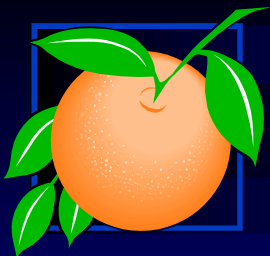


Orange County

**Public Hearing
Board of County Commissioners
Item I-16**

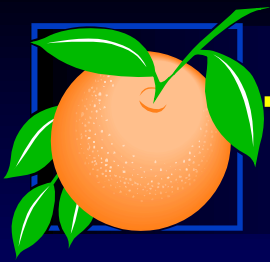
**Amending Article IV
of Chapter 25 of the Orange
County Code Section 25-140
Tourist Development Plan**

October 22, 2019



TDT Plan Amendment Overview

- **Background**
- **Ordinance Summary**
- **United Arts Presentation**
- **Visit Orlando Presentation**
- **Public Comment**
- **Requested Action**



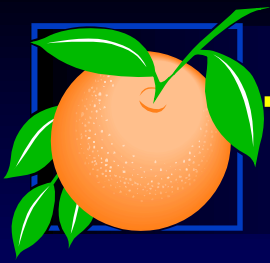
TDT and Plan Amendment Background

Tourist Development Tax (TDT)

**TDT was enacted by ordinance in 1978.
Voters approved a referendum to:**

- ✓ **Impose the Tourist Tax on lodging bills**
- ✓ **Build a civic center in phases**
- ✓ **Original Master Plan: Convention & Meeting Space with an Arena later**

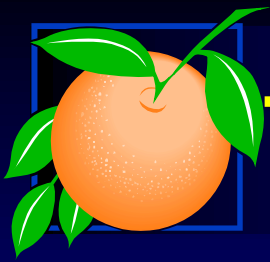




TDT and Plan Amendment Background

Tourist Development Tax:

- **Paid by lodging guest on lodging bill**
- **Primarily paid by visitors, but residents benefit:**
 - **Jobs from \$60 billion tourism industry and visitor spending**
 - **Prominent sports and entertainment venues primarily paid for by visitors and private interests**
- **Promotion of Tourism Industry**
 - **Tourism firms are largest property tax payers for public safety, schools, transportation**
 - **Tourism property tax keeps resident's taxes low**



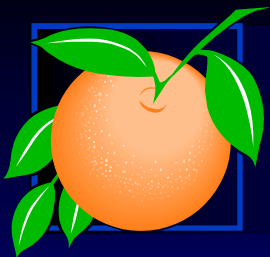
TDT and Plan Amendment Background

Community Planning for TDT uses since 2016:

- **Arts funding – Application Review Committee**
 - **\$56m for improvements to major Arts facilities**
- **Funding to complete Dr. Phillips Center**
- **Sports Incentive Committee (World Cup)**
- **Stadium Improvements (World Cup)**
- **Convention Center Expansion Underway**
- **Need for new Tourism Promotion Agreement**

Open and transparent:

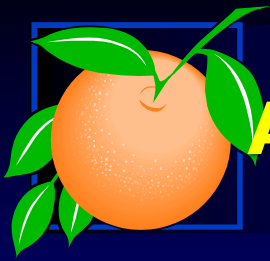
Community meetings, Ordinance Changes, Public Hearings, TDC and Board presentations



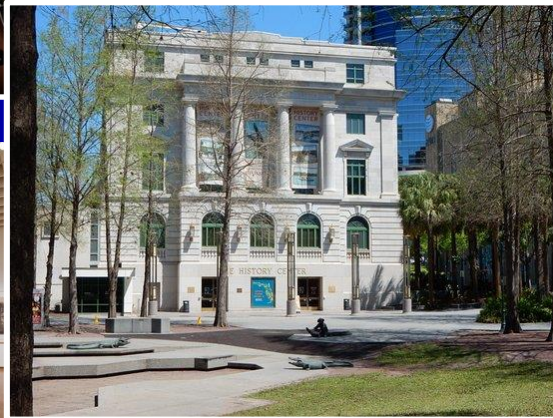
TDT Plan Amendment Ordinance

Sept. 2019 - TDC unanimously recommends amendments to TDT Plan

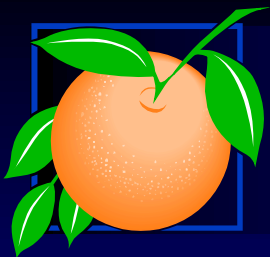
- **United Arts 2019 funding – additional \$2m TDT**
- **Sports Incentive Fund increase from \$2m to \$4m annually**
- **Visit Orlando – 2019 Tourism Promotion Agreement (following 1997 and 2007 agreements)**



