

ORLANDO'S GATHERING PLACE

Allen Johnson | Chief Venues Officer



ORIGIN STORY

A Shared Vision

2007 Orange County and Orlando came together in a public-private partnership to invest in community venues. The goal was to create a vibrant and inspiring gathering place in the heart of downtown Orlando where Central Florida could experience the best in sports and live entertainment year-round.



Orlando Sentinel

ORLANDOSENTINEL.COM

FRIDAY, JULY 27, 2007

FINAL EDITION 50 CENTS

'VISION FULFILLED': VENUES PLAN PASSES

LATE-NIGHT VOTE: ORANGE BOARD 5-2 IN FAVOR



Orlando Mayor Buddy Dyer (left) and Orange County Mayor Rich Caputo celebrate the County Commission's venue vote Thursday in Orlando.

A VENUE FOR THE COMMUNITY

2010 This vision for greatness was achieved through creating a lasting public asset benefiting the entire community.



PROJECT SUMMARY



COMMITMENT TO EXPANSION OF TOURISM IN ORANGE COUNTY

- Attraction of Tourists:
35% of attendees are overnight visitors
- Hotel Nights:
416,700 average annual hotel nights
- Annual Advertising Reach:
40 billion+ total audience reach

HISTORICAL RETURN ON INVESTMENT

- Economic Benefits:
\$6.1 billion economic output since 2010
- Jobs Created:
4,070
- State and Local Tax Generated:
\$209 million

PROJECT SCOPE

- Project Budget:
\$256 million over 10 years
- Project Financing:
The City will issue bonds using ½ of the 6th cent
- Major Capital Repairs and Infrastructure Investments

