

DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL

2018/2019 SPECIAL EVENT GRANT APPLICATION

Please submit one COMPLETE application in a format using dividers or tabs for the items and Sections of the Application listed below, and one (1) electronic submission copy with all attachments (separated or included in one file?) to:

Tourist Development Council

c/o Executive Director

117 W. Duval St., Suite 425

Jacksonville, FL 32202

(need email)[@coj.net](mailto:) (consider email such as TDCgrants@coj.net)

Special Events Grants are TDC grants awarded to Applicants that are hosting or organizing an event in Duval County or surrounding areas that are open to the public, although may charge ticketed admission, where a large number of tourists to Duval County are brought together to watch or participate in an event of limited and fixed duration from a few hours to a few days, and not part of a regular series or occurring more frequently than once a year. Section 125.0104, *Florida Statutes*, defines “**Tourist**” as a person who participates in trade or recreation activities outside the county of his or her permanent residence or who rents or leases transient accommodations.

Examples of Special Events include one-time or annual special sporting events, concerts, festivals, air events, aquatic events, motorized events and would include a large congress, trade or fashion show, art events or displays, exhibitions or the like open to the public. Special Events **do not include** invitation only events, private events, member only events, fundraising events, or corporate and trade events. Further, Special Events shall not include commercial events whose primary purpose is for the organizer to sell a product (i.e. boat or car show).

TDC may award Special Events Grants to eligible entities based on the grant guidelines available on the TDC web site at

<http://www.coj.net/city-council/tourist-development-council/grant-application-policies-and-procedures>.

Applications must be completed and submitted in the manner prescribed herein by the applicable grant application cycle deadline, as required by the TDC. Grant cycles and submission deadlines will be posted on the TDC webpage. Applications must be submitted to Visit Jacksonville for review of applicant’s marketing plan a minimum of 5 business days prior to the published deadline for submission of the application to the TDC.

No application will be considered by the TDC unless the completed application is received at least 30 days prior to the TDC meeting at which it is to be considered. Applications will be posted on the TDC webpage and become public records upon submission.

Special Event Grants shall be limited to the following grant tiers:

Maximum \$250,000 per Event Award: These awards are for events designed to attract 25,000 or more tourists to Duval County, 10,000 or more room nights in Duval County, or a combination

of tourists and room nights as outlined in the matrix below. Such grant awards may not exceed \$250,000 per event.

Tourists	Room Nights
25,000	0
20,000	7,000
15,000	7,750
10,000	8,500
5,000	9,250
0	10,000

Maximum \$100,000 per Event Award: These awards are for events designed to attract a minimum of 5,000 tourists to Duval County using publicly or privately owned tourist venues. Such grant awards may not exceed \$100,000 per event.

PART 1 — Eligibility Review

Threshold Requirements Review

Section 125.0104(5)(a)(3), *Florida Statutes*, requires that for grants to be awarded for a special event, that special event must have one of its main purposes be the attraction of tourists to the County. An Applicant who fails to demonstrate this threshold requirement shall be ineligible to receive Special Events grant funding. The following questions shall be answered in order for the TDC to determine if the Special Event meets this threshold requirement. Failure to answer these questions renders you ineligible for any funds. Only if the answers demonstrate that one of the main purposes of the event is attraction of tourists AND the number of tourists and or room nights guaranteed and who actually attend meet the tiered requirements above, will a grant be awarded and if awarded, paid to the recipient.

Main Purpose Attraction of Tourist Requirement:

Who do you anticipate will attend your event and why?

Champion Speed Events is a full service sport event management company established under the umbrella of Champion Speed Development (CSD). Our team is directly engaged in the culture and subculture of the middle and high school track and field community. We work with some of the top venues, organizations, coaches, leaders and athletes in the sport. We anticipate we will attract amateur, intermediate and elite middle and high school athletes across the country to compete in this premiere national event. Every year athletes train and prepare to compete at the national level in hopes of becoming a national champion, an All-American, or just the chance to experience a national caliber meet. We also anticipate having the supporting cast of the athlete's family, coaches, teammates, as well as spectators of the sport to attend.

What are the expected demographics of your audience/attendees and where will they come from?

We are expecting athletes from all over the United States to participate in this event. Athlete, coaches and spectators will span across all genders, ethnic, racial, cultural, and socioeconomic backgrounds.

