

Minutes

Tourist Development Tax Sports Incentive Committee (“SIC”) Meeting
May 29, 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: 5 – Lena Combs, Tara Early, Dan Giordano, Faron Kelley, Kevin Shaughnessy

Absent: 2 – Kevin Kennedy, Mark Politte

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 led the Pledge of Allegiance.

Public Comment

No one addressed the Committee with public comment.

Approve Minutes from April 9, 2018 SIC Meeting

Motion to approve made by Lena Combs, Faron Kelley seconded the motion.

The approval of the April 9, 2018 SIC meeting minutes passed unanimously with all members present voting “AYE”.

Discuss Edits to Application

Larry Henrichs started by reminding the Committee that they approved the application at the first meeting with edits, and noted that it is a fluid document. Mr. Henrichs pointed out the previous Committee edits and noted the following new edits:

- Change to the “small event” attendee number and the edits for:
- Application process timing requirements
- 1.4 Decision needed by date
- 3.3 Required timing of payments
- 4.2 Clarification of any room guarantees or rebates
- 4.4 Request for marketing and broadcast plans

The Committee discussed the document and suggested that the 3 week submission time to Visit Orlando be changed to 4 weeks and that the wording of 3.3 be reworded to address payments made over time.

Motion to approve the revised application with the requested edits was made by Dan Giordano, Faron Kelley seconded the motion. The approval of the Sports Incentive Fund Application with edits was passed unanimously with all members present voting “Aye”.

Application Evaluation Process Overview

Mr. Henrichs introduced Daryl Cronk, Sr. Director of Market Research and Insights, and Danielle Hollander, Chief Marketing Officer of Visit Orlando, to explain Visit Orlando’s evaluation process of the applications received. Mr. Cronk explained the application criteria and various aspects and data sources to review an event’s economic impact and spending. Ms. Hollander then explained the review of the marketing, promotion and broadcast exposure of an event.

Review of Applications

Monster Truck/Monster Jam World Finals XX

Jason Siegel, President, Central Florida Sports Commission, began his overview of the Monster Jam Finals by stating initially they were looking at only 2019 but then added 2020. Event dates are May 7 – 11, 2019 and May 5 – 9, 2020, but there are talks of adding an additional ticketed day of events. The request is for the required \$850,000 bid fee.

The Committee asked about getting access to Las Vegas’ previous bid, if the group is definitely leaving Las Vegas or just looking at offers, what the group’s top-end for capacity is, how the attendee numbers were arrived at, if promoter sets aside tickets for non-local attendees, and if the existing January event will be affected by the outcome of this event. The Committee’s questions were answered to their satisfaction.

Daryl Cronk then presented an overview of visitation and economic impact as reported by the Central Florida Sports Commission concluding that it qualifies for “signature” event status, timing occurs during a period of below average occupancy, the event is supported by marketing and promotional efforts, and the ROI is \$52:1 based on funding request and projected economic impact.

Motion to disapprove the application of the event was made by Dan Giordano, no second was made.

Motion to approve the event as presented in the application was made by Faron Kelley, Tara Early seconded the motion. Discussion followed. An amended motion was made by Faron Kelly to accept the application as presented with condition that the contract state the promoter must specifically market and brand the event as being held in Orlando, Tara Early seconded the motion. The recommendation that the requested \$850,000 for 2019 and \$850,000 for 2020 funding for the proposed Monster Truck/Monster Jam World Finals XX event, with the stated conditions, be presented to the Orange County Board of County Commissioners for final approval passed with 4

members (Combs, Early, Kelley, Shaughnessy) present voting “AYE”, 1 member (Giordano) present voting “NAY”.

USA Table Tennis

Jason Siegel presented an overview of the USA Table Tennis event. The request is for a \$25,000 bid fee. Daryl Cronk then presented an overview of visitation and economic impact as reported by the Central Florida Sports Commission concluding that it qualifies for a “small” event status, timing occurs during a need period, is a first time event for Orlando with potential for even year rotation, and has ROI of \$168:1.

The Committee asked why the event was leaving Las Vegas, if the Center will be paid rent and if this will help getting other Olympic sanctioned events. The Committee’s questions were answered to their satisfaction.

Motion to approve the application as presented was made by Lena Combs, Tara Early seconded the motion. The recommendation that the requested funding for the proposed USA Table Tennis event be presented to the Orange County Board of County Commissioners for final approval passed unanimously with all members present voting “AYE”.

Arnold Palmer Invitational

Marci Doyle, Chief Operating Officer, Arnold Palmer Invitational, presented an overview of the Arnold Palmer Invitational event. Ms. Doyle stated this is an established event that has taken place for 53 years. She discussed the history of the event, mentioned that this event now has non-profit status, and touched on the many ways the community benefits from the event each year. She indicated that the request is for additional funds to be used for marketing to grow and/or keep the event viable after Mr. Palmer’s death. The funds could also be used for enhancing programming.

The Committee asked more specifically what the funding would be used for, details of their marketing plan, and if this qualified for a funding match for the private venue. Legal counsel reminded the Committee of the allowable uses of TDT under state statutes. The Committee’s questions were answered to their satisfaction.

Chair Shaughnessy called for a 5 minute break at 2:15 p.m.

Meeting called back to order at 2:24 p.m.

Daryl Cronk then presented an overview of visitation and economic impact as reported by Arnold Palmer Invitational noting it is an existing event during a period of very high occupancy. Mr. Cronk was unable to quantify the incremental impact or associated ROI of additional funding. In addition, he pointed out that any operating surplus goes to a charity.

Motion to approve the application as presented was made by Dan Giordano, Tara Early seconded the motion. The recommendation that the requested 4-year funding for the Arnold Palmer Invitational event, to include a complete marketing plan and target attendance numbers using a 3 - 4 year average, be presented to the Orange County Board of County Commissioners for final approval passed unanimously with all members present voting "AYE".

Pan Am Games

Rowdy Gaines, Vice President of Aquatics, YMCA of Central Florida, presented an overview of the Pan American Games. Mr. Gaines noted that while this event has already been booked in Orlando, funds are needed to help offset the forecasted operating loss.

The Committee asked what the funding would be used for and questioned the loss listed on the application. The Committee's questions were answered to their satisfaction.

Daryl Cronk then presented an overview of visitation and economic impact as reported by the YMCA Aquatic Center noting it is an existing event during a period of high occupancy, there is no incremental impact from the funding as the event is already booked, and the proposed uses of funds as listed in the application are disallowed in the framework of the Sports Incentive Fund.

The Committee discussed these concerns further. Based on the application provided, the Committee reclassified this event as a "small" event with possible funding of \$25,000, and stated the funds would need to be used for allowable expenses.

Motion to approve the application with the conditions noted was made by Faron Kelley, Dan Giordano seconded the motion. The recommendation that the requested funding, with the noted changes, for the Pam Am Games event be presented to the Orange County Board of County Commissioners for final approval passed unanimously with all members present voting "AYE".

New Business

No new business

Adjournment: 3:04 p.m.

ATTEST:



Chairman Kevin Shaughnessy

Date: July 23, 2018