

Minutes

Tourist Development Tax Sports Incentive Committee (“SIC”) Meeting October 28, 2019, 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:

Assistant Orange County Attorney Kate Latorre

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 September 23, 2019 SIC Meeting

Motion to approve made by Dan Giordano, seconded by Faron Kelley.

The approval of the September 23, 2019 SIC meeting minutes passed unanimously with all members present voting “AYE”.

Review of Applications

Chairman Shaughnessy asked Jason Siegel to present the Florida Cup 2020 application.

Florida Cup 2020

Jason Siegel started by thanking the Committee and Visit Orlando for their work on the Sports Incentive Committee and promoting sports tourism. He then presented an overview of the Florida Cup. Mr. Siegel recapped the 2019 event comparing estimated numbers vs. actuals, and explaining how they computed their metrics. He also discussed the 2020 event and the request for \$250,000, touching on Florida Cup being a marque event that could help elevate us for our bid for World Cup.

The Committee then asked questions regarding ROI, event cost, and revenue from the event. They were particularly interested in the event net income.

Daryl Cronk then presented an overview of the application submitted by the Greater Orlando Sports Commission. He gave a quick recap of the request, pointing out that this is not a new event, so visitation and room night estimates are not incremental. Locals made up 40% of attendees. Though this event is a nice add-on, it is not a demand driver per Brazilian tour operators. Also, this event does not qualify as a “signature” event.

The Committee asked about incremental impact and attendance.

After discussion, motion made by Tara Early to approve proposal for \$137,500, seconded by Kevin Kennedy. The requested funding for Florida Cup 2020 was approved at \$137,500 with all members present voting “AYE”.

Event Follow-Up Reporting Discussion/Review of SIC Application

Before moving on to the next two topics Chairman Shaughnessy asked Larry Henrichs to give an overview of items being discussed. Mr. Henrichs pointed out that there are four areas to be discussed: Visit Orlando’s increased role with SIC, the SIC application, the application process, and event reporting.

Visit Orlando’s role has increased under the newly approved contract with Orange County. Under the new contract Visit Orlando will now be contracting directly with the fund recipient and vetting by Visit Orlando will be increased. Orange County approved an additional \$2,000,000 per year in funding.

Visit Orlando has provided recommended changes to the Sports Incentive Fund application. Once the application is reviewed and any changes made, the application will be put in a “form” format that will keep wording in place as requested previously by the Committee.

The Committee is currently scheduled to meet monthly and reviews applications when submitted. It was suggested by the County to look at using a periodic application submission period similar to other committees, like ARC, where groups of applications are reviewed together. Visit Orlando suggested quarterly submissions and that the submission lead time be changed from four weeks to six weeks to allow better vetting of events.

Post-event reporting has been discussed previously. Mr. Henrichs indicated Visit Orlando can include in the agreement reporting timeframe on recurring or larger events, or the Committee can request post-event reporting when the event initially presents to the Committee. Visit Orlando can also send reports to the Committee which the event organizers provide.

Chairman Shaughnessy led the Committee in discussions regarding the topics Mr. Henrichs provided. The Committee then reviewed the application with Visit Orlando's recommended changes. By consensus, the Committee agreed to accept the application changes with the exception of changing quarterly to bi-monthly for application submission/meeting schedule.

The Committee decided that the Chairman has the ability to waive the six-week submission deadline and request an additional meeting for special instances, and that Visit Orlando will provide event reports to the Committee when received.

Ms. Early made a motion to strike "with emphasis on need periods" in item 3 under the Goals section of the application, seconded by Kevin Kennedy. The vote was a 3/3 tie, and thus the motion failed to be passed.

Visit Orlando follow-up items for next meeting:

- Visit Orlando will provide a list of large events that could provide a post-event presentation to the Committee.
- Visit Orlando will provide a list of potential events that may be presented to the Committee in the future.

Adjournment: 2:13 p.m.

ATTEST:



Chairman Kevin Shaughnessy

Date: 1/21/2020