What percentage of your audience/attendees will come from outside a 150 mile radius of the County boundaries and what are you relying on to make that assumption?

Based upon the national landscape of track and field we anticipate approximately 75% of attendees will come from 150 miles or more outside of the Duval county area. Our recent indoor national meet hosted over 2,200 high school/middle school athletes, and approximately 8,000 spectators and coaches. This happened during a season where Covid concerns were still very high. Based on the data from the indoor national meet, 5% of the athletes competing were from Florida. We took into consideration, Florida athletes do not typically compete indoors and since this will be our first outdoor national meet, we anticipate the majority of the athletes will come from outside the county boundaries.

How do you plan to promote the event to potential attendees outside a 150 mile radius of the County Boundaries and what percentage of the Marketing Budget is dedicated to outside the region versus local advertising?

The event will be promoted on social media (having its own page). The event will also have its own website detailed with information for those who require further info. We will also create ad campaigns which will run over social media sites such as Facebook, Instagram, Twitter, and YouTube. Mass distribution emails will also be sent out to our contact list of over 35,000.

Tourist Attendance and Proof Requirement:

Which grant tier do you plan to meet (i.e. Maximum \$250,000 grant or maximum \$100,000 grant)?

Maximum \$250,000 grant

What is the amount of the grant you are requesting?

\$100,000

How many tourists do you anticipate attending the Special Event and/or how many room nights do you anticipate will be generated?

7,140 tourists / 4,636 room nights

How many tourist and or room nights are you guaranteeing?

3,000 room nights / 6,600 tourists

How will you document that your event has met the grant criteria? Please provide details regarding who will collect the data on attendance and how it will be verified and provided to the TFC.

We will be working with a third party who track actual room pick up, local CVB rep, and parks and recreation. The third party tracks all pick up beginning 60 days before the event materializes. A final hotel audit is also done.

How will you prove the guaranteed room night pick-ups for the event?

Final audit is conducted between third party and contracted hotels. We are also going to do a survey at package pick up asking where athletes are coming from, where they are staying, and how many nights they will be staying at the destination. We can provide an overview of the survey post event.

or

How will you prove that the guaranteed number of the attendees visited from outside of a 150 mile radius of the County?

We are going to do a survey at package pick up asking where athletes is coming from, where they are staying, and how many nights they will be staying at the destination. We can provide an overview of the survey post event.

Failure to answer this question renders you ineligible for any funds

Applicant Eligibility Review

Please answer the following eligibility requirements:

Are you (the Applicant) noncompliant with a City or County agreement to which the entity is a party?

Yes, please identify contract(s):

No.

Are you (the Applicant) delinquent on taxes or the payment of liens or their debts owed to the City or County?

Yes, please identify all delinquencies:

No.

Are you (the Applicant) noncompliant with the conditions or requirements of a City or County grant award or program in which the entity is a recipient?

Yes, please identify the grant award or program:

No.

PLEASE BE ADVISED:

The Applicant shall be ineligible to receive a Special Events Grant if any of the above questions are answered in the affirmative. The Applicant shall be in compliance prior to the TDC's review of this Special Events Grant application if it decides to go forward with the application process.

PART 2—Required Documents

Please provide the following documents

Articles of Incorporation (except government entities)

IRS Form W-9

State of Florida Certificate of Solicitation of Contributions (see Florida Statutes Sec. 496.405) (if a not-for-profit)

Sponsorship package for event- NOTE: This is for those who sell sponsorship. IF not selling at any level just say that.

Complete project event budget including revenue and expenses

TDC Post-Event Report (for previous TDC grantees only)

Written authorization for Authorized Agent to act on behalf of Applicant

Resolution from the Applicant's governing board authorizing this application for funds

A notarized agent authorization form

Certification of Grantee is executed (last page of this Application)

Organization outline, including but not limited to names and addresses of each board member and corporate officer (except government entities)

Event Marketing Plan

PART 3— General Information

Applicant Information:

Name of Applicant: Champion Speed Development

Federal Employer Identification Number: 47-1611791

Phone: 571-216-4542

Mailing Address: P.O. Box 4501 City: Silver Spring State: MD Zip: 20914

Name of Grant Coordinator: Joseph Lee Title: CEO, Champion Speed Development, LLC

**The Grant Coordinator shall be the person who will be in direct contact with TDC and be responsible for administering this grant if awarded.*

