

2029/2030 NBA ALL-STAR WEEK

*Presentation to the Orange County Board of
County Commissioners
March 10, 2026*



**GREATER
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SPORTS COMMISSION



NBA ALL-STAR WEEK

- The National Basketball Association (NBA) All-Star Week is a multi-day, 65+ sanctioned event, global festival held every February during the middle of the NBA regular season that consists of a variety of basketball events, exhibitions, and performances culminating in the NBA All-Star Game live on NBC to 214 countries.
- The NBA All-Star Week is owned and operated by the National Basketball Association (NBA), the professional basketball league in North America composed of 30 teams (29 in the United States and 1 in Canada).
- The All-Star Game, held on Sunday, is the featured event of the weekend, showcases a mix of the league's star players, and the format of the game changes every year.
- Additional events are staged at multiple venues during the NBA All-Star Week including the Slam Dunk Contest, Three-Point Shootout, Skills Challenge, HBCU Basketball Classic, and Celebrity All-Star Game, along with a Fan Festival and other community-based activations.
- The NBA All-Star Week generates hundreds of millions of dollars in earned media, both linear and non-linear and is one of the world's top 20 global sporting events.



ORL★NDO

NBA ALL-STAR DELIVERS VALUE ON A GLOBAL STAGE.



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TV Ratings: NBA All-Star Game Hits 15-Year High With Move to NBC

Peacock and Telemundo also broadcast Sunday's USA vs. World matchup.

BY RICK PORTER  FEBRUARY 16, 2026 3:35PM



Anthony Edwards (left) takes a shot over Kawhi Leonard during the 2026 NBA All-Star Game in Inglewood, California.



Anthony Edwards earned the Kobe Bryant Trophy and became the Kia MVP by leading USA Stripes over USA Stars in the NBA All-Star Game 2026.

MEDIA VALUE

\$101M+

IN EARNED MEDIA
VALUE TO THE
HOST CITY

1,500

MEDIA MEMBERS
ATTEND NBA
ALL-STAR

214

COUNTRIES &
TERRITORIES
REACHED
(BROADCAST IN 60
LANGUAGES)

A GLOBAL EVENT WITH LOCAL IMPACT DELIVERS VALUE BEYOND DAYS IN MARKET



230+

LEGENDS, INFLUENCERS,
AND CELEBRITIES
IN-MARKET

5B

VIDEO VIEWS ACROSS
SOCIAL PLATFORMS

340M

TOTAL TIKTOK
VIEWS, WITH A
RECORD-BREAKING
160M ON SUNDAY
ALONE

30

COUNTRIES
REPRESENTED BY
PLAYERS ACROSS
MARQUEE ALL-STAR
EVENTS

125,000

ATTENDEES FROM 44
COUNTRIES AND 40 US
STATES



\$430M

IN TOTAL EVENT VALUE
TO THE HOST CITY

1,732

LOCAL JOBS CREATED,
SUPPORTED, AND
EXPANDED

31,000

ROOM NIGHTS IN
THE NBA'S ROOM
BLOCK

170,000

TICKETS AVAILABLE TO
FANS FOR NBA ALL-STAR
EVENTS

76%

OF ALL-STAR VISITORS
PLAN TO RETURN TO
MARKET FOR VACATION



2025 ALL-STAR WEEK HEADLINES

Estimated \$429.3 Million in Total Event Value Generated by NBA All-Star 2025

Total Includes \$328.2 Million in Total Economic Impact And \$101.1 Million in Earned Media Value

[San Francisco & Peninsula News](#)

NBA fans from around the world come to San Francisco for All-Star Weekend

By John Ramos

February 16, 2025 / 6:14 PM PST / CBS San Francisco

San Francisco ready for major economic boost from NBA All-Star Weekend

By NBC Bay Area | Published February 11, 2025 12:28 PM PST / San Francisco | 4 min read

COMMUNITY & EVENTS

Thousands of fans flock to Thrive City in San Francisco for NBA All-Star weekend events



By [Alicia Chavira](#)

Sunday, February 23, 2025



NBA All-Star 2025 Brings Five Days of Community Impact and Youth Basketball to the San Francisco Bay Area

The Golden State will soon be home to the world's most renowned athletic events

San Francisco shines as NBA All-Star Weekend draws crowds, boosts economy

By Bay Area | Published February 11, 2025 11:28 AM PST | 4 min read

SPORTS

NBA All-Star game generated \$328 million in economic impact to S.F. and Bay Area

