

**SPORTS ADVISORY COMMITTEE**  
**Tuesday, October 7, 2014 – 9:00 am**  
**2<sup>nd</sup> Floor Boardroom – Halifax Area Advertising Authority**

**AGENDA**

- |   |                    |
|---|--------------------|
| I. Welcome and Introductions                  | Samir Naran, Chair |
| II. Sports Updates:                           |                    |
| NAIA Fall Preview, October 3 – 5, 2014        | Tara Hamburger     |
| USAG FIG, November 3 – 16, 2014               | Tom Caradonio      |
| NAIA Football, December 15 – 20, 2014         | Hardy Smith        |
| USSSA Update                                  | Tom Caradonio      |
| Athletx Update, July 9 – 24, 2015             | Tara Hamburger     |
| III. Old Business                             | Tara Hamburger     |
| Sports Institute, September 9 – 11, 2014      |                    |
| US Aquatics, September 16 – 19, 2014          |                    |
| NASC Mid-Market Symposium, September 23, 2014 |                    |
| US Sports Link, September 24 – 26, 2014       |                    |
| IV. New Business                              | Tara Hamburger     |
| AAU Conference, October 20 – 24, 2014         |                    |
| TEAMS, November 10 – 14, 2014                 |                    |
| USSA, November 17 – 20, 2014                  |                    |
| V. Facility Updates                           |                    |

The next Sports Advisory Committee Meeting will be January 6, 2014 at 9:00 am - HAAA Office, 2<sup>nd</sup> floor boardroom

-ADJOURN-

**MISSION:** The mission of our Advisory Committees of the Daytona Beach Area Convention & Visitors Bureau is to act as a diverse sounding board of partners in an advisory role with a common goal of increasing bed tax dollars through various sales and marketing efforts.

**GOAL:**

- Participation in hosted events to include Sport Event Planner Summits/FAMs, tradeshow, and in market presentations
- Support citywide sporting events utilizing the Volusia County area sporting facilities, unique venues, restaurants, and attractions by providing guidance and marketing expertise in attracting regional, national and international sporting events. Continued Ocean Center support.

