

Sunshine Meeting briefing

TDT Allocation

Tuesday, July 18 from 3:30 pm to 5:30 pm

Summary

Overview

The purpose of this meeting is for Commissioner Bonilla to initiate a productive discussion with her fellow Commissioners about the TDT Citizen Advisory Task Force. The main objective is to gather their ideas and feedback on the Task Force. Additionally, Commissioner Bonilla plans to suggest allocating TDT (Tourist Development Tax) funding towards Community theatres throughout the county and wants to know their opinions on this proposal. The goal is to create a cooperative atmosphere where the Commissioners can exchange thoughts and contribute to deciding the direction of the TDT funds to maximize their benefits for Orange county. Those invited to attend this meeting are Commissioner Bonilla, her fellow Commissioners, Mark Tester, Byron Brooks, and any members of the public who wish to speak. Relevant information to consider includes the current TDT Citizen Advisory Task Force and the allocation of TDT funding.

Objective

Commissioner Bonilla aims for the Commissioners to exchange ideas on the allocation of TDT revenue and assess their level of interest in developing community theatres throughout the county.

Agenda

I. Discussion of the TDT Citizen Advisory Task Force Proposals – led by Commissioner Bonilla

- a. Orange County Convention Center
- b. Florida Citrus Sports
- c. Amway Center
- d. Dr. Phillips Center for the Performing Arts
- e. UCF Sports
- f. Mennello Museum of American Art
- g. Orlando City Baseball Dreamers
- h. Association to Preserve the Eatonville Community (P.E.C.)
- i. Orange County regional History Center
- j. Association to Preserve African American Society, History, and Traditions (PAST)
- k. Orlando Urban Film Festival Foundation (Love Orlando Rock-N-Soul Fest)

II. Discussion of the TDT Citizen Advisory Task Force Recommendations – led by Commissioner Bonilla

- a. Recommendation #1: Provide funding to three granting organizations.

- b. Recommendation #2: Advancing 5/11 groups for consideration by the BCC.
- c. Recommendation #3: Push legislature to change the Tourist Impact Tax.
- d. Recommendation #4: Update the criteria for assessing the TDT.

III. Community Theatres Proposal– led by Commissioner Bonilla

IV. Discussion of Community Theatres Proposal – led by Commissioner Bonilla

V. Public Comments and Discussion

VI. Final Thoughts and Comments

Background/Research

- Links to watch prior TDT Citizen Advisory Task Force Meetings:
 - March 22, 2023: <https://www.youtube.com/live/0BlnstbrKPc?feature=share>
 - May 24, 2023: <https://www.youtube.com/live/vuTJ0gUP4xg?feature=share>
 - June 7, 2023: <https://www.youtube.com/live/QE97gyR7Fp8?feature=share>
 - June 16, 2023: <https://www.youtube.com/live/5v-Z9BV-WCA?feature=share>
 - June 26, 2023: <https://www.youtube.com/live/A8dlt1Eg2M?feature=share>
 - July 17, 2023: <https://www.youtube.com/live/4j8ysntyuw?feature=share>
 - Recommendations 1-4 are discussed in this meeting.
 - July 18, 2023: <https://www.youtube.com/live/5RV-1Mn-bRM?feature=share>

- Please review the attached documents if you have not done so already:
 - Interest Indicator Forms: TDT Advisory Committee Interest Indicator Forms Submitted May 5
 - TDT Citizen Advisory Task Force Results from Survey 1 (June 26, 2023)
 - TDT Citizen Advisory Task Force Results from Survey 2 (July 17, 2023)
 - Tourist Impact Tax Proposal (July 17, 2023)
 - Recent Convention Center Expansion Summary

- **Purpose and scope of work for the taskforce:** Mayor Demings purpose in empanelling a TDT Citizen Advisory Task Force is to review and provide input to the Board of County Commissioners and the Tourist Development Council on potential uses of future, unallocated Tourist Development Tax revenues that meet current guidelines in Florida Statutes.

OCCC:

Commissioner Bonilla spoke with Byron Brooks and Mark tester to discuss the following data and information on the Orange County Convention Center:

Relevance:

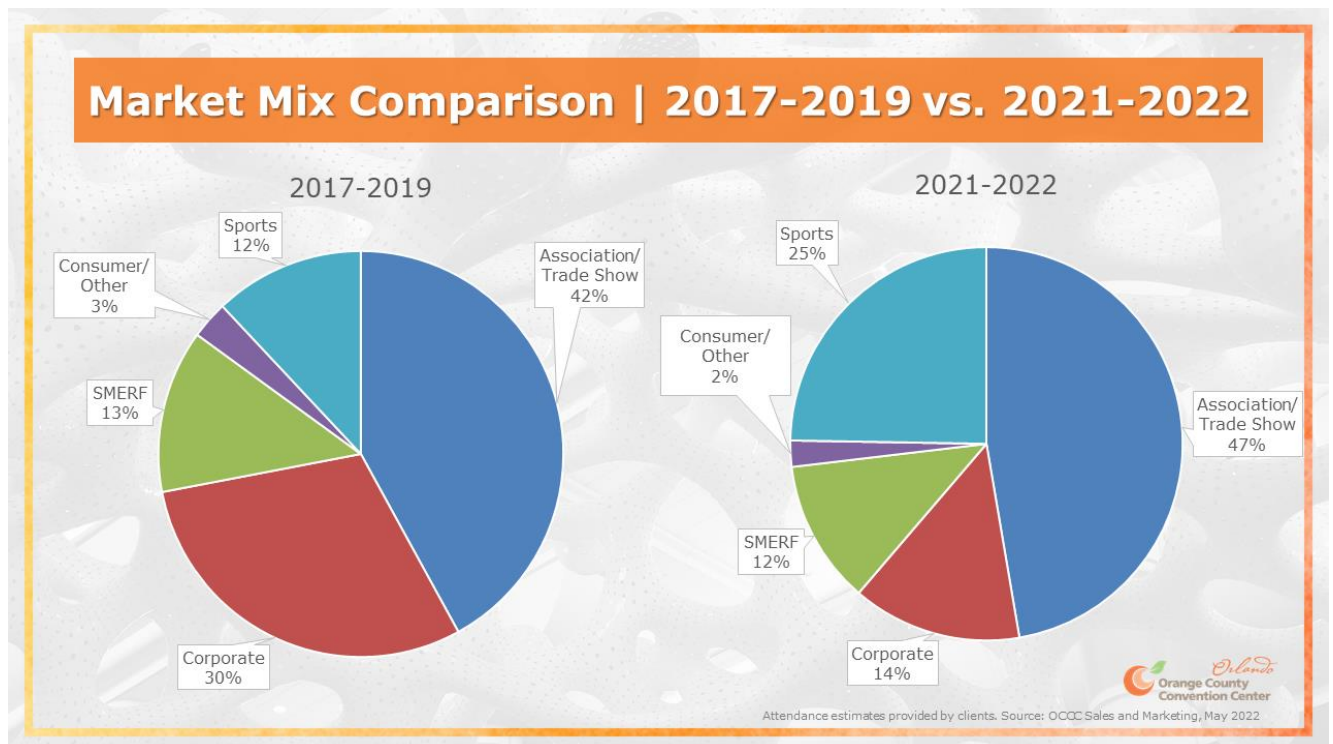
- *While the OCCC is not able to track attendee movements outside of the Convention Center, it is probably safe to say that a fairly significant portion of the roughly 1.5 million event attendees also add places like the Orange County theme parks to their itineraries. It is also probably safe to say that many event attendees also bring family and friends along with*

them that are not counted in the 1.5 million total for the purpose of vacationing in Orange County.

- These tourism type activities and the money that gets spent on them, outside of the just attending events at the OCCC, are not counted in the economic impact of the OCCC but are certainly a result of events held at the Convention Center.

Competition and Space: Please refer to attachment (recent Convention Center Expansion Summary) for a summary of recent convention center expansion projects in the U.S. The chart shows many of OCCC's top competitors for convention and tradeshow business domestically. Data includes exhibit hall expansion with additional general information about each project.

- Additionally, Orange County Convention Center sponsors CEIR (Center for Exhibition Industry Research) which produces an annual Census which shows key facts about the exhibition industry on where and when business to business exhibitions is held. Of note, please review chapters 1 and 2 for an Introduction and Methodology of the research as well as Ranking data for event size by both state and Top 50 cities, of which Orlando is in the top 5. Chapters 3 and 4 of the document provide details on each state and top 50 city. Florida's data can be found on page 32 of chapter 3, while Orlando's data is on page 107 of chapter 4. Please note that the CEIR Census only measure B2B industry activity.
- Please note that the CEIR Census only tracks the Convention and Trade Show market, which represents approximately 50% of our event market. The CEIR Census does not measure most corporate events, Social, Military, Educational, Religious and Fraternal (SMERF) events, and consumer/public events. Even more importantly, it does not measure youth and amateur sports which make up a significant portion of OCCC's market mix.
- Please refer to below for Market Mix comparative information related to OCCC's core business.



Economic Impact Evaluation:

- *The OCCC's most recent economic impact study, conducted by economists at PFM, is attached. Note that the figures are in terms of 2018 dollars and are currently being updated as is typical every five years.*
- *Due to cost increases in nearly every factor involved in the study, it is likely that the 2023/2024 study will show a significantly higher economic impact attributable to the OCCC than is currently being reported.*

Digital Meetings and Diminishing Returns:

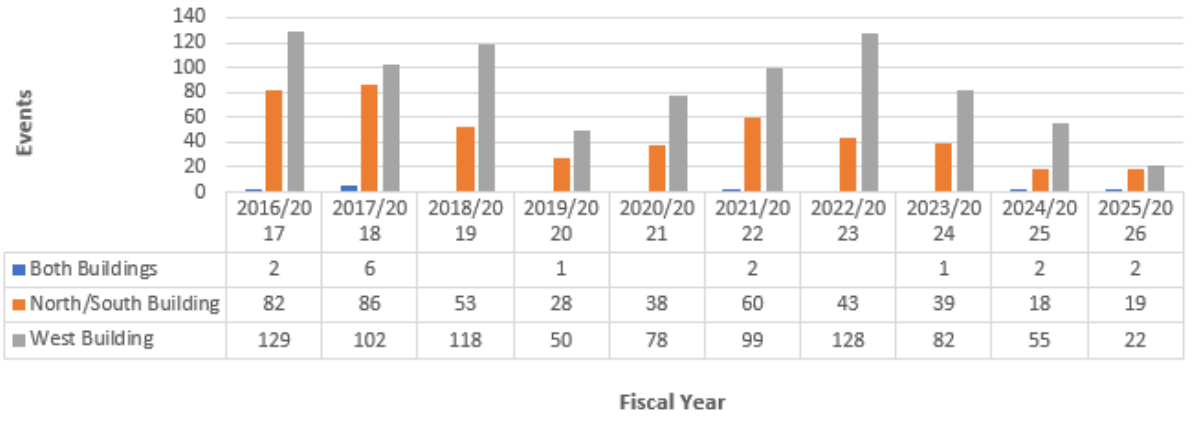
- *With most of our conventions and trade shows at or near their 2019 attendance levels, it has been shown that face to face events are as valuable than prior to the pandemic.*
- *A recent study done by the Freeman Company, a leading provider of products and services to the convention industry, found that the top three reasons why a professional elected to attend a face-to-face event were 1) Discovering new products; 2) Building your professional network and 3) Expanding business/clientele opportunities. Training and increasing technical competencies, which many consider the main purpose of a convention or trade show, fell significantly behind the top three categories.*
- *Through discussion and research with our customers, virtual meetings most often carry a large financial cost with significantly less revenue as compared to their face-to-face event.*
- *Costs related to technical production, internet bandwidth, content creation, as well as staffing create significant obstacles for show management staff tasked with running the on-site event while managing parallel content for a much smaller virtual audience, with fewer revenue opportunities.*

Justification for Expansion:

Attached, please find a portion of the recent presentation that OCCC Executive Director, Mark Tester, made to the TDT Task Force. [6-7-23 Mark Tester TDT Pitch Presentation Video.mp4 | Powered by Box](#)

- *The OCCC's Long Range Planning process, which occurred in 2015, uncovered the lack of flexibility and usability of the North/South Building as our number one challenge in maximizing our ability to drive economic impact to the region.*
- *In its current configuration, OCCC's West Concourse outperforms the North/South Concourse significantly as shown by the number of annual events booked in each building. For reference, we've pulled a list of booked events from FY2016/17 – FY2025-26.*

OCCC Events By Fiscal Year



Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Monday, May 1, 2023 10:46 AM
To: Harrington, Roseann E; Winterkamp, Fred; Latorre, Katherine W
Subject: FW: TDT Funding Interest Indicator-Orlando City Baseball Dreamers, LLC

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Wednesday, April 26, 2023 8:32 PM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: Orlando City Baseball Dreamers, LLC

Primary Contact: Pat Williams

Phone: 407-721-0922

Email: pat@orlandodreamers.com

Mailing Address: 431 E. Horatio, Suite 100, Maitland, FL 32751

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): privately owned

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

The TDT grant request is for partial construction costs of a new domed baseball stadium and associated parking garages, in conjunction with the pursuit of acquisition of a Major League Baseball ("MLB") franchise for the county and Central Florida. MLB announced the intent to add two new teams, and Orlando City Baseball Dreamers, LLC ("OCBD") is pursuing one of the expansion slots, while simultaneously watching for an opportunity to acquire and relocate an existing MLB franchise. OCBD envisions the county to continue owning the designated 35 acre parcel, and creating a stadium authority which would own the stadium. OCBD would be arranging the balance of the financing of the stadium and parking garages. The stadium authority would enter into a 30 year lease to the MLB team for \$1/year, in exchange for the team unconditionally committing to the lease term. There would be options for multiple 10 year lease extensions. The team would divert a portion of its annual revenue to subsidize stadium operations, guaranteeing Orange County would never have to provide such support. In addition, these team subsidies would also create a capital reserve account for long term capital improvements and renovations. The balance of the parcel would be developed, without cost to Orange County, to include multiple hotel towers with up to 1,000 rooms, a separate smaller performance venue with capacity of 5,000-10,000, and multiple retail/restaurant venues. We envision Orange County floating a 30 year muni bond with debt service derived from TDT revenues.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): directly operated by applicant

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): directly operated by applicant

Is this a new project or existing project? new project

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)
MLB announced in 2019 the desire to add two teams, once stadium issues in Oakland and St. Petersburg are resolved. During the past four years, OCBD has completed exhaustive analysis of the Orlando market and how it compares to other potential cities that might be vying for an MLB franchise. We have completed many detailed financial analyses to confirm the viability of bringing MLB to the area, constructing a state of the art domed stadium, and transportation related logistics. OCBD has now completed initial stadium renderings, as well as renderings for development of the rest of the 35 acre parcel. We have completed a comprehensive economic impact study that validates the compelling value to Orange County. OCBD has also met with many sports professionals to confirm the viability of the plan, and our candidacy for an MLB franchise. All such analysis has confirmed that Orlando is by far the top choice for the next MLB location, and our proposed site location and stadium plan are indicated to be the best in baseball. We currently anticipate receiving approval from MLB by late 2024, with stadium construction commencing in 2025, with the stadium completed no later than first quarter 2028 in time for the 2028 season. The balance of the development on the rest of the parcel not completed by that timeframe would be completed no later than 2029-2030.

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? no

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- X1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- 2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- 3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 5. Promote and advertise tourism nationally and internationally
- 6. Fund convention bureaus, tourist bureaus, and tourist information centers
- 7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
- 8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that

have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? \$1.7 billion

How much TDT funding are you requesting for this project? \$975 million

How much have you raised to date for the project? additional financing to be completed in concurrence with Orange County funding

Where will the rest of the project funding come from? (100 words or less):

OCBD will provide the balance of the financing for stadium and parking garages construction. This will be derived from (i) a seat license program, (ii) a long-term stadium naming rights transaction, (iii) a proposed 3% tax on game/event tickets, concessions, parking, and merchandise sold on the parcel, and (iv) participation in parking garages construction costs from hoteliers utilizing the garages. We anticipate revenue bonds being issued against (i), (ii), and (iii). Private financing will satisfy any shortfall.

When is this project estimated to begin? 2025

What years do you estimate TDT will be requested and how much?

2024: \$

2025: \$ 20000000

2026: \$ 35000000

2027: \$ 45000000

2028: \$ 49000000

2029: \$ 49000000

2030: \$ 49000000

2031: \$ 49000000

2032: \$ 49000000

2033: \$ 49000000

2034: \$ 49000000

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

The proposed domed stadium with a total capacity of approximately 45,000 will be an attraction unto itself, a "must see" for every visitor to Central Florida...whether or not there is an MLB game on that particular day. We envision

Dreamers Baseball 4 of 4

tourists from across the country, as well as internationally, making trips to Orlando to coincide with when their favorite team is playing in the stadium...or adding an additional day or two on to their already planned Orlando visits to take advantage of an opportunity to see an MLB game. In addition, there will be many other activities in the stadium, as well as other experiences from the development of the remainder of the parcel, including a separate performance venue. Other features include plans for a baseball museum, and three hotel towers with approximately 1,000 total rooms. A portion of these may be "condohotel" oriented, so that visitors could purchase the units as a vacation home, having the units rented out when not visiting the area. As such, the stadium and parcel will be a destination experience. The project will add significantly to the total number of annual "tourist days" spent in Orange County, as well as significantly increasing aggregate tourist spending.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less):
OCBD commissioned JLL, considered the premier firm in the industry, to complete a comprehensive economic impact study to determine the benefit to Orange County in bringing MLB to our designated site, playing in the proposed domed stadium. The study concluded that during the construction phase, Orange County would realize in excess of 20,000 jobs and \$2.7 billion in economic impact. Over 30 years, the study concluded that Orange County would realize approximately 25,000 permanent jobs, and \$1.16 billion in annual economic impact...or approximately \$35 billion over 30 years. The study did not include the impact of ancillary development on the parcel, or consideration of MLB Spring Training occurring in the county. With those additional considerations, the economic impact to Orange County over 30 years is in excess of \$40 billion. In addition, OCBD is committed to emphasizing opportunities for minority and women owned businesses to be subcontractors for construction on the parcel, as well as being permanent suppliers and operators. The MLB team will also be dedicated to strongly encouraging Orange County youth to participate in baseball thru the planned building of a ball field in each district, based on location recommendations of each of the Orange County Commissioners, as well as having youth baseball oriented experiences and events at the stadium.

What TDT funding has your organization received in the last 10 years: none

How much? no funding received

When? no funding received

Purpose? no funding received

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): no funding received

PLEASE NOTE: Florida has a very broad public records law (F. S. 119). All e-mails to and from County Officials are kept as a public record. Your e-mail communications, including your e-mail address may be disclosed to the public and media at any time.

Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Friday, May 5, 2023 5:51 PM
To: Harrington, Roseann E; Winterkamp, Fred; Latorre, Katherine W
Subject: Florida Citrus Sports Events, Inc.-DT Funding Interest Indicator

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Friday, May 5, 2023 3:56 PM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: Florida Citrus Sports Events, Inc.

Primary Contact: Steve Hogan, Chief Executive Officer

Phone: 407-423-2476

Email: shogan@fcsports.com

Mailing Address: 1 Citrus Bowl Place, Orlando, FL 32805

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): 501(c)3

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

It's time to complete the original vision for Camping World Stadium as a world-class venue. Since the first phase of reconstruction in 2014, the stadium has delivered a significant return on the initial investment. A 2006 evaluation of the Community Venues project estimated that a modernized stadium would attract a total attendance of over 700,000 annually. In 2022, the current configuration of Camping World Stadium – absent a modern terrace deck and community/multipurpose space included in the 2006 estimate – hosted over 900,000 attendees across more than 28 event dates, with 67% visiting outside Central Florida (Orange, Seminole, Brevard, Lake, Osceola, Volusia, Polk). Completing the original vision will remove and rebuild the stadium's upper terrace decks – now well over 30 years old – and add 100,000 square feet of multipurpose community space as a fieldhouse, projected to host over 100 new midsized events annually. Building on that original vision, replacing the upper deck creates an opportunity to add a canopy to Camping World Stadium. Like Hard Rock Stadium in Miami, a covering would be a game-changer for Orlando, improving the fan experience and maximizing usability during various types of weather. Other tourism-focused destinations like Las Vegas, Los Angeles and Nashville have recently built or announced covered facilities with \$2 - \$4 billion price tags. Jacksonville has announced plans for a shade roof on their stadium. Orlando can complete a competitive stadium campus for significantly less. Despite our community's best efforts, Orlando was not selected to host World Cup and the Army-Navy Game, two major stadium tourism events that would have been significant economic drivers for our community. We should cultivate our economic engine, maximize its return on investment for our community and realize the greater potential of the world's most popular tourist destination.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): FCS is a not-for-profit tenant of the venue

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): City of Orlando / Orlando Venues

Is this a new project or existing project? Existing project/venue

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)
Our community started the reconstruction process for the Tangerine Bowl/Citrus Bowl stadium, initially built in 1936, nearly two decades ago. Partial funding for the first phase of stadium reconstruction was part of the 2006-07 Community Venues initiative, alongside the Amway Center and the Dr. Philips Performing Arts Center. Though approved with the other venues, the stadium funding was unavailable due to the 2008-09 recession. A 2012 amendment by Orange County allowed the first phase of reconstruction, which included the stadium's lower bowl, to begin in February 2014. The venue reopened in November of that same year. In 2021, Orange County leadership approved further TDT investment to continue the pursuit of the original vision. These updates enhanced the overall fan experience, including parking lot improvements, new club areas, additional concessions and restroom facilities for the general concourse and additional seating. Those upgrades were completed in December 2021. The stadium remains an active asset for the community but awaits the completion of the original vision.

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? The first phase detailed above was funded by TDT, requested by FCS and allocated to Orlando Venues.

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

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- 2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- 3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 5. Promote and advertise tourism nationally and internationally
- 6. Fund convention bureaus, tourist bureaus, and tourist information centers
- 7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
- 8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land

improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%)

Project Budget

How much is the total cost of the proposed project? The total cost to both complete the original vision and also add a canopy is \$800 million.

How much TDT funding are you requesting for this project? Up to \$800 million to cover the full expanded scope, including a canopy.

How much have you raised to date for the project? 0

Where will the rest of the project funding come from? (100 words or less):
The project's total cost could be bonded over 30 years, which would be approximately \$55 million per year.

When is this project estimated to begin? Immediately upon approval, with an estimated 18 months of planning and 24 months of construction.

What years do you estimate TDT will be requested and how much?

2024: \$ 800000000

2025: \$

2026: \$

2027: \$

2028: \$

2029: \$

2030: \$

2031: \$

2032: \$

2033: \$

2034: \$

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

In 2022, the stadium hosted over 900,000 fans across 28 unique event dates. According to event ticketing data, 67% of those attendees came from outside Central Florida (Orange, Seminole, Brevard, Lake, Osceola, Volusia, Polk). By

comparison, Las Vegas' Allegiant Stadium opened to the public in 2021. Last year the venue hosted 1.7 million fans, according to the Las Vegas Review-Journal: "The 15 concerts at Allegiant Stadium last year attracted 654,993 fans. Raiders games accounted for 496,437 fans. Sporting events such as soccer friendlies (exhibition games) and non-UNLV college football games, including Notre Dame-BYU, drew 337,765 attendees. The 157 private events held at the stadium brought in 88,757 people, while six UNLV football games drew 80,419 people." If you set aside the Raiders and UNLV home games, the venue hosted just over one million fans for its touring and tourism-focused events (concerts, international soccer, college football). That is comparable to Camping World Stadium's 2022 performance. A competitive stadium campus can continue to generate that level of visitation annually. In addition, five of the events in Camping World Stadium in 2022 featured national and international linear television broadcasts that showcased Central Florida. These broadcasts included exposure for Central Florida attractions, the Orlando Economic Partnership, Visit Orlando and other regional partners to encourage visitation to the destination. Across broadcasts, earned and owned platforms, the direct media value of overt references to "Orlando" is just shy of \$32 million for 2022 alone. Overall, the stadium and its major events generated 10 trillion global media impressions (including web and social media) in 2022.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less): Camping World Stadium is a high-performing venue for Orange County, generating sizable economic and socioeconomic impact. In 2022, Camping World Stadium events and activities supported more than 6,100 jobs in Orange County and generated \$226 million in labor income and \$100.7 million in total tax revenue, including \$43.5 million in state and local tax receipts. The venue produced \$632 million in total economic output last year. Between its reopening in November 2014 and March 2023, the venue has hosted 214 unique ticketed event days - an average of more than two per month. Sample economic impact: Florida Classic, Cheez-It Bowl, Citrus Bowl (2014-2023): ~\$100 million per year Camping World Kickoff (2016, 2018, 2019): ~\$35 million per game Electric Daisy Carnival (2016-2022): \$125 million in 2022 NFL Pro Bowl (2017-2020): \$45 million per year Wrestlemania (2017): \$181.5 million The impact extends beyond standard metrics. In addition to ticketed events, the venue hosted hundreds of community gatherings and services since 2014. It served as the Family Assistance Center following the Pulse nightclub shooting. During the pandemic, it was a host site for COVID-19 testing, vaccinations and a monoclonal antibody treatment clinic. The campus has also held community food drops, drive-in movie nights and more. In 2013, Florida Citrus Sports co-founded Lift Orlando, a coalition of resident, business, and community leaders working to strengthen the historic neighborhoods around Camping World Stadium. This area, renamed by residents as The Communities of West Lakes, is rich in African American heritage, including many long-term residents who broke through racial and economic inequality barriers. Since 2014, Lift Orlando has leveraged the Camping World Stadium to catalyze investment in the Communities of West Lakes. The coalition has influenced over \$120 million in capital investments into the West Lakes footprint, including mixed-income housing, educational facilities, health-and-wellness access points, etc.

What TDT funding has your organization received in the last 10 years: FCS has been awarded grants for a variety of major sports tourism events in the last decade

How much? Per event requests have ranged from \$350k up to \$1.25 million

When? FCS submits 2-3 applications annually, most recently the 2023 FSU/LSU game and 2023 Florida Cup

Purpose? Bid fees or similar for major events, including NFL Pro Bowl, college kickoff games, soccer, etc.

