

CITY OF DELRAY BEACH



TO: Delray Beach Community Redevelopment Agency
FROM: Suzanne Fisher, Director Parks and Recreation
DATE: July 16, 2018
RE: City of Delray Beach Budget Request Tennis Tournament FY18-19

The City of Delray Beach is requesting consideration of the CRA for a budget appropriation in the amount of \$1,809,783 for a sponsorship for the Delray Beach Open (Feb. 15 – 24, 2019). As you are aware, the City of Delray Beach incurs a yearly cost of over \$1,000,000 to host this tournament. (FY18-19 tournament fee for both the Open and the Champions event is projected to be \$2,076,458.11). This sponsorship would greatly assist with the expenses of this tournament.

The 10-day combined ATP Champions/Delray Open event draws over 50,000 spectators to downtown Delray Beach and the West Atlantic Avenue area, thus providing tangible benefits to merchants in Delray. The event is also televised nationally and internationally on the Tennis Channel, providing additional exposure to potential regional and international markets and visitors.

I have enclosed additional information regarding the economic impact and value of your sponsorship. If you have any questions or need any additional information, please feel free to contact me.

ATTACHMENTS

Attachment A: 2019 Delray Beach Open Marketing Book

Attachment B: 2018 Economic Impact

CITY OF DELRAY BEACH



50 NW 1ST AVENUE * DELRAY BEACH FL.33444

PRIOR EVENT HISTORY

2018 – 2,920 Estimated total Room Nights (included both World & Champions Tour)

2017 – 1,004 Room Nights (included both World & Champions Tour)

2016 – 1,003 Room Nights (included both World & Champions Tour)

2015 - 936 Room Nights (included both World & Champions Tour)

2014 – 626 Room Nights (includes both World & Champions Tour)

2013 – 963 Room Nights (includes both World & Champions Tour)

2012 – 935 Room Nights (includes both World & Champions Tour)

2011 – 932 Room Nights (includes both World & Champions Tour)

2010 – 1,003 Room Nights (includes both World & Champions Tour)

2009 - 583 Room Nights

2008 - 690 Room Nights

2007 – 598 Room Nights

2006 – 784 Room Nights

2018 – Estimated Economic Impact - \$16,781,919

2017 – Estimated Economic Impact - \$15,889,113

2016 – Estimated Economic Impact - \$12,550,642

2015 - Estimated Economic Impact – \$10,847,573



2018 Delray Beach Open (Post-Event, Economic Impact ~ Palm Beach Sports Commission).

2018 attendance: 65,997; 4% increase from 2017)

	2015	2016	2017	2018
Direct Impact from Spectators:	\$ 4,332,359.37	5,012,539.79	6,345,875	6,599,710.00
Players:	\$ 23,147.41	26,781.55	33,905.44	35,261.66
Referees/Officials:	\$ 24,334.16	28,154.62	35,643.75	37,069.50
Corporate Sponsors:	\$ 37,456.71	43,337.41	54,865.16	57,059.77
Combined direct impact from staging event:	\$ 4,417,297.66	5,110,813.39	6,470,289.7	6,729,100.93
Indirect impact reported gains:	\$ 1,231,056.32	1,424,332.16	1,803,204.5	1,950,345.99
Induced impact gains	\$ 1,583,361.56	1,831,949.32	2,319,247.8	2,508,498.41
ECONOMIC IMPACT:	\$ 7,231,715.54	8,367,094.87	10,592,742	11,187,945.30

2018 Overall Economic Impact

Output Impact: \$ 11,187,945.30 x 1.5^A = \$ 16,781,918

Earnings Impact \$ 11,187,945.30 x .57 = \$ 6,377,128.82

Employment Impact: \$ 11,187,945.30 / 1,000,000 x 22C = 246.13

A= output multiplier; B = Earnings multiplier; C = Employment multiplier

ATTENDANCE & ROOM NIGHT

	2016 Delray Beach Open	2017 Delray Beach Open	2018 Delray Beach Open
Attendance	50,015	63,348	65,882
Avg. amount of sessions persons attend	2.6	2.6	2.6
Individual persons attending event	19,236.54	24,364.62	25,339
% of visitors outside the south FL vicinity	26.8%	26.8%	26.8%
Amt. from outside of south FL	5,155.52	6,529.72	6,790
Amt. from outside of south FL	5,156	6,530	6,790
% of visitors coming to So. FL b/c of the event	23.9%	23.9%	23.9%
Visitors coming to S. FL attending the event	1,232	1,561	1,623
Visitors coming to S. FL attending the event	1,232	1,561	1,623
% of visitors staying in hotels	36.3%	36.3%	36.3%
Visitors staying in hotels/motels	447	567	589
Visitors staying in hotels/motels	447	567	589
% of visitors staying in hotels in Palm Beach	83%	83%	83%
Visitors staying in hotels - Palm Beach	371	471	488
Visitors staying in hotels - Palm Beach	371	471	488
Avg. amount of persons per room	2	2	2
Individual number of hotel rooms used	186	236	244
Individual number of hotel rooms used	186	236	244
Avg. length of stay in S. Florida for visitors	11.97	11.97	11.97
Estimated total number of room nights booked	2,226	2,825	2,920



ATP World Tour Champion Jack Sock.. ATP Champions Tour Champion (USA def. INT'L) James Blake...
ATP World Tour Doubles Champions Rajeev Ram and Raven Klaasen

