



## **Tourist Development Council**

### **Meeting Agenda**

*October 8<sup>th</sup>, 2015 3:00pm*

*Wayne Densch Performing Arts Center  
201 South Magnolia Avenue, Sanford FL. 32771*

- I. **Call to Order, Moment of Silence, Pledge of Allegiance**
- II. **TDC Welcome and Introductions**
- III. **Welcome Tricia Setzer: Office of Economic Development, Tourism, and Community Relations**
- IV. **Approval of September Minutes\***
- V. **Consent Agenda Items \***
  1. **2015 ECNL Winter National Soccer Tournament**

**Recommended Funding:** \$10,252.75

**Funding Details:** Rental of soccer fields at Sylvan Lake Park, Central Winds Park, and Moore's Station Fields

**Event:** ECNL is scheduled for December 28-30, 2015. The tournament will be hosted at Sylvan Lake Park, Seminole Soccer Complex, Moores Station Fields and Central Winds Park.

**Room Nights:** Guaranteed minimum of 3,000 Seminole County room nights

**Economic Impact:** Estimated at \$3.3 million. This is the single largest sporting event in terms of room nights generated and economic impact hosted in Seminole County.
  2. **Red Raider Baseball Club**

**Recommended Funding:** \$12,500

**Funding Details:** Rental of baseball fields at Soldiers Creek Park and Sanford Stadium/Chase Park

**Event:** Red Raider Baseball Club to host six youth baseball tournaments (Nov-Dec 2015)

**Room Nights:** Guarantee minimum of 900 Seminole County room nights

**Economic Impact:** Estimated at \$1.6 million
- VI. **TDC Updates and Presentations**
  1. Fiscal Year Recap and Presentation for Sports, Meetings, and Marketing – Tourism Team
  2. Q1 Visitor Profile Research Presentation – Walter Klages, Research Data Services, Inc.
  3. Additional Marketing Opportunities Presentation
  4. Hotel Occupancy Report - Red McCullough

*\* These items need formal action by the TDC.*

*PERSONS WITH DISABILITIES NEEDING ASSISTANCE TO PARTICIPATE IN ANY OF THESE PROCEEDINGS SHOULD CONTACT THE HUMAN RESOURCES DEPARTMENT, ADA COORDINATOR 48 HOURS IN ADVANCE OF THE MEETING AT 407-665-7941.*

*PURSUANT TO FLORIDA LAW, THE PUBLIC HAS THE RIGHT TO BE HEARD ON ALL PROPOSITIONS. PUBLIC COMMENT TIME ON PROPOSITIONS SHALL BE THREE (3) MINUTES FOR INDIVIDUALS AND SIX (6) MINUTES FOR GROUP REPRESENTATIVES. PROPER DECORUM WILL BE OBSERVED.*

# TDC Meeting Agenda – Oct 8, 2015 | Continued

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**VII. TDC Review and Discussion (if needed)**

1. Meetings Sales Report
2. Sports Sales Report
3. Paradise Marketing Report

**VIII. Announcements**

**IX. Business to be discussed at next TDC meeting**

**X. Open Discussion**

**XI. Adjourn**

**Save the date for our next TDC meeting:**

**November 12, 2015**

**Springhill Suites by Marriott - Sanford, FL.**

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