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): the Sports Incentive Committee and its predecessor funding mechanisms for major events

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Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Friday, May 5, 2023 10:40 PM
To: Harrington, Roseann E; Winterkamp, Fred; Latorre, Katherine W
Subject: University of Central Florida Sports-FW: TDT Funding Interest Indicator

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Friday, May 5, 2023 9:30 PM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: University of Central Florida

Primary Contact: Fred Kittinger, Associate Vice President, Government Relations

Phone: 407-823-1208

Email: Fred.Kittinger@ucf.edu

Mailing Address: P.O. Box 160000, Orlando, FL 32816

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): Publicly Owned

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

As UCF prepares to join the Big 12 Conference in July 2023, the university aspires to become the global destination for intercollegiate sports training and competition and be the preeminent collegiate collaborator for the regional growth of sports tourism. Building on the success of the region's thriving sports venues, an investment of \$176.6 million over 10 years from the Tourism Development Tax would accelerate the university's development of world-class facility enhancements to UCF's Athletics Village, attracting more visiting fans and spectators to experience what is Unbelievably Real about Orlando. This funding request would specifically accelerate UCF's Mission XII initiative, which outlines a master plan that includes \$267.8 million in new facilities and enhancements that would complement Orlando's existing community sports venues while also attracting additional visitors to Central Florida. Our request includes enhancements to FBC Mortgage Stadium, the home of UCF Football and the Hula Bowl; renovations to Addition Financial Arena and the Venue, home to UCF Basketball, UCF Volleyball, concerts, special events, and state-wide convenings; and the creation and enhancement of dedicated venues for Olympic sports, including soccer, track and field, baseball, softball, and tennis. These enhancements and new venues are designed to host competitions, events, and visitors year-round. Welcoming Big 12 competition to Orlando will bring new, vibrant fan bases and visitors to our community, elevating both the impact of our community's facilities and the level of play. In addition to enabling our community to welcome more fans and visitors to the region's preeminent collegiate athletics competitions, these projects will enable UCF Athletics to host more national exhibitions and competitive events and more pre-collegiate development leagues and training camps. Enhancements will also allow the venues to be collaboratively leveraged to further support the region's strategic sport tourism efforts as well as enhance the Central Florida economy.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): Construction of facilities is managed by UCF; operations of facilities are managed by UCF Athletics

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): N/A

Is this a new project or existing project? Includes new facilities as well as transformational enhancements to existing facilities

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)
UCF is actively advancing this project with available funds and working to secure the investments needed to gain momentum. In 2021, UCF launched a master-planning project to envision the future of UCF's Athletics Village with a focus on ensuring Orlando's Hometown University would be positioned to be a national destination for collegiate athletics and competition. Now completed, this master plan has served as the framework for UCF's Mission XII initiative, a comprehensive campaign to ensure the university and our community are positioned for success as we enter the Big 12. This comprehensive project focuses on multiple facilities that will be completed in phases as funds are committed. In Fall 2022, UCF Athletics received approval to spend up to \$4.7 million on the design of key components of this comprehensive project. AECOMM was then engaged to proceed with design development drawing on key projects to ensure we are shovel ready as funding is secured. In April 2023, UCF announced \$12 million in funded updates to Addition Financial Arena that would begin immediately, supporting a key component of the facilities plan. Construction of several additional components not included in this TDT request could begin as soon as late 2023, pending philanthropic funding. The phases of this project funded by TDT would deliver the transformational components of the master plan that truly build capacity and drive tourism, including a new FBC Mortgage Stadium tower that will increase capacity; introduce a Launch Club; and expand suite offerings and other new, unique premium seating opportunities. These transformational components need TDT investment for accelerated development. If TDT funds are committed over a 10-year period, UCF would be positioned to design and construct as quickly as feasible to drive additional visitor capacity and attract new events and related tourism revenue guaranteeing a strong ROI to the region.

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? UCF has not received any TDT funding for this project in the past.

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- X1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- X2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- 3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 5. Promote and advertise tourism nationally and internationally
- 6. Fund convention bureaus, tourist bureaus, and tourist information centers

7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control

8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? \$267,878,184

How much TDT funding are you requesting for this project? \$176,625,000 over a 10-year period

How much have you raised to date for the project? \$26,850,000

Where will the rest of the project funding come from? (100 words or less):

UCF is requesting approximately two-thirds of the total project cost for the further development of UCF's Athletic Village. The remaining funds will come from private sources, including philanthropy, corporate partnership revenue, and premium seat revenue.

When is this project estimated to begin? 2023

What years do you estimate TDT will be requested and how much?

2024: \$ 10

2025: \$ 15

2026: \$ 15

2027: \$ 16.6

2028: \$ 20

2029: \$ 20

2030: \$ 20

2031: \$ 20

2032: \$ 20

2033: \$ 20

2034: \$

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

Over the past 20 years, UCF has invested more than \$200 million in new athletic and community venues in East Orlando through self-generated revenue and philanthropic support. The Greater Orlando Sports Commission conducted a study that estimates these facilities attract 212,858 visitors outside of a 50-mile radius generating approximately 199,942 room nights and \$91 million in economic impact annually. Additionally, these venues have raised the national profile of the Central Florida community while paving the way for UCF's transition to a Power 5 conference. This project, when complete, will enable our region to become the international destination for collegiate sports and training by increasing visitor capacity and creating destination experiences that will attract more visitors to competitions and events. This includes being able to accommodate our new national peers who have strong and well-traveling fan bases to our region, resulting in an even stronger economic impact in the coming years. One of UCF's largest drivers of visitation, UCF Football, kicks off in late August and invites guests to experience Orlando and Central Florida. For weekend games, visiting guests travel one or more nights before the game and stay multiple nights. These longer stays encourage visitors to experience restaurants, tourist attractions, and activities outside of the university setting. UCF also designs signature events that encourage visitation from outside the region for long weekends surrounding athletic events. For example, Family Weekend and Homecoming are annual events that attract thousands of guests. This project also will include enhancements that will enable UCF to host larger NCAA competitions in greater frequency that often involve multiple teams -- dozens in track and field -- and will generate additional visitation from outside of the five-county region.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less):

First, as Orange County becomes home to a Power 5 athletics program, these facilities will deliver sustained and consistent programming and activity year-round. In addition, the completion of this project will enable UCF to better support competitive bids for national events that drive the professional, amateur and youth sport tourism sector in Orlando. For example, UCF already serves as a host or key partner in supporting Orange County's sport tourism agencies when bidding to bring marquee events to Orlando. This includes hosting the Hula Bowl; providing practice sites for teams playing in bowl games hosted at Camping World Stadium, the U.S. Women's National Soccer team and Florida Cup participants; and hosting a commercial shoot for Monday Night Football. With broadcast agreements with FOX and ABC/ESPN, UCF broadcasts year-round to audiences around the world. Even before joining the Big 12, UCF has averaged 2.8 million viewers in each football game versus Power 5 opponents on major television networks over the past 10 years and ESPN College Gameday's visit to Orlando generated \$7.5 million worth of earned media exposure. This expansion will only increase as we welcome the audience from the tradition-rich Power 5 fanbases. While the projects included in this request focus on driving tourism, UCF athletics events are accessible, with 65 percent of tickets costing \$15 or less. Technology and other enhancements will further strengthen the experiences for all fans. Facilities will also create convening and entertainment spaces that provide event spaces for businesses and organizations. Finally, UCF Athletics plans to increase revenues to grow the operating budget from \$92 million in 2023 to \$150 million in 2033 to sustain these facilities and create new jobs. In addition to the 500+ construction jobs created, UCF Athletics also expects to expand our full-time and event support employment opportunities.

What TDT funding has your organization received in the last 10 years: Organization has not received TDT Funding

How much? N/A

When? N/A

Purpose? N/A

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): N/A

From: TDTcitizenadvisory
Sent: Friday, May 5, 2023 9:46 AM
To: Harrington, Roseann E; Winterkamp, Fred; Latorre, Katherine W
Subject: Orange County ARC- TDT Funding Interest Indicator

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Wednesday, May 3, 2023 1:20 PM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: Orange County Tourist Development Tax Application Review Committee (ARC)

Primary Contact: Fred Winterkamp

Phone: 407-836-2920

Email: fred.winterkamp@ocfl.net

Mailing Address: 201 S Rosalind Avenue, 3rd Floor, Orlando, FL 32801

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): Publicly owned government function.

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

The Tourist Development Tax Application Review Committee is authorized to consider applications for excess tourist development tax revenue funding and to provide written funding recommendations to the Tourist Development Council and the Board of County Commissioners based on applicable criteria established by ordinance. The three main evaluation criteria in the enabling ordinance include: 1) tourism attraction, 2) soundness of the project, and 3) return on investment. From FY 2018-2024, the BCC budgeted \$8M per year to the ARC and a total of \$56M was awarded to various organizations: \$10M - OnePulse Foundation \$ 4M - Orlando Ballet \$10M - Holocaust Museum \$10M - Orlando Philharmonic (Plaza Live) \$10M - Orlando Science Center \$ 6M - City of Winter Park (Canopy Auditorium) \$ 6M - Orange County Regional History Center (\$5.75M to be exact) Several organizations have presented to the ARC in the past and have expressed interest in putting in an application for the use of future TDT allocations, including the Well's Built Museum, 4Roots, Central Florida Community Arts, Rollins Museum of Art, Menello Museum of Art, and the Bronze Kingdom Museum. Additional interested organization may come forward as the ARC continues to evaluate opening an application window.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): Directly operated by the grantees.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): Projects are operated by the recipients of the grants awarded through the ARC application process.

Is this a new project or existing project? This is for existing and proposed projects which have or will go through the ARC application process

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)
Different projects have different timelines. Current ongoing projects with funding agreements include: Orlando Science Center - The OSC's Life Exhibit project development began on 6/1/2019 and is expected to be completed summer 2023. Orange County History Center - The restoration of the museum is a project that began on 04/01/2019 and is currently ongoing. The History Center continues to work with administration to complete this project.

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? A total of \$56M was budgeted to the ARC in FY 2018-2024.

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- X1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- X2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- X3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 5. Promote and advertise tourism nationally and internationally
- 6. Fund convention bureaus, tourist bureaus, and tourist information centers
- 7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
- 8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? 116,000,000

How much TDT funding are you requesting for this project? 116,000,000

How much have you raised to date for the project? 56,000,000

Where will the rest of the project funding come from? (100 words or less):

The source of funding depends on each project as each organization has differing amounts of matching funds and various different types of partnerships.

When is this project estimated to begin? This request is for multiple proposed projects which will have different estimated start dates.

What years do you estimate TDT will be requested and how much?

2024: \$ 12,000,000

2025: \$ 12,000,000

2026: \$ 12,000,000

2027: \$ 12,000,000

2028: \$ 12,000,000

2029: \$

2030: \$

2031: \$

2032: \$

2033: \$

2034: \$

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

Each project approved through the ARC process is evaluated to meet the required guidelines set forth in the ARC application and scoring criteria in regard to tourism expansion.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less):

Each project approved through the ARC process is evaluated to meet the required guidelines set forth in the ARC application and scoring criteria in regard to return on investment.

What TDT funding has your organization received in the last 10 years: \$56M has already been budget to the ARC and awarded to various organizations.

How much? \$56M

When? FY18-FY24

Purpose? To provide grants to qualified organizations.

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): Application Review Committee (ARC)

PLEASE NOTE: Florida has a very broad public records law (F. S. 119). All e-mails to and from County Officials are kept as a public record. Your e-mail communications, including your e-mail address may be disclosed to the public and media at any time.

Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Saturday, May 6, 2023 2:31 PM
To: Harrington, Roseann E; Winterkamp, Fred; Latorre, Katherine W
Subject: Orange County Regional History Center-FW: TDT Funding Interest Indicator

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Friday, May 5, 2023 10:52 PM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: Orange County Regional History Center

Primary Contact: Pamela Schwartz

Phone: 407-836-8595

Email: pamela.schwartz@ocfl.net

Mailing Address: 65 East Central Blvd, Orlando, FL 32806

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): Public-Private Non-profit partnership of OC Government and Historical Society of Central Florida

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

In 2016, the History Center (OCRHC) embarked towards a renovation of its permanent galleries due to little updating since its opening in 2001. With a new staff at the museum, it was discovered the historical collection required in-depth research and growth to ensure the new exhibitions would be reflective of the entire community's experience. In the past six years, the History Center has been the recipient of 21 of the top major national and regional awards while doing this work, has been the highest rated in class for state grant review, and is operated by highly credentialed staff recognized as national authorities in the field. The museum has also better tracked its patronage to find that we have outgrown the current space. OCRHC is at capacity to grow staff, and to serve school groups, researchers, and patrons, given current space constraints, as well as in revenue generation from events and repeat visitorship for exhibitions. The museum currently faces issues of inaccessibility to collections, patrons, parking, loading, with added challenges of unwelcoming park and surrounding spaces, and increased spending annually due to decentralized operations. To be able to grow the museum's services for and with the community, and to maintain our cutting edge and relevancy, approval was granted in February 2023 by Orange County Government (OCGov) to enter an assessment phase to determine the feasibility and opportunities towards the expansion of the OCRHC instead of just a renovation. This request encompasses the possible future growth of the OCRHC, whether that is a full-scale renovation of the existent structure or an expansion. OCRHC is the heart of the downtown of a global county and city and is a major asset exemplifying the juxtaposition of memory and history, and innovation and progress, for Orange County.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): Directly operated by applicant

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): N/A

Is this a new project or existing project? New

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

February 2023: Received approval from OCGov to move forward with an assessment to explore the opportunities towards a possible expansion to the History Center instead of the previously planned renovations. May 2023 – December 2023: Assessment period with architectural firm using funds already in hand towards feasibility and exploratory design of an expansion. January 2024 – March 2024: Discussion and decision-making by OCGov and the HSCF regarding path forward for full scale renovation of the museum or expansion. April 2024: Start creation of RFP/proposal and fundraising campaign plan for selected path forward.

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? Not for this project, but some for a previous iteration of the project as outlined within

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- 1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- 2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- X3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 5. Promote and advertise tourism nationally and internationally
- 6. Fund convention bureaus, tourist bureaus, and tourist information centers
- 7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
- 8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term “public facilities” means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? To be determined, but estimating a full potential expansion at \$70-80 million

How much TDT funding are you requesting for this project? To be determined based on project scope but requesting 75% based on current operating agreement

How much have you raised to date for the project? See below

Where will the rest of the project funding come from? (100 words or less):

Though funds have not been previously received towards an expansion. In 2016, the History Center was awarded approximately \$6 million in TDT funding through ARC towards the renovation of the museum's permanent exhibition spaces, outdoor patio spaces, as well as other interior modifications. Any funds not spent from the original allocation would roll into this project. Given the joint operating agreement between OCGov and HSCF, we request that a portion be provided by TDT dollars and the remainder be raised by the Historical Society through traditional means of grants, donations, and a capital campaign.

When is this project estimated to begin? Project planning is already underway with the assessment currently kicking off

What years do you estimate TDT will be requested and how much?

2024: \$ 0

2025: \$ 5,000,000

2026: \$ 10,000,000

2027: \$ 20,000,000

2028: \$ 17,500,000

2029: \$

2030: \$

2031: \$

2032: \$

2033: \$

2034: \$

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

While the OCRHC is a regional history museum collecting and preserving the history of, and directly serving the seven-county region including Orange, Lake, Volusia, Brevard, Osceola, Seminole, and Polk counties, use of our museum expands much further geographically. While we already have many visitors and schools coming from outside this region, a larger museum covering more history, and with greater amenities, will attract statewide and international visitors seeking a long enough engagement to make their trip worthwhile. Additionally, the expansion would create a beautiful landmark and place to entice visitors as another positive engagement in downtown Orlando. The museum will have

increased multilingual exhibition space interpreting themes of global interest including tourism, space, theme parks, pioneer life, bog burials, as well as a children's wing, expanded research library, digital learning lab, and more. While theme parks are a unique tourism driver in Central Florida, lists of top visited attractions in other comparable cities are stacked with museums and historic sites. Tourists visiting from other countries are often coming for longer trips and looking for a diversity of experiences in addition to the parks. An innovative and iconic historical and cultural museum will provide enhancements to the international visitor's experience as well as the understanding of our region, and will better supplement other local offerings such as the Dr. Phillips Center for the Performing Arts, Lake Eola, and more.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less):
An expansion of the History Center encompasses all the key values of Orange County's current and future planning including customer service, innovation, and more. As a nationally award-winning institution and a unique offering of a county government, the History Center is poised and ready to become a recognized crown jewel of the county, an economic driver to both downtown Orlando and Orange County, and an incredible resource for the community for enhanced placemaking, education, healing, conversation, and inspiration. Additionally, while the History Center will operate as a museum during the day with assorted programming and rentals in the evenings, the structure can also be designed with ample flex space so that we can become a hub of other arts and culture activity, including but not limited to, rehearsal and performance space for small ensemble, theatre, or other performances, as well as for community meetings and more. A newly expanded history museum can become an even larger cultural anchor, enhancing the quality of life for Orange County residents, and driving tourism, interest, and understanding of our region far beyond our geographic boundaries.

What TDT funding has your organization received in the last 10 years: Annual operating support and ARC funding

How much? Up to \$3 million per year (\$25-28 million across 10 years) and approx. \$6 million in ARC

When? 2012-2022

Purpose? Annual operating support and museum renovation

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): Direct allocation and ARC

PLEASE NOTE: Florida has a very broad public records law (F. S. 119).
All e-mails to and from County Officials are kept as a public record.
Your e-mail communications, including your e-mail address may be disclosed to the public and media at any time.



Tourist Development Tax (TDT) Funding Interest Indicator

Applicant Information

Applicant Organization: Association to Preserve the Eatonville Community

Primary Contact: N. Y. Nathiri Phone: 407-647-3307 Email: ny@preserveeatonville.org

Mailing Address: 344 East Kennedy Boulevard City: Eatonville State: FL Zip: 32751

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit):
501 (c) 3, non-profit

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less)

The Association to Preserve the Eatonville Community, Inc. (P.E.C.) proposes to build the Zora Neale Hurston Campus for the Arts, the Humanities, and the Sciences, a multi-acre development which will include the Zora Neale Hurston National Museum Complex; a Cultural Heritage Conference Center, capable of accommodating 1000 persons and their meeting needs; and a ZORA! STEM Center, the Excellence Without Excuse (E-WE) Lab & Learning Center.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group):

Directly operated by applicant

If project not operated by applicant, identify entity operating project:

Not applicable

Is this a new project or existing project?

New

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

Currently, the Zora Neale Hurston Campus for the Arts, the Humanities, and the Sciences (ZORA! Campus) is "An Aspiration," more than a possibility since the land, once seemingly destined for other development, is now available for consideration. Based on an earlier economic impact study, we know we only need 23 acres of the 100 existing acres for our plan. Our rests on a 3-stage timeline: an intense 3-year planning phase; followed by a building phase which will take a total of 7 years to complete; and a marketing phase that begins simultaneously with the planning and over the period of the project, 2024 - 2034 "ramps up" in successive phases. For example, we have assembled a team of outstanding national scholars, cultural and visual artists, events experts, and historic preservationists who, over the period 2024 - 2034 will identify programming elements for the ZORA! Campus. Beginning in 2025, the project will focus marketing and community education outreach to the people of Eatonville and will provide Town representatives to visit other cultural heritage locations so they can see "in real time" best practices.

Has your organization received any TDT funding for this project in the past? Yes No

If so, when was funding, and how much funding, was received?

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- 1) Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- 2) Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- 3) Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4) Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 5) Promote and advertise tourism nationally and internationally
- 6) Fund convention bureaus, tourist bureaus, and tourist information centers
- 7) Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
- 8) If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. *(Orange County does not meet this threshold and is only at 30%.)*

Project Budget

How much is the total cost of the proposed project? To be determined based on programming

How much TDT funding are you requesting for this project? \$ 87,857,524

How much have you raised to date for the project? -0-

Where will the rest of the project funding come from? (100 words or less)

From corporate sponsorships; federal and state grants; and private support

When is this project estimated to begin?

3rd Quarter, 2024

What years do you estimate TDT will be requested and how much?

2024: \$ <u>2,173,900</u>	2027: \$ <u>10,654,121</u>	2030: \$ <u>11,787,161</u>	2033: \$ <u>10,453,480</u>
2025: \$ <u>2,446,765</u>	2028: \$ <u>11,646,121</u>	2031: \$ <u>10,525,786</u>	2034: \$ <u>3,386,456</u>
2026: \$ <u>2,658,171</u>	2029: \$ <u>11,628,121</u>	2032: \$ <u>10,497,442</u>	

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less)

As our organization has demonstrated successfully since 1990, cultural heritage tourism (though the phrase did not become "in vogue" until the late 1990s) represents the kind of authentic experience which resonates within a broad spectrum of the travel and tourism market. Of consistent interest is "All things related to Zora Neale Hurton and Eatonville, her historic hometown. What has always been the challenge for us in Eatonville is securing sufficient funding to build and develop cultural heritage tourism on a year-round basis. Building a museum, conference complex, and STEM facilities worthy of her name and the brand our organization has developed over 3-decades+ period of time will be a national and international draw.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less)

Though our organization is hesitant to over a percentage without the benefit of, at least some research regarding cultural heritage tourism of the area in which we will be entering, we will refer to "a typical range" of between 10 - 12%.

What TDT funding has your organization received in the last 10 years:

\$1,078,860.20

Please see attachment on system would not allow entry.

How much? \$101,825 - ZORA! Festival 2014; \$150,000 - When? ZORA! Festival 2014

Purpose? To support the annual Zora Neale Hurston Festival of the Arts and Humanities (ZORA! Festival)

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.)

Arts & Cultural TDT grants

Please email this completed form to TDTcitizenadvisory@ocfl.net

Submit Form Button



NY Nathiri <ny@preserveeatonville.org>

10-year TDT funding history from OC-ACA for Orange County TDT Funding Interest Indicator Form Due April 14th

3 messages

Trudy Wild <trudy@unitedarts.cc>
To: "N. Y. Nathiri" <ny@preserveeatonville.org>

Thu, Apr 6, 2023 at 4:02 PM

Hello N.Y. -

See below for the summary of your 10-year funding through Orange County Arts & Cultural TDT grants. Do not count in this any other United Arts grants, any UA OCPS contract service agreements through UA, or Diversity Grants - some of those funds have multiple funding sources that we are not splicing out; it does not include ARPA or CARES funding through that office and UA. They ask only for What TDT funding has your organization received in the last 10 years:

How much? When?

Purpose?

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.)

So, 10-year funding for your org Arts & Cultural TDT grants is Sum of All Awards: \$1,078,860.20

The Association to Preserve the Eatonville Community (P.E.C.)
Sum of All Awards:
\$1,078,860.20
Sum Paid to Date: \$1,071,160.20
OC-FY14 Cultural Tourism Funding - Orange County Arts & Cultural Affairs
ZORA! Festival 2014
FY2014
\$101,825.00
\$101,825.00
OC-FY15 Cultural Tourism Funding - Orange County Arts & Cultural Affairs
ZORA! Festival
FY2015
\$150,000.00
\$150,000.00
OC-FY16 Cultural Tourism Funding - Orange County Arts & Cultural Affairs
Zora Neale Hurston at 125: A Year-Long Celebration of a Global Icon and Her Legacy
FY2016
\$150,000.00
\$150,000.00
OC-FY17 Cultural Tourism Funding - Orange County Arts & Cultural Affairs
ZORA! (tm) Festival Celebrates Historic Eatonville @ Year 130
FY2017
\$150,000.00
\$150,000.00
OC-FY18 Cultural Tourism Funding - Orange County Arts & Cultural Affairs
ZORA! Festival 2018 -- "Celebrating the Cultural Arts and Community Action Connection"
FY2018
\$75,000.00
\$75,000.00
OC-FY18-Ph II Supplemental Cultural Tourism Funding - Orange County Arts & Cultural Affairs
ZORA! Festival 2018 -- "Celebrating the Cultural Arts and Community Action Connection"
FY2018

PEC 5.05

\$8,035.20
\$8,035.20
OC-FY19 Cultural Tourism Funding - Orange County Arts & Cultural Affairs
ZORA! Festival @ Year 30
FY2019
\$120,000.00
\$120,000.00
OC-FY20 Cultural Tourism Funding - Orange County Arts & Cultural Affairs
Multiverse: An Introduction to Afrofuturism
FY2020
\$86,000.00
\$86,000.00
OC-FY21 Cultural Tourism Funding - Orange County Arts & Cultural Affairs
The 32nd Annual Zora Neale Hurston Festival of the Arts & Humanities (ZORA! Festival)
FY2020
\$86,000.00
\$86,000.00
OC-FY22 Cultural Tourism Funding - Orange County Arts & Cultural Affairs
2022 ZORA! Festival Season: Celebrations for the Generations
FY2022
\$75,000.00
\$75,000.00
OC-FY23 Cultural Tourism Funding - Orange County Arts & Cultural Affairs
2023 ZORA! Festival Season: Exploring Spirituality through an Afrofuturism Lens
FY2023
\$77,000.00
\$69,300.00

Let me know if you need anything else.

TRUDY WILD

Director, Public Grants & Advocacy

UNITED ARTS OF CENTRAL FLORIDA

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The 2023 Collaborative Campaign for the Arts has begun!

Click [HERE](https://unitedarts.cc/artsforall/) to donate to United Arts and fuel local arts, science and history!

Subject: Urgent: Orange County TDT Funding Interest Indicator Form Due April 14th

Dear Cultural Partners,



Tourist Development Tax (TDT) Funding Interest Indicator

Applicant Information

Applicant Organization: Dr. Phillips Center for the Performing Arts

Primary Contact: Rachel Moalli Phone: 850.510.6205 Email: rachel.moalli@drphillipscenter.org

Mailing Address: 155 E Anderson St City: Orlando State: FL Zip: 32801

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit):
501c3 nonprofit organization

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less)

True to our original plan of developing the 9-acre campus, the Dr. Phillips Center seeks to build Phase 3, a reimagined masterplan buildout of the front plaza, side and back parcels. It is expected to feature a 25,000 sq. ft. outdoor auditorium that can host 5,000-7,000 guests, a 750-seat/20,000-square-foot theater, a 12,000 to 14,000-square-foot immersive/exhibit space and a 10,000-square-foot event & banquet space. This will be in addition to amenities, such as a roof garden, a café, a restaurant and a music, arts and food & beverage garden, which will be collectively programmed with multiple types of performances and 1,000 free events annually. With this next phase of development, we embark on a journey to transform the arts center from a civic anchor and a community gathering space to a global destination that is projected to attract 1,000,000 unique visitations annually—serving as a driver of economic impact for the betterment of the community and the people in it. The reimagined masterplan is inspired by iconic public spaces, such as Chicago's Millennium Park, the Gene Leahy Mall in Omaha, Nebraska and Klyde Warren Park in Dallas, Texas.

With our vision of Arts For Every Life® and mission of being an inspirational place where people love to be, the arts center currently welcomes more than 700,000 guests per year and provides arts and wellness education opportunities to 488,000 people, in addition to contributing more than \$15.4 million to purpose-driven community initiatives since opening in 2014. Dr. Phillips Center manages a \$55 million annual business and is responsible for substantially all of the current operational costs and maintenance.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group):
Directly operated by the applicant.

If project not operated by applicant, identify entity operating project:
Project is directly operated by the applicant.

Is this a new project or existing project?
This is a new project to continue the development of the arts center's full 9-acre campus.

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

A committee to establish the arts center was started in 2003. We received nonprofit status in 2005, broke ground in 2011 and Phase 1 opened to the public in the fall of 2014 with Walt Disney Theater, Alexis & Jim Pugh Theater and multiple events/meetings spaces. In January 2022, we opened Steinmetz Hall and will soon open Judson's in 2024, featuring a 3,000-square-foot performance space, marking the end of Phase 2.

A masterplan committee for Phase 3 was commissioned in 2018. The overall success of the arts center and activation of the Frontyard Festival™ in 2020-21 validated the community's support for another meaningful venue and motivated us to reimagine the masterplan. We are currently in the conceptual stage of Phase 3; construction will begin 14 months after funding is secured, pending no significant delays or cost escalations. We expect to begin operations as early as mid-2026.

Has your organization received any TDT funding for this project in the past? Yes No

If so, when was funding, and how much funding, was received?

We have received \$0 for Phase 3. Previously, Phase 1 & 2 received total TDT funding of \$226 million through the Inter-Local Agreement, where the funds flow to the City to pay for construction costs.

