



COUNTY ATTORNEY'S OFFICE  
JEFFREY J. NEWTON, *County Attorney*

201 South Rosalind Avenue ■ 3rd Floor  
Reply To: Post Office Box 1393  
Orlando, FL 32802-1393  
407-836-7320 ■ Fax 407-836-5888  
<http://www.ocfl.net>

**Public Hearing**

*Deputy County Attorney*  
Joel D. Prinsell

*Senior Assistant County Attorneys*  
Elaine Asad  
Lila McHenry

*Assistant County Attorneys*

Andrea Adibe  
Roberta Alfonso  
Edward M. Chew  
Anthony Cotter  
Whitney E. Evers  
Wanzo Galloway, Jr.  
Erin E. Hartigan  
Georgiana Holmes  
Katherine W. Latorre  
Scott McHenry  
Sawsan Mohiuddin  
Scott Shevenell  
William Turner

*Legal Administrative Supervisor*  
Anna M. Caban

*Senior Paralegal*  
Kimberly Cundiff

*Paralegals*  
Melessia Lofgren  
Maria Vargas, ACP

**MEMORANDUM**

**TO:** Mayor Teresa Jacobs  
and  
County Commissioners

**FROM:** Jeffrey J. Newton, County Attorney  
Lila I. McHenry, Senior Assistant County Attorney  
Contact: (407) 836-7320

**DATE:** June 20, 2016

**RE: Public Hearing for Board Meeting on June 28<sup>th</sup>, 2016**  
An Ordinance Pertaining to Taxation in Orange County, Florida  
Amending Article IV of Chapter 25 of the Orange County Code Section  
25-140 Tourist Development Plan updating an existing priority of the  
Plan And Extending Funding for staging the Florida Classic Football  
Game; providing funding for the National Football League Pro Bowl  
Football Game; providing for an effective date

**I. EXPLANATION & SUMMARY:**

On May 13, 2016, the Orange County Tourist Development Council approved a request by Florida Citrus Sports for Tourist Development Tax funding to provide National Football League ("NFL") incentive payments for the NFL Pro Bowl to be played in the Camping World Stadium in Orlando, Florida in the years 2017, 2018 and 2019 contingent on the award by the NFL of the Pro Bowl to Orlando, Florida. On June 1, 2016, the NFL announced that Orlando had secured the right to host the NFL Pro Bowl Game, in 2017, 2018 and 2019.

The attached ordinance amends the Tourist Development Plan to authorize TDT funding in the annual amount of one million dollars (\$1,000,000) for incentive payments for the NFL Pro Bowl for the years 2017, 2018 and 2019 subject to the terms of an agreement with Florida Citrus Sports Association, Inc. There will be an amendment during the public hearing to reflect that Florida Citrus Sports Events, Inc. is the entity that will be a party to the funding agreement.

June 20, 2016  
Re: Public Hearing (June 28, 2016)  
TDT Plan Ordinance for Fla Classic & Pro Bowl 2016  
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**II. ACTION REQUESTED: APPROVAL OF AN ORDINANCE  
PERTAINING TO TAXATION IN ORANGE  
COUNTY, FLORIDA; AMENDING  
ARTICLE IV OF CHAPTER 25 OF THE  
ORANGE COUNTY CODE SECTION 25-140,  
TOURIST DEVELOPMENT PLAN;  
UPDATING AN EXISTING PRIORITY OF  
THE PLAN AND EXTENDING FUNDING  
FOR STAGING THE FLORIDA CLASSIC  
FOOTBALL GAME; PROVIDING FUNDING  
FOR THE NATIONAL FOOTBALL LEAGUE  
PRO BOWL FOOTBALL GAME;  
PROVIDING FOR AN EFFECTIVE DATE.**

Attachment

c: Ajit Lalchandani, County Administrator  
Jeffrey J. Newton, County Attorney  
Eric Gassman, Deputy County Administrator  
Fred Winterkamp, Manager, Fiscal and Business Services Division

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ORDINANCE NO. 2016 -\_\_

AN ORDINANCE PERTAINING TO TAXATION IN ORANGE COUNTY, FLORIDA; AMENDING ARTICLE IV OF CHAPTER 25 OF THE ORANGE COUNTY CODE SECTION 25-140, TOURIST DEVELOPMENT PLAN; UPDATING AN EXISTING PRIORITY OF THE PLAN AND EXTENDING FUNDING FOR STAGING THE FLORIDA CLASSIC FOOTBALL GAME; PROVIDING FUNDING FOR THE NATIONAL FOOTBALL LEAGUE PRO BOWL FOOTBALL GAME; PROVIDING FOR AN EFFECTIVE DATE.

