



COUNTY ATTORNEY'S OFFICE
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Public Hearing

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 8, 2018

RE: **Public Hearing for Board Meeting on October 16, 2018**
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; Providing for an Effective Date.

I. EXPLANATION & SUMMARY:

On July 26, 2018 Mayor Jacobs sent Board members and the Central Florida Hotel and Lodging Association an update and path forward on major goals for additional investments of Tourist Development Tax funding. The update covered a number of significant proposed TDT investments including a one year extension of the \$5 million additional marketing funding for Visit Orlando with another \$5 million for the extension period and additional funding for improvements to Camping World Stadium estimated at approximately \$60 million.

On September 21, 2018, the Tourist Development Council unanimously recommended both of these items as amendments to the Tourist Development Plan.

The attached ordinance provides up to ten million dollars for increased marketing and promotion for fiscal year 2018-19 to Visit Orlando and up to sixty million dollars for project costs associated with improvements to Camping World Stadium. In addition, the ordinance includes a revision to the existing funding for the History Center to allow capital spending and carryover but does not include any increase in the level of TDT funding.

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A funding agreement for Camping World Stadium will be submitted to the Board in the near future. An addendum to the Visit Orlando tourism promotion agreement providing for the additional funding is being placed on the consent agenda for the October 16, 2018 Board meeting and will be pulled for consideration simultaneously with the public hearing on attached ordinance.

If you have any questions, please do not hesitate to contact me or Lila McHenry.

**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;
PROVIDING FOR AN EFFECTIVE DATE.**

LIM/eh
Attachment

c: Ajit Lalchandani, County Administrator
Eric Gassman, Deputy County Administrator
Fred Winterkamp, Manager, Fiscal and Business Services Division
Stephanie Taub, Assistant Manager, Fiscal and Business Services Division

ORDINANCE NO. 2018-

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;
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 by the revision or addition of the following priorities:

Sec. 25-140. Tourist development plan.

(16) *Sixteenth priority.* The sixteenth funding priority of
the plan is to provide funding annually for reimbursement of actual
operation and maintenance expenses of, and to allow capital
spending and carryover (from Fiscal Year 2018-2019 and fiscal
years thereafter) for, the Orange County Regional History Center,
beginning in Fiscal Year 2005-2006, initially in the amount up to
two million, five hundred thousand dollars (\$2,500,000.00, the
"Maximum Funding Amount"), with annual increases of the
Maximum Funding Amount in each subsequent year equal to the
lesser of 3% or the Consumer Price Index – All Urban Consumers,
whichever is less, and subject to annual budget approval by the
Board.

(21) *Twenty-first Priority.* The twenty-first priority of the plan is to provide additional funding from legally available unallocated prior or current year revenues to the Orlando/Orange County Convention and Visitors Bureau d/b/a Visit Orlando for up to five million dollars per year for five years for increased marketing and promotion and for fiscal year 2018-19 to provide up to ten million dollars for increased marketing and promotion.

(28) *Twenty eighth priority.* The twenty eighth priority of the plan is to provide funding in an amount not to exceed sixty million dollars (\$60,000,000) for project costs associated with the construction of improvements to the Camping World football stadium, as set forth in a funding agreement approved by the board of county commissioners.

(2829) *Amendments to plan.* The above and foregoing tourist development plan may not be amended except by ordinance enacted by an affirmative vote of a majority plus one (1) additional member of the board of county commissioners.

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.

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

ENACTED THIS _____ DAY OF _____, 2018.

ORANGE COUNTY, FLORIDA
By: Board of County Commissioners

By: _____
Teresa Jacobs

Orange County Mayor

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

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84 By: _____
Deputy Clerk

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