Arts & Cultural Affairs Proposed Funding

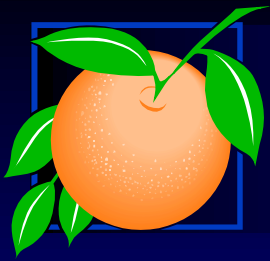


October 22, 2019

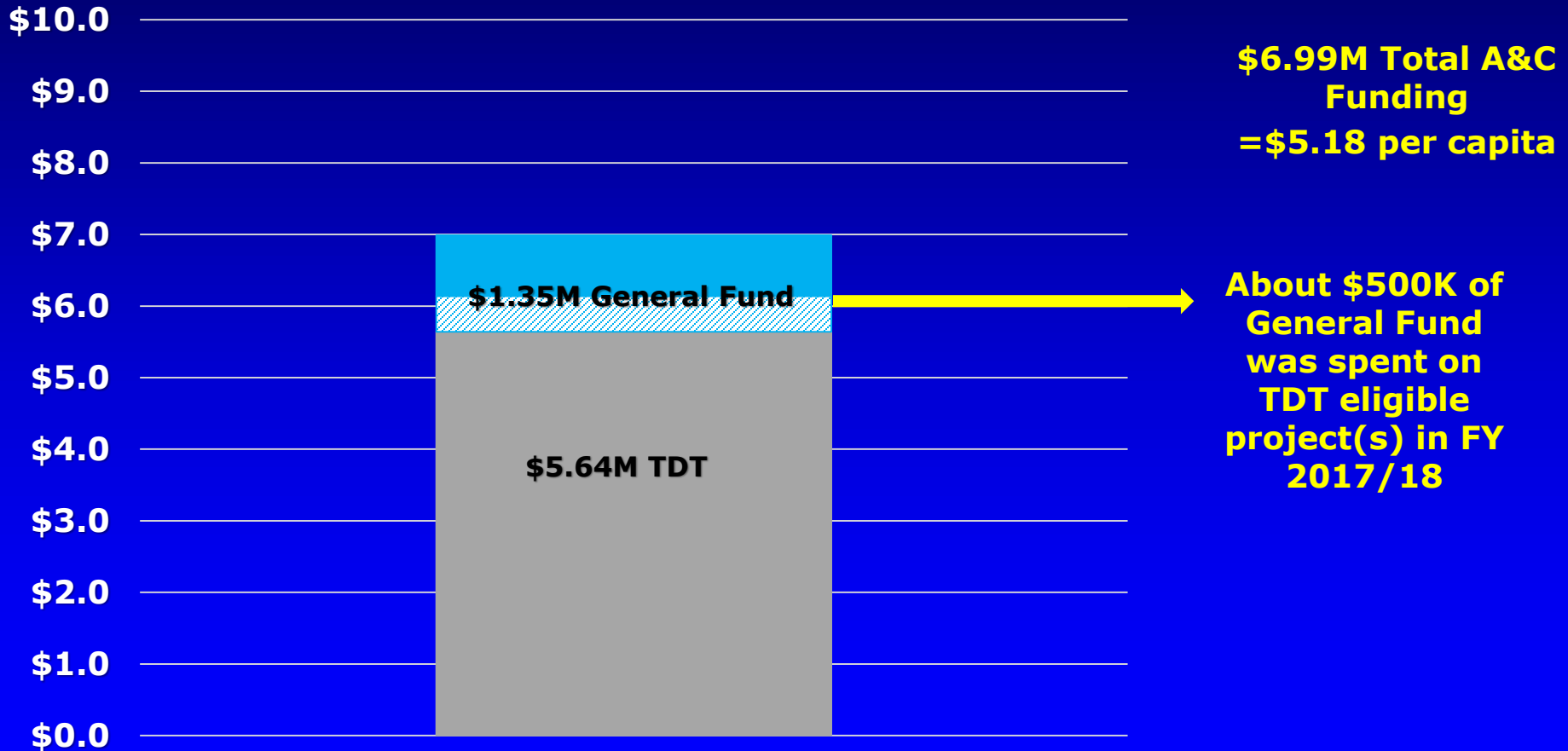


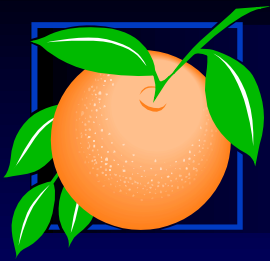
Goals of Proposed Funding

- **Enhance cultural tourism and diversity**
- **Create a Facilities Rental and Event Fund**
- **Provide matching dollars to United Arts in order to encourage private sector donations**



