

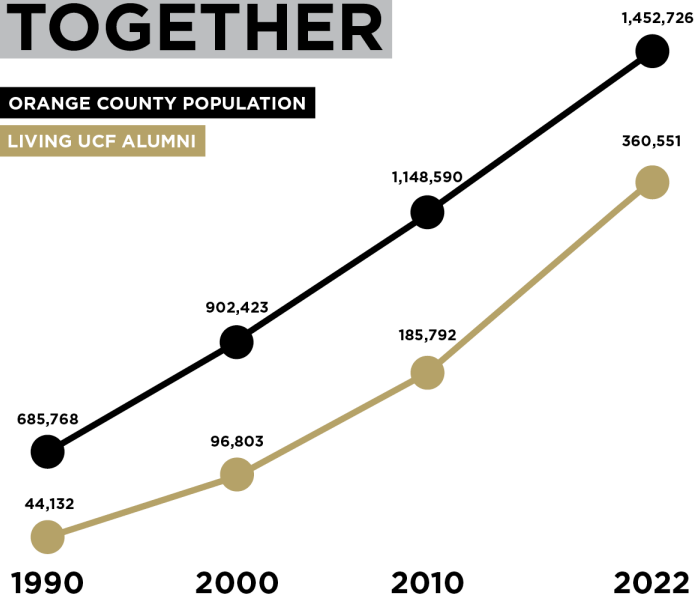


COVER SLIDE
OCTOBER 3, 2023

SLIDE 2

ORANGE COUNTY + UCF GROWING TOGETHER

ORANGE COUNTY POPULATION
LIVING UCF ALUMNI



57%
OF UCF STUDENTS
COME FROM OUTSIDE
THE 5-COUNTY REGION



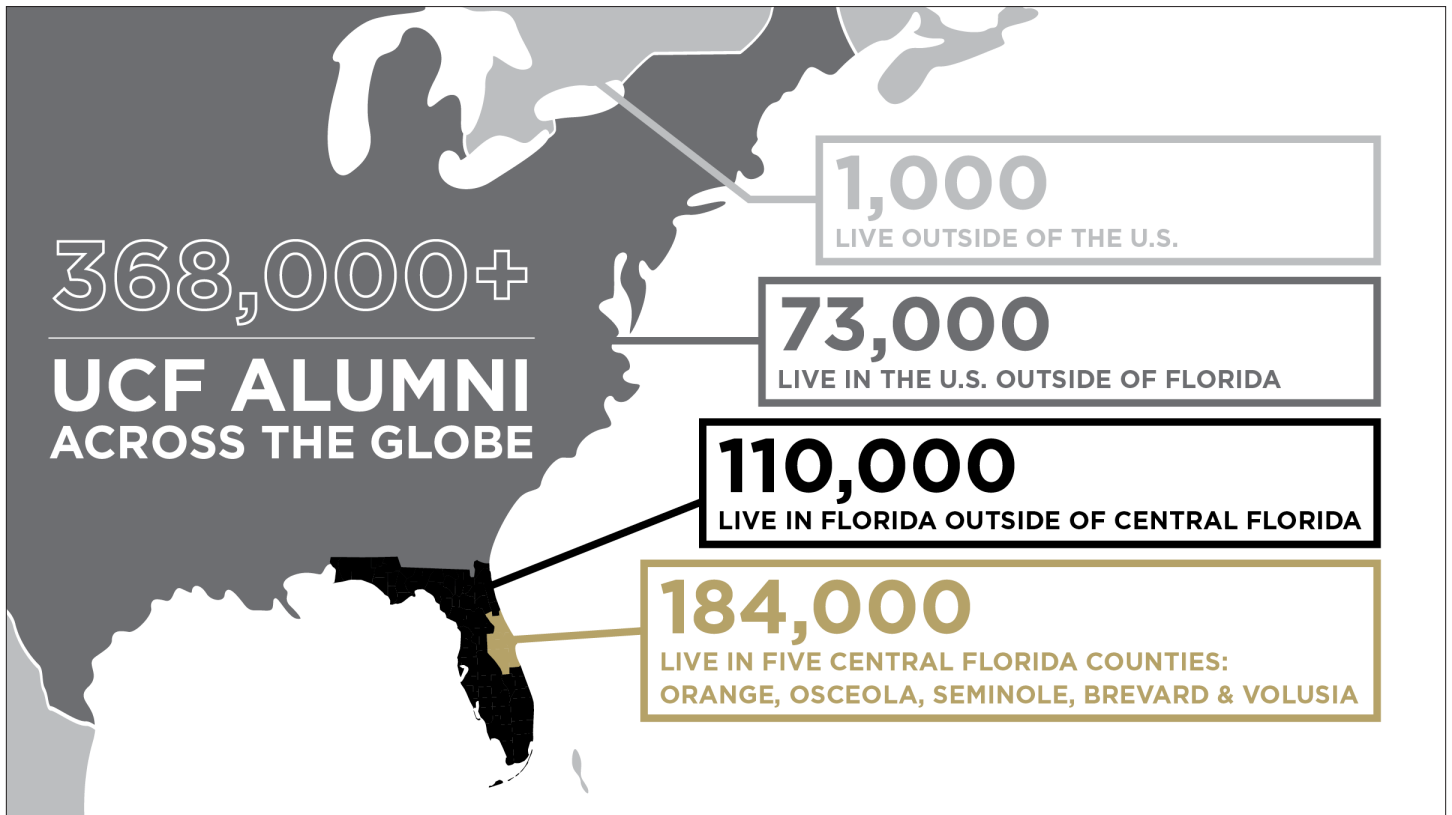
UCF STUDENTS LIVE IN
33,000+
BEDS OF PURPOSE-BUILT
STUDENT HOUSING
NEAR THE MAIN CAMPUS



