

# Memorandum



**Date:** June 15, 2005

**To:** Honorable Chairwoman Sally A. Heyman and Members,  
Intergovernmental, Recreation and Cultural Affairs  
Committee

**From:** George M. Burgess  
County Manager

**Subject:** Status Report: Miami-Dade Sports Commission

IRCA  
Agenda Item  
No. 5 (C)

At the April 5<sup>th</sup>, 2005 Board of County Commissioners meeting a request was made to the Miami-Dade Sports Commission to provide your committee with a status report of their funding sources, County matching funds and accomplishments.

The following report has been provided to my office and is being transmitted in response to the Board's request.

A handwritten signature in cursive script that reads "Alex Muñoz".

Alex Muñoz  
Assistant County Manager

**Date:** May 19, 2005  
**To:** George M. Burgess  
County Manager  
**From:** Mike Sophia, Executive Director  
Miami-Dade Sports Commission  
  
**Subject:** Miami-Dade Sports Commission Update Report

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Pursuant to a request from the Board of County Commissioners to provide the Intergovernmental, Recreation and Cultural Affairs (IRCA) Committee with an update of the Miami-Dade Sports Commission's funding sources, County matching funds and recent accomplishments, the following information is provided:

### **MIAMI-DADE SPORTS COMMISSION**

#### **I. Executive Summary**

The Miami-Dade Sports Commission (MDSC) has been in operation for 13 months. Created by the Board of County Commissioners in 2003, the MDSC officially opened its doors for business on April 1, 2004, with the hiring of its first Executive Director. With the mission to recruit, attract and retain amateur sporting events for the purpose of generating substantial economic activity and promoting amateur sports for Miami-Dade County, the MDSC received its initial funding commitment from the County of \$250,000 to build this new organization.

In the first 4-6 months, the MDSC staff focused on organizational issues, such as developing its policies and procedures, establishing financial controls, opening bank accounts, securing 501-c-3 status, etc. Additionally, the MDSC staff began to meet with venue owners and other sports constituencies throughout the county to understand the current sports landscape and to identify potential facilities and sports venues that would be available to host a wide variety of sports events.

In the second half of the sports commission's first year, MDSC staff began to identify events to pursue and began to develop bids and proposal to host a number of events. The MDSC, in its first year, successfully secured 14 amateur sports events for Miami-Dade County that will result in more than \$58 million projected economic impact and 42,000 projected room nights. Among the events secure by the sports commission were the 2005 and 2006 Florida High School Football State Championships, the 2006 Florida Sunshine State Games, the 2007 U.S. Fencing Summer Nationals, the 2005 International Powerlifting Federation World Championships, and others.

The MDSC staff now shifts into its third stage. The board and staff of the MDSC are committed to raising private funds to match the initial funding provided by the County.

In order to successfully engage the corporate community with a meaningful sponsorship program, the MDSC had to develop a solid inventory of events. After a very successful initial push to secure events, we are now fully engaged in soliciting corporate support for the Miami-Dade Sports Commission through these events.

## II. Financial Summary

To date, the MDSC continues to operate almost solely on the funding received from the County. However, we anticipate generating significant sponsor support over the next 6 months, particularly as we get closer to the 2005 Florida High School Football State Championships event in December. The sports commission will also kick-off a membership campaign in June 2005 to generate financial support from individuals throughout the County interested in supporting the sports commission.

The following summarizes the actual income and expenditures for the MDSC for the first year of operation (April 1, 2004 – March 31, 2005). Our Fiscal Year runs from October through September, however this summary more clearly reflects the expenditures through one year of operation:

### REVENUE

County funding	\$500,000
* \$250k for FY 03-04 received 5/17/04	
\$250k for FY 04-05 received 3/30/05	
Memberships	\$325
Interest	\$858.34
<b>TOTAL REVENUE</b>	<b>\$501,183.34</b>

### EXPENSES

Salaries/payroll	\$133,754.36
Professional services	\$2,250
Operations/overhead	\$23,713.11
Marketing/website	\$10,600.01
Tradeshows/Expos/Sales	\$13,435.13
Prospect Hosting	\$2,248.67
Travel	\$3,705.65
Events/Rights Fees	\$34,115.09*
<i>*(approximately \$12,000 is currently outstanding in Florida Sports Foundation Grants that would be used to offset this expense.)</i>	
Community Programs	\$5,560

<b>TOTAL EXPENSES</b>	<b>\$229,382.13</b>
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In the next six months we would project to secure sponsor commitments totaling \$150,000 – 200,000. The projections represent commitments only, as total cash realized

will depend on the payment structure built into each sponsor agreement. Additionally, we will set a goal of \$50,000 in new membership revenue to be collected by the end of this fiscal year. Finally, we are projecting approximately \$150,000 in event related revenue by the end of the calendar year (December 2005) as the result of net income from the High School Football Championships and grant monies received to support the events hosted.

