

Visit Orlando – 2nd Amendment to 2019 Agreement



Board of County Commissioners Meeting

May 21, 2024



Purpose

To request BCC Approval of a Second Amendment to the 2019 Tourism Promotion Agreement, including changes the BCC directed staff to negotiate regarding the agreement with Visit Orlando, and incorporating additional enhanced transparency and fiscal safeguards including yet not limited to the accounting and investment of funds.



Agenda

- **Background**
- **Visit Orlando BCC Priorities Voted on 1/23/24 – All Included**
- **Visit Orlando Agreement – Additional Enhancements Included**
- **Action Requested**



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Background

- **On January 23, 2024, the Board gave direction on amendments to the Orange County, Florida and Orlando/Orange County Convention & Visitors Bureau, Inc. Tourism Promotion Agreement (aka: VO Agreement) and provided direction on appropriation of available TDT funds to projects.**
- **The Board requested that the Comptroller conduct an audit of VO. The audit is in progress and the Comptroller has indicated that they will issue an interim report with any significant issues identified no later than September 1st.**
- **On March 26, 2024, the Board unanimously approved a first amendment to the Orange County, Florida and Orlando/Orange County Convention & Visitors Bureau, Inc. Tourism Promotion Agreement which provided additional time for negotiations by moving the date required to notify Visit Orlando of the early non-renewal date from April 3, 2024 to June 17, 2024.**



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Visit Orlando — BCC Priorities Voted On 1/23/24 - All Included

- **Appointment of a County Commissioner to the Visit Orlando Board: one of two BCC appointments if Mayor or designee is not a county elected official. (H. Subsection 2.10.1)**
- **Total annual reduction to VO funding of \$15 million annually and extend terms of agreement to September 2028 with incorporation of changes, and inclusion of a four-year renewal provision to be approved by the BCC. (B. Section 1.4; D. Section 2.2.4; K. Section 3)**
- **ARC Funding at \$5m/year: to be paid from TDT from reduction to VO funding. (D. Subsection 2.2.4)**



Visit Orlando — BCC Priorities Voted On 1/23/24 - All Included

- **Sports Incentive Committee funding at \$10 million/year: to be paid directly from the VO 30% allocation. (B. Section 1.4)**
- **Includes a provision to the agreement which sets a reasonable scale based on a threshold for funding of these two items in the event of a significant decrease in TDT revenues or in the event SIC or ARC accumulate significantly large excess balances. (Subsection 2.2.3 &5)**





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Visit Orlando – Additional Enhancements Included

Reserves, Investments, Segregation of Funds

Right to Inspect and Audit Accounts expanded -The County has included a provision to allow the county to address or amend the contract for any finding determined to be a material concern by the county administrator or Board of County Commissioners. (G Subsection 2.6)



Enhanced Guidelines for Reserve Levels (J Subsection 2.10.9)



Enhanced Protections regarding investment of Tourism Tax Funds (J Subsection 2.10.9)



Clear Segregation of Funds (J Subsection 2.10.9)





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Action Requested

- **Approval and execution of the Second Amendment to the 2019 Orange County, Florida and Orlando/Orange County Convention & Visitors Bureau, Inc. Tourism Promotion Agreement, as amended.**

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