GOVERNING BOARD
Andy Scaglione, ***Chairman***
Vincent Marchetti, ***Vice Chairman***
John Jaeb, ***Secretary/Treasurer***
Kalyn Brandewie
Don DeFosset
Hon. Ken Hagan
Randy Larson
Tony Muniz
Luciano Prida, Jr
Hon. Frank Reddick
Thomas Scott

Eric Hart, President/CEO

TSA BOARD MEETING
AGENDA

4201 N. Dale Mabry Hwy
4:00 PM
January 25, 2016

Welcome to a meeting with the Tampa Sports Authority. Your participation is appreciated. All meeting are open to the public and are generally held once a month.

WHEN ADDRESSING THE BOARD, please state your name and address and speak clearly. If distributing additional backup materials, please have sufficient copies to include the Eleven (11) Board Members, the President/CEO, Staff and two copies for the Clerk (17 copies).

PUBLIC COMMENT: The Board has set aside a 15 minute period for Audience Comments. At its discretion, the Board may again hear Audience Comments during discussion of any agenda item. Audience comments shall be limited to 3 minutes per individual but the Chair may at its discretion, shorten or lengthen the time allowed. People wishing to speak before the Board during the Audience Comments portion of the meeting should complete the Request for Public Comment card located at the sign-up table inside the Boardroom. If your presentation to the Board will include any audio-visual components, such as videotape or Power Point, they must be turned into the Aide to the Board no later than 24 hours before the scheduled presentation. Call the Aide to the Board at 350-6515 to make arrangements for any audio-visual presentation.

ALL CELLULAR PHONES DEVICES MUST BE TURNED OFF WHILE IN THE BOARDROOM.

I. Call to Order and Roll Call

II. Welcome and Introduction

III. Approval of Minutes

1. December 18, 2015 — **Request for Approval**

IV. Public Comment

V. Consent Items for Approval

1. Golf Course Financials - December 2015 — **Request for Approval**
2. RJS Financials - December 2015 — **Request for Approval**

VI. General Counsel

1. General Counsel Update - Steven A. Anderson — **Informational**
2. Legislative Update - Ron Pierce — **Informational**

VII. Committee Reports

A. Executive Committee

1. No Update

B. Finance Committee

1. No Update

C. Golf Committee

1. No Report

D. Public Relations Committee

1. No Update

E. Stadium-Tenant Relations Committee

1. No Update

VIII. Staff Reports

F. President/CEO

1. Stadium Renovation Update — **Informational**

G. VP of Operations

1. Events Update — **Informational**
2. License Agreement Summaries — **Informational**
3. Schedule of Events — **Informational**

H. VP of Golf Operations

1. Events Update — **Informational**
2. Rocky Point Golf Course — **Informational**

I. VP of Marketing

1. Social Analytics — **Informational**

IX. TSA Meeting Schedule

February 2016 **Informational**

Information Item

X. Old Business

XI. New Business

XII. Adjournment

TAMPA SPORTS AUTHORITY

Print

Meeting Date:

Title: December 18, 2015

Summary: Staff is requesting your approval of the TSA Board Meeting Minutes for December 18, 2015 as submitted.

Background:

ATTACHMENTS:		
Name:	Description:	Type:
12-15-15_FullSize.pdf	December 18, 2015 Meeting Minutes	Cover Memo

In The Matter Of:

Tampa Sports Authority

In Re: Regular Board Meeting

December 15, 2015

Michael Musetta & Associates, Inc.

One Tampa City Center, Suite 3400

201 North Franklin Street

Tampa, Florida 33602

Phone: (813) 221-3171; Fax: (813) 225-1714

Original File 121515TSA.txt

Min-U-Script® with Word Index

TAMPA SPORTS AUTHORITY

IN RE:

REGULAR BOARD MEETING.

_____/

DATE: December 15, 2015

TIME: 1:02 p.m. to 2:20 p.m.

PLACE: Raymond James Stadium
4201 North Dale Mabry Highway
Tampa, Florida

BEFORE: ERIC T. FRENCH, RPR, CRR
Notary Public, State of
Florida at Large

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APPEARANCES:

GOVERNING BOARD:

Andy Scaglione, Chairman
Vincent Marchetti, Vice Chairman
John Jaeb, Secretary/Treasurer

MEMBERS:

Kalyn Brandewie
Randy Larson
Hon. Frank Reddick
Luciano Prida, Jr.
Don DeFosset (via telephone)
Hon. Ken Hagan
Tony Muniz
Thomas Scott

ALSO PRESENT:

Eric Hart, President/CEO
Mickey Farrell, Senior Vice President of Stadium Operations
Kennie Sims, Vice President of Golf Operations
Steven A. Anderson, Esquire, General Counsel
Bobby Silvest, Vice President of Marketing & Communications
David Byrne, Vice President of Stadium Finance/Administration
Janice Hosey, Executive Assistant

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P R O C E E D I N G S

MR. SCAGLIONE: Let's call this meeting to order.

MS. HOSEY: Ms. Brandewie. Mr. DeFosset.

MR. DEFOSSET: Here.

MS. HOSEY: Mr. Hagan.

MR. HAGAN: Here.

MS. HOSEY: Mr. Jaeb.

MR. JAEB: Here.

MS. HOSEY: Mr. Larson.

MR. LARSON: Here.

MS. HOSEY: Mr. Marchetti.

MR. MARCHETTI: Here.

MS. HOSEY: Mr. Muniz.

MR. MUNIZ: Here.

MS. HOSEY: Mr. Prida.

MR. PRIDA: Here.

MS. HOSEY: Mr. Reddick.

MR. REDDICK: Here.

MS. HOSEY: Mr. Scaglione.

MR. SCAGLIONE: Here.

MS. HOSEY: Mr. Scott. We have a quorum.

MR. SCAGLIONE: Thank you, Janice. Has everybody reviewed the minutes from November 30th?

MR. MARCHETTI: Yes.

MR. LARSON: Move for approval.

MR. JAEB: Second.

MR. SCAGLIONE: Signify by saying aye.

(Councilmembers signified by saying aye.)

MR. SCAGLIONE: Okay. Let's go into public comment. We have Fred McCliver (phonetic) and Mr. Joe Robinson.

MR. HART: Fred was first.

MR. SCAGLIONE: Fred is first.

FRED: Mr. Chairman, members of the board, thanks for letting me offer a few comments today.

MR. SCAGLIONE: You're welcome.

FRED: Thank you. I've been a resident of Hillsborough County for over 49 years. And I remember when there were no Tampa Bay Buccaneers anywhere. And I lived in, over a 23-year military career, 14 cities, none of them which had an NFL football team. I have a pretty good idea, I think, I understand, from sports and entertainment to economic prosperity and collective prestige, that having the Bucs among us brings to our community. And I'm proud to have them here in Tampa.

The agreement on the Raymond James Stadium renovation, to me, is a great deal for the taxpayer. The more I looked at it, the more I liked it. And I've looked at it hard over the last week. A few of the things I like, as an already paying tenant, I see the

Bucs are offering to put up $71 million bucks of their own money to add to our community facility renovation. It's great news to me that a longstanding obligation to pay almost $12 million from the taxpayers for a Buccaneers practice facility could be off the table with this agreement.

I'm pleased that the revenue sharing for the Ray Jay shifts to be in favor of TSA. It's nice that the proposed renovation of our facility will open up the enjoyment for all users of the Raymond James Stadium to include the upgrades, not just Bucs fans.

I like that the portion of the renovations will be financed using restructured debt, the community tax, the tourist development tax, that is, the bond refinancing, and whatnot, with no additional money out of the general funds.

I like that the taxpayers payment is via reimbursement after all the work is done. I like that the Bucs will assume all additional development costs.

More that anything, I like the timing of this whole thing. And I'm impressed with all the work that's gone into it from all the stakeholders. It really is something I've been following for a while.

Now, I'm also a Bucs season ticketholder, and I have no issues with giving up one or more of my

preseason games so that we can market the Bucs in other places. To me, that's quite okay. And I'll probably just take that money and roll it right back into attending some other community sports event anyway. I think it's good for our area. I admit too, it saves me a little bit of money on season tickets. But that's beside the point.

In the past week I've gotten a phone call and a mail flyer from lobbyists who are asking me to contact my local officials and recommend that they disapprove spending $29 million of our taxpayer money for a donation to the Bucs.

I found this to be somewhat devoid of the facts, if not misleading. So I'm compelled to be here to talk to you today about myself, my opinion of it as a taxpayer. And as a taxpayer and a Bucs fan who has followed this for the past four years, knowing the facts of this tentative agreement, I think it's a great deal for all the stakeholders. And I urge this Board to approve it in full. Thank you very much.

MR. SCAGLIONE: Thank you very much for coming. Mr. Joe Robinson.

MR. ROBINSON: Good morning, board members, Chair, Mr. Scaglione. Joe Robinson, President/CEO of RHC and Associates civil engineers and second vice president of

the NAACP of Hillsborough County.

And I just want to give y'all notice that our secretary, Ms. Pat Spencer, years active in the NAACP, passed last night. So we're in a little sad mood at the NAACP.

But moving on, I'm here to talk about this agreement with the Bucs. I have no issue with -- I think that Mr. Hagan and Anderson and all you guys have beat the Bucs down as much as you're going to beat the Bucs down.

They're big boys. They're big guys. You guys are rookies. Okay. But y'all done probably got all y'all going to get out of the Bucs. Now, the Bucs made money. This is about making money. It's about the community contributing to make money. And it comes back. Just like Pro Bass, that Mr. Hagan pushed, is doing things, when everybody said it wasn't going to work. And they're talking about putting a sports center out at Gibbs Plaza to counter Pro Bass. And that's going to probably work.

So development needs to carry. And the Bucs need to do this. No. 1, we're going to have 2017. I'm here, Mr. Iowa, the Hawkeyes. We just did lose by a hand against Michigan State. But we're going to be in Rose Bowl. We've been to the Outback Bowl four times.

We beat the Gators right here, beat South Carolina right here.

I'm here to say that I've looked and talked to the community. I've talked about the minority business part of the hundred-million-dollar deal. I know you've got to do the 29 because you've got to do the National Championship Game. Even the Hawkeyes might be here, and I won't have to go to the Rose Bowl again.

But I'm here to say that I met with, yesterday, I met with some interesting folks. Manhattan Construction, I met with, I think it was Todd Fultz, vice president, regional manager. I met with a Kelly Stahley, senior project manager at Manhattan, and I believe a Charles L. Stanfield, assistant project manager.

So I went over and gave them the Joe Robinson treatment, you know. I don't back down. I go and call it what I see it.

After meeting with them -- and first of all, I was impressed because you guys were smart enough, at least the Bucs was smart enough to get Manhattan Construction, that did what. They built Dallas' stadium. Okay. And we beat Dallas 10 to 6 over here. So they ain't got nothing on us.

But they built Dallas' stadium. And you know what

that's about. When you run out the locker room, you're right there at the bar and everything. You see the team. So they know what they're doing.

I asked them about minority business utilization. But in the room they already had Mr. Huggins on board. Mr. Thomas Huggins from Ariel Business Group was there in the room, hired, working to try to comply and compete with the county's requirement of minority business participation, which can be anywhere from 10 to 20 percent, depending on how the county minority business office is.

So I'm here to say that they've impressed me that they're going to do the right thing. I think they already started doing the right thing by hiring Mr. Huggins' group to help them get through this construction.

And I know I'm running out of time. But it ain't enough time to talk about a hundred-million, okay, in three minutes. But I do want to say, I think you done got the best deal you're going to get. The community -- at least I'm not concerned anymore about whether they're going to have minority business. That's going to happen. And, of course, I'm going to be watching it. And I'll probably be at city council Thursday to follow this deal down and say the same

thing.

So I'll see you over there, Mr. Reddick. Because I got to go back and get to work. So I'll see y'all later. Go Bucs.

MR. SCAGLIONE: Okay. Anybody from the -- anybody else from the public? I see none. We will proceed into consent items for approval.

MR. REDDICK: So move.

MR. MUNIZ: Second.

MR. SCAGLIONE: Any discussion? Signify by saying aye.

(Councilmembers signified by saying aye.)

MR. SCAGLIONE: Okay. General counsel, Mr. Steve Anderson.

MR. ANDERSON: Thank you, Mr. Chair. Just to report to you that from a legal perspective, the ship is running straight, no problems. We've been busy as usual with contracts and agreements, and a great deal of the time over the last few months has been spent on the matters before you today. Glad to bring them in for resolution. So that's it, Mr. Chair.

MR. SCAGLIONE: Thank you very much. Committee reports.

MR. HART: Wait. Mr. Pierce.

MR. SCAGLIONE: Excuse me. Mr. Ron Pierce,

legislative report.

MR. PIERCE: Thank you, Mr. Chairman, members. Really no update from Tallahassee since our last board meeting. Session starts on January the 12th, runs through March the 11th. So once we get into session starting in a couple weeks, we'll have more updates for you at that point in time. And wish you-all happy holidays and happy new year.

MR. SCAGLIONE: Thank you very much, Ron, for your good work. Committee reports, I see none. Go into staff reports, President/CEO, Mr. Eric Hart.

MR. HART: Good afternoon. In front of the Board we have the renovation agreement with the Buccaneers -- BSLP, Buccaneers Stadium Limited Partnership. There are four items within your packet that we will go over as we're going through it, but I would reference in front of you we've placed a presentation.

And, Janice, if you could put the presentation up on the board, please. Go to the first page. The first page of this presentation are the general terms.

As we've gone through this process we've been sharing bits and pieces of the contract with you, and then we've shared the final agreement. But we've given you a term sheet that kind of overlays every bit of the contract. I'm going to go over the general terms of

the high points for this.

The total project costs 86.5 million. 28.8 of that is from the TSA. 25 million of that is our contractual obligation that we currently have. We put an additional 3 million in for the upsize of the scoreboard, which we'll talk about a little bit later.

Additionally, the team is putting in 57.6 million. They have no obligation currently. So as part of the stadium agreement, they don't have an obligation to have to do that. This is a new project. And it is a two to one match. Basically, we're putting in one, and they're going to put in two.

You can see by the graph that's provided to you there, it kind of shows the overall project of 67 to 33. So it is the two to one.

I would also point out to you that the team has put an additional 9 million in the facility last year, in our concession stands, that's not included within this project.

Move to the next page, sources of funds. TSA, we're using the bond refinancing. If you recall from January when we refinanced our -- the FST and the loss bonds, that we captured about 25 million in cash flow savings. We'll be using that as -- for these projects. Additionally, the 4-cent TDT, which is designed for

repairs on this facility, for capital repairs and maintenance. So that will be the other source of funds. This won't have an effect on the City and County's general funding requirements.

The second item, the team to make all improvements. We would allow the team to do the construction project. As you heard from Mr. Robinson, it appears that there is some support from the minority community, minority businesses for that.

And what we would do is we would be responsible for the post construction administration. I know that's a big item for the Board, as we talk through it. The warranty work, we will administer it, but the team will indemnify us from any causes or issues related to that. As you know, that can be a big concern for us.

Additionally, what the team has agreed to pay is all of our legal fees that we've run so far to this point. We've already reported to the finance committee some bills that we received from Steve. They will be covering those, along with our architectural review fees. Those architectural review fees will be considerable because we're basically reviewing the entire project to approve it.

Next item, project phases. This is done as a two-phase project. When we originally started it would

have been one big, large project. But due to the complexity and the size of it, we're going to extend it over two years.

If you move to the next item, how the reimbursement will work on those two projects. The team is required to spend $43.5 million in the first phase, which is Schedule 1, before we would reimburse 14.5 million. We currently have the 14.5 million in our cash reserves from the refinancing.

Second piece -- and they would be required also to complete Phase 1. They would have to give us Schedule 2, which is the Phase 2 piece. They would have to hand us that documentation, and then we would reimburse.

For the Phase 2 reimbursement, they would need to spend $43 million, for Schedule 2, and then we would reimburse the remaining 14.3 million.

If you move to the next page, the practice area allowance will be fully satisfied. It will be satisfied and fully completed, or considered completed with the team. So that has been an item that has been outstanding with the County and the City and us for many, many years. That will now be considered relieved as part of this agreement.

The next item is related compliance with the minority business programs of the county. The language

from the county program was actually inserted into our agreement, similar to the language that was in the Lightning agreement. It was also inserted from that agreement into the construction agreement with the Buccaneers that they have with Manhattan. It will also include the EEO clause for the county within the agreement.

At this time I would like to introduce Todd Fultz. He's a regional vice president -- or excuse me, vice president regional manager for Manhattan. He would like to talk a little bit about the program.

MR. REDDICK: Eric, before he speaks, can I get clarification on one thing?

MR. HART: Yeah.

MR. REDDICK: I was just looking at this. The county program, I see where you've got "best effort." Is that the terminology that you have with the County, "best effort"?

MR. HAGAN: It's my understanding that's the same terminology. The County agreement, what we did, when we approved the Lighting agreement, is that we had the CEO Tod Leiweke come to the dais and say that they would not only meet, but they would increase the -- it's actually stated in there. So the language is the same. That's what we did with the Lightning.

MR. REDDICK: Okay.

MR. HAGAN: Their investment in the minority business would be greater.

MR. REDDICK: I'm hearing Mr. Robinson's comments, and then I saw this, best effort, and it just --

MR. HART: It's the language that's there. But we wanted to give assurances, I think Mr. Robinson -- they hired on Mr. Huggins' firm to try to make sure that everybody understands the commitment they're making. And I think Todd can probably speak to that. That's why I was introducing him.

MR. FULTZ: Good afternoon, board members. My name is Todd Fultz. I'm the vice president and regional manager fro Manhattan Construction Company. Our firm is a very excited to be part of this project. And it's been a long time coming. I know a lot of people have worked very hard to make this a reality.

I just want to take a few minutes. I think Mr. Robinson actually already kind of introduced our company a little bit. We've been in the Tampa Bay area for about 12 years. Some of the more famous projects we've built, we built both the Cowboys stadium and Reliance Stadium. What built the Twins facility, as well as -- down in Lee County, as well as the Red Sox facility down in Fort Myers.

So from sports, we have a very extensive sports resume. We've also built things like SkyPoint in Downtown Tampa. We've been here a while.

From a minority standpoint, we are very supportive of the programs that are in place with the County, the City. And we're doing work right now at the Tampa airport. And I've done personally, in my previous experience with the company, five other projects that we have -- in every single project we've exceeded the goal set forth by the Hillsborough County Aviation Authority. I'm very proud to say that. We've never had to do anything to try and make sure that we met that goal, always easily exceeded that goal.

So that's something we're very committed to as a company, and something very personally I'm committed to as well.

Ariel Business Group, I've worked with in a previous project out there, as well as Mr. Leighton is here as well, representing Mr. Huggins, who was not able to make it today. His daughter is graduating from college. We wish him the best. I'm looking for any questions you guys might have of me.

MR. HART: Okay. Thank you, Todd.

MR. SCAGLIONE: Thank you.

MR. HART: You can move to the next page. I would

like to talk a little bit about the revenue splits. As part of this agreement, as many of you know, we have revenues, the net revenues from the TSA. The first 2 million goes to the team, and then we've had a 50/50 split after that point.

We've been able to negotiate that while the 2 million will remain in place, that we would go to a 67/33 split in favor of the TSA. What that has a potential to generate is up to an additional $255,000. We've reached that once since -- in the last six years we've gone past that number. And we've gotten close one other time. The other years we've either been up or down. And if you take an average of the last six years, it's about 153,000, of what the increase would be. Some years up, some years down. But on an average, that's how it would be.

Additionally, as many of you know, the city council approved for us to increase our liquor license availability. As a report, that did increase our revenues at Taylor Swift. It was about a $40,000 impact to the bottom line, which is good. So we've got some additional revenues that we are able to create over time.

We also will be adding additional rental space as part of this agreement, which we'll talk about closer

to the end, on what some of the projects will actually be included.

MR. LARSON: Eric, when does the two-third/one-third split become effective?

MR. HART: Upon signing. So once ratified, it will become effective, which means it would affect our current year.

MR. LARSON: Okay. That was the follow-up question.

MR. HART: Okay. The next item is TSA events. As you recall, in many of our discussions we've talked about Monster Jam and -- the two Monster Jam events, Outback Bowl, and Sunset Music, that we wanted to make sure we had some protections.

I will tell you, these first two bullet items, the 260,000 per year, those two items, we've pretty much, I wouldn't say neutralized them, but we've minimized the risk. The project really won't start until after the second Monster Jam this year. So we've got to move the project around to make sure that we can hit those schedules.

Additionally, there was some protections in place for next year that we have a window where there won't be work completed unless we approve it, which our events are also aware of.

So we did meet with all of them and discuss it. So we have this clause in there to continue to protect us. But we believe we've minimized most of that with the way that we've done the construction schedule.

The third bullet there is an important one. In the midst of our discussions related to the contract, we were able to confirm two shows. So women's soccer, U.S. Women's soccer on March 3rd, we were able to confirm that event. We were also able to confirm a concert for April 30th of 2016.

MR. MARCHETTI: Eric, what you're showing on the overhead versus what the Board has here, for example, the second TSA event, the bullet, it isn't -- there it's complete in either year. In our document it says "in" and it doesn't have either year.

Do you guys understand what I'm talking about here?

So as you're reading this, and -- it's not matching up with what was handed out.

MR. HART: I'm sorry. Show me where.

MR. MARCHETTI: Here.

MR. HART: Oh. It got cut off.

MR. MARCHETTI: It's doing that in other places as well.

MR. HART: I apologize.

MR. MARCHETTI: It's hard to follow through because as you're reading it --

MR. HART: It must have got cut off in the translation, and I apologize.

MR. MARCHETTI: That's okay. I just wanted to make sure we're all reading the same thing.

MR. HART: So it's in either year. But the key essence to that is that we're making sure everybody understands we've minimized that risk. It can be in either year. It's 260,000 in either year, not 260,000 for both years. Okay.

On the third, the last bullet there, relates to the two shows. Now, one thing I will point out, and I believe that Manhattan would probably confirm this, us confirming the shows, they are going to have to mobilize and demobilize the construction project, which is going to be significant for them to do.

But the importance of us having community events, they realized it, and they realized the ability for us to continue to generate revenue during this time.

Okay. We can move to the next page. Use of facilities. TSA -- they've provided us the use of all the facilities at no additional charges. So there are going to be many items that Mr. Ford is going to come up and talking about here close to the end of the

presentation about what projects will be in. We've got use of all of these at no additional charge.

