



SEMINOLE COUNTY
FLORIDA'S NATURAL CHOICE

**Leisure Services Department
Community Impact Report**

FISCAL YEAR 2012/13

Extension Services • Greenways & Natural Lands • Libraries • Parks & Recreation • Tourism
www.seminolecountyfl.gov/leisure

Introduction



A Message to Our Community

Dear Community Member,

Welcome to the Seminole County Leisure Services Department Annual Report. Our mission is to enrich lives through outstanding cultural, educational, environmental and recreational experiences. The Department is made up of five divisions representing Extension Services, Greenways & Natural Lands, Library Services, Parks & Recreation and Tourism/Convention & Visitors Bureau.

The 2012/13 fiscal year was a year of investment in economic development. The economy showed some signs of improvement recognized in Leisure Services through continued growth in our tourism industry as well as growth in revenues from impact fees. With Return on Investment (ROI) playing a key factor in spending decisions, the Board of County Commissioners made several investments during FY 12/13, in keeping with our commitment to driving economic development while maintaining the natural beauty of the County including: The purchase of land for expansion of the Zoo, the purchase of 100 acres for a new Sports Complex, Improvements at Big Tree Park including the planting of a Clone of the Senator, and design and permitting for planned enhancements at the Lake Harney, Geneva, Black Bear Wilderness Areas, and three of our public boat ramps. A Parks, Recreation, Trails, and Natural Lands Master Plan was completed this year setting a foundation for planning for the future.

I invite you to learn more about how we pursue our mission to enrich the lives of our citizen and visitors in this FY 2012/2013 Annual Report and by checking out our Leisure Services Guide at www.seminolecountyfl.gov/leisureservices/pdf/Win-Spr%20Guide%202014.pdf

Respectfully,

Joseph R. Abel, CFRP

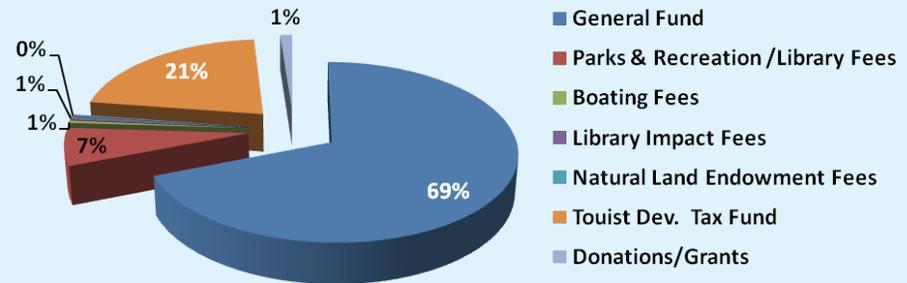
Leisure Services Director

Our Budget

Leisure Services Condensed Financial Report FY 2011/2012 (Unaudited)

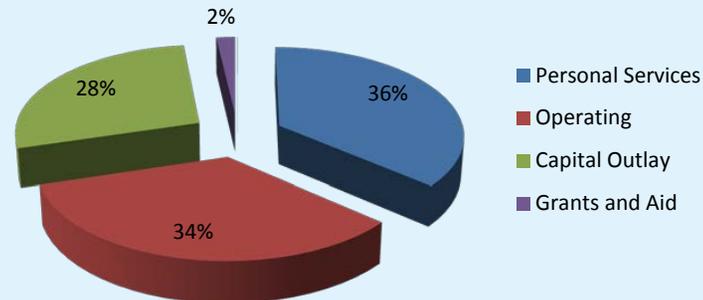
SOURCES

General Fund Revenue	11,795,527
Parks & Rec./Library Fees	1,175,376
Boating Fees	81,825
Library Impact Fees	109,907
Natural Land Endowment Fees	46,879
Tourist Dev. Tax Fund	3,659,852
Donations/Grants	205,616
Fund Balance	2,302,891
Total	\$19,377,873



USES

Personal Services	7,033,471
Operating	6,595,906
Capital Outlay	5,391,686
Grants and Aid	353,174
Interfund Xfer	3,636
Fund Balance	-
Total	\$19,377,873



Cost of Leisure Services per capita is approximately \$28.

