



COLUMBIA COUNTY BOARD OF COUNTY COMMISSIONERS AGENDA ITEM REQUEST FORM

The Board of County Commissioners meets the 1st and 3rd Thursday of each month at 5:30 p.m. in the Columbia County School Board Administrative Complex Auditorium, 372 West Duval Street, Lake City, Florida 32055. All agenda items are due in the Board's office one week prior to the meeting date.

Today's Date: 1/10/2019 Meeting Date: 1/17/2019

Name: Paula Vann Department: Tourist Development

Division Manager's Signature:

A handwritten signature in blue ink, appearing to be "Paula Vann", is written over a light blue rectangular background.

1. Nature and purpose of agenda item:

Present current and projected tournament data for 2019

2. Recommended Motion/Action:

Motion not requested

3. Fiscal impact on current budget.

This item has no effect on the current budget.



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PH: 386.758.1312

MEMORANDUM

DATE: 1.10.2019

TO: Ben Scott, County Manager

FROM: Paula Vann, Tourist Development Executive Director 

RE: Sports Marketing Update

Per your request, please see attached documentation of past, current, and projected sports tournaments for 2019. Main data points outlined below.

- YEAR-OVER-YEAR COMPARRISON SPREADSHEET (See attached)
- OCTOBER SOUTHSIDE TOURNAMENT BREAKDOWN (See attached)
- TOURNAMENTS TO DATE: 13 - 86% increase over 2018 Fiscal Year
- NUMBER OF TEAMS TO DATE: 235 - 46% increase over 2018 Fiscal Year
- CURRENT PROJECTED NUMBER OF TOURNAMENTS FISCAL YEAR 2019: 56

2015			2016		
October			October		
October 4-5	USSSA Girls Softball	37	Oct 11-12th-	Nations/Grand Slam Baseball Babe Ruth qualifier 40	
October 25-26	USSSA Baseball	60	Oct 17-18	USFA Girls Softball	25
			October 24-25	USSSA Baseball	50
November			November		
November 1	USSSA Girls Softball	18	Nov 14-15-	USSSA Girls Softball-	
November 14-16	USSSA Girls Softball	60	Nov 14-16	USFA Girls Softball	6
November 22-23	USSSA Baseball	70	Nov 21-22	USSSA Baseball	50
December			December		
December 6-7	USSSA Baseball	32	Dec 5-6	USSSA Baseball	29
December 13-14	USSSA Girls Softball	30	Dec 12-13-	USSSA Girls Softball 40	
			Dec 13-	usfa softball	6
January			January		
			1/29/2016	CANCELLED 1/07/16 Baseball Youth All-Star	
February			February		
February 7-8	USSSA Baseball	56	2/6/2016	CANCELLED 1/25/16 USSSA Baseball	
February 21-22	USSSA Girls Softball	14	2/6/2016	CANCELLED 2/3/16 USFA Girls Softball Kick-Off	
			2/20/2016	CANCELLED 2/17/16 NSA Girls Softball	
			2/20/2016	CANCELLED 2/10/16 Peach State Diamond Baseball	
			2/27/2016	USFA Girls Softball	5
			2/27/2016	CANCELLED 2/18/16 Grand Slam Baseball	
March			March		
March 14-15	USSSA Baseball	52	3/12/2016	USSSA Baseball	78
March 21-22	USSSA Girls Softball	20	3/19/2016	CANCELLED - RAIN-OUT Peach State Diamond	
March 26-31-	Battle on the Ball Fields		3/19/2016	CANCELLED - RAIN-OUT USFA	
April			April		
April 4-5	freedom sports adult	6	4/2/2016	USSSA Baseball	82
April 11-12	USFA Girls Softball	14	4/2/2016	USFA Girls Softball	15
April 18-19	USSSA Baseball	79	4/9/2016	CANCELLED 2/24/16 NSA Girls Softball	
April 25-26	USSSA Girls Softball	82	4/9/2016	CANCELLED 4/4/16 Peach State Diamond	
			4/9/2016	USSSA Military Softball	15
			4/23/2016	USFA Girls Softball	7
			4/23/2016	CANCELLED 1/25/16 Baseball-Youth	
			4/23/2016	CANCELLED 4/18/16 Peach State Diamond	
May			May		
May 2-3	fredom sorts adult	7	5/21/2016	USFA NH	
May 16-17	USSSA Baseball	100	5/21/2016	Cancelled-Grand Slam Baseball	
May 23-24	Adult Softball Tournament		5/21/2016	USSSA Baseball	76
May 30-31	USSSA Girls Softball	35	5/27/2016	USFA Midnight Madness	15
June			June		
June 6-7	freedom sports adult	12	6/4/2016	USSSA Baseball	65
June 13-14	USSSA Girls Softball	30	6/9/2016	Rookie Qualifier	79
June 18-21	7-on-7 East Coast Football Tournament-		6/10/2016	USFA Reg World Series Qualifier	60
June 18-21	T-Ball/Rookie Qualifier (Babe Ruth)	80	6/16/2016	CANCELLED 4/22/16 Top Recruit Girls Showcase	
June 27-30	Sm League State Tourney (Ft White)	50	6/18/2016	CANCELLED - not enogh teams USSSA Softball	
			6/23/2016	10U/12U State B	50
			6/25/2016	USFA Qualifier	6
			6/25/2017	Small League State Tournament (Ft. White)	46
			6/29/2016	Babe Ruth League Girls Softball Tournament	90
July			July		
July 9-12	State Tournament 10U/11U (LCCCYB)	50	7/7/2016	TBall State	50
July 9-12	Jacksonville Storm Showcase		7/16/2016	USSSA Military	15
July 16-19	State Tournament 13U/14U (LCCCYB)	50	7/27/2016	CANCELLED USFA SE Championship	
July 30 - August 2	WSL Tournament-				
August			August		
August 8-9	Freedom Sports/AAU Baseball/USFA Girls Softbal		Aug 27-28	Cancelled-GSA Baseball	
August 14-16	Super "Y" League Soccer Scouting Sries	50			
September			September		
Sept 5th,6th and 7th	Nations/Grand Slam Mickey Mantle Classic		9/24/2016	Perfect Game	26
Sept 12-13-	Freedom Sports Mens Softball Adult				
Sept 19-20-	USSSA Girls Softball 40				
Sept 26-27	USSSA Baseball	41			
Total Teams		1094	Total Teams		946
					-148
					-13.53%
Total Events		26	Total Events		24
			% Change		-7.69%

