



Interoffice Memorandum

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

FROM: Ray Walls, Manager, Fiscal and Operational Support Division
Orange County Convention Center
Contact: (407) 685-5684

DATE: June 2, 2021

RE: **Consent Agenda Item -- June 22, 2021**
Sports Incentive Funding

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 SIC funding recommendations have been approved by the Board.

At its May 24, 2021 meeting, the SIC recommended approval of three requests. Tourist Development Tax sports incentive funds, already on deposit with Visit Orlando, are available for allocation for all requests.

2021 US Youth Soccer National League Boys and Girls P.R.O.

US Youth Soccer (USYS) is the largest youth sports organization in the country with nearly three million players registering annually. USYS is considering hosting its National League Boys and Girls P.R.O. at Disney's Wide World of Sports Complex in Orlando in December 2021. The event would take place December 3 through 6, 2021 and December 10 through 13, 2021. Unique individual attendance is projected at approximately 8,000, with cumulative attendance over the two weekends projected at approximately 60,000. It is estimated the event will account for approximately 15,000 room nights and generate an economic impact of \$16 million. The SIC unanimously approved a recommendation for funding in the amount of \$80,000 for the purposes of offsetting marketing and promotion of the event.

2022 Monster Jam World Finals

The Monster Jam World Finals is the culminating championship of a season long series of motor sports events staged across the world. Owned and operated by Feld Entertainment, the nationally televised event is scheduled to take place at Camping World Stadium on May 21 and 22, 2022, with ancillary events taking place at various locations throughout Orlando May 16 through 22, 2022. The Board approved a two-year sports incentive agreement with an annual bid fee of \$850,000 for this event for the years of 2019 and 2020. The 2019 event took place and the bid fee was paid, while the 2020 event was cancelled due to COVID-19 and no bid fee was paid.

For the 2019 event at Camping World Stadium, attendance totaled 102,401 and associated room nights totaled 53,285. Estimated economic impact for the 2019 event was more than \$40 million. The cancelled 2020 event has been rescheduled for the dates mentioned above in 2022. The event has requested that the bid fee previously approved for the cancelled 2020 event be made available for the 2022 event. The SIC unanimously approved a recommendation for payment of an \$850,000 bid fee for this event to be held in 2022 at Camping World Stadium.

2022-2025 Sunshine Classic Junior National Qualifier

The United States Olympic Committee recognizes USA Volleyball as the National Governing Body for the sport of volleyball in the United States. A primary function of USA Volleyball is to conduct national events in the sport. One of these national events is the annual Sunshine Classic Junior National Qualifier. The event has been held in Orlando for a number of years, with the Orange County Convention Center being its current home. The event has steadily grown in size and projects unique individual attendance at its 2022 event, taking place April 1 through 3, 2022, to be 16,000 with cumulative attendance totaling approximately 130,000. Room nights associated with the event are expected to total approximately 22,000, and economic impact resulting from the event is estimated at \$22 million. The SIC unanimously approved to recommend payment of an annual \$75,000 bid fee for the years 2022-2025 (\$300,000 total) to encourage the event to remain in Orlando.

ACTION REQUESTED: Approval of the Tourist Development Tax Sports Incentive funding, as recommended by the Tourist Development Tax Sports Incentive Committee, pursuant to the terms and conditions of funding agreements and authorization for Visit Orlando to enter into such agreements with the Greater Orlando Sports Commission as follows: 1) 2021 US Youth Soccer National League Boys and Girls P.R.O. in December 2021 at Disney's Wide World of Sports in the amount of \$80,000 for marketing and promotion; 2) 2022 Monster Jam World Finals in May 2022 at Camping World Stadium in the amount of \$850,000 as a bid fee; and 3) 2022-2025 Sunshine Classic Junior National Qualifier over various dates at the Orange County Convention Center in the amount of \$75,000 annually (\$300,000 total) for bid fees.

- c: Byron W. Brooks, AICP, County Administrator
- Darren S. Gray, Deputy County Administrator
- Fred Winterkamp, Manager, Fiscal and Business Services Division
- Lila McHenry, Senior Assistant County Attorney
- Mark Tester, Executive Director, Convention Center