By J.A. Adams

February 11, 2025 11:30 AM



BAY AREA

This is how much money NBA All-Star Weekend generated for San Francisco



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SOCIAL MEDIA REACH



Player / Organization	Total Social Media Followers
LeBron James	231,600,000
Stephen Curry	95,500,000
Kevin Durant	44,746,900
Kyrie Irving	31,800,000
Giannis Antetokounmpo	29,200,000
James Harden	23,374,200
Damian Lillard	18,100,000
Anthony Davis	14,200,000
Trae Young	8,761,000
Jayson Tatum	8,728,000
NBA Followers	213,100,000
Total Combined	719M+



NBA PLAYERS BY COUNTRY

Country	Players
 United States	444
 Canada	24
 France	20
 Australia	18
 Germany	7
 Cameroon	5
 Serbia	5
 Nigeria	4
 Lithuania	4
 Japan	3
 DR Congo	3
 Italy	3
 Ukraine	3
 Belgium	3

**20+% of the league's players are international*



Presentation to the Orange County Board of County Commissioners



COMMUNITY IMPACT



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LEGACY

Key Community & Environmental Initiatives (2012)

Over the course of four days, more than 3,000 NBA family members — including current and former players, executives, partners, and volunteers — participated in the NBA Cares All-Star Community Caravan. Together, they supported more than 25 hands-on service events across Central Florida.

- **Day of Service** (Feb. 24): More than 1,500 volunteers, including NBA/WNBA players, legends, and partners, worked on service projects to support local youth communities in Central Florida.
- **Playground Build:** In partnership with KaBOOM! and Adidas, a 5,000-square-foot playground was built at the Children's Safety Village of Central Florida.
- **Rehabilitation Projects:** Volunteers refurbished the Coalition for the Homeless, including creating a new computer lab and organizing a food packing event for the "No Kid Hungry" campaign.
- **Sustainability Efforts:** The NBA and Sprint collected 23,000 pounds of used electronics for recycling. The event also featured green practices such as using solar-powered, electric-powered vehicles and recycling at the Amway Center.
- **Specialized Clinics:** Players and legends hosted a basketball clinic for local youth with lower-limb impairments.
- **Hospital Visit:** Legends and players visited the Florida Hospital for Children.



The 2012 All-Star weekend, held at the Amway Center in Orlando, was deemed a major success, contributing to a total economic impact of over \$95 million for the area. The West team won the game 152-149, with Kevin Durant earning MVP honors.



WOW THE WORLD: ORLANDO PLAYS FORWARD

WOW the World: Orlando Plays Forward uses the 2030 NBA All-Star Game as a springboard to advance long-term health and wellness across Central Florida — turning the energy of the game into expanded access to preventative care, mental health resources, and active living opportunities for youth and families. Long after the final buzzer sounds, the true legacy will be a stronger, healthier Orlando where the impact of All-Star Weekend continues to be felt in everyday life.



“RISING ALL-STARS”

In honor of the 2030 All-Star Game, the league will help create youth activations that will better the youth of Central Florida by making the game of basketball more accessible to our communities' youth.

Programs could include providing items such as:

- Basketball shoes
- Performance socks
- Health screenings
- Injury prevention workshops
- Performance bags



“ALL-STAR STATIONS”

County and City officials will work with the league to install permanent structures to improve the city, providing safe places to promote healthy habits.

Programs could include providing items such as:

- Upgraded lighting for courts
- Upgrades to playgrounds
- New safe spaces to play



“MIND OVER MINUTES”

Leading up to and after the All-Star weekend, we can develop a community-driven program powered in collaboration with AdventHealth that brings mental performance and emotional wellness resources to youth and families across Central Florida.

Programs could include providing items such as:

- Workshops on confidence
- Handling pressure
- Social media stress
- Emotional resilience



“GAME READY PHYSICALS”

“Game Ready Physicals” provides free sports physicals and preventative health screenings for youth across Central Florida, removing barriers to participation and ensuring every young athlete is safe, healthy, and ready to play as we build toward the 2030 NBA All-Star Game.

Programs could partner with:

- Local hospitals
- Advent Health
- Nemours
- Orlando Health



“FULL COURT HEALTH”

“Full Court Health” is a traveling community wellness initiative that brings free health screenings, preventative care resources, and active lifestyle programming directly to neighborhood courts and community centers across Central Florida. Powered by the momentum of the 2030 NBA All-Star Game, it connects the love of the game with whole-person health – making care accessible where families live, gather, and play.

