





Interoffice Memorandum

June 29, 2023

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

FROM: Simone Babb, Chief Innovation and Emerging Technologies
Officer, Mayor's Office 

THRU: Roseann Harrington, Chief of Staff 
Mayor's Office

SUBJECT: **July 11, 2023 – Consent Agenda Item**
Orange County Partnership to MetaCenter Global Week, 2023

Synapse Orlando is back this year and in partnership with the Immerse Global Summit (IGS) for a 3-day combined MetaCenter Global Week event (October 17 through 19, 2023) to be held at the Dr. Phillips Center for Performing Arts. Spearheaded by Innovate Orlando, a regional approach is being taken to establish Orange County and our region as a hub for driving technology and innovation.

The MetaCenter development recognizes our region's density of industry, creativity, talent, and investment opportunities in areas of technology. This three day event promises to bring together both innovative and influential experts, globally, to showcase, educate and demonstrate cutting-edge and digital technologies. The event anticipates generating approximately 4,000+ attendees. Last year, Synapse Orlando (2022) yielded 2,000 attendees; while Immerse Global Summit yielded 2,200 attendees.

The opportunity to assist as a funding partner in this effort promotes Orange County in support of innovation, technology, and inclusiveness while bringing awareness and positive economic impact benefits to Orange County. This event has also requested sponsorship from the City of Orlando, the Downtown Development Board, and the Orlando Economic Partnership.

In support of our existing technology, arts, and entrepreneurship/start-up initiatives and programs, there are additional sponsorship benefits that directly provide for our staff and leadership goals (VIP and additional standard tickets supporting County Commissioner(s) attendance, Orange TV media exposure,

and an opportunity for welcoming remarks from Mayor Jerry L. Demings at the event). This opportunity greatly supports our upskilling and workforce development initiatives as we continue to work toward securing our future talent and sustainability. Furthermore, as Orange County strides toward coordinated, strategic, and cohesive platforms and toward breaking silos, support in this regional effort affords one step toward this direction.

Funding is currently budgeted in the Innovation Lab budget (Line Item: 001-023-0529).

ACTION REQUESTED: **Approval and execution of General Revenue Grant Agreement between Orange County, Florida and Innovate Orlando, Inc., regarding Sponsorship of “Meta Center Global Week” Event and authorization to disburse \$35,000 utilizing available funding currently budgeted in the Innovation Lab Budget.**

Attachments

JUL 11 2023

GENERAL REVENUE GRANT AGREEMENT

between

Orange County, Florida

and

Innovate Orlando, Inc.

regarding

Sponsorship Of “Metacenter Global Week” Event

THIS GENERAL REVENUE GRANT AGREEMENT (“Agreement”), is made and entered into by and between **ORANGE COUNTY, FLORIDA**, a charter county and political subdivision of the State of Florida (the “**County**”) and **INNOVATE ORLANDO, INC.**, a Florida Not-For-Profit Corporation (the “**Agency**”). Both the County and the Agency may be individually referred to as “**party**” or collectively referred to as “**parties**” in this Agreement.

In consideration of the premises and mutual covenants herein contained, the parties agree as follows:

Section 1: Agreement Purpose

- A.** This year, from October 17th to October 19th, the Agency will be hosting a new event called “MetaCenter Global Week” (the “**Event**”) at the Dr. Phillips Center for Performing Arts. This Event will be the result of consolidating the following two previous events: Synapse Orlando and Immerse Global Summit.
- B.** The Event will be a bold, collaborative, and regional step toward establishing Orange County as a hub for driving technology and innovation. It will bring together both innovative and influential experts to showcase, educate, and demonstrate on technologies related to Virtual Reality, Augmented Reality, 3D, Spatial Computing, Gaming, Internet of Things (IoT), and other cutting-edge and digital technologies.
- C.** To date, the Event has gained traction through social media with support from Orange County’s technology, modeling, and simulation community – by word of mouth and through Committee and Board Meetings. The Event anticipates generating approximately 4,000+ attendees. Last year, Synapse Orlando (2022) yielded 2,000 attendees; while Immerse Global Summit (IGS), 2,200 attendees.
- D.** Event sales are open to attendees and sponsorships. To date, sponsorship commitments for the Event have already been made by the City of Orlando (\$45K to be approved at Board on 6/26/23), the Downtown Development Board (\$45K), and the Orlando Economic Partnership (\$100K).
- E.** County staff conducted data analysis to determine a reasonable amount of grant funding that the County could contribute as a sponsor of this event. Factors considered included – economic impact, historical financial sponsorships that are similar in framework and objectives desired, evaluation of partnership/marketing and exposure as opportunities for economic advancement, technology, opportunities in support of, and to advance the County’s existing programs (STEM, entrepreneurship/startups).

- F. The purpose of this Agreement is to memorialize the terms and conditions under which the County provides such grant funding to the Agency.

Section 2: Grant Award Payment Provisions

- A. For the above stated purposes, the County has appropriated a total sum of THIRTY-FIVE THOUSAND and 00/100 Dollars (\$35,000.00) (“**Grant Amount**”) in grant funding to be administered and disbursed by the Agency solely for the purposes set forth in **Exhibit “A”**. Such payment will be paid 30 days after the later of the following: the execution date of this Agreement or the date of the County’s receipt of an invoice from the Agency.
- B. Any funds not encumbered by **October 19, 2023**, for the designated purpose set forth in **Exhibit “A”** shall be returned to the County. The Agency has until **November 20, 2023**, to expend any funds that were timely encumbered.
- C. At the Agency’s request and for good cause shown, the Chief Innovation and Emerging Technologies Officer may, at their sole discretion, grant the Agency up to 2 additional weeks to expend (but not encumber) the funds. Any such request shall be submitted in writing to the County’s Office of Innovation and Emerging Technologies not later than **November 6, 2023**. The Chief Innovation and Emerging Technologies Officer shall issue a written decision in response to such request within 10 County business days.
- D. The grant award funding shall be provided in one lump-sum payment of the total Grant Amount, contingent upon the County’s satisfactory receipt of a fully-executed Agreement, as well as an invoice, and then performance and financial reports of the Agency’s activities/programs/services as described in **Exhibit “A”**. Such reports are due to Office of Innovation and Emerging Technologies no later than **December 18, 2023**, must be provided as detailed in **Exhibit “B”**, and will determine compliance and eligibility for future funding.
- E. Failure to comply with the County’s request for submission of such reports shall constitute grounds for termination of this Agreement and will result in the ineligibility of the Agency to receive future financial contributions or grant awards from the County.

