



GAME ON



G R E A T E R
O R L A N D O
S P O R T S C O M M I S S I O N

REPORT TO THE COMMUNITY / 2020



WHEN STRIVING FOR
GREATNESS

***ARE YOU EVER
TRULY DONE?***

We don't think so. Unlike the score of a game or the speed of a lap, greatness isn't measured by a single statistic. There is no final horn. No finish line. No last second on the clock. The quest for greatness never ends.

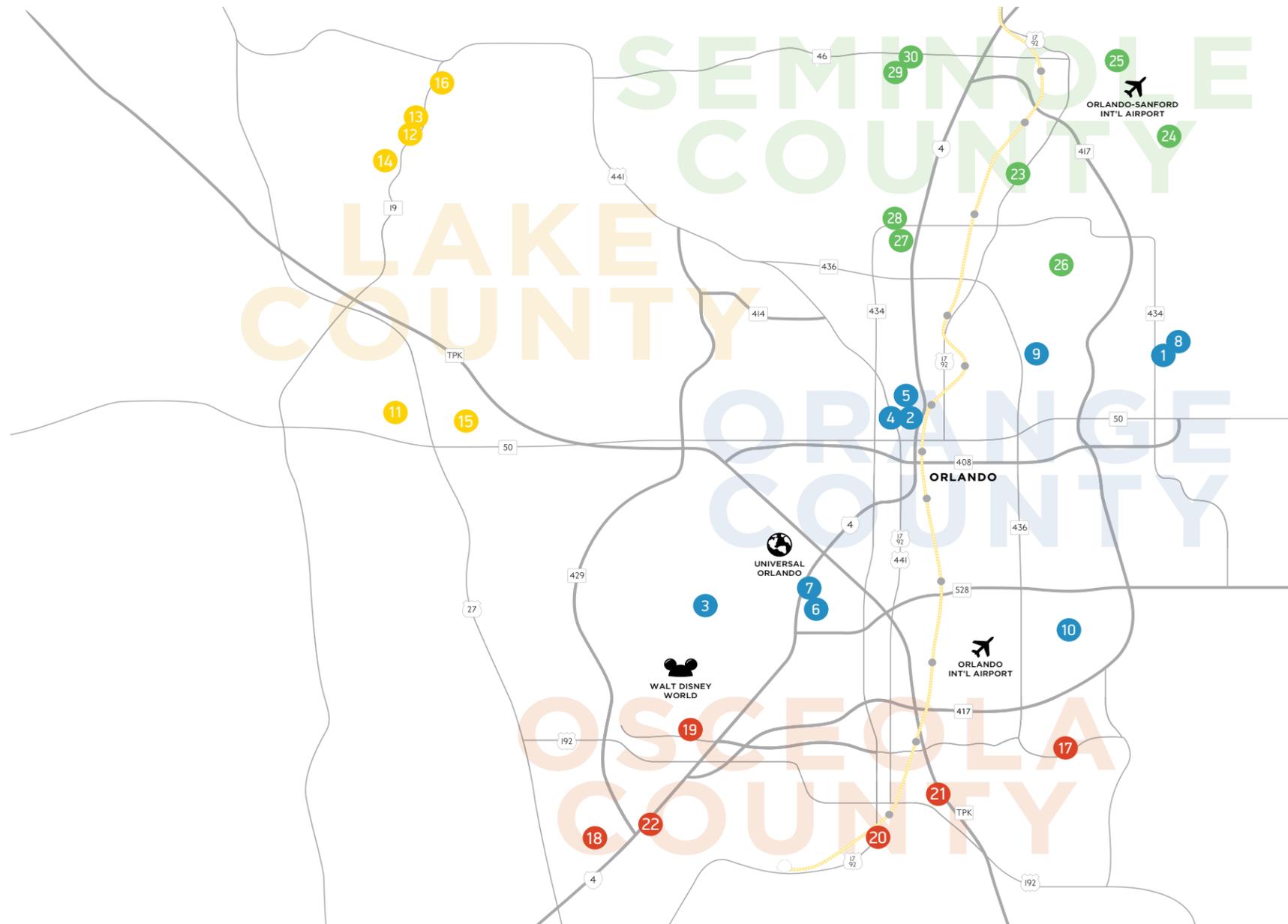
SPORTS MAKE OUR **COMMUNITY** **STRONGER**

That's why the Greater Orlando Sports Commission is working harder than ever. We've brought more than 1,400 events to the region and driven more than \$1.78 billion in economic impact. The more success we have, the greater our goals become. That's why it's critical that we continue to harness the power of sports and sports tourism to drive our entire region forward.

