



PALM BEACH
SPORTS.COM

GAME ON!

The Monthly Newsletter of the Palm Beach County Sports Commission



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Commission Meetings

1/5/09 - 5PM Exec Committee
1555 Palm Beach Lakes Blvd. 9th Floor

1/5/09 - 6PM Sports Institute Board
1555 Palm Beach Lakes Blvd. 9th Floor

1/20/09 - 5PM Sports Commission Board
Hawthorn Suites WPB
301 Lambertson Dr., WPB

1/22/09 - 5PM Hall of Fame Committee
1555 Palm Beach Lakes Blvd. 9th Floor

2/2/09 - 5PM Exec Committee
1555 Palm Beach Lakes Blvd. 9th Floor

2/12/09 - 5PM Hall of Fame Committee
1555 Palm Beach Lakes Blvd. 9th Floor

2/17/09 - 5PM Sports Commission Board
Hawthorn Suites
301 Lambertson Dr., WPB

Meetings are subject to change. For the most up-to-date listing check the website www.PalmBeachSports.com.

FIRST EDITION

With the New Year, the Palm Beach County Sports Commission launches the final stages of its re-branding program with the introduction of its new monthly newsletter and launch of the totally redesigned website located at www.PalmBeachSports.com. The newsletter, released on the first of each month, will be available in both a printed and online version.



The long-awaited website is completing beta testing, and will go live during the early part of January.

Both programs have been in development for over six-months and the results will be improved communications and information from the Sports Commission. The website will feature many intuitive features and will be formally introduced at the January 20 Board meeting.

HALL OF FAME NEXT MAJOR EVENT

The 33rd Annual Palm Beach County Sports Hall of Fame Induction Banquet is scheduled for March 29th at the Palm Beach County Convention Center. Tickets will be available online – February 1.



The 2009 Hall of Fame will induct sports legends such as Howard Schnellenberger, Mark Calcavecchia, Ray Boetel, Darryl Ceravolo, Joey Ceravolo, Tom D'Angelo, Bill Davis, C.W. (Web) Pell, Charlie Persson, and Jack Rhine.

FSU'S GANO WINS GROZA

Graham Gano beat out Utah's Louie Sakoda and Arkansas State's Josh Arauco for the 2008 Lou Groza Collegiate Place Kicking Award annually presented by the Palm Beach County Sports Commission.

Prior to the 2008 season Gano, a senior from Pensacola, was slated to become the first kicker in Bobby Bowden's 33 years at Florida State to handle field goals, kick-offs and punts until two weeks before the start of the Seminoles' season when he tore the meniscus in his right knee.



After surgery and rehab, Gano, missing just two games went on to establish an FSU record 18 consecutive field goals, including five straight attempts from 50 yards or more. He is the only kicker in school history to convert over 90% of his field goals in a season.

Gano became the second winner from Florida State in the 17 year history of the Groza Award. Sebastian Janikowski won the award in both 1998 and 1999. Janikowski is still kicking for the Oakland Raiders.

"This whole process was an experience I will remember for a lifetime, and everyone involved with the Lou Groza Award does an amazing job of making this so memorable," said Gano. "It is an honor to join the fraternity of Lou Groza Award winners."

Upcoming Events

For a complete listing of all upcoming events check our website at www.PalmBeachSports.com.

Winter Equestrian Festival

January 14 - April 5, 2009

Palm Beach Polo Equestrian Center

The longest-running equestrian event in the world, it annually hosts national and international competitions for Hunters, Jumpers, and Dressage. Approximately 3,000 equestrian athletes are expected to compete from the United States and Europe.

AYSO State Games

January 16 - 19, 2009

Village Park, Wellington

The AYSO Florida State Games is one of the largest soccer tournaments taking place in the State of Florida. Although it's a state championship, teams from across the country and internationally are expected to participate. Between 100 and 140 teams will compete in divisions ranging from 10 & under to 19 & under.

St. Louis Legends Camp

January 21-25, 2009

Roger Dean Stadium

Once again, Roger Dean Stadium will host the St. Louis Cardinal Legends camp, which allows anyone the chance to play alongside and be instructed by former St. Louis Cardinals stars.