Section 3: Funding Use Restrictions

- A. The grant funds provided by the County to the Agency shall be used only for the purposes further described in **Exhibit “A”**.
- B. No funds paid under this Agreement shall be expended for any lobbyist, as such term is defined in section 2-351 of the Orange County Code, to engage in any lobbying activities designed to influence decisions or other foreseeable actions of the Board of County Commissioners or the governing body of any other municipality located within Orange County.
- C. The Agency hereby certifies that it shall not undertake, or cause to be undertaken, or participate in, any lobbying before the state legislature in order to advocate for or influence legislative decision making inconsistent with legislative priorities adopted by the Board of County Commissioners, without the prior written consent of the Board or the County Administrator.
- D. No funds paid under this Agreement shall be expended for payment of any liability, claims, demands, damages, expenses, fees, fines, penalties, proceedings, actions, and cost of actions, including attorney’s fees or attorneys on appeal of proceedings or judgments of any kind and nature.

Section 4. Representations of the Agency

- A.** The Agency represents that it has available the necessary qualified and trained personnel, facilities, materials, and supplies to perform its obligations as set forth in this Agreement, including but not limited to those further described in **Exhibit "A"**.
- B.** The Agency represents that it will use its best efforts to develop and promote the Event, as well as to help the County meet its objective of establishing Orange County as a hub for driving technology and innovation.
- C.** The Agency agrees to submit the requisite reports (as further discussed in **Exhibit "B"**) to the County's Office of Innovation and Emerging Technologies according to the terms and conditions of this Agreement, and hereby acknowledges that failure to comply with the County's request for submission of such reports shall constitute grounds for termination of this Agreement and will result in the ineligibility of the Agency to receive future contributions from the County.

Section 5. Miscellaneous Provisions

- A. Accounting.** The Agency shall utilize generally accepted accounting principles and the procedures and practices thereunder in the maintenance and of the records of receipts and disbursements of the funds contributed by the County.
- B. Independent Contractor.** The parties expressly acknowledge that the Agency is acting as an Independent Contractor, and nothing in this Agreement is intended or shall be construed to establish an agency, partnership, or joint venture relationship between the parties.
- C. Unlawful Discrimination.** The Agency, in performing its obligations under this Agreement shall not unlawfully discriminate against any worker, employee, applicant or member of the public because of race, religion, sex, sexual orientation and gender expression/identity, color, age, disability or national origin.
- D. Non-Profit Status.** The Agency agrees to maintain its corporate, non-profit status in the State of Florida throughout the term of this Agreement. If the Agency should, during the term of this Agreement, lose its non-profit status, it shall immediately notify the County in writing, and the County reserves the right to terminate this Agreement immediately. Any funds that are not expended as of the date of any such non-profit status loss shall be forfeited and returned to the County within 30 days.
- E. Right to Inspect and Audit Accounts.**
 - 1.** During the term of this Agreement, the Agency, with respect to the receipt and expenditure of funds provided under this Agreement, shall permit County staff and the Orange County Comptroller and his staff to inspect and audit the Agency's books and accounts at any time during normal working hours, provided that at least 2 County business days of reasonable notice is given to the Agency prior to any such inspection.
 - 2.** Any costs incurred by the Agency as a result of a County audit shall be the sole responsibility of and shall be borne by the Agency. In addition, should the Agency provide any or all of the County's funds to contractors or other non-profit agencies or community partners, then, and in that event, the Agency shall include in written agreements with such entities a requirement that their records

regarding the expenditure of such funds be open to inspection and audit by the County or the County's designee.

- F. Maintenance of Records; Inspection.** For a period ending five (5) years after the expiration or termination of this Agreement, the Agency shall make all records and documents relating to this Agreement available for inspection and copying by the County or any agent designated by the County.
- G. Assignment and Successors.** The parties deem the services to be rendered pursuant to this Agreement to be personal in nature. Each party binds itself and its partners, successors, executors, administrators, and assigns to the other party of this Agreement and to the partners, successors, executors, administrators, and assigns of such other party, in respect to all covenants of this Agreement. Neither party shall assign, sublet, convey, or transfer its interest in this Agreement without the written consent of the other, which consent shall be in the sole determination of the party with the right to consent.
- H. Indemnification.** The Agency agrees to indemnify and save harmless the County from and against any and all liability, claims, demands, damages, expenses, fees, fines, penalties, suits, proceedings, actions and cost of actions, including reasonable attorney's fees, attorneys on appeal of any kind and nature arising or growing out or in any way connected with the Agency's performance of its obligations under, or the Agency's breach of, this Agreement.
- I. Term and Termination.** The term of this Agreement shall begin upon execution by the County's duly authorized representative and shall expire on December 31, 2023, unless extended by written modification to the Agreement, signed by both parties. Notwithstanding the foregoing, this Agreement can be terminated by either party at any time, with or without cause, upon no less than 15 days' notice in writing to the other party. Said notice shall be delivered by certified mail or in person to the business address of the party upon whom such notice is served. In the event of termination, the Agency shall return any funding provided that it has not yet encumbered as of the date of its receipt of a notice of termination from the County (or, if the Agency terminates, the date on which the Agency transmits its notice of termination to the County), unless otherwise directed by the Chief Innovation and Emerging Technologies Officer in writing.

