

COUNTY COUNCIL OF WICOMICO COUNTY, MARYLAND

2013 Legislative Session

Legislative Day No. 19

Resolution No. 123-2013

Introduced by: The President of the Council at the request of the County Executive

A RESOLUTION TO AUTHORIZE THE COUNTY EXECUTIVE TO EXECUTE AN INTER-AGENCY AGREEMENT WITH THE MARYLAND DEPARTMENT OF BUSINESS AND ECONOMIC DEVELOPMENT TO ACCEPT FUNDS UP TO ONE HUNDRED THOUSAND DOLLARS (\$100,000) TO BE USED TO RETAIN YOUTH AMATEUR SPORTS TOURNAMENTS AND EVENTS IN WICOMICO COUNTY, MARYLAND.

WHEREAS, amateur youth sports tournaments and events held annually in and around Wicomico County greatly impact the local economy when participants and visitors utilize area hotels, dine in local restaurants, shop and sight-see; and

WHEREAS, the County desires to continue to attract and retain amateur youth sport events, specifically the USSSA Girls World Series, MAWA Regional & National Wrestling Tournaments, AAU sanctioned events and other sport events that can demonstrate a return on investment; and

WHEREAS, the Maryland Department of Business and Economic Development will compensate the County for services performed in accordance with this Inter-Agency Agreement up to One Hundred Thousand Dollars (\$100,000); and

WHEREAS, the County Executive recommends entering into the Inter-Agency Agreement, attached as Exhibit "A", with the Maryland Department of Business and Economic Development to accept funds to be used to retain youth amateur sports tournaments and events in Wicomico County, Maryland; and


WHEREAS, the funding for marketing amateur youth sports tournaments and events will be tracked using the following two accounts: Grant Rev State-DBED (62A0862-451000-63000) and Event Enhance-DBED (62070062-562082-63000).


NOW, THEREFORE, BE IT RESOLVED, by the County Council of Wicomico County, Maryland as follows:

1. The County Executive is hereby authorized to execute an Inter-Agency Agreement with the Maryland Department of Business and Economic Development, in substantially the same form attached hereto as Exhibit "A", and to accept funds up to One Hundred Thousand Dollars (\$100,000) to be used to retain youth amateur sports tournaments and events in Wicomico County, Maryland.
2. The funding for marketing amateur youth sports tournaments and events as provided in the Inter-Agency Agreement with the Department of Business and Economic Development is to be tracked using the following two accounts: Grant Rev State-DBED (62A0862-451000-63000) and Event Enhance-DBED (62070062-562082-63000).

Done at Salisbury, Maryland, this 17th day of September, 2013.

ATTEST:


Matthew E Creamer,
Council Administrator

COUNTY COUNCIL OF
WICOMICO COUNTY, MARYLAND

Matt Holloway,
Council President

CERTIFICATION

This Resolution was Adopted , Adopted with Amendments ____, Failed ____, Withdraw ____ by the County Council on September 17, 2013.

Certified by: 
Matthew E. Creamer, Council Administrator

Res. 123-2013

**STATE OF MARYLAND
INTER-AGENCY AGREEMENT
BETWEEN
DEPARTMENT OF BUSINESS AND ECONOMIC DEVELOPMENT
AND
WICOMICO COUNTY**

THIS AGREEMENT (the "Agreement"), is made as of the ____ day of _____, 2013 by and between the **DEPARTMENT OF BUSINESS AND ECONOMIC DEVELOPMENT** ("DBED"), a principal department of the State of Maryland ("State"), acting through its Office of Tourism Development, and **WICOMICO COUNTY**, ("COUNTY"), a local government of the State of Maryland. DBED and COUNTY do mutually agree as follows:

1. Services to be Provided.

(a) Subject to the continuing availability to DBED of State or federal funds, COUNTY shall continue to attract and retain amateur youth sports events, in particular by obtaining or retaining the following events: USSSA Girls World Series, MAWA Regional & National Wrestling Tournaments, AAU sanctioned events and other events as described in the Situational Analysis.

These services are described in greater detail in the Scope of Work attached as Exhibit A and incorporated herein. COUNTY shall be responsible for providing the deliverables outlined in Exhibit A, including but not limited to an economic impact performance matrix to demonstrate a return on investment for events funded under this Agreement. A form of matrix is attached as Exhibit B and incorporated herein.

(b) DBED retains the unilateral right to require changes in the services so long as the changes are within the general scope of work to be performed hereunder.

