

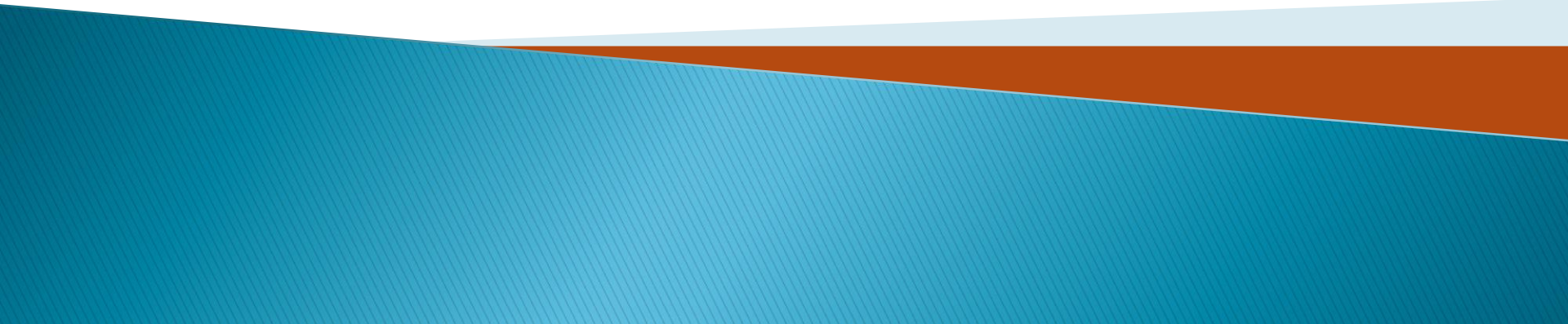
Economic Development Advisory Board

Developing niche tourism through special *destination* events

Why should we develop niche tourism through special *destination* events?

- ▶ The current focus of EDAB is to leverage our existing assets to greater economic benefit through niche (specific interest) tourism development (e.g. attracting cycling enthusiasts)
- ▶ Many people seek out special *destination* events which align with their interests
- ▶ Special destination events such as the Rev3 Triathlon and Suncoast BBQ Bash have the opportunity to become significant assets by
 - Bringing more and new visitors resulting in a need for hotels, businesses and other services that will help sustain a growing economy
 - Benefit our community through donations, volunteerism opportunities, and fun for our residents
 - Smooth out our seasonal driven economy

Leveraging the Suncoast BBQ Bash for Tourism Development



The following individuals have provided input to this presentation

- ▶ Don Fisher: Suncoast Foundation for Handicapped Children, Organizer, Suncoast BBQ Bash
- ▶ Ed Taylor: President, Equity Investment Properties, Inc.
- ▶ Christopher Rozansky: Venice Airport Administrator
- ▶ Rod Parry: General Manager, Lake Venice Golf Club
- ▶ Virginia Haley: President, Visit Sarasota County
- ▶ Patricia Cain, General Manager, Hampton Inn (BBQ Bash host hotel)
- ▶ Dana Hillis: President, FL BBQ Association
- ▶ Janet Apple: Community Member

What's up with BBQ cook-off's?

- ▶ BBQ Cook-off's are one of the hottest and fastest growing sports in the U.S. with more than 500 events held annually
- ▶ Many BBQ Cook-offs are sponsored by nonprofit organizations fundraising for charities in their communities – need \$\$ impact
- ▶ The largest nonprofit BBQ association, Kansas City BBQ Society promotes, judges and sanctions over 400 competitions annually. The society has given birth to barbeque nomads who travel in every direction to claim the KCBS coveted "Team of the Year" award
- ▶ There are now over two dozen BBQ societies around the U.S. promoting events, offering classes and certifications (FL Bar-B-Que Association)
- ▶ BBQ has become wildly popular with 'foodies' with the growth and popularity of TV shows such as BBQ Pitmasters with a \$100,000 grand prize
- ▶ Many repeat competition winners have turned their trophies into venture capital and opened restaurants, use the accolades to win shelf space for their sauces and spice rubs, or start catering services
- ▶ Travel & Leisure advertises Golf The BBQ Circuit to golfers planning 'buddy' trips identifying a few named golf courses along with a sponsor hotel.
<http://www.travelandleisure.com/articles/golf-the-bbq-circuit>

What is the economic impact of BBQ cook-off's?