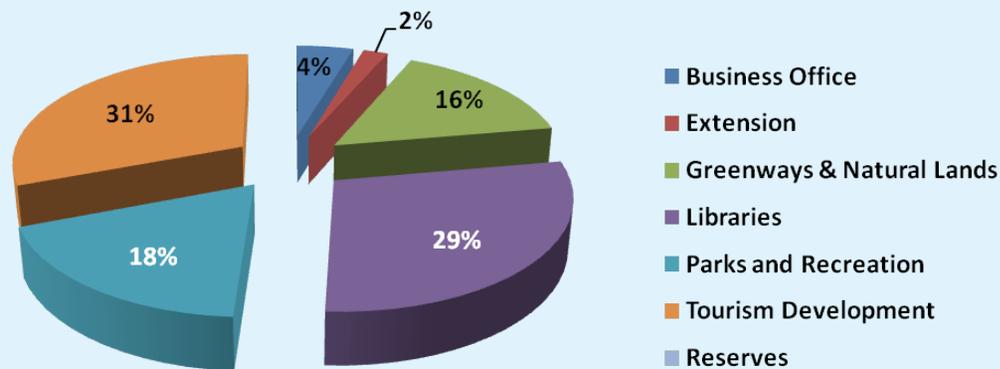
Source: Florida Bureau of Economic and Business Research 2012 population estimate

Our Budget (BY DIVISION)

Leisure Services Condensed Financial Report FY 2011/2012 (Unaudited)

USES (BY DIVISION)

Business Office	891,898.58
Extension	387,504.24
Greenways & Natural Lands	3,035,103.71
Libraries	5,549,823.80
Parks and Recreation	3,549,035.80
Tourism Development	5,964,507.03
Reserves	
Total	\$19,377,873.16



How We Measure Up



By the Numbers...

\$1.4 million in user fee revenues were generated to offset operational costs funded by taxpayers.

Over \$205,000 worth of donations, grants and in-kind services were generated to meet operational needs without being funded by taxpayers.

Every \$1 spent on **Tourism** in Seminole County returns \$12 to the community. *Source: Florida State Sports Foundation*

Every \$1 spent on **Libraries** in Seminole County returns \$11.44 in value. *Source: Florida Division of Libraries and Information Services*

Every \$1 spent on agriculture research and **Extension Services** in Seminole County returns \$10 to the community. *Source: University of Florida Institute of Food & Agricultural Science*

What We Do/Contact Us

Main Services

- Extension Services 407-665-5560
- Greenways and Natural Lands407-394-0959
- Libraries407-665-1500
- Parks and Recreation407-665-2180
- Tourism Development407-665-2900

Main Contact

Visit us on the web at:
www.seminolecountyfl.gov/leisure

For a listing of our programs:



Community Support



Our Partners in Excellence

- Bojangles
- Central Florida Tennis Association, LLC
- Chick Fil A of Altamonte Springs
- Community Acupuncture of Longwood, LLC
- E Tennis
- Fairwinds
- Kobe Steakhouse
- Moe's
- Preschool Sportz
- Primrose School of Longwood
- Roach Chiropractic

Seminole County **Extension Services**



**Providing Solutions
for Your Life**



Seminole County Leisure Services Department - Extension Services

A Testimonial



“I usually don’t eat mixed foods but this is delicious!”

“It’s like a vegetable rainbow!”

Seminole County 4-H Healthy Kids Cooking program is made possible through volunteer help, a generous donation from community partnerships of Edible Orlando Magazine and a \$500 donation from a local Whole Foods Grocery Store.

How We Measure Up

By the Numbers...

Economic Impacts

Agricultural and related industries generate:

40,619 jobs (17.2% of total) in Seminole County.

\$2 billion in revenues.

11.4% contribution to gross regional product.

Based on a 2011 UF study

It is estimated that for every **\$1** invested in agricultural research and extension, there is a return of **\$10** to the community.

Based on a 2007 USDA study



Community Support



Extension Services Advisory Board Members

Abel, Joe
Braun, Bob
Brock, Kelly
Clayton, Bill
Dallari, Robert
Fuentez, Teri
Gable, Linda
Gable, Mark
Herota, Edie
Hess, Mary Lynn

Hunter, Jim
Law, Rita
Lollar, Matt
Mackay, Wayne
McKenna, Bridgete
Michael, Shane
Milch, Gabbie
Mudge, Dennis
Nichols, David
Robertson, Phil

Robinson, Tim
Romagosa, Angie
St. Onge, Andrea
Sullivan, Shana
Townsend, Kathryn
White, Rudy
Yarborough, Bo
Yarborough, Imogene

Volunteers donate approximately **17,000** hours of their time,

which is equivalent to eight full time employees or a **savings of**

approximately **\$425,000** annually to the County Residents.