So you're going to hear about a south -- a deck in the south level. You're going to hear about a stage up in the north property. All of those are coming to us with no additional costs. And we won't be passing any costs along to our clients.

Secondarily, there's no restrictions on the one-day temporary advertising on the video system. Currently our tenants don't have that right. Everything has to be approved. This is truly opening up that our tenants can do more advertising and generate more revenue on the scoreboards.

The third item is that TSA has the right to book catered events in the Legends Club. Which the Legends Club, we'll talk a little bit about, I think you've been aware of the item, but the Legends Club will be over on the east side. It's a new rentable space.

We'll also be able to rent some areas over on the West Club, along with the south end zone, and up in the north lots. We'll talk more about that as we go through it.

Maintenance. The team will be responsible for any incremental increases in maintenance costs. And any new projects, they will be responsible for a

hundred percent.

So as we'll point out, the scoreboard is going to be an item that we discuss. And the additional $3 million we're spending is to upsize the scoreboard. We would still be responsible for the scoreboard that we currently have, which is 2,200 square feet. The board is now going to go to 9,600 square feet. The team would be responsible for the maintenance on the additional 7,400 square feet.

They're putting in some additional scoreboards that we currently don't have, or video boards that we don't have, and ribbon boards. They will be responsible for 100 percent of those upkeeps. That's a simple example of kind of the way the contract works.

So there shouldn't be any -- there will be no new increased cost for us as it relates to the new projects. So that was a concern.

We will allow them, as part of the agreement, we would allow them to do direct purchases through us, and that we have an indemnification from them related to that clause. That's very similar to the Lightning agreement and how that's been done.

Preseason games. There are what I would say two buckets of preseason games. We would be granting them the right to move one preseason game to an

international city, another city in the State of Florida or another NFL city. That would be from the end of the agreement -- or from now through the end of the agreement and into the extensions.

What we've allowed -- what we would allow them to be doing is in 2016 and '17, due to the tight construction schedule, we would allow them to relocate those games in those two years. So they can move both preseason games.

Some of that was due to the fact that we booked some shows. We're trying to give them as much time to get done. Some of that is we could actually get some savings out of this, as it relates.

And I use the example that in the event that the team were to actually move two games, let's say in 2017 -- or 2016, and we ended up -- and we have the concert and the soccer game, the swing could be somewhere around a million dollars in cost savings and additional revenues. So just make sure the Board's aware of that.

The last item is performance guarantees. There was some concern to make sure that the team does complete both Schedule 1 and Schedule 2, is that we put some performance guarantees in there.

So basically we would keep many of the items that

we've added, and the team would end up giving back one game every other year for the preseason game, and they would end up giving back half of the Legends Club. But we would keep the revenue split, and all the other terms would stay in place.

MR. MARCHETTI: I'm sorry, Eric. Can you go a little slower on that? Because again, what you're -- it's not --

MR. HART: I apologize.

MR. MARCHETTI: It's not showing here.

MR. HART: Okay. So we would maintain the rights to all Schedule 1 improvements. Secondly, the practice area allowance shall remain deemed satisfied and fully performed.

The TSA's responsibility to Schedule 1, we would still have that responsibility if they complete it. BSLP's responsible for the new maintenance cost in Schedule 1. That would still remain in effect. BSLP shall only move one preseason game every year unless mutually agreed upon by TSA.

So that means that they would lose half of the games. And then BSLP shall receive up to 375 club seats. Instead of the 750 in the club section, which we'll talk about on the next page, they would only get half of that.

And then TSA BSLP net revenue split shall remain at 67/33. So we would maintain many of the items that we've negotiated, and they would end up giving some items back. That's our guarantee that they perform.

Okay. Go to the next slide. BSLP -- talking about the Legends Club. BSLP has the right to remove up to 750 seats from the suites inventory. We currently have about 29 -- just over 2,900 seats. After that, after we would remove those seats, we would still have 2,284, about 135 suites, approximately.

The team would sell those as a season ticket. So they would basically have them -- they would sell one ticket, and it would be good for the entire, all of our events, and for all their events. Basically, we would remove them from the manifest.

That 750 seats, in practicalities, we've never sold those. So the most we've ever sold for any of our events is about 120 suites worth. At Taylor Swift, to use it as an example, we sold 98 suites. And it was -- or 96 suites, excuse me, and 1,387 seats.

So that was our biggest event we've had in six years, outside of U2, and we didn't even sell the inventory. So we'll still have a significant amount of inventory.

MS. BRANDEWIE: Eric, to be clear, on the 750

would be removed from the manifest if both phases are complete?

MR. HART: Correct. And if they only complete one phase --

MS. BRANDEWIE: If only Phase 1, it would only be half?

MR. HART: Correct. It would be 375. Okay. At this point we wanted to allow Mr. Corrada and Mr. Higgins -- I'm not sure Mr. Higgins has made it -- but talk a little bit about the economic impact of this project for us.

MR. CORRADA: Good afternoon, Mr. Chairman, and board members, members of the audience here. Thank you for allowing me this opportunity to speak in support of the project.

Many of you know me and know that I'm a straight shooter and derive many of my decisions based on facts. And there's a reason why the State authorizes counties to put forth a part of the tourist development tax to support facilities like this one. And that's because they're a major player in drawing visitors to a destination.

And so, you know, to go back to the last Super Bowl in 2009, we're talking about 60,000 room nights that were filled in the Hillsborough County region, not

just in Hillsborough County, but in the region, with guests visiting the destination, in excess of 140,000 people that attended Super Bowl 2009.

The media exposure, just superb. $3.9 million in media exposure for our region and for Hillsborough County. We don't have to go all the way back to 2009, you know. We can look at recent events that have been held here at this stadium.

When we talking about the International Indian Film Academy Awards, which we just recently hosted -- and again, this is based on fact. We get industry reports from Smith Travel Research that tell us what a particular day looks like in the week compared to that same day a year ago or years ago.

So we can actually look at what happened on that particular day and what variable might have made a difference. And when we look at the night that we held the International Indian Film Academy Awards here at Raymond James Stadium, we saw double-digit increases in all of the indices that showed to help our hotel industry. In fact, we saw a 21.1 percent increase in occupancy, in hotels, the night that we hosted the Bollywood Awards here, and an incredible 62 percent increase in room revenue for Hillsborough County hotels.

That's a fact. Comparing that night to that same night a year prior, those were the increases, because we were hosting that one major event at this stadium compared to what happened that same night a year prior.

13.2 billion media impressions all over the world showing Hillsborough County and Raymond James Stadium, because we were hosting the IIFA awards here.

If we want to even go closer, we can talk about Taylor Swift. Unbelievable. When we look at Halloween night this year, hotel occupancy in Hillsborough County was 89.1 percent, an increase in occupancy of over 34 percent compared to the prior Halloween night. And when we look at hotel revenues for that one night, they broke the 2 million-dollar mark and jumped over 62 percent compared to the Halloween night a year prior.

So again, these are real numbers that drive people to our destination.

Oh, Rob is here.

MR. HIGGINS: It's all about timing.

MR. CORRADA: It's all about timing. And I can tell you, and Rob will speak for himself, that our industry is about investing money. You invest money in the hospitality industry to make money. And other communities are investing in their facilities. They're

investing in their convention centers. They're investing in their sports facilities to remain competitive.

And you know what, we can talk about facilities aging as much as we want to. Yeah, they age. And we have to invest to stay competitive in this industry. Just like hotels reinvest in themselves, and new restaurants open, and new craft breweries open, yes, that's what we have to do in order to stay competitive.

And if we want to compete with other cities, like Rob and I have to do every single day, like the Charlottes and the Nashvilles and the Austins and the San Antonios and the Long Beaches and the Los Angeles, we have to invest in our assets.

Because that's how we compete, and we compete hard each and every day. And I won't steal his tagline, because he can use his tagline, but I can tell you every time we're in it, we're in it to win it. And we have to have the assets to stand up against the assets of other communities.

Again, I can tell you on the Visit Tampa Bay, Convention Visitors Bureau Industry, we are extremely supportive. Many of our hotel partners are extremely supportive, because they see the results of holding these large-scale events here. And so I guess I'll

turn it over to my good friend and partner, Rob.

MR. HIGGINS: Hey, everybody. I'm Rob Higgins. I'm executive director of the Tampa Bay Sports Commission. Santiago referenced repeatedly the word competition. And for us, it is. It's a stiff competition day in and day out to lure events of all shapes and sizes.

When we started in this role a little over 11 years ago, there was a hundred organizations like us across the country, really destination marketing organizations working on behalf of their communities to attract events to their hometowns. Today there's over 650.

So the competition for these events has become very stiff. These events provide great tourism. They provide great social impact. And they provide incredible exposure.

And a great example of that is the one that, you know, last night, looking at it, four weeks from last night, they'll crown a college football national champion in Phoenix. A year from now we'll have the opportunity to do that here.

The college football national championship game right here in our hometown, just the third one under the new playoff format. The first college football

national championship, playoff national championship in the Southeast. The first in an outdoor venue. Think about that in terms of opportunity.

You only get one chance to make a first impression. And the renovations, the upgrades that we're talking about today, make the kind of impression that is befitting of our hometown. And it positions us well in the future for college football national championship, for future Super Bowls, future major soccer matches, and many, many other sports and entertainment events.

So I come to you with pad in hand, on behalf of the Sports Commission and all of our partners, asking that you support the proposal on the table today.

MR. HART: If you would go to the next page of your presentation. I would also indicate to you that within your packet there are letters of support from all the organizations that are here. So our three primary tenants, which is USF Athletics, the Outback Bowl, and Feld Entertainment.

We do have a representative from Feld if they would like to speak. If you don't want to, that's fine too. But they're here also in support of the program.

MR. POWELL: May I?

MR. HART: Sure, if you'd like.

MR. POWELL: Thank you everyone for having us out today. I'm Bill Powell. I'm vice president of event marketing and sales for Feld Entertainment. Our offices are here in the Tampa Bay region. We just moved here a couple years ago, relocated from Washington, D.C., in the Palmetto area.

Our primary lines of business fall in the two areas. One, we call Legacy, which is Ringling Brothers and Barnum & Bailey, and Walt Disney's World On Ice. Another whole segment of our business is motor sports, which consists of Monster Jam, Supercross, and Arenacross.

We couldn't be more excited about this project. And also we're very, very thankful that both the Bucs and the Sports Authority got us in to talk about the impact on our events, gave us viable solutions to work through any small issues. And we feel pretty solid about it.

We play, I would say the majority of NFL stadiums throughout this country. So we've been through various different types of renovation proposals almost on a continuous basis for decades.

This is one of the most thoughtful ones that we've seen. This is the use of smart money. I think that everything that we've seen that they're going to do to

the stadium makes a whole lot of common sense. And I think it's going to be a very big benefit for the Feld Entertainment motor sports on the properties.

We're a firm that puts a hundred and -- may be right, Mickey, here -- about 115, 120,000 people through this venue every year, year after year, we might add. We're so impressed with this that we are thinking of bringing our Supercross property here in 2018. I can't say enough about this proposal.

MR. HART: At this time we would like to talk a little bit about the projects. So I invite Brian up to kind of actually talk a little bit about what the projects will be. And we have some -- there's at least one picture in your packet. So Brian.

MR. FORD: Thank you very much, Eric, Mr. Chairman, members of the board, members of the media, and everybody in the audience that came out to speak and listen about this project.

I would first like to just thank everyone for this opportunity. This has been a very positive process for us to get to know our partners with the City, with the County, and with the Sports Authority, and in regards to what the objectives were when looking at a major renovation project.

So I would like to thank all of those staff that

spent a lot of hours and work putting this project together, and this agreement, this proposed agreement together.

With that said, as Mr. Hart pointed out, this project did turn into a two-year project. When we started, it was going to be a one-year project, and we were hopeful to get all of the construction and all the renovations done for the start of the '16 season.

So we just basically ran out of time in being able to do that. But we are committed to this project. And the first project, as far as the enhancements for '16, we wanted to make sure that we covered off everything that, as a community, we promised the National Championship.

Mr. Higgins is sitting here. He was vital in that discussion. And we made a lot of commitments from a scoreboard, from the sound system, and the control room that controls that scoreboard, as well as all the suites.

All of those projects will be completed prior to our '16 season, with no limitations or no effect on the upcoming USF season, as well as ours.

The other items that we're looking to get completed for the '16 season would be a sponsor terrace, upper deck concessions. As Mr. Hart pointed

out in the beginning of the presentation, we've renovated all of the lower main level concession stands prior to the '14 season. It was a 9 million-dollar project.

Part of that process is to take this to that level on the upper level. So we really wanted to look at projects that had an effect on the vast population of the attendees and tenants, and not just concentrate on one area of the facility.

So this concession project will enhance all of the upper deck. It will be another 14 concession stands. The remaining concession stands will be enhanced prior to the '17 season. And at that point all 42 concession stands will be completely redone. And we're excited about that.

Again, another item for the '16 season would be the press box. And that would be prior to the National Championship game. That's an added bonus for that, as well as all the tenants, from the Outback Bowl, to USF, and the members of the media that are here with us today. We wanted to make sure that that was renovated.

We talked about the suites and the Legends Club. Eric did a very good job of pointing out exactly what the concept was about the Legends Club. I just want to kind of go back and kind of explain, because I know

there was some concerns and some questions about that.

The Legends Club is a concept that is an all-inclusive that we're trying to attract. The reason for our ask to take 750 seats off the manifest, A, the inventory was there to be able to do that, with limited or no effect on the actual available inventory, but more importantly than that, we wanted to try to create a concept that we could look and sell and add and provide an added value.

So if you buy into the Legends Club, we're not looking to sell that for other events. We're actually looking to include that as a benefit for anybody that buys into this Legends Club.

So it would be an added, no-cost added benefit for anybody that would become a member in this Legends Club. So we're not looking to sell that in addition to either our current Legends Club members or outside.

So that was the point that we felt was important for all of the tenants to understand, a we're trying to provide resources and projects that would actually enhance their business as well.

And as Eric mentioned, we take a hundred percent of the upkeep because that would be a new project and not an enhanced project.

Then looking at '17, again, these projects are --

the scoreboard. I'm sure there might be some questions on the video walls. But these pictures included in the packet will kind of explain that.

In '17 the projects will incorporate the club, creating a team store, both clubs on the east and west side, as I mentioned, the end zone concession stands, potentially enhanced locker room, visitor locker room, a south end zone platform that I'll talk about in a moment, and just a general uplift of the main concourse and the upper deck, as well as an entrance to the facility.

Right now we think that that's one area that's lacking. We're looking to create a grand entrance. And then an outside destination for pre and post events.

And as far as '17, I really don't have renderings to share with you at this point, because we're still in the process of getting this all together. But we just wanted to kind of mention a number of the projects that are potential.

And looking at these projects, one of the things that we wanted to concentrate on was to try to create additional rentable space for not only us, but also for all the other tenants, from the Outback Bowl and Feld and USF.

So we're trying to create function space that can help us all achieve more profit outside of just the general Buccaneer games. And the Legends Club is one example of that.

The south end zone, we are looking at adding a platform on top of the concession stands, and restrooms that are on the south end zone, and that would be an added benefit for all events, as well as a destination, as I mentioned, in the north part of the property, the entranceway. That would be an area that would be available to anybody coming to an event outside of the ticketed area. You would have a permanent stage up. And it would be a destination for both pre and post happenings.

So that kind of takes you through all of the projects from both '16 and '17, and the timing. Again, the reason that it's split up was based on time. We're excited about what's before you, and we thank you for your consideration.

MR. HART: Brian, one thing. Janice, could you go back to the scoreboard.

Can you kind of go over the -- can you come up and kind of show everybody the aspects --

MR. FORD: Jumped over that a little bit. Maybe if you go to the slide prior to that, Janice. So the

scoreboard, if you look at the black box, that's the existing structure that's standing right now. The gray box is the existing video that's in that structure. Everything above that is static billboards, clocks, et cetera.

The initial proposal that we put forth as we were talking back and forth was we were going to turn the entire 7,200 square feet from corner to corner into video space. The additional $3 million, as part of the enhanced, the board itself isn't going to get longer, but it's going to get taller by 15 feet. And that gives us the 9,600 square feet of total video space that would be in both end zones.

That, and in addition, if you could go to the next slide, Janice, we're turning the static billboards, or tri-visions, that are in either corner, into regular video quality, the same as the scoreboard.

So that will give us over 28,000 square feet of space. And you've read and you've heard that that would make us the third largest in the NFL. And that's how you get to that, is all six of those items, the four tower walls, plus the two scoreboards would be enhanced with video quality.

So we're excited about that as well, as well as the ribbon board that would be put up. And that will

all be completed prior to the '16 season, in time for the National Championship game, and in time for the Outback Bowl, and in time for next year's Monster Truck and the USF schedule. Questions on the scoreboard?

MR. HART: I think we're at the end of our presentation. Mr. Chair. If you have any questions at this time, we would take those questions.

MR. SCAGLIONE: I tell you what, before discussion, let me get a motion to adopt and approve the resolution.

MR. SCOTT: So moved.

MR. PRIDA: Second.

MR. SCAGLIONE: 2015-04. As well as the Stadium Renovation Agreement attached to the resolution.

MR. SCOTT: So moved.

MR. PRIDA: Second.

MR. SCAGLIONE: And at this point let's open up for discussion.

MR. ANDERSON: Mr. Chair, just as a formality, if I might, regarding the action that we're requesting, you take -- which is adoption and approval of Resolution No. 2015-04. Please allow me to just, for formality sake, get some things on the record.

I want to stress that -- and I'm going to read the, just the introduction, the title of this, and then

give some very brief explanation.

The title states a resolution approving a proposed Stadium Renovation Agreement between the Tampa Sports Authority, the City of Tampa, Hillsborough County, and the Buccaneer Football Stadium Limited Partnership, subject to approval of the City of Tampa and Hillsborough County, and authorizing and directing execution thereof providing an effective date.

I want to put it on -- make it of record that each of you have been provided with a copy of this resolution before, as well as a copy of the full proposed Stadium Renovation Agreement. Those documents have both been and are currently available for review by the general public.

So this document has been available and is currently available for anyone in the general public to review it and be aware of it.

I do want to stress that this is not an agreement between TSA and BSLP. This is a four-party agreement. And really, from a legal perspective, I want to stress that to you. The City of Tampa, Hillsborough County, TSA, and BSLP are all parties to this agreement.

In addition to just the legal impact of that, I want to stress to you that as a result of that, during the many months of negotiation by senior staff, staff,

and by policymakers, negotiation of the points of this agreement, the legal counsel has had to -- or had been engaged to make sure that the understanding of the parties is placed into proper and adequate wording that will survive in the future, but also that satisfies the needs of the four individual parties to this agreement.

It's very important for you to recognize that for each and every term in this agreement, it has been reviewed by four entities. And everyone has been -- and each one of those has been reviewed and worked in great detail, and a pretty fast moving process.

I just want to take a second and recognize some of the people that have been, obviously in addition to staff, senior staff, of not only the Buccaneers Limited Partnership, but of the TSA, County, and City.

Every step of the way the interests of the County have been protected. And the whole process has been greatly assisted by the county attorney's office.

Sam Hamilton is here, who has been -- Sam, if you would -- I think everyone here knows Sam. But he has been -- I mean, we have spoken almost on a daily basis and exchanged drafts almost on a daily basis.

Jorge Martin, I don't believe Jorge is here today, doing the same thing for the City of Tampa. And then,

of course, the fourth party, the BSLP, has been represented by Tim Hunt.

So for almost -- well, for every sentence and every provision in this agreement, there have been four parties that have been discussing, exchanging drafts, and going through the process.

It's important for you to know that this is not just something that's been put together. But I do so much appreciate the efforts and involvement of Sam, Jorge, and Tim.

I'm not going to read the resolution to you, but it does go through both the factual, historical, and legal basis on which this agreement is entered into, and which I think are all more than adequately stated. And arriving at the -- at one of the conclusions that is stated in the next to the last whereas, the Stadium Renovation Agreement and the matters and benefits contained therein will further the purposes of the Tampa Sports Authority, are necessary, will provide significant benefits to the citizens of Hillsborough County and the City of Tampa, and the adoption approval and implementation of the Stadium Renovation Agreement will thus serve a public purpose.

The specific action items included in your motion today and in this resolution are, 1, that the recitals

contained within the resolution, within the resolution are true and accurate and are adopted by this Board; 2, that the Stadium Renovation Agreement, which is attached to the resolution, is approved in its entirety; 3, that the chair, secretary, vice chair, or president are hereby authorized to execute said Stadium Renovation Agreement, and other agreements or documents necessary for the full and proper effectuation thereof.

Section 4, that the President/CEO of the Tampa Sports Authority is hereby authorized to exercise day-to-day decision making on behalf of the authority relating to the management and operation of the Stadium Renovation Agreement and the improvements required therein so that any directive, consent, or decision relating to the agreement and its performance bearing the signature of the President/CEO shall carry a presumption that it is valid and enforceable as an act of the authority.

And finally, 5, that this resolution shall take effect immediately upon its adoption, subject to approval of the Stadium Renovation Agreement by the City Council of the City of Tampa, Board of County Commissioners of Hillsborough County, Florida, in substantially similar form.

Sorry for that detail. But with that on the

record, Mr. Chairman, if we could proceed with the motion on the floor, I'd appreciate it.

MR. SCAGLIONE: Okay.

MR. SCOTT: Mr. Chairman, members of the board, let me -- Steve -- I raised some of those questions. In my experience, we always want to get an attorney on the record stating a position. So then you have a beautiful document, and you're recommending it to the Board based on your negotiation, your involvement on these aspects?

MR. ANDERSON: Understanding -- yes. The answer is yes.

MR. SCOTT: All right. Mr. Eric, you've been involved in negotiations with them, and do you recommend this to this Board for their approval?

MR. HART: Yes.

MR. SCOTT: Let me just say to the Board, to those that are here, I have about 14, 15 years from an elected standpoint of all these kinds of negotiations and deals. It's always important, 1, to get it on the record. 2, is it in writing.

I'm always reminded of what Jan Platt said. If it's not in writing, it don't exist. I've been down that path.

In reviewing this document, which has been a long

time coming, first, I would like to say that I really appreciate Eric, our president, executive director -- what's the title you've got now?

MR. HART: President/CEO.