Contact Information of Grant Coordinator:

Mailing Address: P.O. Box 4501 City: Silver Spring State: MD Zip: 20914

Telephone: 571-216-4542 Email: championspeedllc@gmail.com

Overview of the Applicant, Include following information:

Description of Applicant’s business and history:

Description of Applicant’s programs, activities, services, and/or events:

Joe Lee founded Champion Speed Development in 2014 and has been successfully coaching for over 2 decades. He was a Division 1 All-American sprinter at George Mason University where he and his teammates won the school’s first National Championship. Joe Lee is a two-time National Coach of the Year (2017 USA Today and National Scholastic Athletic Foundation 2018). He is also a two-time Washington Post All-Met Track Coach of the Year (2014 & 2018). Since 2013, he has been the Head Cross Country and Track & Field Coach at Bullis School. At Bullis, Coach Lee has coached over 80 All Americans, 12 National Championship teams, and set 4 High School National records.

Joe Lee also founded Champion Speed Events (CSE), which is a full-service sport event management company established under the umbrella of Champion Speed Development (CSD). The Champion Speed Events team has a deep knowledge and understanding of creating, coordinating, and executing premium youth athletic events. Our diverse team of professionals specializes in taking sporting events from concept to production with a proven track record in event success. Champion Speed Event's experience in hosting meets and our focus on attendee experience has helped us put on events that have driven testimonials and the request for us to host similar events. We managed to successfully create, host, and manage all aspects of the adidas Indoor National Championship in four short weeks, prior to that the 757 Showdown. Using a strict COVID-19 mitigation plan, we had over 2000 athletes attend and approximately 4000 coaches and spectators. We provided athletes with a national platform that allowed athletes to compete when there were no high school level championship options available to them.

PART 4—Special Event information

General Special Event Information Section

Name of Special Event: The National High School Track and Field Championships

Overall description of Special Event (Attach a detailed Special Event Plan, Event Marketing Plan and itemized budget):

The High School Track and Field National Championship will attract America’s top prep track and field talent to the University of North Florida on June 16-19, 2022.

Identify the category or categories of expenditures the Applicant is seeking reimbursement for with this Grant. Allowed grant expenditures for Special Events Grants shall be limited to costs associated with: (i) Venue rental offset, (ii) Expenses associated with marketing outside a 150 mile radius, and (iii) other event expenses.

Expenses	
Venue	\$30,000.00
Meet Logistics	\$40,000.00

Marketing outside 150m radius	\$5,000.00
Grounds Crew	\$20,000.00
Registration Fees	\$1,100.00
Athletic Trainers	\$2,000.00
Sanction Fee	\$1,143.00
Meet Director & Staff	\$40,000.00
Staff Travel	\$10,000.00
Volunteers	\$0.00
Timer	\$20,000.00
Food & Ice	\$6,500.00
Media (Milesplit/ Runnerspace)	\$0.00
Security	\$12,000.00
Elite Athlete Sponsorship	\$20,000.00
Officials	\$20,000.00
Banners, Signage, Print Materials	\$28,000.00
Wristbands	\$1,000.00
Awards	\$15,000.00
Miscellaneous	\$15,000.00
Total Expenses	\$286,743.00

Specifically identify or describe the types of receipts or other proof of payment the Applicant will submit to the TDC for reimbursement of allowable grant expenditures.

All receipts will be scanned into a document and tracked for each expense to show proof of purchase.

Explanation of current need, problem or opportunity and how the Special Events Grant will address these issues:

The COVID-19 pandemic has created an environment of cautious activity and prevented many sporting events from taking place. Athletes across all sports found themselves unable to train or compete. In February 2021, CSD successfully and safely hosted a premier indoor national championship event and are committed to doing the same outdoors. Given the proper planning, safety measures, and collaboration we see an even greater opportunity here in the city of Jacksonville.

Explain and attach materials or other examples of other Special Events that promoted tourism (not limited to the County) done by the Applicant:

In the past, there were multiple organizations and brand sponsors putting on elite level championship events. This shifted during the pandemic as major events and sponsors canceled events. Unfortunately, this eliminated a platform for high school athletes to compete at the highest level. Using CDC based information and detailed venue logistics, we created the adidas Indoor Track National Championship. This allowed athletes to compete while also focusing on COVID-19 safety standards.

