



Interoffice Memorandum

January 16, 2024

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

FROM: Lisa Snead, Assistant County Administrator
County Administrator's Office

A handwritten signature in black ink, appearing to read "Lisa Snead", written over the typed name in the "FROM" field.

**SUBJECT: Discussion – January 23, 2024
Visit Orlando Agreement, Venues Agreements Update and
Allocation of Available TDT Proceeds**

At the direction of the Board on November 14, 2023, staff has engaged in conversations with the Orlando/Orange County Convention and Visitors Bureau (“Visit Orlando”) regarding their agreement with the County to provide marketing and tourism promotion services. Based on feedback from the Board, these discussions focused on transparency, additional representation, and funding reductions. Staff will present options to the Board for modifications to the agreement.

In response to the discussion at the November 14, 2023, BCC meeting, regarding a request for more information about the City Venue Agreements executed in 2007 and subsequent amendments, staff will provide a brief overview on the status of the agreements and efforts taken by Orange County, the City of Orlando and the Comptroller’s Office to ensure compliance with requirements. A copy of the agreements was sent to the Board on November 22, 2023, for your review.

Lastly, options for appropriation of available Tourist Development Tax (TDT) proceeds will be presented and Board action will be requested regarding allocation of funding to the remaining projects recommended by the TDT Citizen Advisory Task Force.

ACTION REQUESTED: Direction on amendments to the Visit Orlando Agreement, and appropriation of available TDT funds to projects, as determined by the Board of County Commissioners.

c: Byron W. Brooks, AICP, County Administrator
Jeffrey Newton, County Attorney
Whitney Evers, Assistant County Attorney
Carla Bell Johnson, AICP, Deputy County Administrator
Roseann Harrington, Mayor’s Chief of Staff