



Interoffice Memorandum

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

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

DATE: February 15, 2023

RE: **BCC Consent Agenda Item – March 7, 2023**
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 January 31, 2023 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.

2023 and 2024 NOBULL CrossFit Games Semifinal North America East

The SIC recommended approval of the Greater Orlando Sports Commission's (GOSC) request of \$25,000 per year for two years, for a total amount of \$50,000, to be used as a bid fee to incentivize the 2023 and 2024 NOBULL CrossFit Games Semifinal North America East events to be held at the Orange County Convention Center in May of 2023 and May of 2024. The event serves as the final stage of qualifying for athletes hoping to compete in the NOBULL championship. Attendance for the event is estimated at 14,000 per year with a generation of 3,000 room nights and an economic impact of approximately \$3.5 million.

2023, 2024, 2025, 2026, 2027 US Youth Soccer National Championship

The SIC recommended approval of GOSC's request of \$75,000 per year, for a total amount of \$375,000, to be used for marketing and promotional expenses for the US Youth Soccer National Championship proposed to be held at the ESPN Wide World of Sports Complex each year from July 2023 through July 2027. The event, hosted by the largest youth sport organization in the country, brings together the top youth soccer teams in the USA to compete for the US Youth Soccer National Championship title. The estimated annual attendance for the event each year is 60,000 with a generation of 13,000 room nights and an economic impact of approximately \$17 million.

2023 Pride Cup

The SIC recommended approval of the Kindred Pride Foundation's request for \$25,000 to be used for marketing and promotional expenses for the 2023 Pride Cup. The event is scheduled to take place in June 2023 at multiple locations in Orange County, including the United States Tennis Association campus in Lake Nona, Walt Disney World Golf, Dr. Phillips Community Park, and Lake Buena Vista High School. Attendance is projected at 2,500 with a block of 1,480 room nights and an economic impact of approximately \$600,000.

2023 Cure Bowl

The SIC recommended approval of Orlando Sports Foundation's (OSF) request for \$137,500 to be used for marketing and promotional expenses for the 2023 Cure Bowl to be held at Exploria Stadium. OSF's request included 2023, 2024, and 2025 Cure Bowls, but the SIC recommended that only 2023 be approved at this time so that OSF can gather attendance and economic data from a post-pandemic event year to support requests for 2024 and 2025. It was suggested that OSF return to the SIC next year to make requests for 2024 and beyond. Attendance for the 2023 Cure Bowl is estimated at 15,000 with a generation of about 7,000 room nights and an economic impact of approximately \$7 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 funding agreements between Visit Orlando and the following applicants, and authorization for Visit Orlando to enter into such agreements as follows: (1) \$25,000 per year, up to \$50,000, to Greater Orlando Sports Commission to be used for bid fees for the 2023 and 2024 NOBULL CrossFit Games Semifinal North America East; (2) \$75,000 per year, up to \$375,000, to Greater Orlando Sports Commission to be used for marketing and promotional expenses for the 2023, 2024, 2025, 2026, and 2027 US Youth Soccer National Championship; (3) \$25,000 to the Kindred Pride Foundation to be used for marketing and promotion of the 2023 Pride Cup; and (4) \$137,500 to the Orlando Sports Foundation to be used for marketing and promotion of the 2023 Cure Bowl.

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