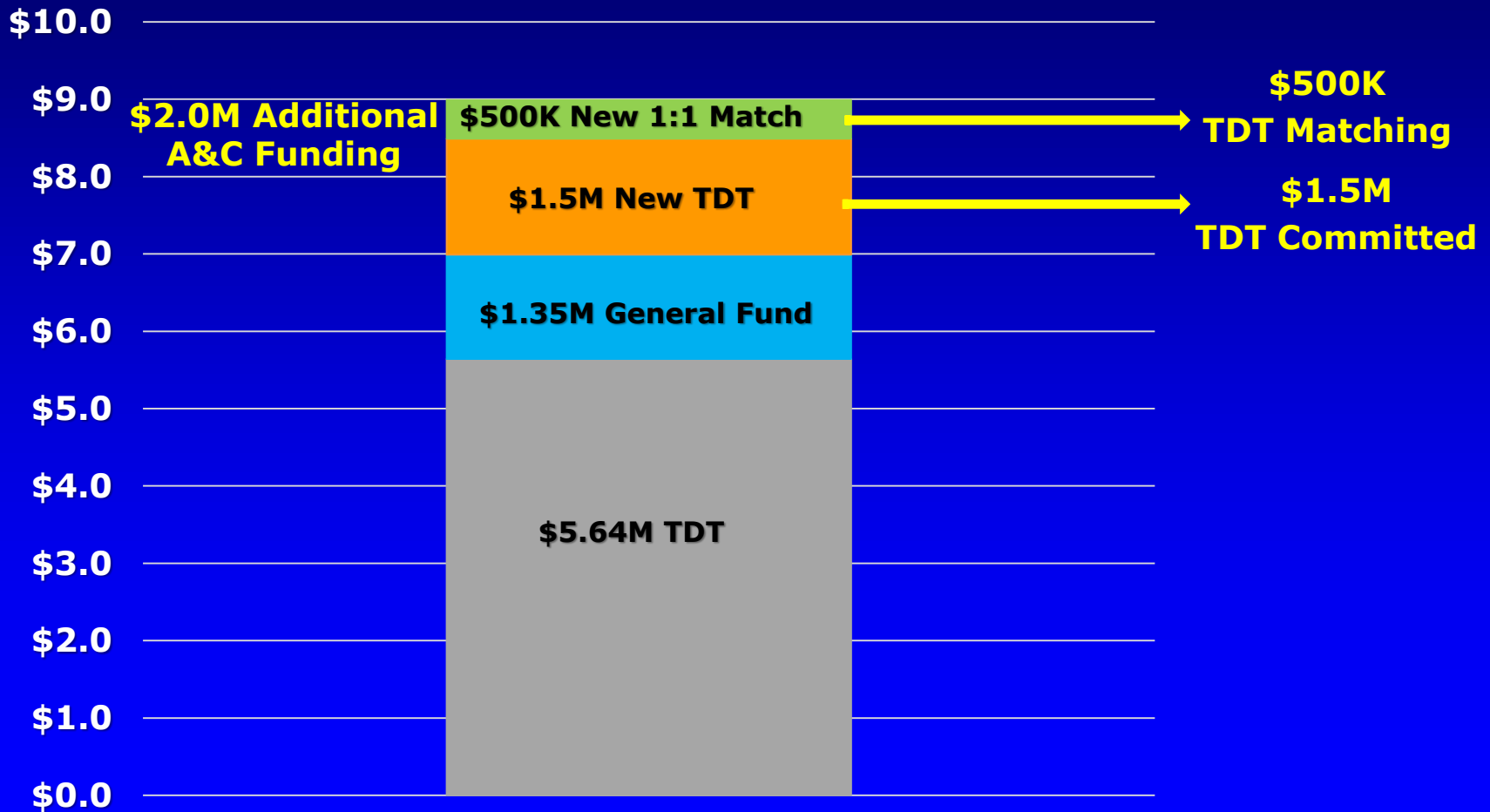
Current A&C Funding

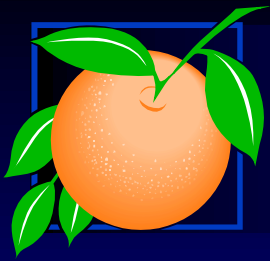




Proposed Additional \$2 million in Funding

County Sources



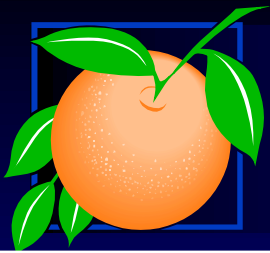


Total Proposed Arts Funding

County Sources

A&C TDT Funding Orange	5.64
County General Fund	1.35
New A&C TDT Funding	1.50
1:1 Match Max Funding	.50
TDT ARC Funding	8.00
TOTAL	\$16.99M
	(\$12.57 per capita)

**Creation of a United Arts \$500,000
Facility Rental and Event Fund**

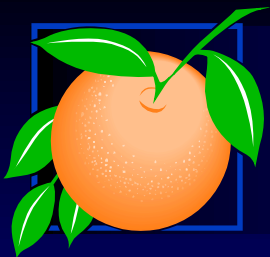


Orange County



2019 Tourism Promotion Agreement

October 2019



Background

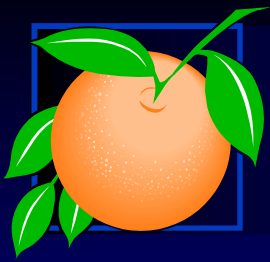
Tourism Promotion Funding

County contracts with Visit Orlando to promote tourism and officially market our destination

2007 Funding Agreement as amended ended on September 30, 2019

County and Visit Orlando have developed a new 2019 Tourism Promotion Agreement





2019 Tourism Promotion Agreement

Highlights:

1. Extended Agreement terms

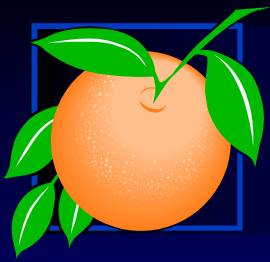
- ✓ Nine year agreement

2. Funding

- ✓ Current funding at 23.0% of annual TDT
- ✓ Grows funding incrementally to 30% in four years (2022)
- ✓ Simplifies funding formula

Visit Orlando.
The Official Tourism Association
Celebrating a Record-Breaking
75 MILLION VISITORS





2019 Tourism Promotion Agreement

Highlights Contd:

3. Dedicated Funding for Convention & Meetings Industry

- ✓ Funds for targeted marketing and Business Development to acquire and maintain beneficial events at OCCC and Orange County convention hotels

