



Interoffice Memorandum

TO: Mayor Jerry L. Demings
-AND-
County Commissioners

FROM: Ray Walls, Deputy Director, OCCC
Contact: (407) 685-5684

DATE: July 21, 2022

RE: **BCC Consent Agenda Item – August 9, 2022**
Sports Incentive Committee Funding Requests

A handwritten signature in black ink, appearing to read "Ray Walls", is written over the printed name and title of the sender.

On November 1, 2016, 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). Sports incentive funds are held 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 the SIC funding recommendations have been approved by the Board.

At its July 15, 2022 meeting, the SIC recommended approval of four funding requests after hearing presentations from the applicants. Visit Orlando's staff provided an evaluation of each proposal.

2023 & 2025 CONCACAF Men's Gold Cup Matches

The SIC recommended approval of the Greater Orlando Sports Commission's (GOSC) request for up to \$75,000 for 2023 and up to \$75,000 for 2025, for a total of up to \$150,000, for advertising and marketing if the 2023 and/or 2025 CONCACAF Men's Gold Cup soccer matches are held at Exploria Stadium in Orlando. If either the 2023 and/or the 2025 games are awarded to Orlando, recommended funding stipulations include that any funding be contingent upon Canada, or the United States, or Costa Rica being in the field of teams playing in Orlando. Additionally, funding for years that the games are played in Orlando shall be reduced to \$25,000 if only one or two matches are played in Orlando, or to \$50,000 if only three or four matches are played in Orlando. The full \$75,000 will be available if five or six matches are played in Orlando during an awarded year. The event is projected to generate 7,000 room nights and approximately \$8 million in economic impact.

2024 CONCACAF Women's Gold Cup Matches

The SIC recommended approval of the GOSC's request for \$50,000 for advertising and marketing if the 2024 CONCACAF Women's Gold Cup soccer matches are held at Exploria Stadium in Orlando. Recommended funding stipulations include that any funding be contingent upon the United States being in the field of teams playing in Orlando. Additionally, funding shall be reduced to \$25,000 if only one or two matches are played in Orlando. The full \$50,000 will be available if three or four matches are played in Orlando. The event is projected to generate 5,500 room nights and \$5.5 million in economic impact.

2024-2026 ASICS Florida Volleyball Challenge

The SIC recommended approval of the GOSC's request for \$40,000 per year for three years, for a total of \$120,000, as bid fees for the ASICS Florida Volleyball Challenge to be held at the Orange County Convention Center in 2024, 2025, and 2026. The event attracts teenage boys' and girls' volleyball teams from across the country. The event is expected to generate 6,750 room nights and more than \$30 million in economic impact.

2024 USA Track & Field U.S. Olympic Team Trials Marathon

The SIC recommended approval of the GOSC's request for \$100,000 as a bid fee for the 2024 USA Track & Field U.S. Olympic Team Trials Marathon if it is held in Downtown Orlando. Six runners, three men and three women, will advance from these trials to represent the United States at the 2024 Olympics in Paris, France. The event will be broadcasted on television and will have ancillary running events for the public that are associated with it. It is anticipated to generate 10,000 room nights and approximately \$8.5 million in economic impact.

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 following applicants and authorization for Visit Orlando to enter into such agreements as follows: 1) Up to \$150,000 to the Greater Orlando Sports Commission (\$75,000 per each year the event is staged) if Orlando is chosen to host the 2023 and/or 2025 CONCACAF Men's Gold Cup Matches with funding contingent upon Canada, or the United States, or Costa Rica being in the field of teams playing in Orlando; and funding reduced to \$25,000 if only one or two matches are played in Orlando, or reduced to \$50,000 if only three or four matches are played in Orlando; 2) \$50,000 to the Greater Orlando Sports Commission if Orlando is chosen to host the 2024 CONCACAF Women's Gold Cup Matches with funding contingent upon the United States being in the field of teams playing in Orlando; and funding reduced to \$25,000 if only one or two matches are played in Orlando; 3) \$120,000 to the Greater Orlando Sports Commission in three annual increments of \$40,000 as bid fees if the ASICS Florida Volleyball Challenge is held at the Orange County Convention Center in 2024, 2025, and 2026; and 4) \$100,000 to the Greater Orlando Sports Commission as a bid fee for the 2024 USA Track & Field U.S. Olympic Team Trials Marathon if it is held in Downtown Orlando.

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c: Byron W. Brooks, AICP, County Administrator
Jeffrey J. Newton, County Attorney
Kate Latorre, Senior Assistant, County Attorney
Mark Tester, Executive Director, OCCC
Fred Winterkamp, Manager, Fiscal and Business Services Division