




Interoffice Memorandum

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

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

DATE: February 1, 2021

RE: **Consent Agenda Item – February 23, 2021**
Sports Incentive Funding Agreement

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 SIC funding recommendations have been approved by the Board.

At its January 25, 2021 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.

2021 Mexican National Team U.S. Tour Soccer

The Greater Orlando Sports Commission (GOSC) presented a request from Soccer United Marketing for a \$90,000 bid fee for one 2021 Mexican National Team U.S. Tour (MexTour) soccer match to be held in the month of June 2021 at Camping World Stadium. The MexTour annually hosts five games in the United States against international competition in different locations. The 2019 games (no matches were held in 2020 due to the COVID-19 pandemic) were staged in San Diego, Santa Clara, Atlanta, Dallas, and San Antonio. Based on those 2019 games, the estimated attendance is forecasted to be approximately 50,000 with estimated room nights of 7,000 and economic impact of \$8 million. Due to the uncertainties associated with reduced stadium capacity during the COVID-19 pandemic, the SIC recommended approval of a tiered bid fee approach, with a \$90,000 bid fee if stadium capacity is at 100%, \$60,000 if capacity is limited to 50%, and \$30,000 if capacity is limited to 25%.

2021 Inaugural Grassroots Basketball Summer Championships

The SIC recommended approval of a request from GOSC for a \$25,000 bid fee to TFN Camps and Clinics, Inc. for the above-referenced boys' youth basketball championships at the Orange County Convention Center in July 2021. This inaugural event will allow some of the best youth basketball travel teams to compete against other teams from other regions of the country for a national title. The estimated attendance is 25,000, with 5,000 room nights, and an economic impact of \$5 million.

2021 Orlando Splash and Girls National Basketball Championships

GOSC also presented a request for a \$50,000 bid fee to TFN Camps and Clinics, Inc. for the Orlando Splash and Girls National Basketball Championships to be held in late July 2021 at the Orange County Convention Center. These two late summer girls' basketball tournaments were previously staged in Atlanta and enjoyed increases in attendance year over year from 2017 through 2019, with over 900 participating teams in 2019. GOSC's application estimates total combined attendance of approximately 60,000, with 10,000 room nights, and an economic impact of \$10 million.

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

ACTION REQUESTED: Approval of the 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 Greater Orlando Sports Commission for bid fees as follows: 1) Soccer United Marketing for one MexTour Soccer match in June 2021 at Camping World Stadium in the amount of \$90,000 if stadium capacity is at 100%, or \$60,000 if capacity is limited to 50%, or \$30,000 if capacity is limited to 25%; 2) TFN Camps and Clinics, Inc. in the amount of \$25,000 for the 2021 Grassroots Basketball Summer Championships in July 2021 at the Orange County Convention Center; and 3) TFN Camps and Clinics, Inc. in the amount of \$50,000 for the 2021 Orlando Splash and Girls National Basketball Championships in July 2021 at the Orange County Convention Center.

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