Goals / Outcomes

How We Fulfilled Our Mission

Statewide Clientele Outcomes

- Clients reporting an increase in knowledge or skill **92%**
- Clients reporting a change in behavior or attitude **76%**
- Clients adopting best practices resulting in societal, economic, or environmental benefits to community **59%**



Seminole County **Greenways & Natural Lands**



MISSION

The preservation and management of natural areas within Seminole County to enhance or promote biodiversity, corridors, water resources, environmental education and passive resource based recreation for existing and future generations.

A Testimonial

“Both of my children love coming to Eco Camp. The counselors are absolutely wonderful. This is their favorite camp to come to. They look forward to coming back each time, and I never have to hear complaining about something they didn’t like - because they liked it all!”

- Eco Camp Parent



How We Measure Up



By the Numbers...

Our Passive Parks have an estimated **1,800 visits** per park/ per location per month totaling approximately **450,000 visitors** annually.

6634.2 Acres of Total **Natural Lands** are maintained for uses such as hiking, biking, horseback riding and camping.

Greenways and Natural Lands maintained the aesthetics and safety of **21 un-manned park locations** in Seminole County.

The Division maintained approximately **40+ miles** of the County's interconnected system of **paved trails**, including some of the pedestrian bridges and underpasses.

How We Measure Up (cont'd)

By the Numbers...

Coordinated and supervised the maintenance of
60+ miles of landscaped medians
throughout the County.

In the fiscal year 2011/2012, the Division became responsible for
**landscape maintenance at 60+
public buildings** and undeveloped County property.

12,347 students or citizens attended
education and outreach programs in 2012/13

Volunteer hours were 1,411,
or the equivalent of one part time employee.



Community Support



Advisory Boards/ Volunteers

Natural Lands Subcommittee:

- Tom Boyko
- Chuck Drago
- Bob Goff
- Barbara Whittier, Chair
- Ed Ghiglieri

Trails, Blueways & Bike Paths:

- Chuck Drago
- Bob Goff, Chair
- Jeff Ebbers
- Mike Martin
- Barbara Whittier
- Tom Boyko
- Bryan Kirby

Seminole County **Library Services**



SEMINOLE COUNTY
FLORIDA'S NATURAL CHOICE

MISSION

***Enriching Lives,
Engaging Minds***

Seminole County Leisure Services Department - Library Services

A Testimonial



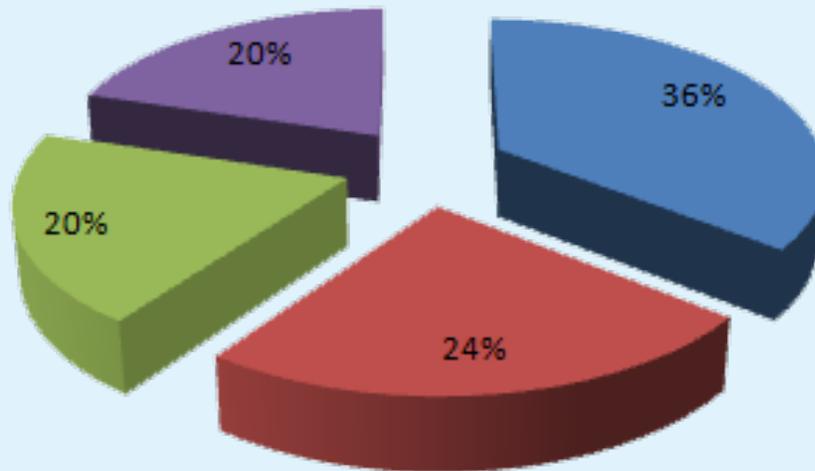
“I am a disabled veteran with severe vision problems. This library has wonderful CDs/books on tape and the staff is incredible. They are so helpful and friendly with smiles all the time.”

- Mary M.

How We Measure Up

By the Numbers...

CUSTOMER TRANSACTIONS YEAR 12-13



■ Checkouts – 1,788,006
■ Check Ins – 1,220,585

■ Reference – 993,026
■ Visitors – 1,016,563



A Day in the Life of the Library



On Just One Day, January 30, 2013...

