



Legislation Details (With Text)

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File created: 3/27/2018 **In control:** City Commission
On agenda: 6/5/2018 **Final action:** 6/5/2018
Title: RESOLUTION NO. 70-18: CHRIS EVERT PRO-CELEBRITY TENNIS CLASSIC REQUEST
Sponsors: Parks & Recreation Department
Indexes:
Code sections:

Attachments: 1. Agenda Cover Report, 2. Attachment 1 - Legal Review Checklist Chris Evert Tennis tournament, 3. Attachment 2 - Resolution 70-18 Chris Evert Charities Tennis tournament, 4. Attachment 3 - Signed AGREEMENT Chris Evert Charities 2018-2022, 5. Attachment 4 - Ounce of Prevention matching contribution 5-8-18, 6. Attachment 5 - REVISED FINAL 2017 CEC Media schedule, 7. Attachment 6 - 2016 Media Schedule, 8. Attachment 7 - 2015 Media Schedule, 9. Attachment 8 - 2014 MEDIA SCHEDULE, 10. Attachment 9 - 2013 MEDIA SCHEDULE, 11. Attachment 10 - Contract ChrisEvert_2013, 12. Attachment 11 - Room Night Back Up - Palm Beach Sports Commission, 13. Attachment 12 - 2017 city expense report - Evert event, 14. Attachment 13 - 2016 city expense report- Evert event, 15. Attachment 14 - Evert Event - Financial Analysis - Compiled by ParkRecreation - May 2018

Date	Ver.	Action By	Action	Result
6/5/2018	1	City Commission	approved	

TO: Mayor and Commissioners
FROM: Suzanne Fisher, Director of Parks and Recreation
THROUGH: Mark R. Lauzier, City Manager
DATE: June 5, 2018

RESOLUTION NO. 70-18: CHRIS EVERT PRO-CELEBRITY TENNIS CLASSIC REQUEST

Recommended Action:

Motion to approve Resolution Number 70-18 an Agreement with Chris Evert Charities, Inc. to permit and fund the Chris Evert Pro-Celebrity Tennis Classic for 2018 - 2022 at the Delray Beach Tennis Center, as funds are available within the City of Delray Beach annual budget.

Background:

In 1999, the City of Delray Beach began hosting the Chris Evert Pro-Celebrity Tennis Classic at the Delray Beach Tennis Center. The event had previously taken place from 1989 - 1998 in Boca Raton, FL. The two-day event includes tennis matches that showcase world renowned celebrities and tennis stars. Past participants include celebrities and prestigious guests, such as President George Bush, Regis Philbin, Seal, Alan Thicke, Billie Jean King, Martina Navratilova, Don Shula, Chevy Chase, and John Lovitz.

Since 1989, Chris Evert has raised millions of dollars, through the Pro-Celebrity Tennis Classic and other events, to help drug addicted individuals within the State of Florida. It is important to note that since the Pro-Celebrity Classic has been held at the Delray Beach Tennis Center, the Chris Evert

Charities has donated approximately \$2 million dollars to the Drug Abuse Foundation in Delray Beach, FL. These donations have included the funds provided annually to the Charities by the City of Delray Beach and matched by the Ounce of Prevention Fund of Florida, Inc.

Chris Evert Charities is requesting a five-year (5) agreement with the City of Delray Beach (2018 - December 2022) to hold the event at the Delray Beach Tennis Center on mutually agreed upon dates. The Charities is requesting the terms and conditions noted on the attached agreement (Attachment 3), with a contribution from the City of Delray Beach for the event in the following amounts:

2018	\$61,000
2019	\$63,000
2020	\$65,000
2021	\$67,000
2022	\$69,000

50% of the total payment (2018 - 50% of \$61,000 = \$30,500) from the City of Delray Beach will be paid to the Drug Abuse Foundation of Palm Beach County. The amount contributed by the City of Delray Beach will be matched 1:1 by The Ounce of Prevention Fund of Florida (see Attachment 4 - commitment letter signed by Douglas Sessions, Jr. President and CEO of The Ounce of Prevention Fund of Florida, Inc.).

Previous funds paid to Chris Evert Charities for the Celebrity Classic, per the contract authorized by the City in 2013 (Attachment 10) were as follows:

2017	\$59,000
2016	\$57,000
2015	\$55,000
2014	\$53,000
2015	\$51,000

City Attorney Review:

Approved as to form and legal sufficiency.

Funding Source/Financial Impact:

The following economic impact numbers are derived from the number of room nights x \$380 (state formula) and have been supplied from Palm Beach Sports Commission (Attachment 11). The media value estimate has been provided by Chris Evert Charities.

Room Night Value	Media Value
2017 \$36,480	\$277,615 (see Attachment 5 - promotional schedule provided by Chris Evert Charities, Inc.)
2016 \$47,120	\$350,265 (see Attachment 6 - promotional schedule provided by Chris Evert Charities, Inc.)
2015 \$48,260	\$350,265 (see Attachment 7 - promotional schedule provided by Chris Evert Charities, Inc.)
2014 \$61,940	\$344,287 (see Attachment 12 - promotional schedule provided by Chris Evert Charities, Inc.)
2013 \$68,400	\$275,842 (see Attachment 13 - promotional schedule provided by Chris Evert Charities, Inc.)

City expenses for 2016 and 2017 are attached to this agenda item, and are as follows:

2017 - \$10,149 (Attachment 9 - Evert event expense report)

2016 - \$7,698 (Attachment 8 - Evert event expense report)

City Revenue (derived from parking fees) for FY14 - FY18 are as follows:

FY17 \$5,952

FY16 \$4,390

FY15 \$3,635

FY14 \$4,115

FY13 \$3,670

The request for funding for 2018 - 2022 is at the discretion of the Commission. Attachment 14 includes a financial analysis of the Chris Evert Pro-Celebrity event from 2013 - 2017.

Timing of Request:

This is time sensitive as the tournament normally takes place annually in November and Chris Evert Charities needs adequate time to plan accordingly (marketing, player recruitment, etc.) if the tournament location and agreement are not approved.

Attachments included:

Attachment 1- Legal Review Checklist

Attachment 2 - Resolution 70-18

Attachment 3 - Signed Agreement by Chris Evert Charities

Attachment 4 - Ounce of Prevention of FL letter confirming 1:1 grant matching

Attachment 5 - 2017 Media/Promotional Schedule

Attachment 6 - 2016 Media/Promotional Schedule

Attachment 7 - 2015 Media/Promotional Schedule

Attachment 8 - 2014 Media/Promotional Schedule

Attachment 9 - 2013 Media/Promotional Schedule

Attachment 10 - 2013 Contract - Chris Evert and Delray Beach

Attachment 11 - Room Night Back-Up Provided by Palm Beach Sports Commission

Attachment 12 - 2017 City Expense Report - Evert event

Attachment 13 - 2016 City Expense Report - Evert event

Attachment 14 - Evert Event - Financial Analysis Compiled by Parks and Recreation May 2018