



*Via email*

January 30, 2014

The Honorable Charles D. Hines, Chairman  
Sarasota County Commission  
1660 Ringling Boulevard  
Sarasota, FL 34236

Re: Request for Expansion of Sarasota Trap, Skeet & Sporting Clays Facility  
Sarasota, Florida

Chairman Hines:

This Firm represents Sarasota Trap, Skeet & Sporting Clays, Inc., a Florida not-for-profit corporation ("Sarasota Club" or "Club"), and this letter is submitted on its behalf.

The purpose of this letter is to request Sarasota County's assistance in expanding the current site, located in southern Sarasota County off of Knight's Trail Road, in order to provide additional sporting clays courses (beyond the single course currently in existence). While the specifics of this request are outlined below, it is important to first provide a bit of background first.

✓ Sarasota Trap Skeet & Sporting Clays was incorporated in 1981 (under a different name) and has been in continuous existence since then. It has been and remains in good standing under its lease with Sarasota County for the county-owned land upon which the Club operates.<sup>1</sup>

As you may know, sporting clays, often referred to as "golf with a shotgun," was originally developed in England in the early 1900s. It was introduced to the United States around 1980, and since then, its popularity has skyrocketed. It consists of 100 rounds shot over 10 to 15 different stations that, much like golf, are laid out over natural terrain (ergo, the need for golf carts). The challenge is that these targets are launched or "thrown" at a variety of different angles, speeds, trajectories, elevations, distances and target sizes. Moreover, the targets on any course can be changed from week to week, simply by adjusting the trap machines, so that no course is ever always the same.

As you can see from the attached letter<sup>2</sup>, sporting clays is one of the fastest growing sports in America, and membership in the governing body, the National Sporting Clays

<sup>1</sup> To be clear, Sarasota Trap, Skeet & Sporting Clays' activities are limited to shotgun sports only, i.e., trap, skeet and sporting clays, and the Club is not involved with nor has any affiliation with the public rifle and pistol range, nor the Sarasota County Sheriff's Range, both immediately to the east of the Club.

<sup>2</sup> See attached letter from Nichole Broekove-Martin, the NSCA's National Marketing Coordinator.

Association (NSCA), numbers in the thousands. In fact, Florida has the second (2<sup>nd</sup>) highest number of members in the nation.

There are approximately 24 Sporting Clays courses situated around Florida (and given the sport's popularity, more in development). The Sarasota Club is the only club of its kind from Sarasota County south to Collier County, and consistently and weekly draws shooters from neighboring counties. However, just this past year, Lakewood Ranch, recognizing the sport's popularity opened up a new course, Ancient Oak, to compliment the Ranch's offering of sports activities for Lakewood Ranch and Manatee county residents.<sup>3</sup> In fact, it is safe to say that in its short existence Lakewood Ranch's Ancient Oak Sporting Clays is rapidly gaining in popularity no doubt due to the fact it has *two (2) separate sporting clays courses*, an outdoor pole-barn lunch/assembly area and similar amenities. Indeed, it is beginning to draw charity, corporate and fun shoots that in the past have been held in Sarasota.

The county land upon which the Sarasota Club sits is one of the only, if not the only, county-owned parklands that does not receive County dollars to support and maintain it; instead, the park is supported and maintained by Club dues and user fees. In fact, Sarasota Trap Skeet & Sporting Clays pays Sarasota County for the use of county land under the current lease.

The Club has a current membership of approximately 600 dues paying members. In 2013, the Sarasota Club 'threw' over *three million two hundred thousand (3,200,000)* clay targets, the highest number ever in its existence. The Club is open to and serves the general public (who are not required to be members-everyone is welcome), by providing range officers, instruction, rental shotguns and golf carts, sales of shotgun shells, eye and ear protection, shooting supplies and accessories, trap and skeet shooting facilities, a 5 stand practice station, and a *single* sporting clays course spread out over approximately 13 stations. The Club is housed in a small building on site which contains a small assembly area, bathrooms, sales/rental counter, and adjacent small storage area.

