



***CENTRAL FLORIDA
SPORTS COMMISSION***

2018 GAME PLAN

REPORT TO THE COMMUNITY

OUR MISSION

The Central Florida Sports Commission strategically solicits, creates and supports sports related events and businesses that enhance our community's economy.

**SENIOR STAFF MEMBERS
POSSESS 65+ YEARS OF
COMBINED SPORTS EXPERIENCE**



**HIGHLY DEDICATED
PROFESSIONAL STAFF**

HISTORY

Celebrating our 25th Anniversary in 2017, CFSC has hosted or co-hosted more than 1,200 events in Central Florida with a total economic impact exceeding \$1.4 billion in direct spending within our community.



STRATEGY

Our strategy for growing sports tourism and enhancing the economy within the Central Florida region includes the following approach:

- > Evaluate and decide whether to pursue and renew events
- > Bid on new event opportunities
- > Create new owned and operated events (i.e. Celebrating Women in Sports)
- > Advocate for the strategic development of sports infrastructure

THE "WHY"

The Central Florida Sports Commission has a two-tier approach to evaluating opportunities:

- > Revenue Generation Criteria for Consideration:
 - ◆ Attraction Tickets
 - ◆ Event Risk/Reward
 - ◆ Event Management Fees
 - ◆ Room Night Generation
 - ◆ Hotel Commissions
 - ◆ Public and Private Funding
- > Non-Revenue Criteria for Consideration:
 - ◆ Exposure and Branding for the Region Civic Pride

TEAM

The Central Florida Sports Commission has assembled an impressive lineup of statewide and regional partners who are united in their goal to drive economic development for our community through sports tourism. As the CFSC Staff and Board of Directors implement our business development plans, these partners will play a key role in our success.

OUR NETWORK INCLUDES A DIVERSE REPRESENTATION FROM THE CENTRAL FLORIDA REGION

<p>City of Orlando Lake County Orange County Osceola County Seminole County Chambers of Commerce Corporate Community Event Planning and Marketing Agencies</p>	<p>Institutional/Collegiate Partners Media Outlets National Governing Bodies Professional Sports Franchises Sports Venues Tourism Community Transportation and Logistics Community Youth Sports Organizations</p>
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As the CFSC implements our business development plans, each of the following groups will play a key role in our success:

- > CFSC Staff
- > CFSC Board of Directors and Advisory Board
- > Funding Partners
- > Regional Stakeholders and Corporate Partners

INDUSTRY EVENT ALMANAC

The Central Florida Sports Commission will compile and track a book of business for 2018 and beyond thru the following:

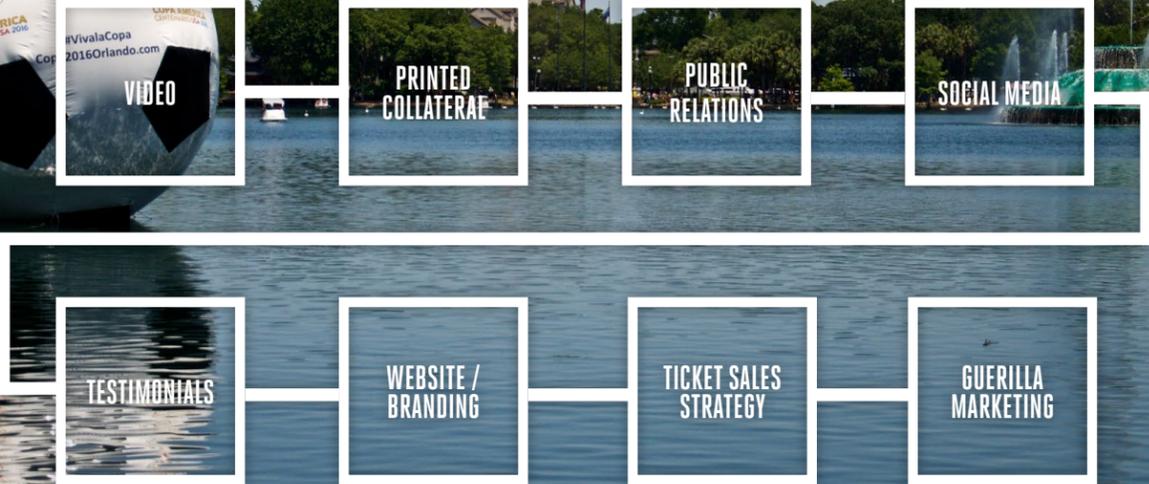
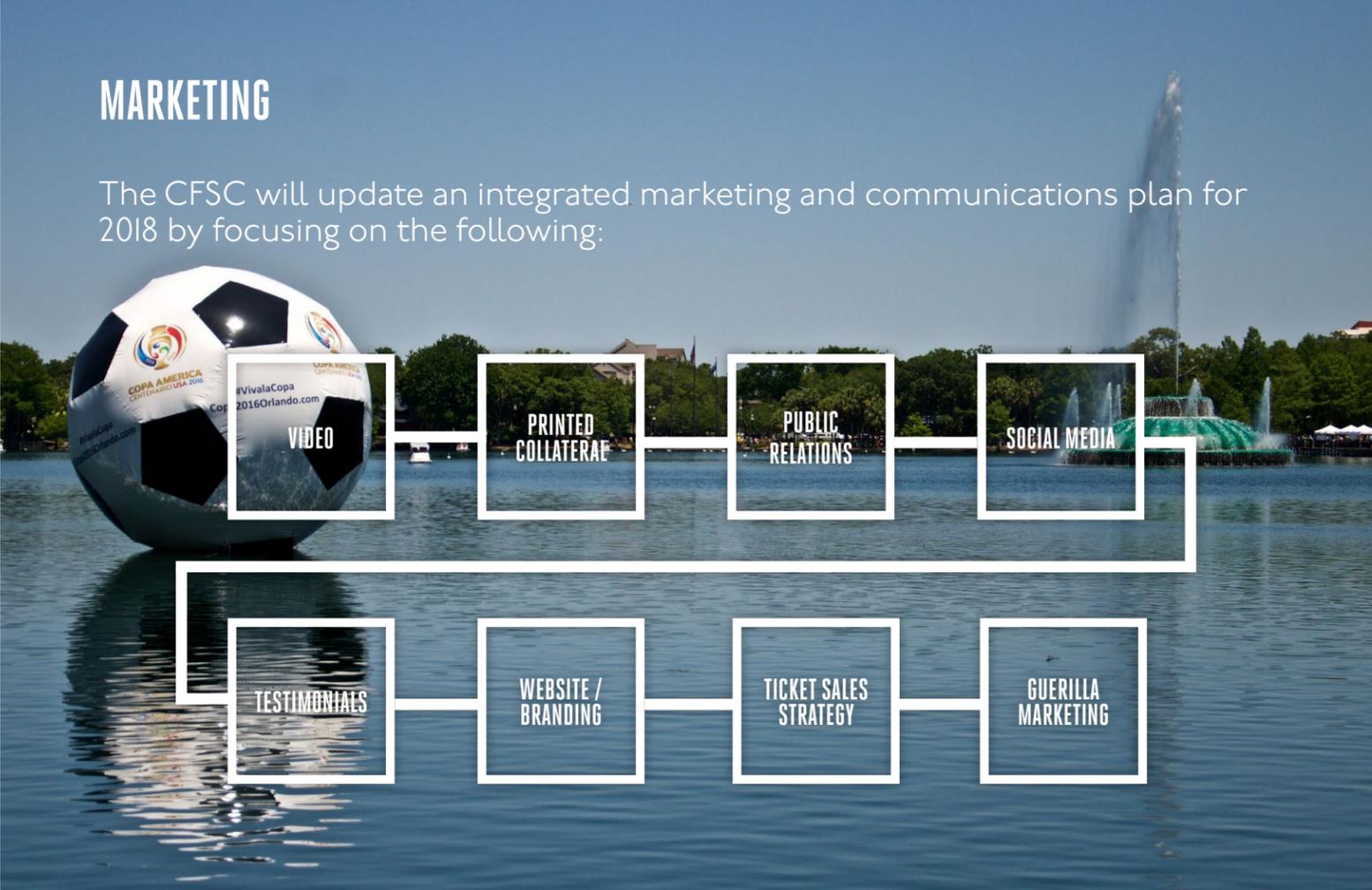
- > Prospected Events
- > Contracted Events
- > Event Almanac
- > Stakeholders Event Calendars



IN NOVEMBER 2017, ORLANDO WAS SELECTED AS 1 OF 32 HOST CITY CANDIDATES FOR THE 2026 FIFA WORLD CUP UNITED BID

MARKETING

The CFSC will update an integrated marketing and communications plan for 2018 by focusing on the following:



BUSINESS DEVELOPMENT SEGMENTATION

As the CFSC looks towards driving more sports related events and business to the Orlando area in the future, we will segment our business plan in the following areas.