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- 1) Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- 2) Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- 3) Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4) Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 5) Promote and advertise tourism nationally and internationally
- 6) Fund convention bureaus, tourist bureaus, and tourist information centers
- 7) Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
- 8) If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. *(Orange County does not meet this threshold and is only at 30%.)*

Project Budget

How much is the total cost of the proposed project? \$175 million, given no delays or cost increases.

How much TDT funding are you requesting for this project? \$145 million

How much have you raised to date for the project? \$0

Where will the rest of the project funding come from? (100 words or less)

Dr. Phillips Center commits to contributing a minimum of \$15 million through philanthropy and sponsorships for capital. We have a reliable fundraising history raising \$215 million to date through our 17,000+ donor base. We also intend to request \$15 million from the City of Orlando/CRA.

Dr. Phillips Center will be responsible for the operational and maintenance costs in partnership with the City of Orlando.

When is this project estimated to begin?

Planning for Phase 3 is in process. The design can take one year and construction can take 18 months. Construction can begin as early as 2024 given that there are no delays.

What years do you estimate TDT will be requested and how much?

2024: \$ <u>145 million**</u>	2027: \$ _____	2030: \$ _____	2033: \$ _____
2025: \$ _____	2028: \$ _____	2031: \$ _____	2034: \$ _____
2026: \$ _____	2029: \$ _____	2032: \$ _____	

**We are assuming that we would bond the \$145 million over 30 years, with an estimated annual repayment of \$10 million+

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less)

We believe this will be a destination for visitors coming to Orange County. Phase 3 of Dr. Phillips Center will be active almost every day of the year, providing great experiences and continual employment opportunities and economic impacts.

The completion of Phase 3 is also expected to attract 1,000,000 regional, national and international visitors to downtown Orlando per year. This will nearly double our economic impact to the region.

Dr. Phillips Center is committed to building and producing programming for people from every walk of life. In 2022, our data showed that 50% of all ticket buyers came from outside of Orange County. In addition, the reimagined masterplan is a public and private partnership between the arts center and the local government, which strengthens the community, while providing a space where anyone can enjoy year-round arts & cultural programming, including outdoor concerts, youth programming, integrated arts and wellness studies/classes for people from all of five Central Florida counties and beyond. Other key programs and features we are considering include free events, rotating art installations, exhibiting multiple local and international artists, performances, outdoor auditorium with seating, rentable event spaces, water features, active streetscapes as well as a music and arts pocket park. It also has spaces for billboards and video projections.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less)

Outdoor recreational spaces in the heart of large and mid-size cities have the ability to increase property values and attract more foot traffic within downtown areas. For example, assessed values increased after the completion of Klyde Warren Park in Dallas, Texas, from \$2.5 billion in 2012 to 6.2 billion in 2020. Since our inaugural season in 2014, Dr. Phillips Center has attracted 2.75 million guests across 1,600 performances. Today, the arts center remains among the top touring Broadway markets. In addition, the arts center has received international recognition as a venue of excellence worldwide from IAVM, as well as received two Stevie Awards for media & entertainment company of the year and best nonprofit response to the pandemic for the Frontyard Festival. The arts center has also been recognized for our ongoing commitment to DEI and remains the only autism-certified venue in Florida. The arts center also consistently generates significant incremental revenue to nearby hotels and restaurants in downtown Orlando.

Dr. Phillips Center currently provides nearly \$200 million in total annual economic impact to the Central Florida area, supports 2,100 total jobs, and generates over \$13 million in state and local taxes. The proposed project will add \$170 million to the total economic impact, support an additional 1,500 total jobs, and generate over \$11 million in state and local taxes. This is nearly a \$400 million total annual impact. Additionally, the construction of the proposed Phase 3 project will generate a total one-time economic impact of \$289 million, create 1,670 total jobs and generate over \$7 million in state and local taxes. Dr. Phillips Center worked with Oxford Economics to evaluate our impact numbers.

The ROI for arts & wellness is priceless with nearly 500,000 students whose lives have been enriched by access to arts & culture and 2.75 million guests serviced with a 95% guest satisfaction, per our survey data program. These experiences will have a lasting impact and change peoples lives for generations to come.

What TDT funding has your organization received in the last 10 years:
\$45 million in 2016-17 and \$19 million in 2020, totaling \$64 million

How much? See above.

When? See above.

Purpose? Construction of the arts center, a cultural civic asset that hosts regional, national and international artists and guests. TDT funding was used to build Phases 1-2. This application is for Phase 3.

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.)

The source was TDT funds through the City of Orlando/Orange County Interlocal Agreement.

Please email this completed form to TDTcitizenadvisory@ocfl.net

Submit Form Button

Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Friday, May 5, 2023 5:54 PM
To: Harrington, Roseann E; Winterkamp, Fred; Latorre, Katherine W
Subject: City of Orlando-TDT Funding Interest Indicator - Orlando Venues

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Friday, May 5, 2023 4:45 PM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: **City of Orlando**

Primary Contact: Allen Johnson

Phone: 407.440.7070

Email: Allen.Johnson@cityoforlando.net

Mailing Address: 400 West Church Street, Suite 200, Orlando, FL 32801

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): City of Orlando Owned & Operated

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

In 2007, Orange County and Orlando came together to create a vibrant and inspired gathering place in the heart of downtown Orlando where the people of Central Florida could experience the best in sports and live entertainment year-round. This vision for greatness was achieved through a historic public-private partnership, creating a lasting public asset benefiting the entire community. Since opening its doors nearly 13 years ago, Amway Center has far exceeded its potential and remains a shining example of civic pride as well as a reliable catalyst for tourism, drawing an average of nearly 1.4 million visitors annually (Covid-19 years excluded). **To keep Amway Center competitive among its best-in-class peers**, maintaining the arena at the standards determined by the TDC, Orange County and the City of Orlando at its opening is not just good practice, it's essential. Operating an 875,000 square-foot public facility requires an investment in major systems and fire protection, technology, vertical transportation, interior and exterior finishes, among other areas, to ensure the arena continues to thrive. It was considered the most technologically-advanced venue when it opened, but numerous advances have outpaced our capabilities. This project is focused on protecting our community's investment through necessary repairs, replacements and modern enhancements so it will continue to thrive. All of the proposed refreshes are designed to benefit everyone that visits and uses Amway Center. Ongoing attention throughout its lifespan will ensure Amway Center remains an attractive and reliable host for events that could potentially go elsewhere. History has shown venues that are not properly maintained begin to slide into disrepair. Subsequently, they lose their competitive edge for events, as they gravitate to better alternatives. We must fulfill our obligation to our community and keep Amway Center a source of pride as a community asset for all uses and visitors.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): Directly operated by the applicant, the City of Orlando.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): N/A

Is this a new project or existing project? New project to maintain our community's past investments.

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)
The city-owned and operated Amway Center will require \$256 million over the next 10 years to maintain and upgrade its basic operational systems and structure. The fact that these changes are all in the nature of a routine maintain-and-refresh approach, and not a reconstruction, speaks to the quality and versatility of the building's original design. Guest experience systems like the audio, video and LED board systems will also require replacement soon, and are already seeing increasing failure rates with age. The venue's surfaces – from the roof outside to carpet and countertops – will be due for routine updating to get the building through its second decade. The building's mechanical systems, from HVAC to security surveillance video to lighting controls and kitchen equipment, will all soon reach the end of their ordinary lifespans and require replacement. Originally designed as one of the country's first LEED-certified arenas, the building's automation system that provides energy management will also soon be outdated. To be competitive for the most popular touring acts, Amway Center's event production spaces and artist support spaces, along with their capabilities, must be first-class to continue the success that draws local residents and visitors. Maintaining the venue's capital needs, before they present a crisis, is essential to being competitive for signature events and hosting community events such as high school graduations. Other same-generation buildings, in places like Indianapolis, Charlotte and San Antonio, are in the midst of similar upgrades. Orlando and Orange County committed to a great gathering place in 2007. Amway Center has exceeded its initial expectations but to do so in the future, we must enhance and improve the arena so Orlando can continue to attract the events Orlando residents enjoy and expect.

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? No

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- X1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- 2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- 3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 5. Promote and advertise tourism nationally and internationally
- 6. Fund convention bureaus, tourist bureaus, and tourist information centers
- 7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control

8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? \$256 million

How much TDT funding are you requesting for this project? \$256 million

How much have you raised to date for the project? \$0

Where will the rest of the project funding come from? (100 words or less):

The City of Orlando is dedicated to maintaining our community's investment and will explore additional funding sources to ensure maintenance is attained.

When is this project estimated to begin? 2024

What years do you estimate TDT will be requested and how much?

2024: \$ 56000000

2025: \$ 40000000

2026: \$ 20000000

2027: \$ 20000000

2028: \$ 20000000

2029: \$ 20000000

2030: \$ 20000000

2031: \$ 20000000

2032: \$ 20000000

2033: \$ 20000000

2034: \$

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

From day one, Amway Center has been a tremendous magnet drawing visitors from well outside Orlando. It's a celebrated destination for signature events ranging from professional sports, concerts, family shows, collegiate championships, corporate events and high school graduations. Ticket purchase data shows that more than 1 in 3 attendees at concerts, NBA games and other diverse events travel from outside our immediate area – making Amway Center one of Orange County's most vital tourist destinations. In fact, in 2021-22 Amway Center hosted 233 events and more than 1.3 million visitors which generated over 478,000 hotel room nights, created an average of 5,190 jobs and yielded a \$640 million economic impact. And countless visitors that come to our region to experience an event at Amway Center extend their stays so they can enjoy many of the other attractions Orlando has to offer. Properly maintaining a premier facility is a sound utilization of TDT dollars because it supports tourism in Orange County and enhances the quality of life for local residents. In order to remain a competitive bidder for championship events and high-profile concerts, arena upkeep cannot be an afterthought. We must elevate the experience. Staying ahead of the competition in securing high-profile events continues to get more challenging every year. However, our track record in continuously hosting in-demand big events is unassailable. Whether it's the recent 2023 NCAA Men's Basketball tournament or globally-popular musical acts like Bruce Springsteen, Janet Jackson and Bad Bunny, the entertainment on tap at Amway Center not only caters to Orange County's culturally diverse population, it attracts visitors from well beyond our region. It's imperative we maintain and enhance this economic driver.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less):
The Amway Center, owned and operated by the City of Orlando, prides itself on creating legendary moments year-round for all walks of life. While intangibles like shared experiences and lasting memories are priceless, the actual return on investment can be quantified in several ways including tourism, quality of life, job creation, media impressions and economic impact. Amway Center has exceeded all expectations as an economic engine, generating a cumulative economic impact of \$6.1 billion and over 5 million hotel room nights since its opening. Events hosted within Amway Center consistently draw tourists from outside Central Florida. They provide the impetus to generate trips to our region that fuel our hospitality industry and support its employment base. For example, when Amway Center hosted the 2012 NBA All-Star Weekend, it yielded an estimated \$95 million of positive impact. Fast forward to 2023 when Utah hosted NBA All-Star Weekend and the estimated economic impact dramatically rose to approximately \$280 million. With a competitive Amway Center primed for the future, we will be bidding on the 2027 NBA All-Star Weekend. These events drive positive media impressions in national and international news outlets which are a measurable driver of awareness for Orlando as a desirable and well-rounded destination. Additionally, the diverse world-class entertainment that Amway Center routinely hosts appeals to Orange County residents broadly. Quality of life is attained by serving the surrounding community in various ways, like hosting annual high school graduations, job fairs and community events that benefit from its downtown location. As a busy venue hosting up to seven events in any given week, Amway Center is a common thoroughfare of life for local citizens.

What TDT funding has your organization received in the last 10 years: Design and construction.

How much? \$270 million

When? 2008

Purpose? TDT funding in 2008 was one of several funding sources that went into design and construction.

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): TDT

PLEASE NOTE: Florida has a very broad public records law (F. S. 119). All e-mails to and from County Officials are kept as a public record. Your e-mail communications, including your e-mail address may be disclosed to the public and media at any time.



Tourist Development Tax (TDT) Funding Interest Indicator

Applicant Information

Applicant Organization: Orange County Convention Center

Primary Contact: Mark Tester Phone: (407) 685-9899 Email: mark.testers@occc.net

Mailing Address: PO Box 691509 City: Orlando State: FL Zip: 32869

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit):

Publicly Owned

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less)

In 2015, the OCCC engaged in a full review of the campus' strengths and weaknesses and published a long range plan that focused primarily on the North/South Building (N/S). The N/S, which opened in 2003, had significant and vital components value engineered out of the facility due to the substantial dip in TDT after 9/11. The plan identified four key elements that needed to be addressed in the N/S. 1) Connectivity 2) Lack of ballroom 3) Lack of meeting space 4) Flex space that could add additional capacity as originally contemplated. In 2019, the BCC approved design of the project, which included the addition of a concourse that incorporated a ballroom, additional meeting space and connectivity, and a multipurpose hall that added 200k square feet to be utilized for exhibit space, general assembly, large receptions, food functions, and amateur athletic events. Architects Populous/CT Shu were awarded the design contract and were 50% complete when the project was halted due to the effects of the pandemic. Approximately \$18 million has been spent on the project to date, which had a total budget of \$605 million. The OCCC led the convention industry in recovery from the pandemic and is expecting a record year in 2024 with a robust calendar of events. Re-convening of the project would allow the OCCC to work with two state of the art facilities, as they were originally designed, that can accommodate all types of events and allow additional growth that will generate economic impact.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group):

Directly operated by applicant.

If project not operated by applicant, identify entity operating project:

Is this a new project or existing project?

Restart of previously approved project.

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

The OCCC published a long range plan in 2015 after a stakeholder process and extensive review. The Board of County Commissioners approved the design contract for the project in 2019. Today, the design of the project is 50% complete. The OCCC has developed an implementation strategy that details each step of implementation for the project to recommence. Included in the implementation strategy is reviewing and completing the design process, which would take approximately 12 months, and the construction process, which would take approximately 2-3 years to complete. It is anticipated the finished project could be operational in 2027 or 2028.

Has your organization received any TDT funding for this project in the past? Yes No

If so, when was funding, and how much funding, was received?

Approximately \$18.3M was spent on project in 2019-2020 before being halted in June 2020.

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- 1) Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- 2) Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- 3) Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4) Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 5) Promote and advertise tourism nationally and internationally
- 6) Fund convention bureaus, tourist bureaus, and tourist information centers
- 7) Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
- 8) If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. *(Orange County does not meet this threshold and is only at 30%.)*

Project Budget

How much is the total cost of the proposed project? \$ 605,000,000 (2019 Dollars)

How much TDT funding are you requesting for this project? \$586,738,302 (2019 Dollars)

How much have you raised to date for the project? \$18,261,698

Where will the rest of the project funding come from? (100 words or less)

Project to be solely funded by TDT. Cost is based on previous estimates from 2019 and will need to be reviewed in light of the significantly different current market conditions. Actual cost will be updated through Orange County's public procurement process.

When is this project estimated to begin?

FY23-24

What years do you estimate TDT will be requested and how much?

2024: \$ <u>20,000,000</u>	2027: \$ <u>250,000,000</u>	2030: \$ _____	2033: \$ _____
2025: \$ <u>75,000,000</u>	2028: \$ <u>41,738,302</u>	2031: \$ _____	2034: \$ _____
2026: \$ <u>200,000,000</u>	2029: \$ _____	2032: \$ _____	

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less)

The OCCC's mission is to drive economic impact through attracting conventions, trade shows, corporate meetings and sporting events that bring out of town visitors to Central Florida. The project will ensure that the OCCC remains competitive and can maximize and grow its calendar of events.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less)

Currently, the OCCC generates approximately \$3 billion in economic impact in the community on an annual basis. It is estimated that this project will generate over \$500 million in additional economic impact, bringing the total impact of the OCCC to \$3.5 billion in today's dollars on an annual basis.

What TDT funding has your organization received in the last 10 years:

The TDT levy was approved by voters to fund construction and ops of the Orange County Convention Center.

How much? Ongoing

When? Since Inception

Purpose? Generate economic impact in Orange County.

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.)

Direct Allocation

Please email this completed form to TDTcitizenadvisory@ocfl.net

Submit Form Button

Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Friday, May 5, 2023 6:11 PM
To: Harrington, Roseann E; Winterkamp, Fred; Latorre, Katherine W
Subject: Friends of the Mennello Museum of American Art-TDT Funding Interest Indicator

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Friday, May 5, 2023 5:54 PM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: Friends of the Mennello Museum of American Art

Primary Contact: Shannon Fitzgerald

Phone: 4072221182

Email: shannon.fitzgerald@cityoforlando.net

Mailing Address: 900 E PRINCETON STREET

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): City of Orlando owned and operated in partnership with 501c-3 Friends of the Museum

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

Building Our Future: The Expansion of the Mennello Museum of American Art is a 40,000-sf expansion to the existing 12,000-sf facility to yield a stunning 52,000-sf state-of-the-art museum, event center and sculptural garden that seamlessly merges architecture and nature to create an inclusive and welcoming multi-faceted cultural experience to be enjoyed by residents and tourists year-round. For 23 years, the museum has enriched the public through exhibitions, educational programs and diverse events that celebrate the diversity of American Art. The expanded facility includes additional exhibition galleries, permanent collection galleries, education spaces, classrooms, museum-grade storage, multi-use event and rental space as well as plenty of spaces for play and pause. This visionary expansion, designed by Brooks + Scarpa (Los Angeles/Ft. Lauderdale) and KMF Architects (Orlando), will transform how we serve our Central Florida community with a world-class design, function and mission-driven building. It will enable us to grow the museum's programming space for the best American Art collections, traveling exhibitions and community engagement while further developing our tourism and marketing efforts and their impact. The expanded museum and event center will enable us to broaden our current capabilities and continue an improved program of artistic excellence that will boost museum tourism. The new facility provides the following invaluable services: • Welcoming and inclusive space for the highest caliber art exhibitions to best attract audiences • Expand family-friendly, diverse art education programs • Event Center & multi-purpose spaces for multiple earned income revenues; events, weddings, concerts, classrooms, community space that yields a fiscally sustainable model • Ability to seat 250 and accommodate 400+ indoor, and up to 5000 outdoor • Attract larger audiences through new branded tourism and marketing efforts • Greater impact on the

economic prosperity of the region The museum’s visionary expansion will yield boundless potential for vibrant cultural enrichment, tourism engagement and economic impact.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): Directly operated by the applicant

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): n/a

Is this a new project or existing project? New Project

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

2016-2017: 5-year Strategic Plan developed and adopted (revised in 2021 through 2023) 2018: Museum secures the largest gift of important American art and legacy gift from the founder, valued at \$8.9 million The City of Orlando approves land use for museum expansion and fundraising campaign by Friends 2018-2019: Community Surveys & Feasibility Study completed Ongoing Fundraising: Fundraising Consultants retained Updated Mission, Established Museum Vision and Values Building Expansion Program Design Architect Team Hired Architect’s preliminary vision design & concept plans approved by City leadership and Friends Unveiled visualization plan and architectural model Launched a Silent Fundraising Campaign Presented plans to Orange County's TDT Art Review Committee (ARC) 2020 Feb. 20, 2020: Submitted application for Orange County Cultural Facilities Funding & Presented to OC Cultural Facilities Review Panel (funding paused due to Covid-19 pandemic) Paused fundraising campaign and planning due to the pandemic June 2020- Sept 2021: During the pandemic, prepared, developed, updated, and adopted multiple internal museum policies in preparedness and stewardship advancement (Investment Statement, Investment Distribution, DEAI, Abuse, Anti-Harassment, Conflict of Interest, Whistleblower, Collection Management) 2023: Resume expansion planning and fundraising Feb 2023: Submitted application for Orange County Cultural Facilities Funding (revised from 2020 application) and Presented to Orange County Cultural Facilities Review Panel (\$500,000 for design) Spring/Summer 2023: continue to map planning with City & County Planning & Permitting, Municipal Planning Board Fall 2023 – Spring 2024: Complete Architect Designs, Retain Project Manager 2024-2025-26: Groundbreaking and construction period 2026 TBD: Public opening

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? We have not received any TDT funding for this project.

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- 1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- 2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- X3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 5. Promote and advertise tourism nationally and internationally
- 6. Fund convention bureaus, tourist bureaus, and tourist information centers

7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control

8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? \$29,000,000

How much TDT funding are you requesting for this project? \$29,000,000

How much have you raised to date for the project? \$1,473,817.00

Where will the rest of the project funding come from? (100 words or less):

Project funding will come from the private sector with a pipeline of major donors identified to include the goal of 100% financial support from the Friends Board of Directors. The Friends have applied for an Orange County Cultural Facilities grant in 2023 and plan to apply for a Florida Department of State Arts and Culture Facilities grant and National Endowment for the Humanities NEH New Building grant.

When is this project estimated to begin? Spring 2024

What years do you estimate TDT will be requested and how much?

2024: \$ 12000000

2025: \$ 10000000

2026: \$ 7000000

2027: \$

2028: \$

2029: \$

2030: \$

2031: \$

2032: \$

2033: \$

2034: \$

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

The museum has broadened its focus to consider, more in-depth, the richness and diversity of American Art that has directly contributed to growth in tourist visitors. Visitors from outside these five counties were 49% in 2022, up from 27% in 2019, and 17% in 2016. Our expansion will further enhance tourism and economic impact by:

- Providing proper gallery space to showcase great American Art in our collection.
- Marketing and providing public access to dedicated spaces for American Impressionism, Realism, Modernism, Folk Art, Southern Black Self-Taught Artists, rotating space for major traveling exhibitions and space for local artists.
- Enable us to quadruple the underserved students and schools we serve.
- Expand multiple revenue stream opportunities such as destination weddings and receptions, summer camps, studio and board room rentals, extended education and family wellness programs.
- Offer entrepreneurial space and programs to support local artists.
- Support small businesses, vendors, restaurants, and caterers.
- Welcome architecture tourism with award-winning, green, Florida vernacular with new innovative design strategies.

The museum's latest economic impact estimation based on a \$900,000 budget reflects that the museum generates 56 full-time jobs, contributes \$1,325,364 to household incomes, \$89,253 to local government revenue, and \$107,910 to state government revenue. Projected returns based on a \$2,500,000 budget will generate 169 full-time jobs, and contribute \$3,350,082 to household incomes, \$224,383 to local government revenue, and \$258,141 to state government revenue. Attendees to arts and cultural organizations in Loch Haven Cultural Park currently spend \$29.07 on average (residents \$23.80 – tourists \$35.27). With our future amenities, we anticipate our visitors' average spending to be in the \$32.00 range. * Source: *Arts & Economic Prosperity IV, The Economic Impact of Nonprofit Arts & Cultural Organizations and their Audiences, Americans for the Arts national economic impact study of nonprofit arts and culture organizations and their audiences (Florida/Orange County/Lock Haven).

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less):

The return on investment will be reflected through the creation of a dynamic museum and event center for the benefit of all Orange County residents along with increased tourist visitations to this exciting cultural destination. The Mennello Museum expansion will create high-wage jobs through new development, construction, operations, local business, vendors and museum professionals' growth. The museum's mission and targeted marketing will generate day tourism from throughout the state for its programming and events. The museum will be able to draw numerous long-term stay visitors for destination weddings and events that will drive sales tax growth by high visitor spending – especially in boutique, luxury and restaurant/catering markets. We anticipate that Orange County can expect a 9:1 return on investment from the museum expansion by quantifying the museum's impact on community well-being, education, image, tourism and the local economy and what it can generate in intangible meaning, organizational spending and the spending of our audiences. As a nationally recognized home to American Art, the museum is part of a larger cultural industry that has a direct economic impact on our community in the support of jobs, business, and government revenue that is the cornerstone of tourism. For museums, the data show that, on average, every dollar given to a museum is likely to generate something on the order of \$100 to \$200 in value to the community. The expansion affords us the ability to dramatically increase revenue and efficiency through improved facilities, operations and streamlined processes that are not possible within our current facility. Furthermore, it will help create a healthy cultural investment where access to art is expanded for residents and visitors alike, all while transforming operations and profitability, and remaining mission-driven.

What TDT funding has your organization received in the last 10 years: Art & Cultural Tourism TDT grants FY2014-FY2023

How much? \$673,570.00

When? Annually since 2014 - 2023

Purpose? Funding for exhibitions, education, outreach, publications and marketing.

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): Arts & Cultural TDT grants

PLEASE NOTE: Florida has a very broad public records law (F. S. 119). All e-mails to and from County Officials are kept as a public record. Your e-mail communications, including your e-mail address may be disclosed to the public and media at any time.

Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Friday, May 5, 2023 9:23 AM
To: Harrington, Roseann E; Winterkamp, Fred; Latorre, Katherine W
Subject: FW: TDT Funding Interest Indicator-Orlando Urban Film Festival Foundation Inc

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Friday, May 5, 2023 3:55 AM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: Orlando Urban Film Festival Foundation Inc.

Primary Contact: Marianne S. Eggleston

Phone: 216-256-8060

Email: orlandourbanfilmfestival@gmail.com

Mailing Address: 332 Kennedy Blvd., #2586, Orlando, FL 32751

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): 501 (c)(3)

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

The TDT Grant will assist OUFF to scale and offer its, Love Orlando "Rock-n-Soul Fest" to a broader national/global market. The event is held over Labor Day Weekend for three days, (Thurs, Fri, & Sat) and will celebrate a cultural mix of adult entertainment music, movies, art, food, & technology and offer tickets to Disney and Universal.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): directly operated by applicant

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): NA

Is this a new project or existing project? Existing project to be scaled

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

The Love Orlando "Rock-n-Soul Fest" concept has been in development since the Downtown Club shooting and OUFF's event in September 2022. We ran a test market in Downtown Orlando during the OUFF to see how to scale to a larger, adult, & mixed culture event. A rough draft strategic plan, several logos were designed, and venues were considered.

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? None

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- 1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- 2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- 3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- X5. Promote and advertise tourism nationally and internationally
- 6. Fund convention bureaus, tourist bureaus, and tourist information centers
- 7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control

X 8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? \$2.5MM

How much TDT funding are you requesting for this project? \$1.5MM

How much have you raised to date for the project? Still in development. If TDT will participate, we will raise the funds.

Where will the rest of the project funding come from? (100 words or less):
Grants, sponsorships, partnerships, advertising, ticket sales, Love Orlando merchandising, and branding.

When is this project estimated to begin? June 2023 with exceptional branding, event can provide economic growth over next 5 to 10 years.

What years do you estimate TDT will be requested and how much?

2024: \$ 2.5

2025: \$ 2.5

2026: \$ 2.5

2027: \$ 2.5

2028: \$ 1.5

2029: \$ 1.5

2030: \$ 1.5

2031: \$ 1.5

2032: \$ 1.5

2033: \$ 1.5

2034: \$ 1.5

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

Tourists love to visit Orlando for entertainment: music, film, art, food & tech. Event marketing & brand development are crucial to the event's success nationwide/globally. Tom Joyner's event once averaged 14,000 tourists. Orlando & Orange County have no branded national/global events except Disney/Universal.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less):
Over the next three years, build the national/global brand marketing strategy with consistent tech/social media, video, and Top artists/actors/influencer campaigns, and expect a 15% - 25% ROI. or more. We have to get the best talent & branding, and the concept will grow. Concept events work. I have been involved in many in my music career.