The Club is also home to the Gulf Coast Scholastic Sporting Clay Target Program, which this year has approximately 48 students, in ages ranging from 10 years old up through 18. Of special importance, the Club is proud to serve as the host facility for the 2014 Florida Scholastic Clays Program State Championships, to be held in May. It is expected that up to 150 youth shooters, and their families, will compete in this event.

The additional land requested has been specifically selected for a variety of reasons, not the least of which is that this land is the most logical choice with regards to minimizing the impact to surrounding lands, which will complement the Club's ongoing environmental stewardship program. This land also has the best topography suitable for sporting clays course, with a minimum of land development costs, and given its location, presents no current or future impact to any neighbors, as there are and will be none. The additional land requested will also result in easier lead shot recovery under the club's Lead Reclamation program.

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<sup>3</sup> Yet another Sporting Clays facility is scheduled to open February 1<sup>st</sup> in Santa Rosa County (see attached announcement).

As stated in the NSCA's letter, the Sarasota Club's ability to bid on and obtain regional, state or national tournaments is precluded simply because there is only one course. Enhancing the current facility by the addition of two more courses, laid out adjacent to the current course, will not only provide a better experience for the local member and public user, (and additional revenue to the County for lands currently not generating revenue), but more importantly, will create a small economic engine for attracting out of town guests and their sports-tourism dollars to an area of Sarasota County which, in this writer's personal opinion, could benefit from the financial boost.

The economic impact 100 to 400 out-of-town shooters spending 2 to 4 days in Sarasota County would have is not only measurable, and more important, quite substantial. To give you an idea of the numbers of people these events draw, please see the following<sup>4</sup>:

- 328 shooters attended the Krieghoff Classic/United States FITASC Grand Prix, in Martin County this past weekend (January 24<sup>th</sup>). (*This year's attendance showed a 72% increase over the 239 shooters who attended last year*).
- 150 shooters are expected to attend the Suncoast Classic in Pasco County this weekend, January 31<sup>st</sup>.
- 197 shooters have registered, so far, for the Caribbean Classic, to be held in Indian River County on February 17<sup>th</sup>. (*240 attended in 2013*)
- 468 shooters, so far, have registered for the Seminole Cup, to be held in Okeechobee County on February 19<sup>th</sup>. (*527 attended in 2013*)
- 125 shooters, so far, have registered for the 2014 Florida Challenge, to be held in Gainesville, on February 27<sup>th</sup>. (*287 attended in 2013*)
- Approximately 300 shooters are expected to attend the 2014 Florida State Championship (*274 attended in 2013*)

Based on statistics provided by NSCA, *a 3 day shooting event, comprised of only 200 shooters, can generate anywhere between \$181,000 and \$508,000 dollars for Sarasota County.* If multiplied by several times per year, multiplied over the life of the lease, and the economic effect is indeed significant, and more importantly, the return on the taxpayer dollar is tremendous.

Specifically, the purpose of this letter is to request the County's support of the following request:

1. **Additional Lands.** Amend the Club's current lease to *include the triangular portion of land immediately north of the Club, bordered by Cow Pen Slough to the west and Knight's Trail Road to the east for the expansion courses, as well as the small piece of land between the current trap fields on the west, and the*

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<sup>4</sup> These are just a few of the major tournaments held in Florida during the winter; where the vast majority of the shooters are from out of town or out of state, usually northern states where shooting isn't possible during this time of year. It is the Club's goal, once additional courses are available on site, to vie for these and other tournaments, and even possibly create its own new events to attract these shooters who travel in the "Florida circuit".

*Pistol/Gun Range to the east, and bordered on the south by the entrance road, and bordered on the north by the above triangle for the expansion parking/trailer/vendor area (see attached Exhibit "A").<sup>5</sup> Naturally, this additional land would be leased by the Club under the same terms and conditions as the existing lease, subject to the below requests.*

This additional land will in turn allow the Club to provide at least two (2) additional sporting clays courses to complement the one existing course. Also, the additional land would be used as additional parking for event participants and their cars/trailers (most competitive shooters travel with their own golf carts), overnight travel trailer parking for out of town shooters and non-food vendors (overnight parking would be limited to shooters and non-food vendors: i.e., vendors who are associated with sporting clays events. Such overnight parking in this area would be restricted to the event and shooting related vendors only (no third parties); and only during those days in which an event is being held. No other overnight parking would be permitted.