primarily sourced from KCBS

- ▶ In 2011, the Bikes, Blues, and BBQ festival in Fayetteville, AR drew more than 350,000 infusing \$30m into the regional economy.
- ▶ The small hamlet of Arthur, IL, doubles in size every October during the Central IL Bragging Rights BBQ competition with more than 5,000 attendees.
- ▶ The River City Roundup in Omaha draws more than 100,000, almost 50% from out of state with estimated increase to local business sales of \$25m.
- ▶ In it's 8th year, the Winterhaven Smoke on the Water BBQ Cook-off, site of the FL BBQ Association state competition, drew 20,000 attendees and raised \$100,000 for the Boys and Girls Club.
- ▶ Because of the type of event, grocery stores, hardware stores, bars, restaurants, and hotels all benefit.
- ▶ There are two or three cook-off's every weekend in the summer bringing hundreds and thousands of visitors to host cities
- ▶ Research indicates that a typical out-of-town visitor spends \$257 per day in the host community
- ▶ In it's first three years, the Suncoast BBQ Bash has raised almost \$100k for area nonprofits. Overall BBQ events have raised an estimated \$50m for nonprofits

Why should we focus on the Suncoast BBQ Bash as a way to grow tourism?

- ▶ BBQ enthusiasts and competitions are a growing trend throughout the U.S.
- ▶ Growing tourism through targeted special events or niche's (e.g. bicycle enthusiasts) is a more effective use of our \$
- ▶ We should fully leverage the investment of countless volunteer hours and good will generated that has resulted in annual growth in attendance, participants and sponsorships
- ▶ The BBQ Bash gives back to our community significantly, in 2012 alone raising over \$22,000 for SFHC and over \$11,000 for other nonprofit organizations despite a shortened event due to severe weather
- ▶ There is potential to attract visitors for longer stays to take advantage of our other area attractions and amenities
- ▶ This is an annual event which, if we deliver a great experience, will continue to bring more and new visitors to our area

Why should we focus on the Suncoast BBQ Bash as a way to grow tourism?

- The Suncoast BBQ Bash continues to gain prominence
 - It's the largest professional BBQ competition in SW FL and 2nd largest in the state
 - It is likely to be chosen as the site for the state competition in 2013 and / or subsequent years
 - Big Papa's Kitchen qualified to participate in the Annual American Royal Invitational Barbeque Contest and the Jack Daniel's World Championship
 - Attendance has grown significantly over the past 3 years (150% growth since inception)
- Venice's amenities and attractions offer more than other comparable BBQ competition host cities
- There is minimal investment required compared to the large investment already made in building the event
- Enthusiasm and support for the BBQ Bash is high in our community and continues to grow

What did 2012 the attendees and participants say about the BBQ Bash?

(identified through survey)

96% of survey respondents rated the event good or great with the following most frequent comments

- Improve the infrastructure
 - Stable electricity
 - Easier access to water
 - Paved road
 - Bathrooms and trash receptacles
- Improve advertising and signage
- Make us feel special at the ‘night before’ party
- Very well organized, great volunteers
- “This will be one of the biggest events on the circuit”

Why will the 2013 BBQ Bash draw more visitors?

- ▶ Better weather has been confirmed for April 20, 2013
- ▶ Use of social and other electronic media (e.g. TV, radio) will raise awareness regionally and nationally
- ▶ A celebrity golf tournament will be added to make it a 3 day event
- ▶ A 'fly in and bike in for foodies' has been added to draw flying and cycling enthusiasts
- ▶ Building towards being a future destination for bluegrass enthusiasts, as well as BBQ enthusiasts, the Boxcars will be the music headliner (2011 winners of 4 Intl Bluegrass Music Assn Awards)
- ▶ A Desert bake-off and a sanctioned Cornhole tournament will attract new regional and local participants
- ▶ The FL BBQ Association is likely to make this event the site of the state cook-off championship
- ▶ Site improvements will provide a higher quality experience

What is the estimated economic impact for Venice?

➤ 2012 Survey data indicates

- Over 3,000 attendees arrived in the first 3 hours before the event had to be closed due to weather
- Over 40% of attendees had more than 2 people in their party
- 101 teams participated in the BBQ, Chili and Cornhole competitions
- Almost 25% of attendees live outside Sarasota county, 39% had from 3 to 7 people in their group and 94% heard about it from word of mouth, newspaper or TV
- 96% of participants expect to return next year and are from outside of our 3 county area, 88% compete in other cook-off's, and 26% stayed in hotels instead of their truck/tent, etc., 52% dined in local restaurants

➤ 2013 Goals, assuming FL state championship site

- 5,000 attendees and 100 competition teams
- 40% (2,000) from outside Sarasota county
- 30% (1,500) staying in a hotel
- Estimating an average spending range of \$50 to \$200 per attendee, results in economic impact of \$250,000 to \$1 million

What is the action plan?