MR. SCOTT: I think most of us will agree that whenever there was a change in a sentence, Eric picked up the phone and called you, I just want to let you know there's a change. And I would say all the time, Eric, you just give us a whole lot of information that we really don't need. But he calls and kept us informed, at least with me, you know, kept me informed about every detail, when there was a meeting, the meeting was canceled, you know, been changed somewhat, we'll bring it back next time.

So I think this Board is extremely fortunate to have you to lead and to represent us in these kind of negotiations. I think we get more information than we ever have gotten. That's one.

Steve, your involvement and participation I think is very knowledgeable and very relevant in terms of working with Eric and his staff. And his staff is good.

But also I want to go a step further and say that Brian Ford met with me, oh, a couple weeks ago. Me and Eric, we all had a briefing. And he went over this

document.

And I said, well, let's talk about Section 5. Section 5 is the minority, the Hillsborough County language in there regarding minority participation, which says "good faith effort." I know what that means in the past.

And Mr. Ford assured me that we would have minorities on this project. I think before the end of the day I got a call saying the deal is pretty much done because he had called people up and said, hey, we need some people on this project.

Now, that says a lot about a person's character, integrity, and about their word. At the end of the day, that means a lot to me, especially, you know, coming from an elected standpoint. People can promise stuff, can change their mind, and never fulfill it.

Brian kept his word. That means a lot to this community. We're spending taxpayer dollars, and everybody needs to win. The Buccaneers are not in business to lose money. So they'll win. This Board wins. And the community wins from this.

I will also say that it's great when the community can come together, put forth a project like this, and that is inclusiveness. It's a win for the total community. When we leave here, when everybody signs

off on the dotted line, we can say truly that the community has won or it benefits all of us. I think that's a plus for all of us.

I would also say from the standpoint of the tax, from the tourist development tax, that's a good source for this project. I know with the QTI -- Ken, you know what I'm talking about -- Qualified Tax Incentive program that we have, in the past, those revenues came from the general revenue, general fund. They still come from there? Okay.

Still people need to understand, you're taking tourist tax, tourist development, utilize this on this property, which is a very good reason to use that source, whereas, the QTI, it comes from general revenue, using it as a tax to support and bring other entities or businesses into the community. Right. And just like the Bass, Joe was talking about Bass, that was a QTI project, if I'm not mistaken. Is that right?

MR. HAGAN: It was a QTI incentive program.

MR. SCOTT: Right. That's what I'm saying. QTI is an incentive program by the County, and as well, by the City. So those tax dollars come out of general revenue. But it's a good project. It's a good program to use -- to bring those kind of economic developments into the community.

And my point though here being is that these are not coming out of the general revenue. They're coming from the tourism development tax. Right? They're coming from a good source of revenue. And it does not hurt the County nor the City nor this agency. So that is a good funding source for us to support and move forward.

So I just want that to be on the record. I fully support the motion. In that I made it, I guess I support it. I've seen folks who second a motion and then vote against it.

MR. PRIDA: I second the motion, and I'm not going to vote against it. And Santiago made, and everyone -- Santiago, Higgins, Feld, they made the right arguments from a business perspective. To not support this would be to try to change history. We have a facility here. We have to -- and Santiago said they're in the business of investing money to make money. And that's what you have to do. If you didn't do that, this facility would be, at some point, become worthless. It's got to be a community involvement. And it impacts everybody. So I second the motion, and I do support it a hundred percent.

MR. SCAGLIONE: Thank you.

MR. SCOTT: And any time you get Joe Robinson to

come in and support something.

MR. ANDERSON: Yes. Amen to that.

MR. DEFOSSET: Mr. Chairman, I would like to make a comment if possible.

MR. SCAGLIONE: Please, Don. Don DeFosset.

MR. DEFOSSET: Okay. Thank you. As the Board knows, I was chairman at the point in time these negotiations began earlier this calendar year. During the summer, of course, we changed chairs, and Andy's now the chair.

But I have probably as much knowledge and impact and involvement from the outset than probably any of our board members. And I want to portray for the Board that I've done it correctly, so these negotiations were very deep. They were intense. They were extremely professionally done.

It gave us an opportunity to go look at all aspects of the existing contract and create some improvements to it, that I think Eric and Steve have done a good job of outlining for the Board.

One aspect -- I think we've all touched upon many positives today. But one other aspect I want to be sure everybody realizes, is the long-term impact of an agreement like this, that's good for the community and good for the Buccaneers.

Not only does it impact college championship possibilities again in the future, Super Bowl possibilities, but I think most importantly, it puts Tampa Bay in the strongest position possible for the renewal of this contract when it expires roughly 12, a dozen years from now.

And, you know, we can't make lightly about what could happen 12 years from now if we end up in an adversarial position or end up in ill will between the community and the Bucs.

So this agreement, having the Bucs put some skin in the game I think is just extremely important strategically for Tampa to ensure that the Buccaneers remain steadfastly committed to Tampa for all of our working lives. So I'm very strongly in favor of it. And thank you, Mr. Chairman, for the time.

MR. SCAGLIONE: Thank you, Don. Thank you for calling in.

MR. REDDICK: Mr. Chair, because I have to get to the clerk's office and meet the clerk for the general review for Thursday, I have no follow-up questions so I can vote and get out of here.

MS. BRANDEWIE: I just have one quick thing to say. When I carefully reviewed to come into this meeting, we had a term sheet from 2006, and I've got to

say, this is much, much improved. I fully support it.

MR. SCAGLIONE: Okay. So questions have been called. We need to -- let's go to a roll call vote.

MR. ANDERSON: If I may, Mr. Chairman, were there any objections to calling the question?

MR. MARCHETTI: I have a comment before we vote. I would like to just make one 30-second comment.

Steve, in terms of obligations of the TSA under the 96, the original agreement, 25,833,975 I think was the number. Is that -- those obligations are of the TSA. So they've been building up over the last several years, right?

MR. ANDERSON: Correct.

MR. MARCHETTI: To the point where we need to obviously make them. If we don't make those improvements at that number, what happens?

MR. ANDERSON: We would be in default. We would be in default. It is an existing contractual obligation to maintain the stadium to a certain level of quality. And that's what those dollars represent.

MR. MARCHETTI: So this goes back to what Santiago, Rob, and others have spoken about, needed improvements to the stadium in addition and beyond the maintenance requirements that we have in the 96 agreement.

MR. ANDERSON: Correct.

MR. MARCHETTI: I'm all for it. I thank the Bucs, and I thank everyone here who worked on this steadfastly, I'd say the last several years, I think. And I want to also support it, and I think it's wonderful for the community.

MR. SCAGLIONE: Okay.

MR. HART: Janice, do you need to change the tape?

MS. HOSEY: I just did.

MR. SCAGLIONE: Okay. Let's call for a roll call vote.

MS. HOSEY: Ms. Brandewie.

MS. BRANDEWIE: Aye.

MS. HOSEY: Mr. DeFosset.

MR. DEFOSSET: Yes.

MS. HOSEY: Mr. Hagan.

MR. HAGAN: Yes.

MS. HOSEY: Mr. Jaeb.

MR. JAEB: Yes.

MS. HOSEY: Mr. Larson.

MR. LARSON: Yes.

MS. HOSEY: Mr. Marchetti.

MR. MARCHETTI: Yes.

MS. HOSEY: Mr. Muniz.

MR. MUNIZ: Yes.

MS. HOSEY: Mr. Prida.

MR. PRIDA: Yes.

MS. HOSEY: Mr. Reddick.

MR. REDDICK: Yes.

MS. HOSEY: Mr. Scaglione.

MR. SCAGLIONE: No.

MS. HOSEY: Mr. Scott.

MR. SCOTT: Yes.

MS. HOSEY: Motion passes.

MR. REDDICK: First time in my life I'm going to be voting twice on the same project. Got to do it Thursday.

MR. SCAGLIONE: Okay. VP of operations, Mickey Farrell.

MR. FARRELL: Thank you, Mr. Chair. In your package you've got a request for approval for 24-hour building security RFP. As you can see there in the summary --

MR. SCOTT: Move for approval.

MR. MARCHETTI: Second.

MR. FARRELL: Reviewed it very well in detail at the finance committee.

MR. SCAGLIONE: VP of marketing.

MR. FARRELL: Well --

MR. SCAGLIONE: Two more.

MR. FARRELL: We didn't vote.

MR. JAEB: The motion and second, but we haven't voted.

MR. SCAGLIONE: Okay. Excuse me. Signify by saying aye.

(Councilmembers signified by saying aye.)

MR. SCAGLIONE: Any opposed? Okay.

MR. FARRELL: Thank you. And then I've got a couple other really quick things. There's one in here. I've got to get to it. There it is. There's one license agreement summary in your package for the off-site parking that happened on November 1st. Any questions on that one? Great.

The next one is our schedule of events. And we do have a busy schedule here at the end of the year and beginning of the next calendar year. We've got this weekend the Game Day Champions, the little kids playing, all day, and high school all star game in the evening on this Saturday.

Christmas tree sale -- I'm sorry, fireworks sale is going to start on the 20th of this month and run through the 5th of January. And, of course, we've got the Bears coming in on the 27th. That game is a hard sale right now, a one o'clock start. And then right after that, a few days later, you've got the Outback

Bowl with Northwestern and Tennessee. And that game is selling well. Then the week after that we close out with Blue Gray combine and a Blue Gray high school all star game that evening, on the 9th, and then right into Monster Jam 1, and a car show to round out the end of the month. And then also in your package you've got the December and January Amalie Arena schedule.

MR. SCAGLIONE: Thank you very much, Mickey. We'll go into VP of marketing.

MR. SILVEST: Social analytics here for your review, if there's any questions. That's really all I have, Mr. Chairman.

MR. SCAGLIONE: Any questions of Mr. Silvest? Okay. I see none. TSA meeting schedule. January.

MR. LARSON: Got them both on the same day again.

MR. HART: Yes. No. Wait a minute.

MR. JAEB: Yeah. Finance and regular board meeting.

MR. HART: I apologize. Got to get to the board packet. Sorry. Yes. Is that January -- Janice, I think that's wrong. I think that's incorrect. I believe the board meeting -- this is incorrect.

MS. HOSEY: We have a holiday.

MR. HART: On the 25th?

MS. HOSEY: Yes.

MR. HART: We will reverify with the Board the date, but I believe -- I thought it was -- that's MLK?

MS. HOSEY: Yes.

MR. HART: Okay.

MR. SCOTT: I thought MLK was on the 18th of January.

MR. HART: I thought it was -- that's what I thought.

MR. JAEB: It is.

MR. LARSON: The 18th is MLK.

MR. HART: We'll reverify this. I believe it's the 25th, so we have it wrong here. So we'll resubmit that, and we'll send it out to the Board.

MR. MARCHETTI: I would like to request if it's the same day, that we shorten the time period between the finance and the regular board.

MR. HART: I don't believe it is. I don't believe it is. But if it isn't, we will --

MR. JAEB: If the 18th is MLK day, are we going to have the golf committee meeting?

MR. HAGAN: No. We'll reschedule that as well.

MR. DEFOSSET: Eric, I have it on the calendar as the 25th at four o'clock.

MR. HART: Yeah. I think it's the 25th at four o'clock. We've got a typo on there. We'll get this

clarified and get it out to you. Okay.

MR. SCAGLIONE: Old business?

MR. HART: I have one item, Mr. Chair. On your packets, apparently there was an Adobe -- we didn't catch that there was an Adobe translation. We have -- and our packet doesn't match up. There's words missing. So what we'll do is we're going to take the board packet down, resubmit after the fact with the right ones. And the public can see it. And then if there's anybody in the audience that needs a copy, just give your information to Janice, and we'll get an email copy to you right away. So, apparently, there were a couple words cut off on a couple of those items. So we apologize for that.

MR. SCAGLIONE: Any new business? I see none.

MR. FARRELL: David Moss.

MR. HART: Oh, yeah. Excuse me. I apologize. We did this at finance committee. As many of you know, Mike Davis is retiring from the Authority after 40 years. Mike's been with us for a while. And he's not in here today.

MR. SCAGLIONE: Working as usual.

MR. FARRELL: He's working.

MR. HART: But I would like to introduce David Moss. David is our new director of events that has

come in. So he's kind of learning under Mike for a couple months here as we do the transition. And we wanted to have him here. David, why don't you stand up and introduce yourself.

MR. MOSS: Good afternoon, everyone. I'm excited to be here. To those of you I haven't met, I look forward to meeting and working with you. I come from Indianapolis, Indiana, born and raised, a Hoosier, but looking forward to transplanting down here to Tampa and moving my family and working with the rest of you in this great organization.

I was with Lucas Oil Stadium for the last ten years. So ready to learn a new building and new operation and continue the excellence that this organization has achieved over the past many years. Thank you.

MR. SCAGLIONE: Welcome. Thank you. Okay. That's it. Adjourned.

(Proceedings concluded at 2:20 p.m.)

REPORTER'S CERTIFICATE

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COUNTY OF HILLSBOROUGH

I, Eric T. French, Register Professional Reporter, certify that I was authorized to and did stenographically report the foregoing proceedings; and that the transcript is a true and complete record of my stenographic notes.

I further certify that I am not a relative, employee, attorney, or counsel of any of the parties, nor am I a relative or employee of any of the parties' attorney or counsel connected with the action, nor am I financially interested in the action.

Dated this 4th day of January, 2016.

_____

Eric T. French, RPR, CRR

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TAMPA SPORTS AUTHORITY

Print

Meeting Date:

Title: Golf Course Financials - December 2015

Summary: Attached are the December 2015 Golf Financials.

Staff is requesting your approval of the December 2015 Golf Course Financials as submitted

Background:

ATTACHMENTS:		
Name:	Description:	Type:
Golf_Course_Packet_1.pdf	GC Packet 1	Cover Memo

Tampa Sports Authority
Financial Statement Summary
December-15

Golf Courses

Statement of Revenues and Expenses – Comparative – December, 2015

1. Net by Course (excluding depreciation and prior to City Contribution):

Course	November Actual	November Budget	Difference		YTD Actual	YTD Budget	YTD Net to Budget
Babe Zaharias	(17,449)	(23,815)	6,366		(66,706)	(90,003)	23,297
Rocky Point	(6,906)	(1,416)	(5,490)		(100,269)	(112,298)	12,029
Rogers Park	(29,657)	(30,037)	380		(94,464)	(133,360)	38,896
Profit/(Loss)	(54,012)	(55,268)	1,256		(261,439)	(335,661)	74,222

2. Merchandise

a. MTD Combined Gross Margins

Description	Gross Margins Actual	Gross Margins Target	Difference
Balls	36%	20 - 25%	16%
Gloves	35%	25%	10%
Headwear	36%	25%	11%
Clubs	7%	20%	-13%
Bags	0%	30%	-30%
Apparel	14%	35%	-21%
Shoes	14%	30%	-16%
Misc Merch	54%	35%	19%

3. Food and Beverage

a. MTD Combined F&B gross margins are as follows:

Description	Actual	Target	Difference
Prepared Food	72%	65%	7%
Packaged Food	58%	55%	3%
Syrup Drinks	69%	75%	-6%
Can Drinks	66%	65%	1%
Draft Beer	67%	65%	2%
Regular Beer	66%	70%	-4%
Well Liquor	76%	60%	16%

4. MTD Events Gross Margins

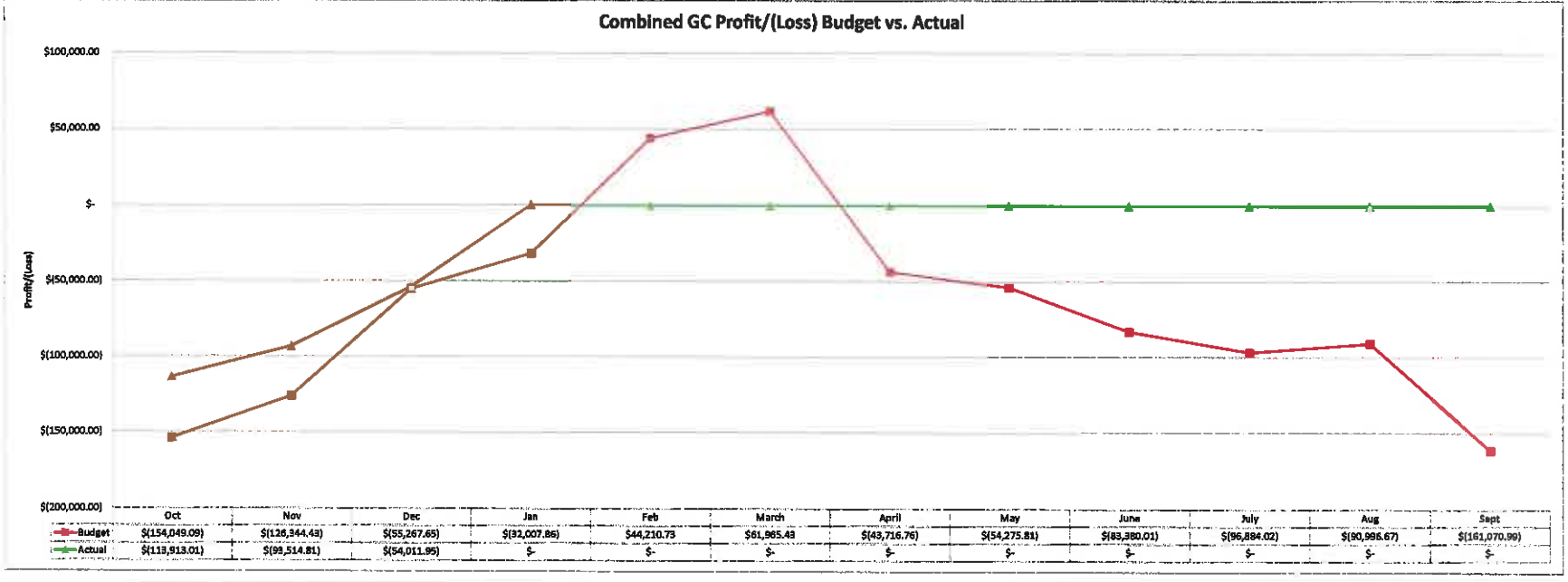
a. MTD Combined Event gross margins are as follows:

Description	Actual	Target	Difference
Prepared Food	65%	65%	0%
Packaged Food	0%	55%	-55%
Syrup Drinks	0%	75%	-75%
Can Drinks	0%	65%	-65%
Draft Beer	0%	65%	-65%
Regular Beer	0%	70%	-70%
Well Liquor	0%	60%	-60%

Combined Performance Measures Rollup - FY 2015

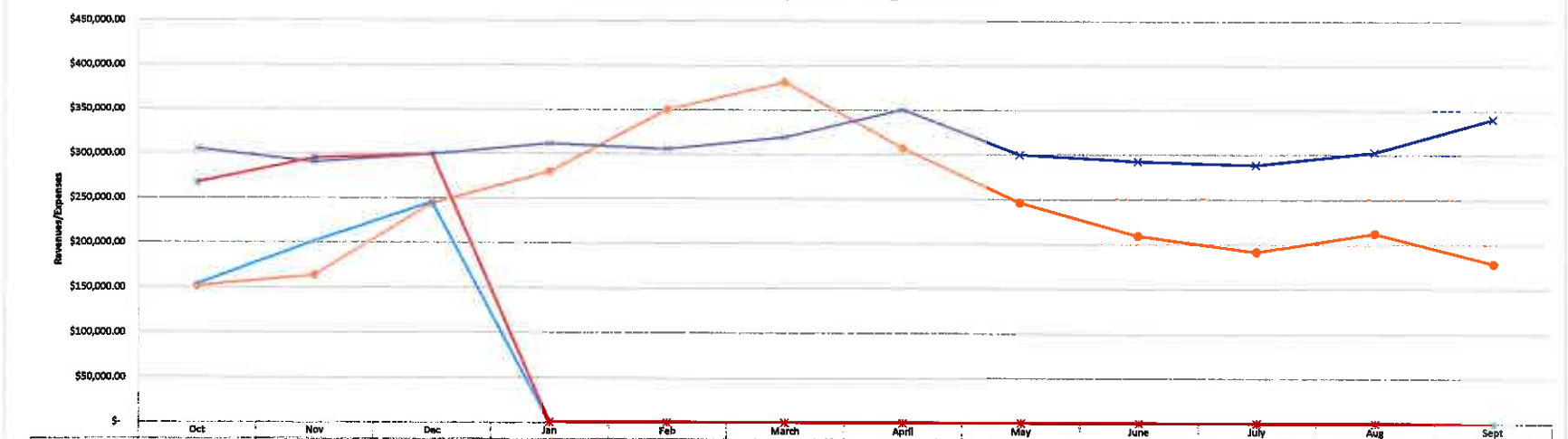
	Profit/(Loss)			Revenues			Expenses			Rounds Played			Revenue per Round played		
	Budget	Actual	Difference	Budget	Actual	Difference	Budget	Actual	Difference	Budget	Actual	Difference	Budget	Actual	Difference
Oct	$ (154,049.09)	$ (113,913.01)	$ 40,136.08	$ 151,383.95	$ 153,332.33	$ 1,948.38	$ 305,433.04	$ 267,245.34	$ (38,187.70)	6,017	5,042	(975)	$ 22.56	$ 27.40	$ 4.85
Nov	$ (126,344.43)	$ (93,514.81)	$ 32,829.62	$ 163,591.21	$ 201,499.96	$ 37,908.75	$ 289,935.64	$ 295,014.77	$ 5,079.13	8,745	7,059	(1,686)	$ 18.40	$ 23.42	$ 7.01
Dec	$ (55,267.65)	$ (54,011.95)	$ 1,255.70	$ 244,277.23	$ 245,483.68	$ 1,206.45	$ 299,544.88	$ 299,495.63	$ (49.25)	8,000	8,355	355	$ 27.31	$ 26.70	$ (0.60)
Jan	$ (32,007.86)	$ -	$ 32,007.86	$ 279,848.39	$ -	$ (279,848.39)	$ 311,856.25	$ -	$ (311,856.25)	9,925	-	(9,925)	$ 25.65	#DIV/0!	#DIV/0!
Feb	$ 44,210.73	$ -	$ (44,210.73)	$ 350,079.97	$ -	$ (350,079.97)	$ 305,869.24	$ -	$ (305,869.24)	10,804	-	(10,804)	$ 29.96	#DIV/0!	#DIV/0!
March	$ 61,965.43	$ -	$ (61,965.43)	$ 381,220.01	$ -	$ (381,220.01)	$ 319,254.58	$ -	$ (319,254.58)	12,896	-	(12,896)	$ 27.36	#DIV/0!	#DIV/0!
April	$ (43,716.76)	$ -	$ 43,716.76	$ 307,085.51	$ -	$ (307,085.51)	$ 350,802.27	$ -	$ (350,802.27)	9,568	-	(9,568)	$ 29.10	#DIV/0!	#DIV/0!
May	$ (54,275.81)	$ -	$ 54,275.81	$ 245,867.08	$ -	$ (245,867.08)	$ 300,142.89	$ -	$ (300,142.89)	7,200	-	(7,200)	$ 30.84	#DIV/0!	#DIV/0!
June	$ (83,380.01)	$ -	$ 83,380.01	$ 209,255.29	$ -	$ (209,255.29)	$ 292,635.30	$ -	$ (292,635.30)	5,782	-	(5,782)	$ 32.29	#DIV/0!	#DIV/0!
July	$ (96,884.02)	$ -	$ 96,884.02	$ 191,895.63	$ -	$ (191,895.63)	$ 288,779.65	$ -	$ (288,779.65)	5,435	-	(5,435)	$ 31.31	#DIV/0!	#DIV/0!
Aug	$ (90,996.67)	$ -	$ 90,996.67	$ 212,172.72	$ -	$ (212,172.72)	$ 303,169.39	$ -	$ (303,169.39)	5,585	-	(5,585)	$ 33.54	#DIV/0!	#DIV/0!
Sept	$ (161,070.99)	$ -	$ 161,070.99	$ 178,946.36	$ -	$ (178,946.36)	$ 340,017.35	$ -	$ (340,017.35)	5,025	-	(5,025)	$ 31.17	#DIV/0!	#DIV/0!
Total	$ (335,661.17)	$ (261,439.77)	$ 74,221.40	$ 559,252.39	$ 600,315.97	$ 41,063.58	$ 894,913.56	$ 861,755.74	$ (33,157.82)	22,762	20,456	(2,306)	$ 22.09	$ 25.84	$ 3.75

