



# Orange County Government

Orange County  
Administration Center  
201 S Rosalind Ave.  
Orlando, FL 32802-1393

## Legislation Text

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**File #:** 24-1091, **Version:** 1

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### Interoffice Memorandum

**DATE:** July 12, 2024

**TO:** Mayor Jerry L. Demings and County Commissioners

**THROUGH:** N/A

**FROM:** Ray Walls, Deputy Director, Orange County Convention Center

**CONTACT:** Ray Walls

**PHONE:** (407) 685-5684

**DIVISION:** Fiscal and Operational Support Division

**ACTION REQUESTED:**

Approval and execution of Agreement between Orange County, Florida and Florida Citrus Sports Events, Inc. 2025 NFL Pro Bowl Games Funding Agreement. (Fiscal and Operational Support Division)

**PROJECT:** N/A

**PURPOSE:** As approved by the Board, the Tourist Development Plan contains a specific funding category for “*significant sporting events in publicly-owned Orange County venues with major economic impact as recommended for funding by the Tourist Development Council...*” Funding and agreements for events that fall into this category are intended to be handled on a case-by-case basis outside of the funding process dedicated to those relatively smaller funding requests for events that get reviewed by the Sports Incentive Committee managed by Visit Orlando, so as to avoid depleting the fund of money available through that process.

At its June 14, 2024, meeting, the Tourist Development Council (TDC) heard and recommended approval of one funding request for a “significant sporting event” after hearing a presentation from the applicant.

**2025 NFL Pro Bowl Games** The TDC recommended approval of Florida Citrus Sports’ (FCS) request of \$3,000,000 to be used as a bid fee to incentivize the 2025 NFL Pro Bowl Games that will be held at Camping World Stadium and other venues in Orange County from January 29 through February 2, 2025. Pro Bowl Week is expected to encompass various community events, practices, a skills showdown, and a flag football game featuring NFL players. The most recent games held in Orlando this year attracted 55,709 fans and 34.2 million TV viewers. FCS provided estimates of nearly 30,000 out-of-town visitors and a \$54.7 million economic

impact resulting from the 2022 Pro Bowl game held in Las Vegas. It is estimated that the impacts of the 2024 Pro Bowl Games would be near this same range.

**BUDGET: N/A**