Tourist Development Tax
Citizen Advisory Task Force Report

July 2023

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This report was prepared by J.B. Adams of Adams Learning, Inc.

LETTER FROM THE MAYOR

Dear Task Force Members:

I want to express my sincere thanks for your willingness to serve on the Orange County Tourist Development Tax (TDT) Citizen Advisory Task Force. I would also like to express my gratitude to Jane Healy and Tony Jenkins, Task Force Co-Chairs, for their leadership and guidance throughout the process.

Orange County is proud to be one of the top travel destinations in the world, with 74 million visitors in 2022. Tourism is a $75 billion industry accounting for approximately 24% of employment in Orange County. The benefits of the TDT are far-reaching and have ensured our community continued to have a steady source of revenue to help us through some of the darkest days following 9/11, the economic recession in 2008, and the COVID-19 pandemic.

The task force's charge was to review and provide input to the Board of County Commissioners and Tourist Development Council on potential uses of future, unencumbered TDT revenues. This diverse body participated in over 20 hours of public meetings. Members received extensive education and information on the TDT, Florida Statutes covering its uses, the economic impact of previous projects, and numerous presentations from hospitality and arts organizations seeking funding. The task force held robust conversations and proposed recommendations to guide the TDT investment that meet statutory guidelines and benefits both our residents and visitors.

On behalf of the more than 1.5 million residents who call Orange County home, I applaud your commitment to this transparent process and commendable service to our community.

Sincerely,

Jerry L. Demings

Orange County Mayor

ORANGE COUNTY MAYOR
Jerry L. Demings
P.O. BOX 1393, 201 SOUTH ROSALIND AVENUE, ORLANDO, FL 32802-1393
PHONE: 407-836-7370 • **FAX:** 407-836-7360 • **EMAIL:** MAYOR@OCFL.NET

February 28, 2023

TO: Orange County Board of County Commission

FROM: Mayor Jerry L. Demings

RE: Tourist Development Tax Citizens Advisory Task Force

Orange County is one of the top travel destinations in the world with over 59 million visitors a year and is fast-approaching pre-pandemic levels of 75 million annual visitors. Tourism is a $75 billion industry and accounting for approximately 24% of employment in Orange County. The Orange County Tourist Development Tax (TDT) paid by visitors staying in hotels and short-term rentals has raised significant dollars since its' inception and proceeds have been used to invest in iconic public facilities that draw millions of tourists annually to our community.

The benefits of the TDT are far-reaching and have ensured our community continued to have a steady source of revenue to help us through some of the darkest days following 9/11, the economic recession in 2008, and the COVID-19 pandemic. Proceeds have been used to build and maintain the world class Orange County Convention Center, which has a $25 billion economic impact and has created thousands of jobs. It also has been used to fund Visit Orlando so it could market Orlando nationally and internationally and ensure we remained a top travel destination. Orange County residents have benefited from the investment of TDT dollars in arts, culture and sports facilities funding premiere venues like the Dr. Phillip's Performing Arts Center, Camping World Stadium, and the Amway Arena. Funds have also benefited cultural institutions like the Winter Park Library, Orlando Ballet Center, One Pulse Museum, Orlando Philharmonic Plaza Live, Orange County History Center and Orlando Science Center Life Exhibit. In addition, the Sports Incentive Fund receives TDT dollars to pursue national and international sporting events to our region like the Pro Bowl, and NCAA Basketball Tournament.

In 2020, due to the COVID-19 pandemic, Orange County experienced a prolonged closure of our theme parks and hotels causing the TDT to decline and reach the point that excess reserves were necessary to cover all TDT obligations. To ensure we have proper coverage for any type of future disastrous event, the Orange County Comptroller has recommended total reserves be replenished to $300 million (which had reached a low nearing $170 million during the depth of the pandemic) and that annual TDT collections exceed $300 million a year before the County considers undertaking any new projects or activities for TDT funding.

Revenue collected in 2022 was $336 million and reserves are projected to reach $300 million by the Spring of 2023. Achieving both milestones will meet the Comptroller's recommended revenues and reserves guidelines, which are indicators of a strong, sustained recovery of TDT proceeds. As a result, Orange County is now prepared to consider new projects or opportunities for TDT funding.

