File #: 25-596, **Version:** 1

Interoffice Memorandum

DATE: April 1, 2025

TO: Mayor Jerry L. Demings and County Commissioners

THROUGH: Carla Bell Johnson, AICP, Deputy County Administrator

FROM: Vicki Landon, Administrator, Arts and Cultural Affairs Office

CONTACT: Vicki Landon, Administrator

PHONE: 407-836-3873

DIVISION: Arts and Cultural Affairs Office

ACTION REQUESTED:
Approval and execution of Agreement between Orange County, Florida and City of Apopka, Florida (Northwest Recreation Complex 2710 Jason Dwelley Parkway, Apopka, FL 32712). (Arts and Cultural Affairs Office)

PROJECT: City of Apopka, Florida (Northwest Recreation Complex 2710 Jason Dwelley Parkway, Apopka, FL 32712)

PURPOSE: On November 29, 2016, the Board adopted Ordinance No. 2016-30 ("Ordinance"), which amended the County's Tourist Development Plan to authorize funding from available unallocated Tourist Development Tax (TDT) revenue for legally authorized capital projects and events pursuant to a grant application process set forth in Section 25-147 of the Orange County Code (Code). Pursuant to the Ordinance, on October 31, 2017, the Board adopted Resolution No. 2017-M-44, which established the Tourist Development Tax Application Review Committee (ARC) to serve in an advisory capacity to the Board by evaluating applications for excess TDT revenue funding pursuant to established application review criteria and to make recommendations on same. At the September 13, 2024, ARC meeting, the ARC considered an application from City of Apopka for excess TDT revenue and performed an evaluation of the proposal. The City of Apopka requested up to $13,100,000 for the construction and improvement of the softball fields, amphitheater, and ancillary facilities at the City's Northwest Recreation Complex (the complex and collectively the "Complex Project"). Following its evaluations of the grant application, the ARC approved recommending the funding request to the Orange County Tourist Development Council (TDC). On September 27, 2024, the TDC recommended the funding request to the Board. Then, on October 29, 2024, the Board

approved the funding request recommended by ARC and TDC and directed staff to develop funding agreements. The City of Apopka has executed the agreement, which will allow the City of Apopka to access these previously granted funds which are Board approved. The use of TDT revenues for auditoriums and museums is authorized pursuant to section 125.0104(5)(a)1.b. and c., Florida Statutes, respectively. If approved, the Comptroller will disburse TDT funds in accordance with the terms of the funding agreement.

BUDGET: N/A

APPROVED BY ORANGE
COUNTY BOARD OF COUNTY
COMMISSIONERS

BCC Mtg. Date: April 22, 2025

AGREEMENT
between
ORANGE COUNTY, FLORIDA
and
CITY OF APOPKA, FLORIDA

(NORTHWEST RECREATION COMPLEX
2710 Jason Dwelley Parkway, Apopka, FL 32712)

THIS AGREEMENT, made and entered into as of the date of last execution below, by and between ORANGE COUNTY, a charter county and political subdivision of the State of Florida, ("**County**"), and CITY OF APOPKA, a Florida municipal corporation ("**City**").

WITNESSETH:

WHEREAS, the County currently collects the tourist development taxes authorized by Section 125.0104(3)(c), (d), and (m), Florida Statutes ("**Tourist Development Tax**" or "**TDT**") and authorized uses of such Tourist Development Tax include the extension, remodeling, repair, improvement, maintenance, and promotion of sports stadiums / arenas and coliseums that are publicly owned and operated and open to the public within the county in which such tax is levied; and

WHEREAS, on November 29, 2016, the Orange County Board of County Commissioners ("**Board**") adopted Ordinance No. 2016-30, as amended from time to time ("**Ordinance**"), which amended the Tourist Development Plan to authorize funding from legally available unallocated TDT revenue for legally authorized capital projects and events pursuant to a grant application process set forth in Section 25-147 of the Orange County Code ("**Code**") which grant applications would be considered by the County's TDT Application Review Committee ("**ARC**"); and

WHEREAS, one of the requirements in the FY 2024 – FY 2028 TDT ARC funding application was that the request had to be for a capital project for a dollar amount in excess of $2 million and up to and including $15 million toward a project for the acquisition, construction, expansion, enlargement, renovation, and equipping of eligible facilities; and

WHEREAS, City applied for TDT capital funding in the amount of Thirteen Million One Hundred Thousand Dollars ($13,100,000.00) for the construction and improvement of the softball fields, amphitheater, and ancillary facilities at the City's Northwest Recreation Complex (the "**Complex**" and collectively, the "**Complex Project**"), all of which are authorized expenditures pursuant to the Local Option Tourist Development Act, § 125.0104, Florida Statutes (2024); and

WHEREAS, City is a Florida municipal corporation and the property upon which the Complex sits is owned by the City; and

WHEREAS, on September 13, 2024, the ARC recommended approval of the City's application to the Tourist Development Council ("**TDC**"); and

WHEREAS, on September 27, 2024, the TDC recommended approval of City's application; and

WHEREAS, on October 29, 2024, the Board approved the ARC grant recipients, including City's Complex Project, subject to the execution of a funding agreement containing certain specific terms before the end of Fiscal Year 2025.

NOW, THEREFORE, in consideration of the mutual covenants and conditions contained herein, the County and CITY agree as follows:

1. Recitals. The recitals set forth above are true and correct and are incorporated herein and made a part of this Agreement.

2. County Contribution. Subject to all terms and conditions set forth in this Agreement, the County agrees to contribute a total aggregate amount not to exceed Thirteen Million One Hundred Thousand Dollars ($13,100,000.00) solely from Fiscal Year 2024-2028 Excess TDT Revenue ("**County Contribution**"). For purposes of this Agreement, "Excess TDT Revenue" shall mean those TDT revenues appropriated by the Board in 2024 in the amount of $15,000,000.00 per year beginning in Fiscal Year 2024 through Fiscal Year 2028 for capital projects that apply for and are recommended for funding from the ARC pursuant to Section 25-147 of the Code.

3. Restrictions on Use of County Contribution. City shall use the County Contribution only to pay for capital costs associated with the construction and improvement of the Complex as described in City's "Orange County Tourist Development Tax Grant Application dated April 29, 2024" (the "**Grant Application**") and attached hereto as **EXHIBIT "A"**. Capital costs shall include construction, design, and engineering expenses, and furnishings, fixtures, and equipment related to the scope of the Complex Project. *The County Contribution shall not be used for construction cost overruns; operating costs; or maintenance costs of any type whatsoever in connection with the construction or operation of the Complex.* Furthermore, the County Contribution shall not be used or pledged to secure any debt whatsoever.

4. Limitations on County's Obligation. The County's obligation to make the County Contribution shall not constitute a lien on Tourist Development Taxes and will not be on parity with any existing or future debt of the County. The obligations of the County under this Agreement are limited solely to Excess TDT Revenue and no general fund revenues or other funds whatsoever of the County are obligated. Nothing provided herein shall obligate or require the County to levy any ad valorem taxes, fees, or assessments whatsoever. This Agreement and any payments provided for in this Agreement are contingent upon the availability of Excess TDT Revenues derived from the tax levied under Section 25-136 of the Code and made available under Section 25-147 of the Code to make the payments hereunder. The County shall not cause such Excess TDT Revenues to be unavailable as a result of dilution of the funds made available

through the application process set forth in Section 25-147 of the Code through funding other projects through such process.

5. Disbursement of County Contribution. The County Contribution shall be disbursed according to the schedule set forth below after City submits proof of valid design, architectural, or construction costs with certification from the Architect, or other applicable professional, that work invoiced has been satisfactorily performed and signed by an authorized representative of City and accompanied by invoices or receipts evidencing completion of work in substantially the form of the cost requisition attached hereto as **EXHIBIT "B."** All cost requisitions shall be submitted to the County Administrator or designee with a copy to the Orange County Comptroller ("**Comptroller**") at the notice address set forth in Section 9 herein. After review and approval of each requisition, the County Administrator or designee shall instruct the Comptroller to make payment to City within 20 business days thereafter.

Upon approval of the requisition(s) by the County Administrator or designee, the Comptroller is authorized to disburse the County Contribution to City according to the following installment schedule:

(a) Not to exceed $4,500,000.00 in the aggregate before October 1, 2025;

(b) Not to exceed $8,800,000.00 in the aggregate before October 1, 2026;

(c) Not to exceed $13,075,000.00 in the aggregate before October 1, 2027; and

(d) Not to exceed $13,100,000.00 in the aggregate on or after October 1, 2027.

6. Commemorative Plaque. Upon completion of the construction of the Complex Project, the City agrees that a plaque shall be prominently displayed on the Complex property acknowledging the names of the Orange County Mayor and Board of County Commissioners and their contribution to the construction of the Complex Project.

7. City Representations and Obligations. City shall (i) diligently proceed with the construction and improvement of the Complex in a financially responsible and commercially reasonable manner; (ii) use the Complex as described in the Grant Application; and (iii) shall comply with all federal, state, and local laws, ordinances, rules and regulations relating to the construction and improvement, funding, operation, and maintenance of the Complex and the Complex Project.

8. City Audit. The County and the Comptroller (or designee) shall have the right to audit for compliance with the terms, conditions, obligations, limitations, restrictions and requirements of this Agreement, the use of the County Contribution for the construction and improvement of the Complex. Such right shall extend for a period of five (5) years after completion of the Complex Project. City agrees to provide reasonable assistance in providing documents, materials, data, information and records to the County and the Comptroller or designee in the performance of these audits as requested by the Comptroller or County during the

course of this contract and the aforementioned five (5) years after the final completion of the Complex Project. In those situations where records have been generated from computerized data (whether mainframe, mini-computer, or PC based computer systems), the Comptroller's representatives shall be provided with extracts of data files in computer readable format on data disks or suitable alternative computer exchange formats. Such activity shall be conducted during normal business hours.

9. Notices. Any notices required or allowed hereunder shall be in writing and given by certified mail with return receipt requested, to the addresses below, or in person with proof of delivery to the addresses below, or such other address as either party shall have specified by written notice to the other party delivered in accordance herewith:

County:	Orange County Administrator 201 S. Rosalind Avenue, 5th Floor Orlando, Florida 32801
With a copy to:	Orange County Convention Center P.O. Box 691509 Orlando, FL 32869-1509 Attention: Deputy Director, Fiscal & Operational Support
City:	City of Apopka 120 East Main Street Apopka, FL 32703 Attention: Radley Williams, Parks and Recreation Director
Comptroller:	Orange County Comptroller Director of Finance & Accounting 201 S. Rosalind Avenue, 4th Floor Orlando, Florida 32801

10. Indemnification. City agrees to the extent of the limits set forth in §768.28(5), Fla. Stat. to defend, indemnify, and hold harmless the County, its officials and employees from all claims, actions, losses, suits and judgments, fines, liabilities, costs and expenses (including attorney's fees) attributable to its negligent acts or omissions or those of its officials and employees acting within their scope of their employment or connected in any way or arising from performance under this Agreement. Except as specifically provided herein, the City does not waive any defense of sovereign immunity. It is further understood and agreed by the parties to this agreement that no officer or employee may be held personally liable except as provided by §768.28(9), Fla. Stat. This provision shall survive termination of this Agreement.

11. Budget and Reporting Requirements. As a condition of receiving funds pursuant to this Agreement, City acknowledges and agrees to comply with its reporting obligations and to timely provide the following to the Comptroller and County Administrator, at their respective notice addresses listed in Section 9 hereof:

(i) during construction and until completion of the Complex Project, the City will provide semi-annual reporting of project progress to

the County and Comptroller, inclusive of project updates, budget to actual reporting, and any other pertinent project information;

(ii) copies of all design, construction, remodeling, replacement and improvement documentation and any amendments thereto will be maintained by the City and available for inspection by the County and the County Comptroller in accordance with Section 8 herein;

(iii) upon completion of construction of the Complex Project, the City will certify to the County that the Complex Project has been completed substantially in accordance with the Grant Application attached hereto as Exhibit A;

(iv) the City, or other party as designated by the City, shall provide a presentation or presentations regarding the Complex Project as may be requested by the Tourist Development Council or the County; and

(v) Upon successful completion of the Complex Project, the City shall provide available annual reports on the economic impact from events hosted at the Complex during the term of this Agreement. Such reports shall include data on items such as average attendance and ticket sales broken down by zip code, where applicable.

At the County's or TDC's discretion, CITY shall provide a presentation or presentations regarding the Complex and/or the Complex Project as may be requested by the TDC or the County.

12. Recordkeeping; Accounting. City will utilize accounting procedures and practices in the maintenance of the records of receipts and disbursements of the funds contributed by the County, as well as all its receipts and disbursement of funds, and such procedures and practices shall be in accordance with generally accepted accounting principles. All such records shall be open to inspection and auditing by the County, the County's designee, or the County Comptroller during normal business hours during the term hereof, and for a period of five (5) years after completion of the Complex or the termination of this Agreement whichever shall occur later. Any cost incurred by City as a result of a County audit shall be the sole responsibility of and shall be borne by City. This provision shall survive termination of this Agreement.

13. Term; Termination. This Agreement shall become effective upon execution by both parties hereto and shall continue for a period of five years following completion of the Complex Project. Except as otherwise set forth here, this Agreement may be amended, modified, or terminated at any time during the term of this Agreement by the mutual written agreement of the Parties.

14. Default by City. The occurrence of any of the following constitutes an Event of Default by CITY:

(a) City's failure to complete the Complex Project within five years from the date of this Agreement;

(b) Any material representation is made by City in any communication submitted to the County in an effort to induce the disbursement of Excess TDT Revenues which representation is determined by the County to be materially false, misleading, or incorrect;

(c) City's default in the performance of any material term or covenant of this Agreement not otherwise provided for in this section for a period of more than 30 days after its receipt of a notice of default; provided, however, that if the nature of the default is such that it cannot reasonably be cured within such 30-day period then CITY shall have a reasonable period of time to cure such default provided that it diligently undertakes and pursues such cure;

(d) City's vacating or abandoning the Complex.

In the event of a default by City, the County, may, at its option, exercise any one or more of the following remedies: (i) declare this Agreement terminated, or (ii) exercise any and all remedies available at law and in equity. In the event of a default by CITY under Section 14(a), this Agreement shall automatically terminate and the County Contribution, or any portion thereof that had not yet been disbursed, shall revert back to the County.

15. Default by the County. The following shall constitute a default by the County: the County's continued default in the performance of a material term of this Agreement including but not limited to its obligations for disbursement of the County Contribution in accordance with the requirements of this Agreement for a period of more than 30 days from its receipt of written notice of such default from City. In the event of a default by the County, then City, at its option, may exercise any one or more of the following remedies: (i) declare this Agreement terminated; or exercise the remedy of mandamus to require the County's performance under the terms and conditions of this Agreement and/or an action for specific performance. City hereby acknowledges and agrees that the only remedies available to City other than termination are those of mandamus and specific performance and the County shall bear no liability for direct, indirect, or consequential damages.

16. Entire Agreement. This Agreement constitutes the entire agreement between the parties hereto with respect to the subject matter hereof; any representations or statements heretofore made with respect to such subject matter, whether verbal or written, are merged herein. No other agreement whether verbal or written, with regard to the subject matter hereof shall be deemed to exist.

17. No Assignment. City may not assign its rights hereunder, without the prior written consent of the County. Failure to comply with this section may result in immediate termination of this Agreement.

18. No waiver. Continued performance by either party hereto, pursuant to the terms of this Agreement, after a default of any of the terms, covenants or conditions herein shall not be deemed a waiver of any right to terminate this Agreement for any subsequent default, and no waiver of such default shall be construed or act as a waiver of any subsequent default.

19. Severability. The provisions of this Agreement are declared by the parties to be severable. However, the material provisions of this Agreement are dependent upon one another, and such interdependence is a material inducement for the parties to enter into this Agreement.

Therefore, should any material term, provision, covenant, or condition of this Agreement be held invalid or unenforceable by a court of competent jurisdiction, the party protected or benefited by such term, provision, covenant, or condition may demand that the parties negotiate such reasonable alternate contract language or provisions as may be necessary either to restore the protected or benefited party to its previous position or otherwise mitigate the loss of protection or benefit resulting from holding.

20. Governing Law; Venue. Any litigation occurring as a result of this Agreement shall be held in the courts of Orange County, Florida. This Agreement shall be governed by the laws of the State of Florida.

21. Headings. The headings or captions of sections or paragraphs used in this Agreement are for convenience of reference only and are not intended to define or limit their contents, nor are they to affect the construction of or to be taken into consideration in interpreting this Agreement.

22. Counterparts. This Agreement may be executed in separate counterparts, all of which taken together shall be deemed to constitute one and the same instrument.

IN WITNESS WHEREOF, the parties have executed this Agreement as indicated below:

ORANGE COUNTY, FLORIDA

By: Board of County Commissioners

By: Bryan W. Brown
for Jerry L. Demings
Orange County Mayor

Date: April 22, 2025

ATTEST:

Phil Diamond, CPA, County Comptroller
As Clerk of the Board of County Commissioners

By: _____
Deputy Clerk

BOARD OF COUNTY COMMISSIONERS · ORANGE COUNTY FLORIDA ·

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CITY COMMISSION
APOPKA, FLORIDA

By: Bryan Nelson

Bryan Nelson
Mayor

Date: 3-21-25

EXHIBIT "A"
COPY OF GRANT APPLICATION

Northwest Rec: 2025 and Beyond

OC_ TDT ARC _ Venues & Capital Projects

City of Apopka

Mayor Bryan Nelson
120 E Main Street
Apopka, Florida 32703

O: 407-703-1700
F: 407-703-1705

Mr. Radley Williams

3710 Jason Dwelley Parkway
Apopka, Florida 32712

rwilliams@apopka.net
O: 407-703-1641
M: 407-314-1434

Application Form

Introduction & Instructions

Orange County's Tourist Development Tax Grant Application Review Committee Opens Window to accept applications April 1 through April 30, 2024

WHAT:

Orange County's Tourist Development Tax Application Review Committee (ARC) will open its FY-2024 through FY-2028 (October 1, 2024 – September 30, 2028) application funding window for capital grants in excess of $2 million and up to and including $15 million on April 1, and will accept applications through April 30, 2024.

The ARC reviews grant applications and makes recommendations to the Tourist Development Council, with the final decision being made by the Orange County Board of County Commissioners. The applications and supporting materials will be accepted through **the United Arts Grants Portal**.

To be considered, qualified applicants must meet the minimum requirements listed below. A complete list of requirements is included with the grant application.

- The capital project grant request should be for a dollar amount in excess of $2 million and up to and including $15 million toward a project for the acquisition, construction, expansion, enlargement, renovation, and equipping of eligible facilities.
- The requested project funding must be for one or more fiscal years from October 1, 2024, through September 30, 2028.
- The project must meet the **statutory guidelines for the Tourist Development Tax.**
- The project must be located entirely within Orange County.

Through a new service agreement, training and application support for applicants will be available through United Arts. There are two initial grant application information sessions for interested organizations.

In addition to attending an information session, applicants are encouraged to **contact United Arts** with questions prior to applying. United Arts Staff will be available for questions until April 29 at 5 p.m. and can be reached via email at **Outreach@UnitedArtsCFL.org** or by calling (407) 628-0333.

For technical assistance and ADA accommodations, contact United Arts at **Outreach@UnitedArtsCFL.org** or (407) 628-0333.

More information regarding the Committee is available at **https://netapps.ocfl.net/arctdtgrants/tdtgrants**.

Key Documents

- Guidelines including attachment checklist
- Question list
- Evaluation Matrix
- Certification

Grant Portal Tips

- Only have Foundant open in one tab at a time on your computer. If more than one tab is open on a single computer, your changes will not save!
    - This does not impact having collaborators working on the grant at one time from different computers.
- For narrative questions, Rich Text has been enabled.
- Invite others from your organization or partners to collaborate with you on the application by hitting the blue collaborate button.
- Character Count - Character Counts have not been established for each question. The maximum character lengths is 10,000. There is **no expectation** that the full space is used.
- Applicant facing Foundant Tutorials can be found here.

Eligibility Screening

Who can apply for TDT Funding?

State law typically requires public ownership of facilities receiving TDT Funding. The County has had past preference for projects sponsored by governments and non-profit sponsorship groups.

One application per organization using a single application, for the same organization, project, site, or phase. A City government may make an application for more than one project as long as they are within separate and distinct departments and do not address the same facility, project, site or phase.

In the section below review the eligibility requirements for the Tourist Development Tax, Application Review Committee funding opportunity.

If you have any questions about the eligibility or your organization or capital project, please reach out to United Arts of Central Florida staff, at Outreach@UnitedArtsCFL.org or 407.628.0333.

Organizational Eligibility*

Applicant (Project Sponsor) must be either:

(a) A municipality/ city government located in Orange County

OR

(b) An organization that is:

i. incorporated or authorized as a not-for-profit corporation as defined in Section 501(c)(3) or (4) of the Internal Revenue Code of 1954, AND designated as being in compliance with s. 170 of the Internal Revenue Code of 1954, at the time of application.

Applicant is a municipality/ city government located in Orange County

In Good Standing*

The applicant organization is in good standing pursuant to Chapter 617, Florida statutes; the Internal Revenue Service and Sunbiz. See Attachment B in Guidelines for more information.

Yes, Applicant Organization is in good standing

Facility Eligibility*

The applicant's venue for a proposed capital improvement project must be located in Orange County, and must be one of the following:

a. A convention center, museum, auditorium, sports facility, or other facility allowed in Section 125.0104 of the Florida Statutes governing TDT
b. A facility that is owned and operated by a government entity;
c. A facility that is owned by a government entity that is leased to a not-for-profit organization for operation as a facility open to the public;
d. A facility that is owned by a not-for-profit organization situated on publicly owned property with a ground lease that meets the requirements of the "Checklist for Ground Lease" (found in Attachment D in the guidelines)
e. A facility that is leased from a government entity that in turn has an eligible lease on the building from a private owner.

In the checkbox list, select the letter that matches the proposed capital improvement project.

(a)
(b)

Administrative and Legal Eligibility*

a. Have ownership or undisturbed use of the land and building, Public access must be allowed for the length of the required lease.
    1. For renovation and equipping requests, the facility must be in existence and meet both the applicant and lease eligibility requirements.
b. Retain ownership of all improvements made under the grant (exception: land or building owned by Orange County and leased to an eligible applicant.
c. Have satisfied the administrative requirements of any previous grants received through the County.
d. Have a maintenance reserve in their budget and refrain from applying for on-going maintenance of current equipment.
e. Provide at least one year of programming in Orange County attracting tourists.

Authorized Agent understands and agrees that applicant organization meets above requirements.

Statute Allowable Use*

Section 125.0104, Florida Statutes, outlines the authorized uses of the Tourist Development Tax. The authorized uses for ARC TDT funds are listed below. Please check the box for the section that applies to your project.

To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote one or more of the following facilities *located within Orange County*:

(1) Publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, or auditoriums;

(2) Auditoriums that are publicly owned but are operated by organizations that are exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public; or

(3) Aquariums or museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public.

From the dropdown menu below please select the number that corresponds to the statute allowable use for the project being proposed.

