Hamilton County, TN
Budget Hearings
FY 2027

Sports & Events Corporation

	Adopted Budget FY 2026	*Amended Budget FY 2026*	Requested FY 2027	Inc. (Dec.) FY27 vs. FY26	% Inc.
Supported Agency request					
Sports & Events Corporation	*500,000*	*980,000*	**2,250,000**	1,270,000	129.6%
		NOTE 1			

Key Items to Address with County Commission:

1. What's the increase in your budget request investing in?
2. Where are you maintaining/holding the line within your budget?
3. What are you transitioning from within your budget?

NOTE 1 - The County Commission allocated an additional $480,000 to Sports & Events Corporation in February 2026 (Resolution 226-14) from the Hotel Motel Fund.

BUDGET REQUEST APPLICATION
FY 2026-2027

A. Cover Form

Organization Name: The Sports & Events Corporation

Organization Legal Name: The Sports & Events Corporation

Project Name(s): Economic Development through Sports Tourism

Federal Tax ID#: 33-4395885

Mailing Address: 4575 Pinnacle Lane, Chattanooga, TN 37415

Hamilton County Address: 4575 Pinnacle Lane, Chattanooga, TN 37415

Year Established: 2025

Years organization has operated in Hamilton County or served Hamilton County residents: 7 months

Organization's authorizing official contact: Tim Morgan

Organization's application contact person: Tim Morgan

Fiscal year total operating budget: $500,000

Current fiscal year start/end date: July1 - June 30

First time applicant: YES

Requested county funds: $ 2,250,000

The above and following schedules embodying a request for an allocation from Hamilton County, Tennessee for the fiscal year ending June 30, 2027 (fiscal year 2027) were considered and approved by our Board of Directors on 11/27/2026. In the judgment of our Board, it represents the minimum needs of our organization for this fiscal year.

Signature of President or Board Chair

Signature of Executive Director

THIS ALLOCATION REQUEST IS DUE BY JANUARY 30,2026

BUDGET REQUEST APPLICATION
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_____
Signature of President or Board Chair

_____
Signature of Executive Director

THIS ALLOCATION REQUEST IS DUE BY JANUARY 30,2026

B. Grant Application

STATEMENT OF NEED

1. What needs does your program address, and why is it important to the Hamilton County population?

The Sports & Events Corporation (TSEC) harnesses the power of sport into an extraordinary force for connection, growth, and regional pride. Through leadership, creativity, and relentless pursuit of excellence, we deliver world-class events that unite our community, foster trust, and generate enduring positive impact. This impact will be social based plus economic based in the form of

2. Provide data and statistics that support your organization's needs.

Sports tourism is one of the fastest-growing sectors of the tourism economy: According to Sports Events Tourism Association, the sports tourism industry generates over $128 billion annually in direct spending in the United States. Youth and amateur sports account for 70% of sports tourism travel, with families traveling an average of 2–3 nights per event. Sports tourism events generate consistent off-season hotel demand, making them especially valuable to destinations seeking to stabilize occupancy. TSEC brings over a combined 35+ years of sports tourism experience to the community. TSEC will have the ability to drive 100+ sports tourism events to Hamilton County that will produce an estimated $60M+ in direct economic impact.

OUTCOMES / OUTPUTS / INITIATIVES

3. How do you plan to utilize grant money awarded by Hamilton County?

TSEC will utilize occupancy tax funds awarded by Hamilton County to incentivize the event operators and/or organizations exclusively for activities that directly generate overnight visitation, hotel room nights, and visitor spending tied to sports tourism. We have created an investment strategy based on the key metrics to determine the financial incentive for each event.

TSEC will be a strategic partner, consultant, and asset to Hamilton County for any and all sports facility development projects to help drive the most ROI possible.

4. What results are you committed to achieving during the grant period? What key performance measures will you use to evaluate and track those results? (750-word suggestion)

TSEC commits to attracting and supporting sporting events that generate new hotel room nights within Hamilton County. We will drive visitor spending that directly benefits hotels, restaurants, attractions, and local businesses.

