

## TRIUMPH GULF COAST, INC. PRE-APPLICATION FORM

Triumph Gulf Coast, Inc. ("Triumph Gulf Coast") has created a pre-application process to provide initial consideration of eligibility for potential ideas of projects or programs that may seek an award of funding. Applicants are required to participate in the pre-application process. Notwithstanding the response from Triumph Gulf Coast on the pre-application form, an Applicant may still elect to submit an Application.

### APPLICANT INFORMATION

Name of Individual/Entity/Organization: *Emerald Coast Baseball League*  
Proposal Title: *Emerald Coast Baseball League*  
Amount of Triumph Funds Requested: *\$150,000*  
Total Estimated Project Cost: *\$675,000*

Brief Description of Individual/Entity/Organization: *College summer baseball league for the Emerald Coast modeled on the Cape Cod Baseball League. Promotes tourism, employment and fund-raising for partnering schools.*

#### Contact Information

Primary Contact: *Paul McDowell*  
Title: *Director*  
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Website: *Under construction*

Names of co-applicants, partners or other entities, organizations that will have a role in the proposed project or program:

### REQUIRED EXECUTIVE SUMMARY

In a maximum of two (2) pages, please describe the proposed project or program and anticipated outcomes including (i) the amount of funds being sought from Triumph Gulf Coast; (ii) the amount and identity of other sources of funds for the proposed project or program; (iii) the location of the project or program; (iv) summary description of the proposed program, including how the program will be transformational and promote economic recovery, diversification, and enhancement of the disproportionately affected counties, and (v) a summary timeline for the proposed project or program.

### IMPORTANT NOTICE

This pre-application process will **not** result in an award of funding by Triumph Gulf Coast. Rather, this process is designed to facilitate submission of ideas for potential projects or programs before the Applicant expends time and/or resources to complete a full Application. All Applicants for funding are required to complete an Application, which will be reviewed and then considered for award at the discretion of Triumph Gulf Coast Board.

**Please Select the Proposal's Eligibility Category(s)**

Pursuant to Section 288.8017, Triumph Gulf Coast, Inc. was created to make awards from available funds to projects or programs that meet the priorities for economic recovery, diversification, and enhancement of the disproportionately affected counties. The disproportionately affected counties are: Bay County, Escambia County, Franklin County, Gulf County, Okaloosa County, Santa Rosa County, Walton County, or Wakulla County. *See*, Section 288.08012.

1. From the choices below, please check the box that describes the purpose of the proposed project or program (check all that apply):

- Ad valorem tax rate reduction within disproportionately affected counties;
- Local match requirements of s. 288.0655 for projects in the disproportionately affected counties;
- Public infrastructure projects for construction, expansion, or maintenance which are shown to enhance economic recovery, diversification, and enhancement of the disproportionately affected counties;
- Grants to local governments in the disproportionately affected counties to establish and maintain equipment and trained personnel for local action plans of response to respond to disasters, such as plans created for the Coastal Impacts Assistance Program;
- Grants to support programs that prepare students for future occupations and careers at K-20 institutions that have campuses in the disproportionately affected counties. Eligible programs include those that increase students' technology skills and knowledge; encourage industry certifications; provide rigorous, alternative pathways for students to meet high school graduation requirements; strengthen career readiness initiatives; fund high-demand programs of emphasis at the bachelor's and master's level designated by the Board of Governors; and, similar to or the same as talent retention programs created by the Chancellor of the State University System and the Commission of Education, encourage students with interest or aptitude for science, technology, engineering, mathematics, and medical disciplines to pursue postsecondary education at a state university or a Florida College System institution within the disproportionately affected counties;
- Grants to support programs that provide participants in the disproportionately affected counties with transferable, sustainable workforce skills that are not confined to a single employer; and
- Grants to the tourism entity created under s. 288.1226 for the purpose of advertising and promoting tourism and Fresh From Florida, and grants to promote workforce and infrastructure, on behalf of all of the disproportionately affected counties.