(1)

Project Funding Scope*

Yes. Is in excess of $2 million and up to and including $15M.

Land and Building Use*

The project sponsor (applicant) has ownership or undisturbed use of the land and building; public access must be allowed for the length of the required lease.

Yes

Renovation or Equipping Requests

For renovation or equipping requests, the facility must be in existence and meet both the applicant and lease eligibility requirements.

Yes

Ownership of Improvements

Retain ownership of all improvements made under the grant (exception: land or building owned by Orange County and leased to an eligible applicant).

Yes

Confirmation of Reading Guidelines*

Please confirm you have carefully read the TDT Notification of Funding and Guidelines Capital Projects and Venues) Additional information and Clarifications (Attachment A to F) included in the Guidelines packet.

Key Document Guidelines Packet.

Yes - applicant confirms they have carefully read the guidelines and additional information.

Section 1: Preliminary Information

Tax Exempt Organization*

Is the organization Tax Exempt

Yes

Tax Code Status*

What is the Tax Code Status of the applying entity (project sponsor)

MUNICIPAL GOVERNMENT

Federal ID Number*

What is your Federal ID# as it appears on Form W-9

59-6000265

Company/ Organization Name*

Input the name of the company, organization or entity that is applying for funding.

City of Apopka

Address*

In the text box below, input the address of the applicant organization (if mailing address is different from physical address, please include both)

Include Building Number, Street Name, City, Zip Code and State

Also include the physical address of the facility / venue that is the subject of this proposal.

Organization Address:
Apopka City Hall
120 E Main Street, Apopka, FL 32703

Physical Address of Facility/Venue:
Northwest Recreation Complex
3710 Jason Dwelley Parkway, Apopka, FL 32712

Organization Website*
www.apopka.gov

Authorized Agent Name*
Bryan Nelson

Authorized Agent Title*
Mayor

Authorized Agent Email*
bnelson@apopka.net

Application Contact Person Name*
Radley Williams

Application Contact Person Title*
Parks and Recreation Director

Application Contact Person Email*
rwilliams@apopka.net

Phone Number Type*
Work

Primary Phone Number*
Application Contact Person Phone
Format (333) 333-3333

(407) 703-1641

Venue/ Capital Project Website
www.apopka.gov

Orange County Employment*

Do any employees of your organization work **in any** capacity for Orange County Government?
Note: any unresolved conflict of interest of conflict not reported in advance may result in the termination of the contract.

Learn more about ethics at http://www.ethics.state.fl.us/ and at Orange County Vendor Ethics and Services

Learn about the County lobbying ordinance at:
http://www.orangecountyfl.net/OpenGovernment/LobbingAtOrangeCounty.aspx

No

Section 2: Venue/ Project Information

Project Name*

Northwest Rec: 2025 and Beyond

Project Summary*

Provide a summary of the proposed Capital Project

Description

The proposed project will provide funding to allow the City of Apopka to expand and upgrade facilities at the Northwest Recreation Complex utilized by third-party tournament/concert/event organizers. The planned project will help to attract larger sports tournaments and musical/cultural events.

Project Area One will bring a new quad of softball fields to the Northwest Recreation Complex, expanding the inventory of baseball/softball sport fields at the complex. The addition of four more fields will increase the baseball/softball field inventory at the park to 16 fields total and will increase the opportunity to host larger tournaments in those sports at the Northwest Recreation Complex. The proposed expansion is planned for a 15+/- acre parcel of City owned property adjacent to the current Northwest Recreation Complex footprint. These proposed upgrades include:

- Four new 230-foot softball fields, with fencing/lighting/dugouts
- New concessions and restrooms building
- New maintenance building
- New walkways, bleachers, and water fountains
- New grass parking lot

Project Area Two will bring infrastructure upgrades to the Apopka Amphitheater to make the venue more appealing for third-party event organizers/promoters. These proposed upgrades include:

- New ticket booth/restroom building at the west amphitheater entrance
- New ADA parking at the west entrance
- Expanded loading dock to allow for additional backstage vehicles
- New upper walkway ring and connecting walkways to provide ADA access to the top of the amphitheater lawn

- New dedicated food truck areas with electrical hook-ups and vendor space at the top of the amphitheater lawn
- New restroom and concession building at the top of the amphitheater lawn
- New access road from south to the top of the amphitheater lawn

Total requested TDT ARC funds in the amount of $1,300,000 dollars to complete these projects.

Northwest Recreation Complex Background

The Northwest Recreation Complex is a large regional park owned and operated by the City of Apopka. The park is located in northwest Orange County at 3710 Jason Dwelley Parkway, Apopka, Florida 32712 and is made up of 272+/- acres. The City of Apopka owns an additional 35+/- acres directly adjacent to the park which is also identified as park land for further park development. Future planned development includes the addition of six (6) new soccer multipurpose fields over the next three years (2024-2026), the addition of a tennis and pickleball complex featuring ten (10) tennis courts and up to twenty (20) pickleball courts, and the construction of a new park exit with two grass parking lots located at the park's southern property line which will provide better egress during large events and closer parking for the new inclusive playground to be installed this year. The Northwest Recreation Complex is a family-oriented regional park which features a wide variety of amenities for visitors of all ages.

Park amenities include:

- Twelve baseball/softball fields
- Sixteen soccer/multipurpose sport fields
- The Apopka Amphitheater (1,353 cover seats plus up to addition 9,000 lawn seating)
- Four tennis courts
- Three basketball courts
- Four sand volleyball courts
- Two playgrounds, one of which will be redeveloped as an all-inclusive playground with a sensory garden this year.
- Seven pavilions
- Outdoor shaded exercise station
- Nine restroom/concession/office buildings spread throughout the park.

The Northwest Recreation Complex was also featured in the Spring 2023 cover article of the Florida Turf Digest, which is put out by the Florida Turfgrass Association. The publication goes out state-wide to turfgrass professionals and parks and recreation professionals. The article was written by the City of Apopka's very own Parks Superintendent Donnie Rowland and highlighted the successes, challenges, and daily operations required to maintain a 300+ acre park that hosts a variety of tournaments and recreation programming. The Apopka Parks and Recreation Department was honored to receive the opportunity to highlight the hard work and effort that goes into maintaining the Northwest Recreation Complex for the community to the turfgrass professionals throughout the state.

Park History

The Northwest Recreation Complex was built in two phases, with phase one constructed in 2001 developing eight (8) baseball/softball fields, seven (7) soccer/multipurpose fields, a restroom/concession building, and a playground. Phase two was constructed in 2009 nine and brought an additional four (4) baseball/softball fields, additional eight (8) soccer/football/multipurpose fields, four (4) tennis courts, three (3) basketball courts, four (4) sand volleyball courts, additional restroom/concession facilities, and the Apopka Amphitheater. The Northwest Recreation plays host to a variety of local leagues and recreation in addition to a large number of third-party events, including sports tournaments and musical/cultural events. The third-party events bring visitors of all ages to the area, from across the state, region, and country.

In 2023, the park hosted five (5) large scale third-party concert events attracting over 31,000 visitors and forty-nine (49) third-party baseball/softball tournaments attracting over 58,000 visitors. Some of the large concerts and tournaments that have visited the park recently are listed below:

Concerts:

- Willie Nelson (2024) – 4087 attendees
- Heart and Soul Fest (2023) – Raheem DeVaughn, Kenny Lattimore, Stephanie Mills – 3,031 attendees
- Dirty Heads (2023) – 9,307 attendees
- Stick Figure (2023) – 7,517 attendees
- Heart and Soul Fest (2022) – The Isley Brothers – 3,491 attendees
- Dirty Heads (2022) – 5,854 attendees

Sport Events/Tournaments:

- KSA Events (2024) – 60 baseball teams & 90 softball teams – 6,000 athletes
- DS Sports (Nations Baseball) (2023) – 26 tournaments – 803 teams – 30,113 visitors
- USSSA Baseball (2023) – 14 tournaments – 537 teams – 20,138 visitors
- Southeaster Fast Pitch (2023) – 10 tournaments – 219 teams – 8,213 visitors

Additional Community Use and Events:

In addition to the third-party use, the Northwest Recreation Complex is a park that serves the Apopka residents and surrounding community for local entertainment and recreation. These programs are a highlight for the community and include:

- 800+ participant youth recreation soccer program (spring and fall)
- 400+ participant youth recreation flag football program (winter)
- Saturday Sounds Concert Series (October thru May) - two concerts per month with a mix of Tribute Bands and local bands/musicians
- Featured performances by the Orlando Philharmonic for Holiday Pops and Spring Pops concerts
- Home to Apopka Little League, Apopka Pop Warner, and Apopka AAU Raptors
- Home to Central Florida Fire Soccer Club

While the City of Apopka's investments in the Northwest Recreation Complex have been and continue to generate a tourism and economic impact for Orange County, the City of Apopka has not received any Tourism Development Tax dollars to date. With an investment of TDT funding into the Northwest Recreation Complex for the proposed project, the park will be able to generate an even greater impact on tourism by attracting larger concerts, events, and sports tournaments to the area.

Project Need

While the Northwest Recreation Complex continues to be an attractive venue for a variety of sports, recreation, musical, and cultural events and activities, there are key improvements that have been identified which if completed, will make the park an even more attractive destination for large scale third-party events.

In 2023, the Sports Business Journal reported the Youth Sports Industry as a $30 billion dollar industry in the United States, with the industry continuing to show signs of growth. With that growth will come the need for additional athletic fields to host larger and larger tournaments. Many tournaments who currently utilize the Northwest Recreation Complex have to find additional locations for their tournaments due to the number of teams participating in a given tournament. With the addition of four (4) new softball fields, the total inventory of baseball/softball fields at the park will increase to sixteen (16), allowing tournaments to increase the number of teams they can bring to the park. More teams mean more visitors to the area.

Interest in the Apopka Amphitheater from third-party concert/event promoters continues to grow as more large-scale concerts are successfully held at the park. Feedback from these promoters have centered around the need for additional venue infrastructure to allow for easier turnkey event operations. The proposed improvements as part of this project are on top of recent investments completed by the City of Apopka to provide new venue perimeter fencing, which will drastically cut down on the need for third-party events to rent temporary fencing. The proposed capital improvements will also improve the overall visitor experience by reducing and/or eliminating the need for port-o-lets at events, provide better accessibility to vendors around the top of the amphitheater lawn, and provide a permanent entry gate at the west side of the

amphitheater. These improvements are aimed at reducing the equipment rental costs required by third-party concert/event promoters and improving the visitor experience, which will in turn make the Apopka Amphitheater an event more attractive venue for larger scale concerts.

Venue/Project Location*

From the dropdown menu select the Project's Orange County District Number and Commissioner's Name. Click on the link to learn more about the Board of Commissioners.

District 2 - Christine Moore

Facility Ownership*

Who owns the facility?

City of Apopka

Land Ownership*

Who owns the land?

City of Apopka

Approved Land Use*

Is the Land Use Approved?

Yes

Total lease Term

If it is leased to the applicant, how long is the lease term?

n/a

Total lease Term Remaining

If leased to the applicant, how long is the remaining term of lease?

n/a

Status of Site Work*

What is the status of site work required?

Site work at the Apopka Amphitheater would be minimal as the venue is already built. Utilities extensions/connections (electric, water, sewer) would be needed to be run to proposed new buildings and vendor areas.

Site work for the proposed location of the new softball fields would be required, to include the grading and leveling of the property. Utilities extensions/connections (electric/water/sewer) would be needed to support proposed new fields and buildings.

Real Estate Lawyer

Are you consulting a real estate lawyer?

No

Purpose*

From the checklist, select the purpose of the proposed project.

Construct
Improve

Building Age*

What is the age of the building referenced in this application (new construction up to historic facility)?

Northwest Recreation Complex opened in 2001 and the Apopka Amphitheater opened in 2009

Special Approvals*

Are there any special approvals needed (historical, environmental, governmental, etc.)?

Acceptance of awarded grants is brought to City Council for final approval.

Third Party Contingencies*

Are there any third-party contigencies?

none

Professional Team*

Describe the professional team of architects, engineers, owner's reps, construction firms etc. you have working on the project.

The project is organized by:
Apopka Parks and Recreation Department

- Radley Williams, Director
- Donnie Rowland, Parks Manager
- Carolyn Ray, Events Manager
- Rhonda Cline, Athletics Manager

Additional assistance provided by:
Apopka Finance Department

- Blanche Sherman, Director
- Ricardo Pietri, Budget and Planning Financial Manager
- Dr. Shakenya Jackson, Grants Administrator

Apopka Economic Development Department

- Michelle Boylan, Director

CPH, Inc. - http://www.cphengineers.com/
John Lenti, AIA, LEED AP BD+
Sustainability and Resiliency Studio Principal

Feasibility Study*

Does the project have a feasibility study to submit?

No

Required Permitting*

Describe the status of the required permitting, design work, and plans. Also, include any construction work already performed

The project is in the design phase with Apopka Parks and Recreation professionals and assistance by CPH, Inc. Basic site plans and initial project cost estimates have been developed. If funding is awarded, both projects are ready to move to full design and engineering in preparation for project bid solicitations. Project would need to meet all City of Apopka permitting requirements.

Construction Timeline and Milestones*

Provide the construction timeline and milestones for the proposed project

2024 (October-December) - complete full architect and engineering plans for proposed projects
2025 (Jan-June) - prepare and solicit bids for construction
2025 (July) thru **2026** (December) - construction
2027 - project closeout

Operating Proforma*

Please provide an operating pro forma for the next five years of project operating (following construction or renovation project completion) to show how the facility operations will be funded and the funding of renovations and maintenance costs of the facility.

Operating Proforma with FY24 Budget Sheets.pdf

Project Start Date*

The project window for this funding cycle is October 1 2024 - September 30 2028

10/01/2024

Project Completion Date*

The project window for this funding cycle is October 1 2024 - September 30 2028

12/31/2026

Hotel Tax Exempt Patrons

If you believe that any potential patrons would be exempt from paying hotel occupancy tax, please explain.

none

Tenant Information -

If the facility will have primary tenants or entertainment series affiliations, please describe the tenant and secondary tenant information

Primary Tenant Information*

Please provide the below estimated figures for the primary venue Tenant

(a) Name(s) of Tenant(s):
(b) Contact Information/website
(c) Number of Annual Events
(d) Projected Avg. Event Attendance
(e) Project Room Nights Per Primary Group Event(s):

Please attach a calendar of finalized/ potential events

Please provide room night and attendance calculation methodologies and confirmation in the form of surveys, audits, room contracts or receipts, ticket sales or other projection methods

The Northwest Recreation Complex is not setup for a primary tenancy, rather the facility is available to a variety of third-party sports tournament groups and musical/cultural promoters. This allows the park and its variety of amenities and facilities to be utilized by a wide range of user groups and tournaments/events. Below is a list of venue user groups that frequent the Northwest Recreation Complex:

- AEG
- Deuterman Productions
- Live Nation
- K92 (Cox Media Group)
- USSSA Baseball
- Greater Orlando Baseball (GOB)
- Southeastern Fastpitch (softball)
- KSA Events

Secondary Tenant #1 Information

Please provide the below estimated figures for the secondary venue Tenant

(a) Name(s) of Tenant(s):
(b) Contact Information/website
(c) Number of Annual Events
(d) Projected Avg. Event Attendance
(e) Project Room Nights Per Primary Group Event(s):

Please attach a calendar of finalized/ potential events

Please provide room night and attendance calculation methodologies and confirmation in the form of surveys, audits, room contracts or receipts, ticket sales or other projection methods

Secondary Tenant #2 information

Please provide the below-estimated figures for the secondary venue Tenant

(a) Name(s) of Tenant(s):
(b) Contact Information/website
(c) Number of Annual Events
(d) Projected Avg. Event Attendance
(e) Project Room Nights Per Primary Group Event(s):

Please attach a calendar of finalized/ potential events

Please provide room night and attendance calculation methodologies and confirmation in the form of surveys, audits, room contracts or receipts, ticket sales or other projection methods

If expected major events in the facility are known or under contract, please provide the information below

Major Event #1 Information

Please provide the below-estimated figures for a major venue event:

(a) Name of Tenant
(b) Contact information / Website
(c) Number of Annual Events
(d) Projected Avg. Event Attendance
(e) Projected Room nights per event

Please provide room night and attendance calculation methodologies and confirmation in the form of surveys, audits, room contracts, or receipts. ticket sales, or other projection methods.

Deuterman Attendance 2023.pdf (a) Deuterman Productions
(b) Robert Deuterman, Owner / https://www.deutermanproductions.com/
(c) 3-4 concerts annually
(d) 2023 average attendance (4 concerts) = 4,965 (9,307 + 1,426 + 7,517 + 1,608 = 19,858)
(e) Projected Room Nights (from top 2 2023 concerts) = 4,362 (calculation based on number of visitors from outside local area + out of state visitors, divided by two for estimated two people per room)

Stick Figure 2023
7,517 Attendees
Local: 4,239
FL: 1,982
Out of State: 1,296

Dirty Heads 2023
9,307 attendees
Local: 3,864
FL: 4,115
Out of State: 1,331

Major Event #2 Information

Please provide the below-estimated figures for a major venue event:

(a) Name of Tenant
(b) Contact information / Website
(c) Number of Annual Events
(d) Projected Avg. Event Attendance
(e) Projected Room nights per event

Please provide room night and attendance calculation methodologies and confirmation in the form of surveys, audits, room contracts, or receipts. ticket sales, or other projection methods.

KSA Event Email 2024.pdf (a) KSA Events (baseball/softball)
(b) Russell Williams, National Athletics Director / https://ksaevents.net/
(c) Three events annually (spring, fall, winter) = spring event was four weeks long
(d) 2024 spring participants = 6,000 athletes
(e) Projected Room Nights (spring 2024) = 1000+ (calculation based on reported number from event organizer)

Target Audiences*

What are the target audiences for the facility?

The Northwest Recreation Complex is a family-oriented facility, with a focus on youth sports/athletics and musical/cultural events. A variety of concerts are held at the Apopka Amphitheater, including ticketed third-party concerts/events and free community concerts/events. The park is also open daily for the community to enjoy, whether it be to walk the trails through the park, visit the outdoor exercise station, bird watching, geocaching, or visiting one of the two playgrounds.

Hotel Room Night Rebates*

Do contracts include hotel room night rebates?

No

Rebate Per Room Night

If answered yes to the question above, please list the amount of the rebate per room night.

Projected Room Nights

How many annual room nights do you **project** this venue will bring to Orange County?

21000

Guaranteed Room Nights

How many annual room nights do you **guarantee** this venue/project to bring to Orange County?

[Unanswered]

Hosting Third Party Events

If the facility plans on hosting a substantial number of third-party events, please explain your acquisition plan.

The Northwest Recreation Complex focuses on and has a well established history of hosting third-party events throughout the year. These events include multi-day youth and adult sporting tournaments and single day musical/cultural performances. The City of Apopka recognizes the importance of collaboration with tourism development entities to maximize the impact the Northwest Recreation Complex has on the local economy. Through partnerships with Visit Florida, Visit Orlando, and other relevant organizations, the City will develop a comprehensive marketing plan to promote future events at the Northwest Recreation Complex to continue attracting visitors to Orange County. The City of Apopka's newly created Economic Development Department will play a vital role in cultivating, developing, and executing these partnerships with our tourism partners.

The following third-party events were hosted at the Northwest Recreation Complex in 2023 and 2024 (year-to-date):

- Third-Party Athletic Tournaments
  - 2023 = 50 tournaments / 1,559 teams / 23,385 players (est. 15 players per team) / 35,079 estimated spectators (1.5 spectators per player)
  - 2024 Year-to-date = 16 tournaments / Remaining Scheduled = 32
- Third-Party Musical/Cultural Performances
  - 2023 = 15
  - 2024 Year-to-date = 3 / Remaining Scheduled = 18

Expected Event Attendee Origin

- **Local** - Orange, Osceola, Lake, Polk, Brevard, Seminole, and Volusia Counties
- **Non-local, In-State** -- Attendees from remaining FL Counties
- **Out of State**

Event Attendees Origin

Percentage of expected event attendees that are local.

51%

In-State , Non Local

Percentage of expected event attendees that are In-state, Non Local

37%

Expected Attendees - Out of State

Percentage of expected event attendees whose origin would be out of state

12%

Methodology Attendance and Room Night*

How do you intend to provide a valid estimated count of attendance and room nights for each event at this venue?

Attendance and Room Night Estimation Methodologies

For Apopka Amphitheater third-party concerts/events, attendance numbers are gathered from ticket sales. Room night calculations are estimated based on the number of tickets sold to In-State/Non-Local and Out of State attendees, divided by two (for two people per hotel room estimate). For the annual number above, we took a conservative approach basing the number off of the known large events of 2023 KSA sports event, the 2023 Stickfigure concert, and the 2023 Dirty Heads Concert.

For Sports/Athletic tournaments, relevant data including number of teams participating and number of hotel rooms booked will be collected directly from the tournament directors/organizers.

Job Creation

In the table below, enter the following information.

For two phases: (1) Construction phase and (2) Operating phase enter the number of full-time and part-time jobs to be created from project.

Phase 1: Full-Time Construction Jobs Created	
Phase 1: Part-Time Construction Jobs Created	
Phase 2: Full-Time Operating jobs Created	7
Phase 2: Part-Time Operating Jobs Created	21

Supporting Development*

How will this project drive or support development in the surrounding area, including attracting new businesses and/or supporting recruitment efforts of the surrounding business community?

Supporting Development

Development in the northwest corner of Orange County continues to explode, with a variety of new developments underway and plans for even more development over the next five to ten years. The Northwest Recreation Complex is a vital piece of the development expansion happening in this area of Orange County. The brand-new Wyld Oaks development is currently under way in the Kelly Park Interchange (KPI) district, which is only a few miles away from the park. Wyld Oaks and surrounding development will bring an additional 12,900 housing units to the area, along with greater demand for businesses, retail, and shopping, with more than $2 billion dollars already invested in development in the KPI. Not only does the Northwest Recreation Complex provide a large regional park for residents who live nearby to recreate, the facility is also a proven venue for hosting large third-party sports tournaments and musical/cultural events. These third-party sports tournaments and musical/cultural events bring with them visitors who also spend money in the area while they visit. In particular, the third-party sports tournaments are predominantly geared toward youth sports, which means the visitors are typically families who need places to eat, shop, and provide family entertainment while they are in the area for the tournament. The businesses in the food and beverage industry are already reaping the benefit of the proximity to the facility, as the large influx of visitors every weekend need places to eat and shop. Feedback received from local nearby food establishments has shown a positive impact on weekend sales as a direct result of the third-party sports tournaments occurring at the Northwest Recreation Complex. Attached to this application, you will find multiple letters of support from local businesses who are benefiting from the activity happening at the Northwest Recreation Complex.

With the completion of northern section of State Road 429, which runs right through the area, the Northwest Recreation Complex is a destination that has easy access roadway infrastructure to get visitors to and from the area and facility. This opens the opportunity for visitors coming to the facility for a tournament or event to stay in other areas of Orange County, where hotels options are more readily available, while still having quick easy access to the park via State Road 429. This easy access also opens the opportunity for youth sports tournaments to base in hotels near the theme park districts, providing families access to all that the theme parks have to offer, while still being just a short 30-minute drive down State Road 429 for their child/children's sporting events.

