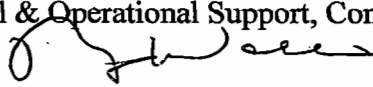




## Interoffice Memorandum

**TO:** Mayor Jerry L. Demings  
And  
Board of County Commissioners

**FROM:** Ray Walls, Manager, Fiscal & Operational Support, Convention Center  
Contact: (407) 685-5684 

**DATE:** June, 17, 2020

**RE:** Consent Agenda Item – July 7, 2020  
Sports Incentive Funding Agreement

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. Since 2017, Visit Orlando has provided professional assistance in evaluating sports incentive funding proposals before the Tourist Development Tax Sports Incentive Committee (SIC) and has held 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 will now administer both the evaluation of proposals and enter into funding agreements with applicants after SIC funding recommendations have been approved by the Board.

At its June 16, 2020 virtual meeting, the SIC unanimously recommended approval of a request by the Greater Orlando Sports Commission, Inc. (GOSC) for a \$50,000 bid fee for the 2020/2021 U.S. Men's National Soccer Team FIFA World Cup Qualifier Match to be held at Exploria Stadium (Event).

The qualifying process for the 2022 World Cup in Qatar will span a year. U.S. Soccer will have five chances to stage matches in the United States. The qualifying process within the Confederation of North, Central America and Caribbean Association Football region (CONCACAF) will include the top six ranked CONCACAF member associations based on the FIFA rankings published later this summer. Currently those teams are Mexico, USA, Costa Rica, Jamaica, Honduras, and El Salvador. If Orlando is selected the matches will take place on one of the following multiple date patterns currently under consideration by FIFA: September 4 and 8, 2020, October 9 and 13, 2020, November 13 and 17, 2020, March 26 and 30, 2021 or September 3 and 7, 2021. FIFA has indicated that FIFA does not want or intend to play any of the qualifying games in empty stadiums and will adjust scheduling if required to prevent that from happening. The Event is forecasting total combined attendance for the games to be approximately 25,000, with approximately 5,000 hotel room nights. The Event is forecasted to generate approximately \$4 million in economic impact.

If you have any questions, please contact Lila McHenry or me at the above telephone number.

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Sports Incentive Funding Agreement  
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**ACTION REQUESTED:** Approval to award Tourist Development Tax Sports Incentive funding in the amount of \$50,000 for a bid fee associated with the 2020/2021 U.S. Men's National Soccer Team FIFA World Cup Qualifier Match to be held at Exploria Stadium in Orlando pursuant to the terms and conditions of a funding agreement between Visit Orlando and the Greater Orlando Sports Commission Inc. and authorization for Visit Orlando to enter into such agreement and disburse such funds.

Cc: Byron Brooks, AICP, County Administrator  
Randy Singh, Deputy County Administrator  
Mark Tester, Executive Director, Convention Center  
Fred Winterkamp, Manager, Fiscal and Business Services Division  
Lila McHenry, Senior Assistant County Attorney