PROJECT IS READY TO PROCEED UPON APPROVAL

Data Source: CSL



ECONOMIC IMPACT

Since opening in 2010

\$6.1B

Output

4,070

Jobs Created

2,700+

Events

5M+

Hotel Stays

35%

**Of Attendees Are
Overnight Visitors**

\$209M

**State & Local
Taxes**

Data Source: CSL

YEAR-ROUND ECONOMIC ENGINE

2022 by the numbers

Data Source: CSL

233

Events

1.3M+

Total Visitors

35%

Of Attendees Are
Overnight Visitors

478K

Hotel Night Stays

\$500M+

Economic Impact



ANNUAL GLOBAL REACH

35K+

Media Mentions

40+ Billion

Total Audience Reach

\$37+ Million

Publicity/Ad Value

6+ Billion

Audience Reach for NCAA in Orlando



Data Source: CSL

COMMUNITY ASSET



OCTOBER 1, 2010

AUGUST 31, 2023

13 LEGENDARY YEARS

18,500 SEATS

772,110

HOT DOGS
SOLD

16,045,998
PATRONS

3
RESIDENT
TEAMS



OVER
24
AWARDS
WON

2,774
EVENTS

COUNTLESS
MEMORIES &
EXPERIENCES

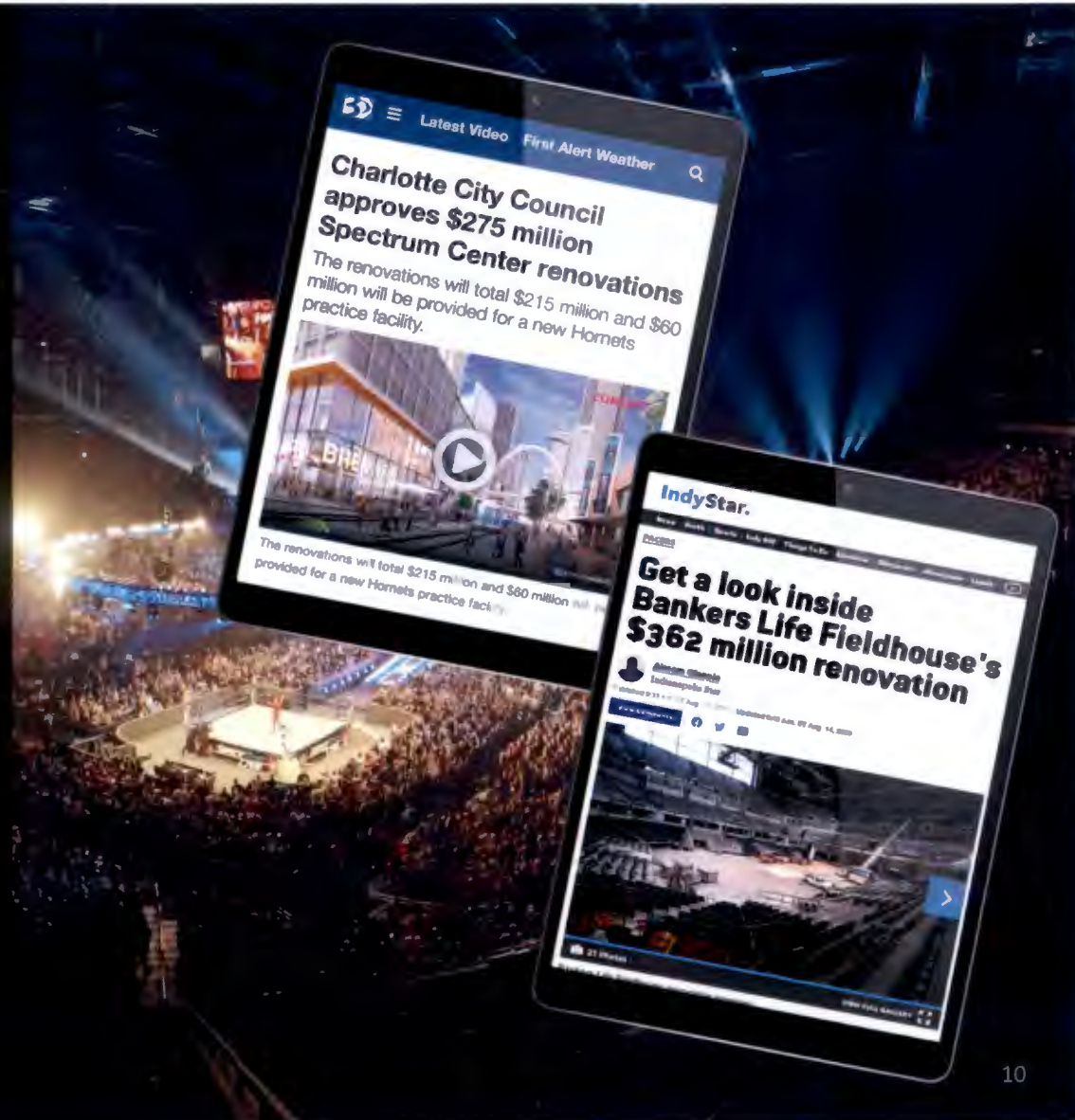
875,000 SQUARE FEET

8,273,777
DRINKS
SERVED

KEEPING AMWAY CENTER COMPETITIVE

**“The biggest and
best shows will go to
venues that offer a
great guest and artist
experience.”**

-Live Nation Touring



KEEP THEM COMING



PROJECT SCOPE

\$256.8 Million Over 10 Years

PROTECTING THE COMMUNITY'S INVESTMENT

SURVEILLANCE & SECURITY SYSTEMS

FIRE PROTECTION

VERTICAL TRANSPORTATION

LIGHTING CONTROLS

ENERGY MANAGEMENT

WI-FI / HIGH-SPEED INTERNET

NEXT-GEN CONNECTIVITY

PA AUDIO SYSTEMS & VIDEO TECHNOLOGY

TV & LED DISPLAYS

INTERIOR & EXTERIOR FINISHES

CARPETING & FLOORING

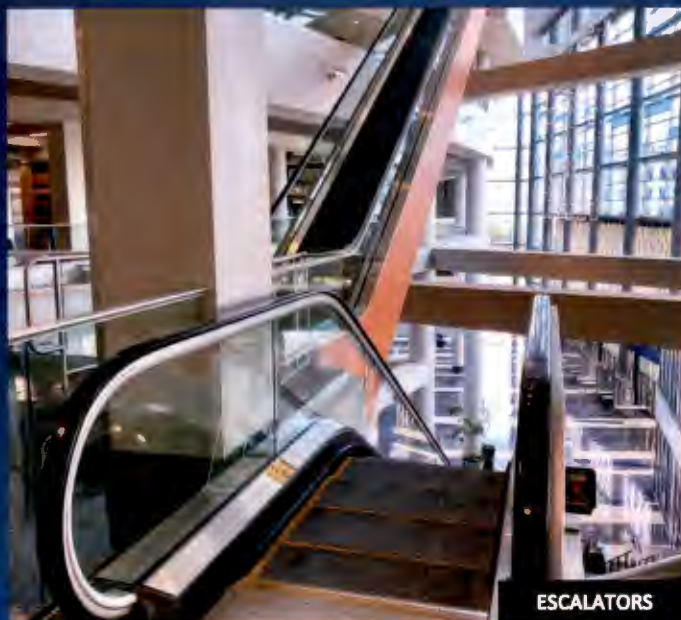
HVAC SYSTEMS

ICE PLANT CHILLER

MECHANICAL SYSTEMS & PUMPS



SOUND SYSTEMS & RIGGING



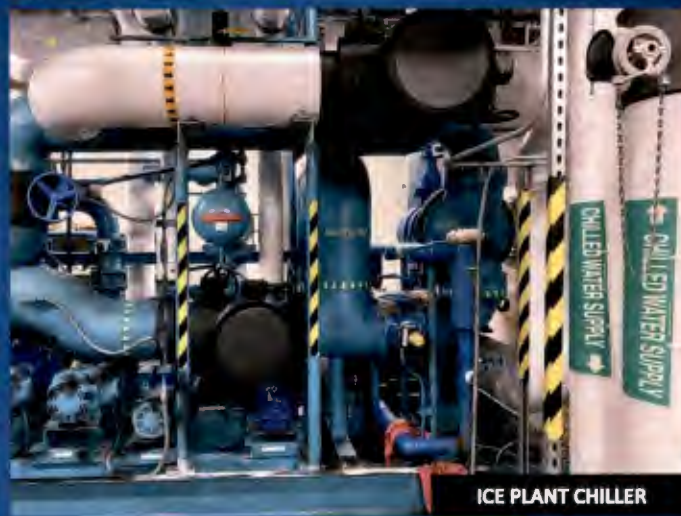
ESCALATORS



MECHANICAL PUMP



ELEVATORS



ICE PLANT CHILLER



ICE FLOOR WATER CONDITIONER



