



HOTEL/MOTEL TAX GRANT APPLICATION REVIEW

Name of Organization: Dublin Scioto H.S. Lacrosse Boosters

Event/Activity: Middle School Tournament

Previous Grants Received

Yes

No

If Yes, Years: 2011, 2012

Amount: 3,000; \$5,000

Did project/event meet stated goals and/or criteria:

Yes

No

Permit Needed

Yes

No

Criteria:

Cultural Arts: Click here to enter text.

Beautification of public property: Click here to enter text.

Improvement of Dublin's Historic District: Click here to enter text.

Special Events: Lacrosse Tournament

Other projects which will enhance the City of Dublin: Click here to enter text.

Projects/Events that appeal to Dublin visitors and tourists: Click here to enter text.

Comments – Community Relations: Click here to enter text.

Comments – Events Administration: Reported room nights from DCVB are 726 for 2012. Cost of City services was approximately \$3,200.

Comments – Parks & Open Space: Click here to enter text

Comments – Taxation: 2012 grant covered the costs requested for 2013 with the exception of hosting fees (\$4,000). This grant was submitted late due to critical illness of treasurer.

Finance Committee Recommendation: Click here to enter text.

Other:

**City of Dublin
Hotel/Motel Tax
Grant Application 2013**

Dublin Scioto High School Lacrosse Boosters
Ohio Middle School Tournament
May 18-19, 2013

RECEIVED
NOV 13 2012
CITY OF DUBLIN
TAX DIVISION

Dublin Scioto High School Lacrosse Boosters
Ohio Middle School Tournament
Hotel/Motel Tax Grant Application

1. Organization:

Dublin High School Lacrosse Boosters
4000 Hard Road
Dublin, Ohio 43016

Federal ID # 31-1623572
Organized under IRS Code Section 501 (c)

Contact: Sally Maynard
4673 Huntwicke Drive
Hilliard, Ohio 43026
(614) 746-0216

History and description of the program and goals:

The Dublin Scioto Lacrosse Boosters (DSLBB) is the sponsoring organization of the Ohio Middle School Lacrosse Tournament. The tournament is an annual event typically held during the third week of May. 2013 will be the 14th consecutive year that the event will be held in Dublin. This year it does not conflict with any Dublin Scioto's school play at the Performing Arts Center.

The tournament has grown significantly over the years. In 2011, approximately 80 teams and 2,000 student athletes from across Ohio participated in the 2 day event. In 2012, the Tournament added another 8 teams to its roster and had well over 2,300 student athletes! The tournament is held on the campus of Dublin Scioto High School and at Emerald Park. The goal of the event is to promote the sport of Lacrosse and to encourage good sportsmanship among athletes.

Names and Addresses of the Board of Directors:

Sally Maynard, President

4673 Huntwicke Drive
Hilliard, Ohio 43026

Dianna Roll, Treasurer

Sedgebrook Drive
Dublin, Ohio 43016

Note: Elections for this year board will be held in this next month!

Names, titles, duties and qualifications of volunteers:

Over 100 adult volunteers and a similar number of student volunteers are enlisted each year to help plan and execute a successful tournament. Planning for the event has already started and the organized planning starts in January. Duties include setting up fields at Dublin Scioto and Emerald Park with the necessary equipment and safety devices, concessions, program sales, advance advertising sales, tournament clothware sales, parking attendants, golf cart shuttle drivers to assist elderly and handicapped spectators navigate between game locations, Lacrosse players work the fields to keep score and at the conclusion of the tournament we have cleanup crews.

Treasury Letter and Form 990:

Copy at Dublin City Treasurer Office

A. Project/Event:

Ohio Middle School Lacrosse Tournament

Purpose:

The purpose of the event is to promote the sport of lacrosse and the City of Dublin. In 2012, approximately 88 teams from around the state of Ohio participated in the tournament. The event drew approximately 2,300 student athletes and 5,000 spectators each of the 2 days of the event. 2013 will be the 14th consecutive year that the Dublin Scioto Lacrosse Boosters sponsors the event. The request is for operating support of an on-going annual event.

Budget:

A copy of the 2012 tournament financial results have been attached for reference. Total operating costs for the tournament were approximately **\$31,900** in 2012. We anticipate a similar operating expense budget in 2013 adjusted for inflation. Our income was **\$60,966** and DSLB grossed **\$29,066**.