4. Increased Efforts to Promote Local and Eco Tourism

- ✓ Eatonville, Downtown Winter Garden, DPAC, Restaurants, Diverse Cultures, Arts,

Lake Apopka, Parks and Trails, etc.





2019 Tourism Promotion Agreement

Highlights Contd:

5. Increased Sports Funding

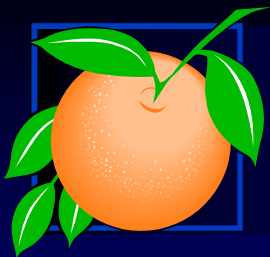
- ✓ Centralized the Sports Incentive Funding process

6. Provides Oversight and Transparency

- ✓ Reporting, Auditing, and County membership on Visit Orlando governing board

Visit Orlando
The Official Tourism Association
Celebrating a Record-Breaking
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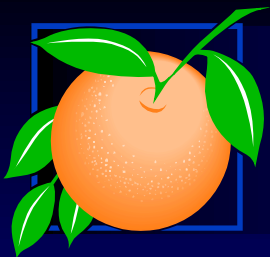


Summary

- **2007 Agreement ended September 30, 2019**
- **9 year agreement**
- **Allows funding to market our world-leading tourism destination to support the jobs, visitor spending, and economic activity that is a financial engine of Orange County**

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Tourist Development Plan

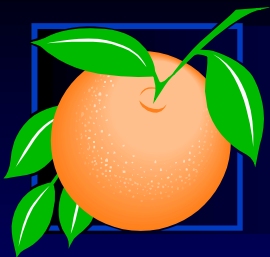
- **Sec 125.0104 Florida Statutes provides for Tourist Development Council advisory participation in the County Board development of a Tourist Development Plan ordinance for the use of Tourist Development Tax**
- **Current Plan has 29 priorities**
- **Most are outdated or the priority has been completed**
- **Current required plan update for the Tourism Promotion Agreement provides the opportunity to simplify and modernize**