TSEC will use multiple metrics to evaluate and track the success of sports tourism. Those metrics are as follows: Direct Event Economic Impact, Event Performance (Travel Teams vs Local Teams), Event Pipeline (# of new opportunities), Facility Utilization, and Event Financial/Operational Metrics. These metrics help us define success, but also strategically plan for the future.

As an emerging organization in a very competitive sports tourism industry, our commitment is to build trust through results, transparency, and alignment with Hamilton County's tourism and facility investment goals.

5. What entities do you collaborate with which could also benefit from monies awarded by Hamilton County?

TSEC is truly a community-based organization that prioritizes collaboration and shared outcomes for the betterment of Hamilton County. Our work is intentionally designed so that multiple entities benefit from any resources entrusted to us. TSEC actively collaborates with and supports a broad range of partners, including but not limited to:
Hamilton County and municipal governments, local sports facilities and venues, youth/amateur/nonprofit sports organizations. We also would help colleges, universities, and school systems, tourism and hospitality partners, and various local businesses. We would work with event

6. What is your organization's long-term vision, as it relates to your philanthropy and operations?

The Sports & Events Corporation (TSEC) harnesses the power of sport into an extraordinary force for connection, growth, and regional pride. Through leadership, creativity, and relentless pursuit of excellence, we deliver world-class events that unite our community, foster trust, and generate enduring positive impact. This impact will be social based plus economic based in the form of bringing visitation dollars into our community.

C. Evaluation and Sustainability

7. If you utilize any evidence-based programs, please indicate which state and/or federal websites list the program and the rating given.

N/A

8. Describe how your organization plans to sustain services financially if Hamilton County funds do not extend past the awarded fiscal year

TSEC was intentionally created to operate as a lean, efficient extension of Hamilton County's sports tourism strategy, with Hamilton County funding serving as the primary source of financial support. Should county funding not extend beyond the awarded fiscal year, TSEC would responsibly scale operations to align with available resources, ensuring that any services provided remain financially sustainable and fiscally responsible.

Sustainability is achieved not only through diversification of funding sources, but through continued

D. Budget, Supporting Financial Documents and Attachments

Submit each of the following and complete the schedules that follow. If a document is not attached to your submission, please select N/A in the appropriate dropdown box:

- Your most recent audit (and previous two audits for organizations with a budget of $750,000 or more)
  N/A
- The organization's current operating budget - Schedule I
  Document Attached
- A Form 990 from the previous three (3) years
  N/A
- IRS Letter of Determination
  Document Attached
- Current Certificate of Existence with the State of Tennessee
  Document Attached
- Demographic information for clients served - Schedule II
  N/A
- Board & Staff Information - Schedule III
  Document Attached
- Grants, Contracts, MOU Table - Schedule IV
  Document Attached
- Strategic Plan
  Document Attached
- Letters of Support
  N/A