## Sports Advisory Committee

2014 - 2015

First Name	Last Name	Company:	Address	City	State	Zip	Phone	Email
Samir	Naran - CHAIR	Premier Resort Management	930 N. Atlantic Avenue	Daytona Beach	FL	32118	(386) 255-5494	<a href="mailto:snaran@prmhhotels.com">snaran@prmhhotels.com</a>
Hardy	Smith	City of Daytona Beach	301 S. Ridgewood Avenue	Daytona Beach	FL	32114	(386) 671-8098	<a href="mailto:smithhh@codb.us">smithhh@codb.us</a>
Gary	Marks	Volusia County Schools	200 N. Clara Avenue	Deland	FL	32720	(386) 804-2516	<a href="mailto:gmarks@volusia.k12.fl.us">gmarks@volusia.k12.fl.us</a>
Jim	Jaworski	Daytona Cubs	105 E Orange Avenue	Daytona Beach	FL	32114	(386) 257-3172	<a href="mailto:jimiaworski@daytonacubs.com">jimiaworski@daytonacubs.com</a>
John	Phillips	Embry Riddle University	600 S. Clyde Morris Boulevard	Daytona Beach	FL	32114	(386) 323-5020	<a href="mailto:john.phillips@erau.edu">john.phillips@erau.edu</a>
Kristen	Hanson	LPGA International	1000 Champions Drive	Daytona Beach	FL	32118	(386) 523-2022	<a href="mailto:kristen.hanson@lpgainternational.com">kristen.hanson@lpgainternational.com</a>
John	Cameron	City of Daytona Beach - Daytona Beach Golf Club	600 Wilder Boulevard	Daytona Beach	FL	32114	(386) 671-3501	<a href="mailto:cameronj@codb.us">cameronj@codb.us</a>
William	Dunne	Daytona State College	1200 W. International Speedway Boulevard	Daytona Beach	FL	32127	(386) 506-4486	<a href="mailto:dunnew@daytonastate.edu">dunnew@daytonastate.edu</a>
Bryan	Harvey	Bethune Cookman University	640 Dr. Mary McLeod Bethune Boulevard	Daytona Beach	FL	32114	(386) 481-2206	<a href="mailto:harveyb@cookman.edu">harveyb@cookman.edu</a>
James	Stem	Stetson University	421 N. Woodland Boulevard, Unit 8284	Deland	FL	32723	(386) 822-8111	<a href="mailto:jstem@stetson.edu">jstem@stetson.edu</a>
Jennifer	Sisk	City of Port Orange	4655 City Center Circle	Port Orange	FL	32129	(386) 506-5937	<a href="mailto:jisk@port-orange.org">jisk@port-orange.org</a>
Raymond	Manchester	Volusia County Division of Beach Safety	515 S. Atlantic Avenue	Daytona Beach	FL	32118	(386) 239-6414	<a href="mailto:rmanchester@volusia.org">rmanchester@volusia.org</a>
Liz	Hogan	Shores Resort & Spa	2637 S. Atlantic Avenue	Daytona Beach	FL	32118	(386) 322-7240	<a href="mailto:lhogan@shoresresort.com">lhogan@shoresresort.com</a>
David	Ray	City of New Smyrna Beach	1800 Turnbull Bay Road	New Smyrna Beach	FL	32168	(386) 424-2271	<a href="mailto:dray@cityofnsb.com">dray@cityofnsb.com</a>
Brandon	Little	Daytona International Speedway	1801 W. International Speedway Boulevard	Daytona Beach	FL	32114	(386) 681-5514	<a href="mailto:blittle@daytonainternationalspeedway.com">blittle@daytonainternationalspeedway.com</a>
Tim	Buckley	Ocean Center	101 N. Atlantic Avenue	Daytona Beach	FL	32118	(386) 254-4500	<a href="mailto:tbuckley@oceancenter.com">tbuckley@oceancenter.com</a>
Andrew	Wright	Hyatt Place	3161 S. Atlantic Avenue	Daytona Beach	FL	32118	(386) 947-2010	<a href="mailto:andrew.wright@hyatt.com">andrew.wright@hyatt.com</a>
Karen	Szemborski	Hilton Daytona Beach Oceanfront Resort	100 North Atlantic Avenue	Daytona Beach	FL	32118	(386) 947-8013	<a href="mailto:kszemborski@pyramidhotelgroup.com">kszemborski@pyramidhotelgroup.com</a>
Mike	Sandler	Daytona Beach Resort & CC	2700 North Atlantic Avenue	Daytona Beach	FL	32118	(386) 672-3770	<a href="mailto:msandler@daytonabeachresort.com">msandler@daytonabeachresort.com</a>
Bob	Davis	Hotel Lodging Association of Volusia County	1808 Concept Court	Daytona Beach	FL	32114	(386) 257-6828	<a href="mailto:bdavis@daytonahotelmotel.com">bdavis@daytonahotelmotel.com</a>
Janice	Griffin	Staed Hotels	2001 South Atlantic Avenue	Daytona Beach	FL	32118	(386) 248-2001	<a href="mailto:janice@daytonabahamahouse.com">janice@daytonabahamahouse.com</a>

**SPORTS ADVISORY COMMITTEE**  
**CVB Second Floor Boardroom**  
**June 25, 2014 11:00am**

**SUMMARY MINUTES**

The minutes reflect a summarized view of the gathering. A complete recording is available by request.

**Committee Present:** Samir Naran – Chair, Hardy Smith, Gary Marks, John Phillips, Kristen Hanson, Bryan Harvey, Jennifer Sisk, David Ray, Brandon Little, Tim Buckley, Andrew Wright, Karen Szemborski, Mike Sandler, Janice Griffin

**Committee Absent:** Jim Jaworski, John Cameron, William Dunne, James Stem, Ray Manchester, Gerry Pitchford, Miroslav Jezdanov, Bob Davis

**Guests:** Maria Mojica, Liz Hogan

**Staff:** Tom Caradonio, Linda McMahon, Jennifer Kaniaris, Tara Hamburger, Sam Pollack and Lyndsey Gilreath

**I. Welcome & Introduction**

Samir Naran, Chair called the meeting to order at 9:00 a.m. After introduction of all present, Chair Naran welcomed all and thanked them for attending

**II. Mission Statement**

Tom Caradonio, Executive Director read the Mission Statement for Sports Advisory Committee.