- Free physicals & sports clearances
- Health kit includes:
 - Water bottle
 - Performance socks
 - Stretch band
 - Nutrition guide



“FUEL THE FUTURE”

“Fuel the Future” is a community nutrition initiative that uses the momentum of the 2030 NBA All-Star Game to expand access to healthy meals, performance-focused nutrition education, and fresh food resources for youth and families across Central Florida.

How it works:

- Host basketball clinics paired with healthy meal distributions.
- Provide “Game Day Fuel Kits” with fresh produce, lean proteins, hydration guidance, and simple performance recipes.
- Partner with AdventHealth, local food banks, and community farms.
- Offer cooking demos led by local chefs and sports dietitians focused on affordable, family-friendly meals.

ECONOMIC IMPACT



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ECONOMIC IMPACT



ALL STAR 2022

CLEVELAND



\$141.4 MILLION IN DIRECT SPENDING
PART OF \$248.9 MILLION IN TOTAL
NBA ALL-STAR 2022 ECONOMIC IMPACT

NEARLY 121,600 ATTENDEES FROM 45 STATES AND 24 COUNTRIES ATTENDED NBA ALL-STAR 2022 ON FEB. 18-20; EVENT RECEIVED 11.9B IN TOTAL MEDIA REACH AND OVER \$50M IN EARNED MEDIA VALUE.



NBA ALL-STAR 2022 HAD A SIGNIFICANT ECONOMIC IMPACT ON CLEVELAND BY ATTRACTING NON-LOCAL SPECTATORS AND INVESTMENT BY THE NBA AND ITS PARTNERS TO PRODUCE THE EVENT. IN ADDITION, THE STUDY SHOWED CLEVELAND ORGANIZED AN OUTSTANDING EVENT THAT CREATED SIGNIFICANT MEDIA EXPOSURE— SHOWCASING THE CITY AS AN INTERNATIONAL DESTINATION.

DR. THILO KUNKEL, DIRECTOR OF TEMPLE UNIVERSITY'S SPORT INDUSTRY RESEARCH CENTER



TOTAL MEDIA REACH



11.9 BILLION

Total media reach from coverage locally, nationally and internationally, including news outlets, print outlets, blogs, broadcast and social media mentioning Cleveland between Jan. 1 to Feb. 28.

