



# ***CENTRAL FLORIDA SPORTS COMMISSION***

<b>All Counties</b>	<b>FY 14 Final*</b>	<b>FY 15 Plan</b>	<b>FY 16 Plan</b>
# of Events	59	72	75
# of Athletes	100,394	106,384	121,743
Total Visitors	233,111	232,628	281,188
Room Nights	196,470	179,727	182,836
Avg Acq. Cost			
Economic Impact	\$127,442,212	\$114,850,000	\$98,169,307

\*included Volusia County

## Strategy.

## Team.

- Target Marquee events
  - E.g. NCAA Basketball
- Target Amateur events
  - E.g. USA Volleyball Open
- Focus on need times

All County/City Governments. All CVB's. All TDC's. Hotel Partners. Attraction/Theme Park Partners. Professional Sports Teams. All Venue Partners.

## Venues.

## Events.

Amway Center. Citrus Bowl. The New Soccer Stadium. OCCC. The New Seminole Sports Complex. Hickory Point Sand Volleyball Complex. Osceola Herritage Park.

2015: FHSAA Tennis Finals  
2015: US Youth Soccer Girl's ODP  
2015: ECNL Winter Showcase  
Targeted '16/17: NCAA Women's College Cup Youth Tournament  
Targeted '17: US Soccer Regional