CATEGORY	MARQUEE	NCAA / COLLEGIATE	OLYMPIC	YOUTH / AMATEUR
PRIMARY TARGETS	<ul style="list-style-type: none"> Special Olympics 2022 World Cup 2026 WrestleMania MLS All Star Game International Soccer International Rugby NBA All Star Game U.S. Davis Cup/Fed Cup Made for TV Events 	<ul style="list-style-type: none"> National Championships Conference Championships 	<ul style="list-style-type: none"> Olympic Trials: <ul style="list-style-type: none"> > 2020 > 2022 > 2024 > 2026 > 2028 National Championships 	<ul style="list-style-type: none"> National Championships Regional Tournaments Showcases
ADDITIONAL OPPORTUNITIES	<ul style="list-style-type: none"> Annual Meetings 	<ul style="list-style-type: none"> Annual Meetings Spring Training Created Events 	<ul style="list-style-type: none"> Annual Meetings Regional Qualifying Events Training Sites 	<ul style="list-style-type: none"> Annual Meetings State Championships Camps/Clinics
INFLUENCERS	<ul style="list-style-type: none"> CFSC Board of Directors CFSC Advisory Board Executives by Sport (Team and League) Local CEOs and Community Leaders Government Officials Tourism/Hospitality Local/NCAA Presidents and Athletic Directors Venue Operators Local Organizing Committee Leadership 	<ul style="list-style-type: none"> Committee Members NCAA Staff Local NCAA Presidents/Athletic Directors Conference Staff and Coaches 	<ul style="list-style-type: none"> U.S. Olympic Committee/Colorado Springs Executive Directors for the National Governing Bodies NGB Board Members International Olympic Committee Host City Local Organizing Committee 	<ul style="list-style-type: none"> Association Presidents Regional/State Directors NCAA Leadership (Coaches) National Governing Bodies Florida High School Athletic Association High School Athletic Directors/Coaches
NETWORKING	<ul style="list-style-type: none"> Industry Events/Conferences League Meetings Championship Site Visits League Offices TV Networks 	<ul style="list-style-type: none"> NACDA Convention NCAA Convention Conference Annual Meetings NCAA Headquarters Championship Site Visits College Campuses/Conference Offices 	<ul style="list-style-type: none"> U.S. Olympic Committee Visits Tradeshows Olympic Assembly Host City Committees Sports Specific Annual Meetings 	<ul style="list-style-type: none"> Tradeshows/Conventions: <ul style="list-style-type: none"> > NASC Symposium – April > Connect – August > SPORTS – September > TEAMS – October FHSAA Headquarters Coaches Conventions



NO ONE KNOWS HOW TO
**ROLL OUT THE
RED CARPET**
BETTER THAN OUR FRIENDS
RIGHT HERE IN CENTRAL FLORIDA.