PROGRAM BUDGET SUPPORT REVENUE

Schedule I

NAME OF AGENCY BUDGET BY SERVICES FOR	FY 2026 Approved Budget	FY 2027 Proposed Budget	REVENUES Support/ Revenues	EXPENSES/EXPENDITURES PROGRAM SERVICES Program 1	Program 2	Program 3	Total Prog. Servs.	SUPPORT SERVICES Mgmt & General	Fund Raising	Total Supp. Serv.
SUPPORT/REVENUE FOR CURRENT OPERATIONS:										
Contributions	0	0	0							
Net Proceeds Special Events	0	0	0							
Designations	0	0	0							
United Way	0	0	0							
Fees/Grants from Governmental Agencies	0	0	0							
Membership Dues	0	0	0							
Program Income	0	0	0							
Sales to Public	0	0	0							
Investment Income	0	0	0							
Transfers to Operating Budget	0	0	0							
Income from Previous Year	0	0	0							
Miscellaneous	10,080	0	0							
*Support Requested from Hamilton County	500,000	2,250,000	2,250,000							
TOTAL SUPPORT/REVENUES	510,080	2,250,000	2,250,000							
EXPENDITURES FOR CURRENT OPERATIONS:										
Salaries Only (No Benefits)	245,000	510,000		510,000	0	0	510,000			0
Employee Health & Retirement Benefits	55,839	102,000		102,000	0	0	102,000			0
Employment Taxes, etc.	24,500	51,000		51,000	0	0	51,000			0
Professional Fees/Contract Service Payments	35,000	100,000		100,000	0	0	100,000			0
Supplies	9,800	50,000		50,000	0	0	50,000			0
Telephone	0	0		0	0	0	0			0
Postage and Shipping	0	0		0	0	0	0			0
Occupancy	0	30,000		30,000	0	0	30,000			0
Equipment Rental and Maintenance	0	0		0	0	0	0			0
Outside printing, art work, etc.	5,441	100,000		100,000	0	0	100,000			0
Local Transportation	0	0		0	0	0	0			0
Conferences, Conventions, etc.	18,000	75,000		75,000	0	0	75,000			0
Special Assistance to Individuals	0	0		0	0	0	0			0
Organization Dues	0	0		0	0	0	0			0
Awards and Grants	35,000	850,000		850,000	0	0	850,000			0
Fund Raising/Self-Support Activities	0	0		0	0	0	0			0
Insurance	5,000	45,000		45,000	0	0	45,000			0
Miscellaneous	54,500	272,000		272,000	0	0	272,000			0
Depreciation	0	0		0	0	0	0			0
National Dues/Support Payments	10,000	15,000		15,000	0	0	15,000			0
Equipment Purchases	12,000	50,000		50,000	0	0	50,000			0
TOTAL EXPENSES/EXPENDITURES	510,080	2,250,000		2,250,000	0	0	2,250,000	0	0	0
REVENUES OVER (UNDER) EXPENDITURES	0	0								

Program Beneficiary Statistics

(This should reflect total program count. Copy as needed for each program.)

N/A

(Name of Program)

Program Beneficiary Characteristics Clients/Patients/Recipients/Other		Fiscal 2026 Budget	Fiscal 2026 Projected	Fiscal 2027 Proposed Budget
1. Unduplicated Count of Program Beneficiaries	TOTAL	0	0	0
a. Total Continuing from Previous Fiscal Year				
b. Total New for the Year				
c. Total Terminated During the Year				
2. Age Group	TOTAL	0	0	0
a. Infants-Under 5				
b. Between 5 and 12				
c. Between 13 and 17				
d. Between 18 and 29				
e. Between 30 and 64				
f. 65 and over				
g. Not Known				
3. Gender	TOTAL	0	0	0
a. Male				
b. Female				
c. Not Known/Other				
4. Ethnic Background	TOTAL	0	0	0
a. White				
b. Black				
c. Hispanic				
d. Oriental				
e. Other - Ethnic Minority				
f. Not Known				
5. Income Level	TOTAL	0	0	0
a. Below 4,999				
b. 5,000-7,499				
c. 7,500-9,999				
d. 10,000-14,999				
e. 15,000-19,999				
f. 20,000-29,999				
g. 30,000 and Over				
h. Not Known				
6. Location of Residence	TOTAL	0	0	0
a. Hamilton County				
b. Outside of Hamilton County				
c. Not Known				

HAMILTON COUNTY, TENNESSEE
FISCAL YEAR 2027

Agency Name: The Sports & Events Corporation

1. Are the dollars Hamilton County appropriates to your agency designated for the benefit of a specific geographical segment of the community? NO

2. If the answer to question number 1 above is yes, please explain.

N/A

3. Please estimate the percentage of your services provided to the geographic area listed below:

Unincorporated County	0.0%
City of Chattanooga	0.0%
City of East Ridge	0.0%
City of Signal Mountain	0.0%
City of Red Bank	0.0%
City of Soddy Daisy	0.0%
City of Lakesite	0.0%
City of Walden	0.0%
City of Collegedale	0.0%
City of Ridgeside	0.0%
City of Lookout Mountain	0.0%
All areas outside of Hamilton County	0.0%
Total	0.0%

Schedule of Positions, Salaries & Wages

Confidential (for Hamilton County internal use only)

The Sports & Events Corporation

(Name of Agency)