Combined GC Profit/(Loss) Budget vs. Actual



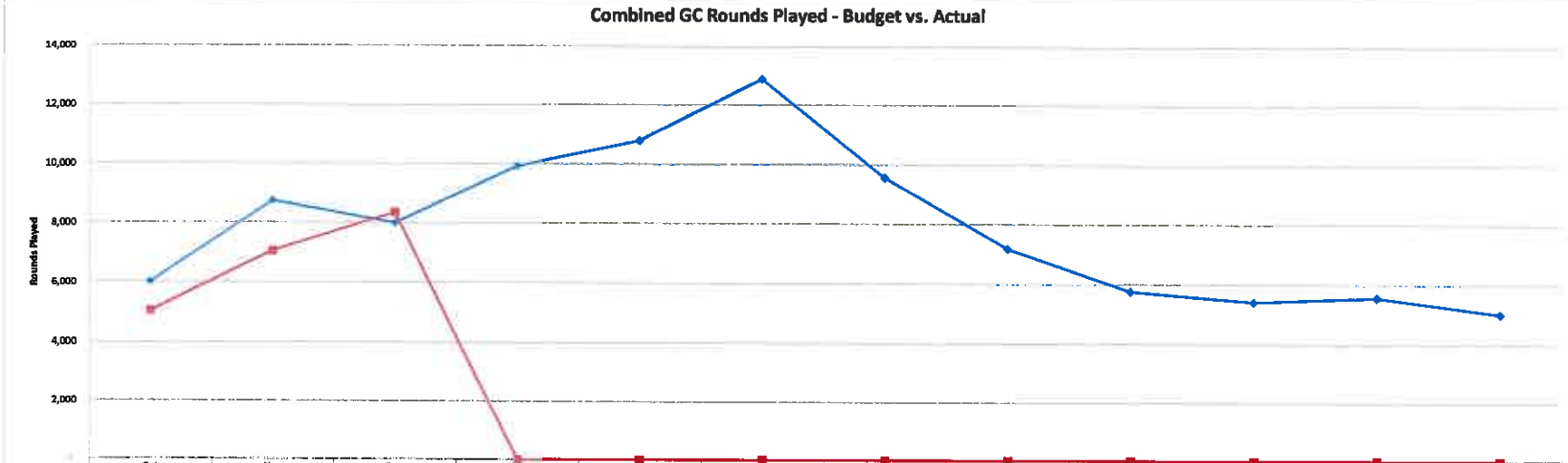
	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept
Budget	$(154,049.09)	$(126,344.43)	$(55,267.65)	$(32,007.86)	$44,210.73	$61,965.43	$(43,716.76)	$(54,275.81)	$(83,380.01)	$(96,884.02)	$(90,996.67)	$(161,070.99)
Actual	$(113,913.01)	$(93,514.81)	$(54,011.95)	$-	$-	$-	$-	$-	$-	$-	$-	$-

Combined GCRevenues/Expenses - Budget vs. Actual



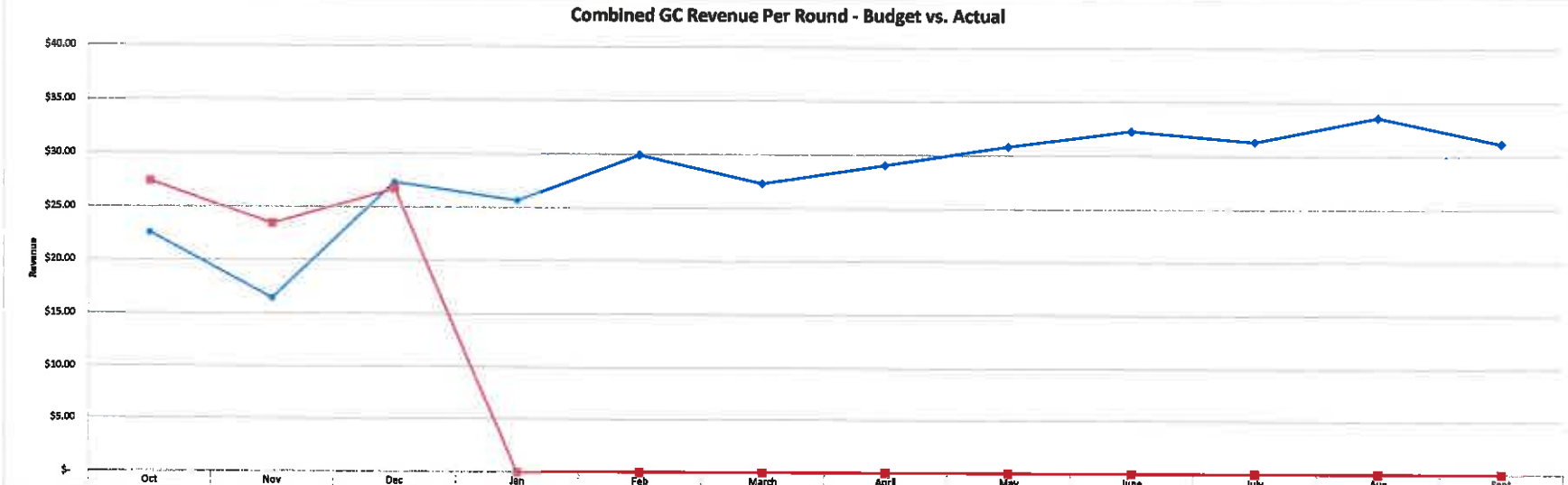
	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept
Revenues Budget	$151,383.95	$163,591.21	$244,277.23	$279,848.39	$350,079.97	$381,220.01	$307,085.51	$245,867.08	$209,255.29	$191,895.63	$212,172.72	$178,946.36
Revenues Actual	$153,332.33	$201,499.96	$245,483.68	$-	$-	$-	$-	$-	$-	$-	$-	$-
Expenses Budget	$305,433.04	$289,935.64	$299,544.88	$311,856.25	$305,869.24	$319,254.58	$350,802.27	$300,142.89	$292,635.30	$288,779.65	$303,169.39	$340,017.35
Expenses Actual	$267,245.34	$295,014.77	$299,495.63	$-	$-	$-	$-	$-	$-	$-	$-	$-

Combined GC Rounds Played - Budget vs. Actual



	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept
Budget	6,017	8,745	8,000	9,925	10,804	12,896	9,568	7,200	5,782	5,435	5,585	5,025
Actual	5,042	7,059	8,355	-	-	-	-	-	-	-	-	-

Combined GC Revenue Per Round - Budget vs. Actual

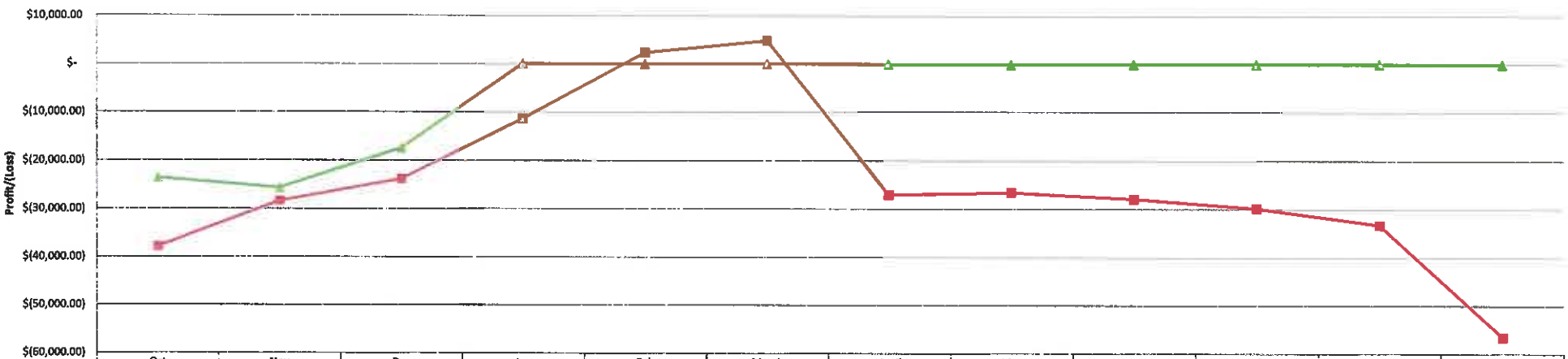


	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept
Budget	$22.56	$16.40	$27.31	$25.65	$29.96	$27.36	$29.10	$30.84	$32.29	$31.31	$33.54	$31.17
Actual	$27.40	$23.42	$26.70	$-	$-	$-	$-	$-	$-	$-	$-	$-

Babe Zaharias Performance Measures Rollup - FY 2015

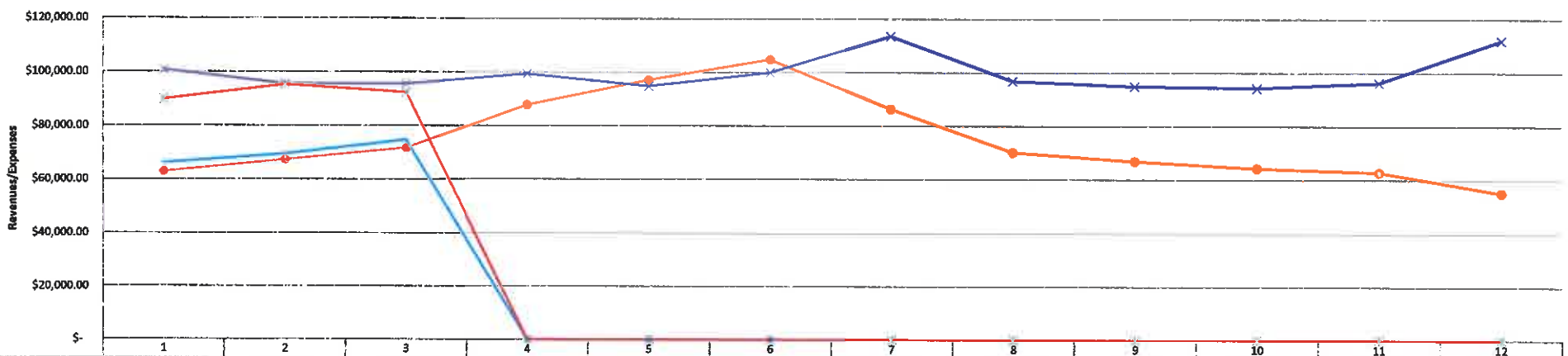
	Profit/(Loss)			Revenues			Expenses			Rounds Played			Revenue per Round played		
	Budget	Actual	Difference	Budget	Actual	Difference	Budget	Actual	Difference	Budget	Actual	Difference	Budget	Actual	Difference
Oct	$ (37,841.37)	$ (23,610.85)	$ 14,230.52	$ 62,878.47	$ 66,168.75	$ 3,290.28	$ 100,719.84	$ 89,779.60	$ (10,940.24)	2,300	2,268	(32)	$ 21.13	$ 27.71	$ 6.57
Nov	$ (28,347.22)	$ (25,646.96)	$ 2,700.26	$ 67,260.09	$ 69,527.31	$ 2,267.22	$ 95,607.31	$ 95,174.27	$ (433.04)	3,800	2,745	(1,055)	$ 16.68	$ 23.75	$ 7.07
Dec	$ (23,814.77)	$ (17,448.53)	$ 6,366.24	$ 71,731.60	$ 74,836.41	$ 3,104.81	$ 95,546.37	$ 92,284.94	$ (3,261.43)	2,700	2,709	9	$ 25.15	$ 26.20	$ 1.04
Jan	$ (11,375.53)	$ -	$ 11,375.53	$ 88,003.50	$ -	$ (88,003.50)	$ 99,379.03	$ -	$ (99,379.03)	3,200	-	(3,200)	$ 26.23	#DIV/0!	#DIV/0!
Feb	$ 2,276.54	$ -	$ (2,276.54)	$ 97,133.42	$ -	$ (97,133.42)	$ 94,856.88	$ -	$ (94,856.88)	3,400	-	(3,400)	$ 27.44	#DIV/0!	#DIV/0!
March	$ 4,721.99	$ -	$ (4,721.99)	$ 104,656.82	$ -	$ (104,656.82)	$ 99,934.83	$ -	$ (99,934.83)	4,200	-	(4,200)	$ 23.83	#DIV/0!	#DIV/0!
April	$ (27,070.42)	$ -	$ 27,070.42	$ 86,365.14	$ -	$ (86,365.14)	$ 113,435.56	$ -	$ (113,435.56)	3,500	-	(3,500)	$ 23.57	#DIV/0!	#DIV/0!
May	$ (26,572.31)	$ -	$ 26,572.31	$ 70,456.76	$ -	$ (70,456.76)	$ 97,029.07	$ -	$ (97,029.07)	3,000	-	(3,000)	$ 22.20	#DIV/0!	#DIV/0!
June	$ (27,901.85)	$ -	$ 27,901.85	$ 67,200.38	$ -	$ (67,200.38)	$ 95,102.23	$ -	$ (95,102.23)	2,697	-	(2,697)	$ 23.58	#DIV/0!	#DIV/0!
July	$ (29,805.67)	$ -	$ 29,805.67	$ 64,655.74	$ -	$ (64,655.74)	$ 94,461.41	$ -	$ (94,461.41)	2,150	-	(2,150)	$ 28.50	#DIV/0!	#DIV/0!
Aug	$ (33,261.99)	$ -	$ 33,261.99	$ 63,131.66	$ -	$ (63,131.66)	$ 96,393.65	$ -	$ (96,393.65)	2,300	-	(2,300)	$ 25.47	#DIV/0!	#DIV/0!
Sept	$ (56,413.48)	$ -	$ 56,413.48	$ 55,454.89	$ -	$ (55,454.89)	$ 111,868.37	$ -	$ (111,868.37)	2,200	-	(2,200)	$ 23.41	#DIV/0!	#DIV/0!
Total	$ (90,003.36)	$ (66,706.34)	$ 23,297.02	$ 201,870.16	$ 210,532.47	$ 8,662.31	$ 291,873.52	$ 277,238.81	$ (14,634.71)	8,800	7,722	(1,078)	$ 20.99	$ 25.88	$ 4.90

Babe Zaharias Profit/(Loss) Budget vs. Actual



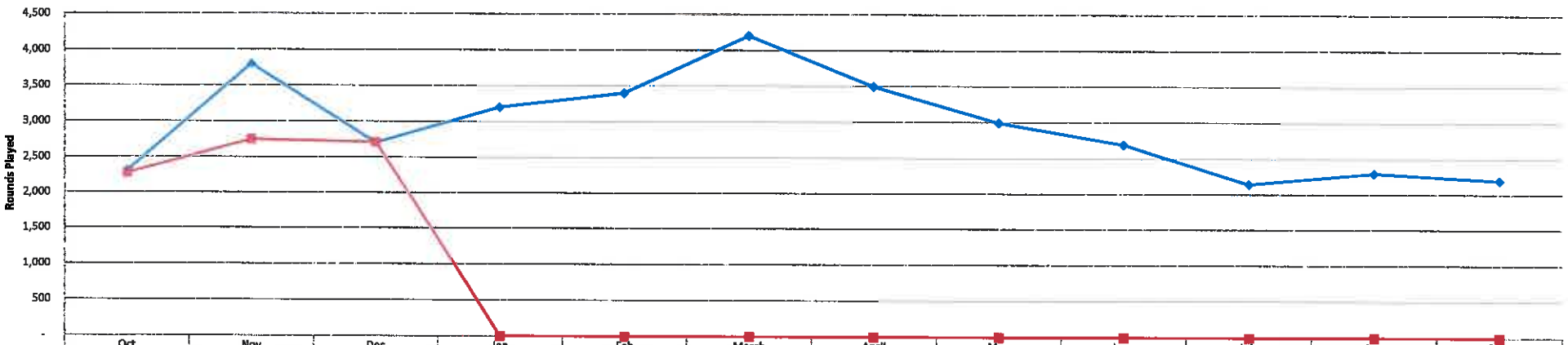
	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept
Budget	$(37,841.37)	$(28,347.22)	$(23,814.77)	$(11,375.53)	$2,276.54	$4,721.99	$(27,070.42)	$(26,572.31)	$(27,901.85)	$(29,805.67)	$(33,261.99)	$(56,413.48)
Actual	$(23,610.85)	$(25,646.96)	$(17,448.53)	$-	$-	$-	$-	$-	$-	$-	$-	$-

Babe Zaharias Revenues/Expenses - Budget vs. Actual



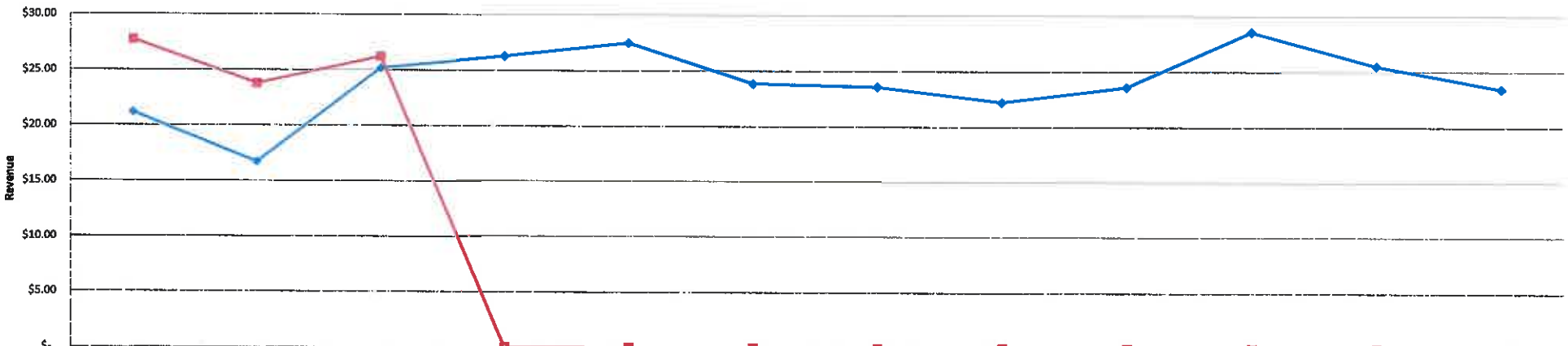
	1	2	3	4	5	6	7	8	9	10	11	12
Revenues Budget	$62,878.47	$67,260.09	$71,731.60	$88,003.50	$97,133.42	$104,656.82	$86,365.14	$70,456.76	$67,200.38	$64,655.74	$63,131.66	$55,454.89
Revenues Actual	$66,168.75	$69,527.31	$74,836.41	$-	$-	$-	$-	$-	$-	$-	$-	$-
Expenses Budget	$100,719.84	$95,607.31	$95,546.37	$99,379.03	$94,856.88	$99,934.83	$113,435.56	$97,029.07	$95,102.23	$94,461.41	$96,393.65	$111,868.37
Expenses Actual	$89,779.60	$95,174.27	$92,284.94	$-	$-	$-	$-	$-	$-	$-	$-	$-

Babe Zaharias Rounds Played - Budget vs. Actual



	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept
Budget	2,300	3,800	2,700	3,200	3,400	4,200	3,500	3,000	2,697	2,150	2,300	2,200
Actual	2,268	2,745	2,709	-	-	-	-	-	-	-	-	-

Babe Zaharias Revenue Per Round - Budget vs. Actual

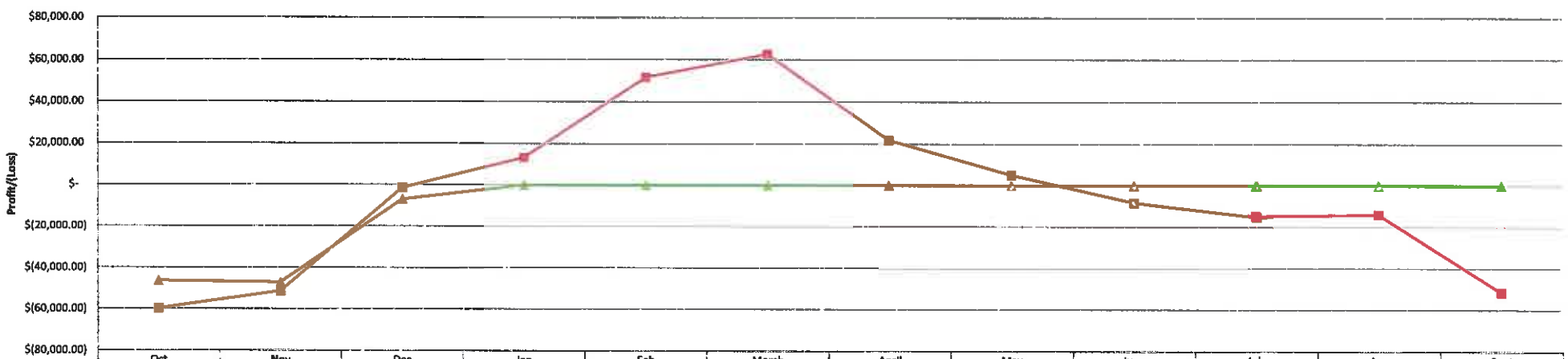


	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept
Budget	$21.13	$16.68	$25.15	$26.23	$27.44	$23.83	$23.57	$22.20	$23.58	$28.50	$25.47	$23.41
Actual	$27.71	$23.75	$26.20	$-	$-	$-	$-	$-	$-	$-	$-	$-