2017			2018		
October			October		
Oct. 1-2	GSA – Baseball		Oct 7-8	Southern Pride PGF- Cancelled due to UF homecoming	
Oct. 15 - 16	USSSA Baseball	19	Oct 7-8	Suncoast Travel Ball	28
Oct. 15 – 17	Cancelled-USFA Softball		Oct 21-22	USSSA Girls	30
Oct 22-23	Perfect Game Baseball	26	Oct 21-22	Perfect Game- (Not enough Teams)	
Oct 22-23	USSSA Girls Softball	40	Oct 28-29	Premier Sports-Girls	
Oct 29-30	Cancelled GSA – Baseball				
November			November		
Nov 5-6	USSSA Girls Softball	40	Nov 4-5	Suncoast Travel Ball	23
Nov 5-6	USSSA Baseball	35	Nov 11-12	Perfect Game	16
Nov 12-13	Cancelled-USFA Girls Softball		Nov 11-12	USSSA Girls	30
Nov 19-20	Perfect Game	36	Nov 18-19	Suncoast Travel Ball	34
December			December		
Dec 3-4	Perfect Game	18	Dec 2-3	Perfect Game-Cancelled Not enough teams	
Dec 10-11	USSSA Girls Softball	40	Dec 2 (Only)	Premier Sports-Girls-Cancelled Not enough teams	
			Dec 9-10	USSSA Girls- Cancelled due to Rain	
January			January		
Jan 21-	United Soccer Academy		Jan 19-21	Winter Blast Pickle Ball Tournament (Richardson Community Cneter)	
Febraury			Febraury		
Feb 10-12	USSSA Baseball	43	Feb 10-11	Perfect Game-Cancelled Not enough teams	
Feb 24-26	CANCELLED USSSA Baseball		Feb 10-11	USSSA Girls Softball	13
Feb 24-26	CANCELLED Battle of the Badges Flag Football				
March			March		
Mar 3-4	Permier Softball	6	Mar 3-4	Suncoast Baseball	55
Mar 10-12	USSSA Softball	21	Mar 17-18	Perfect Game	27
Mar 11-12	Perfect Game Baseball	49	Mar 17 – 18	USSSA girls Softball	
Mar 18-	CANCELLED Adult Softball		Mar 24-25	USSSA Baseball	
Mar 24-26	USSSA Baseball	32			
April			April		
Apr 1-2	CANCELLED Perfect Game Baseball		Apr 7-8	Suncoast Baseball	55
Apr 7-9	USSSA Softball	23	Apr 14-15	Perfect Game	
Apr 22-23	Perfect Game Baseball	25	Apr 14-15	USSSA Girls Softball	15
Apr 28-30	USSSA Baseball	48	Apr 28-29	USSSA Baseball Cancelled - State Director Pulled Tournament 1.18.20108	
Apr 29-30	CANCELLED Premier Softball		28-Apr	USSSA Military Softball	8
May			May		
May 6-7	CANCELLED USSSA Military Softball		May 5-6	Suncoast Baseball	65
May 6-7	CANCELLED D-9 Events Girls Softball		May 5-6	USSSA Girls Softball	26
May 12-14	USSSA Softball	27	May 19-20	Perfect Game	16
May 20-21	Perfect Game Baseball	31	May 19-21	USSSA Girls Softball	33
May 26-28	CANCELLED USSSA Baseball		May 26-27-	Suncoast Baseball Cancelled	
May 27-28	CANCELLED Premier Softball		May 12 (one day)	USSSA Adult Softball	22
			May 12 (one day)	USFA Girls Softball	15
June			June		
Jun 2-4	Perfect Game Baseball	26	June 2-3	Annual Goodwill Games (Richardson Community Center)	6
Jun 3-4	CANCELLED USSSA Softball		June 7-10	Babe Ruth Rookie Qualifier	60
Jun 8-9	Rookie Qualifier	44	June 9-10	USSSA Girls Softball	22
June 9-11	USSSA Softball	21	June 12-17	Gateway RC Track Roar Nationals	
Jun 15-17	T-ball Qualifier	22	June 14 - 17	Babe Ruth 10/12 B Tournament	26
Jun 24-25	USFA Softball	13	June 23 - 24	Small League State Tournament (Ft. White)	60
Jun 29 - Jul3	Babe Ruth Softball State Tournament	100	June 23 - 24	USSSA Girls Softball	19
			June 23-24	WSL Adult Softball - CANCELLED	0
			June 28 - July 2	Babe Ruth State Softball Tournament	92
July			July		
Jul 1-4	Small League State Tournament (Ft. White)	57	7/14/2018	USSSA Adult Softball	15
Jul 6-8	T-ball State Tournament	24	21-Jul	USSSA Adult Softball	16
Jul 13-16	State Baseball Tournament	19	July 20 - 21	RC Club Race - Force Series Round 1	
August			August		
Aug 26-27	USSSA Softball	19	4-Aug	USSSA Adult Softball	5
			11-Aug	RC Club Race	
			25-Aug	USSSA Girls Softball	30
			25-Aug	Suncoast Travel Ball	
September			September		
Sept 23-24	Perfect Game	25	9/1/2018	USSSA Adult Softball	5
Sept 23-24	USSSA Softball	28	9/22/2018	USSSA Girls Softball	17
			9/22/2018	USSSA Adult Softball	13
Total Teams			Total Teams		
		957			897
		11			-60
		1.16%			-6.27%
Total Events		30	Total Events		32
% Change		25.00%	% Change		6.67%