\$50.1M
TOTAL MEDIA VALUE
 delivered to the City of Cleveland

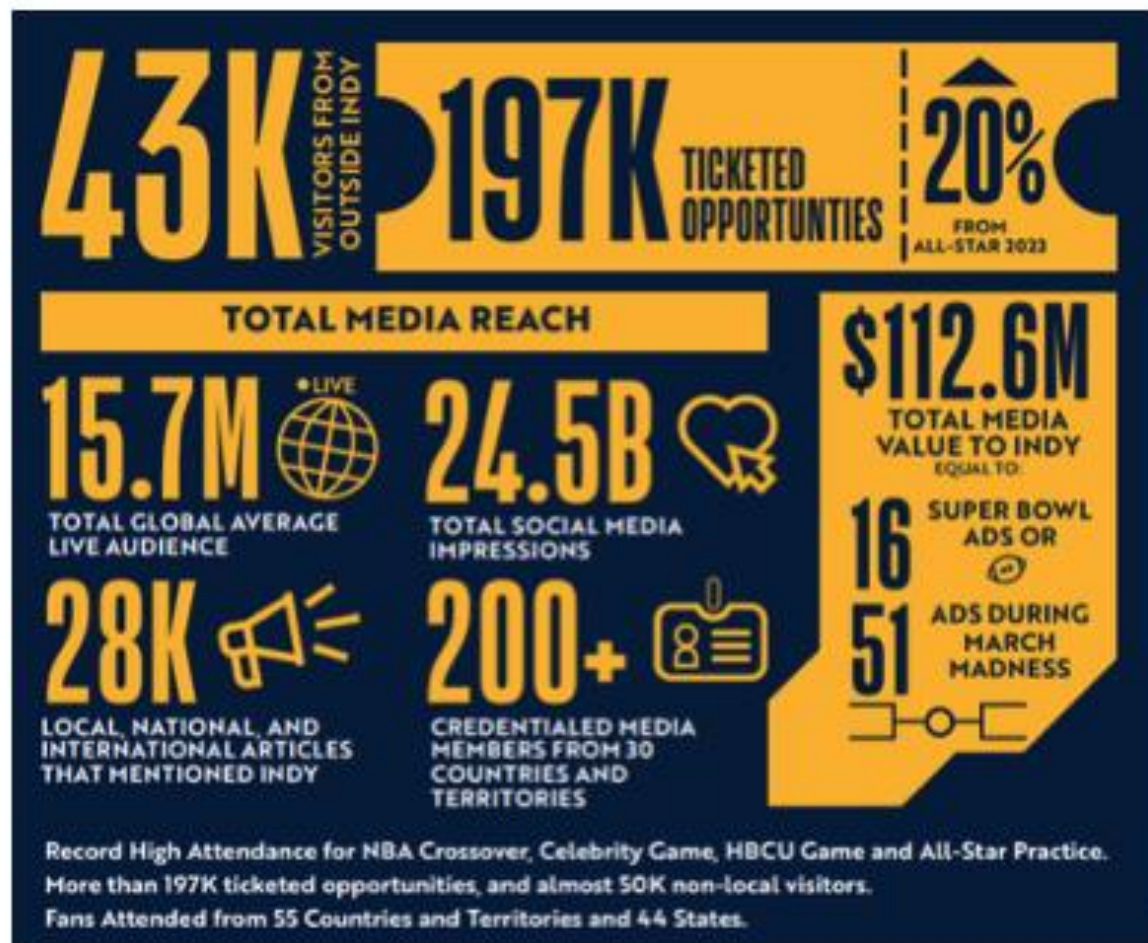
39.6M
ENGAGEMENTS

772M
REACH

Social media posts referencing Cleveland across Instagram, Twitter, Facebook and TikTok.



ECONOMIC IMPACT



ECONOMIC IMPACT



NBA ALL-STAR 2025 GENERATED AN ESTIMATED
\$429.3 MILLION FOR SAN FRANCISCO
BAY AREA ECONOMY

\$328.2M IN TOTAL ECONOMIC IMPACT

- OVER \$210M IN DIRECT SPEND
- OVER \$117M IN INDIRECT AND INDUCED SPENDING

\$101.1M IN TOTAL MEDIA VALUE

- OVER 26B IN TOTAL MEDIA REACH

VISITOR SPENDING BREAKDOWN:

- NON-LOCAL SPEND ACCOUNTED FOR 22% OF ECONOMIC IMPACT
- 84% OF ATTENDEES WOULD RECOMMEND SAN FRANCISCO AS A TRAVEL DESTINATION
- 47% OF ATTENDEES REPORTED THEIR PERCEPTION OF SAN FRANCISCO IMPROVED AFTER ATTENDING NBA ALL-STAR 2025
- MORE THAN 1,700 LOCAL JOBS WERE CREATED, SUPPORTED, OR EXPANDED BY NBA ALL-STAR 2025



142,881 TOTAL ATTENDEES ACROSS
NBA ALL-STAR EVENTS

ATTENDEES TRAVELED FROM
40 STATES & 44 COUNTRIES



ENGAGED MORE THAN **200** LOCAL BUSINESSES
IN THE MONTHS LEADING UP TO NBA ALL-STAR THROUGH
THE NBA EXPLORER'S PROGRAM



- CREATED A BRANDED NBA ALL-STAR DESTINATION WITH SEVEN POP-UPS TO HIGHLIGHT MORE THAN 30 LOCAL DIVERSE BUSINESSES AS WELL AS NBA PARTNERS AT THE ICONIC CABLE CAR TURNAROUND IN DOWNTOWN SAN FRANCISCO
- HOSTED THE LARGEST EVER NBA HBCU CLASSIC WITH MORE THAN **8,000** TICKETS SOLD



Presentation to the **CURRY** of County Commissioners

BASE DRIVERS & REQUEST FOR SUPPORT

BY THE NUMBERS

- DATES OF EVENT
 - February 13 – 18, 2029
 - February 5 – 10, 2030
 - February 12 – 17, 2030
- VENUES – Kia Center, OCCC, DPAC, Addition Financial Arena (UCF)
- PROJECTED ATTENDANCE – 150K
- PROJECTED ROOM NIGHTS – 50K
- PROJECTED ECONOMIC IMPACT – \$300M
- PROJECTED MEDIA VALUE – \$100M+



REQUESTED ACTION

Approval of the allocation of Tourist Development Tax funding in an amount up to \$20,000,000.00 to be used as a bid fee for the 2029 (allocation in FY 2028) or 2030 (allocation in FY 2029) NBA All-Star Game Week, and up to \$500,000.00 for reimbursement of Greater Orlando Sports Commission event pursuit expenses (allocation FY 2026), and approval for the Mayor, or his designee, to execute a funding agreement of behalf of the County for disbursement of funds in an amount not to exceed \$20,500,000.00.