

**SEMINOLE COUNTY GOVERNMENT  
AGENDA MEMORANDUM**

**SUBJECT:** Sports and Events Committee Briefing

**DEPARTMENT:** Tourism Development **DIVISION:** in cooperation with Parks & ecreation

*Suzan Bunn*  
**AUTHORIZED BY:** Suzan Bunn **CONTACT:** Suzan Bunn **EXT.** 2901

**Agenda Date** 04/25/06 **Regular**  **Consent**  **Work Session**  **Briefing X**  
**Public Hearing – 1:30**  **Public Hearing – 7:00**

**MOTION/RECOMMENDATION:**

Approve the formation of a Seminole County Sports and Events Committee.

**BACKGROUND:**

At their August 17, 2005 meeting, the Joint City/County Advisory Committee directed the Parks & Recreation Technical Subcommittee to begin identifying sports business opportunities. On August 25, 2005 the P&R Technical Subcommittee initiated discussion on the creation of a sports business group. After several meetings and two presentations before the Joint City/County Advisory Subcommittee, the P&R Technical Subcommittee received the Joint Committee's approval (9-1) to establish a cooperative sports committee.

Following this approval, the Parks & Recreation Technical Subcommittee met to finalize a consistent presentation for use with each city and county commission. During this meeting, it was unanimously approved to call this entity the Sports & Events Committee. This committee will be composed of a representative from Seminole County Parks & Recreation, Tourism Development, each city within the county, and the Central Florida Sports Commission. Structure and objectives as approved by the Committee have been attached for your review.

The Parks and Recreation Division of Library & Leisure Services and the Tourism Development Department are requesting approval of the proposed name, structure and objectives, so that the Committee can proceed.

Reviewed by:  
Co Atty: \_\_\_\_\_  
DFS: \_\_\_\_\_  
Other: \_\_\_\_\_  
DCM: SS  
CM: NJ  
File No. BT001

# **Sports and Events Committee**

**April 5, 2006**

**P & R Subcommittee Meeting**

Parks & Recreation Technical Sub Committee  
Proposes

Seminole County's

**Sports & Events Committee (SEC)**

# Purpose/Goal

- To increase and enhance sports/events activities in Seminole County by ensuring coordination among all interested parties

# Sports and Events Committee Structure

- Identify membership group (i.e. Cities, County, School System, Sports Commission and SCC)
- Group to develop its operational plan
- Set meeting frequency (monthly to start then quarterly over the long term)
- Support Staff for this group to be provided by Seminole County's CVB

# Objectives

- To maintain an inventory of existing and planned sports venues in Seminole County
- To identify & cooperate with regional, state and national sporting events/businesses appropriate for Seminole County's sports venues
- To coordinate with CVB, local jurisdictions and the Central Florida Sports Commission to bid for sporting events/businesses

# Objectives

- To support marketing efforts with CVB, local jurisdictions & the Central Florida Sports Commission
- To collect and evaluate economic impacts from all sporting events in Seminole County
- To conduct a **post event analysis** on events held in Seminole County (facilities, personnel, benefits)

**Questions?**