

**SEMINOLE COUNTY GOVERNMENT  
AGENDA MEMORANDUM**

**SUBJECT:** Memorandum of Understanding – among Sanford/Seminole Chamber of Commerce, Metro Orlando Economic Development Commission, Sanford Airport Authority, Orlando Sanford International, Inc. and Seminole County.

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

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

**Agenda Date** 3-8-05    **Regular**     **Consent**     **Work Session**     **Briefing**   
**Public Hearing – 1:30**     **Public Hearing – 7:00**

**MOTION/RECOMMENDATION:**

Approve and authorize Chairman to execute Agreement among Seminole County and Sanford/Seminole Chamber of Commerce, Metro Orlando Economic Development Commission, Sanford Airport Authority, and Orlando Sanford International, Inc., in the amount of \$7,200.

**BACKGROUND:**

For the past seven years the Seminole County Convention and Visitors Bureau has been working with the Sanford/Seminole Chamber of Commerce to staff the two visitor information booths at the Orlando Sanford International Airport (OSIA). To share the cost of this additional staff, in July 2000 three additional partners were enlisted: the Sanford Airport Authority, Orlando Sanford International Inc. and the Metro Orlando Economic Development Commission. The Chamber processes invoicing and payroll; OSIA oversees the scheduling and management of both booths; and the Seminole County CVB is responsible for training new staff to ensure they are familiar with Seminole County.

The estimated annual budget for calendar year 2005 for both information booths is \$31,000 including payroll taxes. This will be split between the four partners (the Chamber and EDC creating one partnership) broken out as follows:

- Seminole County CVB - \$7,200
- Sanford Airport Authority - \$7,200
- Orlando Sanford International, Inc. - \$7,200
- Sanford/Seminole Chamber of Commerce - \$3,600
- Metro Orlando Economic Development Commission - \$3,600

It is anticipated that the remaining \$2,200 will be generated by transaction fee revenues from currency exchange services.

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

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.

The Tourism Development Council recommends this expenditure in the amount of \$7,200 which is available and approved in the Tourism Development budget for FY 04-05.

**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 SSCCC; 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 2005 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 SSCCC and EDC each paying one-half (\$3,600.00) of the fourth partnership. The SSCCC 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 SSCCC and EDC will each pay a maximum of \$3,600.00) per calendar year to SSCCC to cover costs associated with operating both information booths. Payment for the upcoming year's operation is due by January 2005.
- 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.

*AM*

**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, 2005 and will expire on December 31, 2005.

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: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

**SEMINOLE COUNTY CONVENTION & VISITORS BUREAU**

By: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

**METRO ORLANDO ECONOMIC DEVELOPMENT COMMISSION**

By: Moureen M. Sack

Title: Vice President, Marketing & Communications

Date: 2/14/05

AM

**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: William R. [Signature]

Title: \_\_\_\_\_

Date: \_\_\_\_\_

**ORLANDO SANFORD INTERNATIONAL, INC.**

By: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

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**SANFORD/SEMINOLE COUNTY CHAMBER OF COMMERCE**

By: Angela S. Strawn  
Title: President / CEO  
Date: 1/20/05

**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: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

**SANFORD AIRPORT AUTHORITY**

By: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

**ORLANDO SANFORD INTERNATIONAL, INC.**

By:  MICHAEL CAIRES

Title: PUBLIC RELATIONS MANAGER

Date: JAN. 17, 2005