



The City of Daytona Beach Business Enterprise Management Department

TO: James V. Chisholm, City Manager
FROM: John J. Drago, Business Enterprise Management Director
DATE: October 24, 2017
SUBJECT: **Fifth Annual Daytona Beach Professional Women's Tennis Championship
Tournament**

REQUEST

Business Enterprise Management Department (BEMD) requests the City Commission adopt a resolution approving a contract between the United States Tennis Association (USTA) and the City to host the Fifth Annual Daytona Beach Professional Women's Tennis Championship Tournament on January 7 - 14, 2018 and authorize the expenditure up to \$31,865 to sponsor the event.

PURPOSE

The purpose of this agenda item is to sponsor a Professional Women's Tennis Tournament at the Florida Tennis Center.

CONSIDERATION

The City has sponsored a USTA Professional Women's Tennis Championship Tournament for the past four years. The past tournaments have been successful and profitable. This tournament helps show case professional women's tennis, the City, and the Florida Tennis Center.

This Tournament carries a total prize purse of \$25,000.00. The budget for the tournament is as follows:

Revenues:

USTA	\$ 15,000.00	
Sponsorships	\$ 11,450.00	
Entry Fees / Ticket Sales	\$ 5,550.00	
TOTAL		\$32,000.00

Expenses:

Prize Money	\$25,000.00	
Officiating	\$ 4,365.00	
Miscellaneous	\$ 2,500.00	
TOTAL		\$31,865.00

NET PROFIT

\$ 135.00

This Tournament was budgeted for FY 2017 – 2018.

FUNDING

Funds are available in account 470-180790-572-549078-000000.

RECOMMENDATION

Business Enterprise Management Department (BEMD) recommends the City Commission adopt a resolution approving a contract between the United States Tennis Association (USTA) and the City to host the Fifth Annual Daytona Beach Professional Women's Tennis Championship Tournament on January 7 - 14, 2018 and authorize the expenditure up to \$31,865 to sponsor the event.

SCHEDULE

Upon City Commission Approval

ATTACHMENTS

Agenda Summary

Contract

Sufficiency of Funds

Power Point Presentation