ALL FINANCIAL INFORMATION ROUNDED TO NEAREST DOLLAR

Board of Directors Title and/or Position	Name(s) Last Name, Initial	Part Time	#Years Emp	Emp. Covered by Retirement (a)	Current FY			Proposed FY		
					# Weeks Employed	Annual Salary	Budgeted Salary	# Weeks Employed	Annual Salary	Budgeted Salary
Chairman	Jon Kinsey	NO	0	NO	0	0	0	0	0	0
Vice Chair	Rick Thompson	NO	0	NO	0	0	0	0	0	0
Treasurer & Secretary	Zach Winchester	NO	0	NO	0	0	0	0	0	0
Director	Steve Henry	NO	0	NO	0	0	0	0	0	0
Director	Molly Cooper	NO	0	NO	0	0	0	0	0	0
Director	Virginia Waddell	NO	0	NO	0	0	0	0	0	0
Director	Tom Moore	NO	0	NO	0	0	0	0	0	0
Director	Cory Gearrin	NO	0	NO	0	0	0	0	0	0
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* If a position is changed from a part-time to a full-time position, show each as a separate position unit.
List positions in order of responsibility and include all staff and employees of agency in this schedule.
Non-professional employees performing similar services may be reported as a group.
(a.) Check if person is covered by retirement benefits.

Schedule of Positions, Salaries & Wages

Confidential (for Hamilton County internal use only)

The Sports & Events Corporation

(Name of Agency)

ALL FINANCIAL INFORMATION ROUNDED TO NEAREST DOLLAR

Organization Staff Members Title and/or Position	Name(s) Last Name, Initial	Part Time	#Years Emp	Emp. Covered by Retirement (a)	Current FY			Proposed FY		
					# Weeks Employed	Annual Salary	Budgeted Salary	# Weeks Employed	Annual Salary	Budgeted Salary
President	Tim Morgan	NO	0	YES	43	124,000	150,000	52	150,000	150,000
Vice President of Development	Brant Donlon	NO	0	YES	43	78,500	95,000	52	95,000	95,000
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List positions in order of responsibility and include all staff and employees of agency in this schedule.
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(a.) Check if person is covered by retirement benefits.

AGENCY: The Sports & Events Corporation

AWARDS AND GRANTS FROM GOVERNMENTAL AGENCIES CITY/COUNTY/STATE/FEDERAL

	PROGRAM/PROJECT TITLE	NAME OF SOURCE	FOR HOW LONG?	LAST YEAR	THIS YEAR	NEXT YEAR
1	Hamilton County Hotel/Motel Tax	Occupancy Tax	FY 2025-2026	0	500,000	2,250,000
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						
14						
15						
16						
17						
18						
	Total Fees From Governmental Agencies			0	500,000	2,250,000

ALL FINANCIAL INFORMATION ROUNDED TO NEAREST DOLLAR

Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities
P.O. Box 2508
Cincinnati, OH 45201

THE SPORTS & EVENTS CORPORATION
9605 WILTSHIRE DRIVE
OOLTEWAH, TN 37363

Date:
09/02/2025
Employer ID number:
33-4395885
Person to contact:
Name: Mr. Smith
ID number: 1390429
Telephone: 877-829-5500
Accounting period ending:
June 30
Public charity status:
170(b)(1)(A)(vi)
Form 990 / 990-EZ / 990-N required:
Yes
Effective date of exemption:
March 28, 2025
Contribution deductibility:
Yes
Addendum applies:
No
DLN:
26053550005025

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,

Stephen A. Martin

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements

The Sports & Events Corporation (TSEC)

Strategic Plan | Hamilton County, Tennessee

Funding Source: Hamilton County
Projected Operating Budget: $2,250,000
Planning Horizon: 3 Years (with annual review)

I. Organizational Mission & Role

The Sports & Events Corporation (TSEC) harnesses the power of sport into an extraordinary force for connection, growth, and regional pride. Through leadership, creativity, and relentless pursuit of excellence, we deliver world-class events that unite our community, foster trust, and generate enduring positive impact.

