

**SEMINOLE COUNTY GOVERNMENT  
AGENDA MEMORANDUM**

**SUBJECT:** Sports and Events Committee Briefing

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

**AUTHORIZED BY:** Suzan Bunn/Joe Gasparini **CONTACT:** Suzan Bunn **EXT.** 2901

<b>Agenda Date</b> 06/13/06 <b>Regular</b> <input type="checkbox"/> <b>Consent</b> <input type="checkbox"/> <b>Work Session</b> <input type="checkbox"/> <b>Briefing</b> <input checked="" type="checkbox"/>
<b>Public Hearing – 1:30</b> <input type="checkbox"/> <b>Public Hearing – 7:00</b> <input type="checkbox"/>

**MOTION/RECOMMENDATION:**

Approve the formation of a Seminole County Sports and Events Advisory 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 (9-0) 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.

Joe Gasparini, Parks & Recreation Division Manager and Suzan Bunn, Director, Tourism Development, addressed the Board of County Commissioners at their April 18, 2006 meeting to brief them on changes to the name, structure and objectives of this committee. At that meeting, staff was directed to review the minutes from the March 22, 2006 Joint City/County Advisory Committee meeting for clarification and incorporation of comments made relative to this committee, and to return to the Board within a month after doing so.

<b>Reviewed by:</b> <b>Co Atty:</b> _____ <b>DFS:</b> _____ <b>Other:</b> _____ <b>DCM:</b> <i>[Signature]</i> <b>CM:</b> <i>[Signature]</i>  <b>File No.</b> <i>BTD 660</i>
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Staff reviewed the minutes and met with the Parks & Recreation Technical Advisory Committee for their review of the proposal. Marilyn Crotty updated the Joint City/County Committee on the new name, structure and objectives.

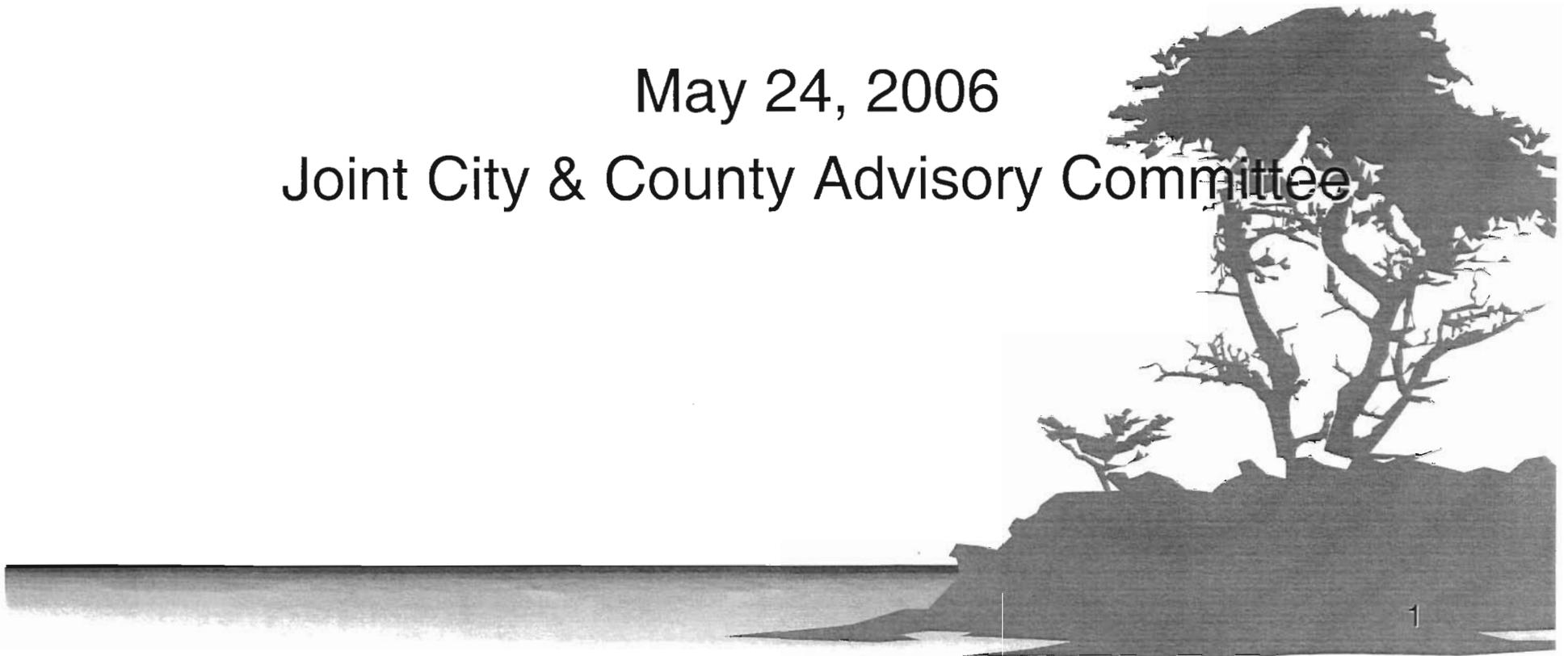
The Parks and Recreation Division of Library & Leisure Services and the Tourism Development Department are requesting approval of the revised name, structure and objectives, so that the Committee can proceed.

