

SPORTS COMMISSION

FY 09 Goals & Initiatives

- Generate 96,000 room nights from sports team training and events.
- Provide at least ten leads for sports related conferences and conventions to the Meetings and Conventions Department.
- Market the destination's training, tournament and meetings opportunities at 40 selected tradeshows through interaction with new prospects and existing clients.
- Develop opportunities in international markets with traditional Olympic sports and niche market sports
- Develop sports website to include new and emerging markets information both domestic and international. Increase the use of the Internet to support and service local partners, tournaments and events.
- Coordinate with local city partners as well as industry partners to respond to the Request for Proposal for the Little League Southern Regional District baseball/softball tournaments
- Identify and pursue 15 National Governing Bodies for training, tournaments, meetings and Request for Proposals through regional sales missions.
- Continue to develop relationships with Big East Conference for host opportunities for conference championships and preseason tournaments.
- Work with Education Department to host annual sports education symposium with hotel properties to assist in identifying sports market trends and opportunities.
- Target and establish relationships with two organizations, equipment sponsors and suppliers, that are event host and event rights owners with the potential to bring us tournaments or meetings
- Create sport-specific and sports general collateral for trade show and direct marketing distribution.
- Sponsor or conduct seven sales activities during trade shows to reinforce our relationships and promote the destination.