Champion Speed Event's experience hosting elite athletes is a highlight to remember. During our adidas Indoor National Championship, IMG Academy's, Jaylen Slade made a name for himself. He attended an Under Armour School, wore Under Armour gear, attended the adidas Indoor Nationals and received adidas gear as an elite athlete. During his interview with MileSplit, he is shown wearing his adidas Indoor Nationals gear. Most recently, Jaylen went pro and signed with adidas. Not to mention his journey as a 17 year old making it to the Tokyo 2020 Summer Olympic trials.

If the Special Event (or a similar special event) was previously held in the County or another jurisdiction, what were the quantifiable outcomes of the Special Event? Were grant funds provided? If so, how much and how were the funds utilized? Relevant quantifiable outcomes would be the total number of hotel stays for the event, number of tourists, and the number of days staying in or visiting the jurisdiction per tourist):

CSE received sponsorship from adidas to host the 2021 indoor adidas nationals. The event was contested February 26th- February 28th. At this event we hosted over 2000 high and middle school athletes, and approximately 8000 coaches and spectators. Attendees that booked through the hospitality sponsored service had 396 total rooms for the event. This does not count the number of attendees that booked outside of the meet hospitality sponsor or stayed with family and friends.

What are the relevant timelines for the Special Event? Specifically, but not limited to the following information: when is the event, when will the promotion of the event begin, and what is the deadline for commitment to the event?

The event begins on June 16-19, 2022
Registrations closes June 9, 2022
Registrations begins March 1, 2022
Commitment is requested by: December 15, 2021

Any other important information about the Special Event:

Champion Speed Events has extensive relationships throughout the national youth sports community. Our team consists of award-winning coaches, engineers, sales, marketing, and executive leaders. This diverse skill set has allowed us to produce quality events and build impactful relationships in the high school and college-level track communities. Our deep connections and understanding of the high school track and field culture give us a pulse on what's relevant to athletes and what's most important to event attendees. We also successfully managed the 757 showdown, we had over 1500 athletes and 4000 coaches, spectators while using a strict COVID-19 mitigation plan to ensure the safety and wellbeing of our participants.

Total Tourism Impact Section

Objective: Explain how the Special Event or project will drive tourism development, benefits economic prosperity and opportunity for the County.

Answer in narrative form in the space provided. If you require more space, please attach additional pages, identified accordingly. The answer must address the following factors, where applicable:

The overall projected direct economic impact: *What is the Return on Investment (ROI) to the TDC on the event? Specifically, what is the grant amount divided by the number of guaranteed tourists or room nights; are there any other economic tourism benefits?*

This event will provide double revenue on lodging facilities, venue sales and business to local businesses. Direct marketing to Jacksonville and having the event live streamed will produce high ratings and promote athletes to Jacksonville for the event, in turn drawing positive economic impact to the TDC.

The anticipated number of attendees outside of 150 mile radius expected to attend the Special Event: *Does the magnitude of the Special Event and/or the location from which the tourists are coming provide additional or unique tourism benefits (NFL location, direct flight to JAX airport opportunity, major corporate partner, etc.)?*

75% of attendees will be attending outside of 150 mile radius to this event. The survey will determine their mode of travel to this event. We can provide results, post event.

The projected room night generation from the Special Event: *Does the potential far exceed the guarantee and is it likely to be realized?*

With prior events, overnight stay is the norm. Several athletes are coming from out of state and the area so hotel rooming is required. The projected room night generation with 12000 rooms is very realistic for this meet lasting a total of 4 days.

**Calendar maximization in choosing the date of the Event.
Any special economic benefits to the County from the Special Event.**

In June, although it's the beginning of summer, this event will bring more revenue and surplus of people due to the weather and time frame of the event. This isn't a peak season therefore revenue would be an increase during this event time frame.

Brand Opportunity Section

Objective: The Special Event or project will successfully articulate, competitively position, and positively promote the County's brand. Answer in narrative form in the space provided. If you require more space, please attach additional pages, identified accordingly. The answer must address the following factors, where applicable:

The creation of a leadership position for the Jacksonville brand: Is the Special Event a premier event that sets Jacksonville apart from other destinations?

Yes, this is a national event

The utilization of complementary brands that will strengthen the County's leadership position through collaboration or partnership: Have you collaborated with other complementary brands (local restaurants, attractions, not-for-profits, etc.) to strengthen the event image and brand in a way that further encourages tourism?

