

Tourist Development Tax Sports Incentive Program

**Sports Incentive Committee
March 24, 2025
Funding Recommendations**

April 22, 2025



Presentation Outline

- **Sports Incentive Program Overview**
- **March 24, 2025 SIC Recommendations**
- **Requested Action**



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Sports Incentive Program Overview

- **November 2016 - Tourist Development Tax Program Authorized for Incentivizing Sporting Events**
 - \$5M Initial Investment Plus \$2M Annually from TDT
 - Applications Managed by Visit Orlando

- **October 2017 – Sports Incentive Committee Established**
 - **Membership and Current Members**
 - Mayor's Representative (Chair) – Alvin J. Cowans
 - Central Florida Hotel & Lodging Association Representative – Chris S. Mueller
 - Certified Public Accountant – Torrey Patrick Hill
 - Citizen Representative – Tara Carbia Early
 - International Drive Resort Area Chamber Representative – John (Jay) Leonard
 - Major Theme Park Representative – Rich Delange
 - Visit Orlando Representative – Daniel Patrick Giordano



Sports Incentive Program Overview

- **October 2019 – TDT Contribution to Sports Incentive Fund Increased to \$4M Annually**
 - **Visit Orlando to Manage Applications and Agreements for BCC Approved Funding Under 2019 Agreement**
- **May 2024 – Sports Incentive Funding Carved out of Visit Orlando TDT Allocation**
 - **\$10M Annually**



Presentation Outline

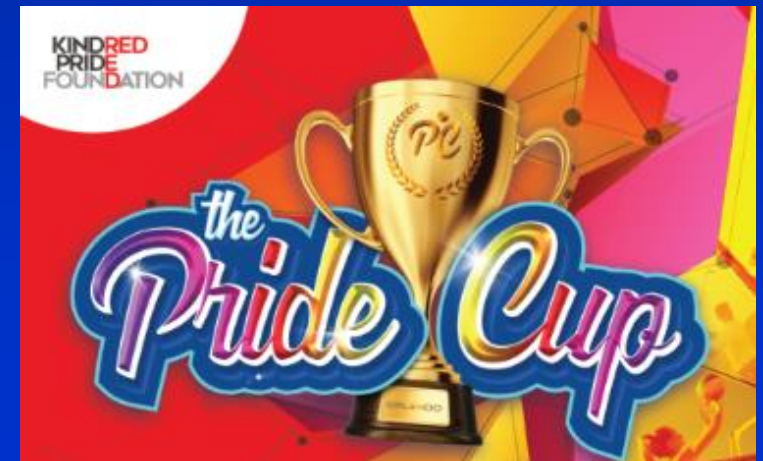
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March 24, 2025 SIC Recommendations

The Pride Cup 2025

- \$25,000 to Kindred Pride Foundation for Marketing
- May 30 – June 1, 2025
- Various Public and Private Sports Venues in Orange County
- LGBTQ+ Multi-Sport Tournament
- 2,500 Attendees – 1,480 Room Nights – \$1.4M Economic Impact





March 24, 2025 SIC Recommendations

2026 USA Fencing October North America Cup

- \$40,000 to Greater Orlando Sports Commission for Bid Fees**
- October 15-18, 2026**
- Orange County Convention Center**
- First National Event on Annual Calendar for Men and Women Fencers**
- 15,700 Attendees – 5,000 Room Nights - \$5.2M Economic Impact**





March 24, 2025 SIC Recommendations

2025 AAU Junior National Volleyball Championships

- \$400,000 to Greater Orlando Sports Commission for Bid Fees**
- June 13 – July 7, 2025**
- Orange County Convention Center**
- Largest Youth Volleyball Event in the World**
- 300,000 Attendees – 228,000 Room Nights - \$260M Economic Impact**





March 24, 2025 SIC Recommendations

TKO Orlando Event Series

- \$18,000,000 to Greater Orlando Sports Commission for Bid Fees**
- Presentation to Follow**