TSEC functions as:

- A centralized sports tourism organization for Hamilton County
- A strategic arm of Hamilton County for sports tourism and facility development
- A connector between facilities, event rights holders, municipalities, and tourism partners
- A community-based steward of public dollars with measurable outcomes

Sports tourism is leveraged not only for economic impact, but also for:

- Enhanced public sports facilities
- Youth and amateur sports access
- Community pride and quality of life

II. Strategic Priorities

1. Event Retention & Relationship Management

- Maintain and grow annual events
- Ensure long-term event stability through service excellence
- Protect Hamilton County's existing sports tourism base

2. Strategic Event Growth

- Target new opportunities
- Focus on right-sized, high-impact events aligned with facilities
- Prioritize events that generate overnight stays

3. Event Ownership & Operations Support

- Manage events where TSEC controls budgets and/or operations
- Ensure fiscal accountability and professional event delivery
- Provide operational expertise to maximize visitor experience

4. Facility Utilization & Development

- Serve as a planning and utilization partner for County and municipal sports facilities
- Support future facility investments with event demand data
- Improve long-term return on public facility investments

5. Community & Partner Collaboration

- Actively collaborate with:
    - Local governments and municipalities
    - Sports facilities and park systems
    - Youth, amateur, and nonprofit sports organizations
    - Tourism and hospitality partners
- Ensure economic benefits flow into the community

III. Staffing Plan

TSEC is structured to remain lean, scalable, and performance-driven, with staffing aligned directly to event volume (projected 90+ events annually).

Full-Time Positions (6)

1. **President – Filled**
    - Executive leadership and County liaison
    - Strategic direction, funding accountability, facility alignment
2. **Vice President of Development – Filled**
    - Event sales, retention, and relationship strategy
    - Oversight of bid activity and partner engagement
3. **Vice President of Event Operations – To Be Hired**
    - Event services, operational oversight, community partnerships
    - Budget control for TSEC-managed events
4. **Operations Manager – To Be Hired**
    - Financial tracking, HR compliance, procurement
    - Grant reporting and governmental documentation
    - Internship program management
5. **Development Coordinator – To Be Hired**
    - Day-to-day event sales support
    - Event retention, service, and bid coordination
6. **Event Coordinator – To Be Hired**
    - Event logistics support
    - On-site event assistance and partner coordination

    - Volunteer program coordinator
7. **Internships – To Be Hired**
    - Development Intern
    - Events Operations Intern

IV. Budget Framework ($2,250,000)

Primary Budget Allocations (Estimated Ranges)

- Personnel & Benefits: **~28%**
- Event Support & Hosting Investments: **~37%**
- Sales, Marketing & Bidding: **~15%**
- Event Operations & Services: **~10%**
- Administrative, Insurance, & Professional Services: **~7%**
- Contingency & Strategic Initiatives: **~3%**

Funding is utilized exclusively to:

- Support events
- Drive overnight visitation
- Enhance public sports assets
- Strengthening community partnerships

V. Financial Sustainability & Stewardship

TSEC was intentionally created to align with public funding realities. Sustainability is achieved through:

- Lean staffing and scalable operations
- Performance-based budgeting
- Transparent financial reporting
- Annual evaluation by Hamilton County

VI. Performance Metrics & Accountability

TSEC will track and report on:

Key Performance Indicators

- Number of events supported annually
- Percentage of repeat/retained events
- Percentage of new business secured
- Estimated room nights generated
- Estimated total attendance (travel vs local)
- Facility utilization

- Event satisfaction and partner feedback
- Economic and community impact indicators

Reporting

- Regular reporting to Hamilton County
- Annual strategic review and budget reconciliation
- Transparent documentation of fund usage

VII. Community Impact Commitment

TSEC is committed to ensuring sports tourism investments benefit all Hamilton County, including:

- Residents
- Youth sports participants
- Local businesses
- Public facilities

By strengthening facilities and attracting quality events, sports tourism becomes a tool for long-term community prosperity, not just short-term economic gain.

VIII. Strategic Vision

Through collaboration, accountability, and professional execution, The Sports & Events Corporation will position Hamilton County as a premier sports tourism destination, while ensuring public investment delivers measurable returns and lasting community value.