Estimated task duration is in parenthesis

- ▶ VNC* obtain fair market appraisal and develop separate lease rate structures for for profit and nonprofit (1 to 2 months)
- ▶ VNC commission safety analysis for special event area (TBD)
- ▶ VNC obtain FAA approval for new lease structure (from Orlando ADO) and 7460 airspace analysis (FAA online) for specific upgrades (2 to 3 months)
- ▶ City initiates appropriate procurement process for service providers
- ▶ VNC complete all upgrades prior to 2013 'season' (1 to 2 months)
 - BBQ Bash organizers to raise funding for electrical, plumbing, paving and signage
- ▶ City and Chamber co-sponsor a welcome reception for the participants on Friday, 4/19/13
- ▶ BBQ Bash organizers partner with Lake Venice Golf Club to develop a celebrity golf tournament for Friday, 4/19/12
- ▶ EDAB seek out other nonprofit organizations to use special event grounds
- ▶ City Manager ensures Wayfinding Project includes
 - Renaming festival grounds to better reflect city and brand
 - Providing permanent signage

*VNC is Venice Airport

What are the estimated costs and funding sources?

The City of Venice is investing in and managing improvements to city owned property. Donations of labor and materials are being made to the city by local businesses for the betterment of the community.

- ▶ Labor costs for all upgrades are being donated and already committed
- ▶ Materials cost for upgrades
 - Electrical general ~\$15,000
 - Electrical FPL transformer and pole ~25,000
 - Plumbing ~5,000
 - Road paving ~TBD based on solution
 - Signage ~1,000; include long term solution in Wayfinding project

How will VNC recover the investment?

Costs and income estimates are based on current location and lease rates. Airport safety analysis and fair market appraisal costs are not included.

Investment Estimates	
Upgrade Plumbing, Electrical, Signage	\$46,000
Pave Road	\$15,000
Total Cost	\$61,000
Funding	
VNC Budget	\$10,000
SFHC Donations	\$15,000
FPL Donation	\$25,000
Total Funding	\$50,000
Funding TBD	(\$11,000)
VNC Lease Income 2012	
Suncoast BBQ Bash	\$1,500
Italian American Festival	\$4,200
Sharks Tooth Festival	\$3,000
Rotary Arts Festival	\$1,800
American Cancer Society Relay for Life	\$900
	\$11,400
2013 Anticipated Fee Structure*	
Per Day Event	\$750
Per Day Set Up/Tear Down	\$450
*dependent upon appraisal	

- ▶ **Investment recovery plan**
 - Raise per day set up/event/tear down fee by \$150, if supported by appraisal
 - Leave per day event fee same
 - Historically there have been ~15 to 17 set up/tear down days per year, indicating the investment will be recovered in 5 years

What are the issues for consideration?

- ▶ Is the investment of city time and money worth the economic benefit and community good will?
- ▶ Is the city comfortable with the due diligence being performed? A safety analysis to evaluate large congregations of people near a runway height hazards and night time lighting is planned.
- ▶ FAA approval for non aeronautical use land and airspace analysis is in the critical path. Is it probable that FAA approval can be obtained by end of year or before to allow time for improvements to be made?
- ▶ Are there any procurement or legal obstacles which would prevent the project moving forward or impact the desired completion date?
- ▶ How will current VNC projects be impacted – delayed or reprioritized?
- ▶ If the venue is moved (within airport or to another location), what are the financial impacts?

What are the potential City Council decisions?

1. Leave the special event grounds as is – do nothing
2. Approve project with a 1 / 30 / 13 project completion goal
3. Approve project for 2014 or beyond

What Next?

EDAB Meeting

- ▶ EDAB refines/approves plan on 7/18/12
- ▶ EDAB presents to City Council on 8/14/12

What Next?

City Council Meeting

- ▶ EDAB recommends that City Council advise the City Manager and EDAB to implement the action plan with 1/30/13 completion date
 - This recommendation aligns with and achieves City Council Strategic Plan
 - Goal 4, Maintain/Upgrade City Infrastructure and Facilities; item 6, Implement airport improvements consistent with the ALP
 - Goal 5, Maintain a Growing and Diverse Economy; item 1, Develop a long-range plan for economic sustainability; item 3, improve advisory board utilization
 - This recommendation achieves EDAB focus of growing tourism through special destination events and niches