




Interoffice Memorandum

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

FROM: Ray Walls, Deputy Director 
Orange County Convention Center
Contact: (407) 685-5684

DATE: April 4, 2022

RE: **Consent Agenda Item – April 26, 2022**
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 March 28, 2022 meeting, the SIC recommended approval of four funding requests after hearing presentations from the applicants. Visit Orlando staff provided an evaluation of each proposal.

2022-2024 Amateur Athletic Union (AAU) Junior National Volleyball Championships
First, the SIC recommended approval of the Greater Orlando Sports Commission's (GOSC) request for \$400,000 per year for three years as bid fees for the AAU Junior National Volleyball Championships to be held at the Orange County Convention Center (OCCC) in the summers of 2022-2024. The event, attracting girls and boys teams from across the county with ages of 10-18, is the largest youth volleyball championship in the world, as certified by the Guinness World Records. Each year, the championships are expected to attract more than 140,000 visitors, account for approximately 155,000 room nights, and generate an economic impact of approximately \$200,000,000. The proposed payments over the three-year period will total \$1,200,000 and are intended to incentivize the event to remain in Orange County.

2022-2024 AAU Track & Field Primary/Club National Championships
The SIC also recommended approval of the GOSC's request for \$40,000 per year for three years as bid fees for the AAU Track & Field Primary/Club National Championships to be held at Dr. Phillips High School in July 2022-2024. The event attracts boys and girls from across the country to compete for an overall club championship, and serves as a last chance to qualify for the AAU Junior Olympics Games. Each year, the event is expected to attract more than 11,000 visitors, account for approximately 10,000 room nights, and generate an economic impact of approximately \$7,000,000. The proposed payments over the three-year period will total \$120,000 and are intended to attract and incentivize the event to remain in Orange County. The event was held in Satellite Beach, Florida in 2021.

2022-2024 AAU Wrestling Scholastic Duals National Championships

The SIC also recommend approval of the GOSC's request for \$30,000 per year for three years as bid fees for the AAU Wrestling Scholastic Duals National Championships to be held at the OCCC in June 2022-2024. The event attracts boys and girls high school teams from across the country. Each year, the event is expected to attract more than 9,000 visitors, account for approximately 6,500 room nights, and generate an economic impact of approximately \$6,500,000. The proposed payments over the three-year period will total \$90,000 and are intended to incentivize the event to remain in Orange County. The SIC approval recommended that payments be contingent upon the events being held at the OCCC.

2021 Florida Cup – Revised Funding Request

The final request recommended for approval by the SIC is an amendment to a previously approved item. At its April 27, 2021 meeting, the Board of County Commissioners approved a payment of \$750,000 to Florida Citrus Sports, Inc. (FCS) as bid fees for the 2021 Florida Cup to be staged at Camping World Stadium in July 2021. The payment in the amount of \$750,000 was based on the substantial projected attendance and economic impact to be generated as a result of the high-profile soccer teams that were expected to be involved with the event at the time of the approval. As a result of COVID-19 related issues in July 2021, multiple teams that had been expected to be a part of the event were forced to cancel. FCS was able to replace those teams and still staged the event, but the participating teams were of a lower profile than expected and generated less visitation and a lower economic impact than initially anticipated. As a result, the \$750,000 was not paid to FCS. However, the attendance (26,457), room nights (17,754), and economic impact (\$12,530,000) actually generated by the game were sufficient to fall within the SIC funding guidelines to qualify the event for a payment of \$137,500. The SIC recommended approval of the \$137,500 payment to FCS to offset a portion of the bid fees paid for the 2021 Florida Cup.

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) \$1,200,000 to the Greater Orlando Sports Commission in three annual \$400,000 increments as bid fees for the 2022-2024 Amateur Athletic Union Junior National Volleyball Championships to be held at the Orange County Convention Center; 2) \$120,000 to the Greater Orlando Sports Commission in three annual \$40,000 increments as bid fees for the 2022-2024 AAU Track & Field Primary/Club National Championships to be held at Dr. Phillips High School; 3) \$90,000 to the Greater Orlando Sports Commission in three annual \$30,000 increments as bid fees for the 2022-2024 AAU Wrestling Scholastic Duals National Championships contingent upon the events being held at the Orange County Convention Center; and 4) payment of \$137,500 to Florida Citrus Sports as bid fees for the 2021 Florida Cup held at Camping World Stadium in lieu of the \$750,000 that was previously approved for the event.

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