What TDT funding has your organization received in the last 10 years: Orange County Tourism Grant

How much? OUFF has received \$20,373.00

When? OUFF has received a total of currently 2023 \$8,744. and previously in 2022 total of \$11, 692

Purpose? The Orlando Urban Film Festival annual Film and Music event

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): TDT Grant

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All e-mails to and from County Officials are kept as a public record.
Your e-mail communications, including your e-mail address may be disclosed to the public and media at any time.

Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Tuesday, May 2, 2023 4:18 PM
To: Harrington, Roseann E; Winterkamp, Fred; Latorre, Katherine W
Subject: FW: TDT Funding Interest Indicator-The Association to Preserve African American Society, History and Tradition, Inc.

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Monday, May 1, 2023 7:56 PM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: The Association to Preserve African American Society, History and Tradition, Inc.

Primary Contact: Senator Geraldine F. Thompson, Founder

Phone: 407-245-7535

Email: pastinc1@gmail.com

Mailing Address: 511 W. South Street Orlando, FL 32805

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): Publicly owned, not for profit

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

The Wells' Built Reimagined Project will expand the offerings of the Wells' Built Museum of African American History and Culture to include the Museum, the Wells' Heritage House and a new multi-purpose, state-of-the-art cultural center in the rear of the present structures that is currently used for parking. The Wells' Built Museum and the Wells' Heritage House will undergo rehabilitation and revitalization before the end of 2023 during which, drawings, plans and specifications will be completed for the new cultural center and construction is slated to commence in 2024. The new structure will provide a learning center, exhibition space and entertainment venue where residents, students and visitors will be educated regarding the identity, history, art and culture of African Americans in Central Florida and the United States. The cultural center will focus on the importance of the former Wells' Built Hotel during America's Civil Rights Movement. The construction of the Wells' Built, which opened in 1929 and operated until the late 1960's, was necessitated by Jim Crow laws that excluded African Americans from lodging in other hotels during America's period of racial segregation. The Cultural Center will educate individuals regarding the unique function of the Wells' Built Hotel which was a haven for African Americans during the era of Jim Crow. The Wells' Built Reimagined will position Orlando and Orange County to join other locations that highlight America's Civil Rights journey such as the Smithsonian National Museum of African American History and Culture in Washington, D. C.; the National Center for Civil and Human Rights in Atlanta, Georgia; the National Civil Rights Museum at the Lorraine Motel in Memphis, Tennessee; the Equal Justice Institute in Montgomery, Alabama; the Mississippi Civil Rights Museum in Jackson, Mississippi; and the Charleston International African American Museum in Charleston, South Carolina which are part of the U. S. Civil Rights Trail.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): Directly operated by the Assoc. to Preserve African American Society, History and Tradition, Inc.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): The project is operated by applicant

Is this a new project or existing project? The Wells' Built Reimagined is a new project

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)
PAST, Inc. will conduct charettes that involve stakeholders from the tourism industry, local governments, hoteliers, educators, retailers, restauranters, event planners, other museums and residents to guide the design of the Reimagined Cultural Center. This collaborative planning process will marshal the talents and energies of interested parties to create and support a master plan that will transform the Wells' Built complex and the surrounding community. Architectural/engineering work for the Wells' Built Reimagined Cultural Center will be commenced by the Design-Build Firm, Votum, in late 2023. Permits will be obtained and PAST, Inc. will issue a proceed order in early 2024 and construction will get underway. Investing time into the planning stage of the Wells' Built Reimagined Project will result in a cultural venue that will serve the needs of stakeholders. The Wells' Built Reimagined Project will position the Museum to attract an additional segment of visitors beyond those who come to the State for its beaches, theme parks, cruises and ecology. It will also provide a repository where people can share their memories and stories currently languishing in their filing cabinets and attics. The Wells' Built Reimagined Project will bring people together to share a collective heritage and demonstrate that throughout time, humanity has stood firm in the face of adversity. Museums are now destinations and serve as an economic engine to create jobs, instill pride, and self-reliance. Museums spur economic activity in numerous sectors including retail, restaurants, hotels and transportation. The Wells' Built Cultural Center is projected to open in February of 2025 in celebration of African American History Month.

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? No

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- 1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- 2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- X3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 5. Promote and advertise tourism nationally and internationally
- 6. Fund convention bureaus, tourist bureaus, and tourist information centers
- 7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control

8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? \$20,000,500

How much TDT funding are you requesting for this project? \$20,000,000

How much have you raised to date for the project? \$500,000

Where will the rest of the project funding come from? (100 words or less):
Corporate donors, State government and area residents will be asked to support the project.

When is this project estimated to begin? February of 2024

What years do you estimate TDT will be requested and how much?

2024: \$

2025: \$ 500000

2026: \$ 1000000

2027: \$

2028: \$

2029: \$

2030: \$

2031: \$

2032: \$

2033: \$

2034: \$

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):
The Wells' Built Reimagined Project will allow the Museum to create experiences within the tourism landscape that have

not been previously capitalized on. The Learning Center will provide an auditorium setting for students, seniors and others to learn of the history of the Wells' Built Hotel, the Parramore community, and the state of Florida. The Center will focus on the historical figures who lodged at the Wells' Built such as Thurgood Marshall, Ray Charles, Jackie Robinson and Billie Holiday. Interactive exhibits will transport visitors to stops along the Chitlin Circuit which included the South Street Casino located next to the Hotel. Visitors will learn of sites listed in the Negro Motorists Green Book, a directory compiled by a black postal worker in Harlem who highlighted locations throughout the Country where African American travelers would be welcome during racial segregation. The Negro Motorist Green Book included the Wells' Built Hotel and was published from 1936 until 1966. The listing of the Wells' Built Hotel in the Negro Motorist Green Book attracted national audiences to Central Florida. The Wells' Built Reimagined Project will also allow visitors to experience the Museum virtually. The religious, cultural and historical value of the history of African Americans will be showcased in the cultural center. Because the South Street Casino brought the big bands to Central Florida, the music of entertainers who performed there will be a primary feature of the cultural center. Students from area educational institutions will be encouraged to visit the Museum throughout the year, and not just during February. The Museum will collaborate with other attractions to cross pollinate audiences. Collaborations will be formed with VisitFlorida and VisitOrlando to highlight the unique and exciting exhibits at the Wells' Built. Florida's Civil Rights history will be highlighted in the Museum beginning with the first martyrs to the Civil Rights struggle, Floridians Harry T. and Harriette V. Moore who were killed when a bomb exploded underneath their bedroom on December 25, 1951.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less):
 The United States Civil Rights Struggle was waged primarily in the South. Well known sites associated with the struggle include Topeka, Kansas; Memphis, Tennessee; Atlanta, Georgia, Selma, Alabama; and Birmingham, Alabama. The Wells' Built Reimagined Project will enable visitors to step into history and experience Florida sites and individuals pivotal to the Civil Rights Movement. Florida sites to be highlighted include Dr. Mary McLeod Bethune and Bethune Cookman University, Dr. William Monroe Wells and the Wells' Built Hotel, Virgil Hawkins and the creation of the Florida A&M University College of Law, Harry T. and Harriette V. Moore the first martyrs to the Civil Rights Movement, George Starke who integrated the University of Florida, Dr. Martin Luther King, Jr. and the St. Augustine Monson Lodge and Rev. N. G. Staggers and the Mt. Zion Missionary Baptist Institutional Church whose members sparked school integration in Orange County. The churches, schools, hotels and other landmarks central to the Florida Civil Rights Struggle will be recounted in the Wells' Built Reimagined Project. The National Trust for Historic Preservation determined that individuals are traveling to experience the places and activities that authentically represent the stories and people of the past and present. Heritage tourism is considered one of the fastest growing segments in the industry and equates to a \$171 billion annual spend. Cultural tourism is projected to rise to 11,900 million by 2028 up from 4,579.9 million in 2021. The economic benefit of the Wells' Built Reimagined Project for Orange County will be jobs, taxes gained from the sale of goods and services, and a greater need for lodging, food, clothing and leisure activities. Individuals to benefit from the Project will include transportation entities, restaurants, souvenir shops, visual artists, performing artists and local governments. An additional benefit will be lowering poverty in the area around the Wells' Built.

What TDT funding has your organization received in the last 10 years: N/A

How much? N/A

When? N/A

Purpose? N/A

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): N/A

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**Orange County, Florida
TDT Citizen Advisory Task Force
Results from Survey 1 | June 26, 2023**

Prepared by J.B. Adams
Adams Learning, Inc.

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Overview

The purpose of the TDT Citizen Advisory Task Force is to provide **advice and guidance** regarding the applicants requesting the largest amounts of funding from Orange County's Tourism Development Tax. To this end, the task force is charged with developing recommendations and providing them to the Tourist Development Council and the Orange County Board of Commissioners.

The TDT Citizen Advisory Task Force does not have decision-making authority over TDT expenditures.

In addition to providing advice and guidance to the Council and the BCC, the Task Force also provides useful feedback to the applicants.

Between Friday June 16 and Tuesday June 20, 2023, members of the TDT Citizen Advisory Task Force completed Survey 1, which collected data regarding the fourteen organizations that applied for TDT funding in amounts greater than \$20 million.

- Participation rate: 30 out of 31 task force members completed the survey.
- The survey consisted of 147 items.
 - 119 quantitative items (scaled items and yes/no questions)
 - 28 qualitative items (open-ended questions that invited task force members to write comments regarding the applicants' strengths and opportunities for improvement)
- The average amount of time that task force members spent on the survey was 60 minutes.

Survey Results for Three Granting Organizations

These granting organizations review applications and provide funding to other tourism-related organizations in Orange County.

- TDT Application Review Committee (ARC)
- Orange County Arts & Cultural Affairs
- Greater Orlando Sports Commission

Because they differ in nature from the other applicants, they were removed from the ranked comparison. In the survey, task force members were asked to indicate whether they support each granting organization's requests.

Task members were also asked to provide written comments regarding the applicants' strengths and opportunities for improvement. Written comments were reviewed and quantified. For the presentation on June 26, 2023, trends in agreement were reported; comments without agreement were not reported. This report includes both the quantified comments as well as the raw, unedited comments.

TDT Application Review Committee (ARC)

QUANTITATIVE SURVEY RESULTS

TDT Application Review Committee (ARC)	
	% YES
Support for providing ARC with its requested TDT funding amount of \$60 million (\$12 million per year * 5 years) (\$12 million per year for the five year period from FY 2024 to FY2028)	93%
Support for providing ARC with additional TDT funding in the amount of \$100 million (\$20 million per year * 5 years) (\$20 million per year for the five year period from FY 2024 to FY 2028 when excess TDT funds allow for it)	69%
Support for expanding the maximum amount that ARC can provide to individual projects to fall in a range between \$2 million and \$20 million	60%

QUANTIFIED COMMENTS

STRENGTHS (from 5 responses)

IMPORTANT, NEEDED (2)

“This increase in dollars for arts and culture through ARC is extremely important for our overall Orange County economy and future outlook”

“It is a comprehensive and needed piece to TDT funding”

OPPORTUNITIES FOR IMPROVEMENT (from 5 responses)

CALL FOR TRANSPARENCY, RESPONSIBILITY (3)

“We should be encouraging elected leaders to take responsibility for closely examining how we are spending TDT funding”

“Continued Transparency here is a must.”

“The results of the investments need to be reported and reviewed”

TDT Application Review Committee (ARC) (continued)

RAW COMMENTS

STRENGTHS

1

If we are talking about tourism, highlighting the culture of Orange County is definitely a draw.

2

NBA Team, Concerts and Sporting events

3

This increase in dollars for arts and culture through ARC is extremely important for our overall Orange County economy and future outlook.

4

It is a comprehensive and needed piece to TDT funding.

5

Many great projects happen under the aegis of the ARC!

OPPORTUNITIES FOR IMPROVEMENT

1

There must be a very publicized call for applicants from county organizations. It seems as though the same groups get the money each year. We need to ensure newer, and smaller, and diverse organizations receive funding too, not the club of those "in the know."

2

Continued Transparency here is a must

3

I think the ARC process should also lower the threshold for applicants to \$500,000 and more frequently consider seed money projects for three to five years of funding to groups who can demonstrate an ability to self sustain after the initial seed funding.

4


I do not support expanding the project price tag to \$20 million: this is a vast increase in project size, at a time when we should be encouraging elected leaders to take responsibility for closely examining how we are spending TDT funding. Increasing the amount the ARC can allocate by *tenfold* would treat large projects as a routine allocation of funds.

5

The results of the investments need to be reported and reviewed.

Orange County Arts & Cultural Affairs

QUANTITATIVE SURVEY RESULTS

 Orange County Arts & Cultural Affairs	
	% YES
Support for increasing the cap for Arts and Cultural Affairs funding toward individual projects to go from \$500,000 to \$2 million	79%
Support for increasing the cap of the cultural venue rental subsidy from \$500,000 to \$1 million	76%
Support for increasing Arts & Cultural Affairs funding from 3% of the first four cents to 5% of the first four cents	80%
Support for increasing Arts & Cultural Affairs funding from the fixed amount of \$2 million to a fixed amount of \$5 million	77%

QUANTIFIED COMMENTS

STRENGTHS (from 6 responses)

RECOGNITION OF SUPPORT FOR ARTS AND CULTURE AS “WHO WE ARE” (2)

“Orange County is a Melting Pot of Cultures, Ethnic Groups and Diversity this will enrich the Arts and Cultural Affairs.”

“We must continue to put our creativity and identity at the forefront of who Orlando is.”

OPPORTUNITIES FOR IMPROVEMENT (from 3 responses)

CALL FOR EXPANSION TO REACH NEW APPLICANTS (2)

“...the same groups get the money each year. We need to ensure newer, and smaller, and diverse organizations receive funding too, not the club of those ‘in the know’”

“I would like to see the Orange County Arts & Cultural Affairs department and United Arts expand their portfolio of efforts beyond the support of local organizations ... we could work to attract artistic endeavors, performances, shows, demonstrations, classes and more from around the world”

Orange County Arts & Cultural Affairs (continued)

RAW COMMENTS

STRENGTHS

1

Orange County is a Melting Pot of Cultures, Ethnic Groups and Diversity this will enrich the Arts and Cultural Affairs

2

Support of arts and culture in our community is important for companies as they continue to move to Orange County; this is a strong step in more business growth here in the community.

3

Excellent leadership and history of success

4

The economic support of many successful cultural arts organizations.

5

We must continue to put our creativity and identity at the forefront of who Orlando is.

6

Is is possible to eliminate the current \$1.5M gap by decreasing the ARC minimum to \$1.0M and increasing the cap for the Arts and Cultural Affairs to \$1.0M.

OPPORTUNITIES FOR IMPROVEMENT

1

There must be a very publicized call for applicants from county organizations. It seems as though the same groups get the money each year. We need to ensure newer, and smaller, and diverse organizations receive funding too, not the club of those "in the know."

2

Rent agreements are just exchanging money from one gov't funded entity to another. Just reduce the rent to a minimum & eliminate this fake market

3

I would like to see the Orange County Arts & Cultural Affairs department and United Arts expand their portfolio of efforts beyond the support of local organizations. I think there is space to consider an effort similar to the Greater Orlando Sports Commission that keeps an inventory of all available athletic venues and works diligently to attract athletic events from around the world. I believe Orlando/Orange County is in a unique position with the number of arts venues that we could work to attract artistic endeavors, performances, shows, demonstrations, classes and more from around the world.

Greater Orlando Sports Commission

QUANTITATIVE SURVEY RESULTS

 Greater Orlando Sports Commission	
	% YES
Support for increasing operational funding for Greater Orlando Sports Commission from \$300,000 to \$740,660.50 per year	80%
Support for increasing the amount of SIC funding that GOSC receives from \$4 million to \$10 million per year for a term of the next eleven years	67%

QUANTIFIED COMMENTS

STRENGTHS (from 4 responses)

ECONOMIC IMPACT / SOUNDNESS OF INVESTMENT (3)

- “Sports is one of the largest driving force of economical revenue in Orange County”
- “They have the highest forecasted ROI of any applicant”
- “This is vital to our growth as a town”

OPPORTUNITIES FOR IMPROVEMENT (from 3 responses)

SUPPORT FOR FUNDING (OR ADDITIONAL FUNDING) BUT WITH CONDITIONS (3)

- “I do not mind an increase in SIC funds, but not to \$10 million”
- “Agree to fund as long as it is directly related to hotel stays and focused on shoulder seasons”
- “I support the SIC fund but believe the funds needs to be requested per project and perhaps through Visit Orlando funding”

Greater Orlando Sports Commission (continued)

RAW COMMENTS

STRENGTHS

1

Sports is one of the largest driving force of economical revenue in Orange County

2

This organization has done a lot on a shoestring budget, so this increase makes a lot of sense for the community.

3

This is vital to our growth as a town. We love sports and always should.

4

If I understand the Economic Impact data shared by GOSC, they have the highest forecasted ROI of any applicant at 62:1. They are attracting visitors to multiple venues throughout Central Florida and not just the tourism corridor which spreads their impact touching more of our businesses and residents. The organization's ability to shift towards more self-sufficient funding lends to a higher likelihood they will be successful with any public investment.

OPPORTUNITIES FOR IMPROVEMENT

1

I do not mind an increase in SIC funds, but not to \$10 million

2

Agree to fund as long as it is directly related to hotel stays and focused on shoulder seasons

3

I support the SIC fund but believe the funds needs to be requested per project and perhaps through Visit Orlando funding.

Survey Results for Eleven Applicants

These remaining eleven non-granting organizations were evaluated by Task Force members according to the criteria developed for the TDT Application Review Committee (ARC).

<p>TOURISM EXPANSION</p> <ul style="list-style-type: none"> • Tourist attraction • Advertising reach • Tourism industry collaboration 	<p>PROJECT SOUNDNESS</p> <ul style="list-style-type: none"> • Quality / longevity maintenance, care & stewardship • Process / design & planning • Operational readiness • Financial readiness 	<p>ANTICIPATED RETURN ON INVESTMENT</p> <ul style="list-style-type: none"> • Economic benefit (jobs, wages, attracting employers and development) • Tax revenues (TDT, sales tax, property tax)
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Each item of measurement was evaluated using a six-point scale with numeric ratings ranging from zero (0) to five (5).

- 5 = Excellent
- 4 = Above average
- 3 = Average
- 2 = Below average
- 1 = Poor
- 0 = Deficient

Task Force members’ responses were averaged, then scores from the three categories were weighted and summed. A perfect score would be a weighted score of 100.

- TOURISM EXPANSION (Weighted to a value of 35)
- PROJECT SOUNDNESS (Weighted to a value of 35)
- ANTICIPATED RETURN ON INVESTMENT (Weighted to a value of 30)

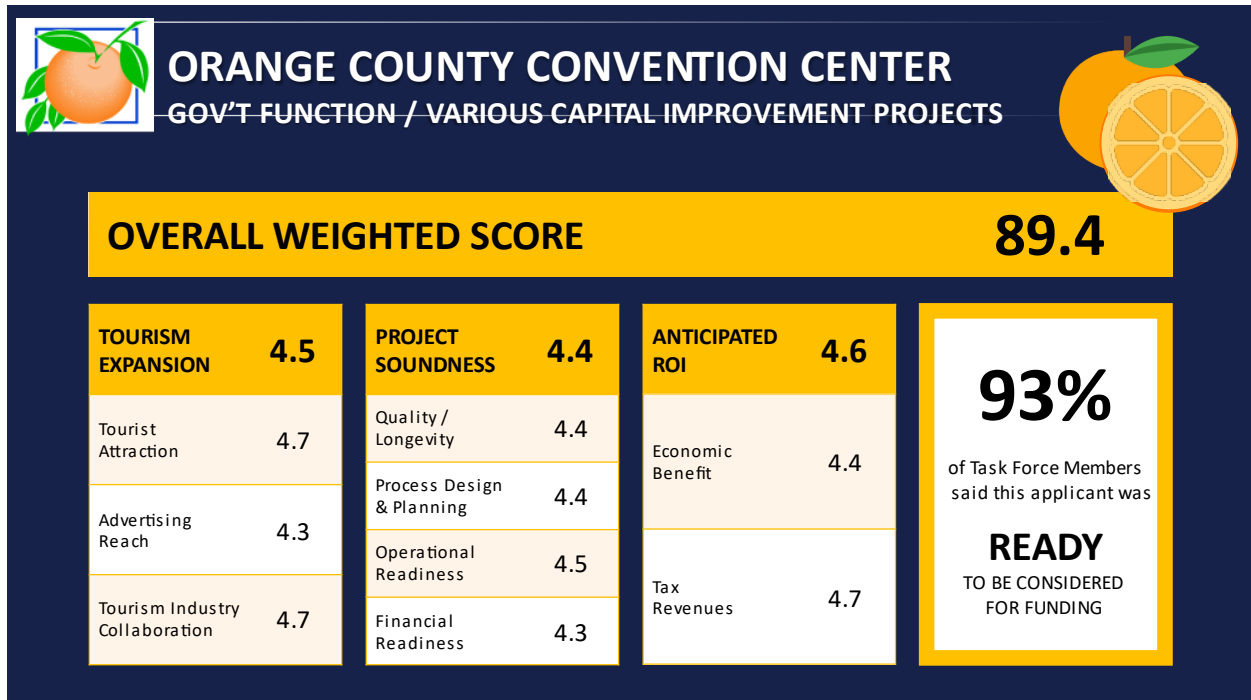
Task force members were asked for their perception of each applicant’s readiness for consideration.

- READY to be considered for funding by the Tourist Development Council
- NOT READY to be considered; in need of further development

Task members were also asked to provide written comments regarding applicants’ strengths and opportunities for improvement. Written comments were reviewed and quantified. For the presentation on June 26, 2023, trends in agreement were reported; comments without agreement were not reported. This report includes both the quantified comments as well as the raw, unedited comments.

Orange County Convention Center

QUANTITATIVE SURVEY RESULTS



QUANTIFIED COMMENTS

STRENGTHS (from 15 responses)

ECONOMIC IMPACT (5)

- “Strong economic engine for the tourist industry”
- “The ‘incremental’ impact on TDT is clearly defined”
- “Great attraction and revenue source for Orlando”
- “Will have an immediate, major economic impact to our region”
- “Strongest generator of room nights and economic growth”

PROJECT SOUNDNESS / EFFECTIVE USE OF FUNDS (3)

- “Strongest ROI of any of the projects”
- “Precisely what the use of TDT funds should be focused on”
- “The fact that this project was approved in 2019 speaks to the soundness of this project”

ATTRACTIVE TO TOURISTS (3)

- “Major Magnet for Tourism, both Nationally and Internationally”
- “Clearly, many people visit Orlando because of a convention held at the center”
- “Putting heads on beds”

Orange County Convention Center (continued)

ESTABLISHED, PROVEN (3)

- “Proven track record”
- “History of success”
- “Established institution in our community”

SHOVEL READY (2)

- “Already shovel ready, overdue, let's do this!”
- “Shovel ready”

NEEDED (2)

- “Convention Centers are necessary”
- “This is needed now! Top Priority”

OPPORTUNITIES FOR IMPROVEMENT (from 8 responses)

CONCERNS REGARDING AMOUNT REQUESTED (3)

- “My one challenge is – it’s a lot of money for the convention center”
- “Cost for development are extremely high”
- “This is an expensive project”

CONCERNS REGARDING FUNDING AMOUNT UNCERTANTY (2)

- “Final cost not determined”
- “Still-unclear final price tag”

TRENDS TOWARD VIRTUAL MEETINGS (2)

- “We have clearly entered a new era where people are able to meet electronically in ways not considered realistic even three years ago. This will most certainly have an impact on the convention and meeting industry”
- “In a world of Zoom meetings, and work-from-home, why in the world are we considering spending another cent to make a building that has never turned a profit and needs annual subsidies to exist to become larger?”

OCCC RELATIONSHIP TO THE THEME PARKS (2)

- “The convention center gets used because the parks are close. Not always because they are spectacular facilities”
- “If there were not a convention center at all in the community, people would still visit our theme parks and the hotels would handle significant convention level events. ... When the private sector will clearly find a way to fill the void because people are visiting our community with or without a convention center, I question the wisdom of further investment beyond upkeep and general enhancements”

Orange County Convention Center (continued)

RAW COMMENTS

STRENGTHS

1

The strength is the law was written for them, and there's a lot of rich people who want to use tax money to make them richer while the working class of Orange County do not benefit. This is trickle-down economics, which has been proven to be a failure.

2

The Orange County Convention Center is a Major Magnet for Tourism, both Nationally and Internationally

3

The convention center has a proven track record of attracting visitors, putting heads in beds, and is a strong economic engine for the tourist industry.

4

Already shovel ready, overdue, let's do this!

5

Precisely what the use of TDT funds should be focused on - project that will be accretive - more TDT funds produced.

6

History of success

7

Convention Centers are necessary

8

This is needed now! Top Priority

9

The "incremental" impact on TDT is clearly defined

10

The Orange County Convention Center is an established institution in our community. Clearly, many people visit Orlando because of a convention held at the center.

11

Great attraction and revenue source for Orlando

12

The fact that this project was approved in 2019 speaks to the soundness of this project. Quantifiable and historical tax and TDT revenues make this project a sound investment.

13

Your presentation successfully emphasized your role as an employer, through more than just statements about indirect economic development and jobs created. The Convention Center is a home to relatively good jobs, in a sea of lower-wage, low-stability tourism jobs.

14

Shovel ready, strongest generator of room nights and economic growth of private investors equates to Strongest ROI of any of the projects.

15

The completion of the convention center will have an immediate, major economic impact to our region.

Orange County Convention Center (continued)

OPPORTUNITIES FOR IMPROVEMENT

1

I found it ironic that the day this was presented, it was announced we lost two major conventions because of the new anti-woman, homophobic, transphobic, racist and just purely hateful laws that are taking effect across our state. In a world of Zoom meetings, and work-from-home, why in the world are we considering spending another cent to make a building that has never turned a profit and needs annual subsidies to exist to become larger? This project addressed zero infrastructure issues caused by the project and offers no solutions to them either.