\$181.5 MILLION GENERATED
IN ECONOMIC IMPACT FOR THE ORLANDO REGION,
MARKING A NEW RECORD FOR WWE AND WRESTLEMANIA



VINCE MCMAHON
CHAIRMAN AND CEO,
WORLD WRESTLING ENTERTAINMENT

WE ARE ONE OF A FEW
SELECT CITIES
TO HOST 5 NCAA
CHAMPIONSHIPS IN 2017



2017 NCAA DIVISION III MEN'S GOLF CHAMPIONSHIP -
MISSION INN RESORT AND CLUB, LAKE COUNTY

100K+ FANS
IN TOTAL ATTENDANCE AT
NCAA DI MEN'S BASKETBALL
CHAMPIONSHIP IN '14 & '17



2017 NCAA DIVISION I MEN'S BASKETBALL CHAMPIONSHIP -
AMWAY CENTER, CITY OF ORLANDO



ECNL'S SHOWCASE ATTRACTS
150+ TEAMS
NATIONWIDE IN BOTH THE
GIRLS AND BOYS DIVISIONS

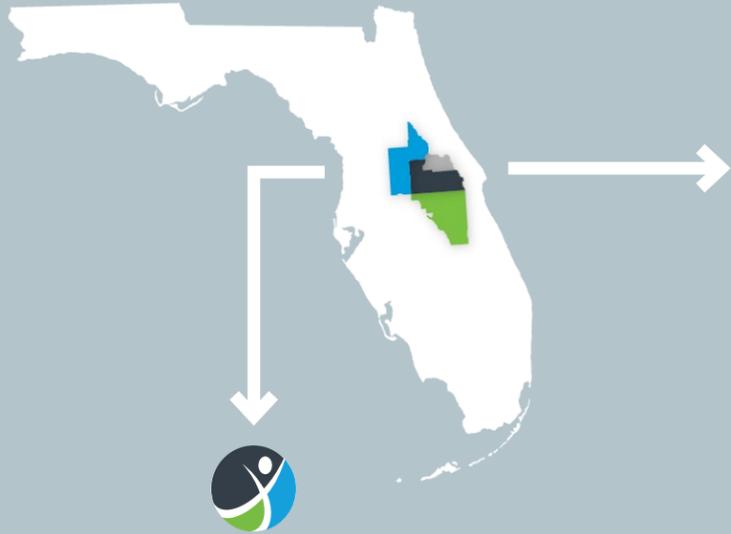
2016 GIRLS ECNL FLORIDA – SYLVAN LAKE PARK, SEMINOLE COUNTY



UNITED STATES VS PANAMA WORLD
CUP QUALIFIER MATCH GENERATED
5.8+ MILLION
IN NATIONAL VIEWERSHIP
1.9+ MILLION
IN LOCAL VIEWERSHIP
IN FRONT OF A SELLOUT
CROWD OF 25,303

UNITED STATES VS PANAMA 2018 FIFA WORLD CUP QUALIFIER MATCH –
ORLANDO CITY STADIUM, ORANGE COUNTY

**32 TOP TEAMS
WORLDWIDE
COMPETED IN THE 2017
CALL OF DUTY WORLD
LEAGUE CHAMPIONSHIPS
FOR THE FIRST TIME
ON THE EAST COAST**



27+
VENUES
READY TO HOST
MARQUEE AND
CHAMPIONSHIP
EVENTS
365 DAYS PER YEAR

- **CITY OF ORLANDO/ORANGE COUNTY**
Amway Center, Camping World Stadium, CFE Arena, Orange County Convention Center, Orlando City Stadium, Spectrum Stadium, USTA National Campus, YMCA Aquatic Center
- **LAKE COUNTY**
Clermont Boathouse, Hickory Point Beach Volleyball Complex, Mission Inn Resort & Club, National Training Center, The Big House
- **OSCEOLA COUNTY**
Austin-Tindall Regional Park, ESPN Wide World of Sports Complex, Kissimmee Lakefront Park, Omni Orlando Resort at ChampionsGate, Osceola County Softball Complex, Osceola County Stadium and Sports Complex, Osceola Heritage Park, Reunion Resort
- **SEMINOLE COUNTY**
Boombah Sports Complex, Boombah Soldiers Creek Park, Sanlando Park, Seminole Soccer Complex, Seminole Softball Complex, Sylvan Lake Park

We have demonstrated once again that Orlando is the premier sports destination in the country. Amway Center played host to six NCAA Division I Men's Basketball Championship games, we garnered an unprecedented \$181 million in economic impact in our community from Wrestlemania 33 and for the 10th year hosted the Florida High School Athletic Association Football Finals. This could not have been made possible without our partners at the Central Florida Sports Commission.

MAYOR BUDDY DYER
CITY OF ORLANDO

The Central Florida Sports Commission is a trusted and valuable partner in staging NCAA championships. From quality venues to even better people, the experiences for our student-athletes and fans are always of the highest quality. We know when working with the Central Florida Sports Commission that our event will be delivered on budget and with great professionalism so we look forward to many more return trips to Central Florida.

JEFF JARNECKE
FORMER NCAA DIRECTOR OF CHAMPIONSHIPS AND ALLIANCES

The Sports Commission really is a great benefit to our community and improves the quality of life for all of our residents.

ALEX MARTINS
CEO, ORLANDO MAGIC

Over the past few years, the Central Florida Sports Commission has become an industry leader in the sports community. Our experiences have been nothing but positive and we look forward to continuing our relationship into the future.

TOM PINGEL
SENIOR DIRECTOR, USA VOLLEYBALL

CREATED LOCALLY BY THE TEAM AT
PRISMATIC