- 5,480 items were checked out
- 3,530 people visited the libraries
- 1,809 got answers to their questions
- 632 used a computer
- 254 children attended a program
- 254 students were helped
- 26 new library cards issued
- 110 got help with government sites
- 89 job seekers got help

Community Engagement

Library classes, clubs, seminars, storytimes, and workshops promote life-long learning.

eBook classes, **Develop You-Job Seeker Workshops**, monthly Bookclubs, Tai-chi, FiberCraft Circle, Wekiva Knitters, PaperCraft Circle, **Business Startup 101**, Business Plans 101, English as a Second Language and Adult Basic Education classes, TLC-Teen Library Council, **Early Literacy Storytimes** for Babies, Toddlers, Preschoolers, **Overdrive Digital Bookmobile**, Confetti Club, Teen SuperShrink, Meet the Author Tim Dorsey, Meet the Author Beverly Lewis, **Meet the Author Jim Robison**, Preserving History through Photography, **Centennial Time Capsules**, Teen Mystery Theater, El Dia de Los Ninos, Altered Book Planters, Mad Science Rocks, One Book One Community, Happily Ever After Theater workshops, Michelee Puppets, MOVE Voci Dance, **Sunshine Storytelling Festival**, Traveling Dust Bunnies Puppet Show, **SunRail Presentations**, Brent's Magic, Fall into Vegetable Gardening, Florida Wildlife Show, **Chess Clubs**, Spanish Immersion for Preschoolers, Special Needs Storytime, Collage Art, Medicare 101, **Computers 101**, TeenArt, Rose Talks, Orisirisi African Drums, **Teen BinderArt**, AARP & VITA Tax Help, T'ween Candy Science



Community Support



Library Advisory Board

- Regina Bereswill, Chair
- Jennifer Finch, Vice Chair
- Elizabeth Murphrey
- Greg Zullig
- Pamela Neal
- Grace Chewing
- Patricia Roberts

Volunteers

During FY12/13 we had an average of **92 volunteers** per month, averaging 15,406 for the year. This is the equivalent of **7** full time employees and 1 part time employee and a financial contribution **of \$111,693** per year.

Goals / Outcomes

How We Fulfilled Our Mission

The library welcomed over 1 million visitors and supported all people in their enjoyment of reading and their pursuit of lifelong learning. We provided equal access to information, ideas and knowledge through books, programs and other resources. There were just under 9 million hits on the library's webpage and we served our residents with over 4 million customer transactions.

It was a year of rolling out innovative services, many made possible with the generous donations from the Friends of the Library.

- Residents pursued life-long learning at the library's public computer classes learning the skills needed to apply for jobs, access electronic information and connect in a digital world.
- Learning was fun for children with literacy apps on the new Early literacy I-pads available at all branches, made possible with funding from the Friends of the Library and the Oviedo Women's Club.
- We celebrated Florida's 500th birthday and Seminole County's 100th anniversary with special events. We highlighted Seminole County and Florida's history through the oral tradition, with the Centennial storytelling festival held in March that was attended by 600 people.
- Families, Commissioners, and Mayors participated in filling a time capsule at each branch, to create messages for the future about life in Seminole County in 2013.
- In partnership with the Seminole County Small Business Development Center, the library continued to offer Business Start-up 101, Business Plans and Marketing your Business which were attended by 204 prospective entrepreneurs and small business owners.



Library Partners



Partners

- AARP
- Adult Literacy League
- Seminole County Public Schools
- Senior Resource Alliance
- Small Business Development Center at Seminole State College
- University of Central Florida Public History Center
- University of Central Florida Book Festival - College of Education & Human Performance
- Workforce Central Florida

Seminole County Parks & Recreation



SEMINOLE COUNTY
FLORIDA'S NATURAL CHOICE

IT STARTS IN
PARKS



Seminole County Leisure Services Department - Parks & Recreation

Celebration



This year, 2013, is Seminole County's Centennial Year and much preparation went into two events held at the Museum and surrounding grounds at Five Points to celebrate. Three hundred people gathered to celebrate the dedication and opening of our new Pole Barn exhibit on January 16. On April 20, a huge street festival focusing on Seminole's Five points of Pride was held: Agriculture, Education, Leisure, Transportation and Heritage. Exhibits by local organizations, food vendors, an art exhibit, two bounce houses and entertainment lured about 10,000 visitors to our site. A special video presentation on the Five Points of Pride was also prepared for viewing on SGTV by Museum volunteers. Historical Commissioner Jim Robison was commissioned to write a 128-page souvenir book called Seminole County's Centennial-Celebrating a Century of Success which was sponsored by the Orlando/Sanford International Airport and is being sold by the Seminole County Historical Society.