Since taking office as Mayor, I have strived to promote a transparent system that encourages education and community engagement in major decisions from housing to transportation to public safety. I would like to use the same process regarding the TDT. It is my intention to empanel a group of citizens to review and provide input to the Board of County Commissioners and Tourist Development Council on potential uses of future,

unencumbered TDT revenues. I am requesting each commissioner select a representative from your district to participate.

The TDT Citizen Advisory Task Force will be comprised of a diverse, cross-section of Orange County residents. We will exclude registered lobbyists, elected officials, or organizations that currently receive TDT funding or potentially may be seeking TDT funding. The goal is to have representation from various geographical and socioeconomic levels. I will appoint the co-chairs and in addition to commissioner appointments, I am inviting each of our municipalities to recommend one representative to the Task Force. This will ensure all parts of Orange County are represented.

The TDT is paid by tourists, and it is important that organizations representing our visitors be involved in the Task Force. Therefore, I am inviting our hospitality industry partners to participate.

As with other Task Forces Orange County has empaneled, members will receive extensive education and information on the TDT, Florida Statutes covering its uses, the economic impact of previous projects, presentations by organizations that may be seeking future funds and listening to public comments.

The TDT Task Force will be comprised of representatives from the following:

Orange County Mayor (Co-Chairs)
Orange County Commissioners
Orange County Municipalities
Labor – AFL - CIO
CFHLA – Central Florida Hotel Lodging Association
Walt Disney World
Universal Studios
Sea World
UCF Student Government
African American Chamber
Hispanic Chamber
Asian Chamber
LGBTQ Chamber
Orlando Economic Partnership
I-Drive Chamber
Veterans Advisory Council

The TDT Task Force will hold its first meeting on Wednesday, March 22, 2023, from 9 am – 11 am in the BCC Chambers. The TDT Task Force will complete its work by July 2023, concluding with a report or presentation to the Tourism Development Council and the Board of County Commissioners on its' findings and observations. *Please send your district representative name to Roseann Harrington, Chief of Staff by March 10, 2023, at roseann.harrington@ocfl.net or 407-836-7370.*

I am confident that with citizen input, we can determine the right course of action to invest TDT funds in our community that meets statutory guidelines and benefits our residents and visitors.

c: Honorable Phil Diamond, Orange County Comptroller
Byron Brooks, County Administrator
Roseann Harrington, Chief of Staff to Mayor Demings
Jeff Newton, County Attorney
Carla Bell Johnson, Deputy County Administrator
Natalia Garcia, Assistant to the Deputy County Administrator

TDT CITIZEN ADVISORY TASK FORCE MEMBERS

Members

The TDT Taskforce was comprised of 31 members representing a cross-section of Orange County residents from various geographical and socioeconomic groups including individuals appointed by Orange County Commissioners, municipalities within the county, labor, veterans, various chambers of commerce, and the hospitality industry.

- **Paul Billings**
  City of Apopka Representative
- **Derek Blakeslee**
  City of Winter Garden Representative
- **Pete Clarke**
  City of Belle Isle Representative
- **Eric Clinton**
  AFL-CIO Representative
- **William (Bill) Derrick**
  City of Maitland Representative
- **Matthew Downs**
  City of Winter Park Representative
- **Stephen Facella**
  Orange County Representative, District 1
- **Thor Falk**
  The Pride Chamber Representative
- **Jay Galbraith**
  Universal Representative
- **Eric Gray**
  Orange County Representative, District 4
- **Julian Johnson**
  Town of Eatonville Representative
- **Brad Lomneck**
  City of Ocoee Representative
- **Brendan Lynch**
  CFHLA Representative
- **Xelayris Martinez**
  UCF Student Government Representative
- **Jason Mellen**
  Orange County Representative, District 2
- **Harold Mills**
  OEP Representative
- **Chris Mueller**
  I-Drive Resort Area Chamber of Commerce Representative
- **Ron Nesbitt**
  African American Chamber of Commerce Central Florida Representative
- **Katie Nguyen**
  Asian American Chamber of Commerce Representative
- **Andre Perez**
  Orange County Representative, District 3
- **Alejandro Pezzini**
  Orange County Representative, District 6
- **Rene Plasencia**
  Sea World Representative
- **Jennifer Quigley**
  City of Orlando Representative
- **Fred Robinson**
  Orange County Mayor's Veterans Advisory Council Representative
- **Ken Robinson**
  CFHLA Representative
- **Roberto Santoni**
  Hispanic Chamber of Commerce of Metro Orlando Representative
- **Robert Smith**
  Town of Windermere Representative
- **Hal Valdes**
  City of Edgewood Representative
- **Ella Wood**
  Orange County Representative, District 5