88,177
UCF ALUMNI
LIVE IN ORANGE
COUNTY ALONE

- › UCF is the academic anchor for our region, a \$7.8 billion economic engine that attracts talented students, faculty, and staff from across the world to Orange County.
- › According to a 2011 study by Georgetown University, over a lifetime, a bachelor's degree is worth \$2.8 million on average — more than a million dollars over the lifetime average of a high school diploma. For UCF, that means an impact of more than \$9.2 billion generated by the 329,659 bachelor's degrees UCF has awarded (not including master's, doctoral, and other professional degrees).
- › UCF's trajectory for growth and excellence mirrors Orange County's. UCF has grown from a regional university to the university of choice for outstanding students and world-renowned researchers.
- › Our vibrant campus in East Orange County hosts more than 300 events annually, engaging our community and delivering experiences that bring our robust alumni base back to campus.
- › As the front porch of the university, the success of UCF Athletics translates directly into UCF's ability to recruit the best and brightest students and employees to UCF and to Orange County.
- › UCF's facilities must be among the best in the country to welcome not just our community and alumni, but the 4.4 million living Big 12 alumni, bringing them to Orange County for more than sports — to experience all the attractions, lodging, businesses, and amenities our region offers.

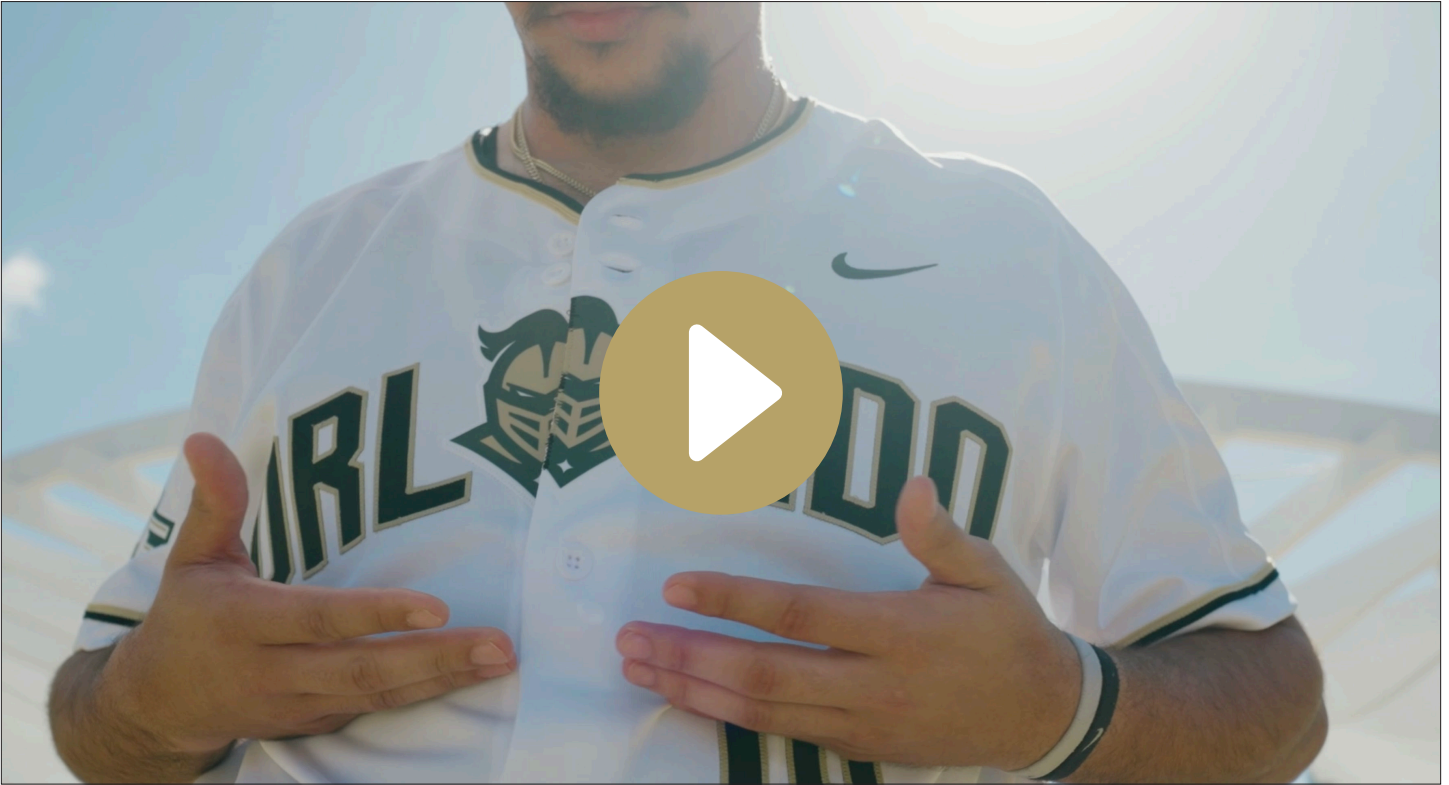
SLIDE 3



- › UCF graduates 18,000 alumni each year.
- › Nearly half of our 368,000 alumni remain in the 5-county region after graduation, working in the high-wage, high-impact jobs that fuel Central Florida's economy and support regional aspirations for Orlando as a high-tech hub.
- › This includes more than 88,000 alumni living in Orange County alone.

DISTRICT	# ALUMNI & EMPLOYEES
1	11,604
2	8,839
3	10,988
4	18,355
5	28,430
6	5,874

SLIDE 4: VIDEO



› **UCF's Athletics Village Master Plan includes:**

- » **Enhancements to FBC Mortgage Stadium**, home of UCF Football and the Hula and Cure Bowls;
- » **Renovations to Addition Financial Arena and the Venue**, home to UCF Basketball, UCF Volleyball, concerts, graduations, and other special events;
- » **And the creation of dedicated venues for Olympic sports**, including soccer, track and field, baseball, softball, and tennis.