Tourist Development Plan

Summary of TDT use updates:

- 1. Replace outdated Visit Orlando funding with simplified funding from the 2019 Tourism Promotion Agreement**
- 2. Remove old completed funding priorities like:**
 - ✓ Initial Amway “O-rena” that was already demolished**
 - ✓ Completed convention center construction phases**
 - ✓ Funding offer until 1997 to attempt to seek the Olympics**
 - ✓ Funding from 2005 to 2009 for extreme sports competition in Orlando**



Tourist Development Plan

Summary of TDT use updates:

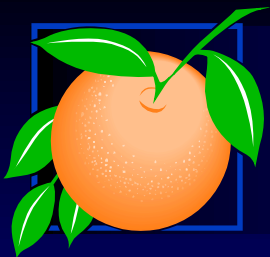
3. Increased Sports Incentive Funding

- ✓ Increase annual Sports Incentive Funding from \$2 million to \$4 million as recommended by CFHLA

4. OCCC operations, maintenance, and expansion funding

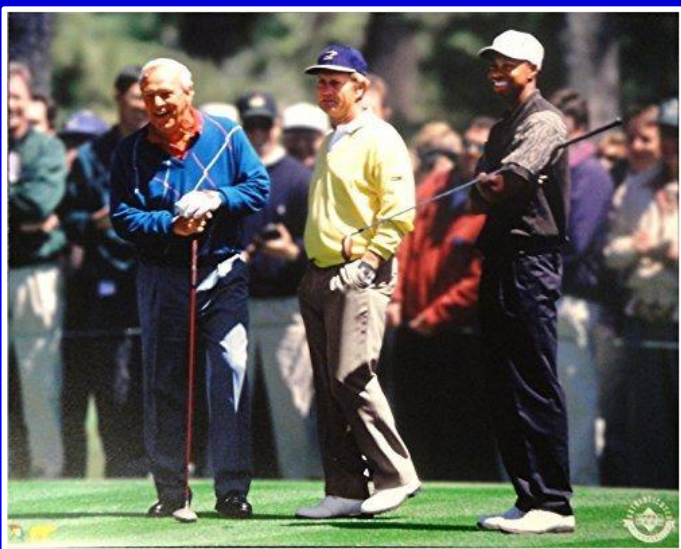
5. Funding for future Sports and Cultural opportunities, including increased funding for United Arts in an amount up to \$2m annually

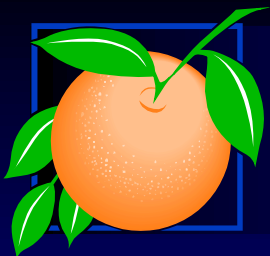
6. Reduce plan priorities from 29 to 11 current active TDT uses



Tourist Dev Plan Summary

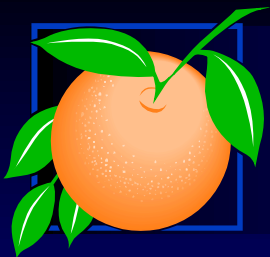
- **Include TDT uses for 2019 Tourism Promotion Agreement for Visit Orlando**
- **Simplify and modernize the ordinance**
- **Remove old completed funding priorities**
- **Additional TDT use for Sports Incentives & Arts**





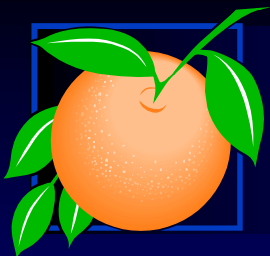
Requested Action

1. Approval of an Ordinance of the Board of County Commissioners of Orange County, Florida, Pertaining to Taxation in Orange County, Florida; Amending Article IV of Chapter 25 of the Orange County Code Section 25-140, Tourist Development Plan To Extend and Increase Funding For Visit Orlando, Authorize an additional \$2M for Sports Incentive and up to \$2m additional for United Arts.



Requested Action

2. Approval and execution of Orange County, Florida and Orlando/Orange County Convention & Visitors Bureau, Inc. Tourism promotion Agreement
3. Approval and execution of Orange County and United Arts of Central Florida, Inc. Management/Fiscal Agency Agreement for Orange County Arts & Cultural Affairs Tourist Development Tax Revenue – Arts & Cultural Affairs Grants Program



Orange County

**Public Hearing
Board of County Commissioners
Item I-16**

**Amending Article IV
of Chapter 25 of the Orange
County Code Section 25-140
Tourist Development Plan**

October 22, 2019