Section 6. Miscellaneous.

- A. Entire Agreement.** This Agreement constitutes the entire agreement between the parties. Any representations or statements heretofore made with respect to such subject matter, whether verbal or written, are merged herein. No other agreement, whether verbal or written, with regard to the subject matter hereof, shall be deemed to exist.
- B. Waivers.** Performance of this Agreement by either party, after notice of default of any of the terms, covenants or conditions, shall not be deemed a waiver of any right to terminate this Agreement for any subsequent default, and no waiver of such default shall be construed or act as a waiver of any subsequent default.
- C. No Third-Party Beneficiaries.** This Agreement does not create, and shall not be construed as creating, any rights enforceable by any person or entity other than the parties to the Agreement.
- D. Governing Law.** This Agreement shall be governed by and construed in accordance with the laws of the State of Florida. Venue for any litigation, claim, or action occurring as a result of this Agreement

(collectively "Action") shall be held in the Ninth Circuit Courts in and for Orange County, Florida, and shall be governed by the laws of the State of Florida.

- E. **Jury Waiver.** Each party hereby irrevocably waives, to the fullest extent permitted by applicable law, any right that party does or might have to a trial by jury related to any Action.
- F. **Severability.** The provisions of this Agreement are declared by the parties to be severable. However, the material provisions of this Agreement are dependent upon one another, and such interdependence is a material inducement for the parties to enter into this Agreement. Therefore, should any material term, provision, covenant, or condition of this Agreement be held invalid or unenforceable by a court of competent jurisdiction, the party protected or benefited by such term, provision, covenant, or condition may demand that the parties negotiate such reasonable alternate contract language or provisions as may be necessary either to restore the protected or benefited party to its previous position or otherwise mitigate the loss of protection or benefit resulting from holding.

The parties have executed this Agreement on the dates set below.



ORANGE COUNTY, FLORIDA

By: Board of County Commissioners

By: *Brynn Brooks*

AL Jerry L. Demings
Orange County Mayor

Date: *11 July 2023*

ATTEST: Phil Diamond, CPA, County Comptroller
As Clerk of the Board of County Commissioners

By: *Craig A. Stopyda*
for Deputy Clerk

Date: *JUL 11 2023*

Innovate Orlando, Inc.

By: *[Signature]*
David Adelson
CEO

Date: *6-22-23*

EXHIBIT A

METACENTER GLOBAL WEEK SPONSORSHIP

ACTIVITY FOR WHICH FUNDING IS REQUESTED

Funding in the amount of \$35,000 for FY23 will be used to support the Agency on the sponsorship of the Metacenter Global Week three-day event. Beyond planning, hosting, raising complementary funding, and executing an annual event for this scope of work, the Agency commits to the execution of the three-day event and must meet with Orange County staff at least twice to coordinate alignment on the County's expectations/deliverables and financial/performance impact reporting. Reports will be provided to Orange County detailing relevant metrics so that such data may be used to plan for future events. Reporting requirements are further described in in **Exhibit "B"** (Impact Metrics).

INNOVATE ORLANDO, INC. Proposed Budget – Total: \$35,000

FY 22-23 Budget Categories	Amount	Notes on Types of Expenses for the Category
Event (non-Supplies)	\$30,000	i.e. event fees, reporting
Marketing	\$5,000	i.e. print fees/supplies; website, Orange TV, materials

Additional Sponsorship Expectations/Deliverables:

1. Orange County Mayor, Jerry Demings to perform welcome remarks in addition to Mayor Buddy Dyer at the event.
2. Working with Orange TV to create media content for marketing and exposure at the event around Orange County's commitment toward innovation and technology. This event brings global representation.
3. 10 VIP tickets, 12 General Access tickets.
4. 50% discounted attendee tickets, up to 50 tickets, as an extended support for our existing STEM and entrepreneurship/startup programs.
5. Free attendance for our Board of County Commissioners (plus one aide).
6. Platinum sponsor recognition with logo on event website and event signage.
7. Standard sponsorship benefits.

NO FUNDS PAID UNDER THIS AGREEMENT SHALL BE EXPENDED FOR PAYMENT OF ANY LIABILITY, CLAIMS, DEMANDS, DAMAGES, EXPENSES, FEES, FINES, PENALTIES, PROCEEDINGS, ACTIONS OR COST OF ACTIONS, INCLUDING ATTORNEY'S FEES OR ATTORNEYS ON APPEAL OF ANY PROCEEDINGS OR JUDGMENTS OF ANY KIND AND NATURE.

EXHIBIT B

The following reports are to be submitted to the Office of Innovation and Emerging Technologies as indicated:

1. No later than **December 18, 2023**, the Agency shall provide the County with a copy of its final performance and financial reports related to the agency's grant award expenditures and activities/programs/services and impact metrics directly related to the sponsorship event. The following information needs to be included in such reports:

SECTION A: Major Event/Program Information

- A 2-5 page summary describing the event, including annual theme, location, on-going programmatic elements and offerings, new services/offerings, etc.
- A copy of the itinerary for the full 3-day event.
- Proof of Orange County logo and other sponsorship benefits/placement (i.e. soft copies of collateral and/or screenshots/photos suffice).
- Vendor tables/demonstration metrics quantified by technology industry/category.
- A full copy of the attendees and demographic matrix of all registered participants by his/her zip code (for out of state participants, city and nation suffice).
- A full copy of all participant surveys acquired from the event.

