



Interoffice Memorandum

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

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

DATE: December 28, 2021

RE: **Consent Agenda Item – January 25, 2022**
Sports Incentive Committee Funding Requests

A handwritten signature in black ink, appearing to read "Ray Walls", is written over the "FROM:" line.

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 November 29, 2021 meeting, the SIC recommended approval of four funding requests after hearing presentations from the applicants. Visit Orlando staff provided an evaluation of each proposal.

2022 Inaugural Pride Cup

First, the SIC recommended approval of the Kindred Pride Foundation Inc.'s request for \$25,000 for the Inaugural Pride Cup, an LGBTQ+ multi-sport tournament that will coincide with the events surrounding "Gay Days" at Disney. The requested funding will be allocated to support the marketing budget to attract attendees. This event is forecasting 1,700 room nights and a \$3.9 million economic impact.

2022 National Gymnastics Association Festival

The SIC also recommended approving funding sought by the Greater Orlando Sports Commission for the 2022 National Gymnastics Association Festival. The event consists of a youth gymnastics competition for both men and women; an education and wellness summit; and will host various gymnastics vendors. The requested funding in the amount of \$20,000 is intended to pay for the venue rental. The event is planned for the Orange County Convention Center, and is forecasting 3,000 room nights and an estimated \$2.5 million impact to Orange County.

2022 Florida Cup

Florida Citrus Sports Events, Inc. requested funding for the 2022 Florida Cup to offset a portion of the bid fees to attract international club soccer teams to train and compete in a series of friendly matches in Orlando. The funding was requested using a ladder structure based on the individual clubs' global brand value, as determined by the clubs' placement on Forbes ranking of "The World's Most Valuable Soccer Teams." The SIC recommended

approval of funding in an amount, not to exceed, \$1.25 million (the total amount funded will ultimately depend on the ranking of the two participating teams). The event is expected to generate at least 35,000 room nights and to have an economic impact of \$38.9 million.

2021 Florida Classic

The final request was administrative, submitted by County staff in the amount of \$137,500 for the 2021 Florida Classic. In 2016, the County and the Florida Classic Consortium Corporation entered into a grant agreement under which the County agreed to provide \$137,500 in TDT funding annually for a period of five years. The fifth and final game to be funded under the grant agreement was cancelled in 2020, due to the pandemic. The County desires to maintain its commitment to the Consortium to fund the fifth Florida Classic game, which took place in November 2021; however, the grant agreement has since expired. Additionally, the TDT Plan priorities were substantially revised in 2019, and now require funding requests for sporting events, such as the Florida Classic to go through the SIC application review process. The SIC recommended approval of the request for \$137,500 for the 2021 Florida Classic.

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 Kindred Pride Foundation Inc. to support the marketing budget to attract attendees to the 2022 Inaugural Pride Cup; 2) \$20,000 to the Greater Orlando Sports Commission Inc. for venue rental for the 2022 National Gymnastics Association Festival to be held at the Orange County Convention Center; 3) an amount not to exceed \$1.25 million to Florida Citrus Sports Events, Inc. for the 2022 Florida Cup appearance/bid fees; and 4) the amount of \$137,500 to the Florida Classic Consortium Corporation for the 2021 Florida Classic.

C: Byron W. Brooks, AICP, County Administrator
Darren Gray, Deputy County Administrator
Jeffrey J. Newton, County Attorney
Kate Latorre, Senior Assistant, County Attorney
Mark Tester, Executive Director, Orange County Convention Center
Fred Winterkamp, Manager, Fiscal and Business Services Division