2027 Jacksonville Jaguars Home Football Season

- Up to \$11,000,000 to Florida Citrus Sports for Bid Fees**
- Presentation to Follow**



GREATER
ORLANDO
SPORTS COMMISSION



Greater Orlando Sports Commission Presentation to the Orange County Board of County Commissioners

April, 2025



ORANGE COUNTY
GOVERNMENT
FLORIDA



Lincoln Financial Field



7 HOURS OF LIVE CONTENT | 52 WEEKS A YEAR

RAW

**SMACK
DOWN**

NXT

FOX

USA

BT SPORT

E!

Discovery

SONY
PICTURES
NETWORKS

7

DA
ZN

Tencent 腾讯

MASSIVE REACH AND BROAD DISTRIBUTION

RAW

**SMACK
DOWN**

NXT



1B+

**GLOBAL
TV HOMES**



180

COUNTRIES



25

LANGUAGES

MASSIVE DIGITAL & SOCIAL INFLUENCE



1B+

SOCIAL MEDIA
FOLLOWERS

TRENDS
ON TWITTER

52

WEEKS A YEAR

#2

MOST FOLLOWED
SPORTS LEAGUE
ON TIKTOK

7 OF
THE
TOP **15**

MOST FOLLOWED
FEMALE ATHLETES
ON SOCIAL MEDIA

ON YOUTUBE

73B VIEWS

92M SUBS

#7 OVERALL
CHANNEL

Competing Destinations



FOR IMMEDIATE RELEASE

WRESTLEMANIA®, SUMMERSLAM® & ROYAL RUMBLE®
HEADED TO INDIANAPOLIS

STAMFORD, Conn. & INDIANAPOLIS, Ind., June 24, 2024 – WWE, part of TKO Group Holdings (NYSE: TKO), and Indiana Sports Corp today announced a first-of-its-kind partnership that will bring WWE's three largest stadium events – *WrestleMania*, *SummerSlam* and *Royal Rumble* – to Indianapolis.

Kicking off with *Royal Rumble* on February 1, 2025, Lucas Oil Stadium will host all three Premium Live Events including a two-night *SummerSlam* and two-night *WrestleMania* in future years.

Additionally, *Raw*, *SmackDown*, *NXT* and WWE Live Events will emanate from arenas across Indiana, including Indianapolis, Fort Wayne and Evansville throughout the partnership.

WWE's multiyear deal with Indianapolis is "one of the biggest sporting event announcements in the city's history," according to James Briggs of the INDIANAPOLIS STAR. He wrote maybe "the biggest. Bigger than the Super Bowl." There, I said it. "WWE has "never awarded all three to a city as a package before." Briggs wrote it is a "truly stunning coup for Indianapolis."

WrestleMania is "nothing like what it was" when Indianapolis last hosted it at the Hoosier Dome in 1992. For starters, Indianapolis' *WrestleMania* will include "two nights of action at Lucas Oil Stadium – for double the attendance" – with a "week of ancillary events, including a convention for fans."

This year's *WrestleMania* in Philadelphia attracted an announced attendance of more than 145,000 over two nights.

Briggs noted it is "impossible" to break down the WWE deal because financial terms were not disclosed. He wrote it is safe to say,



Sportico @Sport... · 6/24/24 ...

Indianapolis is getting three WWE stadium events, including *WrestleMania* starting with the *Royal Rumble* on Feb. 1, 2025

Additionally, under the partnership, *Raw*, *SmackDown*, *NXT* and WWE live events will emanate from arenas across Indiana, including Indianapolis, Fort Wayne and Evansville.

sportico.com/leagues/other-...

Triple H @TripleH

This groundbreaking, first-of-its-kind partnership will bring some of @WWE's biggest shows - and countless unforgettable moments - to the state of Indiana.

Indianapolis... we'll see you on February 1 for #RoyalRumble @LucasOilStadium.

