



A NEW GAME PLAN



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

SPRING 2020 UPDATE



Through sports, we will stand together again.

There's no denying the confusion and stress within each and every one of us about what the future holds. But if we've learned anything during our time spent apart, it's that nothing can compare to sitting next to your favorite people, wearing your favorite jersey and watching your favorite team play right in front of your eyes.

We can't pinpoint the day that all stadiums, ballparks and arenas will be open to fans. **But we can promise you this:** GO Sports will be working on behalf of our community, our partners, and athletes and fans everywhere, until that day comes.

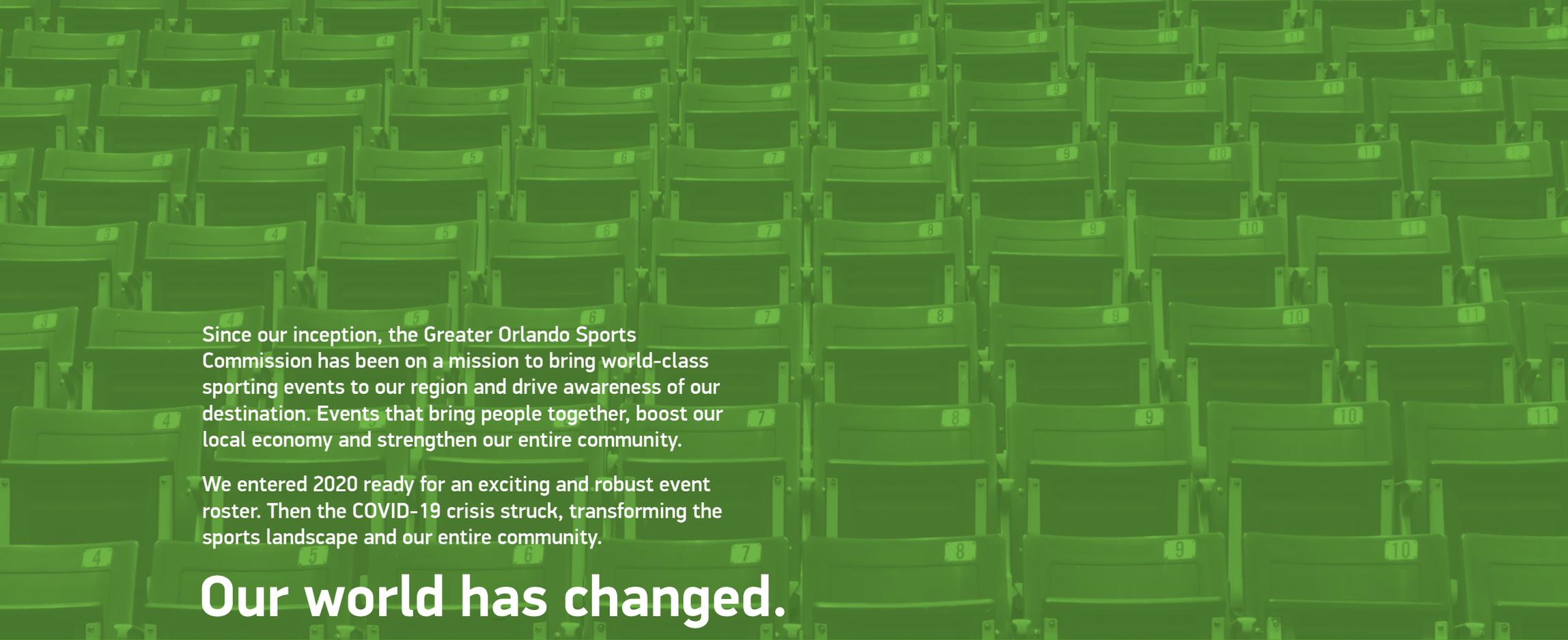
In times like these, you realize how important it is to have great people standing with you. We would like to give a special thank you to our funding partners—the City of Orlando and Lake, Orange, Osceola and Seminole Counties, the Florida Sports Foundation, and our Regional Stakeholders, Corporate Partners, and Board of Directors—whose steadfast leadership and unwavering support makes all that we do possible.

We all believe in the power of sports to strengthen a community. Working through this crisis together, we will emerge **stronger than ever.**

Jason Siegel

President & CEO

Greater Orlando Sports Commission



Since our inception, the Greater Orlando Sports Commission has been on a mission to bring world-class sporting events to our region and drive awareness of our destination. Events that bring people together, boost our local economy and strengthen our entire community.

