

**Date:** October 2, 2018

**To:** Diane Palmer-Beck, Director of Procurement and Project Management  
Robin Reeves, Director of Parks and Recreation

**From:** Mark Thompson, Director Visit Plano

**Subject:** Grant Agreement for USA Softball 2019 16U and 18U Gold Nationals Championship

This agenda item is for approval of an expenditure of \$175,000 for a grant of hotel-motel tax revenues to USA Softball DFW, Inc. to host the 2019 USA Softball Girls' 16-Under and 18-Under Gold National Softball Tournament.

USA Softball DFW and the City of Plano hosted these same events in 2018 and because of the overwhelming number of positive reviews regarding the hospitality, playing facilities, housing, and general tournament operations we have been asked to once again host the events in 2019. These tournaments are considered two of the most prominent tournaments in Junior Olympic (JO) Championship Play and are scheduled to take place July 28 - August 3, 2019.

In 2018 these tournaments had an estimated attendance of over 19,500 people which included 70 teams and 100 umpires/staff traveling from all over the United States. The weeklong event generated over 2,600 trackable hotel room nights and had an estimated economic impact of 3.8 million dollars on Plano. Due to the great success of last year's event it is anticipated that the 2019 event will be even larger.

Since the event was awarded after the budget process was complete, funding was not included in our 2018-19 budget. Therefore, we are asking for a supplemental appropriation of \$175,000 from the Convention and Tourism Fund to cover the cost of hosting this tournament in 2019. A separate agenda item is being submitted for the supplemental appropriation.

The event this year is expected to bring approximately 84 teams staying six (6) nights in local hotels generating over 500 room stays for each day of the tournaments. The estimated economic impact, based on information from last year's event, is expected to be at least 3.8 million dollars on Plano and the surrounding area benefiting hotels, restaurants, retail establishments, gas stations, car rental agencies, caterers, movie theaters and other area attractions.

These 84 teams will bring about 3,142 attendees per day for the 6 days of the tournament broken down as follows.

- 84 teams
- 84 teams with 20 members per team (includes 2 coaches) = 1,680
- Plus a fan/family match of .75 per player = 1,260
- Staff of 60 umpires
- USA staff and field staff 30
- Vendors 12
- College coaches/scouts 100

For Plano to host this event, we are asking to provide a grant of \$175,000 from the Convention and Tourism fund (046) to USA Softball DFW, Inc. These funds will be used for the operations and management of this tournament. This event will generate revenues for the City, and no general fund dollars will be used.

With zero impact on the general fund, we believe this event is a win for the City of Plano and the area businesses benefiting from this large event. In particular, it would be a shot in the arm for our hotels because July tends to be one of their slower months. On the other hand, if this grant is not approved, Plano misses the opportunity to host this large sporting event, and as a destination city, we will miss out on the 3.8 million dollar economic impact. This event is the type of event Convention and Tourism Fund dollars are intended to support.