




Interoffice Memorandum

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

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

DATE: December 12, 2022

RE: **BCC Consent Agenda Item – January 10, 2023**
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 November 28, 2022 meeting, the SIC recommended approval of four 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.

2026 FIFA World Cup Pursuit Funding Additional Allocation

On February 11, 2019, the SIC recommended allocating \$1,000,000 in funding to the Greater Orlando Sports Commission (GOSC) to be used for certain allowable expenses to market Orlando as a potential host site for the 2026 FIFA World Cup. At its April 23, 2019 meeting, the Board approved the recommended funding for the originally presented 20 month timeframe. Subsequently, due to COVID-19 and other factors, the timeframe for host city presentations ultimately extended to 42 months. The GOSC exhausted the initial \$1,000,000 allocation prior to 36 months and the SIC recommended an additional \$155,586 that the Board approved on March 8, 2022 to cover expenses to that point. At the most recent SIC meeting, the GOSC requested an additional \$134,815 to cover the final six months of the marketing effort. The SIC recommended approval of this request, which will close out the initiative. All expenditures related to this effort have been reviewed and audited by a third-party CPA firm.

2023 Florida Cup

The SIC recommended approval of Florida Citrus Sports Events, Inc.'s request for up to \$1,500,000 to be used as bid fees to attract prominent international club soccer teams to train and compete in the annual Florida Cup sports and entertainment festival to be held at Camping World Stadium. The actual amount dispersed will be based on the brand value of the two teams that agree to appear, as determined by their placement on the Forbes ranking of "The World's Most Valuable Soccer Teams." Teams ranking 13 through 20 on the Forbes list will trigger an incentive of \$250,000 per team; 6 through 12 will be \$500,000 per team; and 1 through 5 will be \$750,000 per team. The event is scheduled to take place in July 2023 and is estimated to draw between 60,000 and 85,000 in aggregate attendance with an estimated economic impact of \$30,000,000.

2023, 2024, 2025 Arnold Palmer Invitational Junior Golf Tournament

The SIC recommended approval of the GOSC's request for \$5,000 per year, totaling \$15,000 for the three requested years, to be used as bid fees to retain the annual Arnold Palmer Invitation Junior Golf Tournament Honoring Jim Bell at Arnold Palmer's Bay Hill Club and Lodge. The event, scheduled to take place at the end of July in each of the three years, is expected to draw 130 junior golfers and another estimated 140 attendees with an estimated economic impact of \$190,000.

2023 NCAA Division II and III Men's and Women's Tennis Championships

The SIC recommended approval of GOSC's request for \$20,000 to be used specifically for contract labor and equipment rentals required to stage the 2023 NCAA Division II and III Men's and Women's Tennis Championships at the United States Tennis Association National Campus in May 2023. The event is estimated to have 850 players and coaches and a combined attendance of 7,000 with an estimated economic impact of \$2,400,000.

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) \$134,815 to GOSC as a final installment for the 2026 FIFA World Cup Pursuit; (2) Up to \$1,500,000 to Florida Citrus Sports Events, Inc. to be used as bid fees for the 2023 Florida Cup; (3) \$5,000 per year, totaling \$15,000 over three years, to GOSC to be used as bid fees for the 2023, 2024, and 2025 Arnold Palmer Invitational Junior Gold Tournament Honoring Jim Bell; and (4) \$20,000 to GOSC to be used for contracted labor and equipment rental costs required to host the 2023 NCAA Division II and III Men's and Women's Tennis Championships.

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/ks