

Minutes

Tourist Development Tax Sports Incentive Committee (“SIC”) Meeting July 23, 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 – Tara Early, Dan Giordano, Faron Kelley, Kevin Kennedy, Mark Politte,
Kevin Shaughnessy

Absent: 1 – Lena Combs

Others Present:

Senior Assistant Orange County Attorney Lila McHenry

Visit Orlando COO/CFO Larry Henrichs

Visit Orlando Sr. Dir. of Market Research & Insights Daryl Cronk

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 May 29, 2018 SIC Meeting

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

The approval of the May 29, 2018 SIC meeting minutes passed unanimously with all members present voting “AYE”.

Review of Applications

Diamond Resorts Tournament of Champions

Alex Castaldi, Manager of Business Development, Diamond Resorts, presented an overview of the Tournament of Champions. Mr. Castaldi noted that while this event has already been booked, it will be a valuable event for Orlando, any incentive funds received would be used for marketing in this first year of a three-year deal.

The Committee asked a number questions, including room-night location and number of out-of-area visitors. They also asked if funding was requested from Osceola County as part of the event will be held there. The Committee’s questions were answered to their satisfaction.

Daryl Cronk then presented an overview of the application submitted by Diamond Resorts, noting the event is scheduled in a shoulder period in early January. He also pointed out the event will occur even without incentive funds; headquarter hotel and multiple nightly events are located outside Orange County; some proposed uses of funds as listed in the application are disallowed in the framework of the Sports Incentive Fund; and some elements fall short of the "Regular Event" criteria.

Before discussions began Chairman Shaughnessy disclosed that his firm represents Diamond Resorts, and that he would conduct the meeting but abstain from any discussion or vote on the topic.

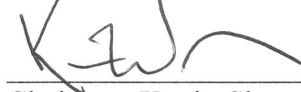
The Committee discussed its concerns. Based on the information provided, several Committee members suggested reclassifying this event as a "Small" event with funding of \$25,000, with the broadcast exposure being a primary consideration of the incentive, and stated the funds would need to be used for allowable expenses. Motion to approve the request with the conditions noted was made by Dan Giordano, Kevin Kennedy seconded the motion. The recommendation that the requested funding, with the noted changes, for the Diamond Resorts Tournament of Champions event be presented to the Orange County Board of County Commissioners for final approval passed unanimously with five members present voting "AYE", and one abstaining.

Next Meeting Reminder

Chairman Shaughnessy stated the next meeting will be held on August 27, 2018. He noted that Pro Bowl and other applications would be presented. He asked that the applications be submitted well in advance to allow Visit Orlando time to do proper analysis.

Adjournment: 1:40 p.m.

ATTEST:



Chairman Kevin Shaughnessy

Date:

9/24/18