SECTION B: Impact Metrics

- Impact Metrics of Actual Event to include a copy of Attendee List.
 - Total number of participants, vendors, sponsorship.
 - Total number of audience members.
 - Total number of Orange County resident participants.
 - Percentage of Orange County participants new to the event this year.
2. Within 30 days of its release, the Agency shall provide the County with a copy of its annual financial report, external audit reports, and any performance or statistical data requested by Orange County.
 3. Notices and Communications:

To the County:

Orange County Office of Innovation & Emerging Technology
ATTN: Simone Babb, Chief Innovation and Emerging Technologies Officer
201 S. Rosalind Avenue, 5th Floor, Orlando, Florida 32802
Phone: (407) 836-7370 | Fax: (407) 836-7399

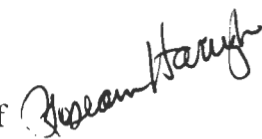
To the Agency:


Innovate Orlando, Inc.
ATTN: David Adelson, CEO
301 East Pine Street, Suite 1200, Orlando, FL 32801
Phone: 407-967-0009



Interoffice Memorandum

June 14, 2023

TO: Roseann Harrington, Chief of Staff 

FROM: Simone Babb, Chief Innovation and Emerging Technologies Officer 

SUBJECT: Request for Orange County Partnership - MetaCenter Global Week

Synapse Orlando is back this year and in partnership with the Immerse Global Summit for a 3-day combined event (October 17-19, 2023). The three (3) day combined event refers to the “MetaCenter Global Week” to be held at the Dr. Phillips Center for Performing Arts.

Spearheaded by *Innovate Orlando*, with sponsorship by the City of Orlando (\$45K to be approved at Board on 6/26/23), the Downtown Development Board (\$45K), and the Orlando Economic Partnership (\$100K), a bold, collaborative and regional approach is being taken to establish our region as a hub for driving technology and innovation. Innovate Orlando is seeking partnership and funding support from Orange County. Attached is the MetaCenter Global Week proposal for your review.

The MetaCenter development recognizes our region’s density of industry, creativity, talent and investment opportunities in areas of technology. This 3-day event promises to bring together both innovative and influential experts to showcase, educate and demonstrate on technologies related to Virtual Reality, Augmented Reality, 3D, Spatial Computing, Gaming, Internet of Things (IoT), and other cutting-edge and digital technologies.

To date, the combined event has gained traction through social media with support from our technology, modeling and simulation community - by word of mouth and through Committee and Board Meetings. Event sales are open to attendees and sponsorships. The event anticipates generating approximately 4,000+ attendees. Last year, Synapse Orlando (2022) yielded 2,000 attendees; while Immerse Global Summit (IGS), 2,200 attendees. IGS is a global organization representing top tier global brands and sponsors such as Google, Qualcomm, etc.

Research was conducted to determine a reasonable financial contribution toward this event for your consideration. Factors considered include – economic impact, historical financial sponsorships that are similar in framework and objectives desired, evaluation of partnership/marketing and exposure as opportunities for economic advancement, technology, opportunities in support of, and to advance our existing programs (STEM, entrepreneurship/startups). Subsequently, I have requested additional benefits to include:

1. Orange County Mayor, Jerry Demings to perform welcome remarks in addition to Mayor Buddy Dyer at the event.

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Request for Orange County Partnership – MetaCenter Global Week

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2. Working with Orange TV to create media content for marketing and exposure at the event around Orange County's commitment toward innovation and technology. This event brings global representation.
3. 50% discounted attendee tickets as an extended support for our existing STEM and entrepreneurship/startup programs.
4. Free attendance for our Board of County Commissioners (plus one aide).
5. Standard sponsorship benefits.

As an onboarded partner opportunity, I have broached a possible consideration to bring this event to a location such as at the Orange County Convention Center, next year. Favorable interest has been already expressed especially if considering additional conference mergers (ISG + Synapse Orlando +...).

I believe it is advantageous for the County to associate partnership with, and as an opportunity to promote innovation, technology, inclusiveness, and to bring awareness and additional opportunities to Orange County. With innovation comes economic development opportunity therefore continuing to grow our tech entrepreneurship ecosystem. Furthermore, as Orange County strides toward coordinated, strategic and cohesive platforms and toward breaking silos, I believe that support in this regional effort affords one step toward this direction.

At this time, I would recommend Orange County's partnership and inclusion with financial support as follows:

- Total sponsorship Requested: **\$35,000.**
 - Source: Innovation Lab Office (023-0529-3192 – Software Licensing Support Fee, available budget of \$55,414).
 - Value for 10 VIP tickets @ \$899 each = \$8,990.
 - Value for 12 Full Access tickets @ \$499 each = \$5,998.
 - Value for 50 Full Access tickets @ 50% discount = \$12,475.
 - Economic Impact for Orange County estimated at \$2M:
 - Air travel, local transportation, dining, taxes (tourist and occupancy), vendor services (direct services and entertainment)
 - Partnership Value add: Economic impact, technology, branding our region as the MetaCenter, marketing and community engagement opportunities.

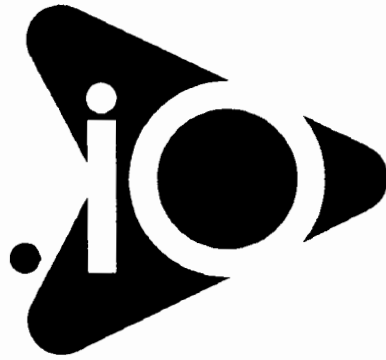
Regarding the availability of tickets, multiple departments will find this event beneficial to include our Information Systems & Services (ISS), Public Works, Fire Training and others who are currently involved in the planning and development of modeling, simulation and technology exploration/implementation.

