

EXECUTIVE SUMMARY

Recommendation that the Tourism Development Council direct the TDC Executive Director to send a joint letter with the Sports Council to the Collier County High School Athletic Directors asking their help in the Football University (FBU) Championship Week, December 14-20, 2016.

OBJECTIVE: To request that the Executive Director co-sign a letter with the Sports Council enlisting the participation of the Collier County football teams, bands and cheerleaders in the FBU Championship Week.

CONSIDERATIONS: This is the third year that All American Games brings the annual FBU Championship playoffs to Naples.

This sports tourism event brings significant tourism to Collier County (\$3 million in 2015) and FBU wants to make Collier County their permanent home for this annual Championship Week. This year FBU will double the number of teams from twelve to twenty-four and broad community support is needed to make the event a success.

The Sports Council is proposing that high schools support individual visiting teams by attending their game/games and encouraging band/cheerleader participation. Of course, this is voluntary.

This outreach will also be directed to the middle school football leagues countywide.

A joint letter from CCVB and the Sports Council would be beneficial in highlighting this week and increasing local participation to make it a memorable and community supported Championship Week.

FISCAL IMPACT: There is no fiscal impact with this action.

LEGAL CONSIDERATIONS: None.

GROWTH MANAGEMENT IMPACT: There is no impact to the Growth Management plan with this action.

RECOMMENDATION: That the Executive Director co-sign a letter with the Sports Council enlisting the participation of the Collier County football teams, bands and cheerleaders in the FBU Championship Week.

PREPARED BY: Penny Taylor, Commissioner District 4

AGENDA DATE: October 24, 2016

October 17, 2016

Greetings Collier County Athletic Directors,

This letter is being sent to inform your school, school community and booster clubs that the [Football University National Championship](#) (FBU) is being hosted in Collier County for the third consecutive year this coming December 16th – 20th, 2016. The Championships will feature the top 24 teams out of 192 total teams from 16 different regions of the United States. All-star youth football players from 6th, 7th, and 8th grade will be competing for a National Championship in their respective grade. The tournament will provide an opportunity for the young athletes competing and their families to enjoy the first-class facilities and experiences Collier County has to offer.

This letter is to ask for your support in filling the stands with football fans from each of your schools and to provide a first-class experience to these champions right here in our own backyard. The proposed support would be to promote the event in your school and to encourage your school's fans, marching band and cheerleaders to attend the games and deliver a memorable experience to these football all-stars. The above suggestions are of course voluntary, but are sincerely requested in an effort to show continued support for an event that provides our community with national exposure.

If you will let us know by return e-mail that you are willing to assist us in promoting the event to your school, we will provide you with ticket information and all schedule details.

Thank you in advance for any assistance you can provide in showcasing our premier sports destination we call home, here in Collier County.

Thank you,

Convention
& Visitors Bureau

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