Equipment	
Field Separation Netting	\$ 4,000
Total	\$ 4,000
Contingency Fund	
	\$ 171,900
	\$ 171,900
Total	\$ 1,890,900

FY-2025 Capital	
Equipment	
Toro Reelmaster	\$ 92,500
Toro Workman	\$ 64,000
Irrigation Pump	\$ 15,000
Total	\$ 171,500
Concession Building and Maintenance Building	
Computers	\$ 6,500
Printers	\$ 1,500
Total	\$ 8,000
Site Improvements	
Lift Station (Equipment)	\$ 30,000
Auxillary Parking Storage Fence	\$ 15,000
Parking Improvements	
Resealing of Lots	\$ 60,000
Restriping of Lots	\$ 30,000
Total	\$ 135,000
Field Equipment	
Soccer Nets	\$ 3,000
Total	\$ 3,000
Contingency Fund	
Total	\$ 31,750
Total Capital Funding	\$ 346,250
Ancillary Funding *	
Bleacher Seating	\$ 850,000
Portable Suites	\$ 262,500
Tournament Office Upgrades	\$ 50,000
Misc. Projects	\$ 50,000
Total	\$ 1,212,500
Total Ancillary Funding *	\$ 1,212,500
Total Requested Funding *	\$ 1,561,750

Capital Projects 2024-2028	Years 2024-2025	Years 2026-2028	Total
Projected Capital Costs	\$2,240,150	\$84,125	\$2,323,825

* Includes \$1,212,500 of Capital Projects, funded by the County but reimbursed through tenant charges, which would offset future capital requests.

HILLSBOROUGH COUNTY ENHANCEMENT PROJECTS

PLAZA VENDOR BUILDING

The vendor building will consist of a 30'x30' covered mixed use area, along with a 30'x40' team store that will be outfitted with WiFi access and slat wall fixtures that event licensees can utilize to display merchandise for sale. There will be six individual vendor bays that can be sized to meet the vendors' needs. There will be a multi-use room at the front of the building that could be used as a registration room or another vendor space.





SPORTSPLEX



Hillsborough
County Florida