OUR MISSION

We strategically solicit, create and support sports-related events and businesses that boost our community's economy and drive awareness of our destination.

TERRAIN FOR *EVERY GAME*



WE PARTNER WITH 30+ VENUES READY TO HOST MARQUEE AND CHAMPIONSHIP EVENTS

ORLANDO / ORANGE COUNTY

1. Addition Financial Arena
2. Amway Center
3. Arnold Palmer's Bay Hill Club and Lodge
4. Camping World Stadium
5. Exploria Stadium
6. Orange County Convention Center
7. Rosen YMCA Aquatic Center
8. Spectrum Stadium
9. The Fortress
10. USTA National Campus

OSCEOLA COUNTY

17. Austin Tindall Sports Complex
18. ChampionsGate Sports Field Complex and Golf Club
19. ESPN Wide World of Sports Complex
20. Kissimmee Lakefront Park
21. Osceola Heritage Park
22. Reunion Resort and Golf Club

LAKE COUNTY

11. Clermont Boathouse
12. Hickory Point Beach Volleyball Complex
13. Mike Stone Soccer Complex at Hickory Point Park
14. Mission Inn Resort & Club
15. National Training Center
16. The Big House

SEMINOLE COUNTY

23. Boombah Sports Complex at Seminole County
24. Boombah-Soldiers Creek Park
25. Historic Sanford Memorial Stadium
26. Red Bug Lake Park
27. Sanlando Park
28. Seminole County Softball Complex
29. Seminole Soccer Complex
30. Sylvan Lake Park



OUR REGION'S COMPETITIVE ADVANTAGES

“Every day, we’re leveraging our geographic location at the center of the state, combined with our world-class sports and entertainment assets, and our incredible hospitality partners to host major event after major event.”

— CITY OF ORLANDO MAYOR BUDDY DYER

 **150+**
DIRECT FLIGHTS
TO DESTINATIONS WORLDWIDE

America's most visited destination with
 **75 MILLION VISITORS**
in 2018

 **30+**
SPORTS VENUES

 **3RD MOST AFFORDABLE AIRPORT** in the US
for domestic flights

Best in Southeast for
 **CLEAN ENERGY**
(ACEEE)

 **200,000+**
Hotel rooms, timeshares
and vacation rentals

 **SEVEN**
OF THE WORLD'S TOP 10
Most Popular Theme Parks



ALL IN FOR EVEN GREATER IMPACT

Establishing our region as a world-class sports destination takes time, resources and a dedicated, collaborative team that brings it all together.

The Greater Orlando Sports Commission team includes a knowledgeable staff with more than 125 years of combined sports experience working alongside a talented Board of Directors, an exceptional lineup of local, regional and statewide public and private partners, and an extensive network of sports and C-level community leaders.

OUR NETWORK

- City of Orlando
- Lake County
- Orange County
- Osceola County
- Seminole County
- Chambers of Commerce
- Corporate Community
- Event Planning and Marketing Agencies
- Institutional / Collegiate Partners
- esports Community
- Media Outlets
- National Governing Bodies
- Professional Sports Franchises
- Sports and Entertainment Venues
- Tourism Community
- Transportation and Logistics Community
- Youth Sports Organizations

THE PLAYERS

- Greater Orlando Sports Commission Staff
- Executive and Advisory Board of Directors
- Local Organizing Committees
- Regional Stakeholders
- Corporate Partners
- Funding Partners

We are a diverse team driven by a shared goal: bringing world-class sporting events to Greater Orlando.

The Greater Orlando Sports Commission Board of Directors and Corporate Partners represent a diverse cross section of our business community:



WE TAKE **BOLD SHOTS** YEAR AFTER YEAR

Following a strategic game plan, the Greater Orlando Sports Commission drives events and business within these five targeted segments:

1 EVALUATE
and determine which events to pursue and renew

2 BID
on new events and opportunities

3 CREATE
owned and operated events

4 ADVOCATE
for the strategic development of our local sports infrastructure and ecosystem

OLYMPIC

PRIMARY TARGETS

Olympic Trials 2020 2022 2024 2026 2028
National Championships
Annual Meetings
Regional Qualifying Events
Training Sites

HIGHLIGHTS

USA Weightlifting American Open 2017
USA Masters Synchronized Swimming Championships 2017
USA Canoe Kayak Sprint National Championships 2017
USA Table Tennis US Open 2018
USA Gymnastics Level-9 Eastern Championship 2019

MARQUEE

PRIMARY TARGETS

FIFA World Cup 2026
WrestleMania
International Soccer
International Rugby
All-Star Games
U.S. Davis Cup / Fed Cup
Made for TV Events
Annual Meetings