2

While so many professionals I respect are confident in the OCCC as an incredibly important anchor for our tourism industry, I am still uncertain of this investment for a few reasons: 1. The Convention Center was a more critical investment opportunity for our community before we became the theme park capital of the world. In the chicken and egg argument for why people visit Orlando, I don't think anyone is under the illusion it is anything except the major theme parks. If there were not a convention center at all in the community, people would still visit our theme parks and the hotels would handle significant convention level events. Public investment in a pure public good such as a lighthouse or on national defense makes sense since everyone will benefit from it equally. Public investment in a community enhancement like a gazebo in the town square helps visitors know we love our community and want them to know we invest in ourselves. Doing so on a larger scale with a civic center or convention center that itself is not an attraction can be an enhancement to the business community when there is little else to attract people to that location. However, when the private sector will clearly find a way to fill the void because people are visiting our community with or without a convention center, I question the wisdom of further investment beyond upkeep and general enhancements. 2. The Convention Center is primarily asking for further investment so that it may compete with two or three other markets who have larger or more modern meeting spaces. What we are not discussing is the total amount of meeting space if you include all privately owned meeting spaces as well. We may have the third largest convention center with 2.1 million square feet of exhibit space. However, the top five hotels in Orlando have combined almost the same amount of convention square footage at 1.9 million sq ft. 3. While I was impressed by the level of Economic Impact research completed by some of the other applicants, the same data for the OCCC was lacking in my opinion considering the claim of \$3.5 billion in annual impact. This is three times the next largest applicant (Orlando Dreamers) and four times the Amway Arena economic impact information, and while that may be entirely possible, I think it warrants a more detailed scientific evaluation from more than one organization and not one based in the local market. If the OCCC could more explicitly prove its economic impact on not just the tourism industry, but the community as a whole, then the 50:1 ROI might be a no brainer. 4. Where do we meet the stage of diminishing returns? We have clearly entered a new era where people are able to meet electronically in ways not considered realistic even three years ago. This will most certainly have an impact on the convention and meeting industry and needs to be looked at objectively. I am open to any argument that would prove otherwise, but we are being asked to consider massive investment without much verifiable evidence. Many of the other projects are doing the same, but the OCCC has had decades to produce accurate, verifiable evidence of its importance to the business community and the evidence shown thus far isn't sufficient for what I would expect of such an established institution. 5. The major argument seems to be that we need to do this because others have already done it and we are going to lose business to those cities. I guess my question is: if we were no longer to have 20 of the largest 250 conventions hosted in Orlando as we did in 2022 and instead went down to 10, would we be in jeopardy of no longer being the most visited place in the country? Why do we have to host the largest conventions only? In their presentation, the OCCC boasts 160 total events in the last fiscal year with 1.5 million attendees. Do we need more space in order to welcome 1.5 million attendees? Can't we just fill the space we have more effectively? I am not a meeting and convention expert by any means, but I am not certain that moving from 1.5 million attendees a year to 1 million attendees per year is going to make that much difference in our status as a destination city when 75 million people visit annually. I think the bigger question is how do we get more of those 75 million people to take one day out of their trip and spend money with a locally owned business and if we can't, how can the community as a whole most benefit from those people who visit? We are publicly subsidizing one industry out of dozens in our community. Neither the tech sector, financial services sector, small business sector nor healthcare sector are asking for another \$700+ million in infrastructure investment. Maybe they should so we can diversify our economy, maybe they shouldn't and we should lean further into the industry for which we are most famous. I'm not certain, but I am certain that this level of investment should come with some harder evidence of results from past investment and some strings attached should it not work.

Orange County Convention Center (continued)

3

Feel that this should be funded from current dollars and not be a use for "excess" funds

4

Final cost not determined

5

My one challenge is - its a lot of money for the convention center. As a resident i continue to want our city to further develop its own identity away from the theme parks. The parks will always define us - but theres so much more. The convention center gets used because the parks are close. Not always because they are spectacular facilities. I lean more towards funding identity impactful projects.

6

In addition to the key priority of upgrading the Center - also see a key opportunity to add funding to build a rail connection between the Airport/Brightline/SunRail and I-Drive. Completes the Client Advisory Board Mission for Connectivity

7

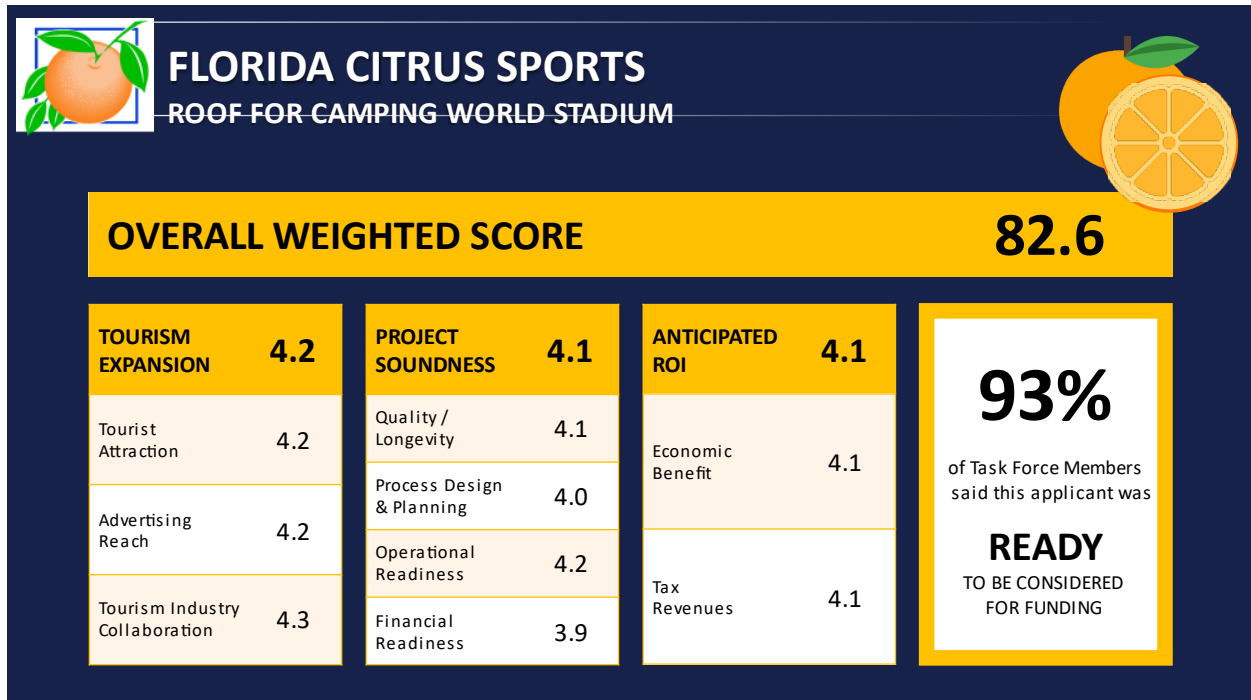
Cost for development are extremely high. Seek better negotiations

8

This is an expensive project (with a still-unclear final price tag) facing many questions about whether an "expansion" is necessary. The jobs indirectly created by OCCC are the main justification given for expanding the convention center, but they are often much lower-quality jobs than those at the convention center itself. Realistically, what does OCCC stand to gain or lose from completing this project or not?

Florida Citrus Sports

QUANTITATIVE SURVEY RESULTS



QUANTIFIED COMMENTS

STRENGTHS (from 10 responses)

ASSET TO THE COMMUNITY (6)

- “Broad multi county reach”
- “Excellent community asset”
- “This is a county owned facility that is a gathering place for locals and visitors alike”
- “Very important to local community (West Lakes)”
- “The presence of strong community support was notable and the discussion of how your development has considered community partnerships stood out!”
- “They have done a great job of rallying the community behind the events they manage and I would love to see further investment in all of our neighborhoods at the level FCS has done”

POTENTIAL ECONOMIC IMPACT (3)

- “Sports impact on community ... will only increase with expansion”
- “Will have a significant economic impact to Orange County”
- “The ‘incremental’ impact on TDT is clear”

Florida Citrus Sports (continued)

ESTABLISHED HISTORY (3)

- “Builds on previous success”
- “History of great events”
- “Established Sports impact ... since 1936”

ATTRACTIVE TO TOURISTS (2)

- “Drives tourism”
- “With enhancements, we will be able to attract more national and international sporting and concert events”

IMPORTANT, NEEDED (2)

- “Hugely important project for growth of Orange County and Orlando”
- “Needs to be maintained”

NO ANCHOR TENANT (2)

- “It has no billionaire ‘tenant’ that is going to hold maintenance and demands over our heads”
- “There is no anchor tenant as most such venues would have in other communities”

OPPORTUNITIES FOR IMPROVEMENT (from 8 responses)

QUESTIONS REGARDING PROJECT NATURE AND SCOPE (4)

- “I think they should have asked for more money to tear down and rebuild a modern and state-of-the-art facility from scratch”
- “Is half a roof enough. Go bigger now to be more competitive”
- “Ensure new construction is NFL ready”
- “May not have enough TDT to fund whole request”

QUESTIONABLE RETURN ON INVESTMENT (2)

- “Much too high an investment with minimal ROI”
- “The request from FCS is second largest only to the baseball stadium proposal and as such has a much lower projected ROI”

RAW COMMENTS

STRENGTHS

- 1
This is a county owned facility that is a gathering place for locals and visitors alike. It has no billionaire "tenant" that is going to hold maintenance and demands over our heads, and it needs to be maintained.

Florida Citrus Sports (continued)

2

Established Sports impact on community since 1936 will only increase with expansion

3

With enhancements, we will be able to attract more national and international sporting and concert events that will have a significant economic impact to Orange County.

4

Hugely important project for growth of Orange County and Orlando, and also very important to local community (West Lakes). We need to make this a world class venue in order to keep up with the competition, and this will help accomplish that goal.

5

History of great events

6

Broad multi county reach.

7

I think the team at Florida Citrus Sports has done an excellent job in running a landmark facility in the community, especially when you consider there is no anchor tenant as most such venues would have in other communities. They have done a great job of rallying the community behind the events they manage and I would love to see further investment in all of our neighborhoods at the level FCS has done leading by example with the West Lakes Community through LIFT Orlando. The Florida Classic is a wonderful weekend long event for Orlando every year as are both Bowl Games and we are lucky to have such a place to host these memorable events. Clearly tens of thousands of people visit Downtown Orlando, Parramore and West Lakes with each of the events they host. With one eighth of the total number of events hosted at the OCCC, the Citrus Bowl still welcomed 61% of the total visitors to the Convention Center in the same time period. The media value appears to be among the strongest of all applicants with more direct national and international coverage opportunities.

8

The "incremental" impact on TDT is clear

9

The presence of strong community support was notable and the discussion of how your development has considered community partnerships stood out! Your proposal consists of an investment in existing assets and builds on previous success.

10

Drives tourism and excellent community asset.

OPPORTUNITIES FOR IMPROVEMENT

1

I think they should have asked for more money to tear down and rebuild a modern and state-of-the-art facility from scratch.

2

Ensure new construction is NFL ready

3

Opportunities to work with their local community utilizing community benefit agreements in terms of construction for the new project.

4

it is ready yet with priority funding for aspects (may not have enough TDT to fund whole request) that lift capacity and offer opportunities during shoulder season

Florida Citrus Sports (continued)

5

Is half a roof enough. Go bigger now to be more competitive

6

I think there are some opportunities for Florida Citrus Sports and the City of Orlando to have some public discussion as to why Camping World Stadium (owned by the City) is operated by a nonprofit organization with quite a few well compensated staff that only host two events per month on average compared to the Amway Arena (also owned by the city) operated by City of Orlando personnel who manage significantly more events with a similar projection in annual economic impact. The request from FCS is second largest only to the baseball stadium proposal and as such has a much lower projected ROI. I think FCS has reported among the most realistic economic impact projections and is doing so because they have multiple decades of history under their belt. I hope all of the applicants have been as thorough and transparent in their forecasts.

7

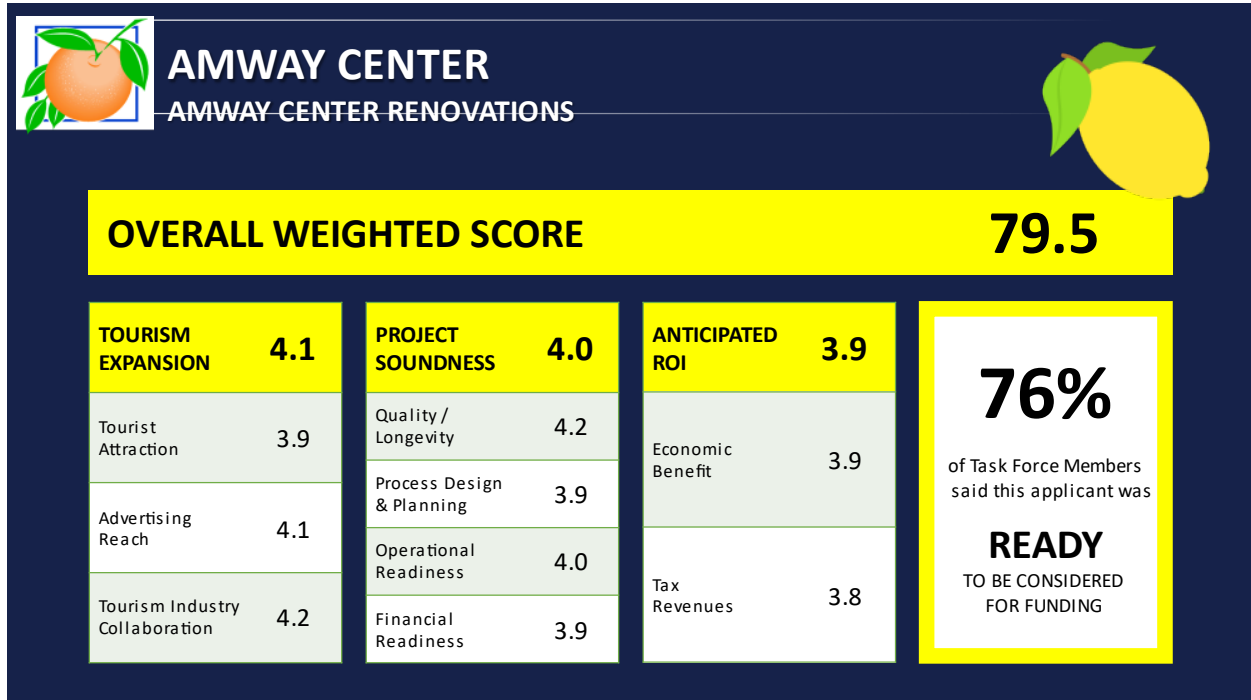
The largest number of jobs involved in this project are the hourly, seasonal operations jobs inside the stadium itself. Can you provide more information about what these jobs contribute to the economy? How much of the year would an employee work? How much do they pay? How many jobs are part-time, full-time, seasonal or casual?

8

Much too high an investment with minimal ROI.

Amway Center

QUANTITATIVE SURVEY RESULTS



QUANTIFIED COMMENTS

STRENGTHS (from 8 responses)

PROVEN TRACK RECORD (3)

- “Building on proven success and tourist contribution”
- “Excellent history of events”
- “Track record of success makes future prediction of success clear”

EVENTS (3)

- “Excellent history of events”
- “They are hosting an impressive number of events weekly, monthly and annually”
- “Orlando Magic, Sports Events and Concerts”

QUALITY OF OPERATIONS, MANAGEMENT (2)

- “The Amway Center is extremely well managed and maintained”
- “Maintaining a high level of operations and facility is ultra important for a competitive advantage in the marketplace”

Amway Center (continued)

OPPORTUNITIES FOR IMPROVEMENT (from 7 responses)

FUNDING FOR IMPROVEMENTS CAN COME FROM OTHER SOURCES (4)

“Let the billionaire tenant pay for the improvements from the profits they make in this City owned building. It is normal in a commercial space to have the tenant pay for the improvements to the landlord's building”

“Feel these improvements should have been put in place from operating revenues”

“Need to understand the private users plans to match and or support the TDT Funding”

“They need to generate their own funding source for maintenance”

RAW COMMENTS

STRENGTHS

1
Orlando Magic, Sports Events and Concerts

2
The Amway Center is a City venue with most of the economic impact remaining within the City.

3
Track record of success makes future prediction of success clear. Maintaining a high level of operations and facility is ultra important for a competitive advantage in the marketplace.

4
Excellent history of events

5
The Amway Arena has become a fixture in our town. I want to keep it healthy.

6
Building on proven success and tourist contribution

7
The Amway Center is extremely well managed and maintained. They are hosting an impressive number of events weekly, monthly and annually. It is interesting to me, but not all that important, that the Amway arena sits geographically between the DPAC and Camping World Stadium as it also hosts larger concerts than the DPAC, but smaller than Camping World Stadium. The indoor venue with healthy seating capacity is in a strong position for future concerts that are becoming a more profitable stream of income for artists since the major shifts in the music industry related to growth of streaming services have changed everything. The multiple applications for the venue are positive for the community.

8
Good idea to preserve existing tourism assets

OPPORTUNITIES FOR IMPROVEMENT

1
Let the billionaire tenant pay for the improvements from the profits they make in this City owned building. It is normal in a commercial space to have the tenant pay for the improvements to the landlord's building. Orange County should not be on the hook or to have the threat of a billionaire moving the team if facility improvement demands are not met. Demands they can pay for themselves. With regard to Live Nation/Ticketmaster wanting specific amenities for venues, that too is not our problem.

Amway Center (continued)

2

Feel these improvements should have been put in place from operating revenues

3

I just hate that the dollars are going to MEP. But it is necessary.

4

Need to understand the private users plans to match and or support the TDT Funding

5

The Amway is located in the Orlando neighborhood with the highest overall rate of poverty. While I am glad the venue serves as such great hosts for many if not most high school graduations in Orange County, as well as some large local job fairs, I'd like to see the venue leadership become more highly engaged in improving the neighborhood surrounding them. This could be done by welcoming the neighborhood inside or going out to the Parramore Heritage neighborhood in some constructive ways much like Florida Citrus Sports has done for the West Lakes neighborhood.

6

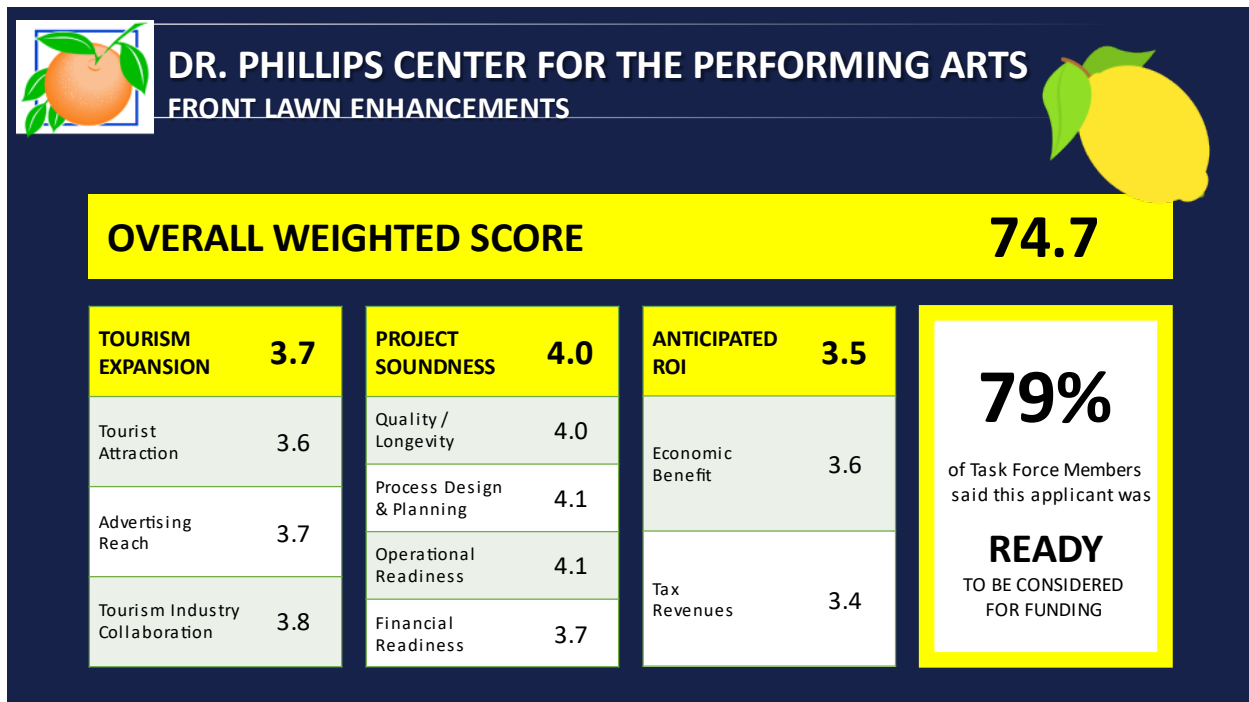
It nearly enough details on the "upgrades and improvements"- seems to be for technology that may or may not happen

7

Question how many hotels are actually being generated. They need to generate their own funding source for maintenance

Dr. Phillips Center for the Performing Arts

QUANTITATIVE SURVEY RESULTS



QUANTIFIED COMMENTS

STRENGTHS (from 8 responses)

PLAN / PRESENTATION (2)

- “Well thought out plan”
- “Fantastic Presentation”

THE FACILITY (2)

- “Steinmetz Hall is the one only auditorium like that in the world”
- “Great existing facility”

ATTRACTIVE TO TOURISTS (2)

- “Globally renowned artists can bring their fans as tourists”
- “The Center clearly brings in visitors from outside a 50 mile radius ... it has become its own singular destination”

Dr. Phillips Center for the Performing Arts (continued)

ECONOMIC IMPACT / IMPACT ON THE COMMUNITY (2)

“Although located within the city, the Dr Phillips PAC has community outreach that also positively impacts the citizens of Orange County”

“The DPAC has in a short amount of time been able to definitively show its economic impact on the community”

POTENTIAL FOR FUTURE IMPACT (2)

“The public access spaces you're envisioning are beautiful and have so much potential for changing what downtown Orlando offers to the community”

“Will do wonders for our City”

OPPORTUNITIES FOR IMPROVEMENT (from 8 responses)

UNCLEAR OR WEAK IMPACT ON TOURISM (4)

“No collaboration with tourism”

“The ‘incremental’ impact on TDT unclear”

“Concerns about whether this enhances TDT (unlike the halls themselves)”

“Failed to generate private growth beyond its walls. Does not generate additional property tax revenue very little bed tax”

CONCERNS OVER HOW LAND WILL BE USED (3)

“Land purchased with tax payer funds, and a building built with tax payer funds should not be sold as condominiums for the wealthy”

“Need more information related to private philanthropy and long-term land-use plan that drives revenue to support capital expansion”

“I was also a little concerned about the planned residential development on the property since the Center is owned by the City of Orlando”

CONSIDERATIONS FOR AFFORDABLE HOUSING (2)

“It was disappointing to hear that you have apparently not considered workforce housing at all, and wouldn't offer even an explanation of why it isn't included”

“With Orlando being one of the worst affordable housing markets in the country, we need to use every opportunity we can to develop mixed use residences. ... I don't think it is positive for any City owned properties to not include some affordable units”

Dr. Phillips Center for the Performing Arts (continued)

RAW COMMENTS

STRENGTHS

1

Steinmetz Hall is the one only auditorium like that in the world

2

Although located within the city, the Dr Phillips PAC has community outreach that also positively impacts the citizens of Orange County.

3

Well thought out plan

4

Fantastic Presentation - will do wonders for our City.

5

Globally renowned artists can bring their fans as tourists

6

The DPAC has in a short amount of time been able to definitively show its economic impact on the community. The Center clearly brings in visitors from outside a 50 mile radius and while I don't believe many theme park visitors are taking time from their trip to attend a concert, I think what the DPAC has done is better in that it has become it's own singular destination. The ROI information has been objectively produced and I calculate it based on the figures shared at a 25:1 overall ROI. While this is not the highest overall ROI of all applicants, I have more faith in the numbers being shared than I do from other applicants because they are using multiple companies to review their impact. Additionally, the sheer volume of activities at the venue to date is extremely impressive, especially compared to some of the other applicants. There is some event almost every day of the year and a significant number of educational programming events.

7

The public access spaces you're envisioning are beautiful and have so much potential for changing what downtown Orlando offers to the community.

8

Great existing facility.

OPPORTUNITIES FOR IMPROVEMENT

1

Land purchased with tax payer funds, and a building built with tax payer funds should not be sold as condominiums for the wealthy.

2

Some concerns over project support from City - needs more vetting; also concerns about whether this enhances TDT (unlike the halls themselves).

3

Need more information related to private philanthropy and long-term land-use plan that drives revenue to support capital expansion

4

It was disappointing to hear that you have apparently not considered workforce housing at all, and wouldn't offer even an explanation of why it isn't included. That gave me serious concerns about how much thought is going into making sure that this project is accessible to and interesting to Central Florida residents. If successful this could be a good tourism and development driver. But tourism in downtown Orlando isn't robust enough to make it successful without local interest in visiting and spending time there.

Dr. Phillips Center for the Performing Arts (continued)

5

The "incremental" impact on TDT unclear

6

Failed to generate private growth beyond its walls. Does not generate additional property tax revenue very little bed tax.

7

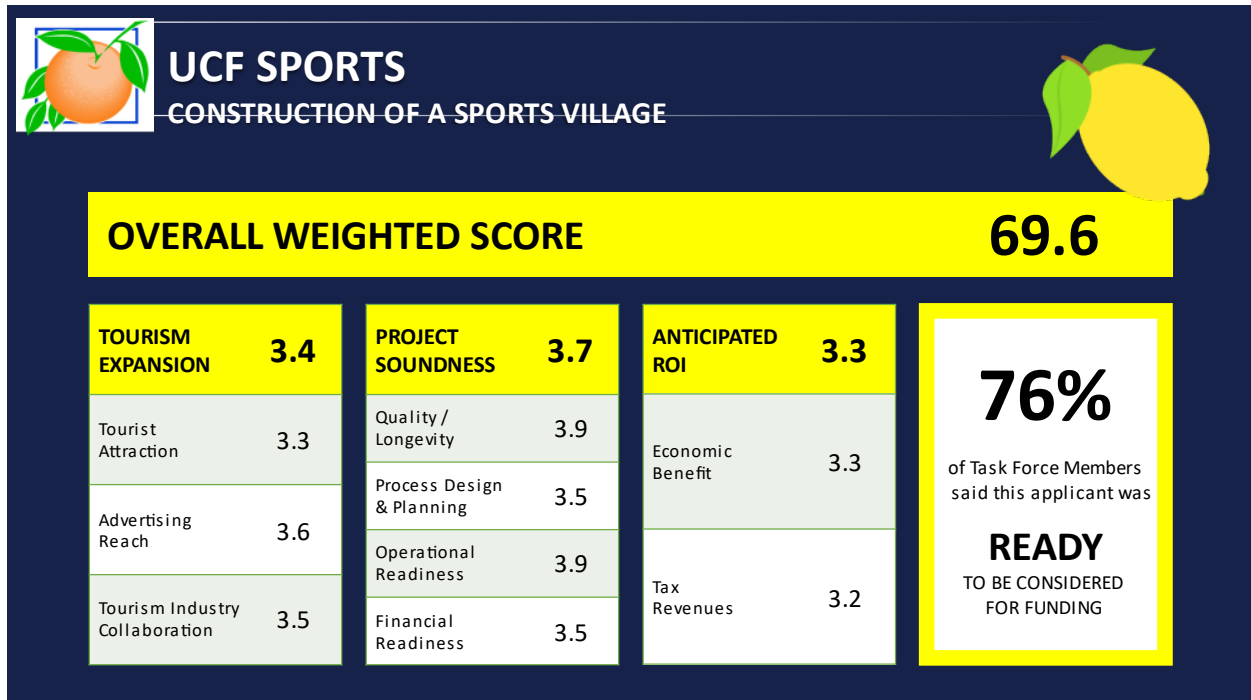
Looks over designed for the space. No collaboration with tourism.

8

The community has already invested heavily in the Performing Arts Center both through public and private means. This has created three significant theater spaces with one more smaller venue opening soon. I am not convinced that the proposed additions will really be open and free to the public in the way described. I'm not sure I see residents from nearby Parramore, Thorton Park or SODO coming to the outdoor venue and would like to hear more about how they will make this aspect of the nine acre campus open and welcoming to all people. I was also a little concerned about the planned residential development on the property since the Center is owned by the City of Orlando. I can see where such an investment would help the budget of the DPAC in years to come, but with Orlando being one of the worst affordable housing markets in the country, we need to use every opportunity we can to develop mixed use residences. I don't think the entire project should include housing affordable for people earning below the Area Median Income, but I don't think it is positive for any City owned properties to not include some affordable units. This is still a public/non-profit venture much like Camping World stadium and needs to address the needs of a broader cross section of the community, not just those that can afford tickets.