Northwest Rec: 2025 and Beyond will continue to drive attraction for new business in the northwest Orange County area, as the facility brings thousands of people to the area on weekends throughout the year. The proposed improvements to the Apopka Amphitheater and the addition of four new softball fields will help increase the opportunity to attract larger events throughout the year.

TDT Funding Request Amount*

Total amount of TDT of grant funding being requested from the County TDT for this project?

$13,100,000.00

Funding Timeline*

Provide the timing of the funding needed during the project timeline. The funding window for this Funding Opportunity is October 1 2024 - September 30 2028.

Using the rich text editor (Bold, Italicized, Underlined) separate funding years.

The City of Apopka would work with Orange County to establish a funding agreement based on a reimbursement model, which would allow City reserves to be utilized to get project work underway, with TDT funds used to reimburse approved expenditures upon completion throughout the project timeline.

2024 (October-December) - complete full architect and engineering plans for proposed projects
2025 (Jan-June) - prepare and solicit bids for construction
2025 (July) thru **2026** (December) - construction
2027 - project closeout

Multi-phase Project*

Indicate if this is part of a larger, multi-phase project

No, It is not part of a larger multi-phase project

Total Project Amount

Include the Total Project Amount below if this request is part of a larger multi-phase project.

Use of Funds*

Please remember to attach itemized expenditures to be funded by the grant. Attach a complete proforma budget for the project including a listing of all anticipated funding sources and expenditures.

Will you be partnering for promotion with Visit Orlando or another local agency or group?

With help from the City of Apopka's Economic Development Department, the city will be working on new partnerships with Visit Orlando and Visit Florida to attract and highlight activities at the Northwest Recreation Complex. Please see attached estimated budget for the project requested.

Government Funding Support*

List **All** other **actual** or **potential** city/county/state/ federal funding sources for this project including:

- Visit Orlando
- Visit Florida
- Central FL Sports Commissions
- Parks & Recreation Department
- Department of Cultural Affairs
- Orange County Cultural Tourism
- Etc.

Note: Failure to disclose other funding sources may result in denying future TDT funding of facility/ venue projects

The City of Apopka has budgeted funds which have been assigned for the use on the following upgrades at the Apopka Amphitheater:

- New Restroom Building = $247,282.91
- New ADA parking = $30,000

No other City of Apopka funds are currently budgeted for the proposed project.

Northwest Recreation Complex Upgrades and Maintenance
The City of Apopka continues to commit to the on-going maintenance, upkeep, and upgrade of the Northwest Recreation Complex through both the City's Parks and Recreation Department operational budget and the Capital Improvement Plan. The FY24 operating budget for city-wide parks and athletic complex maintenance, including the Northwest Recreation Complex, is over $3.1 million dollars and includes 18 full time parks maintenance professionals. In addition, $410,000 was budgeted for capital expenses, including $60,000 for amphitheater upgrades and $150,000 for field maintenance equipment replacement. The $60,000 for amphitheater upgrades was used to finish a new decorative metal perimeter fence at the venue, which reduces the need of rental fencing to host a ticketed event at the Apopka Amphitheater. The approved Parks and Recreation 5-year Capital Improvement Plan also includes the following planned projects. Please note, this is utilized by the City of Apopka for planning purposes only. Projects are not funded until the adoption of the budget each fiscal year, at which time planned capital projects may be funded, not funded, pushed to a future year, or removed entirely.

FY25 - LED Light Conversion (four baseball fields) = $765,000
FY25 - LED Light Conversion (three soccer/multipurpose fields) = $600,000
FY25 - New Directional Signage for Northwest Recreation Complex = $100,000
FY25 – Two new Soccer/Multipurpose Fields at Northwest Recreation Complex = $700,000
FY25 – New Tennis/Pickleball Courts = $720,000
FY25 thru FY28 - Amphitheater Capital Upgrades = $60,000 each year
FY25 thru FY28 – New Perimeter Fencing at Northwest Recreation Complex = $50,000 each year
FY26 – Two new Soccer/Multipurpose Fields at Northwest Recreation Complex = $800,000
FY26 – New Tennis/Pickleball Courts = $1,000,000

The City of Apopka also has carry-forward funding available from amphitheater projects dedicated in past budget years. This includes $247,283 in assigned funding to go toward a new restroom building and $30,000 in assigned funding to go toward additional ADA parking.

No other actual or potential funding support has been received or committed from any other city/county/state/federal funding source for the proposed project.

Non-Governmental Funding Support*

List all other non-governmental contributors, sponsors, and sources of funding for this project other that TDT from Orange County.

Note: Failure to disclose other funding sources may result in denying future TDT funding of facility/ venue projects

None.

Additional Funding Sources

What additional sources of funding have you sought or do you intent to seek outside of those listed above?

Note: Failure to disclose other funding sources may result in denying future TDT funding of facility/venue projects.

None.

Past Florida TDT Funding

If applicable, in the table below list past Florida TDT Funding (to include each with Florida County, amount requested, amount granted, amount spent and purpose).

County and Year	Amount Requested	Amount Awarded	Amount Spent	Purpose

Section 3: Venue Marketing and Economic Impact Details

Venue Marketing and Advertising Plan

What are your marketing and advertising plans (local, regional, national, and or international)? Will you partner for promotion with Visit Orlando or another local agency or group? Please see attachment F for more information.

Marketing Initiative

Overview:

The City of Apopka is excited to present the grant application for the development of Northwest Rec - 2025 and Beyond, a transformative project aimed at driving economic growth and tourism development in the northwest Orange County area. This project will leverage strategic partnerships with Visit Florida, Visit Orlando, and other tourist development entities to market future events and attract additional tourism tax dollars to Orange County.

Northwest Rec - 2025 and Beyond is a comprehensive initiative focused on enhancing recreational facilities and expanding event offerings to attract visitors from across the region and beyond. Central to this project 1,93is the revitalization of the Apopka Amphitheater and the construction of four new softball fields, which will significantly increase the capacity to host larger events throughout the year.

Collaboration is Key!

The City of Apopka recognizes the importance of collaboration with tourism development entities to maximize the impact of Northwest Rec - 2025 and Beyond on the local economy. Through partnerships with Visit Florida, Visit Orlando, and other relevant organizations, we will develop a comprehensive marketing plan to promote future events at Northwest Rec and attract visitors to Orange County.

Proposed Marketing Plan:

- **Digital Marketing Campaigns**: Launch targeted digital marketing campaigns in collaboration with Visit Florida and Visit Orlando to promote upcoming events at Northwest Rec. Utilize social media platforms, email marketing, and online advertisements to reach potential visitors across the state and beyond.
- **Event Sponsorship Opportunities:** Partner with local businesses and tourism-related entities to sponsor events at Northwest Rec. Offer sponsorship packages that include branding opportunities, onsite presence, and promotional materials to attract sponsors and generate additional revenue.
- **Tourism Packages:** Collaborate with hotels, restaurants, and attractions in the area to create tourism packages that include tickets to events at Northwest Rec. Market these packages through Visit Florida's and Visit Orlando's channels to appeal to tourists planning visits to the region.
- **Destination Marketing:** Position Northwest Rec as a premier destination for sports tournaments, concerts, festivals, and other events. Work closely with Visit Florida and Visit Orlando to showcase the amenities and attractions of the area, enticing visitors to extend their stay and explore all that Orange County has to offer.
- **Economic Impact:** The revitalization of Northwest Rec and the expansion of event offerings will have a significant economic impact on Orange County. Increased tourism activity will result in higher bed tax revenues, food and beverage tax revenues, and other tourism-related revenues, contributing to the overall economic prosperity of the region. By attracting visitors to the area and promoting local businesses, Northwest Rec - 2025 and Beyond will create jobs, stimulate business growth, and enhance the quality of life for residents of Orange County.

The City of Apopka is committed to leveraging the power of tourism to drive economic growth and prosperity in the northwest Orange County area. Through strategic partnerships with Visit Florida, Visit Orlando, and other tourism development entities, Northwest Rec - 2025 and Beyond will position Apopka as a premier destination for events and attractions, attracting visitors and generating additional tourism tax dollars for Orange County.

Security Plans

Please describe security plans after the facility opens (including anticipated cost) as it relates to the need for private security or public/ law enforcement availability.

All events and tournaments are reviewed by City staff for approval and determination of any additional security or public safety that may be needed. If a third-party event or tournament is deemed to require additional security or public safety, the costs to provide these additional services are the responsibility of the third-party event organizer. Public Safety needs/requirements for all third-party events are reviewed and determined by the Apopka Police Department and the Apopka Fire Department.

Annual Economic Impact for Orange County*

$1,932,772.00

Section 4: Budget Recap

Applicants can use other forms of Budget they may already have from credible sources [quotes, bids, contracts, etc.], so long as the information below is provided at a minimum.

Note: Failure to disclose other funding may result in denying future TDT funding of facility/ venue projects

Total Income - Tourist Development Tax funding

- Contributors, sponsors and other funding sources (include in-kind)
- Total Contributor/sponsor funds
- Room Night Rebates
- Other Income sources (I.e.,) capitalized ticket surcharges, seat license fees, naming rights, pouring rights, advertising revenues etc.)
- Total other income
- Total income

Income Type	Income Source	Income Amount
TDT Funding		
Contributed		
Contributed		
Contributed		
Contributed		
Contributed		
Contributed		
Contributed		
Contributed		

Contributed		
Total Contributed Sponsor Funds		
Room Night Rebates		
Other Income		
Other Income		
Other Income		
Other Income		
Other Income		
Other Income		
Other Income		
Other Income		
Other Income		
Other Income - Subtotal		
Total Income		

Project Funding Narrative*

Describe the project funding contingency, available financial reserves, and insurance protections.

Note: See Attachment E of the Guideline Document for Insurance Protection Information

The City of Apopka operates the Northwest Recreation Complex using the City's General Fund, with the FY24 Parks and Recreation operating and capital budget funded at over $10.6 million dollars. Should the proposed

Northwest Recreation Complex project not be selected for funding through the TDT ARC program or selected for a lower amount of funding, the City would explore a bond issuance to fund the project or split the project into multi-year phases to work toward completing the full vision in smaller pieces, using General Fund budgets. Full proposed project budget estimate has been attached to this application.

Section 5: Expenses

Applicants can use other forms of budget they may already have from accredited sources, so long as the information below is provided at a minimum.

Expenses

Applicants can use other forms of budget they may already have from accredited sources, so long as the information below is provided at a minimum.

- Please list ALL Project Expenses and indicate which items will utilize TDT Funds (Please attach any additional expenses)
- Total Expenses

Expense Name	Expense Amount	TDT Funds Utilization

Required Attachments

Articles of Incorporation

Attach Articles of Incorporation document (except government entities)

Tax ID or IRS Tax Exempt Determination Letter

Attach your TAX ID or IRS tax-exempt determination letter

Organizational Outline

Attach the organizational outline of the application entity. This includes but is not limited to the names and addresses of each board member and corporate officer (except government entities)

City of Apopka-Organizational Outline.pdf

TDT Final or Interim Report (For past TDT Recipients only)

Attach a previous TDT Final Report or Interim Report if applicable.

Project Income and Expense

Upload any project income or expense information that did on fit in the tables provided, or if applicant organization if not using the space provided.

[Unanswered]

Form 990s

Attach the two most recent Form 990s completed for your organization if applicable to organizational entity type.

Audited Financial Statements

Upload Applicants' most recently completed Audit (along with management letter and organization response if applicable).

Audited Financial Statements link.docx

Feasibility Study

Please provide any applicable feasibility study.

Budget

Upload the Complete Project Budget

Northwest Rec – 2025 and Beyond Budget Estimate.pdf

Partner & Collaborative Agreements

As one file, upload all written agreements involving media, hotels/motels, and venue contracts/ leases

Site designs, blueprints, or facility footprint

Attach site designs, blueprints, or facility footprints. Do not try to attach full size renderings. Submit 360dpi (print quality) photos or scans. Also add more than one in a document to upload several into one file upload spot.

Northwest Red Site Plan.pdf

Support Documents

As one file, upload three support documents (Letters of recommendation, programs, brochures, media articles, etc).

Supporting Documents Full Packet Final.pdf

Section 6: Certifications

I have reviewed this GRANT Application hereby submitted to Orange County. I am in full agreement with the information contained in this submitted application and its submitted attachments as accurate and complete. I further acknowledge my understanding that the County in Making a capital grant does not assume any liability or responsibility for the ultimate viability, suitability, or financial profitability of the capital project for which the grant is awarded. The County, unless otherwise specifically stated, is only a financial contributor to the project and not a promoter or co-sponsor and will not guarantee or be responsible or liable for any debts or financial liability incurred for or arising from such project. All third parties are hereby put on notice that the County will not be responsible for payment of any costs or debts for the project that are not paid by the grant applicant.

Certifications*

I understand the above guidelines and agree to comply with them. I understand full receipt of grant funding is based upon the organization's compliance with all regulations.

Yes, I understand and agree

Authorized Agent Signature*
Bryan Nelson

Authorized Agent Title*
Mayor

Date of Certification*
04/29/2024

File Attachment Summary

Applicant File Uploads

- Operating Proforma with FY24 Budget Sheets.pdf
- Deuterman Attendance 2023.pdf
- KSA Event Email 2024.pdf
- City of Apopka-Organizational Outline.pdf
- Audited Financial Statements link.docx
- Northwest Rec – 2025 and Beyond Budget Estimate.pdf
- Northwest Red Site Plan.pdf
- Supporting Documents Full Packet Final.pdf

Operating Proforma

The City of Apopka sets an annual budget for parks and recreation programming, services, and maintenance.

The adopted FY24 operating and capital budget for the Parks/Athletic Complexes Maintenance was set at over $3.5 million dollars including staff salaries/wages. The Parks/Athletics Complexes Maintenance budget covers all operational needs currently at the Northwest Recreation Complex, and all City of Apopka parks and recreation facilities. The additional impact on this budget with the addition of the proposed project would be as follows:

- Project Area One – Apopka Amphitheater
    - Additional for janitorial/paper supplies = $68,000
- Project Area Two – Softball Fields
    - Additional Staff Needed = $128,730
        - Parks Worker (F/T) = 2
    - Additional Field Maintenance Supplies Needed = $21,000
        - Chalk/Turface = $2,000
        - Chemical Spray Contract = $9,000
        - Field Supplies (bases, mounds, etc.) = $10,000
- **TOTAL ADDITIONAL IMPACT ON BUDGET = + $217,730**

The adopted FY24 operating and capital budget for Athletics and Events was set at over $3.1 million dollars including staff salaries/wages. The Athletics and Events budget covers all operational needs to execute recreational programming and third-party events/tournaments. The additional impact on this budget with the addition of the proposed project would be as follows:

- Project Area One – Apopka Amphitheater
    - Additional Staff Needed = $219,235
        - Events Coordinator (F/T) = 1
        - Facilities Attendants (P/T) = 15
- Project Area Two – Softball Fields
    - Additional Staff Needed = $271,684
        - Recreation Coordinator (F/T) = 1
        - Recreation Leader II (F/T) = 1
        - Recreation Leader I (F/T) = 1
        - Facilities Attendants (P/T) = 6
- **TOTAL ADDITIONAL IMPACT ON BUDGET = + $490,919**

FY2024 ADOPTED BUDGET REPORT

Account String	Division	Division Name	Account Code	Account Name	Description	FY2024 Detailed Budget	FY2024 Adopted Budget
001-3514-572-1200	3514	ATHLETIC COMPLEXES	1200	REGULAR SALARIES AND WAGES			806,622
001-3514-572-1210	3514	ATHLETIC COMPLEXES	1210	LONGEVITY PAY			3,101
001-3514-572-1225	3514	ATHLETIC COMPLEXES	1225	PROFICIENCY PAY			-
001-3514-572-1300	3514	ATHLETIC COMPLEXES	1300	OTHER SALARIES AND WAGES			-
001-3514-572-1400	3514	ATHLETIC COMPLEXES	1400	OVERTIME PAY			10,000
001-3514-572-1500	3514	ATHLETIC COMPLEXES	1500	INCENTIVE PAY			-
001-3514-572-1600	3514	ATHLETIC COMPLEXES	1600	OTHER REIMBURSED ALLOWANCES			480
001-3514-572-2100	3514	ATHLETIC COMPLEXES	2100	FICA TAXES - CITY MATCHING			62,746
001-3514-572-2200	3514	ATHLETIC COMPLEXES	2200	CITY RETIREMENT CONTRIBUTION			119,750
001-3514-572-2300	3514	ATHLETIC COMPLEXES	2300	LIFE AND HEALTH INSURANCE			314,129
001-3514-572-2400	3514	ATHLETIC COMPLEXES	2400	WORKERS' COMPENSATION			4,848
					Subtotal SW&F	**$ -**	**$ 1,321,675**
001-3514-572-3100	3514	ATHLETIC COMPLEXES	3100	PROFESSIONAL SERVICES			-
001-3514-572-3400	3514	ATHLETIC COMPLEXES	3400	OTHER CONTRACTUAL SERVICES			899,680
001-3514-572-3400	3514	ATHLETIC COMPLEXES	3400	OTHER CONTRACTUAL SERVICES	Athletic Field Chemical Treatments (5% increase due to chemical cost)	204,330	
001-3514-572-3400	3514	ATHLETIC COMPLEXES	3400	OTHER CONTRACTUAL SERVICES	Outdoor Pest Control	4,000	
001-3514-572-3400	3514	ATHLETIC COMPLEXES	3400	OTHER CONTRACTUAL SERVICES	City Property Mowing	400,000	
001-3514-572-3400	3514	ATHLETIC COMPLEXES	3400	OTHER CONTRACTUAL SERVICES	Palm Tree Care/Treatments	20,000	
001-3514-572-3400	3514	ATHLETIC COMPLEXES	3400	OTHER CONTRACTUAL SERVICES	Tree Care/Maintenance	45,000	
001-3514-572-3400	3514	ATHLETIC COMPLEXES	3400	OTHER CONTRACTUAL SERVICES	City Property Chemical Treatments	15,000	
001-3514-572-3400	3514	ATHLETIC COMPLEXES	3400	OTHER CONTRACTUAL SERVICES	Pool Chemicals - KLNP Splash Pad (5% increase due to chemical costs)	4,500	
001-3514-572-3400	3514	ATHLETIC COMPLEXES	3400	OTHER CONTRACTUAL SERVICES	Pool Maintenance - KLNP Splash Pad	5,000	
001-3514-572-3400	3514	ATHLETIC COMPLEXES	3400	OTHER CONTRACTUAL SERVICES	Park System Lightning Alert System (Earth Networks)	12,600	
001-3514-572-3400	3514	ATHLETIC COMPLEXES	3400	OTHER CONTRACTUAL SERVICES	Grease Trap/Septic Pumping	12,000	
001-3514-572-3400	3514	ATHLETIC COMPLEXES	3400	OTHER CONTRACTUAL SERVICES	Bulk Debris Removal	2,250	
001-3514-572-3400	3514	ATHLETIC COMPLEXES	3400	OTHER CONTRACTUAL SERVICES	Parks Beautification Projects (Jason Dwelley Medians; Vick Road Medians; Edwards Field Renovation)	50,000	
001-3514-572-3400	3514	ATHLETIC COMPLEXES	3400	OTHER CONTRACTUAL SERVICES	Park Holiday Decorations (moved from 3612)	125,000	
001-3514-572-4000	3514	ATHLETIC COMPLEXES	4000	TRAVEL & PER DIEM			500
001-3514-572-4000	3514	ATHLETIC COMPLEXES	4000	TRAVEL & PER DIEM	Travel for training and conferences	500	
001-3514-572-4200	3514	ATHLETIC COMPLEXES	4200	FREIGHT & POSTAGE SERVICES			100
001-3514-572-4200	3514	ATHLETIC COMPLEXES	4200	FREIGHT & POSTAGE SERVICES	General Mailings	100	
001-3514-572-4300	3514	ATHLETIC COMPLEXES	4300	UTILITY SERVICES			288,100
001-3514-572-4300	3514	ATHLETIC COMPLEXES	4300	UTILITY SERVICES	Water, Sewer, Sanitation	53,000	
001-3514-572-4300	3514	ATHLETIC COMPLEXES	4300	UTILITY SERVICES	Dumpsters	28,000	
001-3514-572-4300	3514	ATHLETIC COMPLEXES	4300	UTILITY SERVICES	Electrical FCC	21,000	
001-3514-572-4300	3514	ATHLETIC COMPLEXES	4300	UTILITY SERVICES	Electrical NWRC	65,000	
001-3514-572-4300	3514	ATHLETIC COMPLEXES	4300	UTILITY SERVICES	Electrical NWRC	66,000	