SLIDE 5

UCF'S ATHLETICS VILLAGE MASTER PLAN

\$267.9M

UCF'S INITIAL REQUEST FOR TDT FUNDING

\$176.6M

REDUCED TDT REQUEST

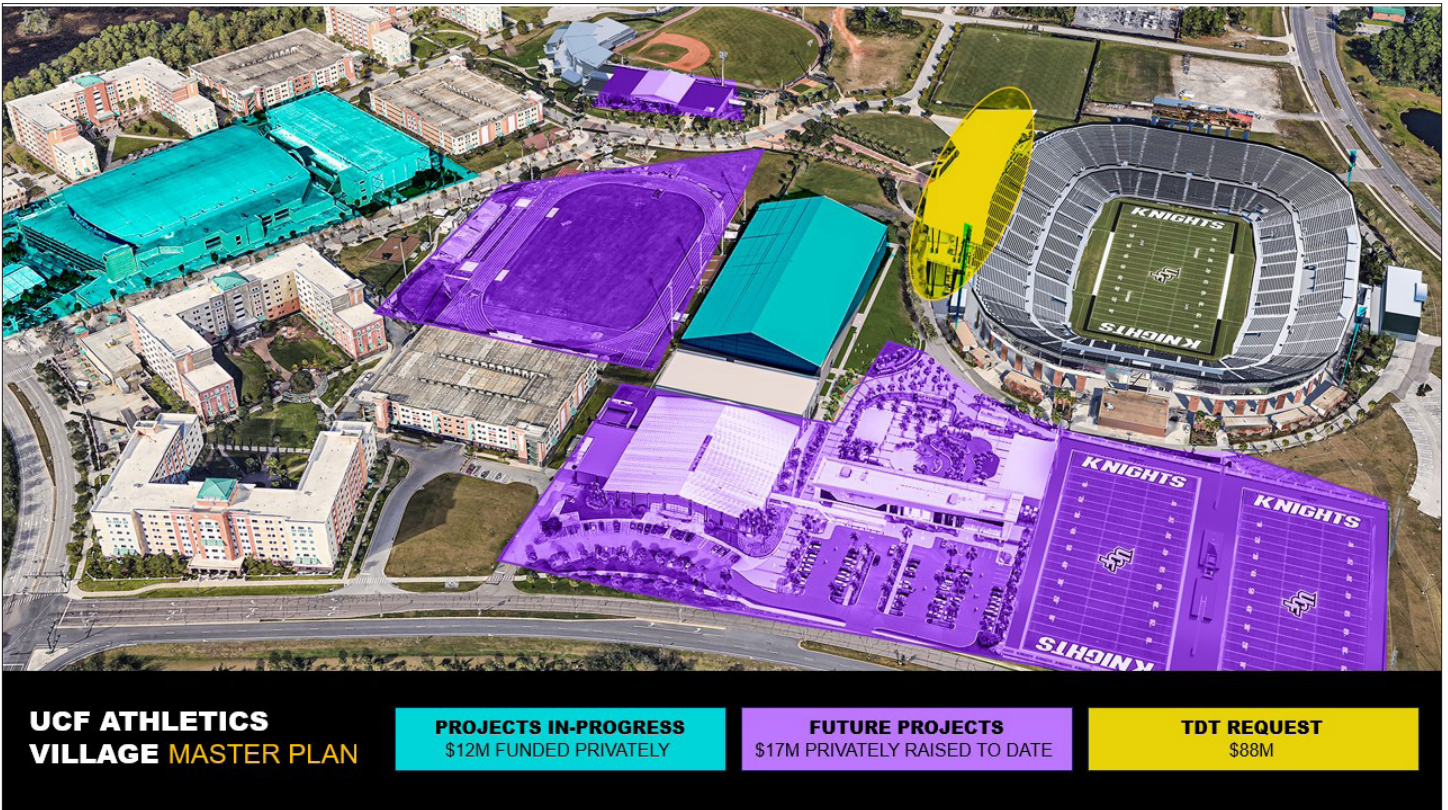
\$88 MILLION

TO COMPLETE THE ADDITION OF NEW
FBC MORTGAGE STADIUM TOWER



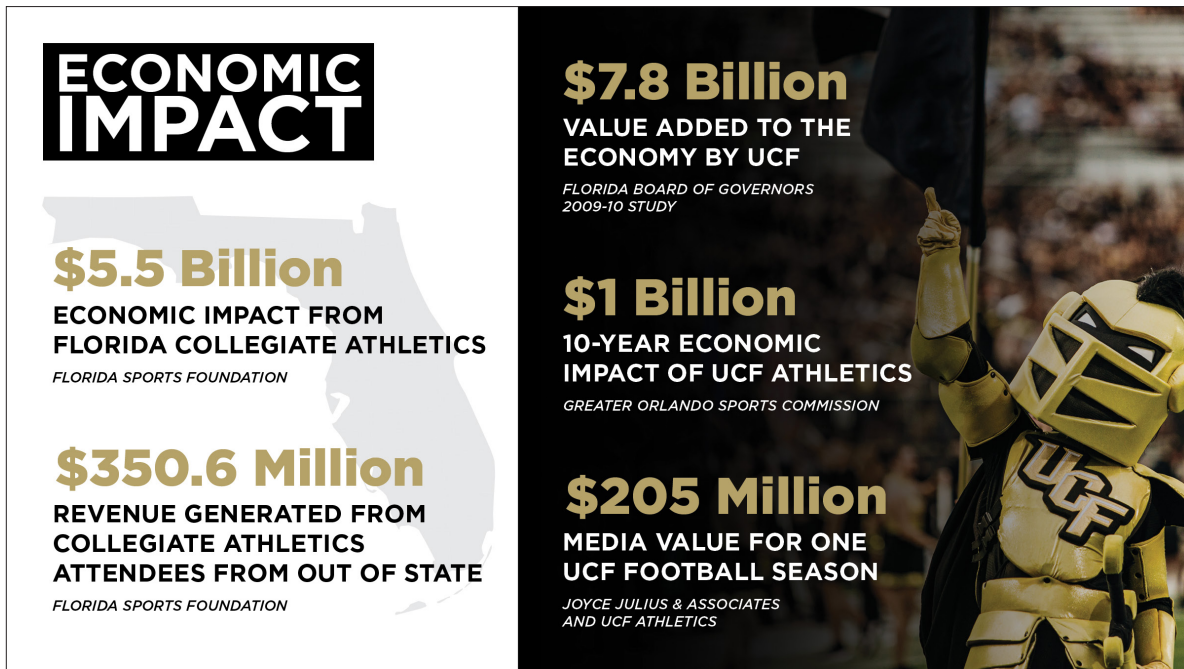
- › UCF's initial request focused on TDT-eligible components of our master plan that directly drive tourism.
- › With \$88 million of TDT funds — a 50% reduction to our original ask — we would focus on enhancements to the FBC Mortgage Stadium football tower.
- › Football drives much of UCF's tourism impact, and incremental revenue generated from tower would provide UCF Athletics funds to invest into other facilities and projects.
- › This project is shovel-ready and priced in the current market.
- › State regulation prohibits UCF and other state universities from spending state funds to support the operating and capital needs of our athletics programs.
- › UCF is not the first university to request local investment to accelerate its projects.
 - » Florida State University and Florida Agricultural and Mechanical University both previously received \$20 million and \$10 million, respectively, in local sales tax dollars for repairs to their stadiums as approved by Blueprint Intergovernmental Agency.
 - » The Duval County Tourist Development Council invested \$1.4 million in the track facilities at the University of North Florida, allowing for the Bob Hayes Invitational Track Meet — the nation's largest one-day high school track meet that draws more than 5,500 youth athletes — to move from the track at a local high school to a more expanded facility at UNF.

SLIDE 6



- › **UCF is actively investing resources and raising funds to complete our \$267.9 million Athletics Master Plan.**
 - » \$12 million of funded projects are currently in progress, including enhancements to the CFE Arena, the Venue, and the Nicholson Field House. These facilities drive special events and are used for community bids like the NFL Pro Bowl.
 - » UCF has secured \$17 million in additional private philanthropy for projects that will improve our overall football and athletics program, including the relocation of our practice fields, a new football operations facility, and enhancements to our baseball stadium and soccer fields.
 - » Private fundraising will continue as work toward the full vision of the Athletics Village Master Plan.
- › **With TDT support of the FBC Mortgage Stadium Tower, starting in fall 2025, UCF will begin to accelerate incremental revenue and additional investments in the overall facilities master plan.**

