

**SEMINOLE COUNTY GOVERNMENT  
AGENDA MEMORANDUM**

**SUBJECT:** Memorandum of Understanding – between Sanford/Seminole Chamber of Commerce, and Seminole County Convention and Visitor’s Bureau, and Metro Orlando Economic Development Commission, and Sanford Airport Authority, and Orlando Sanford International, Inc.

**DEPARTMENT:** Tourism Development      **DIVISION:** \_\_\_\_\_

*Suzan K. Bunn*

**AUTHORIZED BY:** Suzan K. Bunn      **CONTACT:** Kathryn Townsend      **EXT.** 2905

<b>Agenda Date 1-27-04</b> <b>Regular</b> <input type="checkbox"/> <b>Consent</b> <input checked="" type="checkbox"/> <b>Work Session</b> <input type="checkbox"/> <b>Briefing</b> <input type="checkbox"/> <b>Public Hearing – 1:30</b> <input type="checkbox"/> <b>Public Hearing – 7:00</b> <input type="checkbox"/>
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**MOTION/RECOMMENDATION:**

Approve and authorize Chairman to execute the Memorandum of Understanding between the Seminole County Convention and Visitor’s Bureau and, Sanford/Seminole Chamber of Commerce and, Metro Orlando Economic Development Commission and, Sanford Airport Authority and, Orlando Sanford International, Inc.

**BACKGROUND:**

For the past seven years the Seminole County CVB has been working with the Sanford/Seminole Chamber of Commerce to help staff the two visitor information booths at the Orlando Sanford Airport. To share the cost of this additional staff, in July 2000 we enlisted three additional partners, the Sanford Airport Authority, Orlando Sanford International Inc. and the Metro Orlando Economic Development Commission. The Chamber handles invoicing and payroll while OSI oversees the scheduling, management and administration of both booths. The Seminole County CVB trains all new staff to ensure they are familiar with Seminole County.

The estimated annual budget for calendar year 2004 for both information booths is \$31,000. This will be split between four partners (the Chamber and EDC each paying one-half of the fourth partnership) making a maximum of \$7,200 annually.

The attached Memorandum of Understanding requests approval of the maximum allowable payment to be made to the Chamber to cover costs associated with operating both visitor booths. The annual payment is due upon approval.

Funding in the amount of \$7,200 is available and approved in the Tourism Development budget for FY 03-04.

Reviewed by:	
Co Atty:	<i>[Signature]</i>
DFS:	<i>[Signature]</i>
Other:	
DCM:	<i>SS</i>
CM:	<i>[Signature]</i>
File No. -	
CTD01	

**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 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. In return for the right to provide this currency exchange service, OSI will receive a transaction fee per currency exchange. This transaction fee will be paid by ICE Currency Exchange and will be used to offset part of the cost of operating both information booths. Agreement by ICE Currency Exchange to pay this transaction fee is covered under separate contract between ICE Currency Exchange and OSI.

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.

The estimated annual budget for calendar year 2004 for both information booths is \$31,000.00 including applicable payroll taxes; this includes an anticipated \$2,200.00 in transaction fee revenues generated from currency exchange services. Split four ways, this equates to approximately \$7,200.00 per partner, with the SSSCC and EDC each paying one-half (\$3,600.00) of the fourth partnership. The SSSCC will handle invoicing and payroll, while OSI will oversee the scheduling, management and administration of both booths.

**ARTICLE II – REIMBURSEMENT, PERFORMANCE AND ACCOUNTING ARRANGEMENTS**

- A. Info. Partners will each pay a maximum of \$7,200.00 [the SSSCC and EDC will each pay a maximum of \$3,600.00) per calendar year to SSSCC to cover costs associated with operating both information booths. Payment for the upcoming year's operation is due by January 1, 2004.
- 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, 2004 and will expire on December 31, 2004.

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: Angela K. Jordan  
Title: President / CEO  
Date: 12/08/03

**SEMINOLE COUNTY CONVENTION & VISITORS BUREAU**

By: \_\_\_\_\_  
Title: \_\_\_\_\_  
Date: \_\_\_\_\_

**METRO ORLANDO ECONOMIC DEVELOPMENT COMMISSION**

By: Amy Cutler Mulford  
Title: Vice President / CEO  
Date: 12/9/03

**SANFORD AIRPORT AUTHORITY**

By: William R. Beaulieu  
Title: Chairman  
Date: 01-06-04

**ORLANDO SANFORD INTERNATIONAL, INC.**

By: Michael A. Carr  
Title: PUBLIC RELATIONS MANAGER  
Date: 12/8/3