DSLB is requesting a grant of **\$7,500** to help offset operating costs. Based on prior year tournament results, the grant will be used to offset the following costs:

Hosting Fee/Ohio Middle School Tournament	\$4000
City of Dublin Police Dept.	\$2300
Dublin City Schools Maintenance	\$900
DSHS: re-seeding of fields	\$750
City of Dublin Recreation	\$793
Application for Emerald fields	\$125
Washington FD	\$50
Total Costs	\$8918

The grant will not be needed until mid May 2013!

Goals:

The event will attempt to attract a significant increase in visitors and tourism spending in the City of Dublin during the 2 day event. Immediate result will include a significant increase in occupancy rates at hotels located in Dublin during the 2 day event. In 2012, Dublin hotels reported approximately 726 which was a 15% increase over 2011 nights stays directly attributed to families that traveled to Dublin to attend the tournament. Dublin area restaurants and retail establishments also reported that they benefited from the increase of visitors to the City.

Prior to the tournament participants are provided with maps of the City of Dublin and information on local points of interest. From a long term perspective, the positive experience of visitors will help encourage repeat visits to Dublin and local area attractions.

Attendance:

Approximately 2,300 student athletes and over 5,000 spectators are expected to attend each day of the event. These numbers are consistent with attendance in the most recent prior 2 years.

Overnight Visitors:

In 2012, ten Dublin hotels reported 726 room stays during the event that were directly attributed to the tournament. This number was up over 15% from 2011.

I have already met with Josh Bricker from the DCVB and have already secured room space at the Dublin hotels. In addition, several months prior to the tournament, we begin promoting Dublin hotels that are willing to provide special group rates to tournament. This is done through providing hotel contact information and rates on the Ohio Middle School Lacrosse Association web site and through direct mail promotion of the hotels and local area businesses.

Promotion:

The event will be promoted primarily through the Ohio Middle School Lacrosse Association (OMSLA) to its member schools, coaches, student athletes and parents/guardians. The event is promoted across the entire state of Ohio through the OMSLA web site, direct e-mail solicitation by OMSLA and through direct correspondence from DSLB to participants. In addition, local area newspapers will be utilized in 2012 to promote the event.

City Services:

City of Dublin police and street maintenance will be the primary services needed. In addition, Washington Township Fire Department will be utilized to inspect the event location, tents, etc.. to approve any safety concerns. The event will also require coordination with City of Dublin Schools for maintenance services. DSLB has worked very closely with the City of Dublin while planning and executing this event.

An event application will be completed and submitted to the city during the first 2 weeks of January 2013.

Approach:

As in prior years, the planning for the event will begin in earnest in December. A committee of volunteers from DSLB will meet bi-weekly to plan the event. Committee chairs will be assigned to cover all significant aspects of the event. A project plan will be utilized to ensure that all items are well planned for and executed. Planning the event is expected to last from December through the end of April. In addition, approximately 250 adult and student volunteers will be utilized during the 2 day event.

Support:

Additional support will include program advertising by local businesses, sale of tournament cloth ware, hotel rebates, concessions, vendor fees, and limited donations of food and drinks by area businesses. We anticipate support in 2013 to be consistent with 2011/2012 results which were as follows:

Hotel rebates - \$3,775

Advertising - \$3,000 (Over 40 businesses have advertised in prior years)

Vendor fees (Warrior Lacrosse, Midwest Lacrosse, Smoothie King, - \$1000)

Concessions - \$10,000

Cloth ware and program sales - \$15,000

Future Support/Improvements over 2012:

Current plans are for the event to continue beyond 2013. As previously stated this will be the 14th consecutive year that DSLB has sponsored this event. The event will be supported in the future through concessions, cloth ware and program sales, advertising revenue, vendor fees, hotel rebates and parking fees. We have already taken ideas and are going to have a mobile concession stand in the back fields and at Emerald Fields. We are also going to have more larger capacity golf carts to transport our guests from one field to another!

Maintenance Costs:

We expect the short and long term maintenance costs to be in line with the expenses incurred in 2011, adjusted for inflation. Please refer to the attached financial results for details.

Coordination:

The event is coordinated by DSLB and OMSLA.

Evaluation:

Success of the event will be measured by the number of teams that register to participate in the tournament, the number of hotel stays, and financial results.

Follow-up:

Dublin Scioto Lacrosse Boosters certifies that the organization will complete and submit a Grant Follow-up Report within 30 days after the event. I will guarantee that this will be on time this year as I will complete the form myself!

Signed:

Sally J. Maynard, President
Dublin Scioto Lacrosse Boosters