



Legislation Text

File #: 12292, Version: 1

TITLE

Budget Resolution Recognizing Revenue Generated From Scoreboard Sponsorships to Purchase Scoreboards at Anderson Snow Park

BRIEF OVERVIEW

The Hernando County Parks and Recreation Department has received four (4) scoreboard sponsorship donations and is requesting the Board of County Commissioners to recognize these revenues to be used for expenses to purchase four (4) scoreboards for Anderson Snow Park. This program helps bring new scoreboards to the athletic fields throughout the Hernando County Parks. Each \$6,000 scoreboard sponsorship agreement will allow a 10-year sponsorship for the scoreboard advertisement which includes the purchasing of a new scoreboard. The advertisement space is 4' by 5' for a total of 20 square feet.

The new scoreboards will feature LED display circuit boards conformed for outdoor use and have ScoreLink Wireless RF modem systems for wireless communication. Additional features include secure Bluetooth options to be compatible with smartphone technology. On each scoreboard, the sponsor will have their business or organization advertisement prominently displayed for the full 10-year term.

Hernando County has 18 leagues with the potential of 21,375 attendees throughout a season. There are 24 scoreboard sponsorship opportunities throughout the Hernando County Parks. This opportunity is on a first come, first served basis and once a scoreboard has been chosen, it will be locked in until each individual term expires.

Scoreboards can be found in the following parks:

- Anderson Snow Park
- Veterans Memorial Park
- Ernie Wever Youth Park
- Delta Woods Park
- Ridge Manor Community Park
- Kennedy Park

FINANCIAL IMPACT

Funds received will increase Revenue Account No. 1060-01060-3472007 and Expenditure Account No. 1060-01060-5305310 by \$24,000.00.

LEGAL NOTE

The Board is authorized to act on this matter pursuant to Chapter 125, Florida Statutes.

RECOMMENDATION

It is recommended the Board approve and authorize the Chairman's signature on the attached associated budget resolution to recognize funds in the Parks and Recreation Department accounts.