Lake O Survivor Series

February 8, 2009

Belle Glade

Allianz Championship

February 9 - 15, 2009

Broken Sound, Boca Raton

International Tennis Championships

February 21 - March 1, 2009

Delray Beach Tennis Center

Spring Training Baseball

February 25 - April 4

Roger Dean Stadium

Palm Beach Challenge

February 27 - March 28, 2009

Santalucas Athletic Complex

Palm Beach Invitational - Gymnastics

February 28 - March 1, 2009

Palm Beach County Convention Center

SPORTS COMMISSION DIRECTOR BECOMES CARDINAL NEWMAN HEAD COACH

Sports Commission Director, Steve Walsh, former University of Miami All-American and NFL quarterback, has accepted the head football coaching position at West Palm Beach's Cardinal Newman High School. This is the first coaching position for Steve, but something he has always dreamed of. As quoted in the Palm Beach Post, Walsh said "It's such a great opportunity to have a great impact on young men in our society and the ability to influence their character, their work ethic, their morals, their values. It's just an unbelievable opportunity."



Walsh is the third Palm Beach County high school football coach who has played in the NFL. Others include Darren Studstill, a 2008 Sports Commission/Groza finalist for "Coach of the Year" who played 3 seasons between 1994 and 1996 for Dallas and Jacksonville; Jessie Hester, another 2008 Sports Commission/Groza finalist for "Coach of the Year" who played 10 seasons between 1985 and 1995 for the LA Raiders, Atlanta, Indianapolis and the LA/St. Louis Rams. Walsh played 11 seasons between 1989 and 1999 for Dallas, New Orleans, Chicago, St. Louis, Tampa Bay and Indianapolis.

Walsh has been on the Board of Directors of the Palm Beach County Sports Commission since 2001.

BCS TICKET RAFFLE A SUCCESS

With the Florida/Oklahoma national championship game looming large in south Florida, the Sports Commission BCS ticket raffle raised funds for this year's Groza program. Offering four club level seats and limo transportation to the game and back, a total of 119 chances were sold at \$100 each.



Pete Bozetarnik, Partner at RSM McGladery, and Nicole Carney drawing the winning number

The drawing, supervised by the international accounting firm, RSM McGladery, was held on December 29, 2008.

The winner was Kenneth Montgomery of Jupiter. The net of the raffle contributed over \$9,000 to the 2008 Groza Program.

SPORTS COMMISSION ATTRACTS EIGHT EVENTS FOR 2009.

EVENTS TO GENERATE ESTIMATED 10,900 ROOM NIGHTS & \$5 MILLION ECONOMIC IMPACT

The Palm Beach County Sports Commission has approved financial support of over \$45,000 to eight sports events scheduled to take place during May – September, 2009 in Palm Beach County.

The sporting events are projected to generate an estimated 10,900 hotel room nights and have an estimated economic impact in excess of \$5 million. The events supported by the Palm Beach County Sports Commission are:

12th World Croquet Federation (WCF) World Championships from May 9-17, 2009. Top players in the world will compete at the National Croquet Center and other facilities in the county. This is the second time the event has taken place in the United States and the first time it has taken place in Florida. The event is expected to generate over \$250,000 in economic impact and create over 600 room nights for Palm Beach County hotels.



The Lady Gator Elite Invitational, an American Softball Association (ASA) sanctioned event will take place on June 12-14, 2009 at South County Regional Park and FAU in Boca Raton. Over twenty (20) elite softball teams will be invited from across the country to showcase their skills at this invitational. The event is expected to generate over \$100,000 in economic impact and create over 400 room nights for Palm Beach County hotels.

The USTA Boy's 16's & 18's Clay Court Nationals is the highest level junior tennis tournament in the country for boys 16u & 18u. Held from July 11-19, 2009 at the Delray Beach Tennis Center, the event includes a College Expo and provides a great forum for the athletes to compete and potentially earn college scholarships. The event is expected to generate over \$1 million in economic impact and create over 1,000 room nights for Palm Beach County hotels.