Rocky Point Performance Measures Rollup - FY 2015

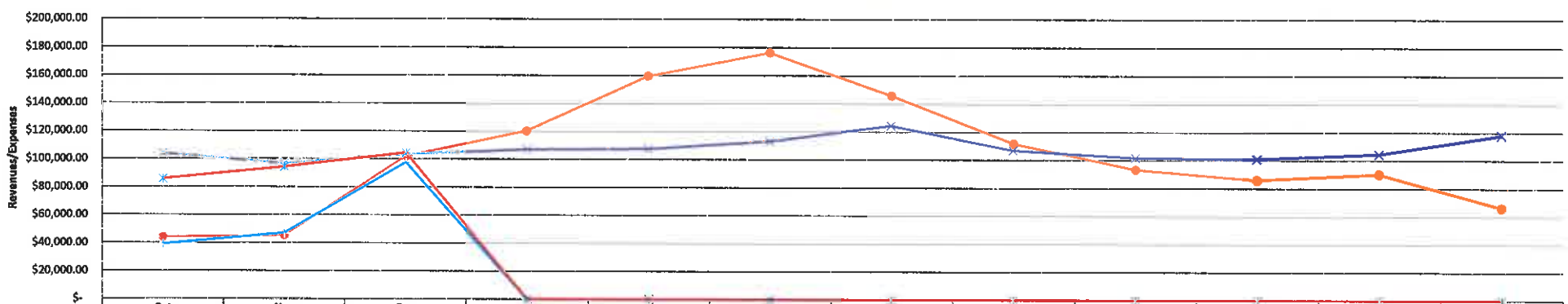
	Profit/(Loss)			Revenues			Expenses			Rounds Played			Revenue per Round played		
	Budget	Actual	Difference	Budget	Actual	Difference	Budget	Actual	Difference	Budget	Actual	Difference	Budget	Actual	Difference
Oct	$ (59,690.86)	$ (46,334.37)	$ 13,356.49	$ 44,104.93	$ 39,274.55	$ (4,830.38)	$ 103,795.79	$ 85,608.92	$ (18,186.87)	1,285	1,154	(131)	$ 27.18	$ 23.71	$ (3.47)
Nov	$ (51,191.46)	$ (47,028.93)	$ 4,162.53	$ 45,613.09	$ 47,204.65	$ 1,591.56	$ 96,804.55	$ 94,233.58	$ (2,570.97)	2,941	1,719	(1,222)	$ 11.85	$ 23.00	$ 11.15
Dec	$ (1,415.98)	$ (6,905.94)	$ (5,489.96)	$ 101,881.39	$ 97,462.73	$ (4,418.66)	$ 103,297.37	$ 104,368.67	$ 1,071.30	3,100	3,238	138	$ 28.64	$ 27.88	$ (0.76)
Jan	$ 13,144.45	$ -	$ (13,144.45)	$ 120,371.68	$ -	$ (120,371.68)	$ 107,227.23	$ -	$ (107,227.23)	3,889	-	(3,889)	$ 27.35	#DIV/0!	#DIV/0!
Feb	$ 51,748.82	$ -	$ (51,748.82)	$ 159,523.17	$ -	$ (159,523.17)	$ 107,774.35	$ -	$ (107,774.35)	4,404	-	(4,404)	$ 33.02	#DIV/0!	#DIV/0!
March	$ 62,959.89	$ -	$ (62,959.89)	$ 176,260.24	$ -	$ (176,260.24)	$ 113,300.35	$ -	$ (113,300.35)	5,149	-	(5,149)	$ 31.22	#DIV/0!	#DIV/0!
April	$ 21,505.47	$ -	$ (21,505.47)	$ 145,889.29	$ -	$ (145,889.29)	$ 124,383.82	$ -	$ (124,383.82)	3,500	-	(3,500)	$ 36.95	#DIV/0!	#DIV/0!
May	$ 4,933.75	$ -	$ (4,933.75)	$ 111,974.68	$ -	$ (111,974.68)	$ 107,040.93	$ -	$ (107,040.93)	1,800	-	(1,800)	$ 54.31	#DIV/0!	#DIV/0!
June	$ (8,230.92)	$ -	$ 8,230.92	$ 93,579.27	$ -	$ (93,579.27)	$ 101,810.19	$ -	$ (101,810.19)	1,285	-	(1,285)	$ 62.43	#DIV/0!	#DIV/0!
July	$ (14,967.36)	$ -	$ 14,967.36	$ 86,138.86	$ -	$ (86,138.86)	$ 101,106.22	$ -	$ (101,106.22)	1,285	-	(1,285)	$ 57.42	#DIV/0!	#DIV/0!
Aug	$ (14,194.09)	$ -	$ 14,194.09	$ 90,309.44	$ -	$ (90,309.44)	$ 104,503.53	$ -	$ (104,503.53)	1,285	-	(1,285)	$ 61.10	#DIV/0!	#DIV/0!
Sept	$ (51,367.48)	$ -	$ 51,367.48	$ 66,616.24	$ -	$ (66,616.24)	$ 117,983.72	$ -	$ (117,983.72)	1,285	-	(1,285)	$ 44.01	#DIV/0!	#DIV/0!
Total	$ (112,298.30)	$ (100,269.24)	$ 12,029.06	$ 191,599.41	$ 183,941.93	$ (7,657.48)	$ 303,897.71	$ 284,211.17	$ (19,686.54)	7,326	6,111	(1,215)	$ 22.56	$ 24.86	$ 2.31

Rocky Point Profit/(Loss) Budget vs. Actual



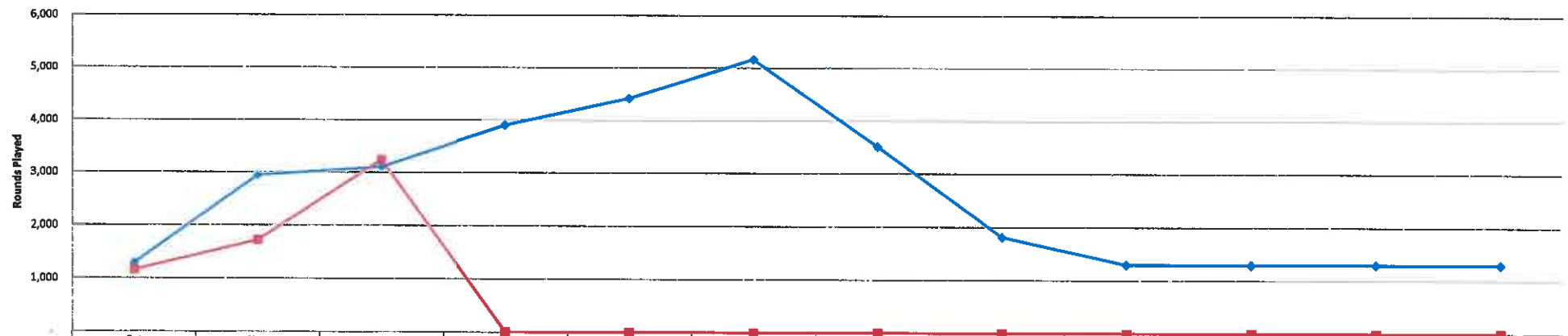
	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept
Budget	$(59,690.86)	$(51,191.46)	$(1,415.98)	$13,144.45	$51,748.82	$62,959.89	$21,505.47	$4,933.75	$(8,230.92)	$(14,967.36)	$(14,194.09)	$(51,367.48)
Actual	$(46,334.37)	$(47,028.93)	$(6,905.94)	$-	$-	$-	$-	$-	$-	$-	$-	$-

Rocky Point Revenues/Expenses - Budget vs. Actual



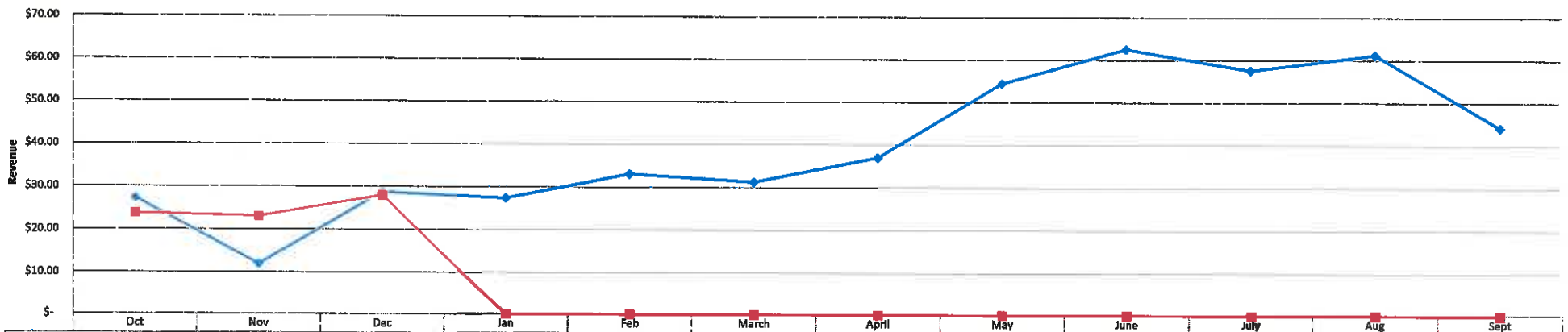
	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept
Revenue Budget	$44,104.93	$45,613.09	$101,881.39	$120,371.68	$159,523.17	$176,260.24	$145,889.29	$111,974.68	$93,579.27	$86,138.86	$90,309.44	$66,616.24
Revenue Acutal	$39,274.55	$47,204.65	$97,462.73	$-	$-	$-	$-	$-	$-	$-	$-	$-
Expense Budget	$103,795.79	$96,804.55	$103,297.37	$107,227.23	$107,774.35	$113,300.35	$124,383.82	$107,040.93	$101,810.19	$101,106.22	$104,503.53	$117,983.72
Expense Actual	$85,608.92	$94,233.58	$104,368.67	$-	$-	$-	$-	$-	$-	$-	$-	$-

Rocky Point Rounds Played - Budget vs. Actual



	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept
Budget	1,285	2,941	3,100	3,889	4,404	5,149	3,500	1,800	1,285	1,285	1,285	1,285
Actual	1,154	1,719	3,238	-	-	-	-	-	-	-	-	-

Rocky Point Revenue Per Round - Budget vs. Actual

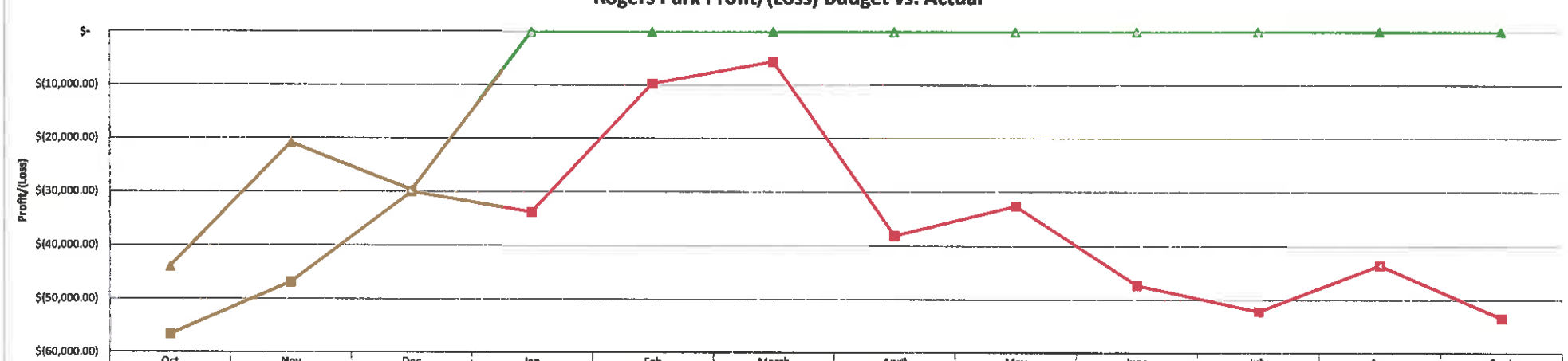


	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept
Budget	$27.18	$11.85	$28.64	$27.35	$33.02	$31.22	$36.95	$54.31	$62.43	$57.42	$61.10	$44.01
Actual	$23.71	$23.00	$27.88	$-	$-	$-	$-	$-	$-	$-	$-	$-

Rogers Park Performance Measures Rollup - FY 2015

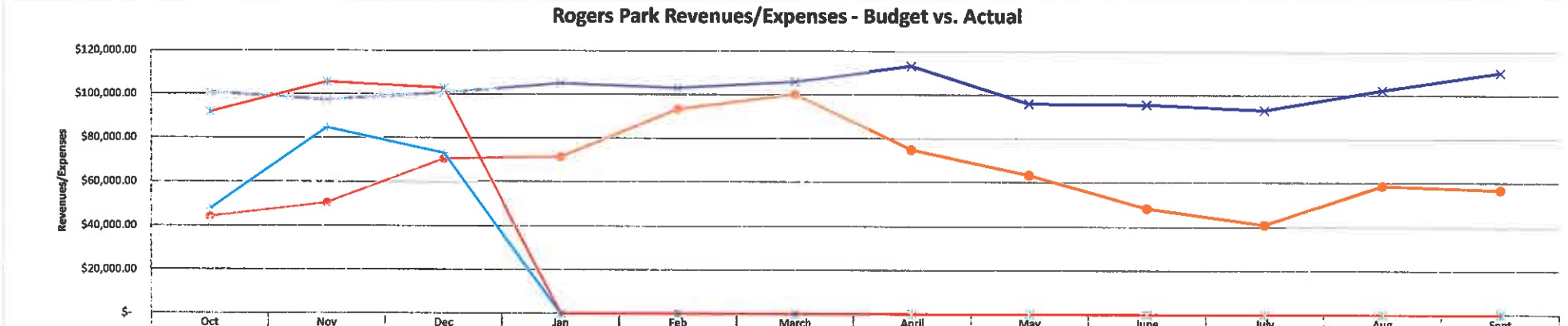
	Profit/(Loss)			Revenues			Expenses			Rounds Played			Revenue per Round played		
	Budget	Actual	Difference	Budget	Actual	Difference	Budget	Actual	Difference	Budget	Actual	Difference	Budget	Actual	Difference
Oct	$ (56,516.86)	$ (43,967.79)	$ 12,549.07	$ 44,400.55	$ 47,889.03	$ 3,488.48	$ 100,917.41	$ 91,856.82	$ (9,060.59)	2,000	1,620	(380)	$ 20.08	$ 26.51	$ 6.43
Nov	$ (46,805.75)	$ (20,838.92)	$ 25,966.83	$ 50,718.03	$ 84,768.00	$ 34,049.97	$ 97,523.78	$ 105,606.92	$ 8,083.14	2,004	2,595	591	$ 22.57	$ 23.35	$ 0.78
Dec	$ (30,036.90)	$ (29,657.48)	$ 379.42	$ 70,664.24	$ 73,184.54	$ 2,520.30	$ 100,701.14	$ 102,842.02	$ 2,140.88	2,200	2,408	208	$ 28.07	$ 25.69	$ (2.38)
Jan	$ (33,776.78)	$ -	$ 33,776.78	$ 71,473.21	$ -	$ (71,473.21)	$ 105,249.99	$ -	$ (105,249.99)	2,836	-	(2,836)	$ 22.64	#DIV/0!	#DIV/0!
Feb	$ (9,814.63)	$ -	$ 9,814.63	$ 93,423.38	$ -	$ (93,423.38)	$ 103,238.01	$ -	$ (103,238.01)	3,000	-	(3,000)	$ 28.32	#DIV/0!	#DIV/0!
March	$ (5,716.45)	$ -	$ 5,716.45	$ 100,302.95	$ -	$ (100,302.95)	$ 106,019.40	$ -	$ (106,019.40)	3,547	-	(3,547)	$ 25.94	#DIV/0!	#DIV/0!
April	$ (38,151.81)	$ -	$ 38,151.81	$ 74,831.08	$ -	$ (74,831.08)	$ 112,982.89	$ -	$ (112,982.89)	2,568	-	(2,568)	$ 25.95	#DIV/0!	#DIV/0!
May	$ (32,637.25)	$ -	$ 32,637.25	$ 63,435.64	$ -	$ (63,435.64)	$ 96,072.89	$ -	$ (96,072.89)	2,400	-	(2,400)	$ 24.04	#DIV/0!	#DIV/0!
June	$ (47,247.24)	$ -	$ 47,247.24	$ 48,475.64	$ -	$ (48,475.64)	$ 95,722.88	$ -	$ (95,722.88)	1,800	-	(1,800)	$ 23.83	#DIV/0!	#DIV/0!
July	$ (52,110.99)	$ -	$ 52,110.99	$ 41,101.03	$ -	$ (41,101.03)	$ 93,212.02	$ -	$ (93,212.02)	2,000	-	(2,000)	$ 17.55	#DIV/0!	#DIV/0!
Aug	$ (43,540.59)	$ -	$ 43,540.59	$ 58,731.62	$ -	$ (58,731.62)	$ 102,272.21	$ -	$ (102,272.21)	2,000	-	(2,000)	$ 25.13	#DIV/0!	#DIV/0!
Sept	$ (53,290.03)	$ -	$ 53,290.03	$ 56,875.23	$ -	$ (56,875.23)	$ 110,165.26	$ -	$ (110,165.26)	1,540	-	(1,540)	$ 31.54	#DIV/0!	#DIV/0!
Total	$ (133,359.51)	$ (94,464.19)	$ 38,895.32	$ 165,782.82	$ 205,841.57	$ 40,058.75	$ 299,142.33	$ 300,305.76	$ 1,163.43	6,204	6,623	419	$ 23.57	$ 25.18	$ 1.61

Rogers Park Profit/(Loss) Budget vs. Actual



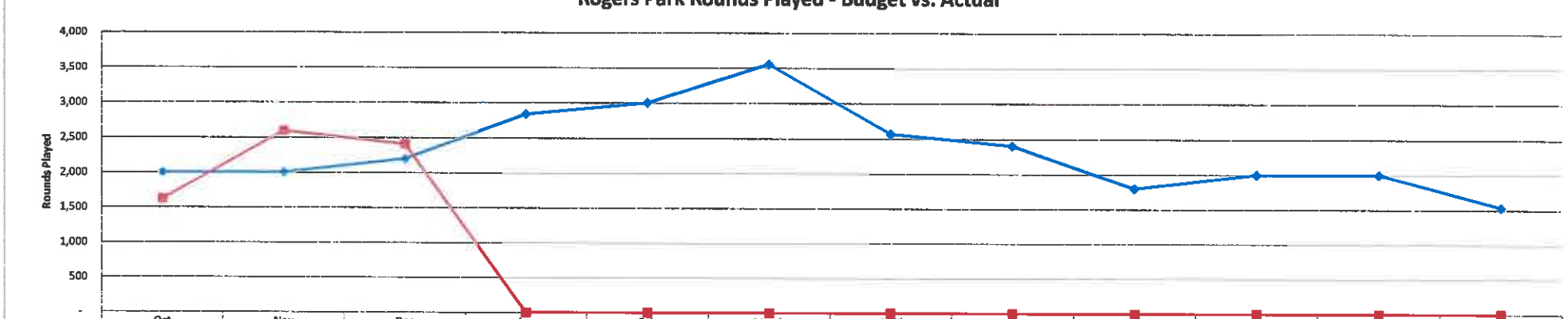
	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept
Budget	$(56,516.86)	$(46,805.75)	$(30,036.90)	$(33,776.78)	$(9,814.63)	$(5,716.45)	$(38,151.81)	$(32,637.25)	$(47,247.24)	$(52,110.99)	$(43,540.59)	$(53,290.03)
Actual	$(43,967.79)	$(20,838.92)	$(29,657.48)	$-	$-	$-	$-	$-	$-	$-	$-	$-

Rogers Park Revenues/Expenses - Budget vs. Actual



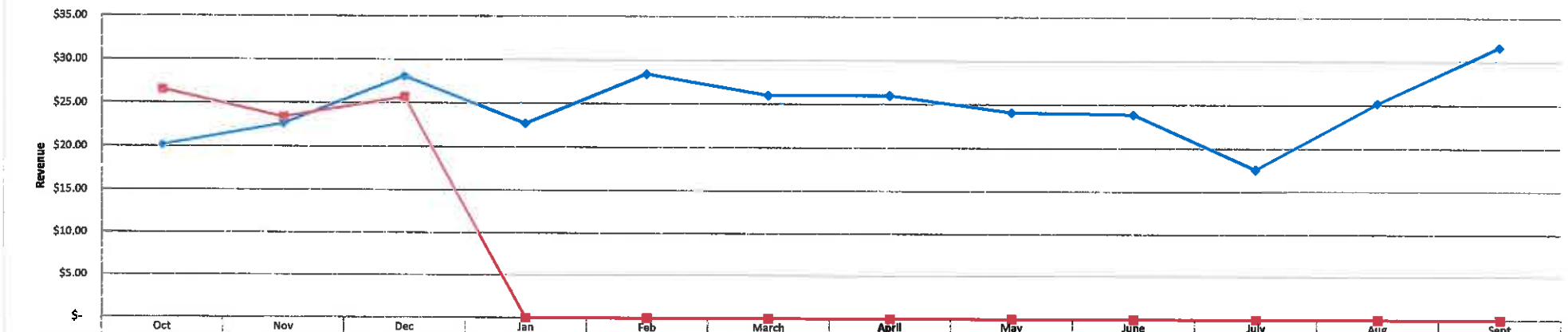
	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept
Revenue Budget	$44,400.55	$50,718.03	$70,664.24	$71,473.21	$93,423.38	$100,302.95	$74,831.08	$63,435.64	$48,475.64	$41,101.03	$58,731.62	$56,875.23
Revenue Actual	$47,889.03	$84,768.00	$73,184.54	$-	$-	$-	$-	$-	$-	$-	$-	$-
Expense Budget	$100,917.41	$97,523.78	$100,701.14	$105,249.99	$103,238.01	$106,019.40	$112,982.89	$96,072.89	$95,722.88	$93,212.02	$102,272.21	$110,165.26
Expense Actual	$91,856.82	$105,606.92	$102,842.02	$-	$-	$-	$-	$-	$-	$-	$-	$-