UCF Sports

QUANTITATIVE SURVEY RESULTS



QUANTIFIED COMMENTS

STRENGTHS (from 5 responses)

CONFIDENCE IN THE PLAN (2)

- “Well thought out expansion plan”
- “I think the project is sound”

IMPACT ON TOURISM (2)

- “The ‘incremental’ impact on TDT clear”
- “People from around the nation will visit making the athletic facilities a stand alone attraction all their own”

UCF Sports (continued)

OPPORTUNITIES FOR IMPROVEMENT (from 10 responses)

INAPPROPRIATE USE OF TDT FUNDS (5)

- “This project is not an appropriate use of TDT dollars”
- “Need deeper dive into whether this type of funding is appropriate for UCF, vis-a-vis other funding opportunities, and other Universities in Florida”
- “Not a fan of using these funds for athletic program”
- “This is a very specific interest place for those who have attended or love the school. Not universal for TDT funding”
- “This project should not be funded through TDT”

CONSIDER OTHER SOURCES OF FUNDING (4)

- “I struggle allocating dollars toward UCF. A LOT of wealthy donors that love the school”
- “This project seems to be more suited for private investment”
- “Not a fan of using these funds for athletic program that seems to have adequate funding sources and will gain funding sources in the future”
- “You have access to considerable private funding resources that many other projects don't”

QUESTIONABLE IMPACT / RETURN ON INVESTMENT (4)

- “Need to better understand the short and long-term funding plans. Need time to truly understand the lift of visitation from joining the Big 12 and will they stay in Orange County”
- “The numbers supplied by UCF have among the lowest ROI projections at about 3:1”
- “It's difficult to quantify how multiple improvement to the Athletic Village will equates to a substantial increase in tourism”
- “I have concerns about how wise this expenditure would be given your profitability compared to some other projects”

RAW COMMENTS

STRENGTHS

- 1
Now in the Big 12 Conference
- 2
While I rated this project either average or above average in some of the categories, UCF has the ability and proven track record to fund its own projects which most schools do.
- 3
Well thought out expansion plan
- 4
The "incremental" impact on TDT clear

UCF Sports (continued)

5

The University of Central Florida is a highly reputable institution and any investment will be handled wisely. This is a public institution and the athletic events and activities will be generally more accessible than those of other applicants. While the statute is not as clear to me on whether investment in a state university athletic project is allowable, I think the project is sound and clearly people from around the nation will visit making the athletic facilities a stand alone attraction all their own.

OPPORTUNITIES FOR IMPROVEMENT

1

This project is not an appropriate use of TDT dollars. UCF should focus on lowering the cost of tuition, getting their students employed in high-paying jobs where they can afford a house in our community, not focusing on making millions off the backs of student athletes with high paid coaching staff.

2

Not a fan of using these funds for athletic program that seems to have adequate funding sources and will gain funding sources in the future

3

Need deeper dive into whether this type of funding is appropriate for UCF, vis-a-vis other funding opportunities, and other Universities in Florida.

4

I struggle allocating dollars toward UCF. A LOT of wealthy donors that love the school. This is a very specific interest place for those who have attended or love the school. Not universal for TDT funding.

5

Need to better understand the short and long-term funding plans. Need time to truly understand the lift of visitation from joining the Big 12 and will they stay in Orange County

6

Mostly driven by football which is only 4 months in the year

7

While I am not supremely confident in many of the economic impact forecasts reported by applicants, the numbers supplied by UCF have among the lowest ROI projections at about 3:1.

8

This project seems to be more suited for private investment. The impressive move to the Power 5, Big 12 conference should be an automatic draw for opposing team fans. It's difficult to quantify how multiple improvement to the Athletic Village will equate to a substantial increase in tourism.

9

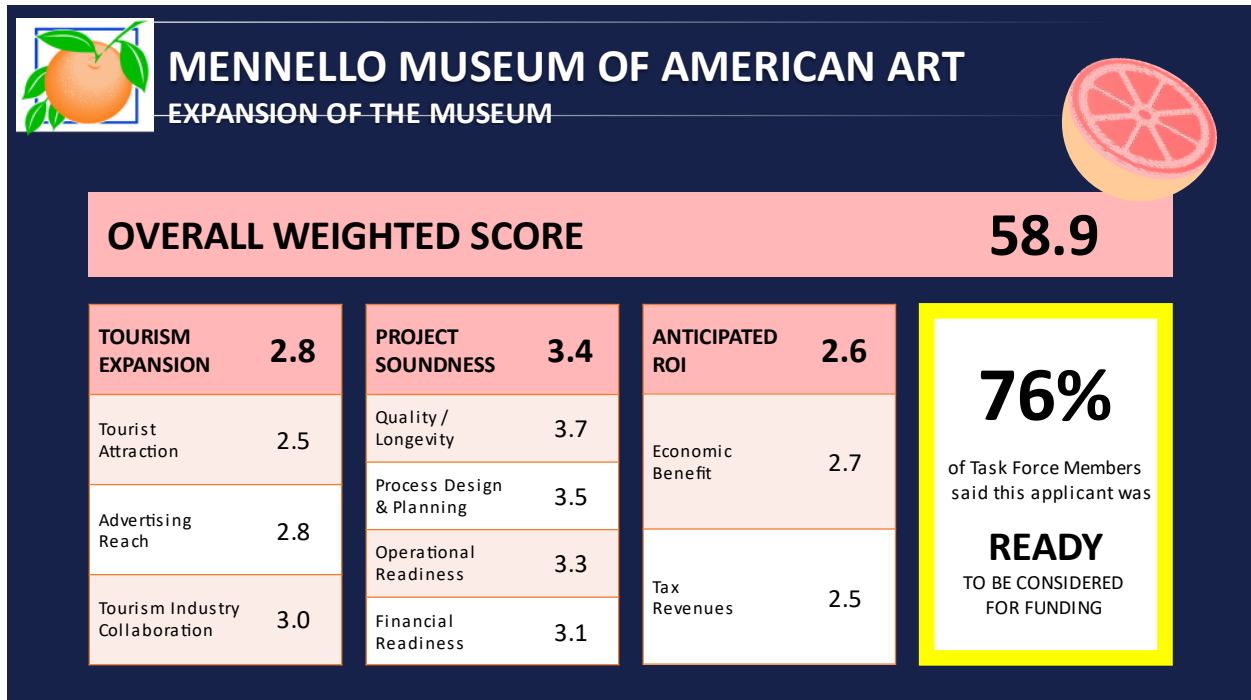
Given how far UCF is from most of the tourist destinations in Central Florida, it'll take some work to connect it to the rest of the industry and extend visitors' time in Orlando. Have you considered how to do that? You have access to considerable private funding resources that many other projects don't. It is not clear where to consider than on this rubric, but I have concerns about how wise this expenditure would be given your profitability compared to some other projects.

10

This project should not be funded through TDT. As exhibited by 1 project ever being funded through TDT in the entire state.

Mennello Museum of American Art

QUANTITATIVE SURVEY RESULTS



QUANTIFIED COMMENTS

STRENGTHS (from 10 responses)

BEAUTIFUL DESIGN (4)

- “A beautiful designed building with a lot of care to blend in with natural aesthetics”
- “The vision for this expansion is beautiful and impactful”
- “Beautiful design”
- “A beautiful project, well thought-out artistic vision”

POTENTIAL IMPACT OF EXPANSION (4)

- “Art has the potential to be a tourist destination”
- “Will boost the area's reputation as an arts and culture destination and significantly expands their space for exhibits with the potential of welcoming higher caliber travelling exhibits”
- “Great for community”
- “This would help develop the arts attractions within a compact geographic area, which have an excellent aggregate effect”

Mennello Museum of American Art (continued)

RECOGNITION AND ACCOLADES (3)

“Impressive institution recognized regionally and nationally”

“Partner to Smithsonian American art Museum, 2021 Award for best unbuilt design, AIA 2022 National Gold Medal, raised 1.9 million already”

“Their Accolades”

OPPORTUNITIES FOR IMPROVEMENT (from 9 responses)

QUESTIONABLE OR UNCLEAR IMPACT / RETURN ON INVESTMENT (5)

“Low ROI question room night generation”

“The "incremental" TDT impact unclear”

“The return on investment seems very aggressive based on the amount of funds requested ... not convinced it'll generate tourism specific income”

“This location is not a tourist draw to merit TDT funding”

“Need more specific financial and economic impact information”

RAW COMMENTS

STRENGTHS

1

A beautiful designed building with a lot of care to blend in with natural aesthetics.

2

Partner to Smithsonian American art Museum, 2021 Award for best unbuilt design, AIA 2022 National Gold Medal, raised 1.9million already

3

The vision for this expansion is beautiful and impactful.

4

Good history of quality.

5

Their Accolades

6

Clear Vision and comprehensive presentation

7

Art has the potential to be a tourist destination

8

They are using a historic space in Orlando (former home of notable resident) and have already turned it into an impressive institution recognized regionally and nationally. This new plan continues that advancement, will boost the area's reputation as an arts and culture destination and significantly expands their space for exhibits with the potential of welcoming higher caliber travelling exhibits. The plan also provides for additional revenue streams to better ensure the museum is self sufficient in the long term.

Mennello Museum of American Art (continued)

9

Beautiful design great for community

10

A beautiful project, well thought-out artistic vision. This would help develop the arts attractions within a compact geographic area, which have an excellent aggregate effect.

OPPORTUNITIES FOR IMPROVEMENT

1

This location is not a tourist draw to merit TDT funding.

2

Need more specific financial and economic impact information.

3

Geared towards weddings and local businesses.

4

The "incremental" TDT impact unclear.

5

As with all applicants, it is my hope to see how not only will potential projects boost tourism into our community, but how it will benefit permanent residents as well. The Orlando MSA has a 16% rate of poverty compared to a national rate of 11%. Additionally, 75% of Orange County Public School students are on free or reduced meal plans. I'd like to see how this project can further engage students or families from Title 1 schools or extremely low-income households in an effort to expose them to the beauty and history of American Art.

6

More marketing efforts and more programming to attract larger audience

7

The return on investment seems very aggressive based on the amount of funds requested. The renderings look amazing and should generate substantial local income but not convinced it'll generate tourism specific income.

8

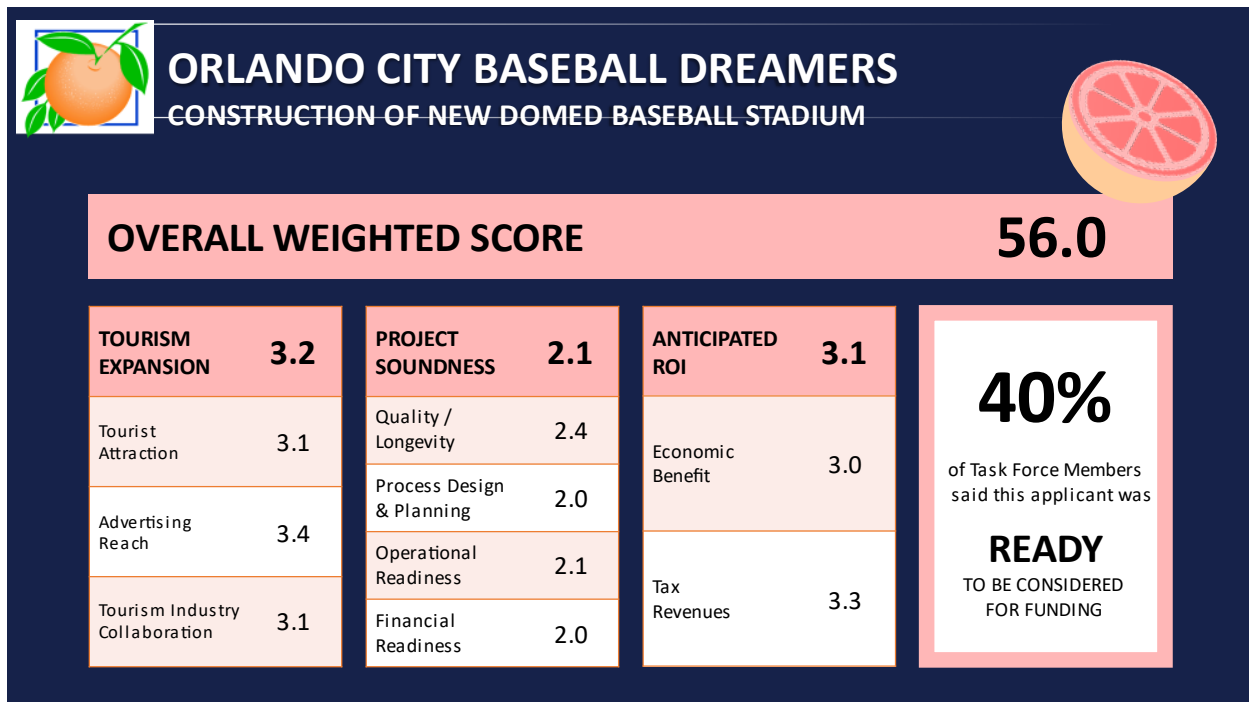
Low ROI question room night generation.

9

Xcellent design

Orlando City Baseball Dreamers

QUANTITATIVE SURVEY RESULTS



QUANTIFIED COMMENTS

STRENGTHS (from 11 responses)

BIG EXCITING PROJECT (4)

“Big dream”

“The applicant is wide open to take a swing at landing the first Major League baseball stadium and team in the area”

“Any plan to recruit professional sports into our community is exciting”

“Certainly a major project!”

BEAUTIFUL DESIGN (2)

“Beautiful attraction”

“The designs were fantastic”

POTENTIAL TO DRAW TOURISM (2)

“Will bring in crowds”

“The potential location of the complex would make it more likely for tourists to visit for games and other events”

Orlando City Baseball Dreamers (continued)

CONTRIBUTION TO OUR TOURISM IDENTITY (2)

“I would love having a baseball team in Orlando. Continue to broaden the identity of our town”
“If successful, this would be a significant contribution to Orlando's profile as a sports tourism destination”

OPPORTUNITIES FOR IMPROVEMENT (from 16 responses)

NO COMMITMENT FROM TEAM, OWNER, OR MAJOR LEAGUE BASEBALL (8)

“Team not secured”
“Will they get a baseball team to come to Orlando?”
“Identify solid ownership interest and financial capabilities”
“No team”
“No team/owner in place”
“No confirmation of a team”
“It would be absolutely negligent to commit that kind of money without a firm commitment from Major League Baseball”
“The financial viability of this project without a clear plan for team ownership is concerning”

INAPPROPRIATE USE OF TDT; FUNDING COULD COME FROM OTHER SOURCES (6)

“Though it fits the parameters, I think this would be a poor choice for the TDT funds”
“Take a less amount of TDT money and privately raise more dollars”
“Would like to see more private funding for this endeavor”
“Orange County should not be subsidizing a billionaire owner's business, tying up the bonding ability of the county”
“I'm dubious of using tax revenue for such a purpose”
“A lot of other projects need funding and we would be tying up dollars on a maybe”

QUESTIONABLE MARKET FOR BASEBALL (3)

“Baseball stadiums are empty across this State and Country”
“Risk to assume market can absorb team so close to Tampa”
“We already have a baseball stadium equipped to host at least a minor league team in the community and I have to wonder why this stadium doesn't already [have a team]”

CONCERNS REGARDING PROPOSED STADIUM LOCATION (2)

“I don't love the location”
“Almost all professional sports arenas are in or near a downtown core or an area of future growth ... This project further promotes the tourism corridor... Would the team be a boost for all of the Orlando/Orange County market, all of Central Florida or would it just be a boost to one specific portion of our community ...?”

Orlando City Baseball Dreamers (continued)

RAW COMMENTS

STRENGTHS

1

None.

2

Newest Baseball Stadium in America, Host World Series, Home Run Derby, MLB All-Star game, World Cup Soccer, National Baseball Hall of Fame South, Final Four, MLB Draft and Concerts

3

Very well fleshed out plan with experienced leadership.

4

Big dream

5

The applicant is wide open to take a swing at landing the first Major League baseball stadium and team in the area.

6

I would love having a baseball team in Orlando. Continue to broaden the identity of our town.

7

Baseball remains a strong sport and can contribute to social impact on community.

8

Any plan to recruit professional sports into our community is exciting and should be looked at seriously as well as critically. The potential location of the complex would make it more likely for tourists to visit for games and other events.

9

Beautiful attraction and will bring in crowds

10

Certainly a major project! A number of categories on this rubric explicitly favor "large" projects, which benefits this proposal. If successful, this would be a significant contribution to Orlando's profile as a sports tourism destination.

11

The designs were fantastic.

OPPORTUNITIES FOR IMPROVEMENT

1

Orange County should not be subsidizing a billionaire owner's business, tying up the bonding ability of the county. It would be a great insult to the children of Orange County if we funded a boondoggle like this. Baseball stadiums are empty across this State and Country and to think we would build this using public funds is criminal.

2

Continue marketing awareness

3

Would like to see more private funding for this endeavor.

4

Though it fits the parameters, I think this would be a poor choice for the TDT funds.

5

Significant concerns about not being anywhere near shovel-ready, with no team/owner in place.

Orlando City Baseball Dreamers (continued)

6

Team not secured

7

Take a less amount of TDT money and privately raise more dollars

8

I don't love the location - i realize that is limited given what we are talking about. Also I struggle with the contingency factor. A lot of other projects need funding and we would be tying up dollars on a maybe.

9

Risk to assume market can absorb team so close to Tampa.

10

In their presentation, it was stated the Orlando Market is the largest without professional baseball of any kind and I think the reason for this is more than the proximity of the MLB teams in St. Pete and Miami. We already have a baseball stadium equipped to host at least a minor league team in the community and I have to wonder why this stadium doesn't already. It is unlikely that anyone local, even a consortium of owners, would invest the \$2.5 billion or more to purchase an expansion franchise or lure one to the area meaning once more we would have a large company in the community where the profit would go to people living outside of Orlando. We are also the largest market in the country without a Fortune 500 headquartered here. I'm dubious of using tax revenue for such a purpose. I understand that committing to such a process as the one requested may be integral to attracting a team, but it is an extremely large investment to make with what appears to be an ROI at least half that of other projects being proposed even if you consider the Economic Impact forecast of \$1.16 billion annually to be a realistic number. Additionally, professional baseball hosts a minimum of 81 games per year in a stadium of at least 45,000 people. Typically, MLB would only consider a market if they believe they could sell half of the stadium in season tickets. Visitors to the community are not going to be season ticket holders. As one of the lowest income communities in the nation, with the lowest percentage of manufacturing jobs (4%) among major markets, the second highest percentage of service jobs (21%) and the lowest median individual incomes of any major community, I believe one of the reasons we don't already have a professional baseball franchise, minor or major league is because not enough people in the community could afford an 81 game season ticket package to entice ownership. Finally, almost all professional sports arenas are in or near a downtown core or an area of future growth in an effort to promote the community as a whole as they further identify with the team and build excitement that leads to further development, business, residents, tax revenue and more. This project further promotes the tourism corridor, and while I am certain many residents would purchase season tickets, would the team be a boost for all of the Orlando/Orange County market, all of Central Florida or would it just be a boost to one specific portion of our community that seems to more and more look to separate itself from the residents who work there and live elsewhere and with few exceptions are owned by people who don't live here at all? I so appreciate the enthusiasm Mr. Williams showed for this interesting project, but I think where the proposal glistens with style, at this time it lacks in substantive data that supports the historic level of investment being requested. As more work is completed on the details of this project, including investment needed, economic impact expected and benefits it would have to a low income community, the project should continue to be considered seriously and soon. There are just not enough details at this time to warrant such a massive investment even as exciting as the prospect is for a third major sports league to call Orlando home.

11

Will they get a baseball team to come to Orlando?

12

Identify solid ownership interest and financial capabilities.

13

No team

14

This project would create a very large number of jobs, but most of them in a low-wage sector with many seasonal and low-stability jobs. It would be very helpful to learn more about how you, as a major employer, would ensure that your jobs would have a positive impact on the workforce, rather than just adding to the pool of substandard jobs. The main concern is the likelihood of this project being successful. The financial viability of this project without a clear plan for team ownership is concerning. I'm also eager to see more evidence of local community support, which will be necessary to make the project successful.

Orlando City Baseball Dreamers (continued)

15

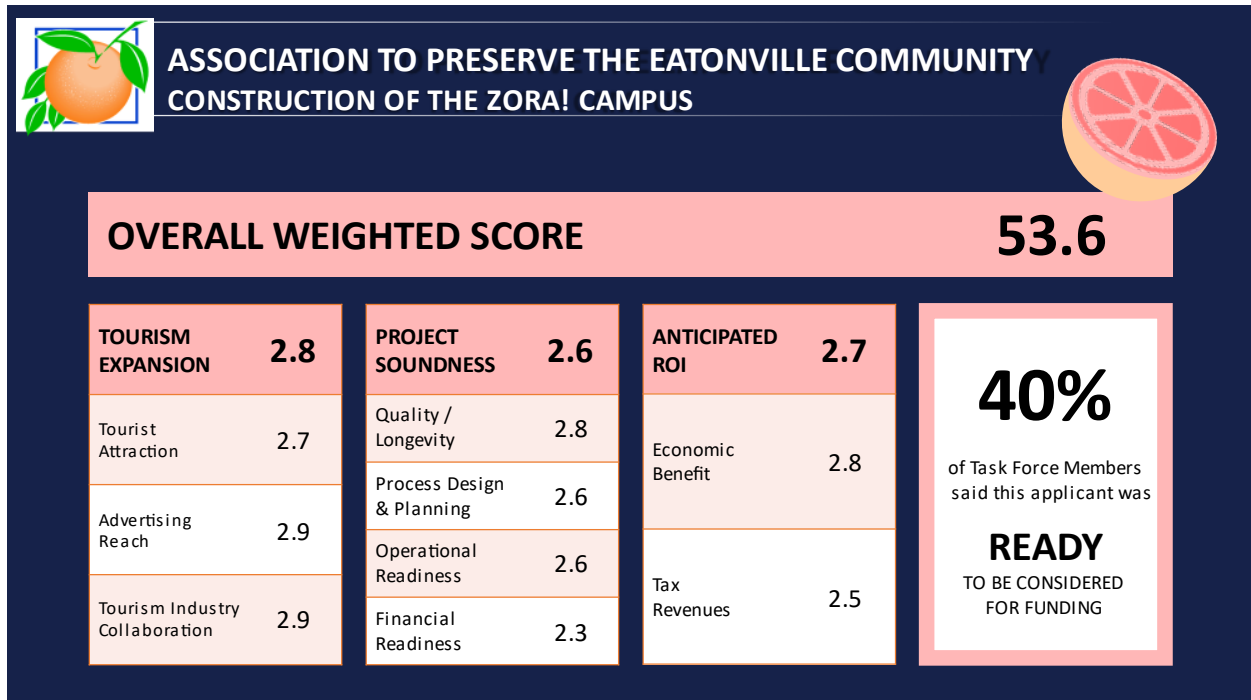
No confirmation of a team

16

It would be absolutely negligent to commit that kind of money without a firm commitment from Major League Baseball.

Association to Preserve the Eatonville Community (P.E.C.)

QUANTITATIVE SURVEY RESULTS



QUANTIFIED COMMENTS

STRENGTHS (from 6 responses)

IMPORTANCE OF PRESERVING HISTORY (2)

“Strong History that needs to be preserved and presented”

“Oldest Incorporated African American Town in the United States rich in Culture and History”

CONFIDENCE IN ABILITY TO DRAW TOURISM (2)

“This is going to positively transform the Eatonville community and will draw more visitors to stay longer and spend more money in the area”

“Cultural tourism growing”

OPPORTUNITIES FOR IMPROVEMENT (from 7 responses)

UNCLEAR PLAN, NEEDS MORE DEVELOPMENT (4)

“Needs more development and planning before any real consideration”

“The ‘incremental’ impact on TDT unclear”

“Better financial planning”

“It would be very helpful if your presentation contained somewhat more concrete description of what you intend to build or add to your programming”

Association to Preserve the Eatonville Community (P.E.C.) (continued)

ISSUES REGARDING LAND OWNERSHIP (3)

“Applicant does not own the land for this project”

“Must control land to proceed”

“Better options for the entire tract of land currently owned by OC public schools”

RAW COMMENTS

STRENGTHS

1

This is going to positively transform the Eatonville community and will draw more visitors to stay longer and spend more money in the area.

2

Oldest Incorporated African American Town in the United States rich in Culture and History

3

Excellent passion

4

Strong History that needs to be preserved and presented. I again like the idea of connecting with broader Orlando African American Historical connectivity.

5

Cultural tourism growing

6

This is a very exciting vision for a major new direction for Central Florida tourism

OPPORTUNITIES FOR IMPROVEMENT

1

Needs more development and planning before any real consideration.

2

Applicant does not own the land for this project.

3

The "incremental" impact on TDT unclear

4

Believe the Budget request is too high.

5

Better financial planning and better options for the entire tract of land currently owned by OC public schools

6

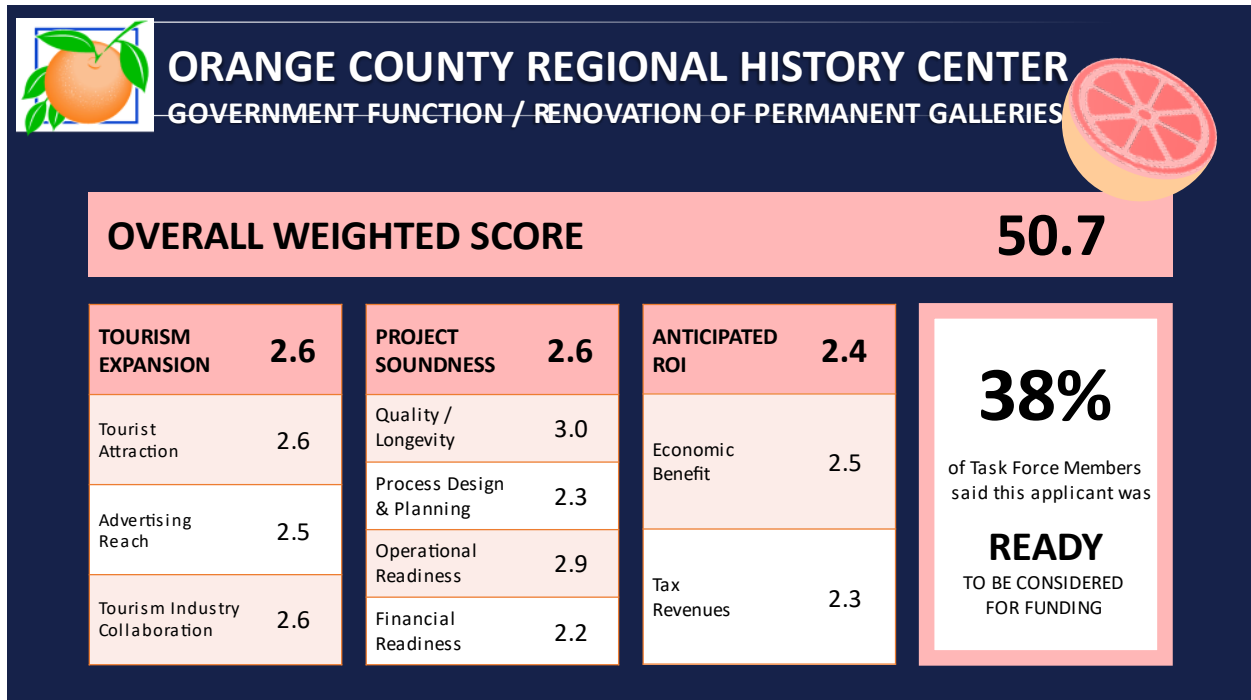
It would be very helpful if your presentation contained somewhat more concrete description of what you intend to build or add to your programming.