No.

The Special Event is in alignment with the updated Jacksonville values and vision of Jacksonville: Is there significant brand alignment with the County's Water Life brand or one of the TDC's focus areas: Water & Outdoors, Sporting Events, or Arts, Culture and History?

We align with sporting events.

The means of exposure of the Jacksonville brand: How will you advertise or promote the Jacksonville brand (i.e. national or international television broadcast)?

Visit Jacksonville will be on all advertising materials.

The integration and visibility of destination marketing logos, imagery, or media coverage: Will Jacksonville as a destination be marketed during the event, or in advertisements or promotions for the event? If so, how will it be marketed and in what market(s)? What is the value of such promotion? Is our logo used in the event advertising or other marketing?

Visit Jacksonville will be on all advertising materials

Marketing Plan Section

Objective: The Special Event or program demonstrates the necessary marketing plan requirements. Answer in narrative form in the space provided. If you require more space, please attach additional pages, identified accordingly. The answer must address the following factors, where applicable:

The types of marketing approaches being used: What type of marketing will be utilized to attract tourists to the event? Explain the timeframes each marketing element is projected to run. Where will such marketing be conducted, specifically outside the 150 mile radius of the County, and who are the target audiences? Identify the types of marketing you plan to use, i.e. traditional advertising, electronic and social media, public relations and earned media, collaborative, partnership and influence marketing.

The plan is innovative or unique: If applicable, describe how the marketing plan is innovative or unique.

With our marketing strategy we have a greater reach on major digital and social platforms (Facebook/Instagram/Twitter/TikTok/Google/Popular Websites) where most people spend the bulk of their day. This equals more brand exposure and awareness (local and national), more customer engagement with the brand and or promotions, more followers, more leads, and ultimately more athletes at the event. With more athletes comes more revenue, more testimonials, and a stronger reputation to continue the meet years to come. Having a digital strategy allows you to reach athletes, coaches, families who did not initially attend previous meets. As we strive to grow our brand and promote the city of Jacksonville, consistent exposure is necessary. We plan to proactively push and promote the event and Jacksonville to our targeted audiences. We cement and reinforce our authority to the event.

Stewardship Section

Objective: The Special Event or project has leverage opportunities for the County. Answer in narrative form in the space provided. If you require more space, please attach additional pages, identified accordingly. The answer must address the following factors, where applicable:

The use of City, County-owned public venues: The use of County-owned public venues is a benefit to the County. Will the Special Event utilize a County-owned facility, park or other

venue? Identify all area assets that will be utilized and describe how they will be promoted. Is the venue one in which tourists might be inclined to visit at a time other than at the Special Event?

The special event will be held at the University of North Florida. As one of the top universities in the northern Florida region, attendees would be interested in visiting as a potential institution of higher learning for themselves, family, or athlete.

The use of local attractions or area assets: Will the Special Event utilize a local attraction or museum as a venue? Identify all area assets that will be utilized and describe how they will be promoted. Is the venue one in which tourists might be inclined to visit at a time other than at the Special Event?

There are no plans to utilize any local attractions or museums as a venue.

Potential business opportunities: Identify any and all potential business opportunities for area assets in collaboration or conjunction with the Special Event.

Having a sporting event of this size in any city, town, or county will certainly drive revenue and create an influx of finances as attendees will frequent business while participating in the special event. There will be an increase in restaurants, hotels, car rentals, souvenirs, printing services, activities, airlines/travel expenses, beaches and other tourist areas.

The importance of the funding for securing the Special Event: If the funding isn't provided, will the Special Event be held somewhere else or will it be canceled?

If the funding is not provided, it will create an undue financial hardship on the company and potentially prevent us from hosting the event in Jacksonville, Florida. Since this event is beneficial to our student athletes recruiting chances, we would consider seeking another venue that would be able to provide financial support to ensure this event is a success.

The competition for the Special Event: Could the Special Event be hosted at a private venue or similar public venue outside of the County? If so, identify the other venues and destinations where the Special Event could be held.

The event can be held at Florida A&M University in Tallahassee, Florida.

Utilization of local talent, suppliers, service providers, or subcontractors: Identify all local talent, suppliers, subcontractors, and other local service providers utilized in the Special Event.

