

COUNTY MANAGER'S ANNUAL REPORT



DEPARTMENT ACCOMPLISHMENTS

2015

ECONOMIC DEVELOPMENT AND COMMUNITY RELATIONS

TRICIA SETZER, CHIEF ADMINISTRATOR

The Office of Economic Development and Community Relations (OEDCR) facilitates Seminole County's community outreach, economic development, and tourism efforts. The OEDCR team is focused on assisting and incentivizing business development, promoting investment in the Seminole County community, marketing the County as an unforgettable experience for its visitors, and elevating awareness of County business, events and programs.



2015 ACCOMPLISHMENTS

In 2015, Seminole County proudly welcomed the opening of Deloitte Consulting's Technology Development Center. Deloitte Consulting LLP is a professional services firm, providing broad-based business consulting services in the areas of human capital, strategy, and operations and technology. The relocation of the Technology Development Center created more than 1,000 new jobs with an average annual salary of \$60,000. The capital investment for this economic development project is estimated to be more than \$22 million.

In addition to assisting with the relocation of Deloitte's Technology Development Center, the County incentivized six other economic development projects. These projects will result in close to 500 new jobs, over \$22 million in total wages, and a capital investment in the County of over \$48 million.

Seminole County tourism continued to grow in 2015, with a 5% increase in hotel occupancy rates and a 14% increase in Tourist Development Tax collections. Last year, Seminole County Sports Tourism hosted more than 34 events that generated over 20,000 room nights. These visitors generated \$18 million in economic impact, a number that is sure to grow with the opening of the County's new Sports Complex in 2016.

Other Activities in 2015:

- Hosted a Tourism Familiarization Tour for Social Media;
- Assisted with the preparation and presentation of the State of the County address to community leaders;
- Updated and improved the Seminole County website, resulting in a "Best in Class" designation from the International Media Council;
- Planned and presented the Sports Complex Ground Breaking Celebration;
- Coordinated the Hero's Memorial Dedication and Memorial Day Festivities;
- Partnered with The Department of Defense and City of Sanford to host an event honoring Vietnam Veterans;
- Launched a new 311 Customer Service Application;
- Became an approved agency for Nextdoor.com
- Prepared a Community Education Program for the Urban Bear Management Ordinance (bearawareseminole.com); and
- Hosted the Annual Tourism Awards Banquet

LOOKING FORWARD

Seminole County will celebrate the opening of the new Seminole County Sports Complex in May, 2016. Offering 102 acres of premier tournament-quality fields and facilities, this state-of-the-art sports mecca will host events for baseball, softball, football, soccer, lacrosse, along with several other tournaments and events of all ages and skill levels. The complex features 15 cutting-edge lighted athletic fields, including nine synthetic turf and six natural turf fields. The complex will be home to more than 40 sporting events by the end of 2016, hosting some of our nation's top youth sports tournaments.