

Sports Development

Our main goal is to maintain a strong presence and close relationship with the sporting industry's business decision makers and leaders to generate business in Broward County. We also ensure that sports event directors and venue managers are aware that Greater Fort Lauderdale is one of the best destinations to host various types of sporting events, from annual conventions and board meetings, to regional, national, and international tournaments and events.



OBJECTIVES

- Work with sports leaders to generate leads and produce hotel room nights that create a positive economic impact for Broward County including 2010 Pro Bowl and Super Bowl XLIV.
- Build new relationships with local, national, and international event organizers to secure sports business into the destination.
- Continue to work and communicate with local hotels and our local sports venues to ensure that affordability becomes a selling point in booking sports groups that will impact our area.

TARGET AUDIENCES

Amateur/Collegiate/Professional leagues and associations that represent various sports:

Baseball, Bowling, Soccer, Softball, Swimming, Archery, Badminton, Beach Volleyball, Bocce, Boxing, Cricket, Cycling, Diving, Dancing, Dodge ball, Cheer, Fencing, Field Hockey, Firefighting, Lacrosse, Game Fishing, Golf, Gymnastics, Health and Fitness, Ice Hockey, Racquetball, Roller Skating, Roller Hockey, Rugby, Sailing/Yachting, Shooting, Synchronized Swimming, Table Tennis, Track & Field, Volleyball, Water Polo, Wrestling, and all Martial Arts

STRATEGIES

- Focus on sports business and events that create summer and shoulder business.
- Attend and exhibit at select trade shows and sports travel summits such as the International Sports Summit, Major League Soccer, NFL, NHL, MLB Travel Meetings, American Amateur Athletic Union Conference (AAU), National Association of Sports Commissions (NASC), and Travel Events and Management in Sports Conference (TEAMS).

- Continue to create awareness through sports media including editorial coverage and promotions.
- Host numerous site visits for groups in the sports industry that will potentially host board meetings and /or conventions in the Greater Fort Lauderdale area.
- Continue to build and update the sports contacts database that will assist with direct mail, FAM trips, and new client contacts.
- Have press presence with visiting media from NHL, NFL, FedEx Orange Bowl, and Major League Baseball Spring Training.
- Host annual Sports Appreciation reception at BankAtlantic Center to thank sports leaders and venue managers who assist in achieving our goals.
- Host annual Broward County Sports Hall of Fame Induction Dinner at the Broward County Convention Center to highlight local sports legends.
- Maintain a sports calendar and communicate with the local hospitality community via Sports Hospitality update meeting.
- Create and distribute the Broward County Sports Venue Guide and Golf Guide.
- Continue working with the Florida Sports Foundation grant program.
- Enhance the fishing/yachting, scuba diving, and golf markets in the Greater Fort Lauderdale area by increasing communications and developing new strategies.
- Attend Beneath the Sea, DEMA and Oceanfest to generate scuba travel to GFL.

