The Honorable Rick Scott

State of Florida

The Capitol – Plaza Level 05

400 S. Monroe St.

Tallahassee, FL 32399-0001

May 15, 2014

Dear Governor Scott:

I first want to extend appreciation, on behalf of the Bradenton Area Convention and Visitors Bureau, for your on-going support of and investment in tourism, particularly as it relates to the growing sports tourism sector. The sports industry is undoubtedly one of the driving factors behind the record-breaking growth in tourism (and its economic impact) seen in the Bradenton Area over the past three years.

My letter is in reference to support for funds provided in Specific Appropriation 2242A from the State Economic Enhancement and Development Trust Fund, as allocated to IMG Academy, in the amount of $5,000,000.

IMG Performance, headquartered on the campus of IMG Academy in Bradenton, Fla. not only serves as a top-ten employer in the county, but also generates tremendous economic impact for our area from the more than 250,000 athletes, coaches, event participants, spectators and visitors who travel to the campus annually from all over the world.

IMG has established itself as a leader in growing the sports sector state-wide and in the region, with proven ability to attract high-level spectator events such as the MLS Preseason Series, NCAA national championships and FHSAA state championships. It also continues to attract top-level companies such as Gatorade and Under Armour which could seek to relocate or move an office to the state.

To ensure continued growth, IMG Performance will need to focus on the further development of its programs as well as expansion of the campus of IMG Academy. In doing so, it will continue to attract and accommodate these organizations as well as provide an experience that will entice them to return year after year. To do so, IMG must be able to scale their operation, quickly, as appropriate, throughout the year.

It is my understanding that IMG Performance’s 110-acre, $197 million planned expansion will support more than 2,600 jobs with wages of more than $90 million and total economic output of more than $320 million, which will ultimately bring IMG’s total economic output to well over $700 million.

IMG is also currently building a 40,000 sq. ft. fieldhouse adjacent to its new stadium which will feature professional locker rooms and conference rooms. A lighted baseball quadplex is also underway, as is the addition of more multi-sport fields, all of which should attract even more athletes to the area and pay dividends in terms of ROI.

IMG is committed to being a valuable asset not just to the region but to the state for years to come and has already received the support of the House and Senate. I ask that you please also recognize the immeasurable value IMG brings and enable it to continue to lead the charge for sports tourism in the state of Florida.

Thank you for your time and consideration.

Sincerely,

Elliott Falcione

Executive Director, Bradenton Area Convention and Visitors Bureau