2019		
October		
6-Oct	USSSA Girls Softball (one day)	23
October 6-7	Southside Showdown - RC Track	
October 13-14	US Fastpitch Association Canceled, not enough teams	
13-Oct	Suwannee River Breast Cancer Awareness Charity Softball Fundraiser	
October 20-21	Suncoast Travel Ball	36
20-Oct	USSSA Girls Softball	35
October 27-28	Premier Girls Fastpitch Canceled, not enough teams - rescheduling	
October 27-28	Suncoast Travel Ball	14
November		
3-Nov	Jconcepts Supercup - RC Track	
November 3-4	USSSA Adult Softball (Men's Sat - 11, Coed Sun - 5)	16
November 10-11	USSSA Girls Softball	29
November 10-11	Club Race - RC Track	
November 17-18	Suncoast Travel Ball	46
November 17-18	Southern Pride Fastpitch - CANCELED 11-8 (No Deposit paid)	
December		
1-Dec	USSSA Adult Softball	15
December 1-2	Suncoast Travel Ball - CANCELLED 11/27 NOT ENOUGH TEAMS	
December 1-2	US Fastpitch Open - CANCELLED 11/15 NOT ENOUGH TEAMS	
December 8-9	USSSA Girls Softball	21
December 15-16	USFA Softball - CANCELLED 12/10 NOT ENOUGH TEAMS	
January		
12-Jan	USSSA Adult Softball	
19-Jan	Backyard Rule (Wiffle Ball)	
January	Winter Blast Pickle Ball Tournament (Richardson Community Cneter)	
February		
February 9-10	SEC Tournament	
February 9-10	USSSA Girls Softball	
February 9-10	USSSA Adult Softball	
16-Feb	USSSA Military Softball	
February 23-24	Suncoast Travel Ball	
March		
March 2-3	Suncoast Travel Ball - SUPER NIT	
March 9-10	Perfect Game Youth Baseball	
March 16-17	Suncoast Travel Ball	
March 16-17	USSSA Girls Softball	
March 23-24	SEC Tournament	
March 23-24	USSSA Adult Softball	
March 30-31	USSSA Girls Softball	
30-Mar	USSSA Military Softball	
April		
April 6-7	Suncoast Travel Ball	
April 13-14	USSSA Girls Softball	
13-Apr	USSSA Military Softball	
13-Apr	LCCCYB	
April 20-21	LCCCYB	
27-Apr	USSSA Military Softball	
May		
May 4-5	Suncoast Travel Ball	
May 4-5	USSSA Girls Softball	
May 11-12	SEC Tournament	
May 18-19	Suncoast Travel Ball	
May 18-19	USSSA Girls Softball	
June		
June 1-2	LCCCYB	
June 8-9	USSSA Girls Softball	
June 6-9	Babe Ruth Rookie Qualifier	
June 15-16	USSSA Military Softball	
June 20-23	Babe Ruth Baseball District 6 Tournament	
June 20-25	Babe Ruth State Softball Tournament	
June 29-30	USSSA Girls Softball	
June 28-July 2	Small League State (Fort White)	
June 29-30	USSSSA Adult Softball	
July		
July 4-7	Babe Ruth Baseball 9's and 11's State Tournament	
13-Jul	USSSA Military	
July 27-28	USSSA Girls Softball Showcase	
August		
10-Aug	USSSSA Adult	
24-Aug	USSSSA Adult	
September		
9/7/2019	USSSA Adult	
9/21/2019	USSSA Adult	
Total Teams		
		235
		-662
		-73.80%
Total Events		
		56
% Change		
		75.00%