★ ★ CELEBRATING OUR FIVE POINTS OF PRIDE ★ ★



A Special Thank You to...

Seminole County's Centennial Celebration was made possible by the support of the following sponsors:

Centennial Level - \$10,000

CH2MHill • Progress Energy

Founder Level - \$5,000

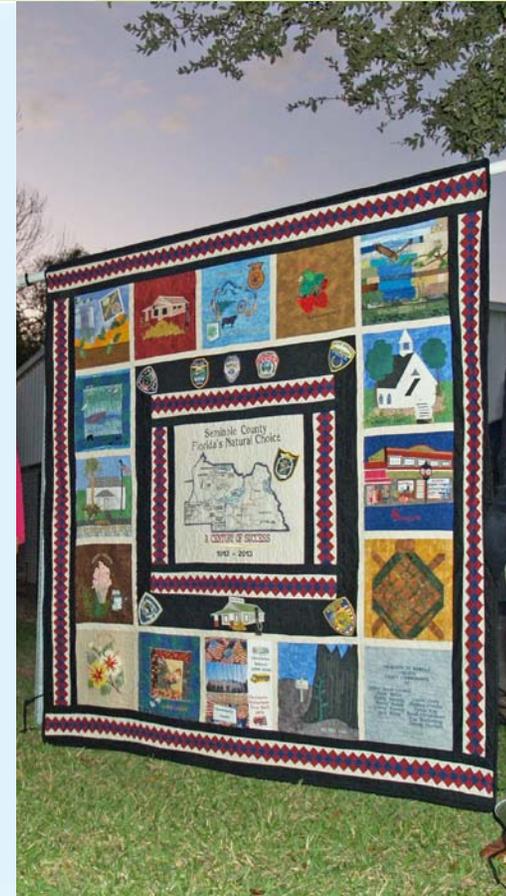
FPL

Explorer Level - \$2,500

Atkins • Jamco • Nelson & Company • Roses Southeast Papers
WastePro

Pioneer Level - \$1,000

CDM • Center State Bank • GLE Scrap Metal Florida
Johnson, Mirmiran & Thompson, Inc. • Seminole Behavioral Health Care
Snack Time Vending, Inc. • Sunniland • The Grove Counseling Center, Inc.



Our Centennial Sponsors



Centennial Sponsors (Continued)

Citizen Level - \$500

Bryant and Lynn Applegate • BBM Structural Engineers, Inc.
Citizens Bank • DUDA • Edward Jones – LeighAnn Lyon • Hartman & Sons Construction, Inc. • Pegasus Engineering, LLC • Rep Services, Inc.

