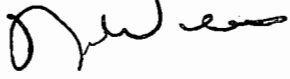




Interoffice Memorandum

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

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

DATE: October 31, 2022

RE: **BCC Consent Agenda Item – November 15, 2022**
Sports Incentive Committee Funding Request

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 October 4, 2022 meeting, the SIC recommended approval of one funding request after hearing a presentation from the applicant. Visit Orlando's staff also provided an evaluation of the proposal.

2023 Camping World Kickoff College Football Game – LSU vs. FSU

The SIC recommended approval of Florida Citrus Sports Events, Inc.'s request for \$500,000 to be used as bid fees for this college football game to be held over Labor Day weekend. The event is proposed to be held at Camping World Stadium and is anticipated to generate 45,000 room nights and approximately \$31.5 million in economic impact. In-person attendance is estimated at around 65,000 and the game will be nationally televised.

ACTION REQUESTED: Approval of the Tourist Development Tax Sports Incentive Committee's recommendation for sports incentive funding pursuant to the terms and conditions of a funding agreement between Visit Orlando and the following applicant and authorization for Visit Orlando to enter into such agreement as follows: \$500,000 to Florida Citrus Sports Events, Inc. to be used as bid fees for the 2023 Camping World Kickoff College Football Game – LSU vs. FSU.

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