Co-Chairs

Jane Healy
Task Force Co-Chair

Tony Jenkins
Task Force Co-Chair

RECOMMENDATIONS

Over the course of seven meetings, the Task Force developed and approved four recommendations. The first two recommendations were approved at the task force meeting held on Monday June 26, 2023.

Recommendation 1

The Task Force supports advancing the requests of the three granting organizations as presented to the Board of County Commissioners and will include the survey results for the board to make the final level of funding decision.

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

Recommendation 2

The Task Force supports advancing groups with a weighted score of 60 or higher for consideration by the Board of County Commissioners in this order/rank:

1. Orange County Convention Center
2. Florida Citrus Sports
3. Amway Center
4. Dr. Phillips Center for the Performing Arts
5. UCF Sports

The third and fourth recommendations were approved at the task force meeting held on Monday, July 17, 2023.

Recommendation 3

The Task Force recommends that Mayor Demings and the Board of County Commissioners strongly push the legislature to change the Tourist Impact Tax so it applies to all counties in Florida.

Recommendation 4

The Task Force recommends that the county update its criteria for assessing TDT project funding to better evaluate the project's contribution to community and workforce needs and jobs.

OVERVIEW OF THE PROCESS

The Tourist Development Tax Citizen Advisory Task Force conducted their work over the course of seven meetings.

WEDNESDAY
March 22, 2023

FRIDAY
May 12, 2023

Initial Meetings

At the first two meetings of the task force, members received extensive education on the Tourist Development Tax, Florida Statutes covering uses, the economic impact of previously funded projects, and existing Orange County grant programs. Comptroller Diamond also provided a thorough review of TDT revenues, as well as details on the oversight process.

Interest Indicator

An Interest Indicator process was utilized to obtain information on potential community projects seeking TDT funding. In May and June 2023, interest indicators were submitted by 55 organizations.

- 52 interest indicators were deemed eligible; three were ineligible
- Total requested amount: $3.8 billion
- 16 organizations requested funding in the amount of $20 million or more. These requests exceeded the cap on existing Orange County grant programs, including the TDT Application Review Committee grant and the Arts and Cultural Affairs grant. These organizations were invited to present to the task force.

Review the Interest Indicator in Appendix A on Pages 11-13.

Review the list of 55 applicants in Appendix B on Pages 14-15.

Orlando City Baseball Dreamers	$975 m
Florida Citrus Sports	$800 m
Orange County Convention Center	$586 m
Orange County Arts and Cultural Affairs	$315 m
Amway Center (City of Orlando)	$256 m
UCF Sports	$177 m
Dr. Phillips Center for the Performing Arts	$145 m
Greater Orlando Sports Commission	$127 m
Association to Preserve the Eatonville Community (P.E.C.)	$88 m
TDT Application Review Committee (ARC)	$60 m-$100 m
Orange County Regional History Center	$53 m
Orlando Mennello Art Museum	$29 m
*Leu Gardens (City of Orlando)	$25 m
*Holocaust Museum (HMREC)	$25 m
Orlando Urban Film Festival	$21 m
P.A.S.T. Wells'Built Museum	$20 m

** Organizations withdrew their applications.*

OVERVIEW OF THE PROCESS (continued)

Three Meetings: Presentations from the Applicants

WEDNESDAY
May 24, 2023

WEDNESDAY
June 7, 2023

FRIDAY
June 16, 2023

Applicant presentations took place at three task force meetings in May and June. Task force members were asked to evaluate applicants using the criteria provided by the TDT Application Review Committee (ARC).

TOURISM EXPANSION

- Tourist attraction
- Advertising reach
- Tourism industry collaboration

PROJECT SOUNDNESS

- Quality / longevity maintenance, care & stewardship
- Process / design & planning
- Operational readiness
- Financial readiness

ANTICIPATED RETURN ON INVESTMENT

- Economic benefit (jobs, wages, attracting employers and development)
- Tax revenues (TDT, sales tax, property tax)

Review the evaluation criteria in Appendix C on pages 16-17.