Next Steps:

I am requesting to proceed with BCC Consent. This sponsorship provides significant value on return which exceeds the cost of the sponsorship.

BEYOND 2023

This is a first-time event that will become a technology and innovation event showcasing our ecosystem annually for years to come. As we plan and move towards 2024 and beyond, it is our anticipated to provide this event through corporate and donation sponsorships beyond 2023.



INNOVATE

O R L A N D O

INNOVATEORLANDO.IO

Orlando Needs Evolution

1913

Orlando Board of Trade was created, later to become Orlando Area Chamber of Commerce

1977

Chamber of Commerce sees a need and spins off

The EDC to handle Economic Development.

1983

Further needs are determined for Tourism

Visit Orlando was created

2023

Needs now for Tech and Innovation

Innovate Orlando was created



MetaCenter Global Week

Firstly, Why the MetaCenter

In the early 1970's, right around the time Walt Disney opened its Magic Kingdom, something was happening on the West Coast in California. Many silicon chip manufacturers migrated to Northern California becoming what is now known today as Silicon Valley. That branding and "place making" is what propelled Silicon Valley and as a result they have been the worldwide hub for technological innovation of the last several decades.

Fast forward 50 years, the next innovation being developed for the world, has been developed quietly for decades in Orlando/Orange County. In 2022, the first ever stake was cemented in the ground making Orlando/Orange County the METACENTER. The overarching narrative around the MetaCenter goes far beyond any one central location, but it encompasses our talent, education, existing tech centers like UCF, Lake Nona, Neo City and more. Within the next years, the MetaCenter will be representing our work over these past decades in one unified message of innovation and technological leadership. The Central Florida technology and innovation ecosystem have been searching for a unified global message, the MetaCenter is the opportunity we need as a region to be defined as a global tech hub. MetaCenter Global Week is the demonstration of commitment to this narrative.

Central Florida is the leading region in the U.S. building the foundation of Web 3.0. Its expertise in creating immersive, technologically advanced experiences has long placed our county as the MetaCenter™ of new world adventure. Web 3.0 affects the way we interact with each other,

how we approach work, and how we're entertained. From AR/VR, gaming and fintech to IoT, modeling, simulation and AI, Orlando/Orange County's innovation, entrepreneurs, companies, and talent pioneer the key enabling technologies of the metaverse and the evolution of the global digital economy.

One of the many things that makes Orlando/Orange County "Unbelievably Real" is that it's home to a flourishing cluster of companies building the key enabling technologies for the next generation of Web 3.0, making Orlando/Orange County the MetaCenter.

At the intersection of entertainment, defense and tech, as well as being renowned as the modeling, simulation and training (MS&T) capital of the world, Orlando/Orange County is on the leading edge of augmented/virtual reality, artificial intelligence, gaming, internet of things and 3D reconstruction. The Orlando/Orange County region is also where the metaverse is brought to the physical world, with Disney and Universal immersing guests in virtual worlds through experiential entertainment and rides.

This new "wrapper" brings together our technology and strategies into focus with something that is relevant. **This is our opportunity; this is our time.**

PURPOSE:

Think SXSW! Central Florida has never had a National Annual Conference that is specific to the promotion of Innovation and Technology of the region. The creation of MetaCenter Global week will be to cement our region as all things MetaCenter and further define our region as the leading destination for the creation of Web 3.0. **This will become a reoccurring annual conference and the first of its kind.**

TARGET:

An all-new conference and exhibition that brings together the best regional and international tech events under one roof.

MetaCenter Global week programming and run of show consists of Global speakers, content, and topics that cover both enterprise and consumer technologies within the immersive and metaverse technology ecosystem. The theme for the conference will be, "Inspiration Delivered", and the conference strives to help people become inspired by the technologies they see, the experiences they have, the people they meet, the venue where they stay, and the knowledge they gain. This will be driven by the focus of the MetaCenter which is to help companies and people "Grow. Learn. Connect." The conference will have a mix of marquee keynote speakers and panelists that showcase a diverse range of people and topics. The conference will consistently strive to showcase diversity and inclusiveness. This includes a balanced mix of

people, with a 50/50 split of women and men speakers, and includes people from all backgrounds.

MetaCenter Global Week will be more than just a showcase of technologists, it will also include real-world applications of technology, and showcase how businesses can grow within the ecosystem.

Taking place in Orlando, Florida, from October 17-19, 2023, as we explore the latest and greatest in XR, AR, VR, Metaverse & Blockchain, Defense Tech, HealthTech and more.

This year, we're excited to be combining two of the most significant tech events, **The Immerse Global Summit** and **Synapse Orlando** - to bring you a co-located multi-industry event. With a diverse lineup of speakers, exhibitors, and attendees from around the world, MetaCenter Global Week is the perfect opportunity to connect with like-minded individuals and organizations, expand your knowledge, and discover new business opportunities. This combined conference will replace the regional singular Synapse conference in order to create a Global Conference representing, Global Brands. **This is the ONLY tech conference in Orange County for 2023. Total anticipated attendance will be over 4,000+ people.**

At MetaCenter Global Week, you'll have access to keynote presentations, workshops, panel discussions, and networking events that cover a wide range of topics.

Whether you're a Central Florida business leader, student, entrepreneur, developer, investor, or industry expert or simply love immersive technology, MetaCenter Global Week has something for everyone. The Orlando/Orange County region will have the opportunity to connect with peers, learn from industry leaders, and explore cutting-edge technologies that are shaping the future of the tech industry.

Expected Global Brands to participate include: Google, Amazon, HP, Lenovo, Magic Leap, Facebook, Unity, Sony and over a hundred more. This level of participation is an opportunity for Central Florida technology and innovation companies to connect with global and international brands .

