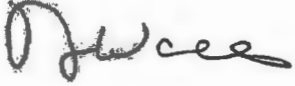




Interoffice Memorandum

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

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

DATE: December 15, 2023

RE: **BCC Consent Agenda Item – January 9, 2024**
Sports Incentive Committee Funding Requests

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 November 27, 2023 meeting, the SIC recommended approval of six funding requests after hearing presentations from the respective applicants. Visit Orlando's staff also provided an evaluation of the proposals for consideration by the SIC.

2024 and 2025 Easter International Cup

The SIC recommended approval of the Greater Orlando Sports Commission's (GOSC) request of \$20,000 per year, for a total amount of \$40,000 to be used as a bid fee to incentivize the 2024 and 2025 Easter International Cup to be held at Heroes Community Park in Lake Nona in March of 2024 and April of 2025. The event is a four-day boys and girls youth soccer tournament that has been staged in Kissimmee since 2021, but will expand to Lake Nona in 2024 and 2025. Attendance for the event is estimated at 11,000 with a generation of 2,200 room nights and an economic impact of approximately \$1.5 million annually in Orange County.

2026 and 2027 NCAA Men's College Cup

The SIC recommended approval of GOSC's request of \$75,000 per year, for a total amount of \$150,000, to be used for advertising, marketing, and labor for the 2026 and 2027 NCAA Men's College Cup events proposed to be held at Exploria Stadium in December 2026 and December 2027. The event is the annual single-elimination tournament that determines the NCAA Division I men's soccer national champions. Estimated annual attendance for the event each year is 8,000 with a generation of 2,500 room nights and an economic impact of approximately \$2.4 million annually. This event is being bid in addition to the 2026 and 2027 NCAA Women's College Cup. It is likely that only one or the other would be awarded to Orange County, but not both.

2026 and 2027 NCAA Women's College Cup

The SIC recommended approval of GOSC's request of \$75,000 per year, for a total amount of \$150,000, to be used for advertising, marketing, and labor for the 2026 and 2027 NCAA Women's College Cup events proposed to be held at Exploria Stadium in December 2026 and December 2027. The event is the annual single-elimination tournament that determines the NCAA Division I women's soccer national champions. Estimated annual attendance for the

event each year is 8,000 with a generation of 2,500 room nights and an economic impact of approximately \$2.4 million annually. This event is being bid in addition to the 2026 and 2027 NCAA men's College Cup. It is likely that only one or the other would be awarded to Orange County, but not both.

2027 and 2028 NCAA Division I Men's Basketball Championship – 1st/2nd Rounds

The SIC recommended approval of the GOSC's request for \$300,000 per year, for a total amount of \$600,000 to be used for equipment rentals and labor for the 2027 and 2028 NCAA Division I Men's Basketball Championship – 1st/2nd Rounds proposed to be held at the Amway Center in March 2027 and March 2028. The games are the first rounds of NCAA's annual March Madness single-elimination tournament to determine the men's national basketball champion. Attendance is projected at 45,000 with a generation of 18,000 room nights and an economic impact of approximately \$17 million annually.

2024 NCAA Division II National Championship Spring Festival

The SIC recommended approval of GOSC's request for \$20,000 to be used for labor for the 2024 NCAA Division II National Championship Spring Festival to be held at Showalter Field and Orange County National Golf Center in May 2024. The event is held every four years and plays hosts to six NCAA Division II championships in men's and women's golf, women's lacrosse, women's softball, and men's and women's tennis. The events held in Orange County would be the women's lacrosse and men's and women's golf. Additionally, the NCAA is considering staging the opening and closing ceremonies in Orange County. Attendance for the event is estimated at 4,000 with a generation of about 2,000 room nights and an economic impact of approximately \$1.2 million.

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

The SIC recommended approval of GOSC's request for an amount not to exceed \$1,584,705 to be used for losses attributed to advertising and promotion, labor, and short-term rentals to be paid after the event has taken place following a revenue/expense reconciliation, for the 2024 USA Track & Field U.S. Olympic Team Trials Marathon to be held in Downtown Orlando. This amount is in addition to the \$100,000 bid fee that was approved for the event on August 9, 2022. The event will be used to select the U.S. team of six athletes (three men and three women) for the 2024 Olympics in Paris. Attendance for the event is estimated at between 60,000 and 100,000 with a generation of 12,000-15,000 room nights and an economic impact of approximately \$12-\$15 million. Additionally, the event will be televised on NBC and/or an NBC sponsor for approximately three hours.

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) \$20,000 per year, for a total of \$40,000, to GOSC to be used for bid fees for the 2024 and 2025 Easter International Cup; (2) \$75,000 per year, for a total of \$150,000, to GOSC to be used for advertising, marketing, and labor for the 2026 and 2027 NCAA Men’s College Cup; (3) \$75,000 per year, for a total of \$150,000, to GOSC to be used for advertising, marketing, and labor for the 2026 and 2027 NCAA Women’s College Cup; (4) \$300,000 per year, for a total of \$600,000 to GOSC to be used for equipment rentals and labor for the 2027 and 2028 NCAA Division I Men’s Basketball Championship – 1st/2nd Rounds; (5) \$20,000 to GOSC to be used for labor for the 2024 NCAA Division II National Championship Spring Festival; and (6) an amount not to exceed \$1,584,705 to GOSC to be used for losses attributed to advertising and promotion, labor, and short-term rentals for the 2024 USA Track & Field U.S. Olympic Team Trials Marathon.

- c: Byron W. Brooks, AICP, County Administrator
- Jeffrey J. Newton, County Attorney
- Mark Tester, Executive Director, OCCC
- Stephanie Taub, Manager, Fiscal and Business Services Division
- Scott Shevenell, Assistant County Attorney

RW/ru