These additional courses would immediately allow the Club to submit for, host and conduct larger competitions such as those referenced above, as well as corporate and charity<sup>6</sup> events, all of which would directly and positively impact Sarasota County in the form of additional tourist related dollars. See Exhibit "B" for additional materials referencing these competitive shoots, charity and other events.

2. **Assist Club's Expansion with Financial Assistance.** Anticipated costs associated with this expansion would include, but not necessarily be limited to: site and land development to lay out and build the new courses, build and install new shooting stations, land clearing/grading for a shell parking lot for new guest/vendor parking area, purchase new golf carts and trap machines for the new courses, build/install a new outdoor pole-barn assembly area (minimum capacity of 250 people), new 5 Stand warmup area, and a new bathroom for new course(s). The Club anticipates it will contribute up to *Two Hundred Fifty Thousand (\$250,000) dollars* (over time) towards these costs; however, it anticipates *an additional Five Hundred Thousand (\$500,000.00) dollars will be required from Sarasota County* in order to complete the improvements necessary to construct the new facilities.
3. **Extend Term of Lease.** In order to fully amortize the Club's (and County's) financial investment in this expansion, *renew the Amended Lease for another ten (10) years, with two (2) ten year options.*

Moreover, the Club understands and appreciates the difficulty and seriousness of spending taxpayer monies. However, the Club is confident that it is a proven

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<sup>5</sup> These additional lands would be leased under the same terms and conditions as the existing lease, with the exception being an extension to the term as outlined in Item 3.

<sup>6</sup> There are quite a number of charitable and fun shoots now in vogue, given the popularity of the sport with both novices and regulars. A few examples include the Greater Sarasota Chamber of Commerce, Sarasota County Bar, Gulf Coast Builder's Exchange, Venice Hospital, and other events. For example, hosting a Kids and Clays/Ronald McDonald House Charity Shoot would most likely garner the support of NSCA, and therefore attract out of town visitors to Sarasota.

commodity, i.e., an existing facility that (quietly and almost imperceptibly) has existed, serviced and grown, within our community for over 30 years.

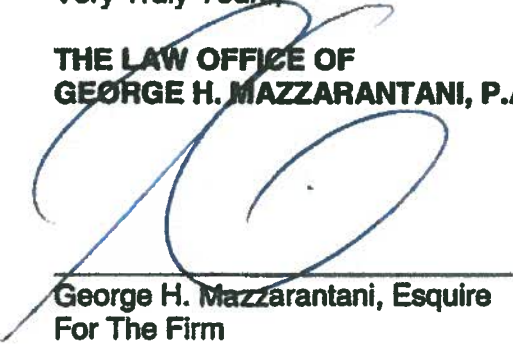
If given the physical and financial support necessary to grow, then along with the natural growth being enjoyed by this sport, *the Club is confident it can and will show a return on its and the taxpayers investment.* The Club is anxious and optimistic about the opportunity to work with the Board and County staff to put this project into effect.

Finally, as one of our local Chamber officials referred to this request, we too believe it to be "a positive enhancement to an existing positive public partnership."

On behalf of Sarasota Trap, Skeet & Sporting Clays, we respectfully ask for your support, and positively enhance, grow and continue the existing partnership .

Very Truly Yours,

**THE LAW OFFICE OF  
GEORGE H. MAZZARANTANI, P.A.**



George H. Mazzarantani, Esquire  
For The Firm  
[george@mazzarantani.com](mailto:george@mazzarantani.com)

GHM/kat  
Enclosure

Cc: Commissioner Carolyn J. Mason, Sarasota County  
Commissioner Christine Robinson, Sarasota County  
Commissioner Nora Patterson, Sarasota County  
Commissioner Joseph A. Barbetta, Sarasota County  
Sarasota Trap, Skeet & Sporting Clays, Inc., Executive Committee  
Mr. Thomas Harmer, Interim County Administrator  
Sarasota County  
Ms. Carolyn Brown, Director, Parks and Recreation  
Sarasota County  
Mr. Jeff Maultsby, Manager, Business & Economic Development  
Sarasota County  
Ms. Virginia Haley, President  
Visit Sarasota County  
Ms. Nicole Rissler, Director of Sports  
Visit Sarasota County  
Mr. John Ryan, President  
Venice Area Chamber of Commerce  
Mr. Steve Queleor, President  
Greater Sarasota Chamber of Commerce  
Ms. Nichole Broekhove-Martin, Marketing Coordinator  
National Sporting Clays Association, San Antonio, Texas  
*All Via Email*