October 2018 Southside Tournament Breakdown

Hometown	Softball	Baseball	Total
Alachua	6	14	20
Baker	4	3	7
Bradford	1		1
Clay	6	4	10
Columbia	1	2	3
Dixie	1		1
Duval	9	6	15
Glynn (GA)	1		1
Leon	2	4	6
Lowndes (GA)		1	1
Madison	1	1	2
Marion		1	1
Nassau	4		4
Putnam		1	1
Seminole	1		1
St. Johns	2		2
Suwannee	3		3
Thomas (GA)		1	1
Tift (GA)		2	2
Union	1		1
Volusia		1	1
Wakulla	4		4
TOTAL	47	41	88

October Softball

47 unique teams (59 total teams)
16 counties represented (1 from Georgia)

October Baseball

41 unique teams (50 total teams)
13 counties represented (3 from Georgia)

October Total

109 total teams
88 unique teams
22 total counties represented

Notes:

- Highlighted teams in chart above can be considered to have traveled more than 50 miles to play at Southside. In October there were 39 teams that would have traveled more than 50 miles to play in Lake City. Of those 39 teams, two played in Lake City twice in October.
- 12 softball teams played twice at Southside in October (2 teams from Duval, 2 from Suwannee, 3 from Clay, 2 from Alachua, 1 from Union, 1 from Baker, 1 from Dixie)
- 9 baseball teams played twice at Southside in October (7 teams from Alachua County and 2 teams from Columbia County)