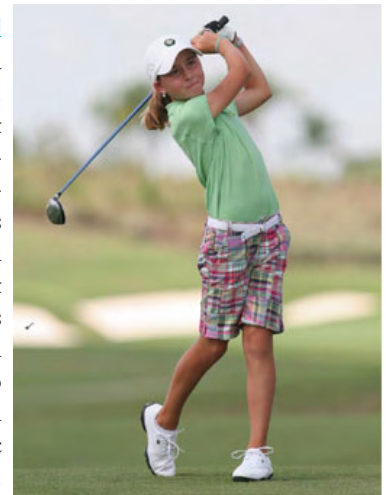
The USTA Summer Smash Regional Tennis Championship will take place from August 29 – September 1, 2009 at several Palm Beach County tennis facilities, including the Delray Beach Tennis Center, the Delray Swim & Racquet Center, Boynton Beach Tennis Center, South County Regional Park, Boca Pointe Country Club, and Boca West Country Club. The event consists of 512 players competing in 4 boys' and girls' age divisions (12s, 14s, 16s, & 18s). The event is projected to create over \$500,000 of economic impact and over 500 room nights for Palm Beach County.

The Under Armour Southeast Wood Bat Tournament returns to Roger Dean Stadium for the third consecutive year on June 4-8, 2009. The event attracts high-level 18 & under travel teams from across the United States. It is one of the few amateur tournaments that utilize wooden bats (just like the pros) which results in a large number of Major League Baseball scouts attending. The event will generate over 400 room nights and nearly \$200,000 in economic impact.



The USA Baseball 16 & Under Championships will take place on June 23-30, 2009 at Roger Dean Stadium and the Santaluces Athletic Complex marking the 9th year the tournament has taken place in Palm Beach County. The event fields 72 teams and over 1,200 athletes from across the country. The premier event for the 15-16 year old age group, USA Baseball uses this tournament as an exclusive selection vehicle for the Youth National Team Trials. This is one of the largest tourism generating sport events of the year, creating over \$2 million in economic impact and over 4,000 room nights.

The Optimist International Junior Golf Championships has a long history in Palm Beach County. PGA National will once again host the tournament from July 23- August 2, 2009. This event attracts approximately 650 youth competitors from the United States, Canada, and 30 other nations. Former Optimist alumni include superstars such as Tiger Woods, Phil Mickelson, and Ernie Els. The event is expected to contribute 3,000 room nights and just under \$1 million of economic impact for Palm Beach County.



Palm Beach County is planning to host the **Inaugural Big Shots Palm Beach Basketball Tournament** this summer. This event is scheduled for July of 2009, and would take place in several of the basketball facilities in West Palm Beach. The event expected to be developed as a college exposure tournament, allowing high school all stars the opportunity to compete against their peers and showcase their skills to college coaches. The event has the potential to attract 80 teams and generate over 1,000 room nights for Palm Beach County.

DIRECTORS RECOGNIZED FOR OUTSTANDING SERVICE

The Sports Commission has recognized two outstanding Board members, who both received the 2008 Lois Kwasman MVP Award.



Jeff Zipper, SVP for Private Client Group National City, is the chair of two committees and sits on the Executive Committee. As the chair of the Kids Fitness Festival of the Palm Beaches, the 2008 event had a record number in attendance. Zipper is also chair of the Facilities Committee; exploring the development of new facility projects, and helping to maximize the use of current facilities in Palm Beach County.

Michael Brady, a partner in public relations firm L. B. Limited & Associates, Inc, is the chair of the Public Relations Committee, and sits on multiple other committees including the Executive Committee. As Public Relations Chair, Michael has been instrumental in planning and implementing the rebranding of the Sports Commission. Under his guidance the Sports Commission has developed a new logo and identity, including an exciting new website scheduled to go live in a few weeks.



NATIONAL ADVERTISING CAMPAIGN LAUNCHED

With a goal to increase room nights and attract high profile events, the Palm Beach County Sports Commission has initiated a national advertising campaign to acquaint prospective event owners to "Just Bring Your Game" to Palm Beach County.

The ads appearing in select editions of national trade magazines targeting rights holders, governing bodies, owners and producers of sporting events, promote the core competencies of PBCSC.

SportsTravel and SportsEvents Magazines are being used in 2008-2009. Each publication has a monthly circulation of over 16,000. Results are already being seen as several new events have contacted us seeking more information and discussing opportunities to bring their event to PBC.



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