**III. Sunshine Law Overview**

Samir Naran gave a brief overview of the do's and don'ts under the Sunshine Law. The Sports Advisory Committee does fall under the Sunshine Law.

**IV. Travel & Promo Schedule FY 2013 - 2014**

Linda McMahon noted that the current copy with ROI on tradeshow's attended by the CVB is included in the packet for everyone's review. The Sports budget is included in the M&C budget, not a standalone budget. A budget workshop for the M&C Advisory Committee will be scheduled at a later date; the Sports Advisory Committee will be invited to attend.

**V. Future Meetings**

The future Sports Advisory Committee meeting schedule is included on the agenda. October's meeting was left out; Jennifer Kaniaris reported that the meeting will be October 7, 2014.

**XII. Public Participation**

Respectfully submitted,

Jennifer Kaniaris  
Group Sales Coordinator  
Daytona Beach Area Convention & Visitors Bureau



Prepared On: 10/06/2014

Prepared By: Jennifer Kaniaris

## SPORTS DEFINITE REPORT FOR HOTELS

Account Name	Status	EEI Value	Request Room Block Begin	Request Room Block End	Requested Rooms	Room Attendees	Market Segment	Repeat Business	Convention Center
USA Bowl Football	Definite	\$400,000.00	01/14/2014	01/18/2014	260	800	Sports	Yes	No
Daytona Clogging Challenge	Definite	\$24,000.00	01/17/2014	01/18/2014	120	120	Sports	No	No
EPIC	Definite	\$360,000.00	03/20/2014	03/22/2014	50	1200	Sports	Yes	No
Varsity Spirit Corporation	Definite	\$9,000.00	03/27/2014	03/28/2014	60	30	Sports	No	No
Miss Florida United States	Definite	\$15,000.00	03/28/2014	03/30/2014	90	50	Sports	No	No
Big Shots	Definite	\$200,000.00	04/05/2014	04/05/2014	175	2000	Sports	No	No
National Cheerleading Association	Definite	\$7,200,000.00	04/06/2014	04/14/2014	7679	8000	Sports	Yes	Yes
Powerboat PI USA	Definite	\$210,000.00	04/23/2014	04/28/2014	80	300	Sports	No	No
USA Gymnastics	Definite	\$1,400,000.00	05/07/2014	05/11/2014	2280	2000	Sports	Yes	Yes
Amateur Athletic Union of the United States	Definite	\$180,000.00	05/24/2014	05/26/2014	27	600	Sports	No	Yes
USA Weightlifting	Definite	\$200,000.00	06/12/2014	06/15/2014	780	500	Sports	No	Yes
USA Weightlifting	Definite	\$40,000.00	06/12/2014	06/15/2014	400	100	Sports	No	Yes
ShowBiz National Talent Dance	Definite	\$4,050,000.00	06/20/2014	06/28/2014	1606	3000	Sports	Yes	Yes
Florida State Athletic Commission	Definite	\$2,000.00	07/04/2014	07/05/2014	20	10	Sports	No	Yes

Account Name	Status	EEI Value	Request Room Block Begin	Request Room Block End	Requested Rooms	Room Attendees	Market Segment	Repeat Business	Convention Center
World Series of Fighting	Definite	\$400.00	07/04/2014	07/04/2014	4	4	Sports	No	Yes
U.S. Chung Do Kwan Assn	Definite	\$192,500.00	07/21/2014	07/27/2014	413	275	Sports	No	No
Symetra Tour Daytona Beach Invitational	Definite	\$88,200.00	09/12/2014	09/18/2014	3	126	Sports	No	No
National Association of Intercollegiate Athletics	Definite	\$48,000.00	10/02/2014	10/05/2014	88	120	Sports	No	No
USA Gymnastics	Definite	\$770,000.00	11/03/2014	11/16/2014	15464	550	Sports	Yes	Yes
Florida Athletic Coaches Association	Definite	\$21,000.00	12/05/2014	12/06/2014	140	70	Sports	No	No
Florida Georgia High School All Star Football Showdown	Definite	\$125,000.00	12/15/2014	12/19/2014	300	250	Sports	No	No
National Association of Intercollegiate Athletics	Definite	\$450,000.00	12/17/2014	12/20/2014	800	1500	Sports	No	No
World Karting Assn	Definite	\$60,000.00	12/26/2014	12/29/2014	220	100	Sports	Yes	No
Florida Athletic Coaches Association	Definite	\$42,000.00	01/09/2015	01/10/2015	240	140	Sports	No	No
Daytona Beach 100 Youth Volleyball/Florida Fest	Definite	\$3,800,000.00	01/29/2015	02/01/2015	2900	9500	Sports	Yes	No
The Hotel Guy	Definite	\$1,400.00	02/13/2015	02/13/2015	14	14	Sports	No	No
Branch Gymnastics	Definite	\$700,000.00	05/05/2015	05/10/2015	2095	1400	Sports	No	No
National Association of Intercollegiate Athletics	Definite	\$750,000.00	12/15/2015	12/19/2015	1000	1500	Sports	No	No
Daytona Beach 100 Youth Volleyball/Florida Fest	Definite	\$3,800,000.00	01/29/2016	02/01/2016	2900	9500	Sports	Yes	No



