



<b>NEW EVENT</b>
EVENT DATES: March 7-9, 2025
EVENT LOCATION: World Equestrian Center (WEC)

EVENT INFORMATION:	FINANCIALS:
Event Name: <b>Charity Challenge Cup</b> Organization: <b>Lightning City Gymnastics, Inc.</b>	Requested Amount: <b>\$5,012</b> Eligible Funding/Staff Recommendation: <b>\$5,012*</b> Business Sales (Total): <b>\$756,892</b> Total ROI: <b>202%</b> Anticipated Attendance (Total): <b>3,150</b> Anticipated Room Nights (Total): <b>358</b> Average Occupancy Rate for Period: <b>70.0% (2024)</b> <b>76.4% (2023)</b>

*\*Funding is awarded \$14/room night*

- **Use of Funds:** Officials/judges, sanctioning fees, and equipment rental
- **Event Description:** The Charity Challenge Cup, established in 2019, is a unique competition that fosters both athletic achievement and philanthropic endeavors. Alongside the Charity Challenge Invite held in the fall, this meet enables gymnasts to select a charity of their choice. The amount of money raised for each charity is determined by factors such as the number of participating gymnasts, spectator attendance, and individual and team placements. In 2021, despite being only its second year (the 2020 event was canceled due to the COVID-19 pandemic), the Charity Challenge Cup became the second-largest gymnastics meet in Florida. It continues to be one of the state's premier competitions, attracting a significant number of participants and spectators. To further incentivize charitable giving, the earnings from the meet are now split evenly between the selected charities and the participating gym. This innovative approach enhances the competition's impact on the community and encourages athletes to contribute to causes they believe in.