The significance of this event is the combination of the national and global brands connected with our Orange County technology and innovation ecosystem. For the first time ever this showcase of brands and technology is an event that is owned by our collective ecosystem. This is being driven by our City, County and the Orlando Technology Community not a 3rd party provider.

Our regional companies and stakeholders will be a part of a global stage. This combination of industries including VR/AR, Simulation, Gaming, IOT, Medical, Manufacturing, Digital and AI will bring together all of our neighboring clusters from East, West, North and South within Orange County in one location for a week of activity and showcase.

Further, part of the programming will include matching our Orlando/Orange County companies with these global providers. These opportunities will be achieved through exhibiting, social networking, one on one meetings, education, and exposure.

LOCATION

Our goal for MetaCenter Global week will be to highlight all that Orlando/Orange County has to offer, but also be able to highlight the innovation and technology. We are using the Dr. Phillips Center for the location for all exhibits, events, speakers, and breakouts. Outside of the Dr. Phillips Center, our intent is to activate the block with Food Trucks, Music, Arts and Entertainment. Beyond the immediate location of the conference, attendees will venture into Central Florida tech and innovation districts to explore our talent, education and thriving companies.

ARTS & ENTERTAINMENT

Working with the City of Orlando and Orange County, we are working to activate Central Florida during this week. We anticipate MetaCenter Global Week branding from the arrival at the airport, in our hotels and streets, live music, displays of art and a dynamic showcase of local talent and community digital innovation.

ECONOMIC IMPACT

The economic impact of a conference of this sort with over 4,000 attendees in Orlando and Orange County, can vary depending on several factors. Some key points to consider:

1. **Direct Spending:** The conference attendees will spend money on accommodations (over 1,500 room nights), airline and public transportation, meals, entertainment, and shopping during their stay. This spending directly contributes to the local economy, benefiting hotels, restaurants, retail stores, and other businesses in Orlando and Orange County. It is anticipated throughout the event that VIPS's and general audience members will be transported to multiple locations including the Tech Grove, Research Park, and Lake Nona to showcase our unified differences.
2. **Employment and Wages:** The influx of conference attendees may lead to increased employment opportunities in various sectors, such as hospitality, transportation, and event services. Local businesses may need to hire additional staff to meet the demand generated by the conference. This, in turn, can result in increased wages for workers.
3. **Venue and Service Providers:** The conference will be hosted at the Dr. Phillips Center and will require various service providers throughout Orange County, including event planners, audiovisual companies, caterers, and exhibitors. These entities will receive revenue from the conference, which contributes to the local economy.

4. **Tourism and Repeat Visits:** MetaCenter Global Week will serve as a catalyst for attracting visitors to Orlando, promoting tourism beyond the conference itself. Attendees may extend their stay or return in the future, contributing to additional economic benefits for Orlando/Orange County's tourism industry.
5. **Tax Revenues:** The economic activity generated by the conference will result in increased tax revenues for the local and state governments. This can include sales tax, hotel occupancy tax, and other taxes collected on goods and services.

It is challenging to provide an exact dollar amount for the economic impact, however, based on historical data, conferences of this size can have a significant economic impact, often amounting to several millions of dollars in direct and indirect spending.

THE ASK

- MetaCenter Global Week is being executed by INNOVATE ORLANDO, INC., a Florida Non Profit, 501c3 and currently being supported by the City of Orlando and the Orlando Economic Partnership.
- Use of funds will be used to market to our Orange County technology companies and assist with broader awareness of the event to create an inclusive event representing all our technology and innovation companies.
- Further, Innovate Orlando will be working with the City of Orlando and Orange County AV companies, food and beverage providers, marketing and pr staff and video and creative production.
- As we are cementing the branding of "METACENTER GLOBAL WEEK", this brand will reach globally and define Central Florida as THE METACENTER which in turn defines us all.
- Total ask is \$35,000.

IN EXCHANGE FOR PARTICIAPTION

- Mayor Demings opening remarks with Mayor Dyer.
- Regional Partnership with Orange TV to broadcast.
- Main Stage Video/Logo feature on Tourism and why Orlando (Unbelievably Real)
- Sponsor and host Panel or roundtable discussion provided by an OC, II supported program (NEC, Team Orlando)
- Special Discount 50% off for OCPS staff, STEM and startup entrepreneurship programs, Students (up to 50 tickets)
- 10 VIP Tickets, 12 GA Tickets to provide to the OCC board and staff.
- Logo added to all main communications.
- Platinum Sponsor Recognition with logo on Event Website and event signage
- Full copy of attendee list

Introduction

Innovate Orlando, Inc., a Florida-based nonprofit 501(c)(3) organization, is revolutionizing the landscape of technology and innovation in Central Florida. With a strong commitment to defining and shaping the region's technological advancements, Innovate Orlando, Inc. is poised to drive economic growth, foster collaboration, and enhance the quality of life for individuals and businesses alike.



PLAY



WORK



LEARN



Founding Board of Directors



Daryl Holt - Chairman
SVP/CM
Electronic Arts



Tim Gilliani
CEO
Orlando Economic
Partnership



David Adelson
CEO
Innovate Orlando, Inc.



Harold Mills
CEO
VMD Ventures



Angela Alban
President/CEO
SIMETRI



Donna Mackenzie
CEO
Group LM3



Thad Seymour Jr.
Consultant, Creative Village



Elizabeth Grace
Director Community
Engagement, UCF/Valencia



Charlie Lewis
CEO
BlueWave Partners



Kathy Chiu
Managing Director
DeepWork Capital

Innovate Orlando is the local nonprofit uniting the community and fueling the technology and innovation strategy and ecosystem. With the help of individual donors, corporations, foundations and public funding, Innovate Orlando inspires creativity, builds community and strengthens the economy in Central Florida. Innovate Orlando is proud to facilitate technology education programs for all ages and provide critical funding and comprehensive marketing for strategic tech associations, talent, and innovation organizations.

