



**TOURIST DEVELOPMENT COUNCIL MEETING
Friday, September 21, 2018**

MINUTES

The Tourist Development Council meeting was called to order by Orange County Mayor/TDC Chairman, Teresa Jacobs at 9:04 a.m.

Quorum: Established

Present: 6 - Chairman/Orange County Mayor Teresa Jacobs
Mayor A. Dale McDonald, City of Maitland
Mayor Buddy Dyer, City of Orlando
David Bartek, Vice President of Operations, Loews Hotels
Jesse Martinez, General Manager, Alford Inn at Rollins
John Stine, General Manager/Director of Business Development, Icon Orlando 360
Claire Bilby, Sr. Vice President Event Operations & Premium Services, Walt Disney World
Rick Pullum, Executive Vice President, Central Florida Market President, IBERIA BANK

Absent: 1- Jörg Heyer, General Manager, Sheraton Vistana Villages Resort

Pledge of Allegiance

Call for Public Comment – None

Approval of the June 15, 2018 TDC Meeting Minutes

A motion was made by Mayor McDonald and seconded by Mayor Dyer to approve the minutes from the June 15, 2018 meeting of the Tourist Development Council. The motion carried by a unanimous vote of all members present.

Orange County Convention Center Report

Jessie Allen, Interim Executive Director, Orange County Convention Center, presented recognitions for 2018 and, recent convention/tradeshow activity for July 2018 - September 2018, and upcoming event activity for October 2018 – December 2018. Mr. Allen concluded with a thank you video recognizing Mayor Jacob for her leadership and support of the Orange County Convention Center.

Orange County Comptroller Report

Robin Regaglia, Director of Finance and Accounting, Orange County Comptroller's Office, presented the Convention Center's preliminary financial statements as of July 31, 2018, the status of Tourist Development Tax revenues and Metro Orlando lodging statistical data.

Visit Orlando Update

George Aguel, President/CEO, Visit Orlando, presented a recap of Visit Orlando's programs for 2018. He also presented an update on tourism and occupancy year to date and a report on the Q4 outlook for October-December. Mr. Aguel also provided an update on Fall and Seasonal Marketing Campaigns and in-house hotel convention business. He ended his presentation with videos on Magical Dining Month and Magical Dining Charity Recipients.

Visit Orlando Additional Marketing and Promotional Funding for FY18/19



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George Aguel provided a presentation on Visit Orlando's current use of Marketing & Promotional Funding as well as planned usage of additional proposed funding. A motion was made by Jesse Martinez and seconded by David Bartek to recommend the Board of County Commissioners approval of a \$5 million renewal and \$5 million additional marketing and promotional funding for FY2018/2019. The motion carried by a unanimous vote of all members present.

Camping World Stadium Funding Request

Steve Hogan, Bill Dymond & Tom Sittema provided a presentation on Orlando's sports/event tourism economy, annual impact and the media impact associated with Camping World Stadium and the events it hosts. He provided information on where the stadium began up to the accomplishments it has made to date. He concluded with information on updates that need to be made to the stadium to remain competitive. A motion was made by Mayor Dyer and seconded by Mayor McDonald to recommend the Board of County Commissioners approval of the \$60 million funding request for improvements to Camping World Stadium. The motion carried by a unanimous vote of all members present.

TDT Application and Review Committee (ARC)

Fred Winterkamp, Manager, Fiscal and Business Services, Orange County Office of Accountability provided an update on the status of the Application and Review Committee and milestones achieved. He also presented information on the Orlando Ballet and onePULSE Foundation applications for funding, and introduced presenters representing both organizations.

Orlando Ballet Funding Request

Sibille Pritchard, Johnathan Ledden & Shane Jewell provided a presentation on Orlando Ballet's facility and project details, timeline and tourism & marketing efforts. They also presented a video on Harriett Lake and her desires for the facility. A motion was made by Mayor McDonald and seconded by Mayor Dyer to recommend the Board of County Commissioners approval of the funding request of \$4 million for FY2018/2019 for the Harriett Orlando Ballet Centre Auditorium project. The motion carried by a unanimous vote of all members present.

onePULSE Foundation Funding Request

Earl Crittenden & Barbara Poma provided a timeline on the foundation. Ms. Poma presented a video of the tragedy that led to the creation of onePULSE Foundation and provided information on the planned Memorial & Museum facility that the foundation wants to build. She also provided information on other memorials such as the National 9/11 Memorial Museum, Oklahoma City National Museum & Memorial and other similar memorials and their economic impact. Ms. Poma also provided information on different groups and organizations that visit the current memorial and the media exposure. A motion was made by Mayor Jacobs and seconded by Mayor Dyer to recommend the Board of County Commissioners approval of the funding request of \$4 million in FY2018, \$3 million in FY2019 and \$3 million in FY2020 for the onePULSE Foundation Museum project. The motion carried by a unanimous vote of all members present.

Other Business - None

Adjournment

The meeting was adjourned by Mayor Jacobs at 11:33 a.m.

Next TDC Meeting

Friday, December 14, 2018 at 9:00 a.m.