Prepared On: 10/06/2014

Prepared By: Jennifer Kaniaris

## SPORTS REPORT FOR HOTELS

Account Name	Status	EEI Value	Request Room Block Begin	Request Room Block End	Requested Rooms	Room Attendees	Market Segment	Repeat Business	Convention Center
Volley America	Tentative Lead	\$100,000.00	10/24/2014	10/25/2014	900	500	Sports	No	No
Fresh Coast Beach Soccer	Tentative Lead	\$26,000.00	12/02/2014	12/05/2014	200	65	Sports	No	No
USA Fencing	Tentative Lead	\$1,500,000.00	12/10/2014	12/15/2014	2570	2500	Sports	No	Yes
USA Fencing	Tentative Lead	\$1,500,000.00	01/07/2015	01/12/2015	2585	2500	Sports	No	Yes
USA Taekwondo	Tentative Lead	\$1,440,000.00	01/26/2015	02/02/2015	1650	1800	Sports	No	No
National Collegiate Wrestling Association	Tentative Lead	\$660,000.00	03/12/2015	03/14/2015	2050	2200	Sports	Yes	No
Miss Florida United States	Tentative Lead	\$15,000.00	04/17/2015	04/19/2015	60	50	Sports	No	No
Sun Conference	Tentative Lead	\$4,730,000.00	04/30/2015	05/04/2015	550	110	Sports	No	No
Sun Conference	Tentative Lead	\$45,000.00	05/02/2015	05/04/2015	270	150	Sports	No	No
Athletx	Tentative Lead	\$1,800,000.00	06/11/2015	06/25/2015	16800	1200	Sports	No	No
U.S. Chung Do Kwan Assn	Tentative Lead	\$137,500.00	06/16/2015	06/20/2015	477	275	Sports	No	No

Account Name	Status	EEI Value	Request Room Block Begin	Request Room Block End	Requested Rooms	Room Attendees	Market Segment	Repeat Business	Convention Center
Athletx	Tentative Lead	\$1,920,000.00	07/09/2015	07/24/2015	12800	1200	Sports	No	No
National PAL Annual Conference	Tentative Lead	\$180,000.00	07/19/2015	07/24/2015	900	300	Sports	No	No
National Horseshoe Pitchers Assn	Tentative Lead	\$45,000.00	07/26/2015	07/28/2015	450	150	Sports	No	No
National Congress of State Games	Tentative Lead	\$30,000.00	09/08/2015	09/11/2015	105	75	Sports	No	No
Spartan Race	Tentative Lead	\$3,245,000.00	09/19/2015	09/29/2015	3106	2950	Sports	No	No
National Collegiate Wrestling Association	Tentative Lead	\$1,320,000.00	03/08/2016	03/13/2016	2315	2200	Sports	Yes	No
National Junior College Athletic Assn	Tentative Lead	\$72,000.00	05/15/2016	05/20/2016	840	120	Sports	No	No
National Junior College Athletic Assn	Tentative Lead	\$36,000.00	10/10/2016	10/12/2016	360	120	Sports	No	No
National Juggler's Assn	Tentative Lead	\$630,000.00	07/17/2017	07/23/2017	1150	900	Sports	No	No
USA Track and Field	Tentative Lead	\$1,215,000.00	11/25/2018	12/03/2018	2379	1350	Sports	No	No
National Federation of State High School Assn	Tentative Lead	\$240,000.00	06/28/2019	07/01/2019	2500	600	Sports	No	No

