

## **Minutes**

Tourist Development Tax Sports Incentive Committee (“SIC”) Meeting  
September 23, 2019, 1:00 p.m., Orange County Commission Chambers

### **Call to Order**

Kevin Shaughnessy called the meeting to order at 1:01 p.m.

Present: 5 –Tara Early, Dan Giordano, Faron Kelley, Mark Politte, Kevin Shaughnessy

Absent: 2 – Lena Combs, Kevin Kennedy

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 July 22, 2019 SIC Meeting**

Motion to approve made by Faron Kelley, seconded by Mark Politte.

The approval of the July 22, 2019 SIC meeting minutes passed unanimously with all members present voting “AYE”.

### **Review of Applications**

Chairman Shaughnessy asked Alex Castaldi to present the 2020 Diamond Resorts Tournament of Champions application.

### **2020 Diamond Resorts Tournament of Champions**

Alex Castaldi started by thanking the Committee and then presented an overview of the 2020 Diamond Resorts Tournament of Champions. He provided background on the event, and then recapped the 2019 event including media exposure, funding raising efforts, recognition of our military, and the overall attendee experience. He discussed their 2020 plans including estimated visitor spending and overall ROI.

The Committee then asked questions regarding Sports Incentive funding that was approved for 2019 but not used, location of hotels, supporting estimated hotel nights, advertising, use of TDT funding, and comparison to previous events.

Daryl Cronk then presented an overview of the application submitted by Diamond Resorts. He gave a quick recap of the request, noting the event is occurring during a typically below-average period of hotel occupancy. He pointed out that this is not a new event, so visitation and room night estimates are not incremental, and some events will be in Osceola County. Broadcast coverage will be competing with the AFC and NFC championship games on January 19<sup>th</sup>. In summary the event will occur regardless if funds are approved, the headquarter hotel and multiple nightly events are located outside Orange County, and the stated uses of funds warrants clarification.

The Committee asked about golf's role in Orange County visitation and if request meets room night requirements within Orange County.

Chairman Shaughnessy recused himself from the 2020 Diamond Resorts Tournament of Champions discussion due to his law firm's representation of Diamond Resorts, even though he does not personally work with Diamond Resorts. He then asked Vice-Chairman Mark Politte to lead the discussion.

After discussion, motion made by Faron Kelley to not approve proposal presented, seconded by Dan Giordano. The requested funding for 2020 Diamond Resorts Tournament of Champions was denied with four members present voting "AYE", and one member (Kevin Shaughnessy) abstaining.

### **Update on Sports Incentive Funding**

Larry Henrichs stated that at the last Sports Incentive Committee meeting an approved event was pushing funding beyond what was available. It was mentioned that Orange County was considering increasing funding for the Committee. Mr. Henrichs indicated that on September 20, 2019 the Orange County Tourist Development Council voted to recommend to the Orange County Board of County Commissioners for final approval increasing the annual contribution to the fund from \$2,000,000 to \$4,000,000.

Additionally, Mr. Henrichs said Visit Orlando is currently in discussions with Orange County to renew its agreement. In doing so, Visit Orlando's role with the Sports Incentive Committee could be expanded beyond administering the Committee's functions to actually contracting with the recipients. This could allow flexibility for the Committee to add specific requirements.

Current indications show support by Orange County. Lila McHenry noted that the public hearing is being advertised for October 22<sup>nd</sup> to discuss both the additional funding and the Visit Orlando contract. As this will require revision of the Tourist Development Plan, a super-majority vote by the Orange County Commission will be required.

**Additional Items**

Chairman Shaughnessy requested that a discussion on post-event reporting requirements be added to the next meeting agenda, along with reviewing the event application. The Committee discussed possible recommendations. Chairman Shaughnessy asked that the Committee think about the topics and bring their ideas to the next meeting.

**Adjournment: 1:51 p.m.**

ATTEST:

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Chairman Kevin ShaughnessyDate: 

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