



## Impact Update for Thursday, July 23



We will continue to distribute our Impact Update newsletter on Tuesdays and Thursdays, and we encourage you to share this information with friends, families, and business owners who may be able to take advantage of the resources and programming options listed below.

Jason Siegel  
President & CEO  
Greater Orlando Sports Commission

"Feel the rhythm, feel the rhyme, get on up,  
it's bobsled time!"

– Sanka Coffie

[Cool Runnings- click for scene](#)



## Local Resources.

- Visit these pages for the most critical local health and government updates:
  - [City of Orlando](#)
  - [Orange County](#)
  - [Osceola County](#)
  - [Lake County](#)
  - [Seminole County](#)
- **Orange County Mayor Jerry Demings** has [signed an executive order that makes it mandatory for people in the county to wear facial coverings](#) until further notice. Anyone working, living, visiting or doing business in **Orange County** will need to wear facial coverings consistent to **CDC guidelines** in public spaces.
- **Seminole County** [has enacted an Executive Order requiring masks or facial coverings](#) at places of assembly, businesses, and other places open to the public within **Seminole County**.

- **Osceola County** [continues to have an emergency order in place](#) that requires all people working, living, visiting or doing business in **Osceola County** to wear face coverings while in public places.
- **Orange County** launched the '**Safer, Stronger, Together**' campaign in partnership with the **Orlando Economic Partnership** and **Visit Orlando**. It calls on residents and local businesses to “Do Their Part” for safety, making a personal promise to adhere to the guidelines that have been shown to reduce spread and show care and respect for others in our community. Learn more at [DoYourPartORL.com](#).
- **Orange County Government** has received \$243.2 million in **Federal CARES Act** funding. The County's [Small Business Grant Program](#) will provide \$10,000 in grant money to small businesses located in **Orange County** to help offset lost revenue due to COVID-19, and the [Individual and Family Assistance Program](#) for residents will provide a one-time payment of \$1,000 per household to bridge financial gaps for overdue rent, mortgage, medical or an eligible utility expense.
  - **The Small Business Grant Program portal** is currently [accepting applications](#). Eligibility requirements were recently expanded to include businesses who received \$50k or less funding from PPP & companies with 100 or less employees.
  - Those seeking to apply for the **Individual and Family Assistance Program** should [click here for more information](#) and follow [Orange County's social media channels](#) for the next date they will accept applications.
- After receiving \$3.2 million in funding from the **Federal CARES Act**, **Osceola County** is expanding their program to help small businesses throughout the county, including the cities of **Kissimmee and St. Cloud**. **Osceola County** will make the funds available through [www.weveopensafely.com](#) beginning **Monday, June 29**.
- The **Downtown Development Board** approved an amendment to its existing Special Event Funding program. [The program will now provide up to \\$3,000 to qualifying downtown businesses](#) to support reopening marketing efforts. [Apply for funding here](#).
- **Governor Ron DeSantis** extended the state's [moratorium on evictions and foreclosures](#) to **August 1**.
- In order to help [residents navigate tenant rights, evictions and other housing assistance information for COVID-19](#), **Orange County** has put together a list of answers to [frequently asked questions](#) on these topics.
- Now through **September 1**, patrons can enjoy FREE parking in metered street spaces and inside specific **City of Orlando** garages, while dining and shopping in **Downtown Orlando**. [Click here to learn more](#) about **Park DTO**. Eligible business owners can [click here](#) to apply for parking validations to provide to your patrons.
- **Orlando Health** has launched [a website specifically designed for those in the business community returning to normal operations](#). The site features tips and

best practices from medical experts, including facts about COVID-19, proper hand washing, surface cleaning, mask wearing, social distancing and self-screening.