*Meetings & Conventions  
Travel Schedule  
FY 2014 - 2015*

SM:	Tradeshow/Event:	Market(s):	Fairshare:	Sponsor:	Location:	Dates:	Tradeshow \$:	Show Misc \$:	Client Event \$:	Trvl \$:	Total \$:
SP	TSAE Education Symposium	State Association	Y	Y	Tallahassee, FL	October 15, 2014	\$1,150.00	\$250.00	\$500.00	\$1,000.00	\$2,900.00
LM	Rejuvenate Marketplace	Religious	N	Y	Atlanta, GA	October 28 - 30, 2014	\$3,450.00	\$250.00	\$3,500.00	\$1,300.00	\$8,500.00
LMC	RTO Summit + MICE	Incentive	N	N	Orlando, FL	November 17 - 18, 2014	\$1,595.00	\$250.00	\$0.00	\$1,800.00	\$3,645.00
LM	Florida Encounter	Corporate	N	Y	Ft. Lauderdale	December 3 - 5, 2014	\$2,300.00	\$250.00	\$500.00	\$1,500.00	\$4,550.00
SP	SGMP Capital Chapter Monthly Lunch Sponsor	State Government	Y	Y	Tallahassee, FL	December 15, 2014	\$2,500.00	\$250.00	\$0.00	\$1,500.00	\$4,250.00
SP	SGMP Central FL Education Day	State Government	N	Y	Gainesville, FL	January 2015	\$75.00	\$250.00	\$500.00	\$1,000.00	\$1,825.00
TC	PCMA Annual Meeting	Educational	N	N	Chicago, IL	January 11 - 14, 2015	\$895.00	\$0.00	\$0.00	\$2,000.00	\$2,895.00
LM	RCMA	Religious	Y	Y	Birmingham, AL	January 26 - 30, 2015	\$7,295.00	\$5,000.00	\$3,500.00	\$1,600.00	\$17,395.00
SP	Your Military Reunion Connection	Military	N	N	Myrtle Beach, SC	February 8 - 13, 2015	\$1,194.00	\$500.00	\$500.00	\$1,500.00	\$3,694.00
SP	Xsite	State Association	N	Y	Tallahassee, FL	February 17, 2015	\$1,250.00	\$200.00	\$500.00	\$1,000.00	\$2,950.00
LM	Collinson Diversity Summit	Religious	N	N	Anaheim, CA	February 25 - 27, 2015	\$1,950.00	\$50.00	\$0.00	\$1,600.00	\$3,600.00
TC / LM	Destination Showcase & DMAI Foundation Dinner (Table sponsor)	National Association	Y	N	Washington, DC	March 25, 2015	\$3,500.00	\$850.00	\$3,500.00	\$3,000.00	\$10,850.00
LM	Smart Meetings	Corporate	N	N	Charlotte, NC	March 2015	\$2,900.00	\$250.00	\$0.00	\$1,400.00	\$4,550.00
LMC	IPEC	3rd Party	N	Y	Las Vegas, NV	April 19 - 22, 2015	\$5,000.00	\$500.00	\$0.00	\$1,600.00	\$7,100.00
LM	VISIT FLORIDA VIP Event	Various Markets	N	N	Atlanta, GA	April 2015	\$1,250.00	\$200.00	\$0.00	\$1,300.00	\$2,750.00
TC	ConferenceDirect - Pending	3rd Party	N	N	Dallas, TX	April 20 - 23, 2015	\$4,100.00	\$250.00	\$0.00	\$2,000.00	\$6,350.00
LM	Christian Meetings & Conventions Association	Religious	N	Y	Jacksonville, FL	May 5 - 7, 2015	\$1,250.00	\$800.00	\$2,000.00	\$1,400.00	\$5,450.00
LMC / TC	HelmsBriscoe ABC Show	3rd Party	N	N	Las Vegas, NV	May 18 - 20, 2015	\$0.00	\$100.00	\$0.00	\$2,000.00	\$2,100.00
SP	Capital Events	State Association	N	Y	Tallahassee, FL	May 19, 2015	\$900.00	\$200.00	\$0.00	\$1,000.00	\$2,100.00
LMC	VISIT FLORIDA VIP Event	Association	N	N	New York, NY	June 2015	\$1,125.00	\$200.00	\$0.00	\$1,500.00	\$2,825.00
LMC	Collaborate Marketplace - Pre/Post FAM	Corporate	N	Y	Orlando, FL	June 11 - 13, 2015	\$3,450.00	\$150.00	\$3,500.00	\$1,300.00	\$8,400.00
LMC / LM / TC	Shriners Imperial Session *Reserve Fund	Social	N	N	Houston, TX	July 5 - 9, 2015	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00