Quality of Life Impact Section

Objective: The Special Event enhances the quality of life for the community. Answer in narrative form in the space provided. If you require more space, please attach additional pages, identified accordingly. The answer must address the following factors, where applicable:

The use of any underused venues: Identify any underused venues in the County you will utilize as part of the Special Event and how you will utilize them.

Engagement of the community: Please include, if applicable your civic, social and/or legacy impact plan that gives back to the community.

Some examples are:

Providing free music, theatre, artistic or community outreach clinics;

Creating a recycling initiative or youth initiative; such as donations of goods or services;

T-Shirts recycled to a local not-for-profit; swag bags donated to local charities;

Utilizing programs for underserved youth, mothers and children, programs for job creation from not-for-profits; or

Providing services to enhance or improve a community center, a park or building a playground; and

Donating event tickets to a particular not-for-profit or community group.

No plans have been made at this time.

Multiple Years Funding Section

Objective: Determine whether the Applicant received consecutive TDC funding last year and in prior years.

If so, list all years you received funding from TDC and the amount of each prior year’s grant:

This is our first year asking for funding from the TDC

PART 5—Certification

I, (print name) Joseph Lee, as CEO, Champion Speed Development, LLC acting with authority from and on behalf of, Champion Speed Events, the entity applying for this Special Event Grant, have reviewed the GRANT APPLICATION to the Duval County Tourist Development Council. I am in full agreement with the information and certifications contained in this application and its attachments, confirm that such information is true, accurate, and complete, and understand that this application will be rejected, or that the previous acceptance of this application will be withdrawn, should such information or certifications be untrue, incorrect, or incomplete.

I certify that the Applicant is in compliance with all City and County agreements to which the Applicant is a party, is in compliance with the conditions or requirements of all City and County

grant awards or programs in which the Applicant is a recipient and is not delinquent on taxes or the payment of liens or other debt owed to the City or County.

I acknowledge my understanding that the Ordinance Code of the City of Jacksonville prohibits the advance payment of City funds and that all awards of the Duval County Tourist Development Council are for purposes of reimbursement and are conditioned upon the submission of documentation, acceptable to the Duval County Tourist Development Council and in keeping with its reimbursement criteria, evidencing the actual payment of all costs and expenses for which reimbursement is sought. Further, I guarantee that Applicant will abide by the TDC Special Events Grant Guidelines and all local, state and federal regulations as they apply.

I further acknowledge my understanding that the Duval County Tourist Development Council in making a Special Events Grant does not assume any liability or responsibility for the ultimate financial profitability of the special event for which the grant is awarded. The Duval County Tourist Development Council, unless otherwise specifically stated, is only a financial contributor to the Special Event and not a promoter or co-sponsor, and will not guarantee or be responsible or liable for any debts incurred for such Special Event. The Duval County Tourist Development Council is not responsible or liable to any third party; it's only obligation is to a successful applicant for grant funds, provided such applicant remains at all times in compliance with all terms of the award.

Joseph Lee
Signature

Joseph Lee
Type/Print Name

CEO, Champion Speed Development
Title

September 28, 2021
Date

High School Outdoor Nationals Budget

	High School Outdoor Nationals June 16-19, '22
Income	
Athlete Entries	\$120,000.00
Spectator Ticket Sales	\$80,000.00
Hotel Rebate	\$5,000.00
Apparel	\$80,000.00
Grants	\$250,000.00
Total Income	\$535,000.00
Expenses	
Venue	\$30,000.00
Meet Logistics	\$40,000.00
Marketing outside 150m radius	\$5,000.00
Grounds Crew	\$20,000.00
Registration Fees	\$1,100.00
Athletic Trainers	\$2,000.00
Sanction Fee	\$1,143.00
Meet Director & Staff	\$40,000.00
Staff Travel	\$10,000.00
Volunteers	\$0.00
Timer	\$20,000.00
Food & Ice	\$6,500.00
Media (Milesplit/ Runnerspace)	\$0.00
Security	\$12,000.00
Elite Athlete Sponsorship	\$20,000.00
Officials	\$20,000.00
Banners, Signage, & Print Materials	\$28,000.00
Wristbands	\$1,000.00

Awards	\$15,000.00
Miscellaneous	\$15,000.00
Total Expenses	\$286,743.00
Profit/(Loss)	\$248,257.00