2. Term of Agreement. Performance under this Agreement commences on _____, 2013, and continues until agreed upon services are completed, but in any case no later than June 30, 2014.

3. Compensation and Method of Payment.

(a) Compensation. DBED shall compensate COUNTY for services satisfactorily performed in accordance with this Agreement. The total cost to DBED for the services to be provided by COUNTY under the Agreement may not exceed One Hundred Thousand Dollars (\$100,000.00).

(b) Method of Payment. DBED shall pay COUNTY no later than thirty days after DBED receives a proper invoice from COUNTY. DBED shall pay 90% of the total amount upon execution of this Agreement and the remaining 10% after final deliverables are received and accepted by DBED.

4. Administrative Officers. DBED designates Marci Ross, Assistant Director, Maryland Office of Tourism Development and COUNTY designates Gary Mackes, Director, Wicomico County Recreation, Parks and Tourism to serve as Administrative Officers for this Agreement. All contact between DBED and COUNTY regarding all matters relative to this Agreement shall be coordinated through the Administrative Officers.

5. Non-Assignment. During the term of this Agreement or any renewal or extension hereof, without DBED's prior written consent COUNTY may neither assign all or any of the benefits of, nor delegate or subcontract all or any of the duties imposed upon COUNTY by, the Agreement.

6. Amendment of Agreement. Except as provided in section 1(b) above, this Agreement may be amended only as DBED and COUNTY mutually agree in writing. Except for the specific provision of the Agreement which is amended, the Agreement remains in full force and effect after such amendment. Adjustments of funds between categories listed in Exhibit A that are approved in writing by the DBED Administrative Officer -- as long as they do not affect the total authorized payment and are consistent with the Agreement objectives -- do not require an amendment to this Agreement.

7. Applicable Law. This Agreement shall be construed and enforced according to the laws of the State. DBED and COUNTY shall comply with all applicable federal, State, and local law.

8. Records. COUNTY and DBED shall retain all records relating to the subject of this Agreement for 3 years after the termination of this Agreement.

9. Drug and Alcohol Free Workplace. COUNTY and DBED shall comply with the State's policy concerning drug and alcohol free workplaces, as set forth in COMAR 01.01.1989.18, and shall remain in compliance throughout the term of this Agreement.

10. Entire Agreement. This Agreement, together with the Exhibits incorporated by reference, represents the complete and final understanding of DBED and COUNTY. No other understanding, oral or written, regarding the subject matter of this Agreement, may be deemed to exist or to bind the parties at the time of execution.

IN WITNESS WHEREOF, the undersigned have executed this Agreement [on or before] [as of] the date first set forth herein.

WITNESS:

FOR COUNTY:

By: _____
Name: _____
Title: _____

WITNESS:

FOR DBED:

By: _____

Name: _____

Title: _____

Attachments: Exhibit A: Scope of Work
 Exhibit B: Performance Matrix

Approved for Form & Legal Sufficiency:

Assistant Attorney General

Exhibit A

Scope of Work

Wicomico County Amateur Youth Sports Tournaments & Events Initiative

The objective of this initiative between the State of Maryland and Wicomico County is to obtain and retain youth amateur sports tournaments and events and to demonstrate the return on investment for each.

Situational Analysis:

Annually, amateur youth sports tournaments and events held in and around Wicomico County generate 90% of all the county's annual tourism revenues. In general, these events attract out-of-state amateur athletes under the age of 18, their families, coaches, media and officials for multiple days of competitive activities. While in the region, these visitors impact the local economy when they utilize hotels, dine in restaurants, shop and sight-see.

To continually grow the capacity to attract and retain amateur youth sports events, Wicomico County has made significant programmatic accomplishments. Over the past several years, the county has:

- Increased its financial investment to \$300,000 annually to obtain and market sports group business;
- Established a regional partnership with Ocean City and Worcester County to combine assets (facilities, accommodations, hospitality) and increase competitive advantage;
- Increased participation in its "in-house" hotel booking service to 60%, exceeding national trends; and,
- Enhanced visitor experience and perception by offering value packages, hospitality services and access to local activities through its alliance with the Salisbury Area Chamber of Commerce.