Neighbor Level - \$100

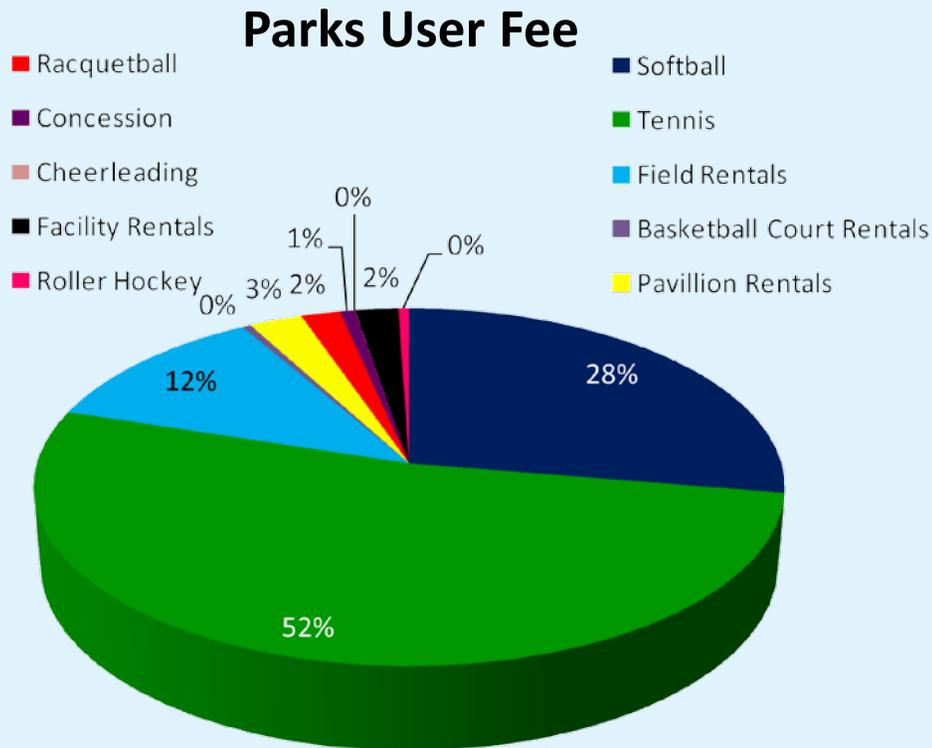
Carrier Corporation • Central Florida Family Health
Civil Site Engineering • Government Services • Health Council of East Central FL. • Hollerbach's Willow Tree Café and Market
Kevin Grace-Family • Lee Constantine's Charity Challenge • Partsfleet
Sam's Club Sanford • Sanford Ace Hardware • Tony Russi Insurance
Vincent J. Profaci P.A. • WPC Industries

Friend Level - \$50

Café di Riverwalk • Ring Power Cat

How We Measure Up

By the Numbers...

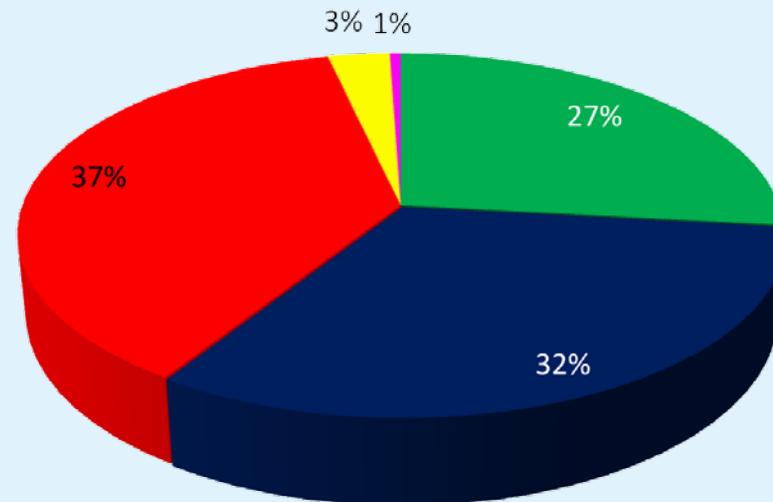


How We Measure Up



By the Numbers...