FY2024 ADOPTED BUDGET REPORT

Account String	Division	Division Name	Account Code	Account Name	Description	FY2024 Detailed Budget	FY2024 Adopted Budget
001-3514-572-4300	3514	ATHLETIC COMPLEXES	4300	UTILITY SERVICES	Electrical AAC	10,000	
001-3514-572-4300	3514	ATHLETIC COMPLEXES	4300	UTILITY SERVICES	Electrical AWP	5,500	
001-3514-572-4300	3514	ATHLETIC COMPLEXES	4300	UTILITY SERVICES	KLNP Electrical	600	
001-3514-572-4300	3514	ATHLETIC COMPLEXES	4300	UTILITY SERVICES	Electric	21,000	
001-3514-572-4300	3514	ATHLETIC COMPLEXES	4300	UTILITY SERVICES	Water/Sewer	18,000	
001-3514-572-4400	3514	ATHLETIC COMPLEXES	4400	RENTALS & LEASES			2,000
001-3514-572-4400	3514	ATHLETIC COMPLEXES	4400	RENTALS & LEASES	Equipment Rentals	2,000	
001-3514-572-4600	3514	ATHLETIC COMPLEXES	4600	REPAIRS AND MAINTENANCE SERVICES			118,000
001-3514-572-4600	3514	ATHLETIC COMPLEXES	4600	REPAIRS AND MAINTENANCE SERVICES	Concrete Repairs	15,000	
001-3514-572-4600	3514	ATHLETIC COMPLEXES	4600	REPAIRS AND MAINTENANCE SERVICES	Fence Repairs	15,000	
001-3514-572-4600	3514	ATHLETIC COMPLEXES	4600	REPAIRS AND MAINTENANCE SERVICES	Irrigation Repairs	25,000	
001-3514-572-4600	3514	ATHLETIC COMPLEXES	4600	REPAIRS AND MAINTENANCE SERVICES	Fire Extinguisher Maintenance	3,000	
001-3514-572-4600	3514	ATHLETIC COMPLEXES	4600	REPAIRS AND MAINTENANCE SERVICES	Splash Pad Repairs	5,000	
001-3514-572-4600	3514	ATHLETIC COMPLEXES	4600	REPAIRS AND MAINTENANCE SERVICES	Park Repairs (playgrounds, water fountains, pavilion/shade structures, bleachers/benches, signs, windscreens, etc.)	20,000	
001-3514-572-4600	3514	ATHLETIC COMPLEXES	4600	REPAIRS AND MAINTENANCE SERVICES	Electrical Repairs	10,000	
001-3514-572-4600	3514	ATHLETIC COMPLEXES	4600	REPAIRS AND MAINTENANCE SERVICES	Small Equipment Repairs and Maintenance	15,000	
001-3514-572-4600	3514	ATHLETIC COMPLEXES	4600	REPAIRS AND MAINTENANCE SERVICES	Field Light Repairs	10,000	
001-3514-572-4650	3514	ATHLETIC COMPLEXES	4650	VEHICLE MAINTENANCE			70,000
001-3514-572-4650	3514	ATHLETIC COMPLEXES	4650	VEHICLE MAINTENANCE	Vehicles	50,000	
001-3514-572-4650	3514	ATHLETIC COMPLEXES	4650	VEHICLE MAINTENANCE	Equipment	20,000	
001-3514-572-4900	3514	ATHLETIC COMPLEXES	4900	OTHER CURRENT CHARGES			2,000
001-3514-572-4900	3514	ATHLETIC COMPLEXES	4900	OTHER CURRENT CHARGES	Landfill Charges	2,000	
001-3514-572-5200	3514	ATHLETIC COMPLEXES	5200	OPERATING SUPPLIES			334,909
001-3514-572-5200	3514	ATHLETIC COMPLEXES	5200	OPERATING SUPPLIES	General/Janitorial Supplies	22,000	
001-3514-572-5200	3514	ATHLETIC COMPLEXES	5200	OPERATING SUPPLIES	General Sod Replacement	50,000	
001-3514-572-5200	3514	ATHLETIC COMPLEXES	5200	OPERATING SUPPLIES	Athletic Field Marking Supplies	28,000	
001-3514-572-5200	3514	ATHLETIC COMPLEXES	5200	OPERATING SUPPLIES	Turf Chemicals (in-house applications) 5% increase for cost	26,250	
001-3514-572-5200	3514	ATHLETIC COMPLEXES	5200	OPERATING SUPPLIES	Clay and Sand (increased shipping cost)	15,000	
001-3514-572-5200	3514	ATHLETIC COMPLEXES	5200	OPERATING SUPPLIES	Small equipment replacement	25,009	
001-3514-572-5200	3514	ATHLETIC COMPLEXES	5200	OPERATING SUPPLIES	Playground Mulch	20,000	
001-3514-572-5200	3514	ATHLETIC COMPLEXES	5200	OPERATING SUPPLIES	ChipCo Application	25,000	
001-3514-572-5200	3514	ATHLETIC COMPLEXES	5200	OPERATING SUPPLIES	Field Compost	25,000	
001-3514-572-5200	3514	ATHLETIC COMPLEXES	5200	OPERATING SUPPLIES	Turface Conditioner	5,500	
001-3514-572-5200	3514	ATHLETIC COMPLEXES	5200	OPERATING SUPPLIES	Uniforms (shirts, hats, jackets, etc.) @ $320/staff (30 staff)	9,600	
001-3514-572-5200	3514	ATHLETIC COMPLEXES	5200	OPERATING SUPPLIES	General Park Operating Supplies (benches, bases, flags, bleachers, water fountains, windscreens, cones, picnic tables, etc.)	55,000	
001-3514-572-5200	3514	ATHLETIC COMPLEXES	5200	OPERATING SUPPLIES	General Mulch	20,000	

FY2024 ADOPTED BUDGET REPORT

Account String	Division	Division Name	Account Code	Account Name	Description	FY2024 Detailed Budget	FY2024 Adopted Budget
001-3514-572-5200	3514	ATHLETIC COMPLEXES	5200	OPERATING SUPPLIES	Safety Gear (boots, vests, helmets, gloves, etc.) @ $285/staff (30 staff)	8,550	
001-3514-572-5216	3514	ATHLETIC COMPLEXES	5216	PARKS TREE BANK EXPENDITURE			-
001-3514-572-5216	3514	ATHLETIC COMPLEXES	5216	PARKS TREE BANK EXPENDITURE	New Trees and Tree Replacements	-	
001-3514-572-5250	3514	ATHLETIC COMPLEXES	5250	FUEL AND GASOLINE			60,000
001-3514-572-5250	3514	ATHLETIC COMPLEXES	5250	FUEL AND GASOLINE	Tanks @ Northwest	60,000	
001-3514-572-5250	3514	ATHLETIC COMPLEXES	5250	FUEL AND GASOLINE	Park Vehicles	-	
001-3514-572-5400	3514	ATHLETIC COMPLEXES	5400	BOOKS, PUBS, SUBS & MEMBERSHIP			565
001-3514-572-5400	3514	ATHLETIC COMPLEXES	5400	BOOKS, PUBS, SUBS & MEMBERSHIP	CF STMA	50	
001-3514-572-5400	3514	ATHLETIC COMPLEXES	5400	BOOKS, PUBS, SUBS & MEMBERSHIP	Florida TurfGrass Association	150	
001-3514-572-5400	3514	ATHLETIC COMPLEXES	5400	BOOKS, PUBS, SUBS & MEMBERSHIP	Irrigation Association	150	
001-3514-572-5400	3514	ATHLETIC COMPLEXES	5400	BOOKS, PUBS, SUBS & MEMBERSHIP	Tree City USA	55	
001-3514-572-5400	3514	ATHLETIC COMPLEXES	5400	BOOKS, PUBS, SUBS & MEMBERSHIP	FRPA Memberships (Parks Superintendent)	160	
001-3514-572-5500	3514	ATHLETIC COMPLEXES	5500	TRAINING			2,950
001-3514-572-5500	3514	ATHLETIC COMPLEXES	5500	TRAINING	FRPA Conference (Parks Superintendent; two Grounds Foreman)	450	
001-3514-572-5500	3514	ATHLETIC COMPLEXES	5500	TRAINING	Arborculture & Forestry Conference (Parks Superintendent)	250	
001-3514-572-5500	3514	ATHLETIC COMPLEXES	5500	TRAINING	Continuing Education Courses for Staff Professional Development	800	
001-3514-572-5500	3514	ATHLETIC COMPLEXES	5500	TRAINING	FRPA Certification (Parks Superintendent)	550	
001-3514-572-5500	3514	ATHLETIC COMPLEXES	5500	TRAINING	Pesticide Renewals (two staff)	200	
001-3514-572-5500	3514	ATHLETIC COMPLEXES	5500	TRAINING	Irrigation Renewal (two staff)	100	
001-3514-572-5500	3514	ATHLETIC COMPLEXES	5500	TRAINING	Playground Safety course (for playground inspections) @ 1 staff	600	
001-3514-572-6200	3514	ATHLETIC COMPLEXES	6200	BUILDINGS			-
001-3514-572-6300	3514	ATHLETIC COMPLEXES	6300	IMPROVEMENTS OTHER THAN BLDGS			260,000
001-3514-572-6300	3514	ATHLETIC COMPLEXES	6300	IMPROVEMENTS OTHER THAN BLDGS	Amphitheater Capital Upgrades	60,000	
001-3514-572-6300	3514	ATHLETIC COMPLEXES	6300	IMPROVEMENTS OTHER THAN BLDGS	NW Roads	200,000	
001-3514-572-6400	3514	ATHLETIC COMPLEXES	6400	EQUIPMENT & MACHINERY			150,000
001-3514-572-6400	3514	ATHLETIC COMPLEXES	6400	EQUIPMENT & MACHINERY	Tri-Deck Roller Finishing Mower	35,000	
001-3514-572-6400	3514	ATHLETIC COMPLEXES	6400	EQUIPMENT & MACHINERY	Automated Field Paint Machine	45,000	
001-3514-572-6400	3514	ATHLETIC COMPLEXES	6400	EQUIPMENT & MACHINERY	Zero Turn Mower	15,000	
001-3514-572-6400	3514	ATHLETIC COMPLEXES	6400	EQUIPMENT & MACHINERY	Zero Turn Mower	15,000	
001-3514-572-6400	3514	ATHLETIC COMPLEXES	6400	EQUIPMENT & MACHINERY	F150 Truck to replace old Ford Ranger	40,000	
				Subtotal Operating & Capital Expenditures		**$ 2,188,804**	**$ 2,188,804**
				DIVISION TOTAL - ATHLETIC COMPLEXES 3514		**$ 2,188,804**	**$ 3,510,479**

FY2024 ADOPTED BUDGET REPORT

Account String	Division	Division Name	Account Code	Account Name	Description	FY2024 Detailed Budget	FY2024 Adopted Budget
001-3612-572-1200	3612	RECREATION ATHLETICS	1200	REGULAR SALARIES AND WAGES			796,869
001-3612-572-1210	3612	RECREATION ATHLETICS	1210	LONGEVITY PAY			2,113
001-3612-572-1225	3612	RECREATION ATHLETICS	1225	PROFICIENCY PAY			-
001-3612-572-1300	3612	RECREATION ATHLETICS	1300	OTHER SALARIES AND WAGES	Part-time & Seasonal Staff		178,850
001-3612-572-1400	3612	RECREATION ATHLETICS	1400	OVERTIME PAY	Additional Coverage for programming, events, and special projects.		10,550
001-3612-572-1600	3612	RECREATION ATHLETICS	1600	OTHER REIMBURSED ALLOWANCES			2,400
001-3612-572-2100	3612	RECREATION ATHLETICS	2100	FICA TAXES - CITY MATCHING			75,362
001-3612-572-2200	3612	RECREATION ATHLETICS	2200	CITY RETIREMENT CONTRIBUTION			117,607
001-3612-572-2300	3612	RECREATION ATHLETICS	2300	LIFE AND HEALTH INSURANCE			213,284
001-3612-572-2400	3612	RECREATION ATHLETICS	2400	WORKERS' COMPENSATION			6,901
					Subtotal SW&F	**$ -**	**$ 1,403,935**
001-3612-572-3100	3612	RECREATION ATHLETICS	3100	PROFESSIONAL SERVICES			-
001-3612-572-3400	3612	RECREATION ATHLETICS	3400	OTHER CONTRACTUAL SERVICES			171,075
001-3612-572-3400	3612	RECREATION ATHLETICS	3400	OTHER CONTRACTUAL SERVICES	Youth Soccer Program Services (officials, assignors, etc.) @ 460 games	33,120	
001-3612-572-3400	3612	RECREATION ATHLETICS	3400	OTHER CONTRACTUAL SERVICES	Youth Flag Football Program Services (officials, assignors, etc.) @ 200 games	16,000	
001-3612-572-3400	3612	RECREATION ATHLETICS	3400	OTHER CONTRACTUAL SERVICES	Youth Basketball Program Services (officials, assignors, etc.) @ 60 games	4,275	
001-3612-572-3400	3612	RECREATION ATHLETICS	3400	OTHER CONTRACTUAL SERVICES	Adult Softball Program Services (officials, assignors, sanctioning fees, etc.) @ 180 games	18,600	
001-3612-572-3400	3612	RECREATION ATHLETICS	3400	OTHER CONTRACTUAL SERVICES	New Athletic Programming Services (officials, assignors, sanctioning fees, etc.)	15,000	
001-3612-572-3400	3612	RECREATION ATHLETICS	3400	OTHER CONTRACTUAL SERVICES	Program Bus Services (camps, programs, etc.)	26,000	
001-3612-572-3400	3612	RECREATION ATHLETICS	3400	OTHER CONTRACTUAL SERVICES	Recreation Senior Program Services (instructors, classes, etc.)	28,080	
001-3612-572-3400	3612	RECREATION ATHLETICS	3400	OTHER CONTRACTUAL SERVICES	VFW Agreement Services (Apopka Community Center)	30,000	
001-3612-572-4000	3612	RECREATION ATHLETICS	4000	TRAVEL & PER DIEM			2,000
001-3612-572-4200	3612	RECREATION ATHLETICS	4200	FREIGHT & POSTAGE SERVICES			600
001-3612-572-4200	3612	RECREATION ATHLETICS	4200	FREIGHT & POSTAGE SERVICES	Program Mailers	500	
001-3612-572-4200	3612	RECREATION ATHLETICS	4200	FREIGHT & POSTAGE SERVICES	General Postage	100	
001-3612-572-4400	3612	RECREATION ATHLETICS	4400	RENTALS & LEASES			3,000
001-3612-572-4400	3612	RECREATION ATHLETICS	4400	RENTALS & LEASES	NWRC Copier	-	
001-3612-572-4400	3612	RECREATION ATHLETICS	4400	RENTALS & LEASES	FCC Copier	-	
001-3612-572-4400	3612	RECREATION ATHLETICS	4400	RENTALS & LEASES	Billie Dean Community Garden Port-o-lets	3,000	
001-3612-572-4600	3612	RECREATION ATHLETICS	4600	REPAIRS AND MAINTENANCE SERVICES			37,000
001-3612-572-4600	3612	RECREATION ATHLETICS	4600	REPAIRS AND MAINTENANCE SERVICES	Athletic Equipment Repairs (goals, rims, nets, etc.)	5,000	

FY2024 ADOPTED BUDGET REPORT

Account String	Division	Division Name	Account Code	Account Name	Description	FY2024 Detailed Budget	FY2024 Adopted Budget
001-3612-572-4600	3612	RECREATION ATHLETICS	4600	REPAIRS AND MAINTENANCE SERVICES	Small Hand and Power Tool Repair/purchase	2,000	
001-3612-572-4600	3612	RECREATION ATHLETICS	4600	REPAIRS AND MAINTENANCE SERVICES	Athletic Light repair - Due to lightning, power surges, blown breakers, etc)	30,000	
001-3612-572-4650	3612	RECREATION ATHLETICS	4650	VEHICLE MAINTENANCE			13,000
001-3612-572-4650	3612	RECREATION ATHLETICS	4650	VEHICLE MAINTENANCE	Repair/Maintenance of division vehicles and motorized carts	13,000	
001-3612-572-4700	3612	RECREATION ATHLETICS	4700	PRINTING SERVICES			18,000
001-3612-572-4700	3612	RECREATION ATHLETICS	4700	PRINTING SERVICES	Sponsor banners	15,000	
001-3612-572-4700	3612	RECREATION ATHLETICS	4700	PRINTING SERVICES	Miscellaneous Printing (flyers, rack cards, posters, business cards, etc.)	2,000	
001-3612-572-4700	3612	RECREATION ATHLETICS	4700	PRINTING SERVICES	Custom Printed Tents	1,000	
001-3612-572-4800	3612	RECREATION ATHLETICS	4800	PROMOTIONAL ACTIVITIES			26,000
001-3612-572-4800	3612	RECREATION ATHLETICS	4800	PROMOTIONAL ACTIVITIES	Athletic Program Promotion (social media, radio, newspaper, target marketing, etc.)	2,000	
001-3612-572-4800	3612	RECREATION ATHLETICS	4800	PROMOTIONAL ACTIVITIES	Recreation Program Promotion (social media, radio, newspaper, target marketing, etc.)	6,000	
001-3612-572-4800	3612	RECREATION ATHLETICS	4800	PROMOTIONAL ACTIVITIES	Billboard Advertisements	18,000	
001-3612-572-5100	3612	RECREATION ATHLETICS	5100	OFFICE SUPPLIES			7,000
001-3612-572-5100	3612	RECREATION ATHLETICS	5100	OFFICE SUPPLIES	General Office Supplies (paper, pens, notepads, etc.)	3,000	
001-3612-572-5100	3612	RECREATION ATHLETICS	5100	OFFICE SUPPLIES	Small Office Equipment (laminators, chairs, keyboards, computer screens, desks, etc.)	4,000	
001-3612-572-5200	3612	RECREATION ATHLETICS	5200	OPERATING SUPPLIES			202,700
001-3612-572-5200	3612	RECREATION ATHLETICS	5200	OPERATING SUPPLIES	General Operating Supplies (brooms, mops, rags, chemicals, etc.)	10,000	
001-3612-572-5200	3612	RECREATION ATHLETICS	5200	OPERATING SUPPLIES	Senior Program Operating Supplies (luncheons, trips, events, general supplies, etc)	15,000	
001-3612-572-5200	3612	RECREATION ATHLETICS	5200	OPERATING SUPPLIES	Table linens/Place Settings for City functions	1,000	
001-3612-572-5200	3612	RECREATION ATHLETICS	5200	OPERATING SUPPLIES	Youth Soccer Supplies (uniforms, awards, & equipment)	82,000	
001-3612-572-5200	3612	RECREATION ATHLETICS	5200	OPERATING SUPPLIES	Youth Flag Football Supplies (uniforms, awards, & equipment)	25,800	
001-3612-572-5200	3612	RECREATION ATHLETICS	5200	OPERATING SUPPLIES	Youth Basketball Supplies (uniforms, awards, & equipment)	8,600	
001-3612-572-5200	3612	RECREATION ATHLETICS	5200	OPERATING SUPPLIES	Adult Softball Supplies (Championship shirts, trophies, & equipment)	5,000	
001-3612-572-5200	3612	RECREATION ATHLETICS	5200	OPERATING SUPPLIES	New Athletic Program Supplies - E Sports, Kickball, Volleyball, Dodgeball, etc. (uniforms, trophies/medals, & equipment)	20,000	

FY2024 ADOPTED BUDGET REPORT

Account String	Division	Division Name	Account Code	Account Name	Description	FY2024 Detailed Budget	FY2024 Adopted Budget
001-3612-572-5200	3612	RECREATION ATHLETICS	5200	OPERATING SUPPLIES	Camps other than Wewa - (Camp shirts, field trips, & supplies)	20,000	
001-3612-572-5200	3612	RECREATION ATHLETICS	5200	OPERATING SUPPLIES	First Aid supplies - (ice packs, band-aids, peroxide, etc.)	2,500	
001-3612-572-5200	3612	RECREATION ATHLETICS	5200	OPERATING SUPPLIES	Uniforms (shirts, hats, jackets, etc.) @ $320/staff (40 staff)	12,800	
001-3612-572-5201	3612	RECREATION ATHLETICS	5201	OPERATING SUPPLIES–SPECIFIC TO AC	Amphitheater Entertainment Series		199,000
001-3612-572-5201	3612	RECREATION ATHLETICS	5201	OPERATING SUPPLIES–SPECIFIC TO AC	Saturday Sounds (7 Tribute Bands / 7 Local Bands)	118,000	
001-3612-572-5201	3612	RECREATION ATHLETICS	5201	OPERATING SUPPLIES–SPECIFIC TO AC	Orlando Philharmonic Orchestra (Holiday & Spring show)	61,000	
001-3612-572-5201	3612	RECREATION ATHLETICS	5201	OPERATING SUPPLIES–SPECIFIC TO AC	New Amphitheater Entertainment (battle of the bands, international jazz fest, local bands, movie nights, etc.)	20,000	
001-3612-572-5203	3612	RECREATION ATHLETICS	5203	SIDEWALK/CURB REPAIRS	Annual Community Events		194,000
001-3612-572-5203	3612	RECREATION ATHLETICS	5203	SIDEWALK/CURB REPAIRS	Halloween in the Park event expenses	19,000	
001-3612-572-5203	3612	RECREATION ATHLETICS	5203	SIDEWALK/CURB REPAIRS	Veterans Day event expenses	1,000	
001-3612-572-5203	3612	RECREATION ATHLETICS	5203	SIDEWALK/CURB REPAIRS	Holiday Tree Lighting event expenses	34,000	
001-3612-572-5203	3612	RECREATION ATHLETICS	5203	SIDEWALK/CURB REPAIRS	MLK Day Parade event expenses	4,000	
001-3612-572-5203	3612	RECREATION ATHLETICS	5203	SIDEWALK/CURB REPAIRS	Easter Trail event expenses	6,000	
001-3612-572-5203	3612	RECREATION ATHLETICS	5203	SIDEWALK/CURB REPAIRS	Memorial Day event expenses	3,500	
001-3612-572-5203	3612	RECREATION ATHLETICS	5203	SIDEWALK/CURB REPAIRS	4th of July event expenses	57,000	
001-3612-572-5203	3612	RECREATION ATHLETICS	5203	SIDEWALK/CURB REPAIRS	Hispanic Heritage Festival event expenses	12,000	
001-3612-572-5203	3612	RECREATION ATHLETICS	5203	SIDEWALK/CURB REPAIRS	Partner Events expenses (Rotary Fairs, Art & Foliage, Parade, Emancipation Day)	24,000	
001-3612-572-5203	3612	RECREATION ATHLETICS	5203	SIDEWALK/CURB REPAIRS	New Community Events expenses	33,500	
001-3612-572-5205	3612	RECREATION ATHLETICS	5205	GRAFFITI REMOVAL SUPPLIES			-
001-3612-572-5206	3612	RECREATION ATHLETICS	5206	RECREATION SCHOLARSHIPS - ADVENT	Scholarship revenue from Advent Health sponsorship		30,000
001-3612-572-5250	3612	RECREATION ATHLETICS	5250	FUEL AND GASOLINE	Division vehicles and motorized carts		20,000
001-3612-572-5400	3612	RECREATION ATHLETICS	5400	BOOKS, PUBS, SUBS & MEMBERSHIP			7,665
001-3612-572-5400	3612	RECREATION ATHLETICS	5400	BOOKS, PUBS, SUBS & MEMBERSHIP	FRPA Memberships (6 staff)	960	
001-3612-572-5400	3612	RECREATION ATHLETICS	5400	BOOKS, PUBS, SUBS & MEMBERSHIP	CPRP certification renewal (Director)	80	
001-3612-572-5400	3612	RECREATION ATHLETICS	5400	BOOKS, PUBS, SUBS & MEMBERSHIP	Team Sideline Annual Fee	700	
001-3612-572-5400	3612	RECREATION ATHLETICS	5400	BOOKS, PUBS, SUBS & MEMBERSHIP	Florida Festivals and Events Association annual membership	475	
001-3612-572-5400	3612	RECREATION ATHLETICS	5400	BOOKS, PUBS, SUBS & MEMBERSHIP	Notary Public (2 staff)	450	
001-3612-572-5400	3612	RECREATION ATHLETICS	5400	BOOKS, PUBS, SUBS & MEMBERSHIP	CAPRA Association (Fees & expenses)	5,000	
001-3612-572-5500	3612	RECREATION ATHLETICS	5500	TRAINING			6,600
001-3612-572-5500	3612	RECREATION ATHLETICS	5500	TRAINING	Playground Safety course (for playground inspections) @ 1 staff	600	
001-3612-572-5500	3612	RECREATION ATHLETICS	5500	TRAINING	Certified Park and Recreation Professional training @ 2 staff	1,200	

FY2024 ADOPTED BUDGET REPORT

Account String	Division	Division Name	Account Code	Account Name	Description	FY2024 Detailed Budget	FY2024 Adopted Budget
001-3612-572-5500	3612	RECREATION ATHLETICS	5500	TRAINING	FRPA Annual Conference @ 8 staff	2,800	
001-3612-572-5500	3612	RECREATION ATHLETICS	5500	TRAINING	Additional Continuing Education Training Classes	2,000	
001-3612-572-6300	3612	RECREATION ATHLETICS	6300	IMPROVEMENTS OTHER THAN BLDGS			815,000
001-3612-572-6300	3612	RECREATION ATHLETICS	6300	IMPROVEMENTS OTHER THAN BLDGS	LED Field Light Conversions (Soccer 4-5-6)	550,000	
001-3612-572-6300	3612	RECREATION ATHLETICS	6300	IMPROVEMENTS OTHER THAN BLDGS	Pump Track	-	
001-3612-572-6300	3612	RECREATION ATHLETICS	6300	IMPROVEMENTS OTHER THAN BLDGS	Senior Garden at the Fran Carlton Center	15,000	
001-3612-572-6300	3612	RECREATION ATHLETICS	6300	IMPROVEMENTS OTHER THAN BLDGS	Rectangular Steel Pavilion (outdoor utility cart storage)	150,000	
001-3612-572-6300	3612	RECREATION ATHLETICS	6300	IMPROVEMENTS OTHER THAN BLDGS		100,000	
001-3612-572-6400	3612	RECREATION ATHLETICS	6400	EQUIPMENT & MACHINERY			43,000
001-3612-572-6400	3612	RECREATION ATHLETICS	6400	EQUIPMENT & MACHINERY	Ford Ranger Truck for Athletics	35,000	
001-3612-572-6400	3612	RECREATION ATHLETICS	6400	EQUIPMENT & MACHINERY	E-sports Equipment for Billie Dean Center	8,000	
				Subtotal Operating & Capital Expenditures		**$ 1,743,640**	**$ 1,795,640**
				DIVISION TOTAL - RECREATION ATHLETICS 3612		**$ 1,743,640**	**$ 3,199,575**

Organization Reports

You can find your Traffic & Sales Channel data in the new Traffic & Conversion report. See it in action

Analytics

Updates every minute

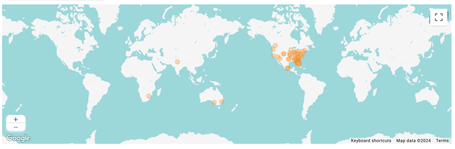
Attendees | All time

Related To: MICHAEL FRANTI & ...