WWE Announces 2025 Royal Rumble Gate Was The Largest For Any Single-Night Show In Company History

WWE says the event also drew its highest viewership ever as well.

Jon Alba | Feb 3, 2025



WWE Royal Rumble / WWE



The 2025 **WWE** *Royal Rumble* event saw **Charlotte Flair** and **Jey Uso** punch their tickets to the main events of *WrestleMania*. Now, the company claims they did so in front of the biggest audience ever for the event.

Competing Destinations



WWE
@WWE

Follow

Are you ready, Las Vegas?! 2-Day Combo Tickets for **#WrestleMania 41** on April 19 & 20 are on sale NOW!


 ms.spr.ly/6016WHTuo



WRESTLEMANIA 41
SATURDAY, APRIL 19 & SUNDAY, APRIL 20, 2025
2-DAY COMBO TICKETS ON SALE NOW
allegiant stadium | ticketmaster | Vegas



WRESTLEMANIA 42
Vegas
APRIL 19 & 20 2025
allegiant stadium




3 NEWS




WEATHER WATCH

WWE 'SmackDown,' 'Raw' schedule unveiled for Las Vegas WrestleMania weekend

by News 3 Staff
Friday, Jan 31st 2025



INGLEWOOD, CALIFORNIA - JANUARY 06: Tiffany Stratton attends the Los Angeles Premiere of Netflix's "WWE Monday Night Raw" at Insitu Dome on January 06, 2025 in Inglewood, California. (Photo by J.C. Olvera/Getty Images)



LAS VEGAS (KSNV) —

WWE has unveiled the schedule for three high-profile events in Las Vegas during the **weekend of WrestleMania 41**.



KLAS

8

Be Confident When You File
Liberty Tax

Cena turns on WWE Universe, will face Cody Rhodes in Las Vegas

Justin Walker 1 day ago



LAS VEGAS (KLAS) — After a hard-fought main event in the Elimination Chamber in Toronto, the leader of the "Cenation" turned his back on professional wrestling fans, aligning with the villainous "Final Boss," Dwayne "The Rock" Johnson.



CBS | WWE

Menu icon

WWE WrestleMania 42 location: The Rock announces New Orleans as host for wrestling's biggest event in 2026

By Shakiel Mahjouri Feb 22, 2025 • 1 min read



Dwayne Johnson @Th... • 5d
NEW ORLEANS, the Final Boss has arrived

This exact Rolex was the gift from our **@WWE Champion @CodyRhodes** to me, about 5 hours before our Wrestlemania match at WM40.

Its time.

#smackdown
#live
#tonight
@usanetwork 8ET/7CT



WRESTLEMANIA 42
NEW ORLEANS
SATURDAY APRIL 11 & SUNDAY APRIL 12 2026
CASAS SUPERDOME Greater New Orleans Sports Foundation



FOX NEWS

Menu icon

WWE

WrestleMania 42 will take place in New Orleans for 3rd time

The Rock made the initial announcement on Friday night

By Ryan Gaydos • Fox News
Published February 24, 2025 9:05am EST



New Orleans played host to the Super Bowl for the 11th time in the city's history, and on Friday, it was announced as the host of one of the biggest pro wrestling events in the world.

