



COUNTY ATTORNEY'S OFFICE  
JEFFREY J. NEWTON, *County Attorney*

201 South Rosalind Avenue ■ 3rd Floor  
Reply To: Post Office Box 1393  
Orlando, FL 32802-1393  
407-836-7320 ■ Fax 407-836-5888

**Consent Agenda Item**

*Deputy County Attorney*

Joel D. Prinsell

*Senior Assistant County Attorneys*

Elaine M. Asad

Lila McHenry

*Assistant County Attorneys*

Roberta Alfonso

Cristina T. Berrios

Linda Brehmer-Lanos

Whitney E. Evers

Erin E. Hartigan

Georgiana Holmes

Aleas Koos

Katherine W. Latorre

Scott McHenry

Sawsan Mohiuddin

Dylan Schott

Scott Shevenell

Stephanie Stone

Adolphus Thompson

*Legal Administrative Supervisor*

Anna M. Caban

*Paralegals*

Melessia Lofgren

Maria Vargas, ACP

Gail Stanford

**MEMORANDUM**

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

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

**DATE:** February 10, 2020

**RE:** **Consent Agenda Item – February 25, 2020**  
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. Visit Orlando provides professional assistance in evaluating sports incentive funding proposals before the Tourist Development Tax Sports Incentive Committee ("SIC") and holds 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 administers both the evaluation of proposals and enters into funding agreements with applicants after SIC funding recommendations have been approved by the Board.

At its January 21, 2020 meeting, the SIC reviewed seven requests by the Greater Orlando Sports Commission ("GOSC") for SIC funds.

**NCAA Events:**

GOSC requested funding for advertising, marketing, and contract labor expenses associated with hosting NCAA championship events in men's soccer, women's soccer, men's and women's tennis, men's basketball, men's hockey, and men's wrestling. SIC denied the requests associated with hockey and wrestling events, which did not meet sports incentive funding guidelines.

SIC recommended approval of funding for the remaining NCAA events as follows:

- NCAA Division 1 Women's College Cup Soccer Tournament. \$25,000 per year for each event, to be held in December at Exploria Stadium, for up to two years between 2022 and 2025 for an aggregate amount not to exceed \$50,000;
- NCAA Division 1 Men's College Cup Soccer Tournament. \$25,000 per year for each event, to be held in December at Exploria Stadium, for up to two years between 2022 and 2025 for an aggregate amount not to exceed \$50,000;
- NCAA Division 1 Men's and Women's Tennis Championship. \$25,000 per year for the event to be held in May at the USTA National Campus in Lake Nona in the years 2023, 2024, 2025, and 2026 for an aggregate amount not to exceed \$100,000; and
- NCAA Division 1 Men's Basketball Championship 1<sup>st</sup>/2<sup>nd</sup> Round Games. \$137,500 for the event to be held in March at the Amway Arena for up to two years between 2023 and 2026 for an aggregate amount not to exceed \$275,000.

Arnold Palmer Invitational Junior honoring Jim Bell:

The SIC also recommended approval of GOSC's request for a bid fee in the amount of \$5,000 per year for three years, for a total of \$15,000, to be paid directly to the American Junior Golf Association ("AJGA") for the above-referenced boys and girls junior golf event to be staged at Bay Hill in 2020, 2021, and 2022. The 2020 event will be held in July with the other dates to be determined by the AJGA.

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 and authorization for Visit Orlando to enter into such agreements as follows: (1) for advertising, marketing, and contract labor expenses for (a) NCAA Division 1 Women's College Cup Soccer Tournament to be held in December at Exploria Stadium for up to two years between 2022 and 2025 in the amount of \$25,000 for each event; (b) NCAA Division 1 Men's College Cup Soccer Tournament to be held in December at Exploria Stadium for up to two years between 2022 and 2025 in the amount of \$25,000 for each event; (c) NCAA Division 1 Men's and Women's Tennis Championship to be held in May at the USTA National Campus in Lake Nona in the years 2023, 2024, 2025, and 2026 in the amount of \$25,000 for each event; and (d) NCAA Division 1 Men's Basketball Championship 1<sup>st</sup>/2<sup>nd</sup> Round Games to be held in March at the Amway Arena in the amount of \$137,500 for up to two years between 2023 and 2026; and (2) for a bid fee to the American Junior Golf Association in the amount of \$5,000 each year for three years for the Arnold Palmer Invitational Junior honoring Jim Bell to be held at Bay Hill in 2020, 2021, and 2022.

LIM/eh

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