Group By: City

Filter By: None

Number of Attendees



Summary For January 31, 2023 - July 20, 2023

Attendees	1,426
Orders	594

City	↓ Attendees	Orders
Orlando	244	114
Miami	67	34
Winter Park	57	22
Apopka	43	22
Tampa	38	18
Kansas City	37	4
Altamonte Springs	32	16
Sanford	27	9
Clermont	27	12
Winter Springs	26	13
Winter Garden	26	9
Atlanta	25	9
Jupiter	20	1
Lake Mary	18	9
Oviedo	16	8
Ocala	16	8
New Smyrna Beach	16	6
Jacksonville	16	4
Sorrento	15	3
Satellite Beach	15	5
The Villages	14	6
Ocoee	14	6
Rockledge	13	6
Melbourne	13	7
Eustis	12	4
St. Petersburg	11	4
Sarasota	11	4
Port Orange	11	3
Ormond Beach	11	5
Ashburn	11	6
Titusville	10	4
Palm Coast	10	4
Mt. Dora	10	5
Hialeah	10	2
Deltona	10	4
Adelaide	10	1
Fort Lauderdale	9	5
Brunswick	9	1
Belleview	9	3
Hollywood	8	4
Edgewater	8	2
Bradenton	8	3
Tavares	7	3
Longwood	7	5
Lakeland	7	3
DeLand	7	3
St. Cloud	6	3
Puebla	6	1
Parrish	6	2
Overland Park	6	1
London	6	3
Iztapalapa	6	1
DeBary	6	2
Windermere	5	2
Merritt Island	5	2
Largo	5	2
Kissimmee	5	3
Green Cove Springs	5	1
Gainesville	5	2
Cocoa Beach	5	3
Birmingham	5	1
Vero Beach	4	2
Safety Harbor	4	1
Palm Bay	4	2
Oakland	4	2
Noida	4	1
Leesburg	4	1
Las Vegas	4	2
Indialantic	4	1
Hilliard	4	1
Granby	4	1
Fort Myers	4	2
Clearwater	4	2
Chesapeake	4	1
Aurora	4	1
Tuscaloosa	3	1
Sydney	3	1
Puebla City	3	1
Omaha	3	1
Maitland	3	1
Dunnellon	3	1
Charlotte	3	2
Winter Haven	2	1
Wildwood	2	1
Tifton	2	1
Thomasville	2	1
Tallahassee	2	1
Summerfield	2	1
Stuart	2	1
Saint Augustine	2	1
Portland	2	1
Ponte Vedra Beach	2	1
Plano	2	1
Pittsburgh	2	1
Phoenix	2	1
Palm Beach Gardens	2	1
Orange City	2	1
Odessa	2	1
Newark	2	1
New Port Richey	2	1
Mooresville	2	1
Mobile	2	1
Minneapolis	2	1
Middelburg	2	1
Margate	2	1
Kelowna	2	1
Indianapolis	2	1
Holiday	2	1
Hoffman Estates	2	1
Hinesville	2	1
Gansevoort	2	1
Flushing	2	1
Fernandina Beach	2	1
Daytona Beach	2	2
Davenport	2	2
Dallas	2	1
Crystal River	2	1
Columbia	2	1
Chicago	2	1
Cape Coral	2	1
Boca Raton	2	1
Avon	2	1
Alexandria	2	1
Aiken	2	1
Stone Mountain	1	1
Spring Hill	1	1
Searcy	1	1
Palm City	1	1
Land O' Lakes	1	1
Keystone Heights	1	1
Auburndale	1	1
Total	**1,426**	**594**

Export Chart | Export Data | Manage Attendees

Organization Reports

You can find your Traffic & Sales Channel data in the new Traffic & Conversion report.

See it in action

Analytics

Updates every minute

Attendees | All time

Related To: TRAVIS TRITT 2023 - A...

Group By: City

Filter By: None

Number of Attendees

Summary For May 10, 2023 - August 19, 2023

Attendees	1,608
Orders	594

City	Attendees	Orders
Orlando	230	94
Apopka	200	69
Tampa	44	17
Leesburg	41	14
Overland Park	32	6
Miami	32	12
Winter Garden	31	9
Ocala	30	14
The Villages	24	10
Kansas City	24	4
Mt. Dora	23	12
Clermont	22	8
Atlanta	21	9
Ho Chi Minh City	20	5
Fort Lauderdale	20	5
Ocoee	19	6
Brandon	19	5
Sorrento	18	8
Sanford	18	7
Hollywood	17	7
Winter Springs	16	6
Tavares	16	7
Eustis	15	6
Denver	15	3
DeBary	14	5
Windermere	13	6
Puebla City	13	5
DeLand	13	4
Suffield	12	2
Winter Park	10	3
Quezon City	10	4
Malden	10	2
Chicago	10	4
Belleview	10	4
Altamonte Springs	10	4
Oviedo	9	5
Birmingham	8	1
New Smyrna Beach	7	3
Margate	7	3
Davenport	7	2
Wayne	6	1
Summerfield	6	2
St. Cloud	6	3
Plainfield	6	3
Ormond Beach	6	2
Orange City	6	3
Newport	6	1
Newington	6	1
Naples	6	2
Lake Mary	6	3
Lady Lake	6	2
Kissimmee	6	3
Jacksonville	6	3
Groveland	6	1
Fort Myers	6	1
Decatur	6	1
Brooksville	6	1
St. Petersburg	5	3
Sarasota	5	2
Nashville	5	2
Melbourne	5	2
Maitland	5	3
Lake Wales	5	2
Houston	5	2
Zellwood	4	2
Westbrook	4	1
Spring Hill	4	2
Singapore	4	1
Pinellas Park	4	2
Oklahoma City	4	1
New York	4	2
Marikina City	4	2
Manila	4	1
Lakeland	4	2
Edgewater	4	1
Dunnellon	4	1
Daytona Beach	4	2
Baton Rouge	4	2
Pompano Beach	3	1
Louisville	3	1
Land O' Lakes	3	1
Jacksonville Beach	3	1
Haines City	3	1
Deltona	3	1
Charlotte	3	2
Auburndale	3	1
Wildwood	2	1
Toccoa	2	1
Suzaka	2	1
Saint Augustine	2	1
Rowlett	2	1
Riverview	2	1
Port Saint Lucie	2	1
Port Orange	2	1
Palm Coast	2	1
North Port	2	1
Muskegon	2	1
Murfreesboro	2	1
Mobile	2	1
Mexico City	2	1
Merritt Island	2	1
Malmo	2	1
Los Angeles	2	1
Longwood	2	1
Kirkwall	2	1
Homosassa	2	1
Hialeah	2	1
Gainesville	2	1
Corvallis	2	1
Chiefland	2	1
Chatsworth	2	1
Casselberry	2	1
Beaver Falls	2	1
Winter Haven	1	1
Lahug	1	1
Joliet	1	1
Dasmarinas	1	1
Total	**1,608**	**594**

Export Chart | Export Data | Manage Attendees

← Organization Reports

You can find your Traffic & Sales Channel data in the new Traffic & Conversion report. Back to action

Analytics

Organization Analytics

Attendees ▾ | All time ▾

DATE RANGE Sunday, Sep 1, 2019 - Today, Sep 1, 2019

Group By: City

Filter By: None

Number of Attendees

Showing 1 to 100 of 100 | Total Attendees: 9,397 | Total Orders: 6,000

Exported Sunday, 08 Jul 2018, 10:00

Showing For March 01, 2018 - August 13, 2018

Attendees	9,397
Orders	6,000

City	↓ Attendees	Orders
Orlando	1003	815
Kissimmee	480	370
Tampa	320	197
Miami	233	156
Westchester Springs	176	96
Winter Garden	150	91
Miami	140	80
Atlanta	138	75
Jacksonville	138	79
Winter Springs	135	73
Sanford	134	75
Winter Park	132	74
Altamonte Springs	119	67
Longwood	117	64
Kissimmee	116	63
Fort Orange	105	57
New Smyrna Beach	101	56
Flushing	97	54
Ground Beach	96	51
Palm Coast	95	54
Brooklyn	76	43
Oviedo	71	41
Fort Lauderdale	71	37
Daytona Beach	69	37
The Villages	64	34
Lakeland	64	35
Kissimmee	61	34
Apopka	59	29
Hollywood	54	29
Deland	53	25
St. Cloud	51	26
Leesburg	50	27
Los Angeles	48	19
St. Cloud	47	23
Kissimmee	45	23
Saint Augustine	44	21
Kissimmee City	44	19
Clermont	43	15
Kissimmee	41	20
Melbourne	41	18
St. Petersburg	40	20
Ocoee	39	20
Chicago	37	18
Orlando	36	9
Eustis	35	18
Brooklyn	34	16
Fort Lauderdale	33	16
Leesburg	33	17
Longwood	33	14
Tavares	33	14
Philadelphia	32	16
Clermont Park	30	7
Cape Coral	29	15
New York	27	13
Hialeah	27	13
Minneola	26	13
Riverside	26	11
Maitland	26	14
Poinciana City	24	12
Orange Park	24	11
Bradenton	24	10
Mexico Chicago	23	10
Ho Chi Minh City	22	11
Edgewater	22	13
Denver	22	10
Kissimmee	21	9
Rockledge	21	9
Parrish	21	9
Pulaski	21	10
Fort Myers	20	10
Clermont	20	10
Mobile	19	10
Winter Haven	19	9
Titusville	19	9
Santa Fe	18	9
Davenport	18	9
Saint Johns	17	8
Apopka (Zuzemberge)	17	7
Pace City	17	8
Orange City	16	8
Kissimmee	16	7
Saint Saint Louis	15	7
Dallas	14	7
Saint Paul	14	6
Maitland City	13	7
Cape Canaveral	13	6
Baton Rouge	13	6
New Beach	13	6
Seattle	13	6
Puyallup	13	6
Lehigh Acres	13	6
Indio City	12	6
El Paso	12	6
Dallas	12	6
Clarion	12	6
Bellevue	12	6
Apopka	11	6
Palm Harbor	11	5
New Port Richey	11	5
Lake Beach	11	5
Inverness	11	5
Cocoa Beach	11	5
Cleveland	11	5
Kolkata	11	5
Wildwood	10	5
Spring Hill	10	5
Rubio	10	5
Raleigh	10	5
Weldon	10	5
Lakeland	10	5
Lady Lake	10	5
Washington	9	5
Bryan	9	5
Middleburg	9	5
Marsh Island	9	5
Lake	9	5
Indianola Beach	9	5
Venice	9	5
South Daytona	9	5
Satellite Beach	9	5
Pinellas Park	9	5
Pensacola	9	5
Orlando	9	5
Houston	9	5
St. Pierre	9	5
Fleming Island	9	5
Cummaldo	9	5
Clermont	9	5
Bakersfield	9	5
Apollo Beach	9	5
Tallahassee	9	5
Apopka	9	5
Alabama	9	5
Kissimmee	9	5
Kuala City	9	5
Brighton City	9	5
Tulsa	9	5
Youngstown	9	5
Wilmington	9	5
Venice	9	5
Rockwall	9	5
Scottsdale	9	5
Somerset	9	5
Scottsdale	9	5
Saint Cloud	9	5
Kissimmee	9	5
Longboat Key	9	5
Lincoln	9	5
Lexington	9	5
Level 3 Lakes	9	5
Kingston	9	5
Gainesburg	9	5
Gainesville	9	5
Denver	9	5
Corinth	9	5
Columbia	9	5
Bayview Beach	9	5
Bellevue	9	5
Atlanta	9	5
Asheville	9	5
Albuquerque	9	5
Adelaide	9	5
Seminole	9	5
Ponte Vedra Beach	9	5
Ponte Vedra	9	5
Odessa	9	5
Mexico City	9	5
Manila	9	5
Dunedin	9	5
Delray Beach	9	5
Columbus	9	5
Cedar Hill	9	5
Brunswick	9	5
Bradenton	9	5
Boca Raton	9	5
Arlington	9	5
Western Slopes	9	5
American City	9	5
Vienna	9	5
Tampa	9	5
Sunset	9	5
Safety Harbor	9	5
Kissimmee	9	5
Alfaz	9	5
Fort Worth	9	5
Fort Greenville	9	5
Fayetteville	9	5
Perth	9	5
Pasadena	9	5
North Miami Beach	9	5
North Fort Myers	9	5
Mysuru(Mysore	9	5
Milton	9	5
Lahug	9	5
Key West	9	5
Jupiter	9	5
Jacksonville	9	5
Hudson	9	5
Duluth	9	5
Deleville	9	5
Bunnell	9	5
Buffalo	9	5
Bryan	9	5
Brooklyn	9	5
Bedford	9	5
Boca Raton	9	5
Augusta	9	5
Auburndale	9	5
Atlanta	9	5
Anchorage	9	5
Ankeny	9	5
Alvin	9	5
Alachua	9	5
Amarillo	9	5
Salem Springs	9	5
Sebastian	9	5
Sebastian	9	5
San Miguel de Cozumel	9	5
San Diego	9	5
Rancharch	9	5
Richmond	9	5
Punta Gorda	9	5
Pleasant Valley	9	5
Palmetto	9	5
Palm City	9	5
Palm Beach Gardens	9	5
Nassau	9	5
Naples	9	5
Meridian	9	5
Lecanto	9	5
Lewisboro	9	5
Jensen Beach	9	5
Indiana	9	5
Hamilton	9	5
Hallandale	9	5
Gainesville	9	5
Fremont	9	5
Fraser	9	5
Farmington	9	5
Center Conway	9	5
Calhoun	9	5
Bonita Springs	9	5
Beaverton	9	5
Winchester	9	5
Wilmington	9	5
Wilkinsburg	9	5
Wichita	9	5
West Palm Beach	9	5
Washington	9	5
Vancouver	9	5
Vilnius	9	5
Tifton	9	5
The Bronx	9	5
Tallahassee	9	5
Tappahannock	9	5
Sunnyvale	9	5
South San Francisco	9	5
Santa Clara	9	5
Sacramento	9	5
Rochester	9	5
Pompano Beach	9	5
Port Rowan	9	5
Phoenix	9	5
Paris	9	5
Palatka	9	5
Paldiac	9	5
Ocean Farm	9	5
Newport	9	5
Newburgh	9	5
Newark	9	5
New Market	9	5
Mt. Pleasant	9	5
Modesto	9	5
Milford	9	5
Middletown	9	5
Melbourne	9	5
Lutz	9	5
Lone Star	9	5
Lithonia	9	5
Las Vegas	9	5
Lansing	9	5
La Rocca	9	5
Kirkland Hills	9	5
Kissimmee	9	5
Jacksonville	9	5
Indian Sound	9	5
Hudson	9	5
High Point	9	5
Herndon	9	5
Hernando	9	5
Guayabo	9	5
Groveland	9	5
Glendale	9	5
Green	9	5
Gainesville	9	5
Gaines	9	5
Garland	9	5
Fort Walton Beach	9	5
Fernandina Beach	9	5
Fairfax	9	5
Evansville	9	5
Dublin	9	5
Detroit	9	5
Destin	9	5
Davie	9	5
Danville	9	5
Crawfordville	9	5
Concord	9	5
Chesterfield	9	5
Cabo City	9	5
Casselberry	9	5
Canton	9	5
Cabo San Lucas	9	5
Brampton	9	5
Bonsucro	9	5
Birmingham	9	5
Bethlehem	9	5
Belleville	9	5
Belleville	9	5
Bella Vista	9	5
Bayshell City	9	5
Atlanta Beach	9	5
Arcadia	9	5
Alexander City	9	5
Apopka Terrace	9	5
Aparta	9	5
Aparta	9	5
San Juan	9	5
Saint Simons Island	9	5
Royse	9	5
Reno	9	5
Rancho	9	5
Queen Creek	9	5
Pittsburgh	9	5
Oxford	9	5
Opa Locka	9	5
Mulberry	9	5
Mexico	9	5
Mapleton Heights	9	5
Marion	9	5
Lynchburg	9	5
Lakewood	9	5
Lake Wales	9	5
Lakeville	9	5
Kitty Hawk	9	5
Kissimmee	9	5

High Springs	1	1
Green Cove Springs	1	1
Goodview	1	1
Fisciano	1	1
Decatur	1	1
Chesapeake	1	1
Branford	1	1
Bloomfield	1	1
Baltimore	1	1
Anoka	1	1
Angaur State	1	1
Total	9,307	4,333

Export Chart | Export Data | Manage Attendees

Organization Reports

You can find your Traffic & Sales Channel data in the new Traffic & Conversion report. See it in action

Analytics

Updated every minute

Attendees | All time

STICK FIGURE "Whatever... | Day | Hourly | Hourly

Number of Attendees

Summary for January 20, 2022 - June 06, 2022

Attendees	5,817
Orders	6,375

City	Attendees	Orders
Orlando	1,028	1,153
Miami	293	300
Apopka	186	186
Reno	135	141
Tampa	130	79
Winter Springs	126	130
Jacksonville	117	85
New Smyrna Beach	114	38
Winter Park	113	34
Honolulu	112	112
Atlanta	108	58
Altamonte Springs	107	60
Kansas City	100	72
Sanford	95	38
Winter Garden	76	42
Gulfport	75	75
Ocoee	75	40
Daytona Beach	73	35
Oviedo	72	34
Clermont	72	20
Port Orange	70	27
New York	70	30
Fort Lauderdale	65	33
St. Cloud	60	22
Ormond Beach	60	33
Palm Coast	58	28
Hollywood	57	38
Kingsland	54	9
Ashburn	54	24
Detroit	51	34
Melbourne	45	34
Satellite Beach	40	14
Kissimmee	38	33
Hialeah	38	33
Leesburg	38	33
The Villages	37	14
Lakeland	37	15
Mount Dora	36	18
Saint Augustine	35	14
Lake Mary	33	9
Kissimmee	33	9
Sarasota	32	15
Titusville	31	17
Orange Park	27	9
Port Saint Lucie	27	9
Plano	24	11
Maitland	24	11
Deltona	24	11
Palm Bay	23	11
Gainesville	22	9
Ocoee	21	9
Longwood	21	9
Brazilian	20	9
Sterling Heights	20	9
Oldsmar	20	9
Flushing	20	9
Davenport	20	9
Cocoa	19	9
Mt. Dora	19	11
Los Angeles	19	9
New Beach	19	9
Summerfield	19	9
Orange City	19	10
Edgewater	19	10
Kissimmee	19	10
Deltona	19	10
Bradenton	19	9
Atlantic Beach	19	9
Texarkana	19	10
St. Petersburg	19	10
Spring Hill	19	10
Nampa	19	9
Cocoa Beach	19	9
Rockledge	19	9
Weeki Chapel	19	9
Washington	19	9
Tallahassee	19	9
Portland	19	9
Mansfield	19	9
Brandon	19	9
Winter Haven	19	9
Windermere	19	9
Riverview	19	9
Palmetto	19	9
Richmond	19	9
Ponte Vedra Beach	19	9
Clermont Park	19	9
North Miami Beach	19	9
Monument	19	9
Minneapolis	19	9
Melbourne Beach	19	9
Kailua	19	9
Fernandina Beach	19	9
Dubuque	19	9
Cape Coral	19	9
Ann Arbor	19	9
Margate	19	9
Lake Jobe	19	9
Jacksonville Beach	19	9
Indianapolis	19	9
Eustis	19	9
Bellevue	19	9
Wildwood	19	9
Revere	19	9
Tracy	19	9
Dove Valley	19	9
Sebastian	19	9
Everson City	19	9
Mount Airy	19	9
Middle River	19	9
Vero City	19	9
Lebanon	19	9
Killeen	19	9
Jonesboro	19	9
Hilton Head Island	19	9
Gulfport	19	9
Green Valley	19	9
Franklin	19	9
Franklin an Main	19	9
Fort Gibby	19	9
Chattanooga	19	9
Birmingham	19	9
Harlow	19	9
Phoenix	19	9
Kingsland	19	9
Innisbrook	19	9
Chestnut	19	9
Chicago	19	9
Casselberry	19	9
Saint Cloud	19	9
Tulsa	19	9
Nashville	19	9
Hobe Sound	19	9
New Port Richey	19	9
Nevada	19	9
La Jolla	19	9
Flowery Branch	19	9
Dallas	19	9
Clarendon	19	9
Zephyrhills	19	9
Saint Johns	19	9
Raleigh	19	9
Pittsburgh	19	9
Pensacola	19	9
St. Thomas	19	9
Monroe	19	9
Las Vegas	19	9
Bay City	19	9
Venice	19	9
Sun City Center	19	9
Sterling	19	9
Gaithersburg	19	9
San Antonio	19	9
Ruston	19	9
Pompano Beach	19	9
Palm Harbor	19	9
North Port	19	9
Navarre	19	9
Murrieta Hot	19	9
Middleburg	19	9
Louisville	19	9
Long Beach	19	9
Lehigh Acres	19	9
Largo	19	9
Land O' Lakes	19	9
Lake Worth	19	9
Jensen Beach	19	9
Jacksonport	19	9
Hermosa	19	9
Holly Springs	19	9
Hampton	19	9
Grayson	19	9
Gainesville	19	9
Garden	19	9
Glendale	19	9
Columbia	19	9
Burlington	19	9
Brunswick	19	9
Bradenton	19	9
Blue Ridge	19	9
Beverly Hills	19	9
Baltimore	19	9
West Palm Beach	19	9
Viera	19	9
Trenton	19	9
Tallmadge	19	9
St. Helena	19	9
St Louis	19	9
Rome	19	9
Philadelphia	19	9
Oak Island	19	9
Lithonia	19	9
Lehigh	19	9
Houston	19	9
Hartsville	19	9
Greenbelton	19	9
Denver	19	9
Cliffside Park	19	9
Buffalo	19	9
Boynton Beach	19	9
Boca Raton	19	9
Bluffton	19	9
Belen Pringle	19	9
Athens	19	9
Asheville	19	9
Atlanta	19	9
Tulsa	19	9
Woodstock	19	9
Woodridge	19	9
Winston Salem	19	9
Wilkesville	19	9
Wilmington	19	9
West Des Moines	19	9
Vancouver	19	9
Uniondale	19	9
Tucson	19	9
Tulsa	19	9
Sulphur	19	9
Stuart	19	9
Spring Hill	19	9
Spring	19	9
Spanish Fort	19	9
South Jordan	19	9
South Daytona	19	9
Sidney	19	9
Seattle	19	9
Schaumburg	19	9
Santo Domingo Este	19	9
Santa Rosa Beach	19	9
Saint Simons Island	19	9
Reno	19	9
Rapidcity	19	9
Panama City	19	9
Palm Beach	19	9
Palatka	19	9
Ocean City	19	9
Nokomis	19	9
Nashville	19	9
Myrtle Beach	19	9
Moultrie	19	9
Morganton	19	9
Montverde	19	9
Montgomery	19	9
Mobile	19	9
Mirram	19	9
McDonough	19	9
Mechanicville	19	9
Marietta	19	9
Manchester	19	9
Lutcain	19	9
Lawrenceburg	19	9
Latrobe	19	9
Landsburg	19	9
La Pryline	19	9
Kihei	19	9
Kent	19	9
Jonesboro	19	9
Johns Island	19	9
Jersualem	19	9
Irving	19	9
Huntington Beach	19	9
Homestead	19	9
Hobe Sound	19	9
Hi-Ch Mine City	19	9
High Springs	19	9
Head Green	19	9
Hanford	19	9
Hampton	19	9
Hamstead	19	9
Gulf Breeze	19	9
Gradenburg	19	9
Green Cove Springs	19	9
Goose	19	9
Grand Cities	19	9
Glendale	19	9
Gilbert	19	9
Fort Walton Beach	19	9
Fort Myers	19	9
Forest Lake	19	9
Denver	19	9
El Paso	19	9
Deer Ponte	19	9
Fort Lauderdale	19	9
Dunedin	19	9
Draper	19	9
Dallas	19	9
Dania Beach	19	9
Cupertino	19	9
Crystal River	19	9
Concord	19	9
Clover	19	9
Clearwater	19	9
Chippewa	19	9
Charleston	19	9
Carrollton	19	9
Carrell	19	9
Cambridge	19	9
Calhoun	19	9
Bumpy	19	9
Bonita Springs	19	9
Beaufort	19	9
Auburndale	19	9
Ashburn	19	9
Alpharetta	19	9
Tumpie Terrace	19	9
Tai Kim	19	9
Starkville	19	9
Spell	19	9
San Mateo	19	9
San Bernardino	19	9
Port Charlotte	19	9
Plymal	19	9
Palm Beach Gardens	19	9
Palatka	19	9
Old Seabrook	19	9
Odessa	19	9
North Fort Myers	19	9
Mosaic	19	9
Longwoods	19	9
Livingston	19	9
Lewisville	19	9
Kenai	19	9
Irvin	19	9
Hudson	19	9
Hours	19	9
Hawthorne	19	9
Harrison City	19	9
Hagatna	19	9
Guanch	19	9
Douglasville	19	9
Dayton	19	9
Crestview	19	9
Cottage Grove	19	9
Congaree	19	9
Columbus	19	9
Cincinnati	19	9
Cedar City	19	9
Bushnell	19	9
Blanchefie	19	9
Birmingham	19	9
Berlin	19	9
Total	5,817	6,375

