

# **SPORTS DEPARTMENT**

**June 2000**

**Prepared by: John Giantonio  
Director of Sports**

## **NFL Europe**

NFL Europe is a division of the National Football League made up of six teams that play games in four countries in Europe. The Sports Department has provided NFL Europe with all the information they need to make a decision on relocating their training to Pinellas County. We have discussed with them that we are willing to work with them on any issues they may have in coming to our area. We emphasized our organization's strong contacts in Europe and how we will be able to benefit both of our organizations by working with our European offices. It is now a matter of the NFL making it's decision on what we have presented to them and what they currently have in Orlando. This has been a combined effort with the Tampa Bay Sports Commission.

## **Swiss National Synchronized Swimming Team**

This team will be representing the Country of Switzerland in the America Cup in Tallahassee. After receiving a lead from our sport partner at the Southwest Swimming Complex, we contacted the Swiss National Synchronized Swimming Team and offered them our assistance. We are providing them with much needed maps of the area, welcome bags and transportation contacts. We have also contacted a local synchronized swimming team for a goodwill meeting with the two teams.

## **Race for the Coast 2000**

The Race for the Coast 2000 is the first ever 10K race sponsored by Coastal Living Magazine and benefits the Clean Beaches Council. Representatives from Coastal Living Magazine and the race organizers visited Fort DeSoto Park and reviewed the site for the race. The Sports Department coordinated the site visit and made introductions to the Parks Department's personnel. We are in the process of coordinating in-kind sponsorships for water and developing leads for other sponsors for this event. Coastal Living has started advertising this event in their magazine and the St. Petersburg/Clearwater Area CVB is being shown prominently as a sponsor of the event. This race is also being promoted on Track Shacks website and runners can register on-line for this event. We are featuring the logo on our website with links to Coastal Living and Track Shack.

### **Florida Senior Games State Championship 2001 – 2002 Bid**

The Florida Senior Games are ongoing games for people 50 years and older. The Sports Department with our sports venue partners is in the process of putting together a bid to bring the games to Pinellas County for 2001 and 2002. The Florida Senior Games combine the all the State's local games into one event. 2001 is a championship for the State and 2002 is both the championships for the State and a qualifier for the Nationals. Our department will be working with our local senior game organizers along with the Good Life Games. We have sent out letters of support and interest in involvement from different venues for this event.

### **Super Bowl XXXV**

#### **Super Celebration Florida's Beach**

- Super Celebration Florida's Beach (SCFB) is a committee that our department organized, which includes our Sports Department, the Super Bowl XXXV Task Force Team, and many of our community event organizers in Pinellas County. We have identified 16 potential events that can occur during Super Bowl week in Pinellas County. We are now in the process to make sure that all the events that want to be a part of the Super Bowl get the sanctioning forms.
- We are working closely with the Decorations Committee chair, Mr. Tom Feaster, to ensure that Pinellas County has the opportunity to decorate its streets and community centers with the Super Bowl "look." We have begun discussions with Pinellas County Parks to decorate the Friendship Trail (Gandy Bridge) with Super Bowl banners.

#### **Super Bowl XXXV Host Committee**

- A task force committee established to promote the Super Bowl to the community. We met with the Host Committee and brought them up-to-date with the Super Celebration Florida's Beach committee.
- Our department also attended a Ybor City Celebration Meeting and will begin attending the Super Bowl Volunteer Committee Meetings in July to help assist with their volunteer needs.

### **Ultimate Golf**

Canadian tour guide company devoted to the recruitment of golf tourists for packages to Florida golf courses. The Sports Department escorted Ian Dawson to several Pinellas County golf courses (Bardmoor, Mangrove Bay, and Innisbrook) to speak with the general managers or golf pros about their participation in providing economical packages to Ultimate Golf. We also visited several area hotels and real estate companies to discuss property leasing for the packages. We then visited various courses south of Pinellas County to recruit their participation in golf packaging while the players would stay in Pinellas County.

### **Sports Committee**

The Sports Committee is made up of professionals from Pinellas County that have an interest, and can assist us, in developing the County into the premier destination for sports events in the U.S. In June, the Sports Committee met for the first time and discussed the present and future opportunities of sports in Pinellas County. We also discussed how we could all work together to achieve the goals and objectives of the Sports Department while making Pinellas County a better place to live through sports. The Sports Committee is scheduled to meet every other month on the first Thursday of that month.

### **National Association of Swim Coaches**

The Sports Department will be attending the National Association of Swim Coaches' (NASC) 2000 national conference being held in Cincinnati, OH. This is a meeting of all swim coaches on the collegiate, public and private levels. The Sports Department met with the Public Relations Coordinator for the Long Center, Mr. Jeff Berman, to discuss and coordinate the distribution of information at the national conference. We also met with the City of Largo's Aquatics Manager, Mr. Matt Spoor, and the city's swim coach, Mr. Cashell Mack, to coordinate the marketing of their facility and the distribution of materials at the upcoming conference.

### **USA Swimming**

USA Swimming is the National Governing Body for the sport of swimming in the United States. We provided the USA Swimming bid book to our swimming venue partners. We are seeking those bids that are a good fit with the individual venues that our department can assist and help promote. We have initially identified several events that we feel are a good fit with our venues in Pinellas County and we are working with the venues to produce a successful bid.

### **City of Dunedin Division III Softball**

The City of Dunedin will host a Division III Softball Invitational February 26<sup>th</sup>-March 2, 2001. It will bring 16 NCAA women softball teams from around the Nation for games. Mr. Chip Potts who is with the City of Dunedin's Leisure Services Department has coordinated the structure of the Dunedin DIII Classic. The St. Petersburg/Clearwater Area's CVB will help market and coordinate the recruitment of teams. Play will begin on Monday and conclude on Friday, teams will play a minimum of 10 games each

### **Nextlink**

Nextlink is a communications provider. The Sports Department met with representatives from Nextlink and discussed potential opportunities for sponsorships of events we host in Pinellas County. They are interested in high-end, high exposure events.

### **Tampa Bay Mutiny**

The Tampa Bay Mutiny is our Major League Soccer team. The Sports Department met with Mutiny representatives and potential ownership group to demonstrate the strong community support for the sport in our area.

### **Volunteers**

- A newsletter created by the Sports Department that is sent to volunteers to thank them and to inform them in advance of the different events that will be happening in Pinellas County. In June, our department sent out its first quarterly newsletter to our volunteers. The newsletter thanked volunteers and others who assisted us and our event partners during past sporting events. It also listed several sporting events scheduled in the near future and let them know which events we would be seeking volunteers for. The newsletter also contained a special section announcing the enormous need for volunteers for Super Bowl XXXV and the contact information to become a volunteer for the event.
- Our department met with Pinellas County's Volunteer Program Coordinator, Mr. Tim Closterman, and discussed how our two departments and other community volunteer centers could all work together and help one another out. We also discussed money saving techniques on how to advertise to volunteers when there is a need for them for various events.
- Our department will also be active in the Super Bowl XXXV Volunteer Committee.