HIGHLIGHTS

WrestleMania 33 2017
MLS All-Star Game 2019
Monster Jam World Finals 2019-20
Special Olympics US Games 2022

NCAA

PRIMARY TARGETS

National Championships
Conference Championships
Invitational Tournaments
Annual Meetings
Spring Training
Created Events

HIGHLIGHTS

Division I March Madness Men's Basketball Tournament 2014 & 2017
Division I Women's College Cup 2017
Division II Men's Golf National Championship 2017
Division III Women's Golf National Championship 2018
Division I Men's & Women's Tennis Championships 2019 & 2021

ESPORTS

PRIMARY TARGETS

National Title Championships
College Championships
Festivals
In-season Tournaments

HIGHLIGHTS

Call of Duty World League Championships 2017
Halo: Outpost Discovery 2019
NBA 2K League 2019

YOUTH / AMATEUR

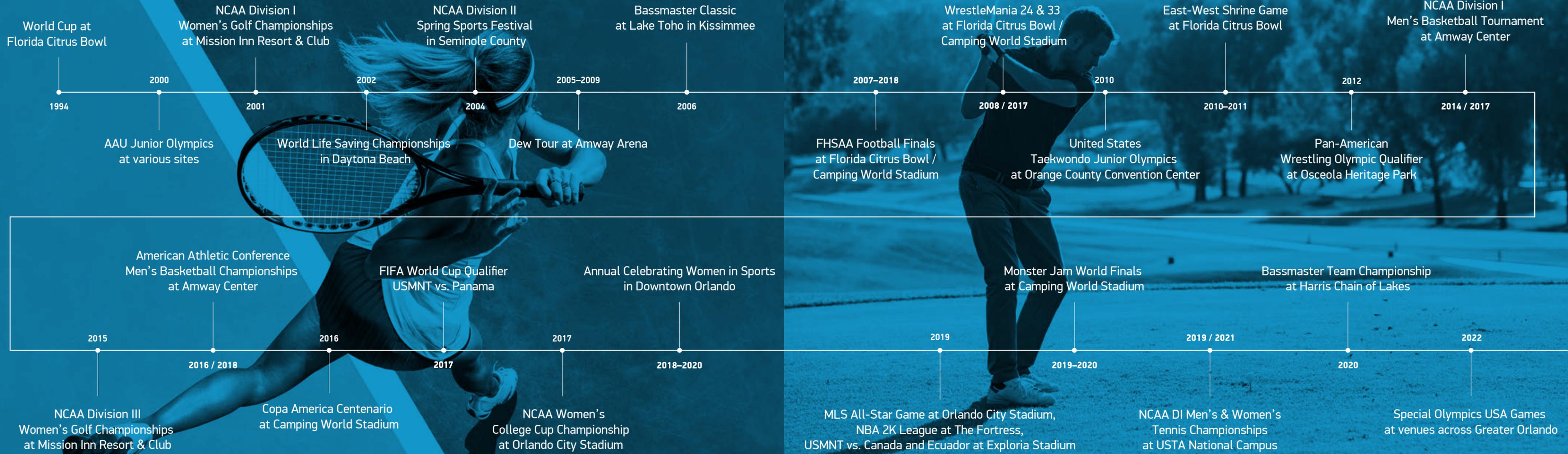
PRIMARY TARGETS

National Championships
Regional Tournaments
Showcases
Annual Meetings
State Championships
Camps/Clinics

