




Interoffice Memorandum

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

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

DATE: August 21, 2023

RE: **BCC Consent Agenda Item – September 12, 2023**
Sports Incentive Committee Funding Requests

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 July 28, 2023 meeting, the SIC recommended approval of four 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.

2023 USA Fencing October North American Cup

The SIC recommended approval of the Greater Orlando Sports Commission's (GOSC) request of \$25,000 to be used as a bid fee to incentivize the 2023 USA Fencing October North American Cup to be held at the Orange County Convention Center in October of 2023. The event serves as the first national event on the USA Fencing calendar annually and features competitive age groups for both men and women. This year's event will feature competitors looking to earn a spot on the US team for the 2024 Olympic Games in Paris. Attendance for the event is estimated at 8,400 with a generation of 2,700 room nights and an economic impact of approximately \$2.7 million.

2023, 2024, 2025, and 2026 NBA G League Winter Showcase

The SIC recommended approval of GOSC's request of \$25,000 per year, for a total amount of \$100,000, to be used as bid fees to incentivize the 2023-2026 NBA G League Winter Showcase events proposed to be held at the Orange County Convention Center each year from December 2003 through December 2026. The event is an annual showcase tournament for players in the official minor league basketball organization of the NBA and will be broadcast nationally on ESPN networks. While not open to the public, the estimated annual attendance for the event each year is 4,900 with a generation of 5,300 room nights and an economic impact of approximately \$2.4 million.

2024, 2025, and 2026 Hertz National Championships

The SIC recommended approval of the GOSC's request for \$25,000 per year, for a total amount of \$75,000 to be used for marketing and promotional expenses for the 2024-2026 Hertz National Championships Professional Pickleball Association (PPA) events. The events are the last stop for PPA Tour each year and are scheduled to take place in February 2024 through February 2026 at the United States Tennis Association campus in Lake Nona. Attendance is projected at 12,000 with a generation of 4,000 room nights and an economic impact of approximately \$3 million annually.

2024, 2025, 2026, and 2027 Arnold Palmer Invitational Presented by Mastercard

The SIC recommended approval of Arnie's Army Charitable Events Foundation d/b/a Arnold Palmer Invitational's request for \$500,000 per year, for a total of \$2,000,000 to be used for advertising and programming expenses for the 2024-2027 Arnold Palmer Invitational Presented by Mastercard to be held at Arnold Palmer's Bay Hill Club & Lodge. The event is an annual highlight of the PGA TOUR schedule and is broadcast on NBC and affiliated networks. Attendance for the event is estimated at 130,000 with a generation of about 35,000 room nights and an economic impact of approximately \$77 million annually.

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) \$25,000 to Greater Orlando Sports Commission to be used for bid fees for the 2023 USA Fencing October North American Cup; (2) \$25,000 per year, up to \$100,000, to Greater Orlando Sports Commission to be used for bid fees for the 2023, 2024, 2025, and 2026, NBA G League Winter Showcase; (3) \$25,000 per year, up to \$75,000, to Greater Orlando Sports Commission to be used for bid fees for the 2024, 2025, and 2026 Hertz National Championships; and (4) \$500,000 per year, up to \$2,000,000 to Arnie's Army Charitable Events Foundation d/b/a Arnold Palmer Invitational to be used for advertising and programming expense for the 2024, 2025, 2026, and 2027 Arnold Palmer Invitational Presented by Mastercard.

c: Byron W. Brooks, AICP, County Administrator
Jeffrey J. Newton, County Attorney
Mark Tester, Executive Director, OCCC
Fred Winterkamp, Manager, Fiscal and Business Services Division

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