

# Memorandum



**Date:** July 1, 2008

**To:** Honorable Chairman Bruno Barreiro and  
Members, Board of County Commissioners

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

**Subject:** Manager's Report responding to directive under R-418-08

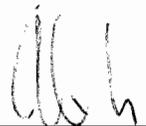
**Agenda Item No.**  
**12(B)1**

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During the April 8, 2008, the Board adopted Resolution No. R-418-08 directing the Mayor or his designee to study the feasibility of reinstating the Orange Blossom Classic Football Game in Miami-Dade County and to report back to the Board of County Commissioners within 60 days.

In response to this direction, we requested the assistance of the Miami Sports Commission to study the feasibility of reinstating the game. Attached is a report from Mike Sophia, their Executive Director, which recommends that we do not pursue this at this time.

Attachments

  
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Alex Muñoz  
Assistant County Manager



**MEMORANDUM**

**DATE:** May 28, 2008  
**TO:** Alex Munoz  
**FROM:** Mike Sophia   
**RE:** ORANGE BLOSSOM CLASSIC DIRECTIVE

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As discussed, the Miami-Dade Sports Commission has been working closely with Mr. Andre Williams, of Williams & Stayton, LLC, regarding the development of the Miami Football Classic. The 2008 Miami Football Classic will be played on September 27, at Traz Powell Stadium, between Howard University and Savannah State University.

In addition to the football game featuring two Historically Black College and University (HBCU) programs, there will also be ancillary activities throughout the weekend, including a step show and battle of the bands. We project that approximately 5,000 fans from Howard University will travel to Miami for the Classic and 2,000 fans from Savannah State are expected to visit, giving the event a substantial impact in its first year.

Additionally, Howard University has committed to play in the Miami Classic for the next three years, with the 2009 opponent scheduled to be Bethune-Cookman. We are currently working with FIU to host future games at their new on-campus football stadium.

Mr. Williams and I had the opportunity to meet with Commissioner Moss last week, and he expressed his support for the Miami Football Classic. We discussed the potential for the Miami Football Classic to evolve into the Orange Blossom Classic, to forego the Orange Blossom Classic, or to consider pursuing both events.

At this time, I believe it would be in the best interest of Miami-Dade County to support the Miami Football Classic, and work toward the future growth and development of this event. I am not sure our market can support two major Classics, and we have this game already on the books. We can certainly revisit the Orange Blossom Classic at a later date.

Please let me know if you have any further questions or if I can provide you with additional information.