Program Registration Breakdown

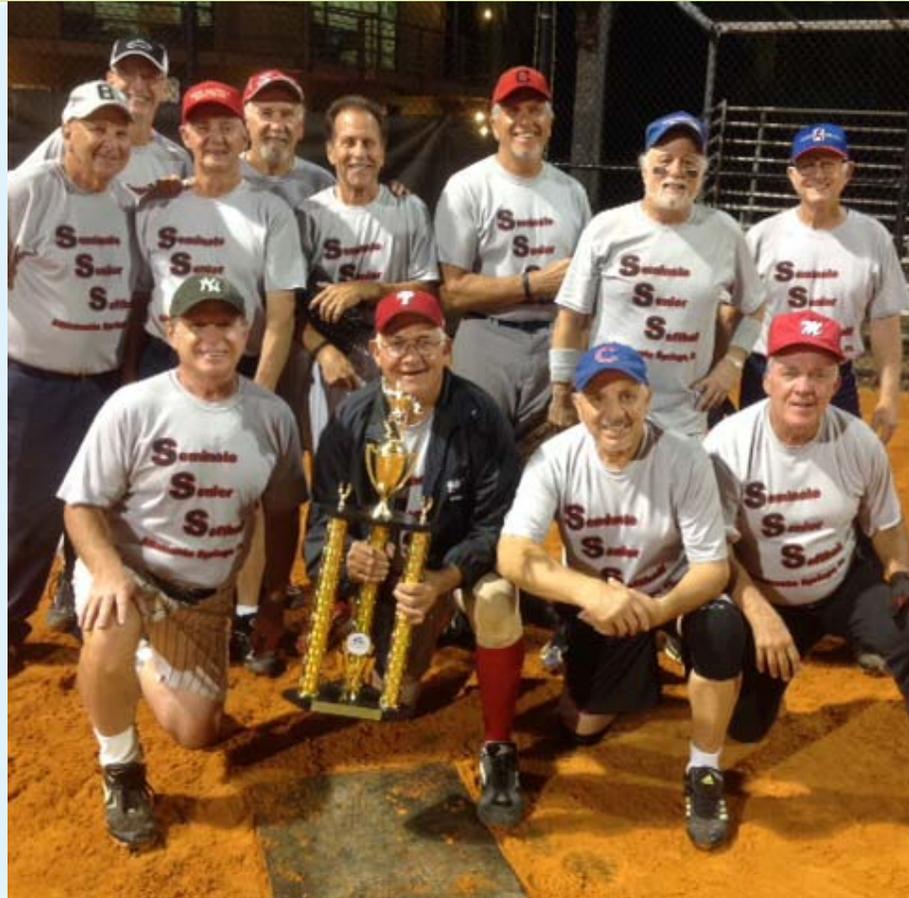


- Adult Tennis
- Softball Teams
- Junior Tennis
- Team Tennis
- Round Robin

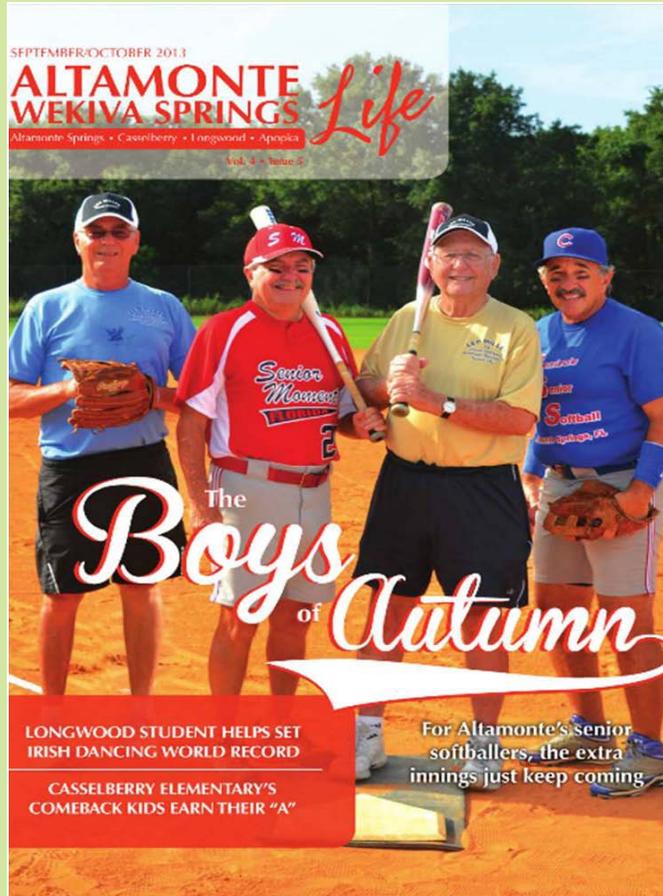
Special Thanks to our...

“...here is a picture I took tonight of the guys on Bob’s Monday night team. Nice guys....great season. The team they beat had some of Bob’s best friends on it and the game wasn’t over until 10:00 pm. The new scoreboard is very nice and meaningful for them. I like that it has the time on the bottom. Thanks for making softball work for these guys. As we know, exercise at play is good for all ages and keeps us young.”

- Flo Arnold



Senior Softball Players



Our Senior are truly our “greatest generation” and we are so thankful for the support and enthusiasm they bring to our community. Highlighted below are just a couple of the impacts our Senior Softball Players have made had on our local community:

The senior softball players contributed to the purchase of a scoreboard to honor Jerry Dross. Mr. Dross was the unofficial Seminole Senior Softball Commissioner for many years and he passed away in 2012. The scoreboard was dedicated to Mr. Dross with a [ceremony](#) attended by his family and over 200 senior softball players.