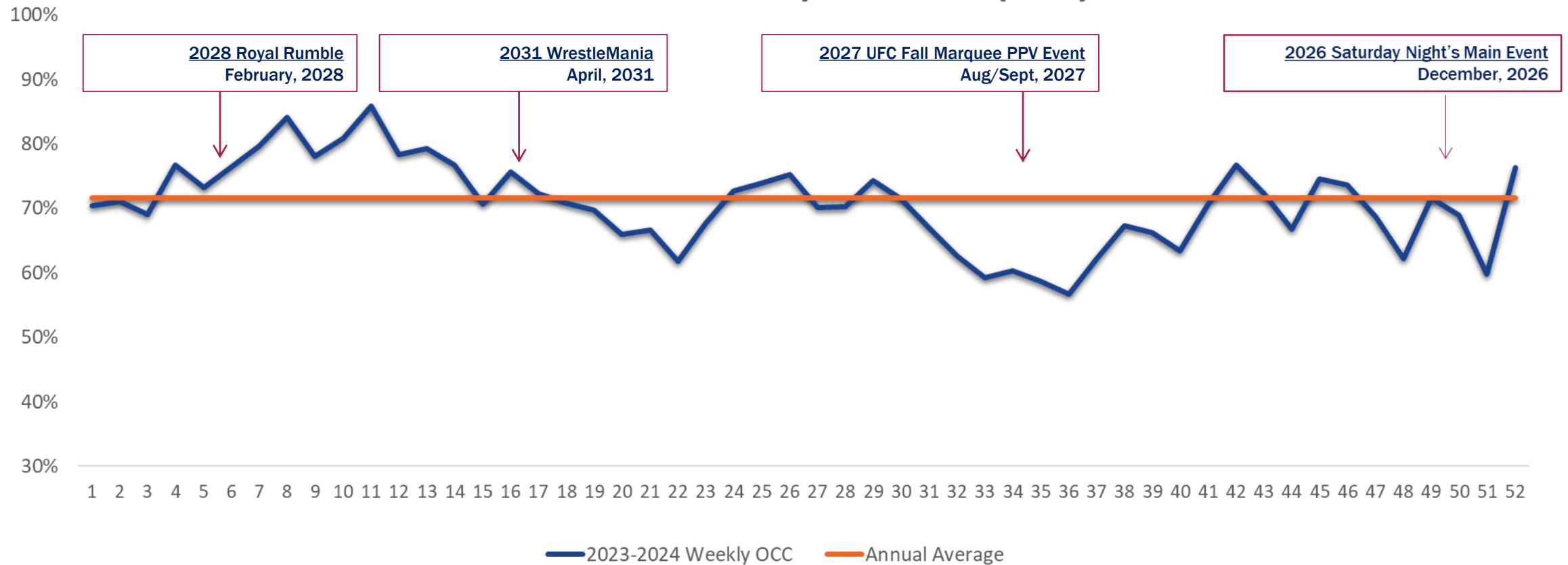
Global Sporting Event Comparison

- **WrestleMania** ranks in the **Top 10** in almost every major category, including but not limited to: reach, tradition, emotion, prestige, social media engagement, and economic impact, alongside the following **biggest global sporting events**, which include but are not limited to: FIFA World Cup, Olympic Games, Super Bowl, Wimbledon, NBA Finals, Cricket World Cup/IPL Final, UEFA Champions League Final, Tour de France, and The Masters.



Event Timing Vs Need Period

Metro Orlando Weekly Hotel Occupancy





2026-31 TKO Orlando Event Series

- **DATES OF EVENTS -**
 - Saturday Night's Main Event – December, 2026
 - UFC Fall Marquee PPV Event – Aug/Sept, 2027
 - Royal Rumble – February, 2028
 - WrestleMania - April, 2031
- **SEVEN (7) ARENA SHOWS – Kia Center**
- **THREE (3) STADIUM SHOWS – Camping World Stadium**
- **PROJECTED ROOM NIGHTS GENERATED – 120,000**
- **ECONOMIC IMPACT PROJECTED – \$225M**
- **PROJECTED RETURN ON INVESTMENT – 12X**
- **MEDIA VALUE – \$4B+**



JACKSONVILLE JAGUARS 2027 HOME SCHEDULE

Sports Incentive Committee

03/24/2025



BACKGROUND

JAGS AVERAGE HOME ATTENDANCE

67,08

4

per game from 2022-24

JAGS 2027 ‘HOME’ OPPONENTS INCLUDE

- Indianapolis Colts
- Houston Texans
- Tennessee Titans
- Buffalo Bills
- Miami Dolphins
- Tampa Bay Buccaneers
- New Orleans Saints
- AFC West TBD (Chiefs, Chargers, Broncos, Raiders)



Let’s all jump on Jagwagon

Jump aboard, Orlando. I just fired up the engine on the Jagwagon, and it’s ready to roll. Next stop, 2027, when hopefully we will be the temporary home of the Jacksonville Jaguars.