Survey 1: Evaluation of the Applicants

Between Friday, June 16 and Tuesday, June 20, members of the TDT Citizen Advisory Task Force completed Survey 1, which gathered evaluations and feedback on the applicants.

The survey was made up of 147 items.

- 119 rated items providing quantitative data
- 28 open-ended items providing qualitative data

The participation rate was 30 out of 31, and the average amount of time each task force member spent on the survey was 60 minutes. The three granting organizations (TDT Application Review Committee, Orange County Arts & Cultural Affairs, and Greater Orlando Sports Commission) were evaluated separately from the others, with questions customized based on their requests.

Review the results of Survey 1 regarding three granting organizations in Appendix D on Page 18.

Review the results of Survey 1 regarding the ranking of 11 applicants in Appendix E on Page 19.

OVERVIEW OF THE PROCESS (continued)

Meeting: Review of Survey 1 Results

MONDAY
June 26, 2023

Task Force members reviewed the results of Survey 1, and from the discussion that followed, they prepared Recommendations 1 and 2. All survey evaluations and feedback are available at the Orange County TDT Citizen Advisory Task Force webpage at www.ocfl.net/TDT

RECOMMENDATION 1: The Task Force supports advancing the requests of the three granting organizations as presented to the Board of County Commissioners and will include the survey results for the board to make the final level of funding decision.

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

RECOMMENDATION 2: The Task Force supports advancing groups with a weighted score of 60 or higher for consideration by the Board of County Commissioners in this order/rank:

1. Orange County Convention Center
2. Florida Citrus Sports
3. Amway Center
4. Dr. Phillips Center for the Performing Arts
5. UCF Sports

Review the evaluation criteria in Appendix C on pages 20-27.

Survey 2: Request for Additional Topics or Recommendations

Between Wednesday June 28, 2023 and Monday 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.

17 task force members provided a total of 33 comments.

MONDAY
July 17, 2023

Meeting: Review of Survey 2 Results

Task force members reviewed the results of Survey 2, and from the discussion that followed, they prepared Recommendations 3 and 4.

RECOMMENDATION 3: The Task Force recommends that Mayor Demings and the Board of County Commissioners strongly push the legislature to change the Tourist Impact Tax so it applies to all counties in Florida.

RECOMMENDATION 4: The Task Force recommends that the county update its criteria for assessing TDT project funding to better evaluate the project's contribution to community and workforce needs and jobs.

APPENDIX A: INTEREST INDICATOR FORM

Tourist Development Tax (TDT) Funding Interest Indicator

Applicant Information

Applicant Organization: _____

Primary Contact: _____ Phone: _____ Email: _____

Mailing Address: _____ City: _____ State: _____ Zip: _____

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

Project Description

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

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

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

Is this a new project or existing 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)*

APPENDIX A: INTEREST INDICATOR FORM (continued)

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? _____

How much TDT funding are you requesting for this project? _____

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

APPENDIX A: INTEREST INDICATOR FORM (continued)

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

When is this project estimated to begin?

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

2024: $ _____	2027: $ _____	2030: $ _____	2033: $ _____
2025: $ _____	2028: $ _____	2031: $ _____	2034: $ _____
2026: $ _____	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)*

