



Interoffice Memorandum

TO: Mayor Jerry L. Demings
-AND-
County Commissioners

FROM: Ray Walls, Deputy Director, OCCC
Contact: (407) 685-5684

DATE: May 22, 2024

RE: **BCC Consent Agenda Item – June 18, 2024**
Sports Incentive Committee Funding Requests

A handwritten signature in black ink, appearing to read "Ray Walls", is written over the "FROM:" field.

On November 1, 2016, 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 the SIC funding recommendations have been approved by the Board.

At its May 20, 2024 meeting, the SIC recommended approval of three funding requests after hearing presentations from the respective applicants. Visit Orlando's staff also provided an evaluation of the proposals for consideration by the SIC.

2024-2026 Cure Bowl

The SIC recommended approval of the Orlando Sports Foundation's request of \$137,500 per year, for a total amount of \$275,000 over two years (2024 and 2025), and approval of \$137,500 for 2026 contingent upon a facility in Orlando being selected to host the game. The funds are to be used for marketing and promoting the bowl game. The event is a nationally televised NCAA football bowl game broadcast on ESPN and held on the third Saturday in December each year. Attendance for the event is estimated at 11,000 with a projected generation of 5,600 room nights and an economic impact of approximately \$5.4 million annually. Additionally, funds raised from the Cure Bowl directly benefit cancer research, including at UCF's medical school in Lake Nona.

2026-2030 Sunshine Classic Junior National Volleyball Qualifier

The SIC recommended approval of the Greater Orlando Sports Commission's (GOSC) request of \$125,000 per year, for a total amount of \$625,000 over five years, to be used as a bid fee to incentivize the 2026-2030 Sunshine Classic Junior National Volleyball Qualifier proposed to be held at the Orange County Convention Center in February or March of each year. The event consists of eight youth age groups where girls volleyball teams compete to win bids to the Junior National Championship. Estimated annual attendance for the event each year is 18,000 with a generation of 26,000 room nights and an economic impact of approximately \$27 million annually.

2026 National Gymnastics Association (NGA) Championships

The SIC recommended approval of GOSC's request of \$30,000 to be used as a bid fee for the 2026 NGA Championships proposed to be held at the Orange County Convention Center in June of 2026. The end-of-the-season event attracts youth athletes between the ages of 5 and 18, their coaches, and other gymnastics professionals from around the country. The event will also include a related education and wellness summit. Estimated attendance for the event is 2,400 with a generation of 6,000 room nights and an economic impact of approximately \$5.5 million.

ACTION REQUESTED: Approval of the Tourist Development Tax Sports Incentive Committee's recommendations for sports incentive funding pursuant to the terms and conditions of funding agreements between Visit Orlando and the following applicants and authorization for Visit Orlando to enter into such agreements as follows: (1) \$137,500 per year, for a total amount of \$275,000 over two years (2024 and 2025), and \$137,500 for 2026 contingent upon a facility in Orlando being selected to host the game, to be used for marketing and promotion of the Cure Bowl; (2) \$125,000 per year, for a total amount of \$625,000 over five years, to be used as a bid fee to incentivize the 2026-2030 Sunshine Classic Junior National Volleyball Qualifier; and (3) \$30,000 to be used as a bid fee for the 2026 National Gymnastics Association Championships.

c: Byron W. Brooks, AICP, County Administrator
Jeffrey J. Newton, County Attorney
Mark Tester, Executive Director, OCCC
Scott Shevenell, Assistant County Attorney

RW/ru