Mike Bianchi

Correction: Next stop, 2027, when we *WILL* be the temporary home of the Jacksonville Jaguars.

We *HAVE* to make this happen and prove to the Jaguars that we are serious about painting our town teal and living up to the recently acquired title given to us by *The Sports Business Journal*: “Orlando: America’s Best Sports

ECONOMIC IMPACT

A DESTINATION FOR VISITING FANS

Based on available studies and data, FCS projects:

\$20M

+ all economic impact per game

150k+

Overnight visitors across a full season

50%

larger 'visiting' crowds than in Jacksonville



EXPOSURE IMPACT

MAXIMUM VISIBILITY, MAJOR IMPACT

Using 2023 and 2024 viewership figures as a baseline, current estimates project:

40M

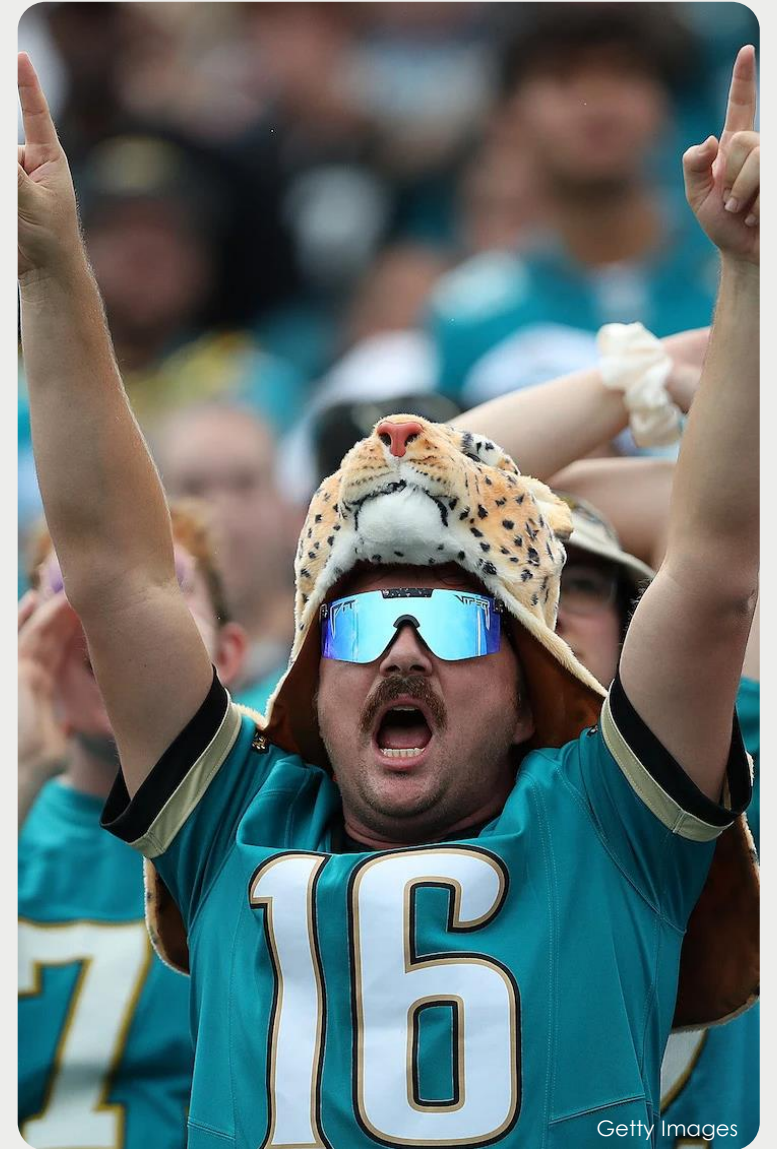
Estimated total TV viewers across home games