2018 DELRAY BEACH OPEN ~ BY THE NUMBERS

- 2: Inductees into the Delray Beach Walk of Fame (John McEnroe and the Bryan Brothers)
- 4: Number of Olympic Medals Fernando Gonzalez has won
- 6: Number of Grand Slam Champions/Finalists participating in Delray Beach (J. M. Del Potro, M. Raonic, K. Anderson, J. McEnroe, F. Gonzalez, G. Rusedski)
- 10: Champion Porsche vehicles transported players around Palm Beach County
- 10 Live Music Acts on the Making A Racket Stage
- 23: Exhibitors On-Site – Sold Out in 2018
- 26: Delray Beach Open's anniversary
- 20+: Countries represented by ATP men's pro tennis players
- 55+: ATP Professional Umpires
- 100+: Boxes of Food donated to the Community Food Pantry via the Champion Porsche Food Drive
- 115: VolleyGirls & Fuzzy Nugget Ambassadors
- 120: Collegiate participants competing in multiple events on site
- 125: Incredible Ballkids
- 155: Events (singles & doubles) John McEnroe won
- 275+: Passionate Volunteers
- 295+: Rackets restrung
- 5,760: Tennis balls used
- 14,000+: Bottles of water/Powerade used by ATP men's pro tennis players
- 55,000+ anticipated attendance
- 400,000+: Daily reach via Social Media
- 10.4 million+: Viral impressions via Social Media
- 40 million+: Televised national audience

DELRAY BEACH OPEN CELEBRATES ITS 26TH ANNIVERSARY IN 2018

World-class Tennis, National & International Television, VIP Hospitality, Charity, Live Music, Amateur Tennis Events, Autograph Sessions, Dancing, Wine-Tasting, Delray Beach ‘Games’, Children’s Clinics, Ladies Luncheons, Passionate Fans & Community Engagement!



THE WORLD'S ONLY ATP CHAMPIONS TOUR EVENT & ATP WORLD TOUR EVENT FEATURING TENNIS LEGENDS & TOP-RANKED ATP PLAYERS.



2018 DELRAY BEACH OPEN CHAMPIONS. Frances Tiafoe won his 1st ATP title, while Sock/Withrow battle past Smith/Monroe for the Doubles Title.

TEAM INTERNATIONAL CLAIMS ATP CHAMPIONS TOUR VICTORY

Fernando Gonzales won his third match of the weekend over McEnroe on Sunday at the Delray Beach Stadium.



TOURNAMENT STARS INSPIRE DELRAY BEACH YOUTH

The Delray Beach Open stars gave their time to meet with local youth and promote the sport of tennis.

SELFIES WITH FANS

Former professional tennis player, Fernando Gonzalez, taking selfies with fans.

EMIRATES DAY AT THE DBO

The Emirates Cabin Crew visited the tournament on Saturday, giving away 500 hats and a Sunday Finals “Meet the Champion” package.



ATTENDANCE RECORDS FALL. Attendance records fell during the 10-day event; over 65,000 tennis fans enjoyed the ATP matches, hospitality events, amateur tennis, and clinics.



ON COURT PORSCHE: A smooth metallic blue 911 Carrera S was the Delray Beach Open's 2018 show-car. The contest-winning fans earned the chance to watch matches from the car.

MCENROE CLAIMS PIECE OF THE DBO HISTORY: John McEnroe was the first player inducted into the inaugural Delray Beach Open Walk of Fame.

NATIONAL & INTERNATIONAL TV. See nationally & internationally in over 75 million homes on Tennis Channel and Worldwide.



SPECIAL EVENTS. ATP Pros mingling with guests at the Ladies Day Luncheon Fashion Show, Box Holders' Series Reception, VIP Reception and Chamber Bash.



ON THE GROUNDS. Stadium Court Coin-toss with ATP World Tour Players...Autograph Sessions with ATP Legends Jesse Levine, Jan-Michael Gambill, Fernando Gonzalez, Mardy Fish, and Greg Rusedski.



ON THE GROUNDS II. Stadium Court Video Board, Live Music Stage, VIP Clubhouse Lounge...



TENNIS EVENTS.USTA Kidz Day event, Legends Clinic participants, ATP Pro-Am, Mega-Mixer.



FUN, FRIENDS & WINE

Ladies Day Luncheon sponsored by Maison Givas is always a hit with the ladies! ATP players stopped by the event to visit with the ladies, sign autographs and take photos.

BRYAN BROTHERS JOIN DELRAY BEACH OPEN WALK OF FAME

The Bryan Brothers were inducted into the inaugural Delray Beach Open Walk of Fame on Wednesday night.

RAONIC, SHAPOVALOV DELIGHT ON CANADA DAY

Fans donned their maple leaf attire to watch Canadians Milos Raonic and Denis Shapovalov score wins on the Stadium on the tournament's first official Canada Day.

CHAMPION PORSCHE CLINIC

Lucky guests participated in a special Champion Porsche clinic featuring ATP former top-ten Tommy Haas.



AUTOGRAPHS FOR PASSIONATE FANS

Superstar ATP pros, Jack Sock, Juan Martin del Potro, and Milos Raonic sign autographs on Stadium Court.

ALL BLISS: Partner **Bliss Hammocks** is continuing to supply the anti-gravity chairs for the on-court "Best Seats in the House," but a new "blissful" lounge area has been created on-site.