BE IT ORDAINED BY THE BOARD OF COUNTY COMMISSIONERS OF ORANGE COUNTY:

Section 1. Chapter 25, Article IV, Section 25-140 of the Orange County Code, is hereby amended, with such amendments being indicated below in Section 2 with the new text being underlined and the deleted text being struck through.

Section 2. Amendments to Section 25-140, Chapter 25, Article IV. Section 25-140, Tourist Development Plan, Chapter 25, Article IV of the Orange County Code, is hereby amended to read as follows:

Sec. 25-140. - Tourist development plan.

.....

(12) ~~Twelfth priority.~~ The twelfth funding priority of the plan is to provide funding for the promotion of tourism through the staging of the Florida Classic football game between Bethune Cookman College and Florida A&M University to be located at the Camping World Stadium (formerly known as the Citrus Bowl) in Orlando. Funding in the amount of one hundred thirty seven thousand five hundred dollars (\$137,500) per fiscal year for fiscal year 2016/17 through fiscal year 2020/21 may be granted as provided in and subject to the terms and conditions of a contract to be entered into by the County and Florida Classic Consortium, Corporation. ~~The twelfth~~

38 ~~funding priority of the plan is to provide fifty thousand dollars~~  
40 ~~(\$50,000.00) to Bethune Cookman College for promotion of tourism~~  
42 ~~through the staging of the 1999 Florida Classic Football game; fifty~~  
44 ~~thousand dollars (\$50,000.00) to Florida A&M University for the~~  
46 ~~promotion of tourism through the staging of the 2000 Florida Classic~~  
48 ~~Football game and seventy five thousand dollars (\$75,000.00) to~~  
50 ~~Bethune Cookman College for promotion of tourism through the~~  
52 ~~staging of the 2001 Florida Classic Football game; seventy five~~  
54 ~~thousand dollars (\$75,000.00) to Florida A&M University for~~  
56 ~~promotion of tourism through the staging of the 2002 Florida Classic~~  
58 ~~Football game. Beginning with the 2003 Florida Classic, and~~  
60 ~~continuing through the 2005 Florida Classic, funding for the~~  
62 ~~promotion of tourism through the staging of the Florida Classic may~~  
64 ~~be granted each year in the amount of seventy five thousand dollars~~  
66 ~~(\$75,000.00) with the recipient of such funding to alternate each year~~  
68 ~~between Bethune Cookman College and Florida A & M University,~~  
70 ~~commencing with Bethune Cookman College for the 2003 Florida~~  
72 ~~Classic. Funding in the amount of one hundred thirty seven thousand~~  
74 ~~five hundred dollars (\$137,500.00) per fiscal year may be granted for~~  
76 ~~fiscal year 2006/07 through fiscal year 2010/11~~  
78 ~~2015/16 for the promotion of tourism through the staging of the Florida Classic and~~  
80 ~~subject to the terms and conditions of a contract to be entered into by~~  
82 ~~the County and Florida Classic Consortium, Corporation.~~

.....

62  
64 (25) The twenty fifth priority of the plan is the promotion of  
66 tourism through the staging of the National Football League Pro Bowl  
68 in the Camping World Stadium. Funding in the amount of one million  
70 dollars per year for the 2017, 2018 and 2019 Pro Bowl for National  
72 Football League incentive payments may be granted subject to the  
74 terms and conditions of a funding agreement to be entered into with  
76 Florida Citrus Sports Association, Inc..

78 (256) Amendments to plan. The above and foregoing tourist  
development plan may not be amended except by ordinance enacted  
by an affirmative vote of a majority plus one (1) additional member of  
the board of county commissioners.

76 **Section 3. Codification.** The amendments to the Orange County code set forth in Section  
2 shall be codified. No other sections or parts of sections of this ordinance shall be codified.

*Section 4. Effective date.* This ordinance shall become effective pursuant to general law.

80 ADOPTED THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 2016.

82 **ORANGE COUNTY, FLORIDA**  
By: Board of County Commissioners

84  
86 By: \_\_\_\_\_  
Teresa Jacobs, Orange County Mayor

88 **ATTEST:** Martha O. Haynie, County Comptroller  
90 As Clerk of the Board of County Commissioners

92 By: \_\_\_\_\_  
94 Deputy Clerk

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