16

Verbal mentions of destination per game

\$3.9m

Total media value to destination per game



EXPOSURE IMPACT

YEAR-ROUND CONTENT

Digital media highlights from the 2024 season:

22M

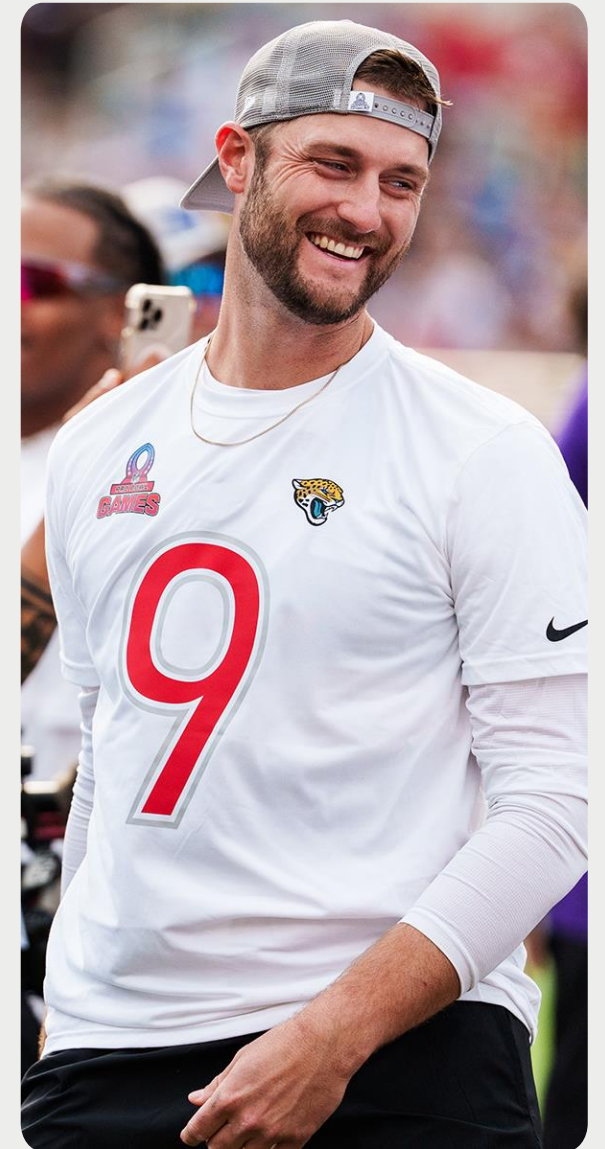
Pageviews on Jaguars.com

3.5M

Sessions in the Jaguars mobile app

7.1M

Impressions on Jaguars channel on YouTube



REQUESTED ACTION



Recommend approval of \$10 million in SIC funding supporting Orlando's bid to host the NFL's Jacksonville Jaguars in 2027 (min. 8 home games), plus \$500,000 per game for up to 2 additional playoff matchups.

JACKSONVILLE JAGUARS 2027 HOME SCHEDULE

Sports Incentive Committee

03/24/2025





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Requested Action

- **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 the Kindred Pride Foundation to be used for marketing expenses for The Pride Cup – 2025;**
 - (2) \$40,000 to the Greater Orlando Sports Commission (GOSC) to offset bid fees for the 2026 USA Fencing October North America Cup;**
 - (3) \$400,000 to GOSC to offset bid fees for the 2025 AAU Junior National Volleyball Championships;**
 - (4) \$18,000,000 to the GOSC to offset bid fees for a series of four WWE and UFC events to be held between 2026 and 2031;**
 - (5) up to \$11,000,000 to Florida Citrus Sports for bid fees for the 2027 Jacksonville Jaguars Home Football Season.**

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