Export Data | Export Data | Manage Attendees

Rhonda Cline

From: Russell Williams <russell@ksaevents.net>
Sent: Tuesday, April 16, 2024 11:32 AM
To: Rhonda Cline
Cc: Christopher Richter
Subject: Re: Final Invoice

CAUTION: This Email originated from a source outside the City of Apopka. Do not click on links or open attachments unless you recognize the sender and you know the content is safe.

No problem absolutely! See responses below. We will keep a lookout for the 2025 paperwork. The company picked up the ice machine this morning. I also wanted to ask about baseball fields G & H; is there a way we can purchase bigger pitching mounds (high school regulated) to match the sizes of fields E & F?

What was the deciding factor in choosing our complex? We like the overall park and the amount of fields that you have. We were able to get many games and practices completed earlier in the day due to having several fields. Another plus factor is that the fields were accessible for us at 8am.

How many attend the entire event? We had 60 baseball teams and 90 softball teams attend our spring training. We also have tennis, golf , and lacrosse during the spring.

How many total people attended the event throughout the four weeks you were at the complex? Approximately 6,000 athletes.

Please give a list of where the teams came from, (city, State, Country, etc.)? Our high school teams travel all over the nation including Canada. This year's teams were from Canada, Maine, Connecticut, New York, New Jersey, Wisconsin, Pennsylvania, Illinois, Texas, Oklahoma, Louisiana, North Carolina, New Hampshire, Massachusetts, Minnesota, Tennessee, Arkansas, Oregon, Virginia, Maryland, and Ohio. A few of our local Florida schools got to compete against these schools as well.

What hotels were used to host the teams? We have a contract with Universals Studios. All teams stay at the Loews Hotels. Majority of the teams stay at Cabana Bay Resort. Their trip includes park passes as well.

To book a call with me click the link below

https://meet.ci/Russell-Williams

Best Regards,

Russell Williams Jr.

Delete Archive Report Zoom

Re: Final Invoice

From: Russell Williams <russell@ksaevents.net>
Sent: Friday, April 19, 2024 2:09 PM
To: Rhonda Cline <rcline@apopka.net>
Subject: Re: Final Invoice

CAUTION: This Email originated from a source outside the City of Apopka. Do not click on links or open attachments unless you recognize the sender and you know the content is safe.

No problem I can provide you with a letter. We use over 1000 rooms during spring. During the fall sports we use approximately 300-400 rooms and the winter sports approximately 500-600 rooms.

Spring- 5,000 athletes
Fall- 3,000 athletes
Winter- 4,000 athletes

Spring and Fall we use Cabana Bay amd Dockside hotels

Winter we use Cabana Bay, Dockside, and the Gaylord Palms.

To book a call with me click the link below

https://meet.ci/Russell-Williams

Best Regards,

Russell Williams Jr.
KSA Events
National Athletic Director
407-697-0385

On Fri, Apr 19, 2024, 1:41 PM Rhonda Cline <rcline@apopka.net> wrote:

> Russell,
> One more question.
> Can you tell me how many total hotel room nights your group utilized over your visit this year?
>
> **From:** Russell Williams <russell@ksaevents.net>
> **Sent:** Tuesday, April 16, 2024 11:33 AM
> **To:** Rhonda Cline <rcline@apopka.net>

CITY OF APOPKA

PRINCIPAL CITY OFFICIALS

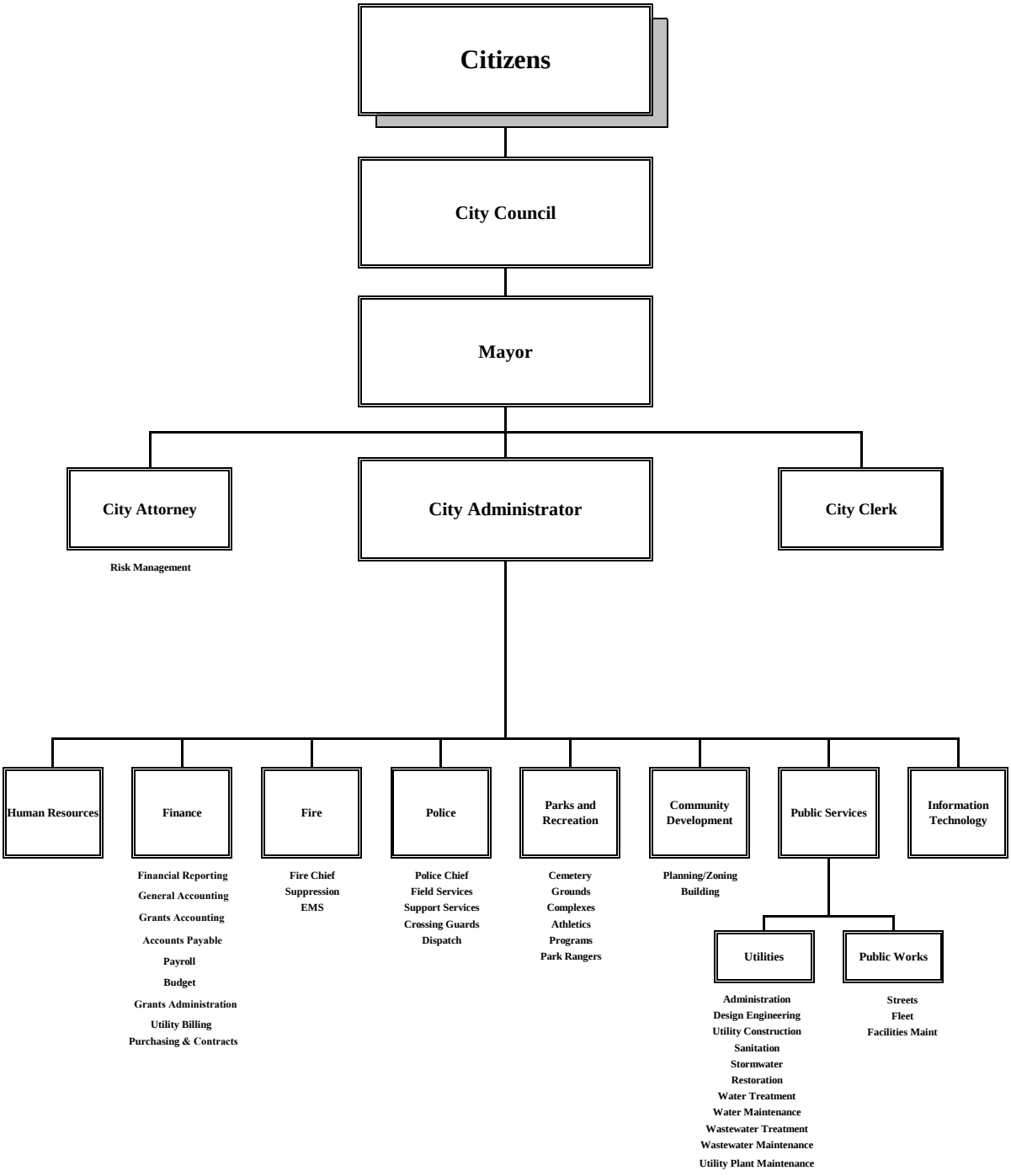
ELECTED OFFICIALS

Mayor	Bryan Nelson
Seat 2 - Vice-Mayor, Commissioner	Diane Velazquez
Seat 1 - Commissioner	Alexander Smith
Seat 4 - Commissioner	Nick Nesta
Seat 3 - Commissioner	

ADMINISTRATIVE OFFICIALS

City Administrator	Charles "Chuck" Vavrek
City Attorney	Clifford B. Shepard
City Clerk	Susan Bone
Finance Director	Blanche Sherman
Police Chief	Michael McKinley
Fire Chief	Sean Wylam
Community Development Director	James K. Hitt
Human Resources Director	Joseph Patton
Information Technology Director	Robert E. Hippler
Public Services Director	Deodat Budhu
Parks and Recreation Director	Radley Williams

CITY OF APOPKA
ORGANIZATIONAL CHART



City of Apopka Audited Financial Statements can be found on the City of Apopka website at:

https://www.apopka.gov/301/Audited-Financial-Statements

Northwest Rec: 2025 & Beyond

BUDGET ESTIMATE

CITY OF

APOPKA

FLORIDA

Parks & Recreation

Northwest Rec – 2025 and Beyond proposes upgrades and new facilities Northwest Recreation Complex aimed at attracting new and larger concerts, cultural events, and sports tournaments to the park and northwest Orange County. The proposed upgrades are split into two project areas:

- Project Area One – Softball Fields = $8.3 million
- Project Area Two – Apopka Amphitheater = $4.8 million

Total TDT ARC Grant Funding Request = $13.1 million

Project Area One – Softball Fields Budget Estimate

Apopka Parks and Recreation administration prepared an estimated budget for the addition of four (4) softball fields and required infrastructure and amenities proposed in Project Area Two – Softball Fields. Department staff developed a site plan with proposed field layout, infrastructure, and amenities, from which department administration prepared the estimated budget. The budget estimates were built using pricing from existing piggyback contracts the City has in place, pricing from similar/like projects that are currently underway, and estimates developed by CPH, Inc. for similar/like amenities developed for Project Area One. An itemized project budget for Project Area Two – Softball Fields was developed at a project cost of $8,217,661.19.

With the estimate based off of current and contracted pricing, the Apopka Parks and Recreation Department is asking for $8,300,000 of TDT ARC funding to complete the proposed upgrades and amenities identified for Project Two – Softball Fields.

(Full itemized budget on next page)

Northwest Recreation Complex Softball Quad Addition Estimate			
Amenity	**Qty**	**Unit Cost**	**Cost**
Site Preparation[1]	15 AC	$95,000.00 / AC	$1,425,000.00
Site Improvements/Furnishings[1]	15 AC	$97,000.00 / AC	$1,455,000.00
Site Utilities and Electrical[1]	15 AC	$60,000.00 / AC	$900,000.00
Common Ground Landscaping/Bahia Sod[2]	5 AC	$13,939.20 / AC	$69,696.00
Athletic Turf – Bermuda Sod[2]	2 AC	$14,810.40 / AC	$29,620.80
Softball Field Clay	2 AC	$29,989.14 / AC	$59,978.27
Athletic Field Fencing[3]	4 FIELDS	$96,828.03 / FIELD	$395,312.12
Athletic Field Lighting[4]	4 FIELDS	$286,020.00 / FIELD	$1,144,080.00
Dugout Structures[5]	8 DUGOUTS	$10,000.00 / DUGOUT	$80,000.00
Spectator Bleachers[5]	8 AREAS	$3,500 / AREA	$28,000.00
Walkways/Sidewalks[6]	51,240 SQFT	$6.00 / SQFT	$307,440
Paved Roadways[7]	2,760 FT	$588.24 / FT	$1,623,534.00
Restroom/Concession Building[8]	1800 SQFT	$250.00 / SQFT	$450,000
Maintenance Building[8]	1000 SQFT	$250 .00 / SQFT	$250,000
		TOTAL ESTIMATE	**$8,217,661.19**

[1] Estimate used from Project Area One budget estimate for this item prepared by CPH, Inc.

[2] Priced from Lake Gem using current piggybacked Lake County contract 19-0445 – rolled sod, delivered & installed.

[3] Priced from All-Rite Fencing using current piggybacked Orange County Public Schools contract ITB1911353 – Fencing Furnish & Install.

[4] Priced as comparison to current field lighting project at the park with MUSCO Sourcewell piggyback contract.

[5] Priced from Beacon Athletics.

[6] Estimate used from Project Area One budget estimate for "New Walkways" prepared by CPH, Inc.

[7] Estimate developed from current similar roadway project using Stage Door II piggybacked Orange County Government contract Y22-1026.

[8] Estimate used from Project Area One budget estimate for "Restroom and Concession" prepared by CPH, Inc.

<u>Project Area Two – Apopka Amphitheater Budget Estimate</u>

To assist with the development of an estimated budget for the Apopka Amphitheater upgrades, the Apopka Parks and Recreation Department looked to professional architect and engineering firm CPH, Inc. Department staff worked with CPH, Inc., providing an overall site plan with proposed amenity upgrades based off of past concert experience, a comparison to like venues, and feedback from event promoters/organizers. From the site plan, CPH, Inc. developed an itemized project budget for Project Area One – Apopka Amphitheater of $4,061,760, with a low-end estimate of $2,030,880 and a high-end estimate of $8,123,520.

With the estimate and consideration of the low-end and high-end range, the Apopka Parks and Recreation Department is asking for $4,800,000 of TDT ARC funding to complete the proposed upgrades and amenities identified for Project Area One – Apopka Amphitheater. This gives a 20% contingency above the estimate of $4,061,760 provided by CPH, Inc.

The City of Apopka also has the following amounts, which have been previously budgeted funds that are available to be used on this project:

- **$247,283 available for new amphitheater restrooms**
- **$30,000 available for new ADA amphitheater parking**

Additionally, the Apopka Parks and Recreation Department's 5-year Capital Improvement Plan has identified the following as funding priorities:

- **FY25 - $60,000 for amphitheater capital upgrades**
- **FY26 - $60,000 for amphitheater capital upgrades**
- **FY27 - $60,000 for amphitheater capital upgrades**
- **FY28 - $60,000 for amphitheater capital upgrades**

(Full itemized budget on next page)

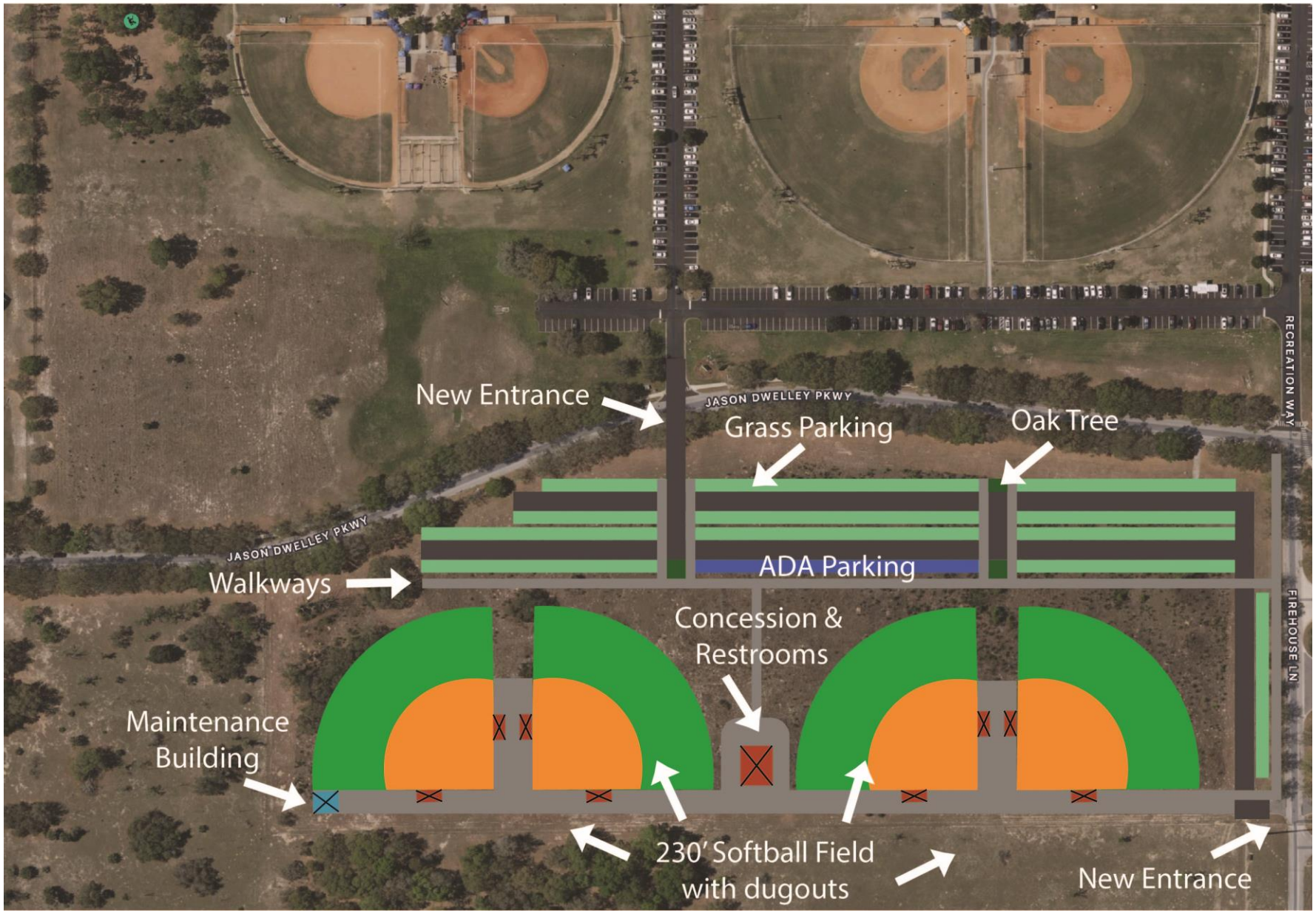
APOPKA AMPHITHEATER AACE CLASS 5 ESTIMATE					
Amenity	**QTY**		**Unit Cost**		**Cost**
Site Preparation	3	AC	$95,000	/ AC	$285,000
Site Improvements/Furnishings	3	AC	$97,000	/ AC	$291,000
Site Utilities and Electrical	3	AC	$60,000	/ AC	$180,000
Landscaping	1	AC	$127,000	/ AC	$127,000
Expanded Loading	3,525	SF	$18	/ SF	$63,450
Small Fencing with Handrails	205	LF	$130	/ LF	$26,650
Additional ADA Seating	4,000	SF	$6	/ SF	$24,000
Premium Lawn Seating	5,500	SF	$150	/ SF	$825,000
Relocated Sound Pad	500	SF	$6	/ SF	$3,000
New Walkway	28,850	SF	$6	/ SF	$173,100
New Area for Tent Vendors	5,500	SF	$6	/ SF	$33,000
Food Trucks Pad	12,000	SF	$6	/ SF	$72,000
Restroom and Concession	1,800	SF	$250	/ SF	$450,000
Ticket Pavillion	3,000	SF	$250	/ SF	$750,000
ADA Parking	6,800	SF	$12	/ SF	$81,600
				SUBTOTAL	$3,384,800
				GC O&P (20%)	$676,960
				TOTAL	$4,061,760
				AACE CLASS 5 ESTIMATE	
				LOW (-50%)	**$2,030,880**
				HIGH (+100%)	**$8,123,520**

Notes from CPH, Inc. regarding the estimate:

