




April 3, 2017

To: Mayor Teresa Jacobs
-AND-
Board of County Commissioners

From: Ajit M. Lalchandani, County Administrator 

Subject: 2020 NBA All-Star Weekend Event
Discussion Agenda Item - April 11, 2017

At the April 11, 2017 Board meeting, Mr. Alex Martins, Orlando Magic Chief Executive Officer, will discuss an opportunity to bid on the 2020 NBA All-Star Weekend event. You may recall, our community hosted the successful 2012 NBA All-Star game. That event was a partnership between the Orlando Magic, Orange County, the City of Orlando and Visit Orlando, with an economic impact of approximately \$100 million and significant national and international media exposure.

This presentation has been scheduled for informational purposes only and no Board action is being requested at this time.

cc: Eric Gassman, Deputy County Administrator