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

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.)*

Please email this completed form to TDTcitizenadvisory@ocfl.net

Submit Form Button

TDT FUNDING INTEREST RESPONSES

	Organization	Project Description	Total Amount of TDT Requested	Portions Funded in FY
1	Orlando City Baseball Dreamers, LLC	Construction of new domed baseball stadium	$975,000,000	2025-2034+
2	Florida Citrus Sports	Roof for Camping World Stadium	$800,000,000	2024
3	Convention Center	Government function/Various capital improvement projects at the North/South Building (2019 $)	$586,738,302	2024-2028
4	Arts & Cultural Affairs/United Arts	Government function to provide TDT grants to eligible organizations	$314,600,000	2024-2034
5	City of Orlando	Amway Center renovations	$256,000,000	2024-2033
6	UCF Sports	Construction of a sports village	$176,625,000	2024-2033
7	Dr. Phillips Performing Arts	Front lawn enhancements	$145,000,000	2024
8	Greater Orlando Sports Commission/Sports Incentive	Government function to provide TDT grants to eligible organizations	$126,500,000	2024-2034
9	Association to Preservation of Eatonville Community Inc. (P.E.C.)	Construction of the ZORA! Campus	$87,857,524	2024-2034
10	TDT Application Review Committee	Government function to provide TDT grants to eligible organizations	$60,000,000	2024-2028
11	Orange County Regional History Center	Government function/Renovation of permanent galleries	$52,500,000	2025-2028
12	Friends of the Menello Museum of Art	Expansion of the museum	$29,000,000	2024-2026
13	City of Orlando	Expansion of Leu Gardens	$25,000,000	2024-2026
14	Holocaust Memorial and Resource Center	Construction of museum	$25,000,000	2024-2026
15	Orlando Urban Film Festival Foundation	Annual Love Orlando "Rock-n-Soul fest"	$20,500,000	2024-2034
16	P.A.S.T.	Renovation of Wells' Built Museum and construction of multi-purpose cultural center	$20,000,000	2025-2026
17	Orlando Science Center	Terrace renovations (part of Unlock Science campaign)	$13,000,000	2026-2028
18	Entertainment Galore LLC	Mid-Florida Jams annual music festival	$11,000,000	2024-2034
19	Rollins Museum of Art	Construction of new museum	$10,000,000	2024-2028
20	Creative City Project IMMERSE	Annual arts festival	$10,000,000	2024-2033
21	4Roots	Construction of "The Farm Campus"	$10,000,000	2024-2027
22	OnePulse	Construction of a museum	$10,000,000	2024-2025
23	Central Florida Community Arts	Construction of an arts center with rehearsal, event, and performance space	$8,500,000	2024-2026
24	Orlando Museum of Art (OMA)	To support museum's annual art programs	$6,000,000	2024-2034
25	Winter Park Playhouse	Develop/Construct new home stage	$6,000,000	2024-2025
26	Garden Theatre, Inc.	Auditorium renovations	$5,500,000	2024-2034
27	Orlando Fringe	Annual International Fringe Festival	$4,950,000	2024-2034
28	Orlando REP	Theater renovations	$3,500,000	2024,27-29

TDT FUNDING INTEREST RESPONSES

	Organization	Project Description	Total Amount of TDT Requested	Portions Funded in FY
29	UCF Arts & Humanities	Annual arts fesival	$3,300,000	2024-2034
30	Orlando Ballet	Nutcracker set and costumes	$3,000,000	2024
31	Winter Garden Heritgae Foundation	Improve and expand exhibitions at the Central Florida Railway Museum	$2,750,000	2024-2034
32	Winter Garden Art Association	Construction of an arts complex designed to include a museum gallery, a community arts gallery space and a dedicated creative arts and wellness center	$2,500,000	2024-2026
33	Opera Orlando	Marketing	$2,325,000	2024-2034
34	Theatre South Playhouse	Auditorium renovations and marketing	$1,452,000	2024-2034
35	Open Scene	Latin American annual performing arts festival	$1,229,800	2024-2034
36	Orlando Philharmonic Orchestra	Renovation of Plaza Live	$1,200,000	2024
37	Orlando Philharmonic Orchestra	Support of annual programs	$1,140,541	2024-2034
38	Central Florida Vocal Arts	Educational toursim workshops	$1,084,000	2024-2034
39	Come Out With Pride, Inc.	Annual festivals and events	$791,999	2024-2034
40	Caribbean Passport Mulitcultural Innitiative	Annual Caribbean festival (Orlando Carnival Downtown)	$650,000	2024-2028
41	Orlando Shakes	Various capital improvement projects	$635,000	2024
42	Orlando Community Arts Inc.	Claire and the Chocolate Nutcracker	$462,000	2024-2034
43	SNAP! Orlando	Marketing (Mirages & Miracles, and Faune exhibition)	$425,000	2024-2033
44	Orlando International Film Festival	Marketing	$385,000	2024-2034
45	Park Avenue District, Inc.	Marketing	$300,000	2024-2027
46	Bach Festival Society Winter Park	Marketing	$225,000	2024-2026
47	Orlando Ballet	Marketing	$150,000	2024
48	Crealde School of Art	Building expanson	$125,000	2024
49	Haitian American Art Network, Inc.	Women in arts events	$100,000	2024
50	D.T.O. Jazz Fest	Annual jazz festival	$39,750	2024-2025
51	Descolonizarte Teatro	LatinX arts festival	$14,147	2024
52	Florida Songwriters Association	Annual music events	$600	2024-2026
		TOTAL AMOUNT OF ELIGIBLE PROJECTS	**$3,823,055,663**	
53	WME Design (Marshall Ellis Dance)	Annual dance events (ineligible due to private LLC)	$10,000	2024-2025
54	Casa Culture	Purchase of new facility for arts entrepreneurship (ineligible now due to unidentified facilities)	$500,000	2024
55	Orlando Mayors Veteran Council	To maintain Veterans Orlando Park and the Friends of the Fisher (improvements to ineligible facilities)	$825,000	2024-2034
		TOTAL AMOUNT OF INELIGIBLE PROJECTS	**$1,335,000**	
		TOTAL TDT INTEREST REQUESTS	**$3,824,390,663**	

