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Public Hearing

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MEMORANDUM

TO: Mayor Teresa Jacobs
and
County Commissioners

FROM: Jeffrey J. Newton, County Attorney
Lila I. McHenry, Senior Assistant County Attorney
Contact: (407) 836-7320

DATE: October 23, 2017

RE: **Public Hearing for Board Meeting on October 31, 2017**
before the Board of County Commissioners to Consider an Ordinance Pertaining to Taxation in Orange County, Florida Amending Article IV of Chapter 25 of the Orange County Code Section 25-140 Tourist Development Plan

I. EXPLANATION & SUMMARY:

On June 28, 2016, the Orange County Board of County Commissioners authorized Tourist Development Tax funding to provide National Football League ("NFL") incentive payments for the NFL Pro Bowl to be played in the Camping World Stadium in Orlando, Florida in the years 2017, 2018 and 2019 contingent on the award by the NFL of the Pro Bowl to Orlando, Florida. The Tourist Development Plan amendment authorized funding in the annual amount of one million dollars (\$1,000,000) for the NFL Pro Bowl for the years 2017, 2018 and 2019 subject to the terms of a funding agreement with Florida Citrus Sports Events, Inc.

On September 29, 2017, the Tourist Development Council unanimously approved a request to increase funding for the 2018 NFL Pro Bowl. The ordinance amends the Tourist Development Plan to increase the authorized NFL incentive payment from one million to two million dollars for the 2018 NFL Pro Bowl.

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NFL Pro Bowl
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**II. ACTION REQUESTED: APPROVAL OF AN ORDINANCE PERTAINING
TO TAXATION IN ORANGE COUNTY,
FLORIDA; AMENDING ARTICLE IV OF
CHAPTER 25 OF THE ORANGE COUNTY
CODE SECTION 25-140, TOURIST
DEVELOPMENT PLAN TO INCREASE
FUNDING FOR THE NATIONAL FOOTBALL
LEAGUE PRO BOWL FOOTBALL GAME;
PROVIDING FOR AN EFFECTIVE DATE.**

Attachment

c: Ajit Lalchandani, County Administrator
Jeffrey J. Newton, County Attorney
Eric Gassman, Deputy County Administrator
Fred Winterkamp, Manager, Fiscal and Business Services Division

ORDINANCE NO. 2017 - __

AN ORDINANCE PERTAINING TO TAXATION IN ORANGE COUNTY, FLORIDA; AMENDING ARTICLE IV OF CHAPTER 25 OF THE ORANGE COUNTY CODE SECTION 25-140, TOURIST DEVELOPMENT PLAN TO INCREASE FUNDING FOR THE NATIONAL FOOTBALL LEAGUE PRO BOWL FOOTBALL GAME; PROVIDING FOR AN EFFECTIVE DATE.

BE IT ORDAINED BY THE BOARD OF COUNTY COMMISSIONERS OF ORANGE COUNTY:

Section 1. Chapter 25, Article IV, Section 25-140 of the Orange County Code, is hereby amended, with such amendments being indicated below in Section 2 with the new text being underlined and the deleted text being struck through.

Section 2. Amendments to Section 25-140, Chapter 25, Article IV. Section 25-140, Tourist Development Plan, Chapter 25, Article IV of the Orange County Code, is hereby amended to read as follows:

Sec. 25-140. - Tourist development plan.

.....

(25) The twenty fifth priority of the plan is the promotion of tourism through the staging of the National Football League Pro Bowl in the Camping World Stadium. Funding ~~in the amount of one million dollars per year~~ for the 2017, 2018 and 2019 Pro Bowl for National Football League incentive payments may be granted in the following amounts, subject to the terms and conditions of a funding agreement to be entered into with Florida Citrus Sports Events, Inc.:

2017 Pro Bowl: one million dollars;

2018 Pro Bowl: two million dollars;

2019 Pro Bowl: one million dollars.

(26) *Twenty-sixth priority.* The twenty-sixth priority of the plan

36 is to provide funding to Visit Orlando beginning in fiscal year 2016-17
38 from legally available unallocated revenue in an initial amount not to
40 exceed five million dollars (\$5,000,000) (which may include inclusive
42 of the funding authorized under the twelfth, twenty-third and twenty-
44 fifth priorities of the plan for the Florida Classic, collegiate conference
46 championships and the NFL Pro Bowl, respectively) and in an amount
up to two million dollars (\$2,000,000) annually thereafter for expenses
associated with promoting or incentivizing major athletic events
provided that such events are staged in Orange County venues and that
all funding awarded for any such athletic event is memorialized in a
funding agreement.

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50 **Section 3. Codification.** The amendments to the Orange County code set forth in Section
2 shall be codified. No other sections or parts of sections of this ordinance shall be codified.

52 **Section 4. Effective date.** This ordinance shall become effective pursuant to general law.

ADOPTED THIS _____ DAY OF _____, 2017.

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56 **ORANGE COUNTY, FLORIDA**
By: Board of County Commissioners

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60 By: _____
Teresa Jacobs, Orange County Mayor

62 **ATTEST:** Phil Diamond, CPA, County Comptroller
As Clerk of the Board of County Commissioners

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66 By: _____
Deputy Clerk

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