MAGNETOMETER



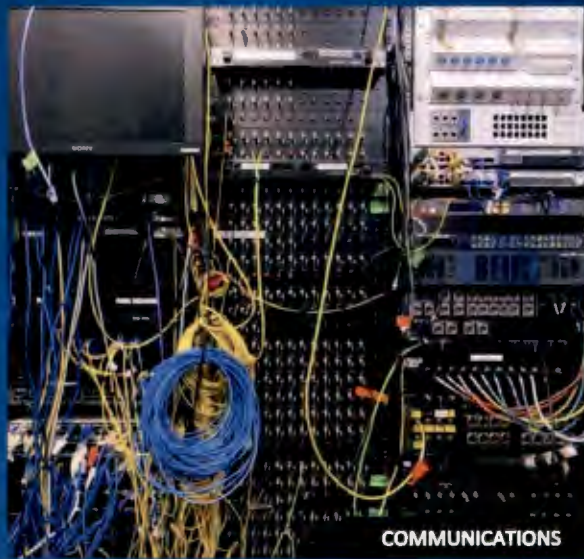
SEATING



SECURITY CONTROL



X-RAY SCANNERS



COMMUNICATIONS



ELECTRICAL PANELS

FUNDING REQUEST: 6th CENT

Florida Statute 125.0104

WHAT IS THE 6th CENT & HOW IS IT ALLOCATED?

Expenditures for the 6th cent are limited by Florida Statutes to **pay the debt service on bonds issued to finance the construction, reconstruction or renovation of a professional sports franchise facility** or for tourism marketing

ADDED IN 2006

The 6th cent was added in Orange County in 2006 and has funded Amway Center via the Community Venues Agreement

AHEAD OF SCHEDULE

The City is on track to pay off the current bonds as early as 2031, approximately 7 years early

FUTURE BOND REQUEST

The City is willing to issue the bonds for the Amway Center. Our request is to extend the 6th cent timeframe to fund this project

COMMUNITY IMPACT

During Project



We are committed to ensuring the project uplifts the community and local businesses and we'll achieve this through outreach efforts, hiring events, opportunities and partnerships to support residents and businesses in Parramore and surrounding neighborhoods.

219

**Average Annual Jobs
During Project
Enhancements**

\$58K+

**Average Wage During
Project Enhancements**

24%+

**M/WBE Contracts to be
Awarded for this Project**

COMMUNITY IMPACT

After Project Completion



Amway Center and its partners offer a wide range of job opportunities including executive level to part-time secondary employment and a runway for upward mobility.

4,070

**Projected Total Direct & Indirect
Jobs After Project Completion**

\$42K+

Average Wage

24%+

**M/WBE Commitment for
All Contracts Awarded**



Orange County's Economic Engine