Rogers Park Rounds Played - Budget vs. Actual



	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept
Budget	2,000	2,004	2,200	2,836	3,000	3,547	2,568	2,400	1,800	2,000	2,000	1,540
Actual	1,620	2,595	2,408	-	-	-	-	-	-	-	-	-

Rogers Park Revenue Per Round - Budget vs. Actual



	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept
Budget	$20.08	$22.57	$28.07	$22.64	$28.32	$25.94	$25.95	$24.04	$23.83	$17.55	$25.13	$31.54
Actual	$26.51	$23.35	$25.69	$-	$-	$-	$-	$-	$-	$-	$-	$-

Tampa Sports Authority
Sports Facilities
STATEMENT OF REVENUE AND EXPENSES COMPARED TO BUDGET
For the Period Ending December 31, 2015

	Babe Zaharias			Rocky Point			Rogers Park					
	Monthly Activity			Monthly Activity			Monthly Activity			MonthlyTotal	MonthlyBudget	Variance
	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Budget	Variance	2015	2015	Budget to Actual
Operating Revenue												
Golf fees	$ 57,386	$ 53,469	$ 3,916	$ 70,216	$ 69,518	$ 698	$ 49,428	$ 47,489	$ 1,938	$ 177,030	$ 170,476	$ 6,553
Merchandise	3,981	3,817	164	5,635	6,771	(1,136)	5,759	6,890	(1,131)	$ 15,375	$ 17,478	$ (2,103)
Food & Beverage	9,599	10,630	(1,031)	14,429	12,485	1,943	6,674	7,377	(703)	$ 30,702	$ 30,492	$ 210
Events	280	-	280	295	3,379	(3,084)	1,827	3,105	(1,278)	$ 2,403	$ 6,484	$ (4,082)
Memberships	3,590	3,815	(225)	3,462	5,342	(1,880)	6,657	2,000	4,657	$ 13,709	$ 11,157	$ 2,552
Driving range	-	-	-	3,425	4,386	(961)	2,841	3,803	(962)	$ 6,265	$ 8,189	$ (1,924)
Total operating revenues	74,836	71,732	3,105	97,463	101,881	(4,419)	73,185	70,664	2,520	245,484	244,277	$ 1,206
Operating Expenses												
Cost of merchandise sold	2,619	2,851	(233)	3,986	4,978	(992)	4,535	4,916	(381)	$ 11,140	$ 12,745	(1,605)
Cost of Food & Beverage	3,404	3,503	(99)	5,455	4,257	1,198	3,091	3,385	(294)	$ 11,950	$ 11,145	805
Cost of Events	7	-	7	228	1,625	(1,398)	561	65	496	$ 795	$ 1,690	(895)
Clubhouse operatons	27,082	26,679	403	33,454	29,291	4,163	33,230	29,199	4,031	$ 93,766	$ 85,169	8,597
Course maintenance	45,148	45,803	(655)	46,052	46,127	(75)	46,223	46,148	75	$ 137,423	$ 138,078	(655)
General and administrative	14,034	16,710	(2,676)	14,467	17,022	(2,555)	15,096	16,688	(1,592)	$ 43,597	$ 50,420	(6,822)
Driving range	-	-	-	733	-	733	117	300	(183)	$ 849	$ 300	549
Depreciation and amortization												
Total operating expenses	92,293	95,546	(3,253)	104,374	103,300	1,075	102,853	100,701	2,152	299,520	299,547	(27)
Total Operating Gain(Loss)	(17,457)	(23,815)	6,358	(6,912)	(1,418)	(5,493)	(29,668)	(30,037)	369	(54,037)	(55,270)	1,233
Non-operating revenues(expenses)												
Investment income	8	-	8	6	2	3	11	-	11	$ 25	$ 2	23
Interest expense	-	-	-	-	-	-	-	-	-	$ -	$ -	-
Forgiveness of debt	-	-	-	-	-	-	-	-	-	$ -	$ -	-
Loss on disposal of assets/Settlements	-	-	-	-	-	-	-	-	-	$ -	$ -	-
Total non-operating revenues	8	-	8	6	2	3	11	-	11	25	2	23
Change in net assets before capital grants and contributions	(17,449)	(23,815)	6,366	(6,906)	(1,416)	(5,490)	(29,657)	(30,037)	379	(54,012)	(55,268)	1,256
Capital grants and contributions	2,941	-	2,941	7,600	-	7,600	8,878	-	8,878	$ 19,419	$ -	19,419
Change in net assets	$ (14,507)	$ (23,815)	$ 9,308	$ 694	$ (1,416)	$ 2,110	$ (20,780)	$ (30,037)	$ 9,257	$ (34,593)	$ (55,268)	$ 20,675

Tampa Sports Authority
GOLF COURSE OPERATIONS COMPONENT UNIT
MANAGEMENT REPORT - STATEMENT OF NET POSITION

December 31, 2015
With Comparative Total for Fiscal Year 2015

	Babe Zaharias Course	Rocky Point Course	Rogers Park Course	Total 2016	Total 2015
ASSETS					
CURRENT ASSETS					
Cash and cash equivalents	$ 148,770	$ 74,974	$ 163,533	$ 387,278	$ 53,610
Accounts receivable	2,824	12,644	9,025	24,492	221,548
Due from other funds	(51,949)	11,246	41,327	625	178,854
Prepaid expenses and deposits	2,904	4,767	3,224	10,896	10,357
Inventory	42,165	46,292	61,230	149,688	138,535
Total current assets	144,714	149,924	278,339	572,978	602,904
NON-CURRENT ASSETS					
Capital assets, net of depreciation	1,026,610	1,342,601	1,859,700	4,228,911	3,916,847
Total non-current assets	1,026,610	1,342,601	1,859,700	4,228,911	3,916,847
TOTAL ASSETS	$ 1,171,325	$ 1,492,525	$ 2,138,039	$ 4,801,889	$ 4,519,751
LIABILITIES					
CURRENT LIABILITIES					
Long-term debt due within one year	-	-	-	-	-
Accounts payable and accrued liabilities	18,280	306,304	46,994	371,578	239,020
Accrued interest payable	-	-	-	-	-
Due to Stadium	-	-	-	-	-
Due from other funds	12,506	60,836	(71,248)	2,094	146,304
Deferred revenue	27,934	42,870	229,201	300,005	99,834
Total current liabilities	58,720	410,010	204,947	673,677	485,159
NON-CURRENT LIABILITIES					
Bond and loan payable	-	-	-	-	-
TOTAL LIABILITIES	58,720	410,010	204,947	673,677	485,159
NET POSITION					
Invested in Capital Assets and Unamortized Leasehold Interest, net of related debt	1,049,318	825,218	1,965,368	3,839,904	3,916,847
Unrestricted	63,287	257,297	(32,276)	288,308	117,746
TOTAL NET POSITION	1,112,604	1,082,515	1,933,092	4,128,212	4,034,592
TOTAL LIABILITIES & NET POSITION	$ 1,171,325	$ 1,492,525	$ 2,138,039	$ 4,801,889	$ 4,519,751

TAMPA SPORTS AUTHORITY

Print

Meeting Date:

Title: RJS Financials - December 2015

Summary: Attached are the December 2015 RJS Financials

Staff is requesting approval the December RJS Financials as submitted.

Background:

ATTACHMENTS:		
Name:	Description:	Type:
RJS_Packet_1.pdf	RJS Packet 1	Cover Memo

Raymond James Stadium - Combined Financial Summary December - FY 2016

	Month to Date - December 2015			Year to Date - December 2015		
	Actual	Budget	Difference	Actual	Budget	Difference
Revenues	$ 709,465.16	$ 743,322.74	$ (33,857.58)	$ 7,230,227.44	$ 7,402,990.32	$ (172,762.88)
Expenses	$ 1,107,009.88	$ 1,270,032.44	$ (163,022.56)	$ 8,747,375.29	$ 9,195,648.21	$ (448,272.91)
Sub Total	$ (397,544.72)	$ (526,709.70)	$ 129,164.98	$ (1,517,147.85)	$ (1,792,657.89)	$ 275,510.03
Less Depreciation	$ 25,775.79	$ 27,000.00	$ (1,224.21)	$ 77,852.18	$ 81,000.00	$ (3,147.82)
Sub Total	$ (371,768.93)	$ (499,709.70)	$ 127,940.77	$ (1,439,295.67)	$ (1,711,657.89)	$ 272,362.21
Add Interest	$ 256.48	$ 100.00	$ 156.48	$ 300.00	$ 1,200.00	$ (900.00)
Total	$ (371,512.45)	$ (499,609.70)	$ 128,097.25	$ (1,438,995.67)	$ (1,710,457.89)	$ 271,462.21
Add Subsidy	$ -	$ -	$ -	$ 2,345,913.91	$ 2,379,466.75	$ (33,552.84)
Ahead/(Behind) Budget	$ (371,512.45)	$ (499,609.70)	$ 128,097.25	$ 906,918.24	$ 669,008.86	**$ 237,909.37**
Funds Carried Forward				$ -	$ -	$ -
				$ 906,918.24	$ 669,008.86	**$ 237,909.37**

Comments: **See Comments column for individual expense items that indicate variances of actual to budget due to timing**

Due to timing, the positive variance is reduced from $237,909.37 to approximately $150,000.00.

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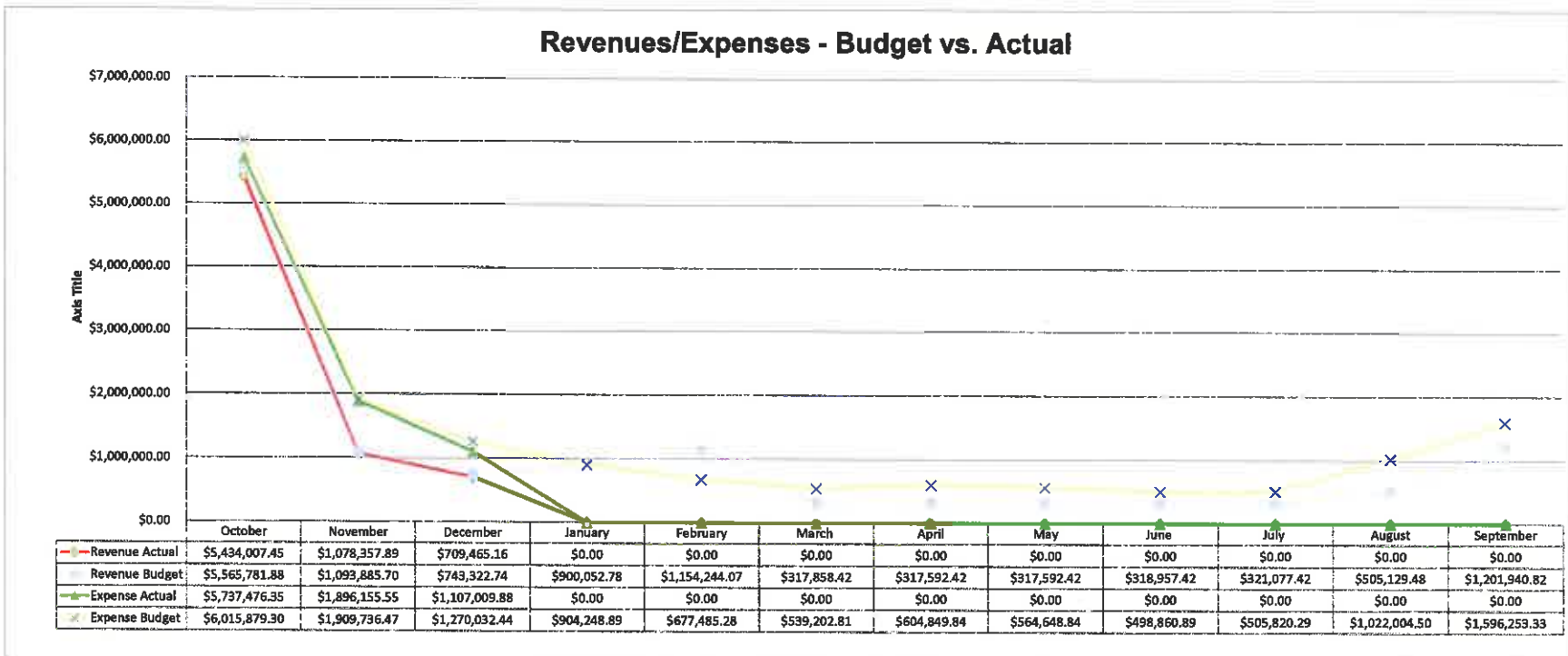
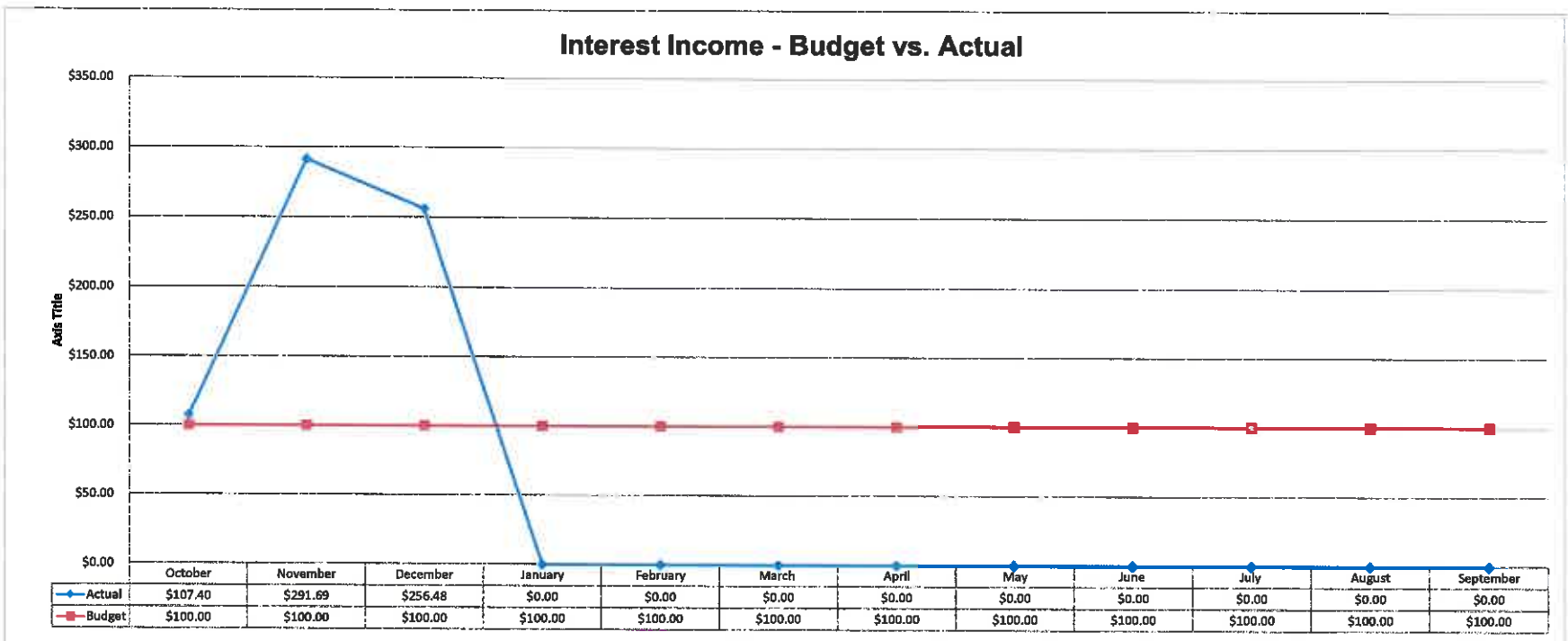
Raymond James Stadium Financial Performance Measures

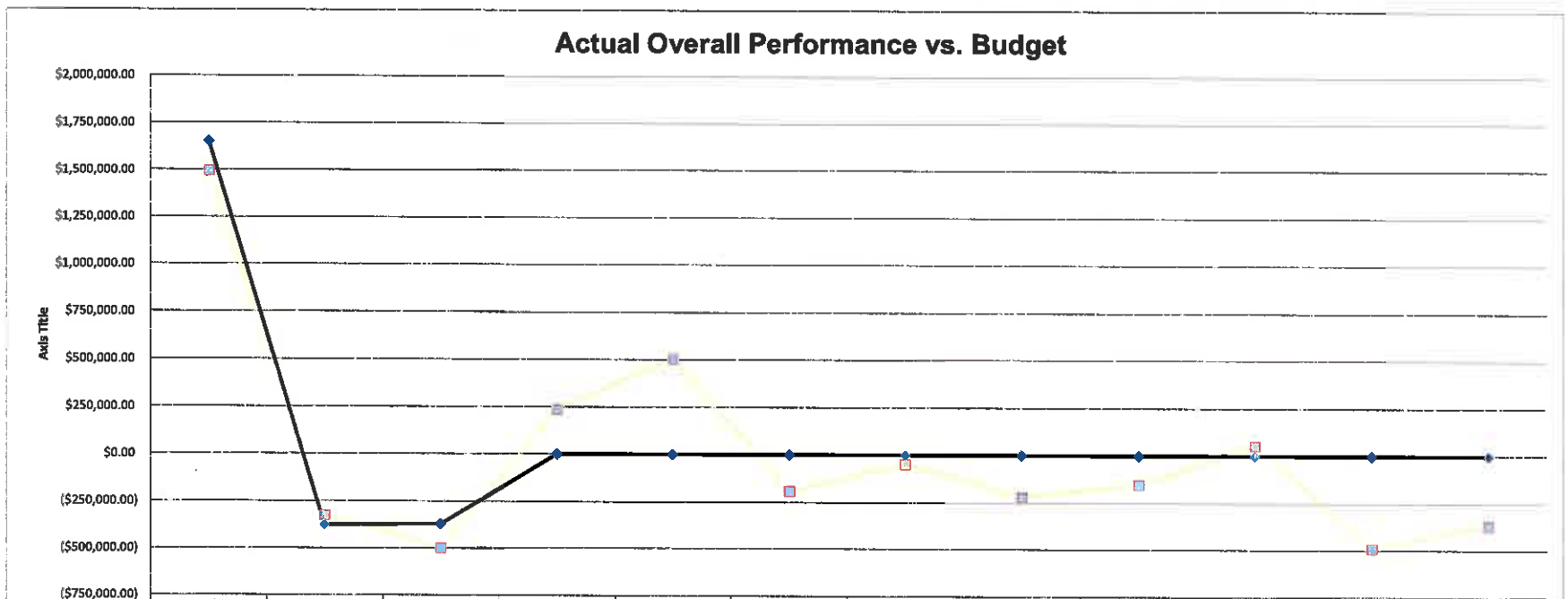
	Revenues			Expenses			Interest Earnings			YTD Actual Performance vs. Budget		
	Actual	Budget	Difference	Actual	Budget	Difference	Actual	Budget	Difference	Actual	Budget	Difference
October	$5,434,007.45	$5,565,781.88	($131,774.43)	$5,737,476.35	$6,015,879.30	($278,402.95)	$107.40	$100.00	$7.40	$1,653,521.34	$1,494,469.33	$159,052.01
November	$1,078,357.89	$1,093,885.70	($15,527.81)	$1,896,155.55	$1,909,736.47	($13,580.92)	$291.69	$100.00	$191.69	($376,398.51)	($326,750.77)	($49,647.74)
December	$709,465.16	$743,322.74	($33,857.58)	$1,107,009.88	$1,270,032.44	($163,022.56)	$256.48	$100.00	$156.48	($371,512.45)	($499,609.70)	$128,097.25
January	$0.00	$900,052.78	($900,052.78)	$0.00	$904,248.89	($904,248.89)	$0.00	$100.00	($100.00)	$0.00	$235,955.64	($235,955.64)
February	$0.00	$1,154,244.07	($1,154,244.07)	$0.00	$677,485.28	($677,485.28)	$0.00	$100.00	($100.00)	$0.00	$503,858.79	($503,858.79)
March	$0.00	$317,858.42	($317,858.42)	$0.00	$539,202.81	($539,202.81)	$0.00	$100.00	($100.00)	$0.00	($194,244.39)	$194,244.39
April	$0.00	$317,592.42	($317,592.42)	$0.00	$604,849.84	($604,849.84)	$0.00	$100.00	($100.00)	$0.00	($47,105.67)	$47,105.67
May	$0.00	$317,592.42	($317,592.42)	$0.00	$564,648.84	($564,648.84)	$0.00	$100.00	($100.00)	$0.00	($219,956.42)	$219,956.42
June	$0.00	$318,957.42	($318,957.42)	$0.00	$498,860.89	($498,860.89)	$0.00	$100.00	($100.00)	$0.00	($152,803.47)	$152,803.47
July	$0.00	$321,077.42	($321,077.42)	$0.00	$505,820.29	($505,820.29)	$0.00	$100.00	($100.00)	$0.00	$55,408.88	($55,408.88)
August	$0.00	$505,129.48	($505,129.48)	$0.00	$1,022,004.50	($1,022,004.50)	$0.00	$100.00	($100.00)	$0.00	($489,775.02)	$489,775.02
September	$0.00	$1,201,940.82	($1,201,940.82)	$0.00	$1,596,253.33	($1,596,253.33)	$0.00	$100.00	($100.00)	$0.00	($367,212.51)	$367,212.51
Total	$7,221,830.50	$7,402,990.32	($181,159.82)	$8,740,641.78	$9,195,648.21	($455,006.43)	$655.57	$300.00	$355.57	$905,610.38	$668,108.86	$237,501.52



