



Tourist Development Tax

**Sports Incentive Committee
Process**

September 11, 2023



Presentation Outline

- **Tourist Development Plan**
- **Sports Incentive Committee**
- **Administration**



Presentation Outline

- **Tourist Development Plan**
- Sports Incentive Committee
- Administration



Tourist Development Plan

- **October 2017 Tourist Development Plan Update**
 - **Provided \$2M per Year to Visit Orlando (as Administrator) for Sports Incentive Funds**
 - **Funds May Only be Used for Sports Incentive Purposes**

 - **“for expenses associated with promoting or incentivizing major athletic events...staged in Orange County venues...”**

 - **Prior to this update, sporting event incentives were approved individually by the BCC**
 - **Required TDC Review and TDT Ordinance Updates for Each New Event**



Tourist Development Plan

- **October 2019 Tourist Development Plan Update**
 - Increased Annual Sports Incentive Funding to \$4M
 - May Only be Used for Sports Incentive Purposes
 - Specified Provision in Visit Orlando Funding Agreement that Requires Visit Orlando to Administer Funds and Associated Agreements for County
 - Created a Second Funding Category for Major Sporting Events to be Reviewed by TDC and Approved by BCC
 - Example: NFL Pro Bowl



Tourist Development Plan

- **Agenda Item F.1 Pertains to This Existing Provision in the Tourist Development Plan**
- **Same Process Has Been Used Since 2017 to Fund Numerous Sporting Events**
- **Unrelated to Ongoing Discussions Regarding Future Uses of TDT**



Tourist Development Plan

- **Applications for Funding are Submitted by Groups Such As:**
 - Greater Orlando Sports Commission (GOSC)
 - Florida Citrus Sports
 - Kindred Pride Foundation
 - Arnold Palmer Charitable Events Foundation
- **GOSC Also Receives Annual Operating Funding from Sports Incentive Allocation**



Tourist Development Plan

- **Events Approved for Funding Include:**
 - Florida Blue Florida Classic
 - AAU Junior National Volleyball Championships
 - NCAA Tennis Championships
 - The Pride Cup
 - NCAA Men's Basketball March Madness
 - Cure Bowl
 - Arnold Palmer Invitational
 - Special Olympics



Presentation Outline

- Tourist Development Plan
- **Sports Incentive Committee**
- Administration



Sports Incentive Committee

- **Approved by the BCC in October 2017 (2017-M-43)**
 - **Created 7 Member Committee with 3-Year Terms Approved by BCC**
 - **Central Florida Hotel & Lodging Association Representative**
 - **Certified Public Accountant**
 - **Citizen Representative**
 - **International Drive Resort Area Chamber of Commerce Representative**
 - **Major Theme Park Representative**
 - **Mayor's Representative (Chair)**
 - **Visit Orlando Representative**



Sports Incentive Committee

- **Duties**

- Meets 4th Monday of Every Other Month
- Reviews and Considers Applications for Sports Incentive Funding
- Makes Recommendations to the BCC for Funding Sports Incentive Funding Applications



Sports Incentive Committee

▪ Current Members

- **John (Jay) Leonard** - Central Florida Hotel & Lodging Association Representative
- **Lena Combs** - Certified Public Accountant
- **Tara Carbia Early** - Citizen Representative
- **Chris S. Mueller** - International Drive Resort Area Chamber of Commerce Representative
- **Kristin Ong** - Major Theme Park Representative
- **Alvin J. Cowans** - Mayor's Representative (Chair)
- **Daniel Patrick Giordano** - Visit Orlando Representative



Sports Incentive Committee

- **Sports Incentive Committee Review Process**
 - Applications for Funding are Forwarded to Visit Orlando
 - Applications Placed on Sports Incentive Committee Meeting Agenda
 - Applicants Make Presentation to Sports Incentive Committee
 - Visit Orlando Provides Third-Party Analysis of Requests
 - Sports Incentive Committee Makes Recommendation and Forwards to BCC



Sports Incentive Committee

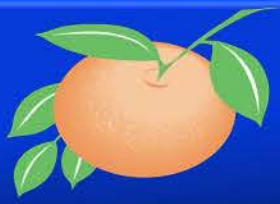
- **Goals for Funding Events:**
 - Foster Economic Development & Visitor Spending
 - Achieve Return on Investment of TDT Dollars
 - Attract High Quality Sports Events with Emphasis on “Need Periods.”
 - Support County Tourism While Attracting Quality Events for Orange County Citizens



Sports Incentive Committee

- Guidelines for Funding Events:

Event Size	Grant Amount	Multi-day Attendees	Room Nights	Economic Impact
<i>Small</i>	\$0 to \$25,000	Minimum 5,000	Under 5,000	Under \$10m
<i>Regular</i>	\$25,000 to \$137,500	5,000 to 50,000	5,000 to 35,000	\$10m to \$50m
<i>Signature</i>	Case by Case Determination	Minimum 50,000	Over 35,000	Over \$50m



Presentation Outline

- Tourist Development Plan
- Sports Incentive Committee
- **Administration**



Administration

- **Administrator Duties**

- Per Agreement with Orange County, Visit Orlando Administers the Sports Incentive Funding Process
- Holds Annual \$4M Sports Incentive Allotment
 - Funds May Not be Used for Any Other Purpose
- Receives and Reviews Sports Incentive Funding Applications and Creates Meeting Agendas



Administration

- **Administration Duties (continued)**
 - Schedules Meetings and Provides Materials to Committee Members

 - Provides Third-Party Analysis to Committee Members Regarding Economic Impact of Requests

 - Generates Minutes of Sports Incentive Committee Meetings and Provides for Official Record

 - Forwards Committee Recommendations to the BCC



Administration

- **Administration Duties (continued)**
 - **Enters into Funding Agreements with Applicants after BCC Approval**
 - **Ensures Agreement Compliance by Applicants**
 - **Makes Sports Incentive Payments to Applicants when Agreement Requirements are Met**
 - **Returns Unused Sports Incentive Funding**



Tourist Development Tax

**Sports Incentive Committee
Process**

September 11, 2023