We entered 2020 ready for an exciting and robust event roster. Then the COVID-19 crisis struck, transforming the sports landscape and our entire community.

Our world has changed.

Our focus has changed along with it.

Today, as we continue the important work of securing events for the future, we know there's even more at stake. That's why we're reinforcing our commitment—to protect the critical role of sports in our region, and support our partners and community on the path to recovery.

BEFORE COVID-19
19 EVENTS COMPLETED FROM OCTOBER 1, 2019 - APRIL 2, 2020

Total Economic Impact: \$120,291,652 Total Amount of Grant Funding: \$832,191 Return on Investment for Grant Funding: 144x

IMMEDIATE IMPACT OF COVID-19
28 EVENTS WERE ORIGINALLY SCHEDULED FOR MARCH 1 - JUNE 30, 2020

6 EVENTS COMPLETED



Projected Economic Impact: **\$85,641,936**

13 EVENTS CANCELLED AND NOT RESCHEDULED

2 out of the 13 added an additional year to their existing multi-year contracts, to make up for the loss of the 2020 events.

Projected Economic Impact: \$5,377,115

2 EVENTS PARTIALLY COMPLETED

Projected Economic Impact: \$3,017,468

7 EVENTS POSTPONED

Projected Economic Impact: \$44,119,079

FINDING SOLUTIONS

When bringing thousands of fans to Raymond James Stadium in Tampa was no longer a possibility, we hustled to help WWE relocate WrestleMania 36 to Orlando. The results made history with more than 967 million views across all digital and social platforms and 13.8 million social media interactions (+57% over last year), and more than 260 pieces of media coverage that generated 9.4 billion impressions for Orlando.

PREPARING FOR NEW REALITIES

While it's too early to completely understand the fallout of this crisis, we know the impact will be felt across the entire sports industry. GO Sports is keeping a close eye on changing market conditions and emerging data as we move forward proactively, making every effort to mitigate the impact on sports teams, event organizers, fans and our sports-loving community.



MANY YOUTH TRAVEL TEAMS, LEAGUES, AND ASSOCIATIONS

could struggle to bounce back. Families may be unable to afford to participate or unwilling to travel.



EXPERTS PREDICT THAT 25% OF LOCAL YOUTH SPORTS

might not commence at all in 2020.*



COLLEGIATE WINTER AND SPRING SPORTS

were cancelled mid-season, and all major professional sports leagues have had their seasons interrupted.



2020 SUMMER OLYMPICS

have been postponed to 2021. Some National Governing Bodies may need to reschedule Olympic qualifier events.

KEEP THE BALL ROLLING

CURRENT MARKET CONDITIONS AND INDICATORS

- In order to maintain their current fiscal year budget, event promoters are under pressure to reschedule events this year (with the exception of NCAA spring championships which have been cancelled).
- Some destinations will not have the flexibility, funding or space to rebook postponed and future events.

ACTION ITEMS

- Communicate with our portfolio of event organizers and prospects in five key target markets: Youth/Amateur, Collegiate, Olympic, eSports and Major/Marquee.
- Compile relevant updates and resources for local businesses and individuals to share in twice-weekly newsletters, and create a #ThankYouORL video from our regional sports stakeholders.
- Attend weekly virtual meetings hosted by our large market counterparts, the Aspen Institute (leadership society), Orlando Economic Partnership, and the Sports Events and Tourism Association.
- Organize and lead virtual meetings with our Board of Directors, Regional Sports Stakeholders, and eSports Taskforce to discuss business development and strategize for the future.
- Organize and lead virtual meetings with the newly formed Regional Sports Leadership Taskforce to discuss and share health and welfare best practices and guidelines for patrons, participants, volunteers and employees as we plan for future events.
- Senior VP of Events Jennifer Lastik will represent Greater Orlando on a nation-wide workgroup to discuss and share best practices and guidelines for the sports tourism industry.

12 NEW EVENTS COMMITTED

Projected Economic Impact: \$72,728,489

84 BIDS SUBMITTED FOR FUTURE EVENTS

Projected Economic Impact: \$1,135,169,404

48 NEW EVENT PROSPECTS BEING PURSUED

Projected Economic Impact: \$59,544,587

**FOR A TOTAL OF 144 BIDS WITH A PROJECTED
TOTAL ECONOMIC IMPACT OF \$1,267,442,480**