



To: Mayor Jerry Demings,  
Byron W. Brooks, County Administrator,  
  
-AND-  
County Commissioners

From: Commissioner Emily Bonilla, District 5

Date: January 23, 2024

Subject: Informational Memo on the Visit Orlando Contract

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Dear Mayor Jerry Demings and Esteemed County Commissioners,

I hope this memo finds you well. During yesterday's Sunshine Meeting, we continued discussions on the terms of our next Visit Orlando contract. The following terms and conditions have been collectively endorsed by the County Commissioners:

**Termination Without Cause Clause:** We would like the next proposed term of the contract with Visit Orlando to be set at 4 years, with no automatic renewal and a termination without cause clause with a 180-day advance notice period. After the expiration of the contract period, Visit Orlando is required to present a new contract proposal to the Board.

**Annual Budget Review:** Visit Orlando should be required to present a yearly annual budget review to the Board of County Commissioners.

**Promotion Funding:** Yesterday, we clarified that the agreed-upon promotion funding should be established at 25% of all Tourist Development Tax (TDT) collections.

**Financial Audit:** The Orange County Comptroller should have the broad authority to perform a comprehensive audit of Visit Orlando's finances and expenditures, not limited to just travel and TDT expenditures.

**Audit:** We are seeking that the Comptroller perform an audit on Visit Orlando before September 30, 2024, preferably by July if possible..

COMMISSIONER EMILY BONILLA, DISTRICT 5  
201 South Rosalind Avenue, 5<sup>th</sup> Floor · Reply To: Post Office Box 1393 · Orlando, Florida 32802  
407-836-7304 · Fax 836-5976



Board Representation: A County Commissioner should be nominated and elected to the Visit Orlando executive board by the Board of County Commissioners and hold a voting position on the Visit Orlando board. This election will occur every 2 years.

Marketing Budget Allocation: There is a commitment to seek clarification on the distribution of Visit Orlando's marketing budget. Particular attention will be given to understanding the percentage allocated to promoting the Orange County Convention Center and consideration to appropriating 20% of the marketing budget towards the promotion of the Orange County Convention Center. Further clarification should be sought on Visit Orlando's mutually beneficial partnerships and website promotions.

Commissioners also expressed a need for further clarification on Visit Orlando's process of reviewing and allocating funding from their budget to Arts organizations and other non-profits. It has been expressed by a couple of Commissioners that they would like to review these allocations as a board for transparency.

Community Venues Agreement: Commissioners acknowledge the need for a closer examination of the terms of agreement for the Community Venues Agreement.

- DPAC: There is an overall consensus to support the first phase of the Dr. Phillips Center of Performing Arts proposal, as long as the Comptroller has clarified any potential conflicts with TDT usage. Amount at about \$25 million.
- Kia Center: The Commissioners expressed several points for negotiation.
  - There is an overall consensus to support entering into another interlocal development agreement with the city of Orlando.
  - Bonding should NOT be done by the County.
  - The City of Orlando should amend their contract with the Magic prior to receiving any funding from the county and amend the following the in this agreement:
    - Extend the lease with the Magic to last the term of the bonds
    - Give stadium naming rights to the City of Orlando, which would start after the "Kia" naming contract ends. This will provide additional funding to the City for stadium expenses such as maintenance and upgrades.
  - The City of Orlando shall be required to examine their revenues and expenses to best plan for future maintenance and upgrade needs without having to bond or ask the county for more funds in the future.
- Camping World Stadium: There is an overall consensus to support the Florida Citrus Stadium project, as long as certain contingencies are agreed upon.
  - Bonding should NOT be done by the County.



Thank you for your attention, and I look forward to our collective efforts in shaping a beneficial contract for Orange County.

/s/

Commissioner Emily Bonilla

Cc: Cheryl Gillespie, Supervisor, Agenda Development