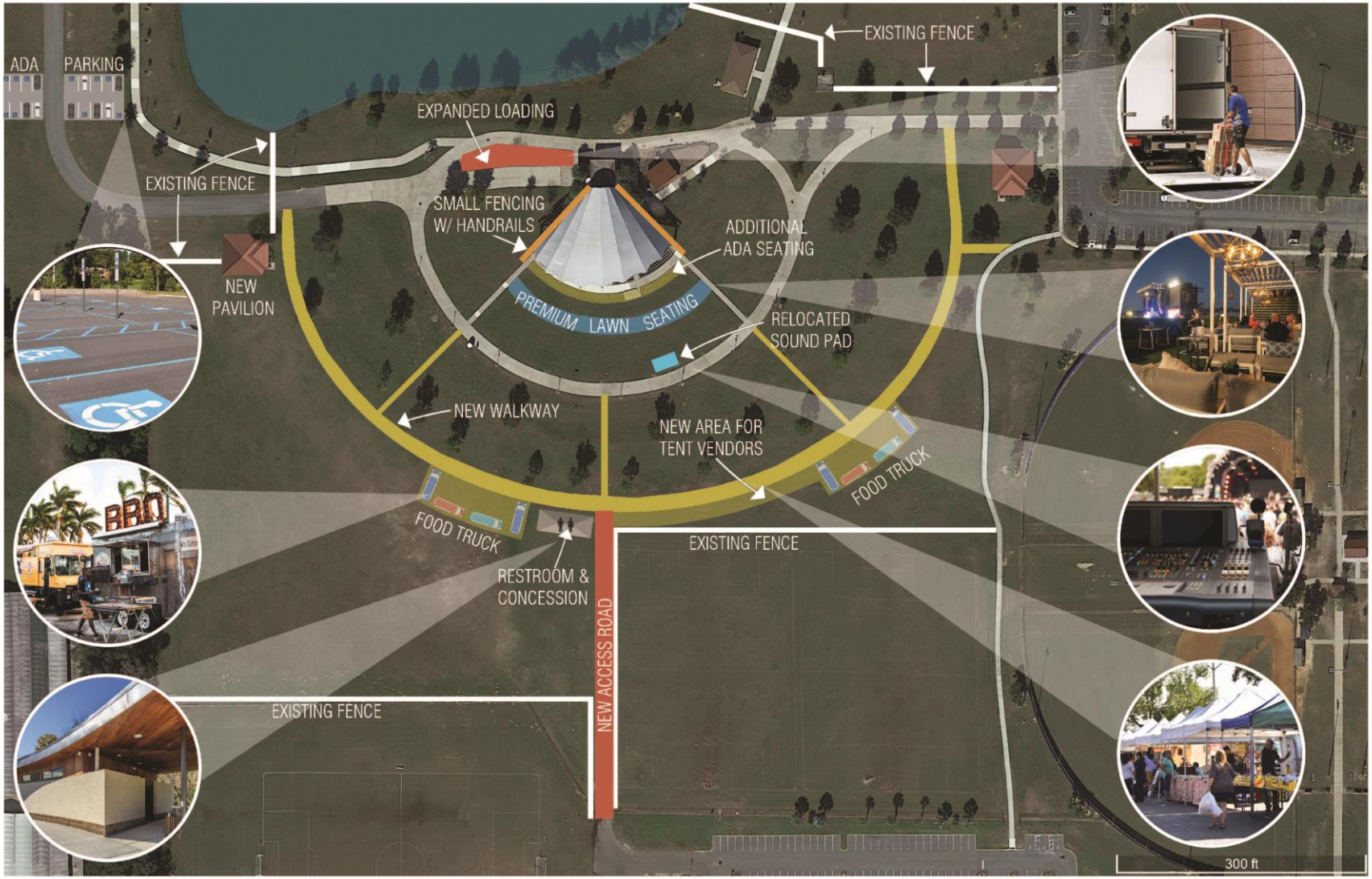
- Recent pricing data we had for another park project to come up with a $/Acre for utilities, site improvements, site prep, and landscaping. I estimated ~3 acres of new work and 1 acre of new landscaping.
- Most of the improvements are asphaltic concrete paving which I estimated at $6/SF per RS Means.
- Cost of handrail is per RS Means for 2 rail anodized aluminum.
- Cost of buildings is based on recent experience for a very basic, no-frills enclosure.
- Cost of 'premium' lawn seats is sort of a guess ($150/SF). Depending on what we decide to do, the cost could be much higher or lower.

Per AACE guidelines, we are fairly confident that the cost will end up somewhere between the high and low costs. Estimate is based on limited scoping information using a conceptual estimating methodology. The purpose of the estimate is to identify a reasonable cost assessment of sufficient accuracy to support decision-making.

Project Area One - New Softball Quad Site Plan



Project Area Two - Amphitheater Upgrades Site Plan



Northwest Rec: 2025 & Beyond

SUPPORTING DOCUMENTS

CITY OF APOPKA FLORIDA

Parks & Recreation

Documents Attached

Section One – Letters of Support

- General Support - Hilton Garden Inn
- General Support – Beef ‘O’ Brady’s Apopka
- Sports Tournament Support – KSA Events
- Sports Tournament Support – USSSA Baseball
- Sports Tournament Support – Greater Orlando Baseball (GOB)
- Amphitheater Support – The Heart and Soul Music Festival
- Amphitheater Support – Deuterman Productions

Section Two – Data Sheets

- Sports Tournaments Raw Data
- Amphitheater Concerts Raw Data
- FRPA Economic Impact Calculator estimates

Section Three – Marketing and Photos

- Amphitheater Photos
- Amphitheater Concerts
- Amphitheater Saturday Sounds
- Deuterman Productions Flyer
- KSA Events Packet
- Florida Turf Digest (Spring 2023)

Northwest Rec: 2025 & Beyond

Section One

Letters of Support

CITY OF

APOPKA

FLORIDA

Parks & Recreation

Radley Williams

From: Bryan Nelson
Sent: Wednesday, April 24, 2024 11:42 AM
To: Radley Williams
Subject: FW: TDT

Follow Up Flag: Flag for follow up
Flag Status: Flagged

From: Bill Friedrich <BFriedrich@gfhotels.com>
Sent: Wednesday, April 24, 2024 11:07 AM
To: Bryan Nelson <bnelson@apopka.net>
Subject: TDT

CAUTION: This Email originated from a source outside the City of Apopka. Do not click on links or open attachments unless you recognize the sender and you know the content is safe.

Mayor Nelson,

First of all, thank you to the City of Apopka and you personally for being such great partners these past four years to the Hilton Garden Inn Apopka City Center. I have been blessed to get to know the city as the opening General Manager of the hotel, get involved with the Chamber as a board member and now be a part of Main Street Apopka, serving as Vice President. It has truly been exciting to watch the growth and overall progress of the city. I believe I told you that I was recently promoted to a new role with my organization, however, I will continue to oversee the Hilton Garden Inn Apopka City Center along with some other assets in Central Florida. Therefore, I plan to continue being involved in the area and hope to keep the Apopka hotel under my umbrella for as long as possible.

With that said, I am writing today regarding the Northwest Recreation Complex. The complex is truly a gem for the area and has brought in tourism dollars since our first year of operations. In addition to hotel rooms, I have seen the impact firsthand to our area restaurants from visitors attending concerts, sporting events and more. However, while I love the complex, I truly believe our full potential is unrealized. While we have seen business from sporting events, we have noticed that the majority of the events are regional and require very few hotels stays and/or meals. I strongly believe that upgrades and additions to the park could attract larger sporting events that would bring more traveling teams. Furthermore, I believe that upgrades and additions to the park could make us more competitive with venues in Seminole and Lake Counties, as well as venues in surrounding cities that are in place or under development. For instance, I am concerned that projects in Winter Garden will cannibalize some of our business if we do not stay aggressive in Apopka.

Furthermore, it has been amazing to see the level of entertainment performing at the Amphitheater and the influx of out-of-town visitors that they bring. Again, I believe there is potential to upgrade the venue in an effort to attract even more talent and great events.

At any rate, by my calculations, our little Hilton Garden Inn has collected over $1 million in tourist development taxes over the past few years and I am wondering if we can tap into these funds to help get some upgrades going. This may be something you are already looking into but as I see Orlando get great projects approved, I am hopeful we can get some things going in Apopka as well.

I look forward to discussing when you have time and look forward to hearing your take on the park. As always, please let me know if there is anything I can do to help.

Kind Regards,

BILL FRIEDRICH
VICE PRESIDENT, OPERATIONS
1628 JOHN F KENNEDY BOULEVARD, 8 PENN CENTER, #2300, PHILADELPHIA, PA 19103
MOBILE: 321.217.0179
EMAIL: BFRIEDRICH@GFHOTELS.COM

GF Hotels & Resorts

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www.gfhotels.com

Radley Williams

From: Bryan Nelson
Sent: Monday, April 15, 2024 1:23 PM
To: Radley Williams
Cc: Carolyn Ray
Subject: FW: Fields Of Fame/Amphitheater

From: Beef 'O' Brady's Apopka <beefsapopka@gmail.com>
Sent: Monday, April 15, 2024 1:18 PM
To: Bryan Nelson <bnelson@apopka.net>
Subject: Fields Of Fame/Amphitheater

CAUTION: This Email originated from a source outside the City of Apopka. Do not click on links or open attachments unless you recognize the sender and you know the content is safe.

Just a note to follow up on our recent conversation regarding the possible expansion of the Fields Of Fame and Apopka amphitheater.

I was really excited to hear about the possibility of the expansion because it really is a positive impact with my two restaurants in the city and I am sure many other businesses. When the fields are in use for sporting events and or activities at the amphitheater, we definitely benefit from additional traffic bot before and after the events.

If I had to put a number on it, I would estimate a eight to ten percent increase in our revenues when we have activities. If you would like my two cents I would strongly encourage the expansion of both sites if at all possible. Thanks for taking the time to listen.

--

Ed Conlan
Owner/Operator
Beef 'O' Brady's Apopka
407-880-6777
beefsapopka.com
facebook.com/beefsapopka.fl
Download our iPhone App

April 19, 2024

KSA Events
13506 Summerport Village Pkwy
Windermere, FL 34786

Rhonda Cline
City of Apopka
Northwest Recreation Complex
3910 Jason Dwelley Pkwy
Apopka, FL 32712

To Whom May It Concern,

On behalf of KSA Events, please accept this letter of support to the City of Apopka for the expansion of their fields at the Northwest Recreation Complex. KSA Events over 400 high school teams that travel yearly to compete in a variety of sanctioned sports with our program. We offer an all-inclusive travel program for athletes, parents, and coaches from around the United States.

We had the privilege and opportunity to work with the Northwest Recreation Complex staff this spring to use their baseball and softball facilities for our teams. The facility does a wonderful job of providing support for their clients and community. Youth sports is growing at rapid a pace and can attest to the urgent need for additional field space in the Central Florida area.

KSA Events believes that the Northwest Recreation Complex has the potential to continue to grow and provide support to local schools, organizations, and the community. We are proud to support the Northwest Recreation Complex and the City of Apopka in the efforts of providing opportunities and making the community a better place.

We hope you consider the City of Apopka Northwest Recreation Complex as a top contender for this grant. If you require more information about KSA Events, please contact us at 407-697-0385.

Sincerely,

Russell Williams
National Athletic Director
KSA Events

To Whom It May Concern:

We sincerely enjoy renting the Northwest Baseball complex in Apopka, Florida for many reasons. The Northwest complex is a convenient location for our customers, and also the facility maintenance crew is helpful and attentive to our needs. The complex has suitable parking, bathrooms and concessions. With the entire baseball/softball facility at Northwest complex we host an average of 60 to 72 teams, with each team consisting of 30 people per-team. The economic impact that our baseball tournaments have on the city of Apopka has a significant value. With well over 1,500 people attending our tournaments regularly the city of Apopka benefits tremendously. The majority of the teams who participate in our events are from the State of Florida, some coming from Jacksonville, Viera, Kissimmee, Orlando, Ocala and Miami with some teams traveling in from out of State. We hope to continue hosting our tournaments at the Northwest Baseball Complex in the future.

Sincerely
CFL USSSA Baseball Area Director

April 20,2024

To Whom It May Concern,

I am writing in support of the City of Apopka and its recreation department and facilities and the need for expansion. As the President of Greater Orlando Baseball, we contract to rent the fields at the Northwest Recreation Complex as many weekends a year as available. Greater Orlando Baseball is a local provider of youth baseball tournaments and has been established in Central Florida for over 15 years. Greater Orlando Baseball hosts tournaments 48 weekends per year. Several weekends we turn away teams due to lack of fields to play on. The youth sports market has exploded and not just in the tournament world. Youth recreation leagues are at an all-time high in the Central Florida area, especially in the younger age groups. The younger players are just starting and if they continue to play the need for a place to play only grows. We oftentimes work around the youth leagues to be able to host a tournament because there is a demand for both types of play. We host around 2,300 teams per year from ages 8-18. Many teams are local to the central Florida area with teams coming from Orange, Lake, Seminole, Volusia, Citrus, Sumter, and Brevard Counties. Apopka is the preferred venue for our teams that play with us regularly. Apopka is centrally located and accessible by many road options from different directions in the state. The extension of the toll roads has made Apopka the absolute best location. We also host several teams from North and South Florida throughout the year. We have Canadian teams and several teams from the Northeast in the early Spring that have become regular customers. Our out of state teams always want to know if Apopka is the location for the event. We get compliments every year from these teams when Apopka is our host site. The teams that come down year after year know that if they are playing in Apopka their games will be on time and the fields will be ready. Having several fields at one location is a huge benefit to these teams. These organizations from Canada and the Northeast bring several teams down and usually rent buses to move the kids around. One location makes it easy for them to transport all the players to one venue. They can all play near the same time and have time to spend the afternoon exploring Central Florida. Rock Springs is a favorite destination after the games are over for our out- of-town guests. Apopka offers top-notch facilities and staff weekly. We will choose the fields in Apopka every time they are available. I cannot say enough about how great the staff is to work with. Communication is always timely, and the field crews do a terrific job in keeping the teams playing even when we face rain problems. They are always willing to help and get things up and running. The City of Apopka is at the top of our list to host events because of its central location and great customer service.

Thank you,

Jennifer Reeves

President, Greater Orlando Baseball

GIB Greater Orlando Baseball

GreaterOrlandoBaseball.com

Paul Allen Billings
Executive Producer
Heart and Soul Music Festival
Phone: 321-222-6498

April 25, 2024

To Whom It May Concern,

I am writing to express my strong support for the Apopka Amphitheater as a premier entertainment venue in Central Florida, specifically in consideration for the tourism tax incentives offered by the Orange County TDT ARC Grant Committee.

Under the leadership of the Apopka Parks and Recreation Department, the Apopka Amphitheater has flourished into a vital cultural hub within the region. As the executive producer of the Heart and Soul Music Festival, I have witnessed firsthand the immense value this amphitheater brings to both locals and visitors alike.

The Heart and Soul Music Festival, the largest old-school R&B festival in Central Florida, has been proud to host a significant portion of its attendees at the Apopka Amphitheater. Approximately 30% of our festival-goers travel from outside Central Florida to experience the exceptional entertainment offerings at this venue. This influx of out-of-state guests has not only boosted the festival's attendance but has also catalyzed a substantial increase in hotel bookings in the surrounding area.

Moreover, the Apopka Amphitheater has not only benefited our festival but has also played a pivotal role in enhancing the broader entertainment landscape in Orange County. The venue has successfully attracted international stars and a diverse audience comprising both national and international attendees, solidifying its status as a top-tier entertainment destination in the region.

Having closely observed the positive impact that the Apopka Amphitheater has had on the local tourism industry, I firmly believe that it meets the criteria for the tourism tax incentives that are extended to similar qualifying entities. As a member of the Orange County mayor's TDT Advisory Board, I have witnessed the transformative effects of such incentives on entities that draw visitors from beyond the local area.

In light of these compelling factors, I wholeheartedly recommend that the Apopka Amphitheater be considered for the tourism tax incentives as a recognition of its significant contributions to the cultural and economic landscape of Orange County.

Thank you for your time and consideration.

,

Paul Allen Billings
Executive Producer
Heart and Soul Music Festival Team

April 23rd 2024

The Apopka Amphitheater
3710 Jason Dwelley Pkwy
Apopka, Fl 32712

Carolyn

This is a Letter of Support for The Apopka Amphitheater in Apopka Florida. The Apopka Amphitheater is a perfect outdoor venue for touring Artist in the 1500 to 10K capacity range that can accommodate multiple Semi Trucks and multiple Tour Bus tours. With 1353 covered fixed seats and a massive green space for lawn seating this is the premier Large Scale venue of choice in Central Florida. Patrons come from all over the State as well from Outside the State of Florida to attend the shows here in Apopka.

Sincerely,

Robert Deuterman
Deuterman Productions
Owner

DEUTERMAN PRODUCTIONS
IN ASSOCIATION WITH INEFFABLE MUSIC GROUP

Northwest Rec: 2025 & Beyond

Section Two

Data Sheets

CITY OF

APOPKA

FLORIDA

Parks & Recreation

Attendance Data

Sports Tournaments

(third-party)

2023	# Tournaments	# Total Teams	# Players (est.)	# Spectators (est.)	Total # Visitors
DS Sports (Nations Baseball)	26	803	12045	18068	30113
USSSA Baseball	14	537	8055	12083	20138
Southeaster Fastpitch	10	219 softball	3285	4928	8213
					58464

Participating teams came from forty (40) different cities withing the state of Florida. Of those forty (40) cities, thirteen (13) cities can be classified in-state, non-local. Specific breakdown of teams unavailable at this time but estimated at 10% non-local in consideration for the fact that teams are traveling from thirteen (13) cities outside the local classification.

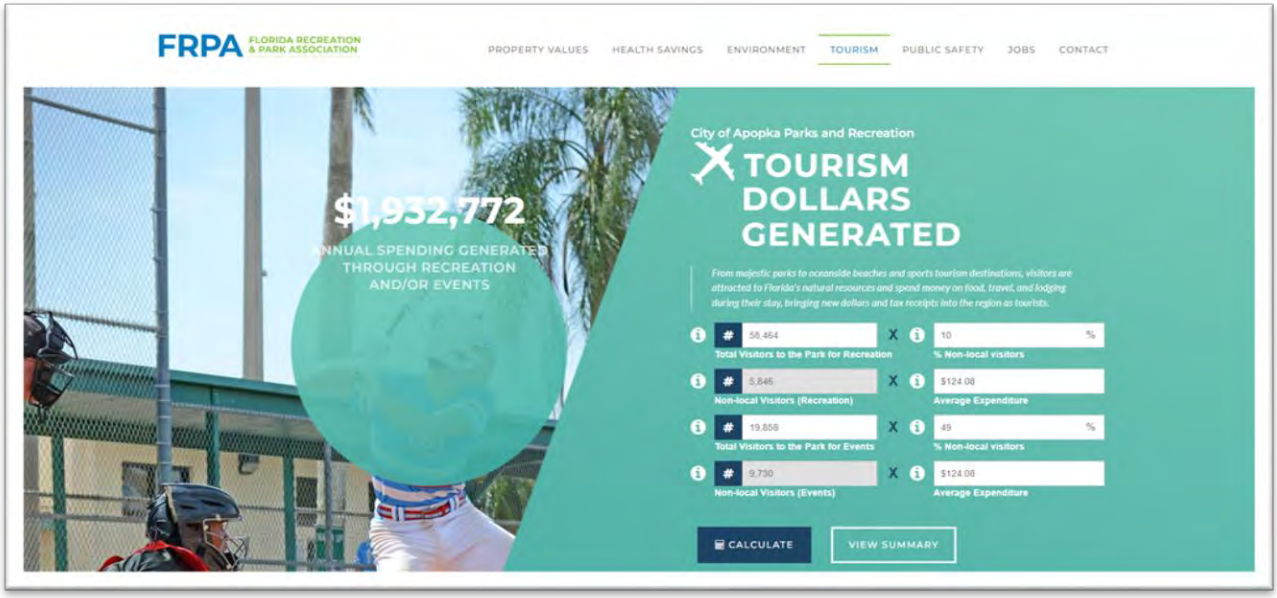
(third-party)

Amphitheater Concerts

2023	Promoter	# Local	% Local	# In-state	% In-State	# Out State	% Out of State	Total # Attendees
Stick Figure Concert	Deuterman Productions	4239	56%	1982	26%	1296	17%	7517
Dirty Heads Concert	Deuterman Productions	3864	42%	4115	44%	1331	14%	9310
Heart and Soul Music Festival	Paul Billings	1730	57%	1221	40%	80	3%	3031
								19858

Estimated % Local	51%
Estimated % In-State, Non-Local	37%
Estimated % Out of State	12%

Florida Recreation and Park Association (FRPA)
Economic Impact Calculator



Assumptions:

- 10% In-state, Non-local for sports tournaments
- 49% In-state, Non-local and out of state for concerts
- Does not factor in 2024 KSA event with 6,000 participants and over 1,000 hotel rooms booked for 4-week event.
- More information about the calculator at https://calculator.frpa.org/report-details/

Rhonda Cline

From: Russell Williams <russell@ksaevents.net>
Sent: Tuesday, April 16, 2024 11:32 AM
To: Rhonda Cline
Cc: Christopher Richter
Subject: Re: Final Invoice

CAUTION: This Email originated from a source outside the City of Apopka. Do not click on links or open attachments unless you recognize the sender and you know the content is safe.

No problem absolutely! See responses below. We will keep a lookout for the 2025 paperwork. The company picked up the ice machine this morning. I also wanted to ask about baseball fields G & H; is there a way we can purchase bigger pitching mounds (high school regulated) to match the sizes of fields E & F?

What was the deciding factor in choosing our complex? We like the overall park and the amount of fields that you have. We were able to get many games and practices completed earlier in the day due to having several fields. Another plus factor is that the fields were accessible for us at 8am.

How many attend the entire event? We had 60 baseball teams and 90 softball teams attend our spring training. We also have tennis, golf , and lacrosse during the spring.

How many total people attended the event throughout the four weeks you were at the complex? Approximately 6,000 athletes.

Please give a list of where the teams came from, (city, State, Country, etc.)? Our high school teams travel all over the nation including Canada. This year's teams were from Canada, Maine, Connecticut, New York, New Jersey, Wisconsin, Pennsylvania, Illinois, Texas, Oklahoma, Louisiana, North Carolina, New Hampshire, Massachusetts, Minnesota, Tennessee, Arkansas, Oregon, Virginia, Maryland, and Ohio. A few of our local Florida schools got to compete against these schools as well.

What hotels were used to host the teams? We have a contract with Universals Studios. All teams stay at the Loews Hotels. Majority of the teams stay at Cabana Bay Resort. Their trip includes park passes as well.

To book a call with me click the link below

https://meet.ci/Russell-Williams

Best Regards,

Russell Williams Jr.

Delete Archive Report Zoom ...

Re: Final Invoice

From: Russell Williams <russell@ksaevents.net>
Sent: Friday, April 19, 2024 2:09 PM
To: Rhonda Cline <rcline@apopka.net>
Subject: Re: Final Invoice

CAUTION: This Email originated from a source outside the City of Apopka. Do not click on links or open attachments unless you recognize the sender and you know the content is safe.

No problem I can provide you with a letter. We use over 1000 rooms during spring. During the fall sports we use approximately 300-400 rooms and the winter sports approximately 500-600 rooms.

Spring- 5,000 athletes
Fall- 3,000 athletes
Winter- 4,000 athletes

Spring and Fall we use Cabana Bay amd Dockside hotels

Winter we use Cabana Bay, Dockside, and the Gaylord Palms.