APPENDIX C: TDT ARC APPLICATION REVIEW CRITERIA

ORDINANCE NO. 2016-30
AN ORDINANCE PERTAINING TO TAXATION IN ORANGE COUNTY, FLORIDA; AMENDING ARTICLE IV OF CHAPTER 25 OF THE ORANGE COUNTY CODE; AMENDING SECTION 25-140, TOURIST DEVELOPMENT PLAN; ENACTING A NEW SECTION 25-147, TOURIST DEVELOPMENT TAX GRANT APPLICATION AND EVALUATION PROCESS PROVIDING FOR AN EFFECTIVE DATE.

(g) ***Application review criteria.*** The ARC shall evaluate all applications for funding using excess tourist development tax revenue based on the following criteria, as applicable:

(1) ***Commitment to expansion of tourism in Orange County*** - whether the application demonstrates how the proposed event or capital project will attract tourists to Orange County; to what extent the proposed event or capital project will be advertised (local, regional, national, international); and the collaborative efforts that will be undertaken to work with the tourism industry to promote the event or project.

(2) ***Soundness of proposed event or capital project*** - whether the application includes clearly articulated 'objectives; contains a realistic timetable for implementation; identifies any additional funding sources that will be utilized for the event or capital project; demonstrates that the applicant has a proven record to develop resources and effectively plan, organize, and implement the proposed event or capital project; evidences the applicant can administer public grants and prepare and deliver any necessary reports.

(3) ***Anticipated return on investment*** - whether the application demonstrates that the proposed event or capital project will economically benefit Orange County, including, but not limited to creating jobs, increasing wages, increasing property, sales and/or tourist development tax revenues, and increasing development.

APPENDIX C: TDT ARC APPLICATION REVIEW CRITERIA (continued)