A copy of the revised presentation is attached. This synopsis has been presented to the Joint City/County Advisory Committee and the Park & Recreation Technical Advisory Committee, with approval by both entities. Upon approval by the Seminole County Board of County Commissioners, the presentation will be given to each of the city's board by Park & Recreation staff for individual approvals. Following all approvals, an inter-local agreement or resolution would be created to formalize this committee.

# Parks and Rec Technical Committee

May 24, 2006

Joint City & County Advisory Committee



# Parks & Recreation Technical Sub Committee

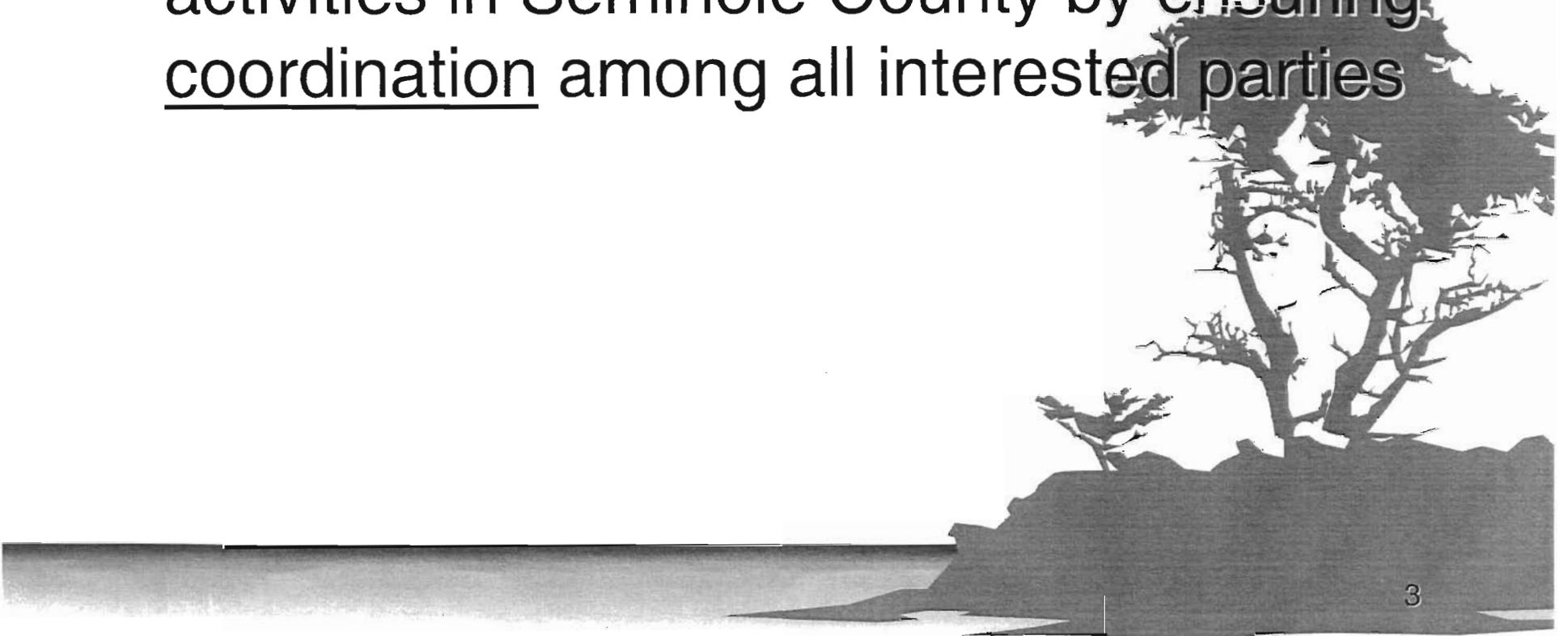
Seminole County's

**Sports & Events**  
**Advisory Committee**



# Purpose/Goal

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



# Sports and Events Committee Structure

- Membership group (i.e. Cities, County, School System, Sports Commission and SCC)
- 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 and share with all partners
- To cooperate with all partners in identifying 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 in bidding 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 and share with all partners
- To conduct a **post event analysis** on events held in Seminole County (facilities, personnel, benefits) and share with all partners

Questions?