To book a call with me click the link below

https://meet.ci/Russell-Williams

Best Regards,

Russell Williams Jr.
KSA Events
National Athletic Director
407-697-0385

On Fri, Apr 19, 2024, 1:41 PM Rhonda Cline <rcline@apopka.net> wrote:

> Russell,
> One more question.
> Can you tell me how many total hotel room nights your group utilized over your visit this year?
>
> **From:** Russell Williams <russell@ksaevents.net>
> **Sent:** Tuesday, April 16, 2024 11:33 AM
> **To:** Rhonda Cline <rcline@apopka.net>

Northwest Rec: 2025 & Beyond

Section Three

Marketing Examples and Photos

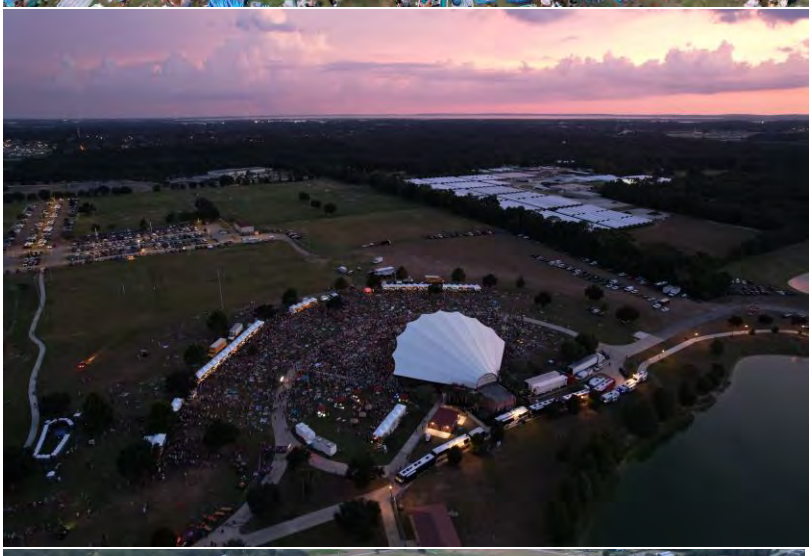
CITY OF

APOPKA

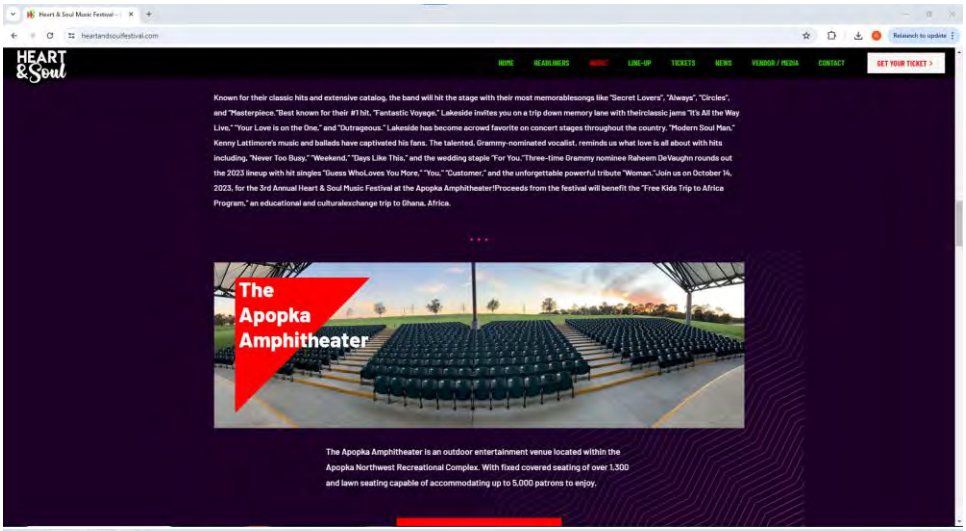
FLORIDA

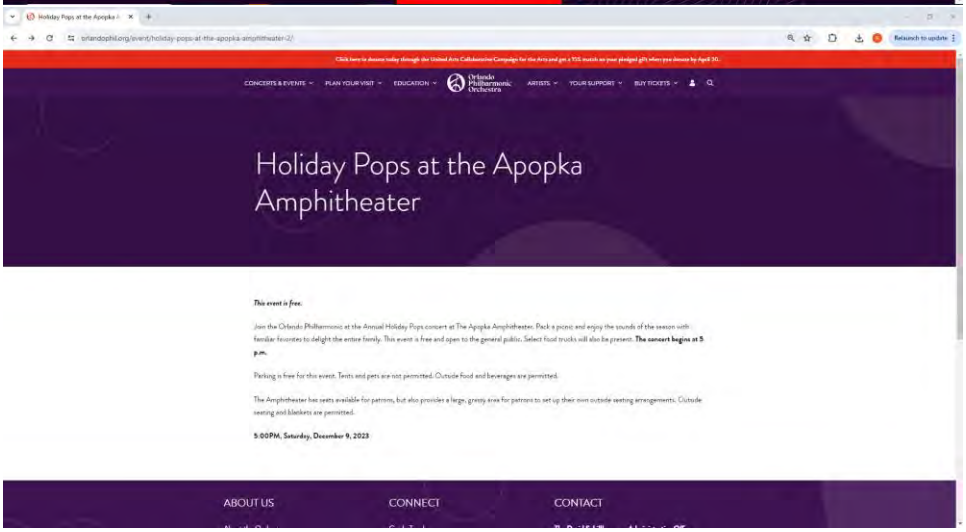
Parks & Recreation

Amphitheater Photos



Amphitheater Concerts





APOPKA AMPHITHEATER

FREE CONCERT SERIES

Saturday Sounds

OCTOBER TO MAY

Join us from 5 PM to 7 PM (on select Saturdays) for our free family-friendly concert series (select dates) at the Apopka Amphitheater. Seats available in the Amphitheater or bring blankets & chairs for our lawn area.

Three Forks Road - FREE
January 6, 2024 | 5 PM to 7 PM
Three Forks Road has been performing in the Central Florida area for over 25 years. Join them as they take you on a musical journey through Blues, Rock, Funk, and Soul.

The American Stones - FREE
January 20, 2024 | 5 PM to 7 PM
The American Stones is the ultimate Rolling Stones Tribute band. Get ready to groove to timeless anthems like "Satisfaction," "Jumpin' Jack Flash," "Paint It Black," "Miss You," and "Start Me Up," among countless others.

Mardi Gras Featuring The Porchdogs - FREE
February 3, 2024 | 5 PM to 7 PM
The Porchdogs specialize in accordion-driven Louisiana Cajun and Zydeco as well as New Orleans R&B classics. Alongside The Porchdogs will be street performers performing interactive specialty acts.

Spring Pops with Orlando Philharmonic Orchestra - FREE
March 2, 2024 | 5 PM to 7 PM
Bring a blanket and pack a picnic and join us at the Apopka Amphitheater for a free concert featuring the Orlando Philharmonic Orchestra. Mauricio Céspedes Rivero will be the conductor for the evening.

Deja Band - FREE
March 16, 2024 | 5 PM to 7 PM
This amazing ensemble includes gifted musicians and singers that take guests on a journey through the islands with repertoire covering Reggae, Calypso and World Beat.

Blue Stone Circle- FREE
March 30, 2024 | 5 PM to 7 PM
For more than 15 years Blue Stone Circle has expertly performed a wide variety of musical genres. Performing the best pop, top 40, classics, party favorites, country, R&B, disco.

Absolute Def Leppard - FREE
April 6, 2024 | 5 PM to 7 PM
Absolute Def Leppard is the ultimate Def Leppard tribute band with amazing live vocals and incredible stage production. Expect all the big smash hits!

Life on Mars - FREE
April 20, 2024 | 5 PM to 7 PM
Life On Mars brings you unique renditions of songs you've loved through the decades.

HAPCO Apopka International Jazz Day with LeNard Rutledge & Friends - FREE
April 27, 2024 | 5 PM to 7 PM
Miami vocalist LeNard Rutledge began his professional career as the featured vocalist for the famed Melton Mustafa Orchestra. As a HAPCO clinician, he teaches beginning percussion technique and proficiency and vocal technique.

Homegrown: The Zac Brown Band Experience - FREE
May 4, 2024 | 5 PM to 7 PM
Homegrown: The Zac Brown Band Experience are a one of a kind tribute to the music of Grammy Award-winning, southern rock group Zac Brown Band. Homegrown faithfully re-creates the experience of a Zac Brown Band Concert.

Switch - FREE
May 18, 2024 | 5 PM to 7 PM
Switch has been entertaining audiences with their unique 80's tribute show since 2005. Their show is full of the biggest hits from the 80's that crowds know and love.

www.Apopka.gov/SaturdaySounds

Deuterman Productions Flyer

FACILITY INFORMATION

(Listed Below are our main spring training facilities.
Other facilities may be utilized for your trip- please refer to your itineraries to confirm)

Bear Creek Recreation Complex
1100 Bear Crossing Drive
Orlando, FL 32824
Softball and Baseball

Northwest Recreation Complex
3710 Jason Dwelley Pkwy
Apopka, FL 32712
Softball and Baseball

Fortune Road Athletic Complex
2500 Fortune Road
Kissimmee, FL 34744
Softball

Central Winds Park
1000 Central Winds Dr.
Winter Springs, FL 32708
Softball and Baseball

Lake Cane Tennis Center
5100 Turkey Lake Road
Orlando, FL 32819
Tennis

National Training Center
1995 Don Wickham Drive
Clermont, FL 34711
Track & Field

Deputy Scott Pine Park
6865 Ficquette Rd.
Windermere, FL 34786
Track & Field

South Orange Sports Complex
11800 S Orange Ave
Orlando, FL 32824
Softball and Baseball

Northeast Regional Park
50901 US-27 N
Davenport, FL 33897
Baseball

Minneola Athletic Complex
13930 Education Avenue
Minneola, FL 34715
Softball and Baseball

Austin Tindall Sports Complex
4100 Boggy Creek Road
Kissimmee, FL 34744
Boys & Girls Lacrosse

USTA National Campus
10000 USTA Blvd
Orlando, FL 32827
Tennis

Orange County National Golf Center
16301 Phil Ritson Way
Winter Garden, FL 34787
Golf

FACILITY INFORMATION (Con't)

(Listed Below are our main spring training facilities.
Other facilities may be utilized for your trip- please refer to your itineraries to confirm)

Northwest Recreational Complex

- **Hosts four full sized Softball Fields and four full sized Baseball Fields (2 grass infield & 2 clay infield).**
- **The Softball Fields have a clay infield. There will be a Grand Slam 4' mesh fencing kit to bring the 300ft outfield fence distance down to 200ft.**
- **The Baseball Game Field has an outfield fence distance of 400' in Center Field, and 325' Right Field/Left Field and the fence height is 10' in the outfield. The mound is a multiple distance setting pitching mound (which will be set at high school regulation).**
- **Northwest Recreational Complex has four batting cages with pitching screens available for use only in batting cages. Soft toss into the fence is not permitted. Upon request, there is also a Pitching Machine available for use based on a first come first serve basis.**

Lake Minneola Athletic Complex

- **Hosts one full sized Baseball Field and three full sized Softball Fields. Only two of the fields can be used for games.**
- **Lake Minneola has four batting cages. Pitching screens available for use ONLY in the batting cages.**
- **There is also a pitcher and catcher mound available on the side of the field for use, but soft toss into the fence and hitting in the infield during practice is not permitted. Upon request, there is also a Pitching Machine available for use based on a first come first serve basis.**

Austin Tindall Sports Complex

- **Hosts 5 full sized natural grass fields that will be lined for Girls and Boys High School Lacrosse. The site has a public covered pavilions for shaded breaks as needed.**

Fortune Road Athletic Complex

- **Hosts four full sized Softball Fields**
- **The Softball Fields have a clay infield. KSA Events will be setting up a Grand Slam 4' mesh fencing kit to bring the 299ft outfield fence distance down to 200ft.**
- **Fortune Road has four batting cages with pitching screens available for scheduled use. There are also hitting nets available on the side of the fields for use, but soft toss into the fence is not permitted. Upon request, there is also a Pitching Machine available for use based on a first come first serve basis.**

Northeast Regional Park

- **Hosts 4 full size regulation turf Baseball Fields and 8 turf multi-purpose fields.**
- **There are batting cages available for use.**
- **NO STEAL CLEATS are allowed on any turf surfaces.**
- **There are multiple pitching screens and soft toss nets around the facility for use as needed.**

City of Apopka's Toro® HDX Workman GPS paint machine.

Managing Multiple Parks & Recreation Properties...

...*without* losing your mind!

By **Donnie Rowland**, *Apopka Parks Superintendent*

Editor's Note: The majority of our athletic field turf professionals work in the "parks and rec" arena, often managing multiple fields along with grounds and building maintenance, juggling staff and working within strict budgets. Donnie Rowland manages one of Florida's largest natural-turf sports complexes and presents a case study on squeezing every ounce of limited resources to get the job done.

After starting as an entry-level groundskeeper for the City of Altamonte Springs, 24 years ago, I started as a foreman at the Northwest Recreational Complex in the City of Apopka six year ago. In 2020, I became the park superintendent for the city's properties. I have learned that the ability to juggle, "adaptability" in corporate-speak, is one the most important traits for anyone managing a large complex and/or multiple facilities.

THE APOPKA PARKS

Under my direction, the crews maintain the Northwest Recreational Complex of 300+ acres (12 baseball-softball combination fields and 16 soccer/multipurpose fields (52 acres of playing surface), all 14 city buildings and five smaller parks. I have a five-man crew that works solely on the ballfields, and eight men comprise our common-area mow crew for the entire city. The cemetery crew and the trash and debris clean-up crews each have two individuals assigned to them. Our full-time irrigation crew member ensures the entire complex is irrigated properly and maintains the system. The ballfield crew works Sunday through Thursday and Tuesday through Saturday to cover the weekend tournaments.

PUBLIC ACTIVITIES

Except for scheduled field maintenance shutdowns, we run a full-to-overflowing, year-round schedule.

The Northwest Recreational Complex activities and tournaments include:

- 45 scheduled baseball/softball tournaments.
- 5 lacrosse tournaments.
- 4 football tournaments.
- Pop Warner from August 1 through mid-December.
- 16 soccer tournaments.
- Little League from February through July and September through November.

Recreation and Entertainment Programs include:

- Soccer—850 kids in our spring program and 745 in last year's fall program.
- Flag football—447 kids.
- Men's softball teams consist of three, 10-week seasons.
- Baseball and softball fields—rented out five days a week all year except during maintenance shutdowns.
- Amphitheater—hosts an average of 24 concerts a year with around 200,000 people in attendance throughout the season.

MULTI-PURPOSE PADS

At times we have lacrosse, full soccer and three-player soccer fields for young children all on the same pad. We are constantly filling holes on the baseball fields and pads. We try to rotate our fields or shift them on the pads to help keep the worn or troubled areas to a minimum. Very rarely have we had to shut down a field because it was not safe for play.

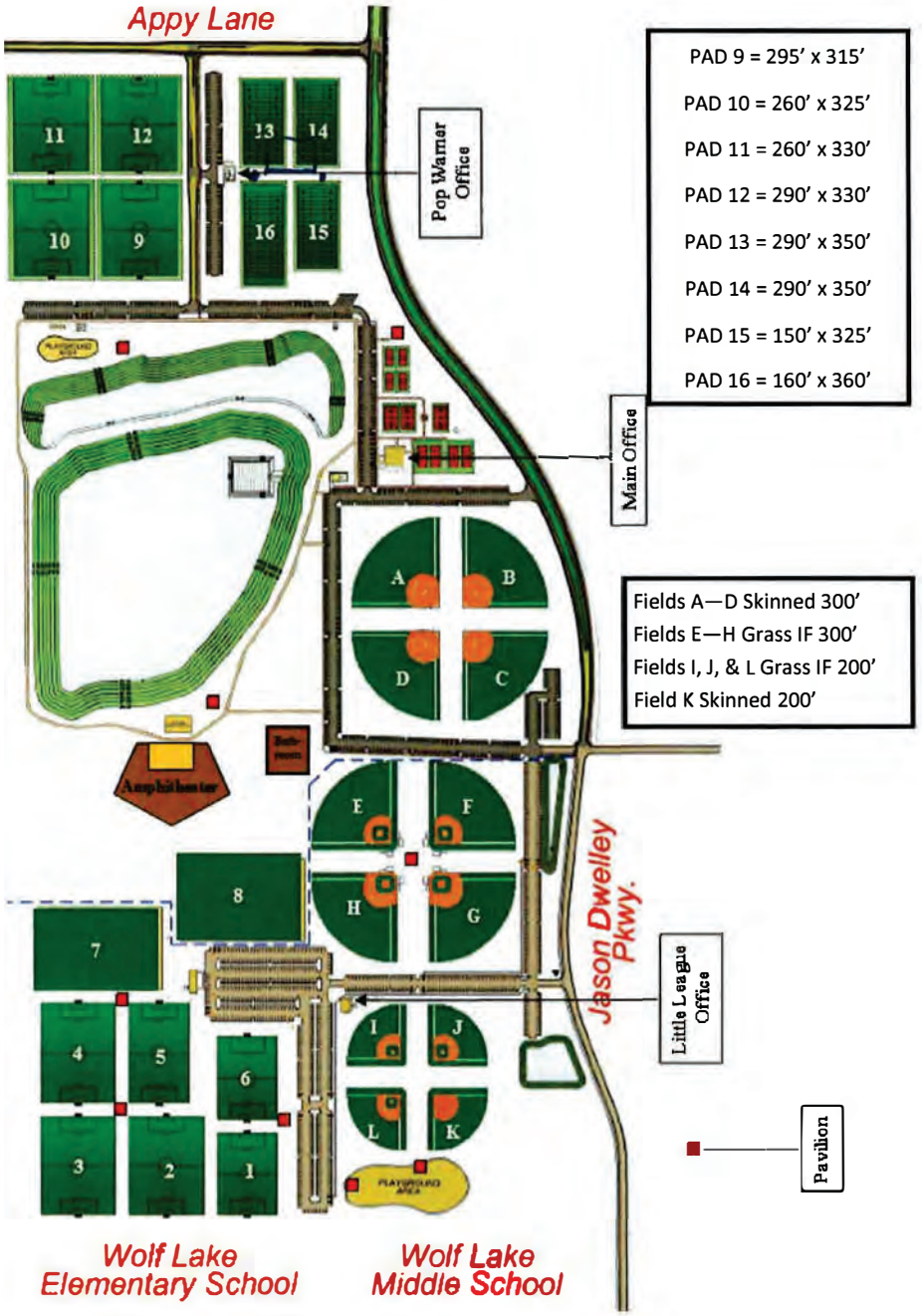
TURFGRASS MAINTENANCE

Weather usually isn't an issue because our fields drain well. However, tournament games shift to our facility after a heavy rainfall because our fields remain playable when other parks are

Northwest Recreation Complex Field Layout

3710 Jason Dwelley Parkway • Apopka, FL 32712

182 acres



PAD 9 = 295' x 315'
PAD 10 = 260' x 325'
PAD 11 = 260' x 330'
PAD 12 = 290' x 330'
PAD 13 = 290' x 350'
PAD 14 = 290' x 350'
PAD 15 = 150' x 325'
PAD 16 = 160' x 360'

Fields A—D Skinned 300'
Fields E—H Grass IF 300'
Fields I, J, & L Grass IF 200'
Field K Skinned 200'

PAD 1 = 235' x 280'	PAD 2 = 270' x 330'	PAD 3 = 270' x 330'	PAD 4 = 260' x 330'
PAD 5 = 220' x 330'	PAD 6 = 230' x 290'	PAD 7 = 280' x 395'	PAD 8 = 285' x 385'

Proposed new fields (far right) at the Northwest Recreation Complex.

flooded. That injects a wildcard into our schedule. During the week, it can be an issue when we are scheduled to paint, prep fields or mow the complex. During those times, we must rearrange priorities and whatever needs the most attention gets done first. Prioritizing works together with adaptability.

In addition to aerating our fields twice a year, we slice them, when possible, sometimes two to three times a year. One of the biggest issues is soil compaction. Our fertilizer is a specialty blend for our turf with minors such as magnesium, calcium, etc., included.

Five years ago, we stopped our ryegrass application because of issues during the spring. I was always concerned with the amount of play at our complex—worried that there would not be any bermudagrass turf underneath once the rye transitioned out in the early summer—and my worry was justified.

We had issues with mole crickets, fungus, weeds and completely worn areas with ryegrass. We had to close our fields to re-sod almost half a pad because they were not playable. Poa anna and goosegrass were our biggest issues as far as weeds. Our poa anna became resistant to a few chemicals, and the goosegrass was also resistant to certain herbicides.

With no rye on the ground, we can use a pre-emergent to keep these issues at a minimum. Since we began top dressing our fields and pads with a Comand compost product the past few years, we have not had an issue with fungus either. This has also helped immensely with our bermudagrass mites, and overall, the turf really responds well to the product.

SCHEDULED MAINTENANCE SHUTDOWNS

With our tight activity calendar, scheduled shutdowns are critical to allow the fields to rest and recover from constant play. For three weeks during June and July as well as for three weeks in November and December, we close our baseball and softball fields for scheduled maintenance. This is not enough rest for the pads and fields, but it's all the schedule allows.

Our summer shutdown requires staggering the fields: It consists of shutting down Pads 1–8 from May 31 through July 4, Pads 9–16 from June 27 through July 31, Quad 1 from June 24 through July 9, Quad 2 from July 15 through July 30 and Quad 3 from August 5 through August 20. All major maintenance activities must be scheduled around these shutdowns.

This year will be a little more challenging in terms of scheduling as it's the first year we will have a winter shutdown. We will close our facility to outside groups from November 20, 2023, through February 1, 2024; however, we will still host our baseball tournaments and recreational flag football league.

INJURIES TO THE FIELDS

Kids are always digging holes in the fields, and the goal mouths are a big issue. We try to replace the goal mouths when needed, but this year we have experimented with TifTuff bermudagrass in some of these areas. We are hopeful it will bounce back after the seasons to save on turf cost. Our foul lines wear out from kids warming up on the line, so we

EXHIBIT "B"

FORM OF COST REQUISITION
CITY OF APOPKA
NORTHWEST RECREATION COMPLEX

Date:_____

TO: Orange County Administrator
Orange County Comptroller

City of Apopka hereby requests, pursuant to the Agreement between Orange County, Florida and City of Apopka regarding the construction and improvement of the Northwest Recreation Complex dated _____, 2025 (the "Agreement"), disbursement of the following amounts:

Name of Vendor	Nature of Disbursement	Vendor Invoice No.	Amount

The undersigned does hereby certify to the County that as of the date hereof: 1) there is no existing breach of the Agreement; 2) the above listed items are properly included as authorized construction or improvement costs of the Complex as set forth in the Agreement; 3) attached hereto are invoices for the costs requested hereby 4) all work being performed is in accordance with any applicable land use restriction agreements, covenants, restrictions, codes or ordinances affecting the site of the Complex; 6) the work for which payment is being requested above has been performed and there has been no previous request and disbursement from TDT Revenues for payment of the work.

By:_____
City of Apopka, Florida
Authorized Representative