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Consent Agenda Item

MEMORANDUM

TO: Mayor Jerry L. Demings
and
County Commissioners

FROM: Jeffrey J. Newton, County Attorney *JJN*
Lila McHenry, Senior Assistant County Attorney *LMH*
Contact: (407) 836-7320

DATE: November 12, 2019

RE: **Consent Agenda Item – December 3, 2019**
Three Sports Incentive Funding Agreements

I. EXPLANATION & SUMMARY:

On November 1, 2016, the Board of County Commissioners (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") and has held sports incentive funds 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 July 22, 2019 meeting, SIC recommended approval of two requests by the Greater Orlando Sports Commission ("GOSC") for bid fees for World Wrestling Entertainment ("WWE") events to be held at the Amway Center.

The SIC recommended approval of GOSC's request for a bid fee in the amount of \$75,000 for the WWE "SummerSlam" Event in August in either 2020, 2021, or 2022. SummerSlam is anticipated to be staged at the Amway Center in only one of the above years, and the recommended award is for one bid fee payment in the year in which the Event is held in Orlando. SummerSlam includes three ticketed events which are broadcast live on either the WWE or USA Networks. Combined total projected attendance for these events is approximately 35,000 with approximately 9,000 room nights. The forecasted economic impact for SummerSlam is approximately \$6 million.

The SIC also recommended approval of GOSC's request for a bid fee in the amount of fifty thousand dollars (\$50,000) for the WWE "Survivor Series" Event in November in either 2020, 2021, or 2022. Survivor Series is anticipated to be staged here in only one

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of the above years, and the recommended award is for one bid fee payment in the year in which the Event is held in Orlando. Survivor Series includes two ticketed events which are broadcast live on either the WWE or USA Network. Combined total projected attendance for the two events is approximately 25,000 with approximately 6,500 room nights. The forecasted economic impact for Survivor Series is approximately \$4 million.

At its October 28, 2019 meeting, the SIC recommended approval of a request by GOSC for the 2020 Florida Cup Soccer event to be held at Exploria Stadium. The recommended amount is for one hundred thirty-seven thousand five hundred dollars (\$137,500) to pay advertising and promotion expenses for the Event. The soccer matches will take place on January 15 and 18, 2020. Several international clubs will be participating in the Event including clubs from Colombia and Brazil. Universal Orlando will host ancillary activities for the Event including concerts, a fan festival and a 5K run. The Event is forecasting total combined attendance for the games and ancillary events to be approximately 40,000, with approximately 20,500 hotel room nights. The Event is forecasted to generate approximately \$23 million in economic impact.

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 Committee's recommendations for sports incentive funding pursuant to the terms and conditions of funding agreements between Visit Orlando and the Greater Orlando Sports Commission Inc. and authorization for Visit Orlando to enter into such agreements as follows: 1) in the amount of \$75,000 for one bid fee for either the 2020, 2021, or 2022 Worldwide Wrestling Entertainment SummerSlam Event to be held at the Amway Center in Orlando; 2) in the amount of \$50,000 for one bid fee for either the 2020, 2021, or 2022 Worldwide Wrestling Entertainment Survivor Series Event to be held in Orlando; and 3) in the amount of \$137,500 for promotion and advertising expenses associated with the 2020 Florida Cup Soccer Event to be held at Exploria Stadium in Orlando.

C: Byron W. Brooks, AICP, County Administrator
Randy Singh, Deputy County Administrator
Fred Winterkamp, Manager, Fiscal and Business Services Division
Ray Walls, Manager, Fiscal & Operations Support, OC Convention Center