Google Maps

# EXHIBIT "A"

Google



RIFLE/  
PISTOL  
RANGE

SHERIFF'S RANGE

TRAILER/  
VENDOR PARKING

**George Mazzarantani**

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**From:** Bill Thompson <shoot-more@santarosashootingcenter.com>  
**Sent:** Monday, January 27, 2014 5:10 PM  
**To:** George Mazzarantani  
**Subject:** Feb 1st The All New Santa Rosa Shooting Center's Grand Opening in Pace, FL

You're Invited to the

# Grand Opening

of the All New  
**Santa Rosa Shooting Center!**  
February 1<sup>st</sup>, 2014



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## 200 BIRD SPORTING MAIN EVENT

\$27,100 Cash Purse (based on 500 entries)

NSCA Classes M - E & Concurrents

Awards: HOA & RU plus 5 deep NSCA classes & Concurrents: Master-E plus Ladies, Veteran, Super-Vet, Senior-Super-Vet, Junior & Sub-Junior

2 day event - 3 rotations - 2 separate courses -- Saturday & Sunday

-OPTIONS AVAILABLE-

### 100 BIRD FITASC EVENT

(limited to 264 entries)

Awards: HOA & RU plus 3 deep NSCA Master-E plus Ladies, Veterans, Super-Veterans & Juniors

Rotations Available: Wednesday (full-wait list only), Thursday/Friday or Saturday/Sunday

(The FITASC event sells out rather quickly. Be sure to sign up ASAP to be able to shoot this event)

-OPTIONS AVAILABLE-

### 50 BIRD 5-STAND EVENT

Awards: HOA & RU plus 3 deep NSCA Master-E plus Ladies, Veterans, Super-Veterans, Super-Senior-Veterans, Juniors & Sub-Juniors

Rotations Available: Thursday - Sunday

2 layouts shot at once on one day

-OPTIONS AVAILABLE-

### 100 BIRD PRELIM EVENTS

3 separate events • 2 separate days

Awards: HOA & RU plus 3 deep NSCA Master-E plus Ladies, Veterans, Super-Veterans, Super-Senior-Veterans, Juniors & Sub-Juniors

THURSDAY PRELIM, FRIDAY PRELIM and/or FRIDAY "PHIL HUGHES 100" PRELIM

Each prelim is shot on a 14 station course

-OPTIONS AVAILABLE-

### SUB-GAUGE 5-STAND EVENTS

20ga • 28ga • .410ga

Awards: 3-gauge HOA plus 1st-3rd in NSCA Master-E plus 1st in Concurrents: Ladies, Veterans, Super-Veterans, Super-Senior-Veterans, Juniors & Sub-Juniors

**NEW FORMAT FOR 2014**

7 station course - 50 targets total

European Rotation

Friday - Sunday (possibly open on Thursday as well)

-OPTIONS AVAILABLE-



Seminole Cup, LLC

PO Box 312 • Mims, FL 32754

Phone/Fax: (321) 735-4687

[www.seminolecup.net](http://www.seminolecup.net) • email: [seminolecup@gmail.com](mailto:seminolecup@gmail.com)

Shoot management reserves the right to alter or cancel any part of this event if conditions warrant. In accordance with NSCA rules, shoot management may refuse any entry or cause the withdrawal of any entrant who annoys, endangers or interferes in any way with the harmony of the shoot. Management's decisions are final. Concurrents may draw from either their class or concurrent prize money (whichever is higher) but not both. All NSCA rules apply. Factory ammo only will be allowed.

