

Resolution No.: 20-547
Introduced: May 21, 2024
Adopted: June 18, 2024

**COUNTY COUNCIL
FOR MONTGOMERY COUNTY, MARYLAND**

Lead Sponsors: Economic Development and Education & Culture Committees

SUBJECT: Appointing a Montgomery County Sports Tourism Task Force

Background

1. Montgomery County has great demand for its world-class sports facilities from residents and outside groups alike, generating significant economic, community development, and health impacts.
2. As the County grows, so too grows demand for sports facilities, and there are currently gaps in the supply of facilities that meet the wide range of needs in the county and that could provide opportunities for equitable economic impact throughout the County.
3. The County should also identify opportunities to enhance the number of youth and amateur sports tournaments we host to grow the economic impacts generated through overnight stays and spending at local businesses.
4. Growing sports tourism in the County can also create more pathways for workforce development related to careers in marketing, media, facility management, horticulture and agribusiness, and parks and recreation tourism.

Action

The County Council for Montgomery County, Maryland approves the following resolution:

1. The County Council appoints a Sports Industry and Facility Needs Task Force
2. The task force will include the following members, who represent expertise on the variety of topics related to sports tourism and sports facility needs in the County:
 - Executive Director of the Montgomery County Revenue Authority
 - Executive Director of the Maryland Sports Commission
 - Executive Director of the Maryland SoccerPlex
 - President & Chief Executive Officer of Visit Montgomery
 - Deputy Director (or designee) of the Montgomery County Parks Department
 - Chair of the Montgomery County Sports Advisory Committee
 - Montgomery County Public Schools Director of Systemwide Athletics

- Director (or designee) of the Montgomery County Department of Recreation
3. The Task Force will include the following ex-officio members:
 - A Montgomery County Council staff designee;
 - An Executive Branch staff designee; and
 - A Montgomery College staff designee.
 4. The Task Force will conduct a facility needs assessment, which will include assessing the viability of a multi-use facility that can increase sports capacity in the County but also potentially serve as a facility for events like high school graduations. The Task Force will also identify workforce development needs related to the sports tourism industry in the County. The Task Force will also assess ways to improve marketing to outside groups and enhance the coordination of outside groups with sports facilities, equipment vendors, hotels, local businesses, and through supporting promotion of events. Finally, the Task Force will explore the potential economic and community impacts of attracting and recruiting additional professional sports franchises to the County.
 5. The Executive Director of the Montgomery County Revenue Authority, Keith Miller, will serve as the chair of the task force.
 6. Meetings of the Task Force must comply with the Maryland Open Meetings Act.
 7. The Council will provide staff support for the Task Force.
 8. The Task Force will provide an interim report to the Economic Development and Education & Culture Committees summarizing the progress on all three tasks, including identifying key issues for the committee's awareness.
 9. The Task Force must submit and present its final report, with any recommendations for legislation, regulations, policies, and procedures, to the Council not later than June 2025. Each recommendation must include the rationale.
 10. The term of the Task Force expires once the report is submitted and presented.

This is a correct copy of Council action.



Sara R. Tenenbaum
Clerk of the Council