

Vision

Welcome to the first edition of Miami-Dade Sports Commission's, *Vision*, the e-newsletter designed to keep you up-to-date on the latest sporting events and activities taking place in Miami-Dade County and at your local sports commission.

We encourage you to pass *Vision* along to anyone who you feel will benefit from its content. With your help, we can make Miami-Dade County the #1 location for sporting events in the world. Please email your comments and suggestions to your [Miami-Dade Sports Commission](#).

Mike Sophia, Executive Director

THE MISSION-ATTRACT, PROMOTE, RETAIN

Our mission is to attract, promote, and retain amateur sporting events for Miami-Dade County. As the premier destination for sports events, leisure and entertainment in South Florida, our goal is to foster positive growth and economic development for the local community through increased visitor stay and a more frequent visitor return rate.

Our background

Created by County Ordinance, No. 03-71 § 1, on April 8, 2003, and through the leadership of Commissioner Jimmy Morales and the Board of County Commissioners the Miami-Dade Sports Commission officially opened it's doors on April 1, 2004.

The Sports Commission is led by Executive Director, Mike Sophia, former Vice President of the Florida Sports Foundation and former assistant competition manager for the 1996 Olympic Games. Its primary focus is to spur an increase in overall economic development and facilitate tourism growth as a direct result of sporting events in the county. Mike brings a strong knowledge of sports events, event promotion, and overall sport environment enhancement.

Recently joining the MDSC in June is Heather Wasek, Assistant Director. A recent graduate of Florida Atlantic University's MBA Sport program, Heather joins us from The Super Show, the country's largest sporting goods trade show. She brings with her a strong event promotion background and overall knowledge of the sports industry.

ON THE NET

It's just the beginning here at the Miami-Dade Sports Commission with the level of excitement always at its peak. Currently, with the help of the GMCVB's great marketing team, we have produced a "splash" page for our website. The official introduction and unveiling of a fully functional website will occur in the latter part of this year. Please visit www.MiamiSports.org and take a glimpse at the home of our new website and cyber connection to the world!

SO MANY EVENTS! SO MUCH EXCITEMENT!

It's official! Your Miami-Dade Sports Commission has already become a major player in the amateur sports world. Here is a glimpse of the events that can't keep Miami off their mind!

Dew Action Sports Tour On July 15, the official bid was submitted for NBC and Clear Channel Communications extreme sports event. Partnering with the GMCVB, American Airlines Arena, Bicentennial Park, and the City of the Miami, the Sports Commission created a solid proposal with a promising outlook. In fact, Miami is a finalist amongst a very short list of competing cities. In August, the NBC and Clear Channel team will be visiting the city of Miami for a final site visit. Shortly thereafter, they will make a final decision.

2007 Florida's Sunshine State Games On July 30, the official bid was submitted for the 2007 Florida's Sunshine State Games. Owned and operated by the Florida Sports Foundation, this prestigious State Games program, is one of the oldest in the country, second only to that of New York's Empire State Games. With over 9500 participants, the Sunshine State Games has produced numerous Olympic athletes. Partnering with Miami-Dade County Park and Recreation, Miami-Dade County Fair Grounds and Expo Center, FIU, and numerous other facilities throughout the county, the Sports Commission looks forward to hosting Florida's Olympic-style sports festival. A final decision will be made in January of 2005.

TriAmerica Triathlon This secured event will be the final stop on the TriAmerica Triathlon Series. The Tri-America Triathlon Series is the premier national triathlon series in the United States, featuring ten events throughout the year. The featured event is an International distance triathlon - .93 mile (1.5 km) swim, 24.8 mile (40 km) bike, and 6.2 miles (10 km) run. The Miami SeaQuarium and Key Biscayne will be the site for this event.

If you are interested in learning more about this event please contact [Damian Kelly](#).

The Miami-Dade Sports Commission will begin a sales tour visiting many National Governing Bodies this September. We will be rolling out an industry wide ad campaign, letting the world know that we are "Open for business!"

We continue to work on several prospective events each day, and are always interested in new sports and new events. If you have any events or sports that you would like us to work on, or you are just curious as to other events we are considering, please feel free to email your [Miami-Dade Sports Commission](#).

INSIDE YOUR MDSC



Miami-Dade County Facility Guide

James McGregor, the MDSC's first intern, continues to develop our highly functional database of venues that will assist us and events rights holders in identifying the right venues for each event. This dynamic facility guide will be available online as well as in hard-copy. Phase I of the database was successful with the development of venue criteria and the format for capturing the information completed. Phase II has begun with the identification of venue's unbeknownst to us, as well as, regularly scheduled venue tours. In addition to these site tours, we ask that any photographs of facilities be submitted for a more vibrant and functional guide.

For more information on how your facility can be covered or if you would like to submit photos, please contact [Heather Wasek](#).

Friends and Partners

As the MDSC grows, we begin to look at defining partnerships throughout the county. The Sports Commission was created as a true public-private partnership, designed to benefit the entire community we serve. In that spirit, we will be reaching out to the corporate community to assist in our mission. Our goal is to create partnerships that allow businesses to become involved with the Sports Commission as a whole or through specific sports or events.

To learn how you can partner with the Miami-Dade Sports Commission, please contact [Mike Sophia](#).

SPECIAL THANKS



The Miami-Dade Sports Commission would like to give a special thanks to Bill Talbert and the great team at the Greater Miami Convention and Visitors Bureau. In addition to housing the MDSC offices, the GMCVB team has provided invaluable expertise and resources to the mission of the Sports Commission. Thank you!

We would also like to thank our partners within the County, municipalities, and local sports organizations and facilities. Without you, the Sports Commission would not exist.

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Individual commitment to a group effort-that is what makes a team work a company work, a society work, a civilization work. -*Vince Lombardi*