



Parks & Recreation Advisory Board Agenda Item

MEETING DATE: June 24, 2013

SUBJECT: Alachua County Tourism Product Development Grant – Hal Brady Recreation Complex

AGENDA SECTION: New Business

RECOMMENDED ACTION: Authorize the Chair to sign the letter of recommendation to extend support to the City in obtaining the Alachua County Tourism Product Development Grant.

Summary

The City of Alachua is applying for the 2013 Alachua County Tourism Product Development Grant to make improvements to the Hal Brady Recreation Complex

Such improvements include the reconstruction of the press box of the World Series Field and the addition of signage throughout the Hal Brady Recreation Complex. These enhancements will aid Alachua in attracting and securing national and regional sporting events. Furthermore, the sports tourism experience will be enhanced by our visitors, in turn encouraging other tourism opportunities for the region.

Staff is requesting a letter of recommendation from the Parks & Recreation Advisory Board supporting the project.

ATTACHMENTS: Proposed Letter of Recommendation

City of Alachua

MAYOR GIB COERPER

Vice Mayor Shirley Green Brown
Commissioner Ben Boukari, Jr.
Commissioner Gary Hardacre
Commissioner Robert Wilford

CITY MANAGER TRACI L. CAIN

June 24, 2013

Alachua County Tourist Development Council
30 East University Avenue
Gainesville, FL 32601

RE: HAL BRADY RECREATION COMPLEX IMPROVEMENTS

To Whom It May Concern:

Promoting tourism in the city of Alachua and our surrounding area is a vital part of Alachua's economic viability and prosperity. The City of Alachua's Hal Brady Recreation Complex has served, and will continue to serve as a sports tourism hub, particularly in the sport of softball. Alachua has been home to the Babe Ruth Softball World Series in 2010, 2012 and will be in 2013 and 2014.

Alachua's premier facilities and veteran programming has been the difference maker in securing such national events in Alachua County. In order to continue to attract these events and others, improvements are needed to the World Series Field press box. Additionally, signage throughout the park will help our visitors have a more pleasant experience and encourage other tourism opportunities in our region.

As Chairperson of the City of Alachua's Parks & Recreation Board, I would like to express the Board's support for the Alachua County Tourism Product Development Grant. Should you have any further question's regarding the Board's support, please feel free to contact me.

Respectfully,

Ernest Wigglesworth
Chairperson
Parks & Recreation Advisory Board