The senior softball players hosted a group of senior softball players from [Aruba](#) in 2013 and presented them with Seminole County pins as mementos. While visiting our area, a [documentary](#) (use password: playball to access) was filmed about their softball experience and it has won many awards at film festivals.

The senior softball players were also featured in an [article](#) in the September issue of Altamonte Springs life. The article has many facts and photos that reflect the partnership between the senior softball players and the Seminole Softball Complex.

Thank You Senior Softball Players and Shelby Simmons!

Community Support

Advisory Boards/Volunteers

Historical Commission:

- Eunice Mann
- Johnnie Richardson, Sr.
- Paul Zuromski
- James Robison
- Etta Jane Keogh
- Robert Hughes
- Cecil Tucker
- Rosalee Wright Cook
- Donna Bundy
- Carolyn Bistline
- Beverly Myers
- Imogene Yarborough
- Susan Gladman
- Beverly Mason
- Jon Batman
- Commissioner Horan, BCC Liaison

Parks and Preservation Advisory Committee:

- Jeff Ebers
- Ed Ghiglieri
- Tom Boyko
- Chuck Drago
- Charles Sloan
- Robert Steenson
- Bob Goff
- Bill James
- Greg Teagarden
- John May
- Brian Kirby
- Barbara Whittier
- Don Nicholas
- Mike Martin
- Mike Williams



Seminole County **Tourism**
(Convention & Visitors Bureau)



SEMINOLE COUNTY
FLORIDA'S NATURAL CHOICE



Community Impact Report - FY 2012/13

A Testimonial

In December 2010, Elite Clubs National League descended on Seminole County for the inaugural ECNL Winter National Event. Since the inaugural event in 2010, the event has grown from 112 teams and a sprinkling of hotels to the Super Bowl of Seminole County.

ECNL and Seminole County have forged a professional relationship that goes deeper than the 170 teams, sold-out hotel rooms, and multi-million dollar economic impact. Seminole County has proven to be a great home for the ECNL Winter National Event. Together, we have been able to improve on the operations, logistics, hospitality, of both organizations and ultimately set the bar for event execution while providing an unbelievable visitor's experience, unlike any event in the country. The leaders of Seminole County understand our philosophy and goals. The goal of the ECNL is to change the landscape for elite female soccer players in the United States through innovative, player-centered programming and to enhance the overall experience by creating a better, more enjoyable, and more successful player, coach, and club development model - one free of financial inequities.

We love working with the Seminole County team and the community; and we look forward to a continued relationship. The event is an opportunity to engage and unite the local community while providing a unique and unforgettable experience leaving a lasting impression on visitors, while maximizing our ability to reduce overall ECNL costs.

- Sarah Kate Noftsinger, Commissioner, Elite Clubs National League



How We Measure Up



By the Numbers...

FY 2012 - 2013

Total Number of TDC Funded Events: **14 Events**

Total Number of Confirmed Room Nights: **12,289**

Total Direct Hotel Revenue Generated: **\$1,180,859.80**

Estimated Economic Impact: **\$11,011,587.18**

Community Support

Advisory Boards/Volunteers

Joe Montisano, Chairman
Central Florida Zoo

Dan Shaw
Danville Bed and Breakfast

Mayor Jeff Triplett, Vice Chair
City of Sanford

Diane Crews
Sanford Airport Authority

Deputy Mayor John Maingot
City of Longwood

Bruce Skwarlo
Orlando Marriott Lake Mary

Frank Cirrincione
Hilton Orlando/Altamonte Springs

Amy Nicholas
AAA National Office

Commissioner Carlton Henley
Board of County Commissioners



A Look to the Future



On the Horizon

Tourism will be setting up a series of strategic work sessions to begin developing and creating a strategic plan for our destination in an effort to drive more visitation and more economic impact through sports, groups, and leisure travel into our community.

The new Seminole County Sports Complex, a state-of-the-art 100 acre facility will undergo construction in 2014. This facility is anticipated to generate a substantial amount of tournaments and events which will generate a tremendous economic benefit by bringing thousands of additional visitors into Seminole County.

Seminole County residents can also look forward to improvements at three of our wilderness areas and our public boat ramps.



SEMINOLE COUNTY
FLORIDA'S NATURAL CHOICE



Leisure Services Department

(407) 665-2001 • Fax (407) 665-2179

845 Lake Markham Road • Sanford, FL 32771

www.seminolecountyfl.gov/leisure

www.visitseminole.com