### **III. Fundraising Report**

Now that the MDSC has assembled an inventory of events and programs to sell to potential corporate sponsors, MDSC staff has completed the development of a template sponsorship package. The MDSC is now engaged in selling sponsorship opportunities associated with the sports commission and commission hosted events.

The primary event sponsorship opportunity in our inventory is the Florida High School Football Finals. MDSC staff is currently working with the marketing department of the Miami Dolphins to present this opportunity to current Dolphins and Dolphin Stadium sponsors.

In addition to the current Dolphins sponsors, MDSC staff has initiated conversations with the following potential sponsors:

- Miami Heat
- Miami Dolphins
- Florida Marlins
- Sports Talk 790 "The Ticket"
- Miami Herald
- NBC 6
- DHL
- Publix
- Bank of America
- Bank United
- Caseworks
- AVHQ Rental Services

Additionally, we have a prospect list of more than 20 companies that will be contacted within the next 30 days. Each sponsorship will be customized to meet the needs of each sponsor, and will include in-kind and cash elements.

The MDSC will also kick-off its membership program within the next 30 days, ideally incorporating some benefits associated with the sponsors mentioned above.

Finally, the MDSC will establish several fundraising events in the next 12 months, also tied to sponsor participation, that will generate additional revenues for the sports commission.

#### IV. Program/Event Update

The MDSC has successfully secured 14 amateur sporting events for Miami-Dade County. The projected economic impact from these 14 events exceeds \$58 million, based on the economic impact model used by the Greater Miami Convention and Visitors Bureau. Additionally, the total estimated room nights generated exceeds 42,000.

We also currently have bids in to host an additional six events that would generate an additional \$20 million in economic impact and 23,000 room nights.

The MDSC successfully secured the Florida High School Football Championships for Miami-Dade County. This event will come to Miami-Dade County for the first time since the FHSAA adopted a neutral site format for the championships in 1988. In addition to the projected \$9.3 million economic impact on our community, hosting the event in Miami-Dade County means that local schools will save the \$30,000 - \$40,000 that it takes for a team to travel to Gainesville or Tallahassee to compete in the state championships.

The MDSC also secured the 2006 Sunshine State Games. This event comes to Miami-Dade County for only the second time in the event's 27 year history. With nearly 10,000 athletes from all over the state competing in more than 24 sports, this event provides our community with the opportunity to participate in a true Olympic-style festival.

Other events secured by the MDSC are:

TriAmerica Triathlon Series	October 2004
World Cup of Flag Football	February 2005
IPF North American Powerlifting	June 2005
USA Judo Fall Classic	September 2005
US Fencing NAC Tournament	November 2005
IPF World Powerlifting Championships	November 2005
FHSAA Football Finals	December 2005/2006
IPF Powerlifting World Masters	May 2006
Florida Sunshine State Games	June 2006
IPF Powerlifting Nationals	July 2006
USA Judo Collegiate Nationals	March 2007
USA Judo Senior Nationals	April 2007
US Fencing Nationals	June 2007

In addition to generating economic impact, the MDSC has been recognized by the United States Olympic Committee for our commitment to amateur and Olympic sports. In February, the MDSC received an invitation to attend the inaugural U.S. Olympic Assembly, in Phoenix, Arizona, in late April. The MDSC was one of only approximately 20 communities from around the country to participate in these meetings, and was one of only two from Florida.

## **V. Issues, Challenges and Opportunities**

The two primary issues facing the Miami-Dade Sports Commission at this time are fundraising and growth. We fully understand the importance of generating private support to match the County's initial funding, and the board and staff are completely committed to exceeding those expectations. However, it is important that everyone involved understand that we have been in operation for only 13 months. Since the MDSC is not a true charity, we have to be able to provide a quality sponsorship opportunity for our corporate partners. As such, it simply took us some time to develop an inventory of programs, events and opportunities to present to these prospective sponsors. We will be successful in generating this corporate support, as well as securing individual support through our membership program.

The MDSC is going to work closely with the U.S. Olympic Committee and the National Governing Bodies of sport to take advantage of opportunities in the area of Olympic sport development in Miami. These opportunities include fundraising opportunities for the MDSC, Olympic programming for the children of our community, and potential support for, or relocation of, current Olympic teams in training.