We have Momentum

In the past two years the Orlando Tech scene has gained tremendous momentum. Numerous recognitions and place making opportunities, specifically with the definition of the MetaCenter. Our time is now to push the boundaries and bring our community together as true Tech Hub.



TRENDS THAT WE MUST EMBRACE



EDA GRANT TO SUPPORT 10 TECH HUBS - 20 CHOSEN

CAPITOLIST

Florida dominating tech growth; these 3 metro areas among nation's top twelve

Rank	Metro Area	Population	Percentage Share of Total U.S. Jobs
1	San Francisco, CA	843	7.1
2	Los Angeles, CA	45.6	16.4
3	Chicago, IL	26.4	10.4
4	New York, NY	20.2	7.2
5	San Jose, CA	10.6	3.7
6	Phoenix, AZ	4.6	1.7
7	San Diego, CA	3.6	1.3
8	San Antonio, TX	1.6	0.6
9	San Jose, CA	1.6	0.6
10	San Jose, CA	1.6	0.6
11	San Jose, CA	1.6	0.6
12	San Jose, CA	1.6	0.6



TRENDING AS FASTEST GROWING TECH HUB

Current Orlando EcoSystem

103+

TECH INDUSTRY ASSOCIATIONS

Orlando is rich with specialist organizations to support the EcoSystem

115+

TALENT DEVELOPMENT PIPELINE

Over 115+ Organizations growing talent and Entrepreneurs in Central Florida

\$4m+

LOCAL INCENTIVE & GRANTS

Over \$4m collectively awarded through grants & incentives with no private investment to grow the eco system

Current Orlando EcoSystem

103+

**SPECIALIST TECH
INDUSTRY
ASSOCIATIONS**

Orlando is rich with
specialist organizations
to support the
EcoSystem

0

**REGIONAL TECH &
INNOVATION OWNER**

Currently there is **no** dedicated
Tech & Innovation entity setting
the overall strategy for the Orlando
region or bringing it together.

Zero

**Currently there is no dedicated Tech &
Innovation entity setting the overall strategy
for Orlando or bringing it together.**

Innovate Orlando, inc.

Core Focus



PLACE MAKING AND CREATING A
GLOBAL NARRATIVE AND STRATEGY



ORLANDO TECH COMMUNITY
CALVANIZING THE TECH COMMUNITY
THROUGH STRATEGY, INCLUSION
AND A COMMUNITY LED APPROACH



OPERATE AND BRINGING THE
PHYSICAL TO LIFE



TAKING A 5 YEAR STRATEGIC
TECHNOLOGY & INNOVATION PLAN
AND BRINGING TO REALITY



PLACE MAKING AND CREATING A
GLOBAL NARRATIVE AND STRATEGY

- Innovate Orlando will deliver the place making strategy around the MetaCenter. A regional brand that deserves a global stage. Proper investment and stake holder alignment can truly define "The MetaCenter" as the next Silicon Valley for Web 3.0
- Through collaboration with focus groups, residents, businesses, local associations and chapter leaders. The MetaCenter will deliver its own marketing and public relations campaign. This campaign will define the region of Orlando Tech and Innovation.
- Events like - MetaCenter Global Week and Ten X will demonstrate our commitment and also attract a global audience to Central Florida.



- The Orlando Tech Community (OTC) has increased to over 300 paid members YTD. This is a 600% over 2022 showing an attraction to a vision for Central Florida
- The OTC will be governed by the community leaders representing all tech and innovation non profits and associations creating unity, unified direction and strategy.
- The OTC will create onramps and pathways for our community businesses and new formations looking to call Orlando home
- Innovate Orlando can assist in streamlining grants & incentives through the OTC in collaboration with the Governing Board made up of industry leaders.
- Continue with collaboration, strategy, training through positive social impact

Orlando Tech Community Leadership Team (example)



Leadership team will be chosen randomly from the Governing Board Annually and Managed by its Executive Director and Chair

Governing Board (example)



Governing Board will be representative of ALL Tech and Innovation Association

Strategic Funding Process



1
Annual Community Strategic Plan Created by Governing Board OTC



2
Presented and Funded by Private and Public Sectors



3
Execute Annual plan inclusive of programs, training, development, research, etc.



4
Report on findings and learnings to increase momentum following years



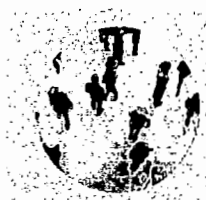
OPERATE AND BRINGING THE PHYSICAL TO LIFE

Operating the Future Metacenter Hub

To embody partnerships and collaboration, the re-adaptive use of the Bob Carr as the Metacenter Hub will create the physical place and "hub" of the innovative, tech, digital media, creative companies and educational institutions that we already have and want to attract.

The Metacenter Hub will be the gathering place for Orlando's innovators working at the intersection of technology and creativity, where promising ideas are generated, exchanged, enhanced, and brought to life. The MetaCenter will be a place that is not just about technology, but about our culture of innovation and a hub to galvanize our thriving tech ecosystem. The Metacenter Hub will bring Orlando together to promote diversity and inclusion and to become the centerpiece of this robust urban innovation district.

Innovate Orlando will operate the Metacenter Hub and work with community and partners to cement a location that becomes the center point of tech and innovation for Central Florida.

