




Interoffice Memorandum

TO: Mayor Jerry L. Demings
And
Board of County Commissioners

FROM: Ray Walls, Manager, Fiscal & Operational Support, Convention Center
Contact: (407) 685-5684 

DATE: August 5, 2020

RE: **Consent Agenda Item – September 1, 2020**
Sports Incentive Funding Agreement

On November 1, 2016, the Board of County Commissioners (the Board) authorized consolidated sports funding under the tourist development plan for incentivizing sporting events in Orange County venues. Since 2017, Visit Orlando has provided professional assistance in evaluating sports incentive funding proposals before the Tourist Development Tax Sports Incentive Committee (SIC). Sports incentive funds are held in a separate Visit Orlando account. On October 22, 2019, the Board approved a new tourism promotion agreement pursuant to which Visit Orlando will now administer both the evaluation of proposals and enter into funding agreements with applicants after SIC funding recommendations have been approved by the Board.

At its July 28, 2020 virtual meeting, the SIC unanimously recommended approval of the following three requests for Sport Incentive Funding. Tourist Development Tax sports incentive funds are available for allocation to these requests.

2020- 2022 Cure Bowl

The Florida Sports Foundation presented a request for \$137,500 per year for three years (2020-22) for marketing expenses for the Cure Bowl college football game and ancillary events to be held in mid-December at Exploria Stadium. The game, previously broadcast on CBSSN, will be broadcast on ESPN for the next three years. Based on the 2019 game, the estimated attendance is approximately 16,500 with estimated room nights of 1,800 and economic impact of \$9.1 million. Due to the uncertainties associated with football schedules and the COVID-19 pandemic, the committee recommended approval of the requested amounts conditioned on the 2020 game actually being held and notice prior to October 2020 that the game will be held as planned.

2021 and 2023 USA BMX National Championship Series Events

The committee recommended approval of a request from the Greater Orlando Sports Commission (GOSC) for two \$20,000 bid fees for USA BMX National Championship Events to be held in February 2021 and 2023 on the BMX track at Barnett Park. These American Bicycle Association sanctioned BMX races will be part of a series of races held across North America. The estimated attendance is 6,700, with 1,700 room nights and an economic impact of \$1,300,000.

2021 CONCACAF Gold Cup Matches

GOSC also presented a request for a \$30,000 bid fee for the Confederation of North, Central America and Caribbean Association Football region ("CONCACAF") 2021 Gold Cup Group Stage soccer matches to be held in July 2021 at Exploria Stadium involving four national teams in two back to back games. The Gold Cup is held every two years and played across 12 locations to determine the continental champion of North America, Central America, and the Caribbean. GOSC's application estimates 17,500 attendees, with 3,500 room nights and an economic impact of \$2.5 million. The 2021 Gold Cup matches will air on Fox Sports and Univision. The 2019 Gold Cup

match final between the U.S. and Mexico was the most watched men's soccer match of 2019 on any network. The committee recommended approval of the \$30,000 bid fee with two stipulations: first, that either Costa Rica, Mexico, or USA play in Orlando and, if those teams do not play in Orlando, that the fee is reduced to \$20,000 and, second, regardless of the amount of the bid fee, that the event organizer match the bid fee with equivalent marketing funds.

If you have any questions, please contact Lila McHenry or me at the above telephone number.

ACTION REQUESTED: Approval to award Tourist Development Tax Sports Incentive funding, as recommended by the Tourist Development Tax Sports Incentive Committee, pursuant to the terms and conditions of funding agreements and authorization for Visit Orlando to enter into such agreements with the following organizations: 1) the Florida Sports Foundation in the amount of \$137,500 per year for three years (2020-22) for marketing expenses for the Cure Bowl college football game, contingent upon the 2020 game being held in 2020 and upon notice by October 2020 that such game will be held; 2) the Greater Orlando Sports Commission Inc. in the amount of \$20,000 per year for bid fees for USA BMX National Championship Events to be held in February 2021 and 2023 at Barnett Park; and, 3) the Greater Orlando Sports Commission Inc. in the amount of \$30,000 for a bid fee for the 2021 CONCACAF Gold Cup Group Stage soccer matches, with stipulations that either Costa Rica, Mexico, or USA play in Orlando and, if such teams do not play, that the fee be reduced to \$20,000; and that the event organizer match the bid fee with equivalent marketing funds.

Cc: Byron Brooks, AICP, County Administrator
Randy Singh, Deputy County Administrator
Mark Tester, Executive Director, Convention Center
Fred Winterkamp, Manager, Fiscal and Business Services Division
Lila McHenry, Senior Assistant County Attorney