**Please Select the Priorities this Proposal's Outcomes will Achieve**

1. Please check the box if the proposed project or program will meet any of the following priorities (check all that apply):

- Generate maximum estimated economic benefits, based on tools and models not generally employed by economic input-output analyses, including cost-benefit, return-on-investment, or dynamic scoring techniques to determine how the long-term economic growth potential of the disproportionately affected counties may be enhanced by the investment.
- Increase household income in the disproportionately affected counties above national average household income.
- Leverage or further enhance key regional assets, including educational institutions, research facilities, and military bases.
- Partner with local governments to provide funds, infrastructure, land, or other assistance for the project.
- Benefit the environment, in addition to the economy.
- Provide outcome measures.
- Partner with K-20 educational institutions or school districts located within the disproportionately affected counties as of January 1, 2017.
- Are recommended by the board of county commissioners of the county in which the project or program will be located.
- Partner with convention and visitor bureaus, tourist development councils, or chambers of commerce located within the disproportionately affected counties.



The fund applicant, known as the Emerald Coast Baseball League, is establishing a collegiate summer baseball league in several counties (Okaloosa, Walton and Bay Counties) affected by the BP Oil Spill. The League will be modeled after the legendary Cape Cod Baseball League. College players from around the country travel to these counties, live with host families, and play a 44-game summer schedule, with play scheduled to begin in June, 2019. Parents, fans, professional scouts, tourists and local residents will attend games five nights a week, generating revenue and employment for partnering schools and for host communities.

The league seeks to promote tourism, increase the quality of life, provide employment opportunities, and offer wholesome evening family-centric recreation in Bay, Walton and Okaloosa Counties through placing franchises (teams) in each of these counties.

Communities buy in to the program by purchasing franchises (teams) for their city and paying a renewal fee each year thereafter to keep the team. The community, working through the school, will provide several complimentary services, including housing for players and part-time jobs for those players who desire to work. The league and the community also work together to stage weekly baseball instructional clinics for local youngsters. The community and school care for and distribute equipment and uniforms. Coaches and team General Managers are hired by and work in concert with the league.

In many cases in-kind matches will be provided by the community in the form of field access granted by municipalities and schools. Alteration of plans for new and existing facilities will occur to accommodate dimensions and lighting quality required by the collegians. Some communities and school districts will waive field rental costs as an in-kind match to further the program's success.

The community receives its return on its investment in many ways. One

significant financial return involves the revenue generated by season, group and same-day ticket sales and concessions sales by sponsoring schools, which can generate up to \$50,000 per school in revenue annually by partnering with the League, as they keep 100% of all regular season game day revenue. The community will enjoy an increase in tourism, in bed nights and restaurant traffic and in retail sales. Ten to 15 local coaches and athletic directors in affected counties will be hired to provide organizational support and coaching services. The officials association which provides umpires for the league's 400 summer games will make approximately \$100,000 aggregate, based on a ten-team league and a 44-game per team schedule. Dozens of umpires will be hired to officiate the contests.

As it grows, the program will provide an economic transformation by generating annual revenue for affected counties with hotel room nights, restaurant and retail sales, local employment, and game admission and concession sales. Parents of players, professional scouts, and tourists will visit the community for the express purpose of attending games. Many of the tourists who visit Cape Cod each summer do so with the express purpose of attending collegiate baseball games, and the Emerald Coast Baseball League is modeled after the Cape Cod League in order to capitalize on being a similar beaches and baseball tourist destination. The league is a sustainable model, and the economic impact can occur repeatedly on an annual basis.

The league's first year budget is \$675,000. Municipal fees, grants by tourist development councils and private sponsorships are expected to account for \$525,000, leaving a shortage of \$150,000. Many league expenses will be one-time, first year purchases, and once up and running, the league will sustain itself financially without ongoing assistance from the Triumph Program. Website construction and related costs will be experienced only once. The league will also purchase team logos and order sporting apparel for each school to sell only once. Many uniform and equipment purchases are first time only as well.