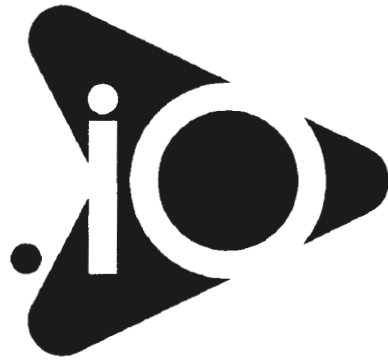


**TAKING A 5 YEAR STRATEGIC
TECHNOLOGY & INNOVATION PLAN
AND BRINGING TO REALITY**

Over the past year, a committee was formed by local leaders and a 5 Year Strategic Plan was created to make Orlando a Top 10 Tech Hub in the US by 2027. Innovate Orlando will spearhead these tactics:

- 1 INCREASE ACCESS TO CAPITAL**
Currently \$1.5B of private capital has been invested in Orlando regional companies. Other top tier tech cities have upwards of \$5B invested annually. Our goal is to have more than \$5B invested by the end of 2028.
- 2 GALVANIZE OUR TECH ECOSYSTEM**
Orlando's current tech ecosystem is divided into chapters and associations and is siloed. Our goal is to create an entrepreneurial community of 2,000 members by the end of 2028.
- 3 CREATE A NATIONAL CONFERENCE UNIQUE TO ORLANDO**
Make Orlando the annual destination for the Meta Conference. Our goal is to create a unique, bespoke, industry-focused convention that attracts national attendance focused on tech and innovation with more than 10,000 attendees.
- 4 INCENTIVES AND GRANTS**
Orlando must empower and enable young tech businesses to start and scale. Currently Orlando only has access to a small fraction of these grants. Our goal is to triple this amount by 2028.
- 5 THEME PARKS AND ATTRACTIONS**
Orlando's theme parks are some of the largest employers of technology and innovation. There are thousands of tech theme park employees. Our goal is to increase this community, have them participate within the tech ecosystem to help train and develop talent, and work with theme parks to market their offerings created in Central Florida.
- 6 ORLANDO INTERNATIONAL AIRPORT**
With more than 40 million visitors annually, the Orlando International Airport is a great asset to spread the strategic vision to the wider Orlando region in innovative and fun ways that set us apart. Our goal is to have a large, premier city center of innovation and technology presented in the report by 2028.
- 7 DOWNTOWN FOOD & NIGHTLIFE**
Orlando has a vibrant food and nightlife scene in Downtown. Being in central Florida attracts talent and innovation people and talent. Our goal is to work with the community to position the Orlando region in the Top 20 in America for restaurants and nightlife by 2028.
- 8 DIGITAL INNOVATION**
Orlando is the MetaCenter of the Metaverse. To reinforce this identity, the focus of the Breakthrough Orlando Task Force is to showcase the region's innovation as well as draw people, talent and companies to the region.
- Our goal for the MetaCenter is to be a major attraction for the City by the end of 2028 and to have a significant impact on the local economy.
- 9 TALENT THROUGH UNIVERSITIES & COLLEGES**
In 2021 Orlando represented a brain drain of approximately 2,500 students who graduated in another city. Our goal is to create a pipeline of 5,000+ students by 2028 by making more jobs available to graduating students, as well as increasing the number of products in the tech field by 10%.
- 10 MARKETING INNOVATION & TECHNOLOGY**
Currently the economic development marketing budget is 10 times less than top tier cities. Our goal is to increase this budget by approximately two times by the end of 2028. Our goal is to triple the current marketing budget by 2028 to \$2 million.

“ Together we succeed,
apart we just delay
failure. ”



INNOVATE
O R L A N D O

INNOVATEORLANDO.IO

GENERAL REVENUE GRANT AGREEMENT

between

Orange County, Florida

and

Innovate Orlando, Inc.

regarding

Sponsorship Of “Metacenter Global Week” Event

THIS GENERAL REVENUE GRANT AGREEMENT (“Agreement”), is made and entered into by and between **ORANGE COUNTY, FLORIDA**, a charter county and political subdivision of the State of Florida (the “**County**”) and **INNOVATE ORLANDO, INC.**, a Florida Not-For-Profit Corporation (the “**Agency**”). Both the County and the Agency may be individually referred to as “**party**” or collectively referred to as “**parties**” in this Agreement.

In consideration of the premises and mutual covenants herein contained, the parties agree as follows:

Section 1: Agreement Purpose

- A.** This year, from October 17th to October 19th, the Agency will be hosting a new event called “MetaCenter Global Week” (the “**Event**”) at the Dr. Phillips Center for Performing Arts. This Event will be the result of consolidating the following two previous events: Synapse Orlando and Immerse Global Summit.
- B.** The Event will be a bold, collaborative, and regional step toward establishing Orange County as a hub for driving technology and innovation. It will bring together both innovative and influential experts to showcase, educate, and demonstrate on technologies related to Virtual Reality, Augmented Reality, 3D, Spatial Computing, Gaming, Internet of Things (IoT), and other cutting-edge and digital technologies.
- C.** To date, the Event has gained traction through social media with support from Orange County's technology, modeling, and simulation community – by word of mouth and through Committee and Board Meetings. The Event anticipates generating approximately 4,000+ attendees. Last year, Synapse Orlando (2022) yielded 2,000 attendees; while Immerse Global Summit (IGS), 2,200 attendees.
- D.** Event sales are open to attendees and sponsorships. To date, sponsorship commitments for the Event have already been made by the City of Orlando (\$45K to be approved at Board on 6/26/23), the Downtown Development Board (\$45K), and the Orlando Economic Partnership (\$100K).
- E.** County staff conducted data analysis to determine a reasonable amount of grant funding that the County could contribute as a sponsor of this event. Factors considered included – economic impact, historical financial sponsorships that are similar in framework and objectives desired, evaluation of partnership/marketing and exposure as opportunities for economic advancement, technology, opportunities in support of, and to advance the County's existing programs (STEM, entrepreneurship/startups).