SLIDE 7



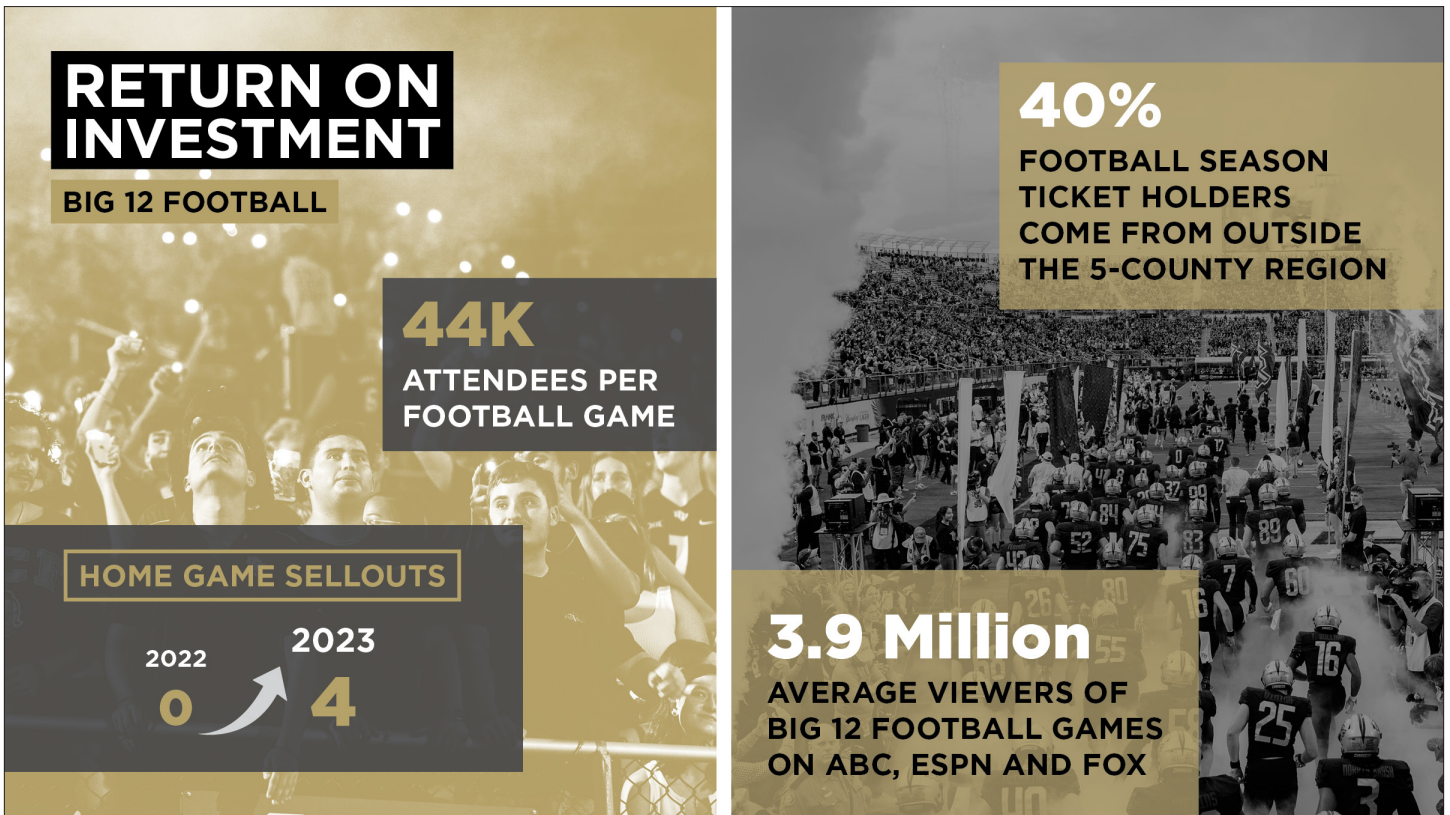
- › **UCF adds \$7.8 billion to the state's economy**, according to a 2009-10 study by the Florida Board of Governors.
- › **Over a lifetime, a bachelor's degree is worth \$2.8 million on average — more than a million dollars over the lifetime average of a high school diploma** — according to a study by Georgetown University. For UCF, that means an impact of more than \$9.2 billion generated by the 329,659 bachelor's degrees alone awarded by UCF.
- › **Collegiate athletics generates a statewide economic impact of \$5.5 billion and generates \$350.6 million in revenue** for collegiate athletics event attendees from out of state, said a study by the Florida Sports Foundation.
- › The Greater Orlando Sports Commission conservatively estimates **UCF Athletics' economic impact as \$91 million a year**. This figure does not include the \$53.9 million impact of the Cure Bowl, now hosted by UCF. Together, that brings our impact to over one billion dollars over ten years.
- › A study of impressions and exposures values stemming from national TV, TV news, Internet news, and print media found that **UCF generates \$205 million in media value for one football season**. This exposure highlights UCF and Orange County on the national stage.
- › **See appendices**
 - » Florida Sports Foundation: *The Florida Sports Economy Economic Impact*
 - » Board of Governors of the State University System of Florida: *Economic Contributions of the State University System of Florida in 2009-10*
 - » Greater Orlando Sports Commission: *UCF Economic Impact Analysis*
 - » Joyce Julius & Associates: *Media Exposure Analysis*
 - » Joyce Julius & Associates: *Social Media Exposure Analysis*
 - » Orlando Sports Foundation: *Impact Statement*
 - » The Georgetown University Center on Education and the Workforce: *The College Payoff Education, Occupations, Lifetime Earnings*