SM:	Tradeshow/Event:	Market(s):	Fairshare:	Sponsor:	Location:	Dates:	Tradeshow \$:	Show Misc \$:	Client Event \$:	Trvl \$:	Total \$:
SP	Fraternal Executives Association	Fraternal	Y	Y	Scottsdale, AZ	July 8 - 12, 2015	\$1,300.00	\$800.00	\$0.00	\$1,250.00	\$3,350.00
TBA	FSAE	State Association	N	N	St. Petersburg, FL	July 15 - 17, 2015	\$910.00	\$200.00	\$500.00	\$1,250.00	\$2,860.00
LM	Successful Meetings University *Pending Ad Buy	Corporate	N	Y	Florida Location	August 2015	\$0.00	\$100.00	\$0.00	\$1,250.00	\$1,350.00
LM	IMPI SEC	Corporate	N	Y	Tampa, FL	August 2015	\$1,000.00	\$200.00	\$500.00	\$1,250.00	\$2,950.00
SP	SGMP Southeast Regional Education Conference	Government	Y	Y	TBA	August 2015	\$600.00	\$500.00	\$500.00	\$1,300.00	\$2,900.00
TC	ASAE	National Association	N	N	Detroit, MI	August 8 - 11, 2015	\$4,400.00	\$1,200.00	\$0.00	\$1,500.00	\$7,100.00
SP	Connect Marketplace	Specialty Markets	N	Y	Pittsburgh, PA	August 27 - 29, 2015	\$3,450.00	\$200.00	\$3,000.00	\$1,300.00	\$7,950.00
LM	RCMA Aspire Regional Event	Religious	N	N	TBA	August / September 2015	\$695.00	\$50.00	\$0.00	\$1,300.00	\$2,045.00
							\$58,789.00	\$13,950.00	\$23,000.00	\$41,400.00	

Sports Tradeshow:

SM:	Tradeshow/Event:	Market(s):	Fairshare:	Sponsor:	Location:	Dates:	Show \$:	Misc \$:	Client Event \$:	Trvl \$:	Total \$:
TH	AAU Annual Conference	Sports	N	Y	Fort Lauderdale, FL	October 20 - 25, 2014	\$1,200.00	\$250.00	\$500.00	\$1,400.00	\$3,350.00
TH	TEAMS	Sports	N	N	Las Vegas, NV	November 10 - 13, 2014	\$2,795.00	\$500.00	\$1,000.00	\$1,600.00	\$5,895.00
TH	USSSA Annual Conference	Sports	N	Y	Orlando, FL	November 16 - 22, 2014	\$1,000.00	\$250.00	\$0.00	\$1,300.00	\$2,550.00
TH	NASC Sports Symposium	Sports	N	Y	Milwaukee, WI	April 27 - 30, 2015	\$1,125.00	\$250.00	\$1,000.00	\$1,300.00	\$3,675.00
TH	Connect Marketplace	Sports	N	Y	Pittsburgh, PA	August 27 - 29, 2015	\$3,450.00	\$200.00	\$3,000.00	\$1,300.00	\$7,950.00
TH	United States Aquatic Sports	Sports	N	N	TBA	September 2015	\$170.00	\$0.00	\$0.00	\$1,300.00	\$1,470.00
TH	Sports Institute	Sports	N	Y	TBA	September 2015	\$1,095.00	\$250.00	\$500.00	\$1,300.00	\$3,145.00
							\$10,835.00	\$1,700.00	\$6,000.00	\$9,500.00	

