

Continued Success for Sports Events in Seminole County

With over 15 events and an overall economic impact of over \$6,000,000 to the local community during 2004, Seminole County continues to position itself as a prime location for sports events. These figures represent an increase from 7 events and an economic impact of over \$3,000,000 in 2003. The prediction for 2005 includes 18 events and over \$9,000,000 in economic impact.

An example of the many successful sports events Seminole County hosted in 2004 is the NCAA Division II National Championships Festival.

Over a five-day period in May of 2004, the NCAA and the Central Florida Sports Commission teamed to host Division II championships in men's and women's golf, women's lacrosse, men's and women's tennis, and women's softball. The festival hosted over 600 participants from all over the United States.

In recognition of this successful event, the 2004 NCAA Division II National Championships Festival received an award by the Sports Travel Magazine, announced at TEAMS 2004 in Houston. The 2004 NCAA Division II National Championships Festival was selected as the Best Collegiate Multi-Sport or Multi-Discipline Event. Nominated and voted on by their readers, the Sports Travel Reader's Choice Awards recognize excellence in sports event management and production.

According to the Central Florida Sports Commission, the economic benefit to Orlando of the NCAA Division II National Championships Festival exceeded \$2.5 million. Also, local hotels benefited with a total of 5,700 room nights for participants, traveling parties, and spectators.

The Central Florida Sports Commission is a non-profit, private organization created to attract international, national and regional events and sports-related business and activities to Central Florida.

The sports commission works both regionally, nationally and internationally with event organizers in the areas of site/facilities selection, budget development, development of local organizing committees, and event management oversight. Additionally, the sports commission has successfully developed and managed a number of unique sports-related entertainment events.

For additional information about sports events in Seminole County, Seminole County Convention & Visitors Bureau at 407-665-2901 or the Central Florida Sports Commission at 407-648-4900