

**SEMINOLE COUNTY GOVERNMENT
AGENDA MEMORANDUM**

SUBJECT: Memorandum of Understanding to cooperatively fund the operation of two (2) international staffed information booths and one (1) domestic automated information kiosk at Orlando Sanford International Airport

DEPARTMENT: Tourism Development **DIVISION:** _____

AUTHORIZED BY: Suzan Bunn **CONTACT:** Fran Sullivan **EXT.** 2906

Agenda Date 01/09/07 **Regular** **Consent** **Work Session** **Briefing**
Public Hearing – 1:30 **Public Hearing – 7:00**

MOTION/RECOMMENDATION:

Approve and authorize Chairman to execute an agreement between the entities of Seminole County, Sanford/Seminole Chamber of Commerce, Metro Orlando Economic Development Commission, Sanford Airport Authority, and Orlando Sanford International, Inc. for the cooperative funding of two (2) international information booths and one (1) domestic automated information kiosk at OSIA.

BACKGROUND:

Since July 2000, a Memorandum of Understanding has been in effect for staffing two (2) information booths in the international terminal at the Orlando Sanford International Airport. This year the entities within this MOU have agreed to add an automated information kiosk in the domestic terminal, bringing the total to three (3) booths. This new kiosk is being added within the current pricing structure by monitoring staffing in the international booth. The computerized kiosk will be staffed during peak times and unstaffed during off-peak hours. This kiosk is also equipped with a phone system.

The booths are being cooperatively funded by these entities as follows: Seminole County Tourist Development Department/CVB - \$6,720; Sanford Airport Authority - \$7,200; Orlando Sanford International, Inc - \$7,200; Sanford/Seminole Chamber of Commerce - \$3,840 and the Metro Orlando Economic Development Commission - \$3,840, relative to the number of their booth affiliations.

Reviewed by _____
Co Atty: _____
DFS: _____
Other: _____
DCM: _____
CM: _____

File No. CTD 37

The funding for this Memorandum of Understanding is budgeted in the Tourist Development Department's 06/07 budget.

**MEMORANDUM OF UNDERSTANDING
BETWEEN
SANFORD/SEMINOLE COUNTY CHAMBER OF COMMERCE
AND
SEMINOLE COUNTY CONVENTION & VISITORS BUREAU
AND
METRO ORLANDO ECONOMIC DEVELOPMENT COMMISSION
AND
SANFORD AIRPORT AUTHORITY
AND
ORLANDO SANFORD INTERNATIONAL, INC.
SANFORD, FLORIDA**

WHEREAS, the Sanford/Seminole County Chamber of Commerce, hereinafter referred to as SSSCC; the Seminole County Convention & Visitors Bureau, hereinafter referred to as SCCVB, the Metro Orlando Economic Development Commission, hereinafter referred to as EDC; the Sanford Airport Authority, hereinafter referred to as SAA, and Orlando Sanford International, Inc., hereinafter referred to as OSI, are in mutual agreement to fund the operation of two visitors information booths and an automated information kiosk located at Orlando Sanford International Airport. The five previously listed entities, hereafter will be referred to collectively as Info. Partners.

All parties mutually agree as follows:

ARTICLE 1 – TITLE AND DESCRIPTION OF PROJECT

Two visitor information booths are located at Orlando Sanford International Airport. One is located at the Welcome Center. This booth's primary purpose is to provide arriving passengers with information on Sanford and Seminole County, Airport information, and other miscellaneous information. From this location, booth personnel will also provide currency exchange services to passengers with the assistance of ICE Currency Exchange.

The other booth is located within the International Departure Lounge. This booth's primary purpose is to provide facility and airport information to passengers boarding departing international flights. Activity and interaction with passengers is heavy at this booth, as passengers tend to spend substantial amounts of time in the International Departure Lounge. The booth is a clearinghouse for general passenger assistance.

In addition to the two booths, an automated information kiosk is located in the Domestic Terminal lobby.

The estimated annual budget for calendar year 2007 for both information booths and kiosk is \$28,800, to be paid by each partner, according to the extent of each agency's use and exposure, as follows:

| | |
|---|------------|
| Sanford Airport Authority (SAA) | \$7,200.00 |
| Orlando Sanford International, Inc. (OSI) | \$7,200.00 |
| Seminole County Convention & Visitor's Bureau (SCCVB) | \$6,720.00 |
| Sanford/Seminole County Chamber of Commerce (SSCCC) | \$3,840.00 |
| Metro Orlando Economic Development Commission (EDC) | \$3,840.00 |

The SSSCC will handle invoicing and payroll, while OSI will oversee the scheduling, management and administration of both booths and the automated kiosk.

ARTICLE II – REIMBURSEMENT, PERFORMANCE AND ACCOUNTING ARRANGEMENTS

- A. Info. Partners will each pay the payment established in Article 1 per calendar year to SSSCC to cover costs associated with operating both information booths and the automated kiosk. Payment for the upcoming year's operation is due by January 2007.
- B. Upon conclusion of a year of operation, any surpluses will either be distributed equally to the Partners, or rolled over into the following year's budget.

ARTICLE III – AMENDMENT

Any changes in the project's scope or services to be furnished under this Memorandum of Understanding shall be formalized by an appropriate written amendment agreed to and signed by all Info Partners detailing the exact nature of the change.

ARTICLE IV – TERM AND EFFECTIVE DATE

This Memorandum of Understanding supersedes any previous agreements between the parties on the subject matter set forth in Article I hereof. The term is for one year, effective January 1, 2007 and will expire on December 31, 2007.

The SSCCC, SCCVB, EDC, SAA and OSI agree to the provisions of this Memorandum of Understanding as indicated by the signatures of their duly authorized officers.

SANFORD/SEMINOLE COUNTY CHAMBER OF COMMERCE

By: Pat Hicks
Title: Executive Director
Date: 11/6/06

SEMINOLE COUNTY CONVENTION & VISITORS BUREAU

By: _____
Title: _____
Date: _____

METRO ORLANDO ECONOMIC DEVELOPMENT COMMISSION

By: _____
Title: _____
Date: _____

SANFORD AIRPORT AUTHORITY

By: _____
Title: _____
Date: _____

ORLANDO SANFORD INTERNATIONAL, INC.

By: _____
Title: _____
Date: _____

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SANFORD/SEMINOLE COUNTY CHAMBER OF COMMERCE

By: _____
Title: _____
Date: _____

SEMINOLE COUNTY CONVENTION & VISITORS BUREAU

By: _____
Title: _____
Date: _____

METRO ORLANDO ECONOMIC DEVELOPMENT COMMISSION

By: Maurice M. Stock
Title: VP, Marketing + Communications
Date: 11/9/06

SANFORD AIRPORT AUTHORITY

By: _____
Title: _____
Date: _____

ORLANDO SANFORD INTERNATIONAL, INC.

By: _____
Title: _____
Date: _____

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SANFORD/SEMINOLE COUNTY CHAMBER OF COMMERCE

By: _____
Title: _____
Date: _____


SEMINOLE COUNTY CONVENTION & VISITORS BUREAU

By: _____
Title: _____
Date: _____

METRO ORLANDO ECONOMIC DEVELOPMENT COMMISSION

By: _____
Title: _____
Date: _____

SANFORD AIRPORT AUTHORITY

By:  _____
Title: Chairman _____
Date: 12-05-06 _____

ORLANDO SANFORD INTERNATIONAL, INC.

By: MICHAEL CAIRES / Michael Caires _____
Title: PR MANAGER _____
Date: 11/3/06 _____