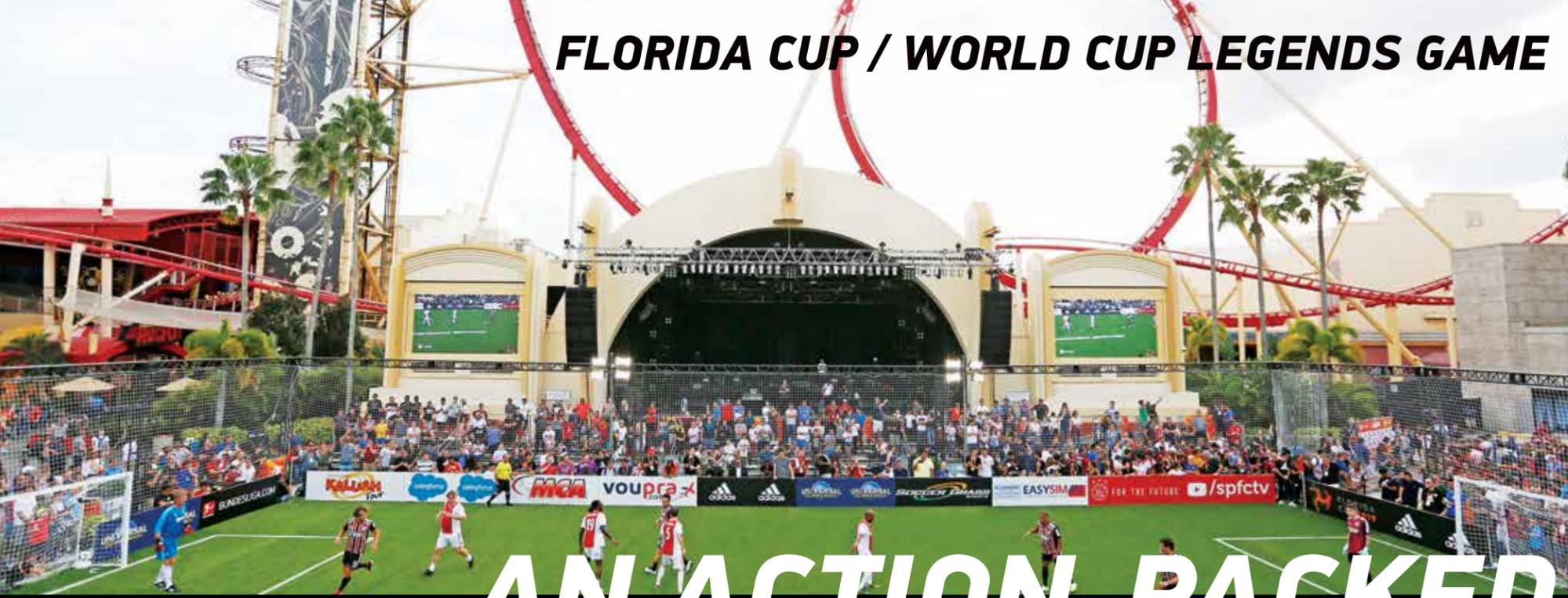
HIGHLIGHTS

FHSAA Football State Championships 2007 – 2018
World Baton Twirling Federation World Championships 2018
FHSAA Golf State Championships 2011 – 2023
Bassmaster Team Championship 2020
Boys & Girls ECNL Florida Soccer 2017 – 2023
FHSAA Tennis State Championships 2008 – 2025

BIG WINS FOR OUR SPORTS-LOVING COMMUNITY



FLORIDA CUP / WORLD CUP LEGENDS GAME



AN ACTION-PACKED

CONCACAF NATIONS LEAGUE: USA vs CANADA



2019



MLS ALL-STAR GAME



MONSTER JAM WORLD FINALS



Recipient of Sports Destination Management's
2019 Champions of Economic Impact in Sports Tourism Award

CELEBRATING WOMEN IN SPORTS

In 2020, we will host our third annual Celebrating Women in Sports Luncheon presented by Orlando Health. The event recognizes innovative female leaders who continue to shape the future of sports in our region and help elevate the sports ecosystem in Greater Orlando.

2018

FEATURED SPEAKER

Jessica Mendoza, ESPN MLB Analyst
and Two-Time Olympic Medalist

WOMEN IN SPORTS LEADERSHIP AWARD WINNERS

Maribeth Bisienere, Disney Sports
Linda Landman Gonzalez, Orlando Magic
Joanie Schirm, founding president of the
Greater Orlando Sports Commission

2019

FEATURED SPEAKER

Stephanie McMahon, Chief Brand Officer, WWE

WOMEN IN SPORTS LEADERSHIP AWARD WINNERS

Donna Dowless, XOXO Media Group
Marci Doyle, Arnold Palmer Invitational
Shelly Wilkes, Lakeland Magic



WWE's Stephanie McMahon with 2019 Award Winners Marci Doyle and Donna Dowless, and 2018 Award Winners Joanie Schirm and Linda Landman Gonzalez



RELENTLESSLY PURSUING ONE OF OUR
GREATEST
GOALS YET

Orange County Mayor Jerry Demings, US Soccer President Carlos Cordeiro, City of Orlando Mayor Buddy Dyer, Florida Governor Ron DeSantis, Greater Orlando Sports Commission CEO Jason Siegel, and MLS Commissioner Don Garber at the 2019 MLS All-Star Game



As a world-class sports destination, our region is rallying around an event sure to ignite fans across the globe: **the 2026 FIFA World Cup**. Community partners from 300+ regional organizations have joined forces with our pursuit committee with one ambitious goal:

TO MAKE ORLANDO A WORLD CUP HOST CITY IN 2026.



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