	October	November	December	January	February	March	April	May	June	July	August	September
Revenue Actual	$5,434,007.45	$1,078,357.89	$709,465.16	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
Revenue Budget	$5,565,781.88	$1,093,885.70	$743,322.74	$900,052.78	$1,154,244.07	$317,858.42	$317,592.42	$317,592.42	$318,957.42	$321,077.42	$505,129.48	$1,201,940.82
Expense Actual	$5,737,476.35	$1,896,155.55	$1,107,009.88	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
Expense Budget	$6,015,879.30	$1,909,736.47	$1,270,032.44	$904,248.89	$677,485.28	$539,202.81	$604,849.84	$564,648.84	$498,860.89	$505,820.29	$1,022,004.50	$1,596,253.33



	October	November	December	January	February	March	April	May	June	July	August	September
Actual	$107.40	$291.69	$256.48	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
Budget	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00



	October	November	December	January	February	March	April	May	June	July	August	September
Actual	$1,653,521.34	($376,398.51)	($371,512.45)	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
Budget	$1,494,469.33	($326,750.77)	($499,609.70)	$235,955.64	$503,858.79	($194,244.39)	($47,105.67)	($219,956.42)	($152,803.47)	$55,408.88	($489,775.02)	($367,212.51)

Tampa Sports Authority
Sports Facilities Operations - Actual to Budget
Statement of Revenue and Expenses - Comparative
For the period ended December 31, 2015

	Month Balance 2016 MTD Actual	2016 MTD Budget	Var	2016 YTD Actual	2016 YTD Budget	Var	Comments
Operating Revenue							
Buc's License fees	291,666.67	291,666.67	-	875,000.01	875,000.01	-	
Ticket Surcharge	382,000.00	382,000.00	-	904,000.00	904,000.00	-	
Parking	157,767.29	146,028.00	11,739.29	369,672.90	344,626.00	25,046.90	
Total Buc's	831,433.96	819,694.67	11,739.29	2,148,672.91	2,123,626.01	25,046.90	
College Football							
License fees	-	-	-	757,500.00	748,000.00	9,500.00	
Ticket Surcharge	-	-	-	150,000.00	150,000.00	-	
Concessions	-	-	-	431,981.00	423,000.00	8,981.00	
Parking	-	-	-	143,653.14	154,205.00	(10,551.86)	
Total College Football	-	-	-	1,483,134.14	1,475,205.00	7,929.14	
Concerts & Motorsports							
License fees	148,770.78	-	148,770.78	4,397,023.77	4,108,500.00	288,523.77	Timing
Ticket Surcharge	-	-	-	134,982.50	87,500.00	47,482.50	
Concessions	-	-	-	244,626.00	112,000.00	132,626.00	
Parking	-	-	-	124,798.13	148,848.00	(24,049.87)	
Total Concerts & Motorsports	148,770.78	-	148,770.78	4,901,430.40	4,456,848.00	444,582.40	
Excess Revenue over $2,000,000	-	-	-	-	-	-	
Advalorem & Intangible Taxes	-	-	-	113,764.93	118,000.00	(4,235.07)	
Other							
License fees	10,633.26	51,722.17	(41,088.91)	48,850.22	93,066.51	(44,216.29)	Timing
Ticket Surcharge	-	1,080.00	(1,080.00)	-	1,080.00	(1,080.00)	
Concessions/BEOs	214.20	18,066.00	(17,851.80)	5,459.00	32,066.00	(26,607.00)	Timing
Parking	-	3,853.00	(3,853.00)	-	23,853.00	(23,853.00)	
Parking - offsite	30,455.61	47,350.00	(16,894.39)	85,689.24	146,573.00	(60,883.76)	Timing
Rent	22,100.26	21,800.42	299.84	66,300.78	65,401.26	899.52	
Miscellaneous/other	9,217.07	6,429.33	2,787.74	15,611.27	17,394.99	(1,783.72)	
Total Other	72,620.40	150,300.92	(77,680.52)	221,910.51	379,434.76	(157,524.25)	
Total gross operating revenues	1,052,825.14	969,995.59	82,829.55	8,868,912.89	8,553,113.77	315,799.12	
Less: Revenue Splits	(343,359.98)	(226,672.85)	(116,687.13)	(1,638,685.45)	(1,150,123.45)	(488,562.00)	
Total net operating revenues	709,465.16	743,322.74	(33,857.58)	7,230,227.44	7,402,990.32	(172,762.88)	
Operating Expenses							
Salaries & Wages	195,267.58	201,497.82	(6,230.24)	605,406.67	599,521.52	5,885.15	
Salaries & Wages Reimbursement	(61,285.65)	(53,216.27)	(8,069.38)	(182,243.52)	(212,186.12)	29,942.60	Timing
Fringes/Related Costs	61,611.82	71,082.83	(9,471.01)	189,180.57	209,574.78	(20,394.21)	
Computer Expenses	1,746.40	2,916.67	(1,170.27)	9,171.95	8,750.01	421.94	
Licenses, Dues & Permits	1,040.00	1,166.67	(126.67)	2,209.24	3,500.01	(1,290.77)	
Marketing & Advertising	8,675.76	9,783.33	(1,107.57)	29,502.24	43,429.99	(13,927.75)	Timing
Maint & Supplies - Building & Field	12,717.42	14,314.40	(1,596.98)	28,230.18	49,633.40	(21,403.22)	
Maint - Contractual	6,577.16	119,826.65	(113,249.49)	280,411.53	354,512.98	(74,101.45)	Timing
Insurance/bonding	23,374.75	38,827.10	(15,452.35)	54,829.76	115,751.21	(60,921.45)	Timing
Event - Buccaneers	697,987.76	691,000.01	6,987.75	1,640,331.43	1,619,000.00	21,331.43	Timing

	2016 MTD Actual	2016 MTD Budget	Var	2016 YTD Actual	2016 YTD Budget	Var	Comments
Event - Direct Costs	3,083.80	27,500.00	(24,416.20)	4,960,770.51	5,147,843.32	(187,072.81)	
Event - Other Costs	38,131.73	-	38,131.73	(1,756.00)	-	(1,756.00)	
Event - Offsite parking	4,266.96	12,846.31	(8,579.35)	12,410.99	39,766.04	(27,355.05)	
Professional Services	16,146.31	21,666.67	(5,520.36)	38,234.26	62,885.01	(24,650.75)	Timing
HCAA & Condo Rents	-	-	-	228,967.03	233,772.95	(4,805.92)	
Real estate taxes	-	-	-	542,212.10	580,000.00	(37,787.90)	
Supplies, Postage & Shipping	1,264.19	3,560.90	(2,296.71)	13,095.75	10,682.70	2,413.05	
Utilities & Telephone	66,428.06	77,659.35	(11,231.29)	211,629.86	232,810.41	(21,180.55)	Timing
Training & Education	2,129.71	100.00	2,029.71	3,655.12	7,900.00	(4,244.88)	
Miscellaneous other	2,070.33	2,500.00	(429.67)	3,273.45	7,500.00	(4,226.55)	
Depreciation and amortization	25,775.79	27,000.00	(1,224.21)	77,852.18	81,000.00	(3,147.82)	
Total operating expenses	1,107,009.88	1,270,032.44	(163,022.56)	8,747,375.29	9,195,648.21	(448,272.91)	
Non-operating revenues(expenses)							
Contributed Operating Revenue	-	-	-	2,345,913.91	2,379,466.75	(33,552.84)	
Investment income	2,191.35	1,233.33	958.02	(520,743.75)	28,549.99	(549,293.74)	
Bond grants and contributions	1,214,260.89	1,226,718.34	(12,457.45)	4,151,640.30	3,680,155.02	471,485.28	
Amortization of bond issue costs	-	-	-	-	-	-	
Amortization of leasehold interest	(950,656.77)	(962,159.36)	11,502.59	(2,858,868.50)	(2,886,478.08)	27,609.58	
Forgiveness of debt	-	-	-	-	-	-	
Interest exp. and amort. of bond	(349,763.87)	(336,146.62)	(13,617.25)	(1,033,091.61)	(1,008,439.86)	(24,651.75)	
Loss on disposal of assets	-	-	-	-	-	-	
Capital grants and contributions	-	-	-	-	-	-	
Total non-operating revenues	(83,968.40)	(70,354.31)	(13,614.09)	2,084,850.35	2,193,253.82	(108,403.47)	
Excess Revenues over Expenses	(481,513.12)	(597,064.01)	115,550.89	567,702.50	400,595.93	167,106.56	

Tampa Sports Authority
Sports Facilities Operations
Statement of Net Position

December 31, 2015
(With comparative totals for 2015)

	2016 Sports Facilities Operations	2015 Sports Facilities Operations	Var Sports Facilities Operations
ASSETS			
CURRENT ASSETS			
Cash and cash equivalents	$ 24,280,637	$ 25,136,285	$ (855,648)
Accounts receivable	4,368,500	4,351,751	$ 16,749
Due from Golf Courses	-	-	$ -
Prepaid expenses and deposits	382,163	204,772	$ 177,391
Inventory	-	-	$ -
Total current assets	29,031,300	29,692,808	(661,507)
NON-CURRENT ASSETS			
Investments	91,883	187,200	$ (95,317)
Practice Facility Funds Receivable	11,663,542	11,594,253	$ 69,290
Capital assets, net of depreciation	5,213,365	5,403,281	$ (189,916)
Unamortized leashold interest	126,750,695	136,632,450	$ (9,881,755)
Unamortized portion of bond issuance costs	-	-	$ -
Deferred costs of advance refunding	332,738	3,296,906	$ (2,964,169)
Total non-current assets	144,052,222	157,114,089	(13,061,867)
TOTAL ASSETS	$ 173,083,523	$ 186,806,897	$ (13,723,374)
LIABILITIES			
CURRENT LIABILITIES			
Long-term debt due within one year	$ 7,430,000	$ 7,430,000	$ -
Accounts payable and accrued liabilities	1,232,083	845,935	$ 386,149
Accrued interest payable	2,265,989	2,871,379	$ (605,390)
Due to Component Government Unit	-	-	$ -
Deferred revenue	539,306	1,300,035	$ (760,729)
Total current liabilities	11,467,379	12,447,348	(979,970)
NON-CURRENT LIABILITIES			
Bond and loan payable	110,051,258	122,765,017	$ (12,713,759)
TOTAL LIABILITIES	121,518,637	135,212,365	(13,693,728)
NET POSITION			
Invested in Capital Assets and Unamortized Leasehold Interest, net of related debt	14,482,801	11,840,714	$ 2,642,088
Restricted for Capital Projects	13,150,248	13,951,179	$ (800,931)
Restricted for Debt Service	6,261,551	18,251,009	$ (11,989,458)
Unrestricted	17,670,285	7,551,629	$ 10,118,656
Total Net Position	51,564,886	51,594,531	(29,645)
TOTAL LIABILITIES & NET POSITION	$ 173,083,523	$ 186,806,897	$ (13,723,374)

TAMPA SPORTS AUTHORITY

Print

Meeting Date:

Title: General Counsel Update - Steven A. Anderson

Summary: Authority General Counsel Steven Anderson will provide an update on any new litigation or items affecting the Sports Authority.

This is an informational item.

Background:

ATTACHMENTS:		
Name:	Description:	Type:
No Attachments Available		

TAMPA SPORTS AUTHORITY

Print

Meeting Date:

Title: Legislative Update - Ron Pierce

Summary: Ron Pierce of RSA Consulting will provide an update on state legislative matters affecting the Authority.

This is an informational item.

Background:

ATTACHMENTS:		
Name:	Description:	Type:
No Attachments Available		

TAMPA SPORTS AUTHORITY

Print

Meeting Date:

Title: No Update

Summary:

Background:

ATTACHMENTS:		
Name:	Description:	Type:
No Attachments Available		

TAMPA SPORTS AUTHORITY

Print

Meeting Date:

Title: No Update

Summary:

Background:

ATTACHMENTS:		
Name:	Description:	Type:
No Attachments Available		

TAMPA SPORTS AUTHORITY

Print

Meeting Date:

Title: No Report

Summary:

Background:

ATTACHMENTS:		
Name:	Description:	Type:
No Attachments Available		

TAMPA SPORTS AUTHORITY

Print

Meeting Date:

Title: No Update

Summary:

Background:

ATTACHMENTS:		
Name:	Description:	Type:
No Attachments Available		

TAMPA SPORTS AUTHORITY

Print

Meeting Date:

Title: No Update

Summary:

Background:

ATTACHMENTS:		
Name:	Description:	Type:
No Attachments Available		

TAMPA SPORTS AUTHORITY

Print

Meeting Date:

Title: Stadium Renovation Update

Summary: President/CEO will give an update on the Stadium Renovations.

Background:

ATTACHMENTS:		
Name:	Description:	Type:
No Attachments Available		

TAMPA SPORTS AUTHORITY

Print

Meeting Date:

Title: Events Update

Summary: Mickey Farrell, VP of Operations will provide an update on the following event:

Outback Bowl and Monster Jam 1 for 2016

This is an informational item

Background:

ATTACHMENTS:		
Name:	Description:	Type:
Events_Update.pdf	Events Update	Cover Memo

EVENT UPDATE
Estimate

EVENT: **Outback Bowl 2016** **EVENT NO:** **S-16-1600**

DATE: **1/1/2016**

ATTENDANCE: **45,239**

		ESTIMATE	BUDGET	BUDGET VARIANCE
LICENSE FEE		$210,000.00	$210,000.00	$0.00
CONCESSION FEE	(Per Cap. $19.30)	$318,661.98	$226,100.00	$92,561.98
PARKING		$138,173.83	$128,504.67	$9,669.16
TOTAL REVENUES		**$666,835.81**	**$564,604.67**	$102,231.14
LESS DIRECT COSTS		($205,000.00)	($205,000.00)	$0.00
GROSS PROFIT		**$461,835.81**	**$359,604.67**	$102,231.14

ESTIMATED TOTAL $2M YTD REVENUE FROM OTHER EVENTS: **$2,773,720**

EVENT UPDATE
Estimate

EVENT: Monster Jam 1 2016 **EVENT NO:** S-16-1900

DATE: 1/16/2016

ATTENDANCE: 42,497

	ESTIMATE	BUDGET	BUDGET VARIANCE
LICENSE FEE	$156,697.71	$160,500.00	($3,802.29)
CONCESSION FEE (Per Cap. $9.73)	$158,930.51	$141,398.40	$17,532.11
PARKING	$86,392.99	$91,121.50	($4,728.50)
TOTAL REVENUES	**$402,021.21**	**$393,019.90**	$9,001.31
LESS DIRECT COSTS	($170,000.00)	($170,000.00)	$0.00
GROSS PROFIT	**$232,021.21**	**$223,019.90**	$9,001.31

ESTIMATED TOTAL $2M YTD REVENUE FROM OTHER EVENTS: **$3,005,741**

TAMPA SPORTS AUTHORITY

Print

Meeting Date:

Title: License Agreement Summaries

Summary: The attached documents provide an update on recent License Agreements that have been signed by Authority staff.

Background:

ATTACHMENTS:		
Name:	Description:	Type:
2015_-_LA_Summary_-_Blue_Grey_High_School_Combine_-_1-9-16.pdf	Blue Grey Combine	Cover Memo
2015_-_LA_Summary_-_Blue_Grey_High_School_All_Star_-_1-9-16.pdf	Blue Grey High School All Star Game	Cover Memo

Tampa Sports Authority

License Agreement Summary

The following license agreement has been entered into by the President/CEO (Eric Hart) and the Sr. Vice President of Stadium Operations (Mickey Farrell), signed for legal sufficiency by General Counsel. Agreement fully executed on January 9, 2016.

Type of License Agreement:	Stadium agreement using field, west lower stands (excluding club) and Parking Lots D, 5 and 6D
Licensee Agreement Purpose:	High school football drills
Licensee:	Pro Motion Sports, Inc.
Name of Event:	Blue Grey High School Combine
Date(s) of Event:	January 9, 2016
Time of Event:	7:00 am ï 5:00 pm
License Fee:	$2,500.00
Concessions:	n/a
Parking:	n/a
Merchandise:	n/a
Other:	n/a

Copy of license agreement is available for review upon request.

Tampa Sports Authority

License Agreement Summary

The following license agreement has been entered into by the President/CEO (Eric Hart) and the Sr. Vice President of Stadium Operations (Mickey Farrell), signed for legal sufficiency by General Counsel. Agreement fully executed on January 9, 2016.

Type of License Agreement:	Stadium agreement using field, west lower stands (excluding club) and Parking Lots D, 5 and 6D
Licensee Agreement Purpose:	High school football game
Licensee:	Pro Motion Sports, Inc.
Name of Event:	Blue Grey High School Combine
Date(s) of Event:	January 9, 2016
Time of Event:	7:30 pm ï 9:30 pm
License Fee:	$5,000.00
Concessions:	n/a
Parking:	n/a
Merchandise:	n/a
Other:	n/a

Copy of license agreement is available for review upon request.

TAMPA SPORTS AUTHORITY

Print

Meeting Date:

Title: Schedule of Events

Summary: Attached you will find the upcoming schedules for Raymond James Stadium and Amalie Arena. This is an informational item for the board.

Background:

ATTACHMENTS:		
Name:	Description:	Type:
RJS_Schedule_of_Events.pdf	RJS Schedule of Events	Cover Memo
Amalie_Arena_Schedule_of_Events.pdf	Amalie Arena Schedule of Events	Cover Memo

Raymond James Stadium

Schedule of Events

January

1	12:00 PM Outback Bowl
9	8:00 AM Blue Grey Combine
	7:00 PM Blue Grey High School All Star
16	7:00 PM Monster Jam I
23	8:00 AM Mega Meet Car Show

February

6	7:00 PM Monster Jam II
16	- 21 UniverSoul Circus - South Property

March

3	5:00 PM International Women's Soccer - Germany vs. France
	7:00 PM International Women's Soccer - U.S. vs. England
19	9:00 AM You Must Love Dogs Dating - South Property

April

14	17 - Shriners Circus - South Property
24	9:00 AM Pets in the Park - South Property

May

28	- 29 Sunset Music Festival - North Property

June

10	7/9 Fireworks Sale - South Property

Jan 2016

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Feb 2016

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Mar 2016

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Apr 2016

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May 2016

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Jun 2016

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Jul 2016

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Aug 2016

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Sep 2016

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Oct 2016

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Nov 2016

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Dec 2016

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Latest Changes Made on 1/21/2016

January - December, 2016

SCHEDULE OF EVENTS

January

15	7:30 PM Tampa Bay Lightning vs. Pi sburgh Penguins
16	5:45 PM Winter Jam
17	5:00 PM Tampa Bay Lightning vs. Florida Panthers
19	7:30 PM Tampa Bay Lightning vs. Edmondton Oilers
21	7:30 PM Tampa Bay Lightning vs. Chicago Blackhawks
22	8:00 PM Billy Joel
26	7:00 PM WWE Smackdown
27	7:00 PM Tampa Bay Lightning vs. Toronto Maple Leafs
30	7:30 PM US 103.5 Presents Throwdown by the Bay

February

3	8:00 PM Tampa Bay Lightning vs. Detroit Red Wings
4	7:30 PM Barry Manilow
5	7:30 PM Tampa Bay Lightning vs. Pi sburgh vs. Pi sburgh Penguins
11	7:30 PM Andrea Bocelli
12	7:30 PM Tampa Bay Lightning vs. Nashville Predators
14	6:00 PM Tampa Bay Lightning vs. St. Louis Blues
16	7:30 PM Tampa Bay Lightning vs. San Jose Sharks
18	7:30 PM Tampa Bay Lightning vs. Winnipeg Jets
20	7:00 PM AMSOIL Arenacross
21	12:00 PM AMSOIL Arenacross
23	7:30 PM Tampa Bay Lightning vs. Arizona Coyotes
24	7:30 PM Jeff Durham
27	1:00 PM Disney Live! Mickey _Minnie's Doorway to Magic Presented by Stonyfield YoKids Organic Yogurt
	4:00 PM Disney Live! Mickey _Minnie's Doorway to Magic Presented by Stonyfield YoKids Organic Yogurt

Jan 2016

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Feb 2016

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Mar 2016

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Apr 2016

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May 2016

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Jun 2016

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Jul 2016

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Aug 2016

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Sep 2016

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Oct 2016

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Nov 2016

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Dec 2016

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Latest Changes Made on 1/21/2016

TAMPA SPORTS AUTHORITY

Print

Meeting Date:

Title: Events Update

Summary:

Background:

ATTACHMENTS:		
Name:	Description:	Type:
12-15_Monthly_Event_Report.xlsx	Monthly Summary Report	Cover Memo

Golf Course Event Summary

December 2015

Completed Events

Date	Event	Venue	Sales	Profit
12/12/2015	Flemming Holiday Party	Rogers	$ 1,762.05	$ 867.94
12/30/2015	Merv Wedding Ceremony	Babe	$ 280.37	$ 264.15
12/18/2015	TSA Holiday Party	TSA	$ 500.00	$ 292.09
	Completed Event Sales		**$ 2,542.42**	**$ 1,424.18**
	Completed Event Profit			**$ 1,424.18**

Future Events

Event Date	Event	Venue	Contracted Revenue	Deposit
5/15/2016	Lissette Wedding	Rocky	$ 3,654.14	$ 250.00
1/14/2016	Skillen Catering	Rocky	$ 532.40	$ 374.35
1/23/2016	John's Breakfast	Rocky	$ 508.20	$ 250.00
1/4/2016	Hypack Catering	Rocky	$ 591.69	$ 501.62
1/16/2016	Reinberger Wedding	Rocky	$ 2,225.59	$ 250.00
2/14/2016	Rodriguez Wedding	Rocky	$ 3,032.19	$ 250.00
6/12/2016	Reed Wedding	Rocky	$ 2,764.18	$ 300.00
	Future Events Total		**$ 13,308.39**	

TAMPA SPORTS AUTHORITY

Print

Meeting Date:

Title: Rocky Point Golf Course

Summary: Informational

Background:

ATTACHMENTS:		
Name:	Description:	Type:
Grand_Reopening.jpg	Rocky Point GC Re-opening	Cover Memo

SAVE THE DATE

Rocky Point
GOLF COURSE

GRAND REOPENING CEREMONY

PLEASE JOIN US TO CELEBRATE THE RESULTS OF OUR MAJOR RENOVATION.