7

Raise capital Must control land to proceed

Orange County Regional History Center

QUANTITATIVE SURVEY RESULTS



QUANTIFIED COMMENTS

STRENGTHS (from 8 responses)

ROLE IN PRESERVING HISTORY (2)

“Collaboration with other Central Florida organizations preserving Orlando history as it happens”

“The applicant plays an important role in preserving the history of our community”

IMPACT ON DOWNTOWN (2)

“Adding additional exhibit space for Smithsonian Level travelling exhibitions would be a boost to tourism and travel to the Downtown corridor”

“Good vision for downtown”

OPPORTUNITIES FOR IMPROVEMENT (from 7 responses)

UNCLEAR PLAN (4)

“The presentation was theoretical and an idea for what could be done if funding were granted”

“I am unsure how developed the plan for expansion is at this time”

“No concrete plan yet”

“There didn’t seem to be a physical expansion location identified”

Orange County Regional History Center (continued)

UNCLEAR OR WEAK IMPACT ON TOURISM (3)

“Not enough tourist overnight stays”

“The "incremental" impact on TDT unclear”

“Nobody is staying in a hotel or coming to town because of the applicant's facility”

RAW COMMENTS

STRENGTHS

1

The applicant plays an important role in preserving the history of our community.

2

1 of 200 National Smithsonian Affiliates, Accredited by National Alliance of Museums, Telly awards, Golden Brick awards,

3

Collaboration with other Central Florida organizations preserving Orlando history as it happens.

4

Secure funding from the County.

5

Need a feasibility study first - then a proposed plan. There is no plan currently

6

History museums can be tourist destinations

7

The Orange County Regional History Center has come a long way from it's roots in Loch Haven Park to now occupying the 1927 Orange County Courthouse. Pulling down the old annex building to showcase the historic facade of the original building was a wonderful change over 20 years ago in Downtown Orlando. Adding additional exhibit space for Smithsonian Level travelling exhibitions would be a boost to tourism and travel to the Downtown corridor.

8

Good vision for downtown

OPPORTUNITIES FOR IMPROVEMENT

1

Nobody is staying in a hotel or coming to town because of the applicant's facility. Also, the presentation was theoretical and an idea for what could be done if funding were granted. Theoretically we could do a lot of things around our county with funding.

2

I am a little concerned about covering up some of the historic facades of the building after so much work went into uncovering them in the first place. However, change is inevitable and adding a high quality exhibition space in Downtown Orlando would be positive. I am unsure how developed the plan for expansion is at this time, but have confidence that the board and staff for the museum will rise to the occasion. The museum already hosts most Orange County Public School students at least once for a field trip to learn about local history. I'd like to see more in their proposal about how they can lean further into this portion of their mission and impact children and families in our community through the education of local history. Since Orlando's tourism industry has slowly developed us into one of the most diverse communities in the world. This is one of many unique aspects to the country's most popular community the museum could potentially focus on in their future growth. I think a plan that distinguishes the History Center from other similar programs around the country would help their effort to raise capital for this project.

Orange County Regional History Center (continued)

3

Not enough tourist overnight stays.

4

The "incremental" impact on TDT unclear

5

6-8 month visibility assessment, 1-2 year timeline on expansion, Fee's ability study, allocation of money, now or within the next 5 years, shovel ready?

6

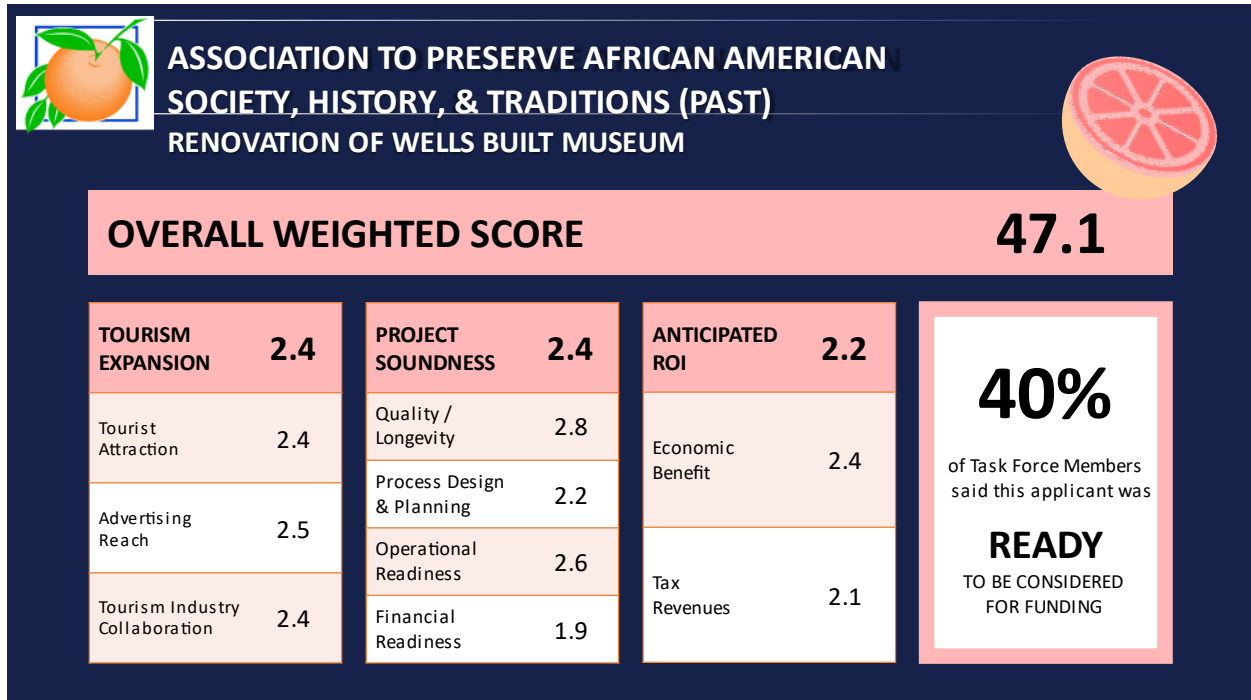
No concrete plan yet

7

There didn't seem to be a physical expansion location identified.

Association to Preserve African American Society, History, & Traditions (PAST)

QUANTITATIVE SURVEY RESULTS



QUANTIFIED COMMENTS

STRENGTHS (from 8 responses)

IMPORTANCE AND IMPACT OF HISTORY (5)

- “It is important that Orange County be a beacon of truth and knowledge for school children and adults who will travel here to experience this museum”
- “Historic Building and Artifacts”
- “Positive cultural and historical impact”
- “Strongly support continued light on the History that is Central Florida African American History”
- “The legacy of PAST’s work to preserve and promote this important piece of Central Florida’s history is excellent. Developing cultural tourism around African American history would add great depth to what kind of destination Orange County can be”

Association to Preserve African American Society, History, & Traditions (PAST) (continued)

OPPORTUNITIES FOR IMPROVEMENT (from 9 responses)

LACK OF READINESS, NEEDS ADDITIONAL PLANNING (5)

“Not ready for prime time yet - need to do feasibility study and more planning”

“Shovel Ready?”

“There wasn't a proper plan”

“Some work to do on developing a more concrete vision of what you will create”

“Unfortunately, I don't believe the project planners had enough time to put together a detailed enough plan that can reasonably considered for this level of investment”

PROJECT HAS POTENTIAL (3)

“I feel strongly that with effective collaboration ... this could be a powerful place for African American History and learning opportunities”

“As more details of the project are developed, I think this should be seriously considered for future TDT investment. ... I think the opportunities and potential benefits for this project to our community are enormous”

“The overall vision is an exciting one, building on a legacy of good work in Central Florida”

UNCLEAR RETURN ON INVESTMENT / IMPACT (2)

“The ‘incremental’ impact on TDT unclear”

“It's difficult to quantify the amount of direct tourism draw and likewise difficult generating a solid ROI”

RAW COMMENTS

STRENGTHS

1

As the State tries to erase African American history from our school systems, it is important that Orange County be a beacon of truth and knowledge for school children and adults who will travel here to experience this museum.

2

Historic Building and Artifacts, with dire need of expansion to facilitate future growth

3

Positive cultural and historical impact

4

Sincere passion.

5

Strongly support continued light on the History that is Central Florida African American History.

6

Other cities have proven potential in this space

Association to Preserve African American Society, History, & Traditions (PAST) (continued)

7

I am very excited about the possibility of a major civil rights museum in Orlando. The local leaders involved with the project are a major plus and should be seriously considered when looking at this potential project. If I had a personal favorite for which I would love to tell my children I had even a small part in helping make a reality, it would be this project.

8

The legacy of PAST's work to preserve and promote this important piece of Central Florida's history is excellent. Developing cultural tourism around African American history would add great depth to what kind of destination Orange County can be.

OPPORTUNITIES FOR IMPROVEMENT

1

The facility should be larger to allow for more education.

2

Expansion 6-8 month Visibility Assessment, 1-2 year timeline on expansion, Fee's ability study, allocation of money now, or within next 5 years, Shovel Ready?

3

Not ready for prime time yet - need to do feasibility study and more planning

4

There wasn't a proper plan.

5

I feel strongly that with effective collaboration with Zora Festival and Eatonville Historical Society this could be a powerful place for African American History and learning opportunities.

6

The "incremental" impact on TDT unclear

7

Unfortunately, I don't believe the project planners had enough time to put together a detailed enough plan that can reasonably be considered for this level of investment. As more details of the project are developed, I think this should be seriously considered for future TDT investment. Even though Orlando is one of the youngest large communities in the nation, we have a rich history of diversity and significant linkages to the civil rights movement. I think the opportunities and potential benefits for this project to our community are enormous.

8

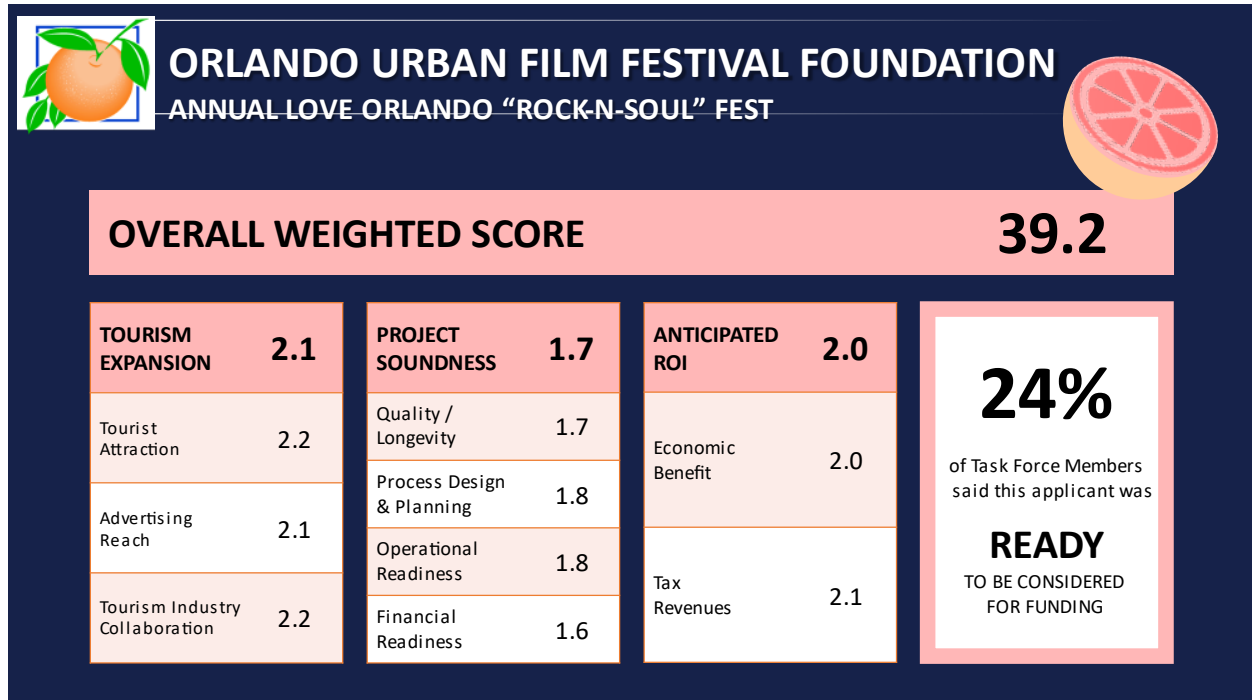
It's difficult to quantify the amount of direct tourism draw and likewise difficult generating a solid ROI.

9

The vision for this project is not as well-developed as some others. I rated this project as "ready" for consideration because the overall vision is an exciting one, building on a legacy of good work in Central Florida, but there is some work to do on developing a more concrete vision of what you will create.

Orlando Urban Film Festival Foundation (Love Orlando Rock-N-Soul Fest)

QUANTITATIVE SURVEY RESULTS



QUANTIFIED COMMENTS

STRENGTHS (from 4 responses)

VISION (2)

“Good vision”

“Your creative vision for the Love Orlando branding is great”

OPPORTUNITIES FOR IMPROVEMENT (from 8 responses)

NOT APPROPRIATE FOR THIS CATEGORY OF TDT FUNDING (4)

“Project likely belongs in different category (ARC) so that feasibility study can be completed”

“Should go through the ARC”

“One-time events do not have the stable, transformative economic impact on our communities that we should be pursuing through TDT spending”

“Need to have a smaller proof of concept first before you scale up to large level”

Orlando Urban Film Festival Foundation (Love Orlando Rock-N-Soul Fest) (continued)

QUESTIONABLE PLAN (4)

- “Zero direction on event and nothing set in stone as far as collaboration is concerned”
- “I don't think the project is developed enough to be considered for TDT investment at this time”
- “Seemed loose”
- “Fairly thin on the plan for implementation”

QUESTIONABLE FINANCIALS / IMPACT (3)

- “Current financials are weak”
- “Poor financials in presentation”
- “The ‘incremental’ impact on TDT unclear”

RAW COMMENTS

STRENGTHS

- 1
Music Festivals reach all people, international Audiences
- 2
Good vision
- 3
I like the character this has the potential to show of our musical history.
- 4
Your creative vision for the Love Orlando branding is great. I would be interested to see a more modest start to this proposal, before returning to this major investment.

OPPORTUNITIES FOR IMPROVEMENT

- 1
Project likely belongs in different category (ARC) so that feasibility study can be completed.
- 2
Current financials are weak.
- 3
Seemed loose - Music Festivals are tough sells and seems like we need to have a smaller proof of concept first before you scale up to large level.
- 4
The "incremental" impact on TDT unclear
- 5
I am excited about the concept, but I don't think the project is developed enough to be considered for TDT investment at this time.
- 6
Zero direction on event and nothing set in stone as far as collaboration is concerned- poor financials in presentation

Orlando Urban Film Festival Foundation (Love Orlando Rock-N-Soul Fest) (continued)

7

This is a very large investment in a plan that is fairly thin on the plan for implementation. Also, even if successful, this would create a once-a-year major event. One-time events do not have the stable, transformative economic impact on our communities that we should be pursuing through TDT spending.

8

Should go through the ARC and venues like OCCC to host the events



ORANGE COUNTY, FLORIDA
TOURIST DEVELOPMENT TAX CITIZENS ADVISORY TASK FORCE
SURVEY RESULTS SUMMARY
 Prepared by J.B. Adams of Adams Learning, Inc. | June 26, 2023

SURVEY RESULTS REGARDING EVALUATIONS OF ELEVEN APPLICANTS

Task force members were asked to evaluate the eleven applicant organizations that requested TDT funding in amounts greater than \$20 million, using the same criteria used to assess organizations applying for funding through the TDT Application Review Committee (ARC); these criteria emphasize tourism expansion, project soundness, and anticipated return on investment. Thirty out of 31 task force members responded (n=30). Responses were calculated into a weighted score, with a perfect score being 100. Weighted scores are presented on the left. Task force members were also asked if they believed the applicants were “ready” or “not ready” to be considered for funding. Percentages of task force members indicating perceived readiness are presented on the right.

WEIGHTED SCORES			LEVELS	PERCEPTIONS OF READINESS		
1	Orange County Convention Center	89.4	ORANGE These applicants have a weighted score greater than 80 and a perceived readiness percentage greater than 90%.	Florida Citrus Sports	93.3%	1
2	Florida Citrus Sports	82.6		Orange County Convention Center	93.1%	2
3	Amway Center	79.5	YELLOW These applicants have a weighted score between 60 and 80, and/or a perceived readiness percentage between 50% and 90%.	Dr. Phillips Center for the Performing Arts	78.6%	3
4	Dr. Phillips Center for the Performing Arts	74.7		UCF Sports	75.9% 75.9% 75.9%	4
5	UCF Sports	69.6		Amway Center		4
6	Mennello Museum of American Art	58.9		Mennello Museum of American Art		4
7	Orlando City Baseball Dreamers	56.0	PINK These applicants have a weighted score below 60 and/or a perceived readiness percentage below 50%.	Association to Preserve African American Society, History, & Traditions (PAST)	40.0% 40.0% 40.0%	7
8	Association to Preserve the Eatonville Community (P.E.C.)	53.6		Association to Preserve the Eatonville Community (P.E.C.)		7
9	Orange County Regional History Center	50.7		Orlando City Baseball Dreamers		7
10	Association to Preserve African American Society, History, & Traditions (PAST)	47.1		Orange County Regional History Center	37.9%	10
11	Orlando Urban Film Festival Foundation	39.2		Orlando Urban Film Festival Foundation	24.1%	11

SURVEY RESULTS REGARDING SUPPORT FOR THREE GRANTING ORGANIZATIONS

Task force members were asked about their support for the requests from Orange County’s three granting organizations (ARC, Arts & Cultural Affairs, and Greater Orlando Sports Commission). Each question had only “yes” or “no” as possible responses. Thirty out of 31 task force members responded (n=30).

TDT Application Review Committee (ARC)	% YES
In its interest indicator form, ARC requested a total of \$60 million (\$12 million per year for the five year period from FY 2024 to FY 2028). QUESTION: Do you support providing ARC with its requested TDT funding amount?	93%
In its interest indicator form, ARC requested additional funding beyond the requested \$60 million to expand TDT application evaluations. (Suggesting up to \$20 million in a year when excess TDT funds allow for it; up to a total of \$100 million over five years.) QUESTION: Do you support providing ARC with additional TDT funding to fulfill this request?	69%
ARC currently evaluates projects and allocates funding toward projects that have a budget falling within the range of a minimum of \$2 million and a maximum of \$10 million. QUESTION: Do you support expanding the maximum amount that ARC can provide to individual projects to fall in a range between \$2 million and \$20 million?	60%

Arts & Cultural Affairs

In its interest indicator form, Orange County Arts & Cultural Affairs acknowledged that the amount of funding they can provide toward individual requests is capped at \$500,000 per project, creating a funding amount gap for any projects that might wish to request between \$500,000 and \$2 million. (The minimum amount for ARC funding is \$2 million.) QUESTION: Do you support increasing the cap for Arts and Cultural Affairs funding toward individual projects to go from \$500,000 to \$2 million?	79%
In its interest indicator form, Orange County Arts & Affairs acknowledged that the current cultural venue rental subsidy is capped at \$500,000, which limits the amount of funding that can be provided to groups who need assistance for renting events facilities. QUESTION: Do you support increasing the cap of the cultural venue rental subsidy from \$500,000 to \$1 million?	76%
In its interest indicator form, Orange County Arts & Cultural Affairs acknowledged that they currently receive TDT funding at an amount of 3% of the first four cents of the six-cent Tourist Development Tax, plus a fixed amount of \$2 million, providing an estimated total of \$8 million. They requested that the percentage be raised to 5% of the first four cents, along with a fixed amount of \$5 million, providing an estimated total of \$16 million. QUESTION: Do you support increasing Arts & Cultural Affairs funding from 3% of the first four cents to 5% of the first four cents?	80%
QUESTION: Do you support increasing Arts & Cultural Affairs funding from the fixed amount of \$2 million to a fixed amount of \$5 million?	77%

Greater Orlando Sports Commission

In its interest indicator form, Greater Orlando Sports Commission acknowledged that they currently receive \$300,000 per year for operational funding. They request an increase in funding to \$740,660.50 per year (\$0.50 for each of Orange County’s 1,481,321 residents). This amount will allow them to expand what they provide and also reinstate reimbursement of international and domestic trade show and travel expenses. QUESTION: Do you support increasing operational funding for Greater Orlando Sports Commission from \$300,000 to \$740,660.50 per year?	80%
In its interest indicator form, Greater Orlando Sports Commission acknowledged that they currently receive \$4 million in Sports Incentive Committee (SIC) funds to recruit, secure, and retain sporting events that promote our destination, foster economic development, support job growth and visitor spending, and drive economic impact. They request an increase in SIC funding to \$10 million per year for a term of the next eleven years. QUESTION: Do you support increasing the amount of SIC funding that GOSC receives from \$4 million to \$10 million per year for a term of the next eleven years?	67%



**Orange County, Florida
TDT Citizen Advisory Task Force**

Results from Survey 2 | July 17, 2023

Prepared by J.B. Adams
Adams Learning, Inc.



Overview

The purpose of the TDT Citizen Advisory Task Force is to provide **advice and guidance** regarding the applicants requesting the largest amounts of funding from Orange County’s Tourism Development Tax. To this end, the task force is charged with developing recommendations and providing them to the Tourist Development Council and the Orange County Board of Commissioners.

The TDT Citizen Advisory Task Force does not have decision-making authority over TDT expenditures.

In addition to providing advice and guidance to the Council and the BCC, the Task Force also provides useful feedback to the applicants.

Between Wednesday June 26 and Tuesday July 3, 2023, members of the TDT Citizen Advisory Task Force completed Survey 2, which collected ideas and recommendations for topics to discuss at the task force meeting scheduled for Monday July 17, 2023.

- The survey consisted of 7 open-ended items (though all items were open requests for ideas and recommendations).
- 17 task force members provided a total of 33 comments.
- Responses were sorted into themes and then quantified.
- Task force members were aware that their comments would not be anonymous. Responses are shared verbatim on the following pages, with each comment labeled according to the task force member who provided it.

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Comments Organized by Theme	3

Summary / Thematic Analysis

Seventeen task force members provided 33 comments. This table shows the themes that emerged from an analysis of the comments.

Theme	Members	Comments
Alternative uses of TDT funding (P. Billings, P. Clarke, E. Clinton, M. Downs, S. Facella, T. Falk, E. Gray, B. Lomneck, E. Wood)	9	14
General calls for alternative uses of TDT funding (P. Clarke, S. Facella, T. Falk)	3	3
Specific calls for alternative uses of TDT funding (P. Billings, E. Clinton, M. Downs, E. Gray, B. Lomneck, E. Wood)	6	11
Mass transit infrastructure (E. Clinton, M. Downs, E. Gray)	3	5
Consider funding for specific communities (P. Billings, B. Lomneck)	2	2
Other infrastructure projects (E. Gray, E. Wood)	2	2
Other projects (E. Gray)	1	2
The work of the task force is complete (B. Derrick, J. Galbraith, C. Mueller, K. Robinson)	4	4
Tourist Impact Tax / Affordable housing for workers (E. Clinton, S. Facella, J. Healy)	3	3
Recommended changes to policy or oversight (E. Clinton, E. Gray, E. Wood)	3	6
Procedural concerns/questions (B. Derrick, J. Quigley)	2	2
One-offs (P. Billings, A. Perez, F. Robinson)	3	4

Comments Organized by Theme

ALTERNATIVE USES OF TDT FUNDING (9 members)

GENERAL CALLS FOR ALTERNATIVE USES OF TDT FUNDING

(3 members / 3 comments)

Pete Clarke

Allow local flexibility regarding use of the tax.

For surplus funds allow the use to include infrastructure projects and other public projects that that are non-recurring.

Stephen Facella

Expanded uses of excess TDT funds.

This body was presented as a volunteer opportunity to serve the needs of the greater community and to represent those needs and come up with ideas for potential uses for excess TDT revenues. After spending considerable time, money, and opportunity on this work, we have yet to even entertain those conversations.

Thor Falk

Should there be an additional TDT Task Force initiative to explore alternate, non-conforming, uses for TDT revenues in Orange County? A process where interest indicators for non-conforming uses could be submitted/presented to the Task Force, but with more discussion of the relative merits.

There might be alternative uses where the return on investment might not seem to directly impact "heads in beds" revenue. For example, better transportation and housing for hospitality workers was noted in public comments, this could ultimately have impact on visitor experience.

SPECIFIC CALLS FOR ALTERNATIVE USES OF TDT FUNDING

MASS TRANSIT INFRASTRUCTURE

(3 members / 5 comments)

Eric Clinton

Use of funds for improved transit infrastructure

Matthew Downs

Mass Transit Overhaul/Improvement

With the continual growth of Orange County, and subsequent continued growth of the TDT budget it is important to consider how the workforce that powers the venues and institutions we have discussed in our time are impacted with this growth. Specifically, how our Mass Transit system, as others have pointed out, is well behind the curve in moving individuals efficiently to where they need to go. I believe a worth while topic to consider, albeit outside our original charge, is how we can allocate funding towards mass transportation which would ultimately improve an individuals' ability to move more efficiently and confidently to their essential destinations in our town.

ALTERNATIVE USES OF TDT FUNDING (continued)

SPECIFIC CALLS FOR ALTERNATIVE USES OF TDT FUNDING (continued)

Eric Gray

TDT Transit/Transportation projects: Residents frequently comment about their traffic troubles. Just as locals make their opinions known, so do tourists: in social media comments & destination reviews. To continue growing tourism, we need to invest in public transportation in the tourism corridors.

Current statutes allow TDT spending on transportation in counties that spend 40% of revenues on tourism promotion. (125.0104(5)(a)3). Orange County clears that threshold thanks to convention center spending. The taskforce went on record by ranking the center as its top driver, specifically due to tourist attraction (4.7/5) & tourism expansion (4.5/5), the goal of marketing. The statute clearly states 3 times that a venue constructed for purposes of improving the tourism economy serves as tourism marketing. Research & planning have been conducted by the county for transportation support. The taskforce can demonstrate trust in county experts to fund transportation priorities, such as the SunRail connection to MCO & OCCC, that would otherwise be funded with property taxes. It is essential to embrace these opportunities by allowing flexibility in TDT expenditure. By doing so, Orange County can demonstrate its commitment to growth, and become a role model for communities worldwide.

Eric Gray

Sunshine Corridor's Central Florida Rail Corridor Phase (MCO to OCCC to WDW): The Sunshine Corridor Program is a new passenger rail corridor shared by SunRail and Brightline that will significantly increase mobility options between Tampa, Orlando Int'l Airport (MCO), WPB, FTL and Miami.

