



**DUNCANVILLE SPORTS LEGACY COMMISSION
REGULAR MEETING
CITY COUNCIL BRIEFING ROOM
DUNCANVILLE CITY HALL
203 E. WHEATLAND RD.
THURSDAY, MAY 7, 2015 @ 7:00 P.M.**

AGENDA

**ITEM
NO.**

1. DISCUSS AND CONSIDER APPOINTMENT OF CHAIRPERSON FOR A ONE YEAR TERM.
2. DISCUSS AND CONSIDER APPOINTMENT OF A VICE CHAIRPERSON FOR A ONE YEAR TERM.
3. DISCUSS AND CONSIDER FY2015-2016 WORKPLAN.
4. DISCUSS AND CONSIDER FIRST MEMORABILIA CONCEPT TO BE DISPLAYED IN NEW DISPLAY CASE AT CITY HALL LOBBY.
5. DISCUSS AND CONSIDER APPOINTMENT OF A VOLUNTEER SPORTS LEGACY COMMISSION MEMORABILIA DISPLAY CURATOR.
6. DISCUSS AND CONSIDER MEDIA OUTREACH INITIATIVES INCLUDING *I AM DUNCANVILLE*, *LEGENDS OF DUNCANVILLE*, VIRTUAL MUSEUM SITE, SOCIAL MEDIA, *I AM DUNCANVILLE* AND *LEGENDS OF DUNCANVILLE* WATER BILL INSERTS.

POSTED FRIDAY, MAY 1, 2015 BY 6:00 P.M.

BRUNSWICK O. MORTON, RECORDING STAFF LIASON

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DUNCANVILLE

The Perfect Blend of Family, Community and Business.

SPORTS LEGACY COMMISSION WORKPLAN FY 2015 - 2016

GOALS

- 1. Memorializing, promoting and leveraging the basketball history of Duncanville, Texas, past and present.*
- 2. To officially brand the City of Duncanville as the "Basketball Capital of Texas".*
- 3. To leverage this brand to enhance sports tourism.*

GOAL 1: Memorializing, promoting and leveraging the basketball history of Duncanville, Texas, past and present.

Objective 1.1	To develop a memorabilia display system.
Responsible Party	
Quarters	2015: 3-4
Funding Source	General Fund
Actionable Items	Make contact with memorabilia sponsors/owners; research display cabinet costs; seek quotes on display cabinets; develop memorabilia location(s); and purchase display case.
“Quick Wins”	Purchase, installation and setup of first memorabilia display case.

Objective 1.2	
Responsible Party	
Quarters	
Funding Source	
Actionable Items	
“Quick Wins”	

GOAL 2: To officially brand the City of Duncanville as the “Basketball Capital of Texas”.

Objective 2.1	To develop Duncanville Sports Legacy virtual museum and marketing outreach plan.
Responsible Party	
Quarters	2015:3-4
Funding Source	General Fund
Actionable Items	Research virtual museum concept and provide a report; research available marketing outlets for use; develop marketing outreach plan; research use of KNON 89.3 for marketing and outreach; research use of social media for outreach; and research other alternative media outlets such as Dallas Observer, D Magazine, etc.
“Quick Wins”	Feature and or ad on Duncanville Sports Legacy in some alternative media outlet.

Objective 2.2	
Responsible Party	
Quarters	
Funding Source	
Actionable Items	
“Quick Wins”	

GOAL 3: *To leverage this brand to enhance sports tourism.*

Objective 3.1	To develop sports branding and or licensing program featuring the Duncanville Sports Legacy.
Responsible Party	
Quarters	2016 1-2
Funding Source	Economic Development Fund
Actionable Items	Research possibility of branding and licensing availability;
“Quick Wins”	

Objective 3.2	
Responsible Party	
Quarters	
Funding Source	
Actionable Items	
“Quick Wins”	