**Meeting & Conventions Department  
2014-15 BUDGET OVERVIEW**

<u>Expenses Re-Cap</u>	<u>Totals</u>
Tradeshows	\$58,789.00
Sports Tradeshows	\$10,835.00
Tradeshow Misc (Booth décor etc.)	\$13,950.00
Sports Tradeshow Misc (Booth décor etc.)	\$1,700.00
Client Events	\$23,000.00
Sports Client Events	\$6,000.00
Travel Expenses	\$41,400.00
Sports Travel Expenses	\$9,500.00
Ocean Center Convention Support - All Markets	\$35,000.00
Market Message Development and Creative - All Markets	\$30,000.00
Tallahassee Sales Trips / Missions / Client Event	\$5,000.00
Gainesville Sales Trips / Missions / Client Event	\$3,000.00
Jacksonville NFMP / Orlando Sales Trips / Missions / Client Event	\$3,500.00
Atlanta Sales Calls / Missions / Client Event	\$7,500.00
Indianapolis Sales Calls / Missions / Client Event - Fraternal & Sports	\$7,500.00
Charlotte Sales Calls / Missions / Client Event	\$7,500.00
Colorado Springs Sales Calls / Missions / Client Event - Religious & Sports	\$7,000.00
Bid Presentations	\$3,500.00
Additional Tradeshow Opportunities	\$8,000.00
Tradeshow Sponsorships	\$30,000.00
Sports Sponsorships	\$5,000.00
CMP Conclave	\$2,200.00
HelmsBriscoe Regional Summit	\$7,500.00
Collaborate Marketplace Pre/Post Summit	\$7,500.00
Speciality Markets Summit	\$7,500.00
Tallahassee Summit	\$7,500.00
Sports Summit	\$7,000.00
Site Inspections - All Markets	\$12,000.00
Signage (Welcome Signs & Banners for Definite Business) - All Markets	\$7,500.00
Group Support: Repeat Business - All Market	\$6,500.00
Volunteer Program	\$1,500.00
Direct Mail / Misc. Shipping	\$7,000.00
Tradeshow Booth Items	\$10,000.00
In room ammenties / Client gifts	\$10,000.00
Membership Dues /Subscriptions:	\$8,400.00
Logo Wear: Shirts for trade events	\$1,000.00
Tradeshow Booth(s) and Hanging Sign	\$5,000.00
Technology	\$1,850.00
NCA Support	\$6,000.00
CSEE Certifications	\$650.00
NAIA Football Support	\$2,000.00
DMAI Event Calculator	\$8,000.00
<b>TOTAL SALES PROMOTIONS</b>	<b>\$444,274.00</b>
<b>NCA SPONSORSHIP</b>	<b>\$25,000.00</b>
	<hr/>
	<b>\$25,000.00</b>
<b>ADVERTISING</b>	
Advertising-Print, Creative, Production and Commissions	\$100,000.00
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	<b>\$100,000.00</b>
<b>COLLATERALS: M&amp;C AND SPORTS</b>	
Convention Planner / Bid Books / Contractor Fee / Video	\$20,000.00
	<hr/>
	<b>\$20,000.00</b>
<b>REWARD PROGRAM</b>	<b>\$50,000.00</b>
<b>SPORTS REWARDS PROGRAM</b>	<b>\$10,000.00</b>
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	<b>\$60,000.00</b>
<b>SPORTS BID FEE FUND</b>	<b>\$50,000.00</b>
	<hr/>
	<b>\$50,000.00</b>
<b>*GRAND TOTAL:</b>	<b>\$699,274.00</b>
 *Total expenses reflect an approximate 10% increase over FY 2013 - 2014	
<b>RESERVE FUND</b>	
Shriner's FAM / Sales Blitz / Site Visits	\$8,000.00
Shriner's 140th Imperial Council Session - Tradeshow	\$7,500.00
Shriner's 140th Imperial Council Session - Reception	\$25,000.00
NAIA Football Fee	\$58,000.00
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	<b>\$98,500.00</b>
<b>POTENTIAL REVENUE / FAIRSHARE</b>	<b>\$8,500.00</b>
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	<b>\$8,500.00</b>