The Central Florida Rail Corridor component includes rail service from MCO to OCCC to WDW (also connecting Volusia, Seminole, Orange, and Osceola counties to MCO) and features 17 miles of track and station improvements (est: \$225M). Tourism economic impact would be driven by spectacularly improved access between MCO, which saw 50M travelers in 2022; OCCC; theme parks, and increased access to Downtown Orlando, Maitland, Winter Park, Sanford, and Volusia County. Additionally, advancing this program will position the region to pursue once in a generation federal funding, created by the Bipartisan Infrastructure Law, to improve the region's transportation network. Primary public benefits include improved, lower cost access for local service and tourism workers to employment in the tourism corridor and airport, as well as more convenient, lower cost access for residents to the airport, convention center events and attractions, restaurants, and businesses in the tourism corridor..

Eric Gray

Orange County Bus Rapid Transit : Bus Rapid Transit (BRT) is a high-quality transit system that delivers fast & efficient service connecting 4 major tourism locations: (North South) MCO to Altamonte and (East West) from Clermont (home to the National Training Center) to UCF's athletic village.

BRT may include dedicated lanes, busways, traffic signal priority, off-board fare collection, elevated platforms & more. BRT has advanced across the U.S. in the last decade as leaders seek affordable transit alternatives. With features similar to light rail & subway, BRT can avoid delays that slow regular bus services, i.e. being stuck in traffic and queuing to pay. Economic impact will be seen through advanced access to Orange Co. tourist attractions, hotels and businesses. Public benefit thanks to advanced access for local business owners who could extend their radius of potential employees due to shortened commute times for many workers. Estimates include 1st phase E/W BRT along SR 50 from Health Central Hospital to UCF Transfer Center (23.2 mi. BRT Corridor) and 1st phase N/S BRT along SR 436 from MCO to Full Sail (13.3 mi. BRT Corridor). Overall Capital Costs including Construction, Right of Way, Systems, Design/CEI & Contingency = \$363,800,000. Est. operating costs at \$6.9M/yr.

ALTERNATIVE USES OF TDT FUNDING (continued)

SPECIFIC CALLS FOR ALTERNATIVE USES OF TDT FUNDING (continued)

CONSIDER FUNDING FOR SPECIFIC COMMUNITIES

(2 members / 2 comments)

Paul Billings

Increase opportunities for the City of Apopka

I am here on behalf of the City of Apopka, and I am proud to showcase the remarkable Apopka Amphitheater. This incredible outdoor entertainment facility is renowned as one of the finest in all of Central Florida. Its captivating shows and events attract a vast audience from across the nation, numbering not just in the hundreds but in the thousands. Taking into account my own perspective, as well as the sentiments of countless others, it is evident that this remarkable Amphitheater deserves recognition as a tourist magnet and should qualify for TDT Funding.

Brad Lomneck

Funding for cities of Orange County

A fund should be

OTHER INFRASTRUCTURE PROJECTS

(2 members / 2 comments)

Eric Gray

Pedestrian Bridge over Sand Lake Road & I-Drive intersection: This project would boost economic impact to the I-Drive area & serve as a public benefit for improved pedestrian safety in the county's major tourism area. Project is already in the design phase with meetings held as recently as June 12.

Currently 2 designs are under consideration at an estimated cost of \$30 million. The intersection, which sees 50,000 vehicles daily, also has many tourists crossing as pedestrians every day, taking advantage of the number of restaurants and attractions adjacent to the intersection. In reports used by local government that were released by Smart Growth America in 2019, 21, and 22, the Orlando-Kissimmee-Sanford Metro Area has been repeatedly named among the most dangerous areas for pedestrians in the nation. The current planned source of funding would be a mix of I-Drive CRA funds and other possible federal grant money. By funding this project with TDT monies, we would create an opportunity for spending I-Drive CRA funds on other needed projects, or Orange County could take unspent funds from the CRA's budget and return them to the county's general fund (the county can legally do this and did so in 2004). This would allow funds to be expended by the county on other important projects.

Ella Wood

Request that the County submits I Drive CRA projects for TDT funding consideration

The International Drive Community Redevelopment Agency has a list of planned projects, some funded and some unfunded, for pedestrian, transit, and other infrastructure. These projects should be considered for funding alongside other possible uses, and assessed based on existing state law to see if they would be eligible for TDT funding if the 40% threshold for tourism promotion spending is met in a given year. CRA funds are less restricted than TDT funds, so this would free up funds that could be used for other county priorities.

ALTERNATIVE USES OF TDT FUNDING (continued)

SPECIFIC CALLS FOR ALTERNATIVE USES OF TDT FUNDING (continued)

OTHER PROJECTS

(1 member / 2 comments)

Eric Gray

Voluntourism Marketing Initiative: More than 700 organizations in Central FL rely on volunteers, yet VolunTOURISM is a global trend for which Orlando has low market share. To be run by Visit Orlando, new software could be built for the recruitment of tourists to volunteer with local non-profits.

TDT Revenues could be invested in a new enterprise software platform (\$1.5-\$3.25M) moving organizations' entire operation of recruitment, retention and recognition of visiting and local volunteers into one system. The initiative would revolutionize volunteerism in Orange County. Organizations would apply for inclusion under established criteria. The software would allow visitors and residents to choose areas of interest & reserve opportunities. The initiative would also need staff funding to manage participants as well as agency offerings and recruitment, volunteer recognition, and international program promotion (\$1.05M est operating/yr). Public benefit includes increased technical capacity for local volunteer programs; ancillary enterprise benefit would be licensing and sale of a successful platform. Est 375,000 participants by year 2 and consistent future growth. Research will be conducted to determine how many visitors were influenced by Voluntourism options to choose Orlando.

Eric Gray

Greater Orlando Arts & Culture Commission (GOACC): Visual, performing, literary and cultural arts directly benefit our economy. By investing in the attraction of larger artistic or cultural events that draw a national and international audience, we expand our reputation as a tourist destination.

Investment in the creation of GOACC could strategically solicit and support artistic and cultural events to enhance our economy. Per Visit Orlando, there are 2,592 local indoor and outdoor venues that can host arts or cultural events. By increasing the number of staff from nine to fourteen at the Greater Orlando Sports Commission, we will be able to expand their focus from traditional sporting venues adding visiting art and culture activities in all available venues. A two-tier approach is used to evaluate opportunities: revenue generating capacity including tickets sales, room night generation, and availability of public and private funding, AND non-revenue criteria including exposure and branding for the region's artistic enrichment and celebrating numerous cultures. Our area can become THE premier arts & culture destination by bringing competitions in theater, visual art, dance, and poetry, as well as international art & cultural festivals, conferences and associations.

THE WORK OF THE TASK FORCE IS COMPLETE

(4 members / 4 comments)

Bill Derrick

The vote is over. There is nothing to discuss.

Jay Galbraith

As I stated in the last Task Force meeting in reaction to the Mayor's comments in the meeting, I concur that the work of the Task Force is complete! We have made our recommendations to the TDC. Moreover, the venue to have a global conversation about TDT Use is with the Legislative Delegation.

Chris Mueller

The committee completed a very analytical process that considered all the critical issues that needed to be addressed in order to come to a united, objective conclusion as to the priority of projects that the TDT should invest in. The mandate of this committee has been fulfilled.

I oppose going outside the scope of work that we all agreed to when we agreed to participate in this process. I fully support the TDT statute and strongly believe it needs to be protected for its intended use.

Ken Robinson

Completion of our work

"Task Force Objective" Mayor Demings has empaneled a Citizen Advisory Task Force to review and provide input to the Board of County Commissioners and the Tourist Development Council on potential uses of future, unallocated Tourist Development Tax revenues that meet current guidelines in Florida Statutes. We have met Mayor Demings stated objective and our work as an Advisory Task Force is complete. It is not within our purview to arbitrarily expand those objectives.

TOURIST IMPACT TAX / AFFORDABLE HOUSING FOR WORKERS

(3 members / 3 comments)

Eric Clinton

Using funds for workforce affordable housing

Stephen Facella

Have a presentation and discuss the Tourist Impact Tax that other counties are utilizing to solve their hospitality worker affordability housing crises.

Co-Char Healy brought up and requested a presentation on the Tourist Impact Tax. Let us have the presentation and discussion.

Jane Healy

Urge the mayor and commission to recommend to Legislature that it expand the local-option Tourist Impact Tax to all Florida counties. Allow 1 percent hotel tax to pay for land for affordable housing and conservation.

Would generate in Orange County about \$30 million a year for land for desperately needed affordable housing for service workers without interfering with Tourist Development Tax uses. A win-win for everyone. It won't deter tourists since only a penny.

RECOMMENDED CHANGES TO POLICY OR OVERSIGHT

(3 members / 6 comments)

Eric Clinton

Employment standards for use of funds

The use of tourism funds should benefit citizens who work in Orange County. Establishing employment benefit standards (i.e. minimum wage standards, healthcare, etc) for projects awarded funds would benefit working people who build and operate these facilities.

Eric Gray

Overall TDT Policy - FL is alone in restricting use of hotel taxes in this way. Our residents are bearing the burden of a wonderfully large number of area tourists, yet we cannot use TDT funds to offset those burdens. As a result, one industry benefits over the needs of all business & residents.

Common sense and fairness dictate that the state statute should be amended to allow communities impacted by extremely large numbers of tourists to use TDT funds to address at least some of those burdens. We therefore should not recommend committing any funds long-term until Orange County has exhausted every legal option to gain more flexibility to spend TDT funds in ways that directly support all of Orange County. This should be the case even if this means the state might find a way to raid our surplus funds or tighten existing law. We cannot plan based on fear, but rather move forward with hope. Projects being evaluated for eligibility for TDT funds should be required to submit an economic impact analysis using a standard method such as the Input/Output model favored around the world. Forecasted economic impact should come from an objective source. State statute requires it for public infrastructure projects. Why wouldn't we do so for all other tax-funded projects?

Ella Wood

Recommend that the BCC does not approve any new TDT spending until commissioning an independent study of current expenditures and their applicability toward the 40% requirement

Orange County should postpone approval for any new TDT spending, beyond existing commitments, until after a comprehensive, independent review of all current spending and analysis of state law. An independent study could assess TDT expenditures and assess the likelihood that they would be considered "tourism promotion," including specific components of large projects that may include tourism promotion as a part of their budgets. A thorough review of current spending and a good-faith independent assessment of state law would allow Orange County to better assess whether it could make the case that it spends 40% of TDT revenue on tourism promotion, or to assess how much additional spending it would take to exceed 40%.

Ella Wood

Update rubric for TDC and major project assessment

A task force should update the rubric used to assess projects for TDT funding. With the tourism industry booming, further TDT investments should support robust, community-focused economic development that will strengthen local culture, stabilize workers' communities, and improve the daily lives of people working in the hospitality industry. If the BCC accepts the recommendation for a tenfold increase in TDC project funding limits, this update is especially urgent. The rubric should provide tools to rate projects based on their benefits to the community; contribution to a broader arts and cultural ecosystem; provision of good jobs and high wages that support stable and healthy lives for workers; and the availability of private funding for the project.

RECOMMENDED CHANGES TO POLICY OR OVERSIGHT (continued)

Ella Wood

Recommend that the County Commissioners use the updated TDT project rubric to further analyze the Task Force project recommendations before final approval or elimination of proposals

A separate topic proposes updates to the project rubric. This task force has diligently assessed the projects presented to us based on the county's existing rubric. Once revising that rubric, the County should take the opportunity to supplement our recommendations with the additional considerations in the revised rubric, to ensure a thorough and appropriate review of these major proposals.

Ella Wood

Limit new TDT funding obligations to one year

Each year, the legislature sees changes proposed to state law on TDT and often revises its possible uses. Orange County should consider limiting its new obligations to one year of funding, to allow the county to reassess of how TDT funds are used in case of changes to state law.

PROCEDURAL CONCERNS/QUESTIONS

(2 members / 2 comments)

Bill Derrick

What are the actual channels that need to be engaged with in order to change the legislation?

Jennifer Quigley

Has the TDC given us any indication that they are willing to follow our recommendations or was this the County's idea without their buy-in?

ONE-OFFS

(3 members / 4 comments)

Paul Billings

Increase Awareness

There is a pressing need for greater awareness regarding TDT funding in Orlando. Surprisingly, a large number of event promoters in the area remain unaware of the existence of TDT/ARC funding opportunities. To address this knowledge gap, it would be beneficial to organize seminars throughout the County. This proactive approach aims to enhance awareness and, in turn, encourage more interested parties, particularly from underserved areas, to apply for these funds.

Andre Perez

Not opening up the previous recommendations for discussion

I believe we all took our time to rate each entity requesting TDT funds within the parameters of the current laws as well as the parameters of the rating system provided. Although there are emotional ties to several arts groups and others, I believe that those and other groups are still eligible to receive funds through the increases in funding and limits proposed for the 3 other groups that currently have processes in place to allocate and distribute TDT funds. I am interested in hearing any proposals or ideas that other members of this committee have regarding this process, scoring system and/ or any other considerations which we may have missed.

Fred Robinson

Association to Preserve the Eatonville Community (P.E.C)

Fred Robinson

Association to Preserve African American Society, History, & Traditions (Past)

Tourist Development Tax Citizen Advisory Task Force

Tourist Impact Tax

July 17, 2023



Presentation Outline

- **Overview of Tourist Impact Tax**
- **Areas of Critical State Concern**
- **Land Authority**
- **Summary**



Presentation Outline

- **Overview of Tourist Impact Tax**
- **Areas of Critical State Concern**
- **Land Authority**
- **Summary**



Overview of Tourist Impact Tax

- Counties creating a land authority to govern areas of critical state concern may levy the tourist impact tax pursuant to s. 125.0108, Florida Statutes
- Tax levied within designated area(s) of critical state concern only – unless more than 50% of the county falls within designation; in such case, the tax is levied countywide
- Tax levied on short-term lodgings – hotels, motels, condos, etc. (< six months)
- Levied at rate of 1%



Overview of Tourist Impact Tax

- Levied by ordinance of BCC and express approval of majority of qualified electors within designated area, or entire county if more than 50% of county falls within designation
- 50% of revenue transferred to land authority to be used in the area(s) of critical state concern consistent with section 380.0666, Florida Statutes
- 50% of revenue distributed to governing body of county and used to offset the loss of ad valorem taxes due to property acquisitions within designated areas
- Tax is repealed 10 years after the date the area of critical state concern designation is removed; options to extend exist



Presentation Outline

- Overview of Tourist Impact Tax
- **Areas of Critical State Concern**
- Land Authority
- Summary



Areas of Critical State Concern

- **Areas of Critical State Concern Program created by the Florida Environmental Land and Water Management Act of 1972**
- **Intended to protect resources and public facilities of major statewide significance within designated geographic areas from uncontrolled development that would cause significant deterioration of such resources**
- **Land development regulations and local comprehensive plan required for area**
- **Department of Economic Opportunity, as the state land planning agency, reviews all local development projects within the designated area**
- **May appeal to the Florida Land and Water Adjudicatory Commission local development orders that are inconsistent with state guidelines and local comprehensive plans and regulations**



Areas of Critical State Concern

- Section 380.05, Florida Statutes, provides that such areas may be designated only for:
 - Areas containing or having significant impact on:
 - Environmental or natural resources of regional or statewide importance (e.g. state parks, forests, wildlife refuges, preserves)
 - Historical or archaeological resources, sites, or statutorily defined historical or archaeological districts

when development of same would cause substantial deterioration or complete loss
 - Areas having significant impact on, or being significantly impacted by, an existing or proposed major public facility or other area of major public investment (e.g. highways, ports, airports, energy facilities, water management projects)



Areas of Critical State Concern

- Designation occurs at state level
- Regional planning agency may recommend areas to the state that meet criteria after soliciting suggestions from local governments
- Department of Economic Opportunity recommends to Administration Commission specific areas of critical state concern
- Administration Commission designates area by rule
- Rule goes to President of Senate and Speaker of the House for review
- Legislature approves, denies, or takes no action



Areas of Critical State Concern

- **Existing Areas of Critical State Concern:**
 - **Big Cypress Area (Collier, Monroe, Miami-Dade Counties)**
 - **Green Swamp Area (Polk and Lake Counties)**
 - **City of Key West and Florida Keys (Monroe County)**
 - **Apalachicola Bay Area (Franklin County)**



Presentation Outline

- Overview of Tourist Impact Tax
- Areas of Critical State Concern
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Land Authority

- **Once an area of critical state concern is designated within a county, the county is authorized to create a land authority**
- **Created by ordinance**
- **Public body corporate and politic**
- **Governed by the County's governing board**



Land Authority

- **Land Authority granted the authority to:**
 - **Undertaking studies of land planning needs within the area**
 - **Acquiring and disposing of real and personal property**
 - **Assist county with grant administration for projects benefitting area**
 - **Issue bonds and invest funds**
 - **Engage services of private consultants**
 - **Use Tourist Impact Tax revenues to pay costs related to affordable housing projects**



Land Authority

- **Authorized affordable housing projects costs include:**
 - **Acquisition of real property and the buildings thereon**
 - **Site preparation, demolition, environmental remediation**
 - **Professional fees for planning, design, construction**
 - **Studies, surveys, and plans**
 - **Permit and impact fees**
 - **Landscaping, parking, ingress/egress, access roads**



Presentation Outline

- Overview of Tourist Impact Tax
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Summary

- To levy tourist impact tax, Orange County must have a land authority created to govern area(s) of critical state concern
- Currently, there are no state-designated areas of critical state concern within Orange County
- More than half the County would need to be designated as area of critical state concern for tourist impact tax to apply countywide

Tourist Development Tax Citizen Advisory Task Force

Tourist Impact Tax

July 17, 2023

Recent Convention Center Expansion Projects in the U.S.

As of February 2022

Exhibit Space Expansions

City	Pre-Expansion Exhibit Space	Post-Expansion Exhibit Space	Project Completion
Las Vegas	1,900,000 sq ft	2,500,000 sq ft	June 2021
New York City	668,000 sq ft	760,000 sq ft	May 2021
Dallas	1,000,000 sq ft	1,800,000 sq ft	2028 (starting 2024)
Fort Lauderdale	199,526 sq ft	600,000 sq ft	Phase 1 finished 2021 Phase 2 2025
Milwaukee	188,695 sq ft	300,000 sq ft	Q1 2024 (started 2021)
Seattle	205,700 sq ft	573,770 sq ft	Jan 2023
Los Angeles	720,000 sq ft	1,000,000+ sq ft	<i>TBD</i>
Austin	79,525 sq ft	TBD	<i>TBD</i>
Denver	577,000 sq ft	712,000 sq ft	<i>End of 2023</i>
San Antonio	514,000 sq ft	529,000 sq ft	<i>Aug 2023</i>
Arlington	NEW FACTILY	216,000 sq ft	<i>2024</i>
New Orleans	1,471,496	??	<i>Unknown</i>
Savannah	96,110 sq ft	200,000 sq ft	<i>2024</i>
St Louis	502,000 sq ft	574,000 sq ft	<i>Mid 2024</i>
Detroit	723,000 sq ft	30,000 – 60,000 ballroom 750-800 Hotel Rooms	<i>TBD</i>
Fort Worth	208,573 sq ft	306,573 sq ft	<i>2026</i>
Indiana	566,600 sq ft	710,100 sq ft	<i>2026</i>

Las Vegas

West Hall Expansion: Opened June 2021

The West Hall expansion provided an additional 1.4 million square feet to the Las Vegas Convention Center. A major feature of the expansion is an enhanced lobby – including the Lobby Spectacular screen, the largest digital experience in the U.S. convention and exhibits industry – offering an abundance of

natural light, along with 600,000 square feet of technologically advanced exhibit space, 328,000 square feet of column-free space and a 14,000-square-foot outdoor terrace. In addition to the exhibition space, the new area features 150,000 square feet of meeting room space, with the ability to create 80 breakout rooms. This expansion provides the Las Vegas Convention Center with 2,500,000 square feet of exhibit space and more than 390,000 square feet of meeting rooms.

[Las Vegas Convention Center | Vegas Means Business](#)

New York City

Javits Center Expansion: Opened May 2021

This \$1.5 billion expansion brings 1,200,000 square feet of total new space to the Javits Center in Manhattan's West Side. The expansion features 113,000 square feet of pre-function space, 90,000 square feet of prime exhibit space, a 480,000 square-foot, 4-level marshaling facility, 107,000 square feet of new meeting room space, and a one-acre rooftop farm featuring a pavilion accommodating up to 1,500 guests. The rooftop farm is also expected to produce 40,000lbs of produce annually.

[New York Convention Center Development Corporation | Empire State Development \(ny.gov\)](#)

Dallas

New Convention Center: Opening 2028

The Dallas city council has approved plans for a new 2.5-million-square-foot convention center located adjacent to the current Kay Bailey Hutchison Convention Center Dallas. The new center will feature 800,000 square feet of exhibit space and 400,000 square feet of breakout space, including a 100,000-square-foot ballroom. Construction on the \$2 billion center is expected to begin in 2024 with completion in 2028.

<https://www.visitdallas.com/about/press-releases/2022/convention-center-expansion.html>

Fort Lauderdale/Broward County

Fort Lauderdale Broward County Convention Center: Phase 1 complete December 2021, Phase 2 opening 2025

The newly expanded Greater Fort Lauderdale/Broward County Convention Center reopened with 800,000 square feet of space including 350,000 square feet of contiguous exhibit space. Work has also continued an additional expansion that will bring total space to 1.2 million square feet by late 2025.

[Greater Fort Lauderdale/Broward County Convention Center Reopens \(sunny.org\)](#)

[BROWARD COUNTY CONVENTION CENTER MASTER PLAN STUDY](#)

Milwaukee

Wisconsin Center Expansion: Opening Q1 2024

The \$420 million Wisconsin Center expansion will create 445,000 square feet of total convention space including 300,000 square feet of exhibit space and 100,000 square feet of meeting and ballroom space. Ground breaking for the space occurred in October of 2021 with the project expected to be completed by Q1 of 2024.

[Visit Milwaukee - Convention Center Expansion](#)

Seattle

Washington State Convention Center Addition (Summit): Opening 2023

The convention center expansion stands 14 stories high, with 10 football fields of event and meeting space totaling 573,770 square feet. There are 62 meeting rooms, two cavernous exhibit halls (one of which you can drive tractor-trailers into) and a ballroom with a 55-foot ceiling that can seat 4,000 people.

Arch, the existing convention center, held events that brought in 369,000 in 2019, a figure down from the three prior years.

Blosser said they're hoping the new facility will be able to attract about one "citywide" convention a week, that's an event that uses at least one full 150,000-square-foot exhibition hall.

They currently have 21 such events booked for the new space in 2023 — including four that are big enough to use both the new facility and the older one and many other smaller events — a little less than half of where they'd like to be.

[Seattle's massive \\$2B convention center finally opens after delays | The Seattle Times](#)

Los Angeles (Proposed but not approved)

Los Angeles Convention Center expansion - Opening TBD

A proposed \$500 million expansion to the Los Angeles Convention Center would add roughly 700,000 square feet of space in a new exhibit hall. In total, the project would represent a 45% increase to the size of the Convention Center, expanding its total size to 2.2 million square feet, for a total of just over 1 million square feet of exhibit space.

[Fresh renderings for L.A. Convention Center expansion | Urbanize LA](#)

[AEG to sell stake in L.A. Live hotels as lodging recovers - Los Angeles Times \(latimes.com\)](#)

Non-Exhibit Space Expansions

Tampa

Tampa Convention Center meeting room renovations – Opening March 2023

The Tampa Convention Center will undergo a \$38 million capital renovation that will modernize existing meeting space while adding 16,000 square feet of new meeting rooms. New rooms will feature air walls

for increased flexibility along with a terrace offering additional outdoor space. Renovations to the meeting rooms is expected to wrap by March 2023, while construction of the new meeting rooms will be completed by June 2023.

[Capital Improvements | City of Tampa](#)

Denver

Colorado Convention Center rooftop expansion – Opening 2023

An upcoming \$212 million rooftop expansion of the Colorado Convention Center will feature a new outdoor terrace and enhanced event space. This expansion will include a flexible 80,000 square foot ballroom, a 35,000 square foot pre-function area and 20,000 square foot outdoor terrace. The project is scheduled to be completed by late 2023.

[Colorado Convention Center Expansion | VISIT DENVER](#)

[Colorado Convention Center Expansion Project - City and County of Denver \(denvergov.org\)](#)

San Antonio

Civic Park at Hemisfair – August 2023

New Civic Park built outside of the Henry B Gonzalez Convention Center that will include a 15,000-square-foot ballroom and 8 meeting rooms to provide access between the park and building.

[Major Convention Center Expansion and Renovation Projects for 2023 | Northstar Meetings Group](#)

Arlington

New Arlington Convention Center- 2024

Replacement for previous Esports Stadium Arlington & Expo Center. New center will feature 216,000 square feet of event space (indoor and outdoor), and will be connected to new 888 room Loews Arlington Hotel.

[Major Convention Center Expansion and Renovation Projects for 2023 | Northstar Meetings Group](#)

New Orleans

Earnest N. Morial New Orleans Convention Center - TBD

As part of an ongoing \$557 million upgrade, the roof of the 41 acre facility has been replaced and work will begin this summer to redesign 140 meeting rooms and add a new 40,000 square foot ballroom.

[Major Convention Center Expansion and Renovation Projects for 2023 | Northstar Meetings Group](#)

Savannah

Savannah Convention Center - TBD

Expansion to nearly double exhibit hall space to 200,000 square feet, including a new 40,000 square foot ballroom, 15 new meeting rooms, garage, and outdoor space.

[Major Convention Center Expansion and Renovation Projects for 2023 | Northstar Meetings Group](#)

St. Louis

America's Center – Mid 2024

First phase of expansion adding 72,000 square feet of exhibit space should be complete by mid-2024. Phase 2 is in the works which will add an additional 61,000 square foot ballroom and prefunction space, as well as a 22,000 square foot outdoor pavilion.

[Major Convention Center Expansion and Renovation Projects for 2023 | Northstar Meetings Group](#)

Detroit

Huntington Place - TBD

Center has been recertified as a LEED Gold facility and has been approved to undergo renovation and expansion, but exact details have not been shared.

[Major Convention Center Expansion and Renovation Projects for 2023 | Northstar Meetings Group](#)

Fort Worth

Fort Worth Convention Center - 2026

Phase 1 of the Fort Worth Convention Center has entered the design process, which calls for the construction of new F&B facilities, future hotel, and rebuilding of loading docks. Phase 2 calls for 97,000 square feet of new meeting space, 48,000 square feet of meeting rooms, and a 50,000 square foot ballroom. Worth noting that funding for Phase 2 has not been secured.

[Major Convention Center Expansion and Renovation Projects for 2023 | Northstar Meetings Group](#)

Indiana

Indiana Convention Center - 2026

Adding 143,500 square feet of usable space, including a 50,000 square foot ballroom. This will bring total space at the Convention Center and Lucas Oil Stadium to more than 1.1 million square feet. Additionally, an 800-room hotel is being added, for a total of 5,520 rooms connected to the facility.

[Major Convention Center Expansion and Renovation Projects for 2023 | Northstar Meetings Group](#)