FEATURED SPEAKERS:
MAYOR BOB BUCKHORN
THOMAS SCOTT, CHAIRMAN TSA GOLF COMMITTEE
IAN BAXTER, THE FIRST TEE OF TAMPA BAY

9:30AM | FEBRUARY 2

4151 DANA SHORES DR, TAMPA FL 33634
WWW.ROCKYPOINTGOLF.NET | 813.673.4316

TAMPA SPORTS AUTHORITY

Print

Meeting Date:

Title: Social Analytics

Summary: The VP of Marketing will present the information on the following highlights and analytics of the Tampa Sports Authority social media activity.

Background:

ATTACHMENTS:		
Name:	Description:	Type:
12_18_15-1_21_16.pdf	Analytics	Cover Memo

Facebook Insights : Snapshot

Total Likes ?	Page Engagement ?	Weekly Total Reach ?
2,161	**197**	**4,848**
↑ 1.4%	↑ 79.1%	↑ 120.8%

Facebook Insights : Per-Post Metrics Top 10

Top 10 by Reach

Type	Date	PostPost	Reach [1]	Engaged Users [2]	Talking About This [3]	Engagement Rate [4]
	Dec 27, 2015	What a sweet moment by our...	13648	503	194	1.42%
	Dec 31, 2015	That steady hand tho....	10220	158	11	0.11%
	Jan 15, 2016	Revving up for Monster Jam with...	3648	120	22	0.6%
	Jan 1, 2016	Smokey is taking in the victory....	1648	23	12	0.73%
	Jan 11, 2016	Internship Alert: If interested,...	1175	10	4	0.34%
	Jan 9, 2016	This day, next year. #TampaBay2017	1073	81	49	4.57%
	Jan 17, 2016	Chris Rossbach built Monster Jam...	783	49	23	2.94%
	Jan 13, 2016	#MonsterJam is loading in for...	678	14	11	1.62%
	Jan 11, 2016	YES YES YES! #TampaBay2017	639	50	19	2.97%
	Jan 8, 2016	If you haven't come out to play...	627	22	16	2.55%

1. The number of unique people who have seen your post. Click on the number to see more details. Figures are for the first 28 days after a post's publication only. Click on "Reach" to sort your posts.
2. The number of unique people who have clicked on your post. Click on the number to see more details. Figures are for the first 28 days after a post's publication only. Click on "Engaged Users" to sort your posts.
3. The number of unique people who have created a story from your Page post. Stories are created when someone likes, comments on or shares your post; answers a question you posted; or responds to your event. Click on the number to see more details. Figures are for the first 28 days after a post's publication only. Click on "Talking About This" to sort your posts.
4. The percentage of people who have created a story from your Page post out of the total number of unique people who have seen it. Click on "Engagement Rate" to sort your posts.

Over the past month our posts have reached 4,848 people weekly.
Also shown is the top 10 posts over the past month which includes post about TSA golf courses, College Football Playoff National Championship, Monster Jam, Outback Bowl and TSA employees.

Top Posts

Tampa Sports Authority added a new photo to the album: TSA Turns 50.
Published by Raymond James [?] · November 12, 2015 · Tampa

#TBT to the legend who helped launch the USF Football program, Lee Roy Selmon. See everyone Saturday when play a Top 25 opponent! #GoBulls #BullsUnite via GoUSFBulls.com

3,154 People Reached

54 Likes, Comments & Shares

38 Likes	7 On Post	31 On Shares
6 Comments	0 On Post	6 On Shares
10 Shares	2 On Post	8 On Shares

46 Post Clicks

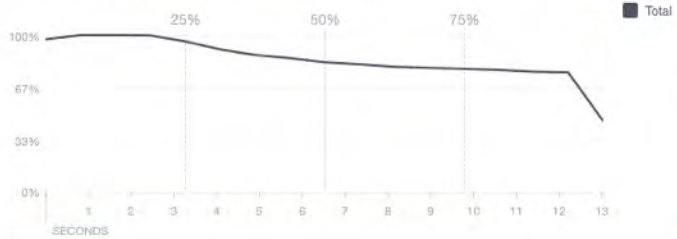
11 Photo Views	0 Link Clicks	35 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post
0 Hide All Posts
0 Report as Spam
0 Unlike Page

Audience Retention

Views of your video at each moment as a percentage of all views.



Average View Duration	0:12
People Reached	10,220

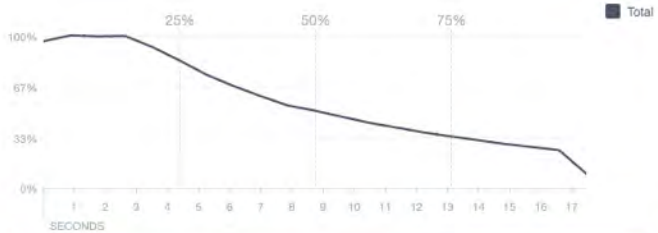
SHOW METRICS FOR:

Organic vs. Paid

Video Views	692
	692 (100%)
	0 (0%)
30-Second Views	520
	520 (100%)
	0 (0%)

Audience Retention

Views of your video at each moment as a percentage of all views.



Average View Duration	0:12
People Reached	13,648

SHOW METRICS FOR:

Organic vs. Paid

Video Views	3,456
	3,456 (100%)
	0 (0%)
30-Second Views	814
	814 (100%)
	0 (0%)

Photos of a few of the top posts that were mentioned. Including a #TSAturns50 post about Lee Roy Selmon and his involvement with USF Football, our field crew painting the Outback Bowl logo and Mike Davis being honored at the last Bucs home game.

Facebook Insights : Snapshot

Total Likes ?
41,996
2.9%

New Likes ?
1,262
36 (daily avg)

Facebook Insights : Per-Post Metrics Top 10

Top 10 by Reach

Type	Date	PostPost	Reach [1]	Engaged Users [2]	Talking About This [3]	Engagement Rate [4]
	Jan 12, 2016	What a game College Football...	128026	7199	3309	2.58%
	Jan 1, 2016	Subtle welcome. @Vol_Football...	27925	1915	537	1.92%
	Jan 9, 2016	This day, next year. #TampaBay2017	15162	1005	623	4.11%
	Dec 27, 2015	We're ready]] @tbbuccaneers...	10701	525	414	3.87%
	Dec 28, 2015	Honoring our very own Mike Davis...	8626	217	75	0.87%
	Jan 1, 2016	Squad. #B1GCats @NUFBFamily...	7509	163	32	0.43%
	Dec 31, 2015	Outback Bowl ready]...	7221	330	208	2.88%
	Dec 23, 2015	#BOOM!!! Doug Martin and Gerald...	6745	78	39	0.58%
	Dec 29, 2015	Outback Bowl takeover is...	6216	44	5	0.08%
	Dec 28, 2015	Meanwhile at Raymond James...	6063	101	23	0.38%

1. The number of unique people who have seen your post. Click on the number to see more details. Figures are for the first 28 days after a post's publication only. Click on "Reach" to sort your posts.
2. The number of unique people who have clicked on your post. Click on the number to see more details. Figures are for the first 28 days after a post's publication only. Click on "Engaged Users" to sort your posts.
3. The number of unique people who have created a story from your Page post. Stories are created when someone likes, comments on or shares your post; answers a question you posted; or responds to your event. Click on the number to see more details. Figures are for the first 28 days after a post's publication only. Click on "Talking About This" to sort your posts.
4. The percentage of people who have created a story from your Page post out of the total number of unique people who have seen it. Click on "Engagement Rate" to sort your posts.

We have reached over 40k Facebook followers this month!

Our top 10 posts include the College Football Playoff National Championship, Outback Bowl, Tampa Bay Buccaneers and TSA staff.

Top Posts

Raymond James Stadium at Raymond James Stadium.
Published by Aleana Klodakis [?] · January 9 at 10:48am

This day, next year. #TampaBay2017

15,162 People Reached

746 Likes, Comments & Shares

527 Likes	299 On Post	228 On Shares
108 Comments	39 On Post	69 On Shares
111 Shares	109 On Post	2 On Shares

783 Post Clicks

190 Photo Views	6 Link Clicks	587 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post
1 Hide All Posts
0 Report as Spam
0 Unlike Page

Raymond James Stadium
Published by Aleana Klodakis [?] · January 12 at 12:23am

What a game College Football Playoff!
Here we go Tampa Bay #CFP National Championship #TampaBay2017 see you next year!

128,026 people reached
Boost Post
1k Likes 80 Comments 675 Shares

128,026 People Reached

4,040 Likes, Comments & Shares

2,837 Likes	1,062 On Post	1,775 On Shares
503 Comments	126 On Post	377 On Shares
700 Shares	675 On Post	25 On Shares

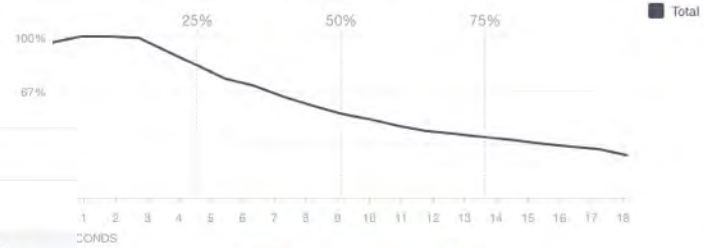
6,747 Post Clicks

1,183 Photo Views	108 Link Clicks	5,456 Other Clicks

NEGATIVE FEEDBACK

15 Hide Post
12 Hide All Posts
0 Report as Spam
1 Unlike Page

Audience Retention
Views of your video at each moment as a percentage of all views.



Average View Duration	0:13
People Reached	27,925

SHOW METRICS FOR:
Organic vs. Paid

Video Views	8,072
	8,072 (100%)
	0 (0%)
30-Second Views	2,389
	2,389 (100%)
	0 (0%)

The featured posts have reached over 120k people. These posts include 2 hyping up that we are the next location for the National Championship with over 700 shares, the other post was pick up by ESPN which featured the "Vol Walk" before the Outback Bowl. The caption on that video was "Subtle Welcome."

Twitter : Profile Summary

@TampaSportsAuth
TampaSportsAuthority
Tampa, FL

Official Twitter for the Tampa Sports Authority- Providing Sports & Entertainment to Tampa Bay | We proudly manage Raymond James Stadium & 3 public golf courses

Followers	2,516
Following	856
Listed	53

Twitter : Follower Growth - Count

Total Followers:	Average Daily Growth:	New Followers:
2,516	1	50

Last month we had 2,462 followers and now we have 2,516.

Our top tweets include Monster Jam which reached 4,700 people, Mike Davis' retirement and the Outback Bowl.

Tweets | **Top Tweets** | Tweets and replies | Promoted | Impressions

TampaSportsAuthority @TampaSportsAuth · Jan 15 — **4,700**
Revving up for **@MonsterJam** with **@CharleyBelcher** this morning on **@FOX13News @FeldEnt**
pic.twitter.com/k04cRKP1U9
View Tweet activity

TampaSportsAuthority @TampaSportsAuth · Dec 27 — **2,423**
What a sweet moment by our friends, **@tbbuccaneers**, honoring Mike Davis on his retirement.
pic.twitter.com/Yx68FpaFb2
View Tweet activity

TampaSportsAuthority @TampaSportsAuth · Dec 30 — **1,460**
Our friends **@outbackbowl** took a moment to honor Mike Davis,30th Anniversary & he's worked all 30!Thanks Outback Bowl pic.twitter.com/AnyOlYg1Yq
View Tweet activity

TampaSportsAuthority @TampaSportsAuth · Jan 16 — **1,100**
Adam Anderson is behind the wheel tonight **#MonsterJam @MonsterJam @FeldEnt**
pic.twitter.com/c4w9BHZQ7M
View Tweet activity

TampaSportsAuthority @TampaSportsAuth · Jan 16 — **1,092**
Chris Rossbach built **@MonsterJam** to what it is for the past 21 years. Good luck on your next journey **@FeldEnt**
pic.twitter.com/4RGJwwvrlk
View Tweet activity

Twitter : Profile Summary

@RJStadium
RaymondJames Stadium
Tampa, Florida

Official Twitter for Raymond James Stadium. Home of the Tampa Bay Buccaneers, USF Bulls, Outback Bowl, Monster Jam & the 2017 #CFBPlayoff National Championship

Followers	9,069
Following	449
Listed	191

Twitter : Follower Growth - Count

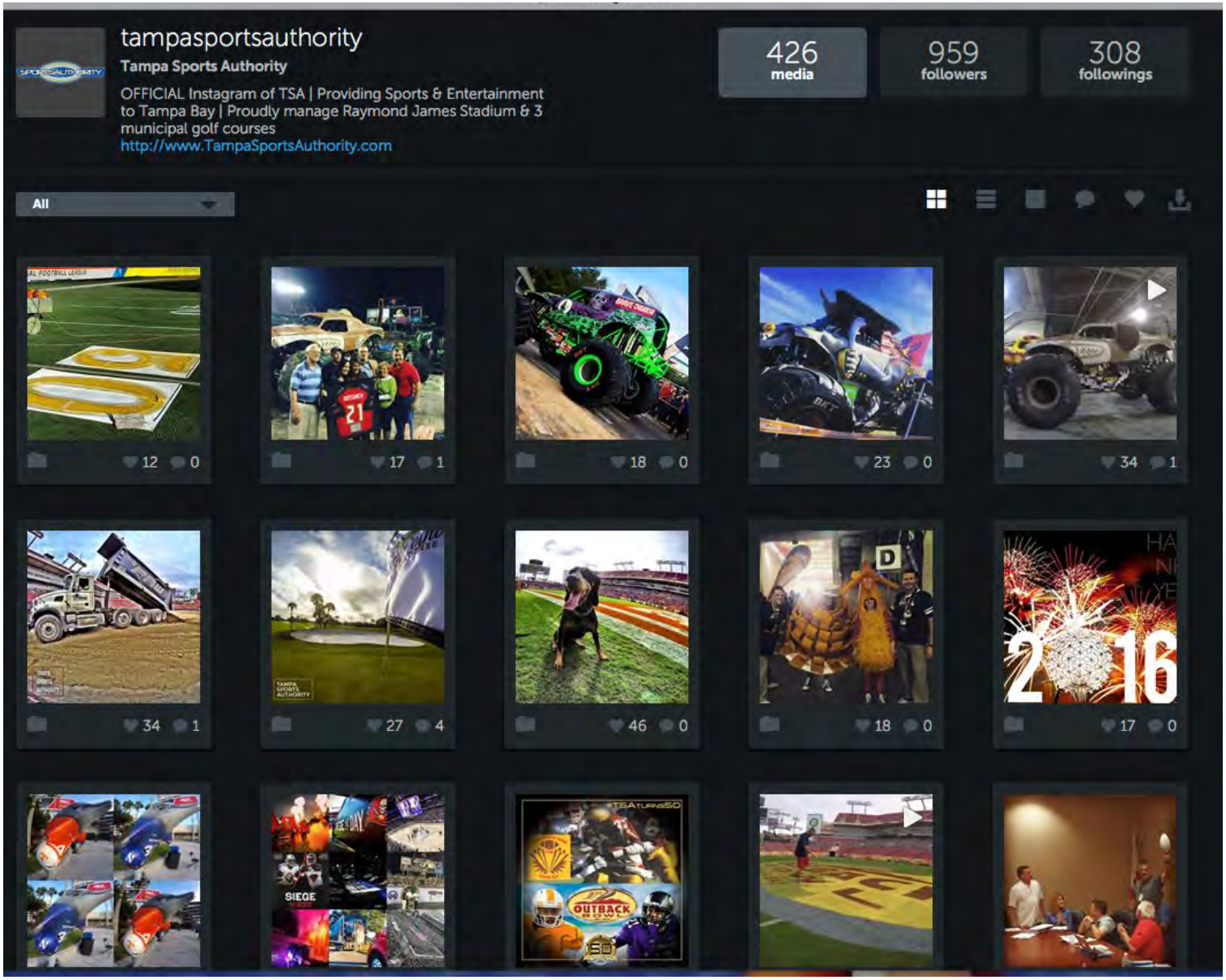
Total Followers:	Average Daily Growth:	New Followers:
9,069	5	164

Last month Raymond James Stadium had 8,868 followers and this month we finally broke 9k and have 9,069.

Our top posts include the Vol Walk, reaching 76,446 people a fun video of Butch Jones celebrating the Outback Bowl win, the Tennessee QB celebrating, and the College Football Playoff National Championship.

Tweets | Top Tweets | Tweets and replies | Promoted

	Impressions	Engagements
RaymondJames Stadium @RJStadium · Jan 1 Subtle welcome. **@Vol_Football @outbackbowl #VolWalk** pic.twitter.com/BsgRpn2Os1 View Tweet activity	76,446	15,121
RaymondJames Stadium @RJStadium · Jan 1 Dab on 'em **@UTCoachJones. @Vol_Football** I **@outbackbowl #GoVols #FootballInParadise** pic.twitter.com/rrBx1z89Pe View Tweet activity	46,748	7,152
RaymondJames Stadium @RJStadium · Jan 5 That moment **@outbackbowl** when **@Vol_Football @josh_dobbs1 #RanOffOnDaPlugTwice @plies** you're not a stranger to RJS pic.twitter.com/5pw4KilfBF View Tweet activity	39,246	3,183
RaymondJames Stadium @RJStadium · Jan 9 This day, next year. **#TampaBay2017 @CFBPlayoff** pic.twitter.com/fMKxOgmfgQ View Tweet activity	38,501	1,800
RaymondJames Stadium @RJStadium · Jan 1 Just a reminder for fans heading to the **@outbackbowl. @Vol_Football @NUFBFamily #FootballInParadise** pic.twitter.com/BmHhKKWIXA View Tweet activity	19,511	1,077
RaymondJames Stadium @RJStadium · Jan 12 What a game **@CFBPlayoff**! Here we go Tampa Bay **#CFP** National Championship **#TampaBay2017** see you next year! pic.twitter.com/ZGWuYFTKHR	8,316	535

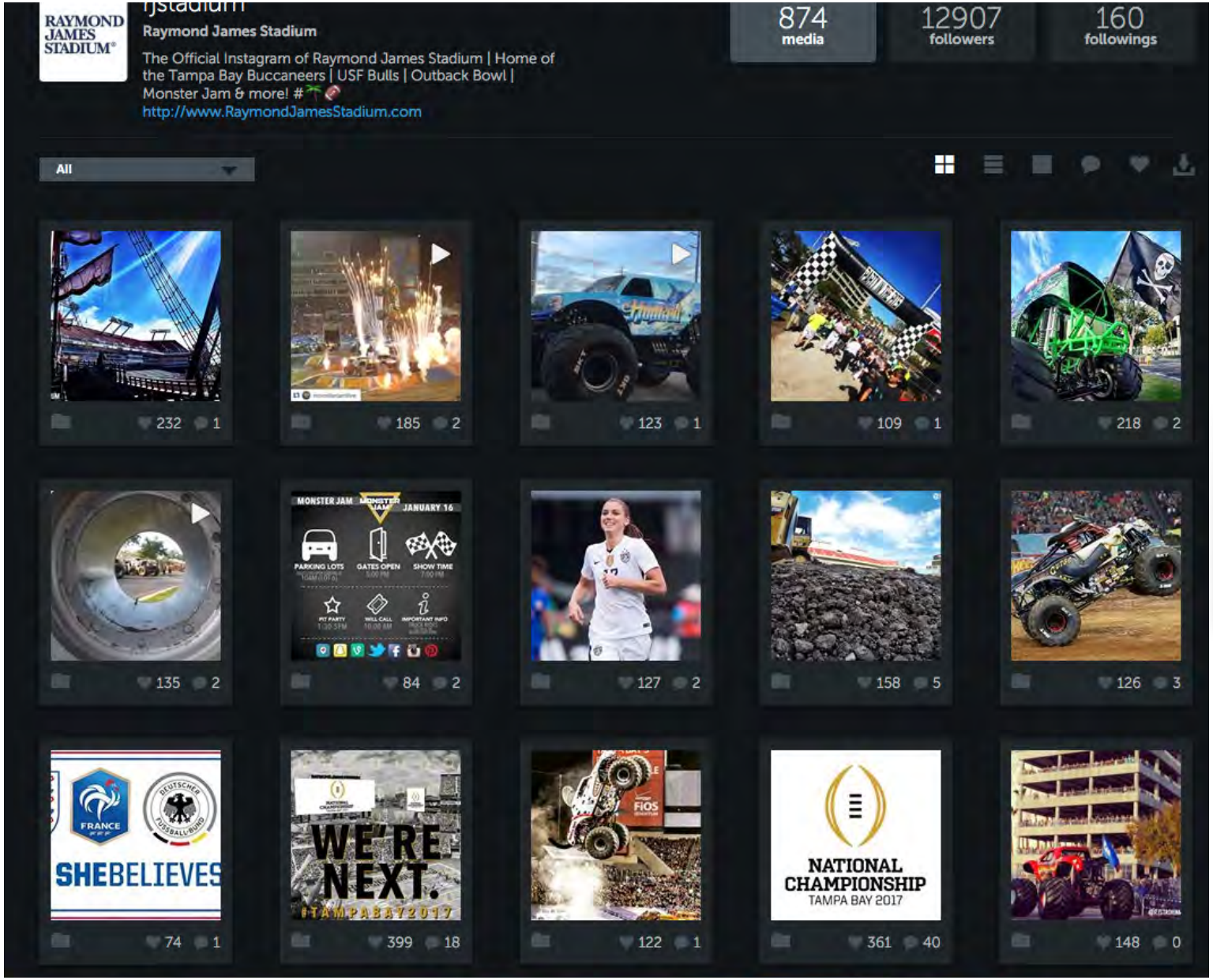


Instagram

SPORTSAUTHORITY

We went from 910 followers last month to 959 this month.

Our most liked photo goes to Tennessee's "Smokey" the dog, receiving 46 likes.



Instagram

RJS had12,802 followers last month and we currently have 12,907 followers. Our post immediately after this years CFP National Championship concluded entitled “We’re Next” gained 399 likes.

WHAT'S NEW

This post was selected by Go Pro to potentially be featured as the photo of the day. The results have not come in at this time.

TAMPA SPORTS AUTHORITY

Print

Meeting Date:

Title: February 2016

Summary: Information Item

Background:

ATTACHMENTS:		
Name:	Description:	Type:
FEBRUARY_2016_-__Meeting_Schedule.docx	February Meeting Schedule	Cover Memo

FEBRUARY 2016

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	120
21	22	23 **Finance Committee - 10:30 AM** **Executive Committee 12:00 pm**	24	25	26	27
28	29 **TSA Board Meeting 4:00 PM (Location TBD)**					