



Interoffice Memorandum

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

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

DATE: April 4, 2023

RE: **BCC Consent Agenda Item – May 2, 2023**
Sports Incentive Committee Funding Requests

A handwritten signature in black ink, appearing to read "Ray Walls", is written over the "FROM:" line.

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 March 27, 2023 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 for consideration by the SIC.

2024 WWE Royal Rumble

The SIC recommended approval of the Greater Orlando Sports Commission's (GOSC) request for \$850,000, to be used as a bid fee to incentivize the 2024 WWE Royal Rumble to be held at Camping World Stadium on January 27, 2024. The event is a professional wrestling pay-per-view and livestreaming event, produced annually since 1998 by World Wrestling Entertainment (WWE). Attendance for the one-day event is estimated at 53,900. GOSC provided an estimate of 40,000 associated room nights, which could be achieved if associated WWE events are held on the days either immediately preceding or following the Royal Rumble event that extend stays for out-of-town attendees to multiple nights. Estimated economic impact for the event is \$28 million.

ACTION REQUESTED: Approval of the Tourist Development Tax Sports Incentive Committee's recommendations 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 agreements as follows: \$850,000, to Greater Orlando Sports Commission to be used as a bid fee for the 2024 WWE Royal Rumble.

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

RW/cb