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October 25, 2013

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Ret. Capt.  
James Hogan

**Board Members**  
Major  
Mike Pruitt

Sgt. Courtney  
Daniels

Angie Hibbard

## To Whom It May Concern:

On Saturday, March 8, 2014, Polk Sheriff's Charities, Inc. will be holding its 5th Annual "Bustin Clays with Sheriff Grady Judd" fundraising event at Tenoroc Sporting Clays in Lakeland. Last year's event attracted over 320 shooters. Several sponsorship levels are available and many levels include TV, radio, and print media recognition. We encourage you to sign up early so that we can properly recognize you in all our materials, including our brochures. Sponsors are also able to set up tables at the event and add items such as company literature to the gift bags given out at the event.

Polk Sheriff's Charities, Inc. will use all proceeds from this event to further their mission to support activities and charities that benefit the community associated with and identified through the Polk County Sheriff's Office. By participating in this event, you are positively impacting our community and ensuring our fallen heroes are perpetually memorialized.

For more information please consult the Sheriff's Office website at [www.polksheriff.org](http://www.polksheriff.org) and click on the PSCI logo. You can also call (863) 298-4990 with any questions.

Sincerely,  
*Mike Pruitt*  
Mike Pruitt

## MISSION STATEMENT

Polk Sheriff's Charities, Inc. shall strive to support activities and charities that benefit the community associated with the Polk County Sheriff's Office. Polk Sheriff's Charities, Inc. shall especially strive to support needs identified by members of Polk County's law enforcement community.



January 27, 2014

The Honorable Charles D. Hines, Chairman  
Sarasota County Commission  
1660 Ringling Boulevard  
Sarasota, FL 34236

Re: Letter of Support for Expansion of Sarasota Trap, Skeet & Sporting Clays Facility  
Sarasota, Florida

Dear Chairman Hines:

We have met with George H. Mazzarantani, Esq., counsel for Sarasota Trap, Skeet and Sporting Clays. It is our understanding from him that the Sarasota Trap, Skeet & Sporting Clays club is looking to expand their Sporting Clays offerings at their facility and add to the one course currently available.

We here at the National Sporting Clays Association (NSCA) in Texas are very pleased to hear of this opportunity, and at George's request, even more pleased to offer this letter in support of his request to you and your fellow Commissioners. After your review of this letter, we at the NSCA sincerely hope that you will support this request to expand their facility and allow them more space for additional courses. We are confident that you will be assured of the economic development opportunities we know this expansion will provide your community.

First, please allow me to provide a bit of background.

Sporting Clays is the fastest growing shotgun sport in America right now, with continued growth year after year. In fact, we are not only gaining new members ever year, but the *number* of new members continues to increase every year as well. *Since 2000, the NSCA's membership has grown by seventy five (75%) percent.* We invite you to review our website at [www.nssa-nsca.org](http://www.nssa-nsca.org). We understand that the growth of membership at the Sarasota facility has mirrored our national trend.

trained adult coaches. Usually these programs last during the school year, and we understand that Sarasota has almost 50 students currently enrolled in its SCTP program. In fact, *we understand that your Sarasota Trap, Skeet and Sporting Clays facility will host the 2014 Florida Scholastic Sporting Clays State Championships* in May, where an estimated youth 150 shooters will travel to Sarasota with their families to compete in this *one day only* event. It is self-evident, therefore, that an expansion in course availability from the current one course would allow Sarasota to stage a multi-day competition, which would lead to an immediate increase in local spending thru hotel, food and other 'tourist' related dollars.

However, in order to be able to even *apply* for these, or other multi-day tournaments, including the Florida State Championship (held in April), a club is *required* to have more than one Sporting Clays course. While we understand that your club's membership has grown, even during these economic challenges of the last few years, we at the national level know that by expanding the Sarasota facilities to provide 2 or more courses will allow your club to grow exponentially. This growth can and does translate into an economic engine for any community.

In summary, as awareness of sporting clays continues to grow, the need for larger clubs to accommodate larger, multi-events continues to grow.

We hope that you will support Sarasota Trap, Skeet and Sporting Clays in their mission to grow and host larger shoots which will in turn, generate more revenue for the Sarasota community. Thank you, in advance, for your anticipated support.

Sincerely,



Nichole Broekhove-Martin  
Marketing Coordinator  
National Skeet Shooting and Sporting Clays Association

Cc: George H. Mazzarantani, Esquire  
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Sarasota, Florida 34236