TDT ARC Capital evaluation matrix		Tourism Expansion (35 pts)			Project Soundness (35 pts)				Anticipated Return on Investment (30 pts)		
		Tourist Attraction	Advertising Reach	Tourism Industry Collaboration	Quality/Longevity Maintenance, Care & Stewardship	Multiplie Process/Design & Planning	Operational Readiness	Financial Readiness	Economic Benefit (Jobs, wages, attracting employers and development)	Tax Revenues (TDT, Sales Tax, Property Tax)
5	Excellent	Host exceptional traveling visitor counts, need times, multi-hotel guaranteed room blocks, lengthy stays, high F&B	Generating extended periods of international coverage with high positive impact	Significant local room booking and advertising partnerships with tourism partners	Long-term facility, will avoid obsolescence, excellent history and plan for care & maintenance	Shovel ready project with great design/build team, permits, plans and approvals	Extremely strong experienced board or leadership, logistics confirmed, project implementation guaranteed	Extremely strong project financial plan and budget, good financial experience, strong financial partnerships and good cashflow	Notable large scale project preferred by high wage job employers, driver of surrounding new development, construction and operating jobs, helps nearby business	Hosts many extended stay visitors (TDT driver), drives sales tax growth by high visitor spending, promotes new development
4	Above Average	Host sizable traveling visitors, good timing, multi-hotel room blocks, lengthy stays, some F&B	Generating some extended national coverage with high positive impact	Some local room booking and advertising partnerships with tourism partners	Long-term facility, above average usability, good plan for care & maintenance	Shovel ready project with design/build team, with some permits, plans and approvals	Strong experienced board or leadership, logistics mostly confirmed, project implementation very likely	Strong project financial plan and budget, good experience, some financial partnerships and good cashflow	Important project, driver of surrounding new development, construction and operating jobs, helps nearby business	Hosts some extended stay visitors (TDT driver), drives sales tax growth by some visitor spending, promotes new development
3	Average	Host traveling visitors, hotel room block(s), couple day stay	Media coverage with positive impact	Some local room booking with little advertising partnerships with tourism partners	Mid-term or transitional facility, average usability, good untested care & maintenance plan	Almost ready project with design/build team, needing permits, plans and approvals	Suitable board or leadership, logistics mostly confirmed, some past operational experience	Reasonable project financial plan and budget, some financial partnerships and some cashflow	Medium project, support for existing surrounding development, some construction and operating jobs	Hosts some overnight stay visitors (TDT), some sales tax growth by some visitor spending
2	Below Average	Host equal traveling visitors and locals, single day stays, no room blocks, poor timing	Random outcomes covered and periodic reviews	No local booking partnership and advertising already taken	Longevity concerns, care & maintanance plan concerns	Proposed project with some team, having some permits, plans and approvals delays	Inexperienced board or leadership. Some logistics undeveloped. Some past experience.	Tight project financial plan and budget, inexperienced, less financial partnerships and weak cashflow	Smaller project, little support for existing surrounding development, few construction and operating jobs	Hosts fewer overnight stay visitors (TDT), some sales tax growth by some visitor spending and locals spending may just displace other local spending
1	Poor	Host primarily locals, low stays, poor timing	Little impactful media coverage	Sponsored by competing destination, no local booking or advertising partnership	Longevity concerns, competing facilities, historic care & maintanance problems	Proposed project with team concerns, and permitting and approval concerns	Questionable ability to develop and operate the project effectively.	Gaps in project financial plan and budget, inexperienced, all TDT no financial partnerships and weak cashflow	Small project, weak support for existing surrounding development, few construction and operating jobs	Hosts few overnight stay visitors (low TDT), little sales tax growth by limited visitor spending and locals spending may just displace other local spending
0	Deficient	Travel unkown, lacking data, poor timing	No media plan or data, possible negative coverage	No plans or data	No usable response, maintenance nightmare	Speculative project - concerns with ownership and permitting	No data or past failures.	No data or math errors.	Weak project data, clashes with existing surrounding development, local opposition	No data, some tax exemption

APPENDIX D: SURVEY 1 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 Country 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%**

APPENDIX E: SURVEY 1 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%
2	Florida Citrus Sports	82.6		Orange County Convention Center	93.1%
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%
4	Dr. Phillips Center for the Performing Arts	74.7		UCF Sports	75.9%
5	UCF Sports	69.6		Amway Center	75.9%
6	Mennello Museum of American Art	58.9		Mennello Museum of American Art	75.9%
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%
8	Association to Preserve the Eatonville Community (P.E.C.)	53.6		Association to Preserve the Eatonville Community (P.E.C.)	
9	Orange County Regional History Center	50.7		Orlando City Baseball Dreamers	
10	Association to Preserve African American Society, History, & Traditions (PAST)	47.1		Orange County Regional History Center	37.9%
11	Orlando Urban Film Festival Foundation	39.2		Orlando Urban Film Festival Foundation	24.1%

APPENDIX F: SURVEY 2 SUMMARY / THEMATIC ANALYSIS

Task Force members were asked what additional topics they wanted to discuss at the final task force meeting. 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

APPENDIX G: SURVEY 2 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.

APPENDIX G: SURVEY 2 COMMENTS ORGANIZED BY THEME (continued)

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.

APPENDIX G: SURVEY 2 COMMENTS ORGANIZED BY THEME (continued)

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.

APPENDIX G: SURVEY 2 COMMENTS ORGANIZED BY THEME (continued)

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 recieve 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 insterested 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)