SLIDE 8



- › **UCF's more than 300 annual events** provide consistent employment opportunities to thousands of residents.
 - » UCF hosts at least six home football games every August through December, employing nearly 1,000 workers each game.
 - » UCF hosts 14 commencement ceremonies each year in May, August, and December. Nearly 70 other college and high school graduation ceremonies are held at Addition Financial Arena each May.
 - » UCF hosts about 34 home men's and women's basketball games each season, which run from November to April.
 - » UCF hosts 35 home baseball games February through May.
- › **We estimate that 500 new construction jobs will be created by UCF's Master Plan project**, which would be a substantial investment in new construction activity in East Orange County.

SLIDE 9



- › UCF is already seeing the impact of our move into the Big 12, with four announced home game sellouts with an attendance of 44,208.
- › The built-in Big 12 audience of 4.4 million living alumni from 16 universities across the country are among the 3.9 million average viewers of a Big 12 football game airing on a major network like ABC, ESPN and Fox.

SLIDE 10



CONNECTING OUR COMMUNITY

› UCF's new and enhanced facilities will enable us to continue hosting the competitions, community engagement, and special events that drive tourism and bring visitors to east Orange County.

- » For example, outside of athletics competitions and graduations, the Addition Financial Arena regularly hosts concerts from a wide variety of musical genres; career fairs open to the community; robotics competitions for youth from across the country; religious and cultural conferences; and more.
- » Our athletics facilities bring in thousands of attendees each summer for youth camps focused on cheer, football, baseball, soccer, and other sports.

› UCF's facilities complement existing community athletics and events assets, and with our long history of partnership, investment in UCF will support bids that further drive tourism.

- » We already work with the Greater Orlando Sports Commission as

bid partners and host venues, collaborating on events such as NCAA tournaments, U.S. National Women's Soccer, and other events and training that bring visitors to our region.

- » UCF's Football Complex was an important component in the region's bid to host the 2024 NFL Pro Bowl. With the only regulation-sized indoor practice facility in the region, UCF's Nicholson Fieldhouse will be home to the nationally-televised Pro Bowl Skills Competition.

- » UCF served as the host institution for the first two rounds of the NCAA's "March Madness" men's basketball held at Amway Center in 2023, which brought 49,824 attendees to Orange County and generated nearly \$1 million in shared revenue split evenly among UCF, the City of Orlando, and Amway Center.

› For Football season 2022-2023, nearly \$141,000 was paid to volunteer groups who staff concessions stands.

SLIDE 11