In addition to its programmatic accomplishments, the county has made the following improvements to its sports facilities:

- Arthur Perdue Stadium is home of the Delmarva Shorebirds, a Baltimore Orioles minor league affiliate. Over the past 2 years the County replaced HVAC & boiler units; restored seating bowl masonry and re-roofed the building totaling \$250,000. An economic impact and feasibility study will be complete this fall outlining measures needing to be addressed to maintain the franchise's market share. Items to be addressed include: structural repair & restoration; seating improvements; expansion of outfield decks & fan amenities and parking expansion. Funding to undertake the proposed projects will be submitted for consideration in the County's FY15 Capital Improvement budget.
- Wicomico Youth and Civic Center, a 5,400 seat arena hosts cultural entertainment, trade shows, amateur sports events, meetings and receptions. The County and State have recently completed an "economic impact & feasibility study" and equally funded restoration of the

buildings shell & roof, utility upgrades to support events, arena floor replacement and restroom restoration totaling \$2,000,000. In addition, \$2,300,000 was spent to acquire 5 acres and develop a 600 space, lighted parking lot. The County and State have equally funded and additional \$3,000,000 project to install a mechanical curtaining system, expand the lobby & box office and upgrade corridors and lobbies which will be completed by October 2014. Additional improvements are being considered which include replacement of arena seating, adding a 7,000 SF a food court & a 13,000 SF conference center and improving traffic patterns & landscaping.

- Henry Parker Athletic Complex hosts regional & national amateur sporting events; Lights have been added to 2 softball fields and softball fence repairs are scheduled for restoration this fall. The County is currently negotiating with a national sports franchise to hold national regional event here in 4 outdoor sports and is poised to expand the Complex by construction additional soccer (4) and softball (3) to accommodate anticipated demand. These events would draw teams from the Mid-Atlantic Region (+12 states).
- Over the years the County has invested over \$5,000,000 to develop and enhance youth baseball complexes. They include WinterPlace Park, East-Wicomico, West Wicomico, Fruitland, Delmar and East-Side parks. These fields support local, regional and national tournaments. Over the past 3 years, the County has invested over \$260,000 to improve these facilities to accommodate “regional” caliber tournaments.

Scope of Work:

To further advance amateur youth sports events in the region, Wicomico County will use \$100,000 of state funds to obtain and or retain the following events:

- USSSA Girls World Series
- MAWA Regional & National Wrestling Tournaments
- AAU sanctioned events
- Other events fitting the description contained in the Situational Analysis

NOTE: State funds will not be used for costs associated with travel, corporate entertaining, staff time or any other Wicomico County or Mid-Atlantic Amateur Sports Alliance (MAASA) operating expenses once MAASA is established.

In addition, the County shall:

- Develop and maintain electronic and print collateral products to market the Mid-Atlantic Amateur Sports Alliance when it is formed;
- Include the Maryland “Here to Play” logo in all collateral products to market the Mid-Atlantic Amateur Sports Alliance;
- Include the Maryland “Here to Play” logo on the homepage of the Mid-Atlantic Amateur Sports Alliance website to be created and through the logo, maintain a live link to the Maryland Office of Sports website homepage;
- Increase direct sales activities to event organizers;

- Produce and deliver a final report by May 30, 2014, which will include, but may not be limited to:
 - A summary of the initiative; and,
 - A performance matrix to demonstrate a return on investment for events funded as part of this initiative. Information will include but not limited to:
 - Event Name
 - Event Organizer
 - Amount of State Funds Used
 - Event Description (attendance, hotels room booked, value packages sold, etc.)
 - Estimated Economic Impact (based on current county formula)
 - The justification with recommendations for expansion of this initiative from a county/regional approach to a statewide program.

Payment Schedule:

Wicomico County shall invoice Office of Tourism Development (OTD) for \$100,000 as follows:

- 90%: upon execution of the agreement
- 10%: after final deliverable is received/reviewed by OTD scheduled for May 30, 2014.

Signature

Date

Name (Typed or Printed)

Title

EXHIBIT B

Wicomico County Amateur Youth Sports Tournaments Events Initiative
 Economic Impact Performance Matrix
 FY 14 (July 1, 2013 - June 30, 2014)

EVENT NAME & ORGANIZER	EVENT DATES	TOTAL ATTENDANCE (includes athletes, coaches, officials, media, spectators, etc.)	# OF HOTEL ROOMS BOOKED	# OF VALUE PACKAGES SOLD	TOTAL SALES IMPACT OF VALUE PACKAGES	AMOUNT OF STATE FUNDING USED	PROJECTED ECONOMIC IMPACT
TOTALS:		0	0	0	\$ -	\$ -	\$ -