

Minutes

Tourist Development Tax Sports Incentive Committee (“SIC”) Meeting
April 9, 2018, 1:00 p.m., Orange County Commission Chambers

Call to Order

Kevin Shaughnessy called the meeting to order at 1:00 p.m.

Present: 6 – Lena Combs, Tara Early, Dan Giordano, Kevin Kennedy, Mark Politte, Kevin Shaughnessy

Absent: 1 – Faron Kelley

Others Present:

Senior Assistant Orange County Attorney Lila McHenry

Visit Orlando COO/CFO Larry Henrichs

Visit Orlando Assistant to the COO/CFO Rachel Scott

Pledge of Allegiance

Chairman Shaughnessy lead the Pledge of Allegiance.

Public Comment

No one addressed the Committee with public comment.

Approve Minutes from March 26, 2018 SIC Meeting

Motion made by Mark Politte, Dan Giordano seconded the motion.

The approval of the March 26, 2018 SIC meeting minutes passed unanimously with all members present voting “AYE”.

Review of Applications

Prior to the presentation for the Special Olympics Chairman Shaughnessy disclosed that his law firm represents the USTA, which is one of the possible sites for the games. He stated there is no potential personal financial gain to him but wanted to disclose the relationship.

Jason Siegel, President, Central Florida Sports Commission, presented opening remarks related to the Special Olympics and WrestleMania, noting both events meet Orange County’s goals and the criteria for a “Signature” event.

Special Olympics – Joe Dzaluk, President & CEO, 2022 Special Olympics USA Games and Sherry Wheelock, President & CEO, Special Olympics Florida presented an overview of the Special Olympics organization and the event proposed for 2022 in Orlando. Daryl Cronk, Sr. Director of

Market Research and Insights, Visit Orlando, then presented an overview of visitation and economic impact as reported by Special Olympics and noted the event timing was a “need period”. The Committee then asked about athletes’ personal costs, verification of event data from the 2014 games, hotel blocks, staffing plan, marketing efforts, forecasted room nights, and grant payout.

Motion made by Dan Giordano, Kevin Kennedy seconded the motion.

The recommendation that the requested funding for the proposed Special Olympics event be presented to the Orange County Board of County Commissioners for final approval passed unanimously with all members present voting “AYE”.

WrestleMania – Jason Siegel presented an overview of WrestleMania. Daryl Cronk then presented an overview of visitation and economic impact as reported by WrestleMania, noting the proposed event timing was not a specific “need period”. He also noted that the data had been compiled by an independent third party. Mr. Cronk indicated that Visit Orlando had performed other independent verification of the visitation data and of paid and social media reach. The Committee asked about payment timing, ways to limit costs, Convention Center commitment, other partnership opportunities, economic impact to the community, corporate involvement, comparison of budget vs. actual, and verification of data provided.

Motion made by Mark Politte, Dan Giordano seconded the motion.

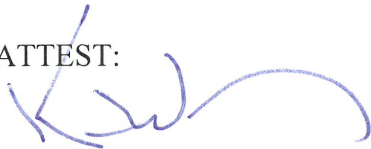
The recommendation that the requested funding for the proposed WrestleMania event be presented to the Orange County Board of County Commissioners for final approval passed unanimously with all members present voting “AYE”.

Future Meetings

Chairman Shaughnessy stated he is not available for the April 30, 2018 meeting. After discussion of who would be available it was decided to hold the meeting and the Vice-Chair would lead the meeting, Larry Henrichs will provide an update to Chairman Shaughnessy and Lena Combs on the application evaluation process, and the request for Mayor Jacobs to speak would be moved to a future meeting date.

Adjournment: 2:09 p.m.

ATTEST:



Chairman Kevin Shaughnessy

Date: 5/25/18