- **AdventHealth CentraCare's Employer Resources hub** [provides a vast number of resources to assist businesses as they reopen](#). Their team of physicians and clinical experts can assist with business re-opening through consultation, comprehensive safety plan development and key employee and guest services.
- The following **COVID-19 testing sites** are open to anyone exhibiting symptoms of the virus, healthcare providers and first responders, and anyone who has had close contact with someone who has tested positive for COVID-19, regardless of symptoms.
  - **Orange County Convention Center:** No appointment required. Additional info [here](#). Directions [here](#). \*\*On-site antibody testing is now available to anyone over the age of 18.\*\*
  - **UCF's Garage A:** By appointment only. Click [here](#) for more information.
  - **UCF Lake Nona Cancer Center:** By appointment only and patients must have a test order from a physician. Results in 24-48 hours. Click [here](#) for more information, or call 855-282-4862 or 407-986-0133.
  - **Community Health Centers Apopka:** By appointment only on Tuesdays and Wednesdays. [Click here](#) or call 407-905-8827.
  - **Community Health Centers Pine Hills:** By appointment only on Mondays and Thursdays. [Click here](#) or call 407-905-8827.
  - **Walmart (Goldenrod Road):** Operated by the City of Orlando in partnership with Quest Diagnostics. [Click here](#) for information and appointments.
  - **Walmart (Sand Lake Corners South):** By appointment only, 7am-9am on Mondays, Wednesdays, and Fridays. [Click here](#) for more information and to make an appointment, or call 866-448-7719.
  - **Walmart (East Colonial):** By appointment only, 7am-9am on Mondays, Wednesdays, and Fridays. [Click here](#) for more information and to make an appointment, or call 866-448-7719.
- The following **COVID-19 testing sites** are open to **any Orange County resident** over the age of 18, and there is no criteria for being tested.
  - **Barnett Park:** [Click here](#) to schedule an appointment for July 20-24.
  - **Mexican Consulate of Orlando:** Saturday, July 25 from 8am - 2pm. No appointment necessary, [click here](#) to learn more.
  - **All True Health locations listed below are available for walk-ins or by appointment.** All locations are open Mondays-Thursdays from 8am-6pm and Fridays 8am-12pm. [Click here](#) for more information on all locations.
    - **True Health - Alafaya Health Center**
    - **True Health - Lake Underhill Health Center**
    - **True Health - Hoffner Health Center**

- **True Health - Southside Health Center**
- More free, drive-thru and pedestrian-accessible **COVID-19 mobile testing sites** are opening throughout the **City of Orlando**. They'll operate from 9am-1pm, rotating to a new location in the city on operating days. [Click here](#) to view locations and to make an appointment, or call 407-246-3104.
- **Seminole County** has added drive thru **Pop Up Community Test Sites**. Visit [PrepareSeminole.org](http://PrepareSeminole.org) for more information; appointment links will be made available 72 hours in advance of sites opening. The website also lists dozens of other testing opportunities.
- **OneBlood** is now testing all blood donations for the COVID-19 antibody. The test is authorized by the **Food and Drug Administration (FDA)** and will indicate if the donor's immune system has produced antibodies to the virus, regardless of whether they ever showed symptoms. Appointments to donate are required. [Click here for more information.](#)
- **OUC** has launched its new **Small Business Assistance Fund**, which provides up to \$2,500 in utility assistance for small businesses facing financial hardship due to COVID-19. Aid will be in the form of a credit adjustment on your next **OUC** bill. [Click here for more information and to apply.](#)
- **Seminole County's** new COVID-responsible business listing site is live for business owners to begin promoting their businesses. Visit [SeminoleSafeBusiness.com](http://SeminoleSafeBusiness.com) and click "Submit a Business" at the top of the page to begin. The site is intended to help promote businesses that are taking action to prevent the spread of COVID-19.
- **Orlando City Council** has approved a policy update to the **Minority/Women Entrepreneur Business Assistance (MEBA) Program**. The update provides a rent subsidy of up to \$6,000 through a shortened application process. [Additional details are available here](#) and applications are open through **September 6, 2020**.

## Stay Engaged.

- Now through August 16, you can enjoy special prix fixe menus at some of **Orlando's** best restaurants. **Bite 30** allows diners get the opportunity to try multi-course dinners for the set price of only \$30! [Click here for more info](#), including the list of participating restaurants and the menus they are offering.
- For a limited time, **JetBlue** is offering [buy one get one free roundtrip airfare when you book flights and hotels together](#). Guests must book a minimum three-night stay with at least two people per room.
- Watch the blockbuster movie "Hidden Figures" [among the spectacular downtown Orlando skyline](#). The **City District's Parramore Heritage Committee** along with **District 5 City Commissioner Regina Hill** and the **Downtown Development Board**

are hosting **Cinema in the Sky** on Friday, July 24 at 8pm in the **GEICO Garage**. This unique rooftop experience is the first of a 3-event series.

- You can now score your favorite **Orlando** gifts and collectibles that support talented local makers on **Discover Downtown's** [online shopping portal](#). If you're in need of a stylish new face covering, they've got you covered...literally. Bonus: **free shipping** with any purchase during the month of July!
- Stop the presses. **Ben & Jerry's** [just released its edible cookie dough recipe](#).
- A frozen twist on a classic favorite, [make this ice chalk](#) from the **Orlando Science Center** for a fun way to take your sidewalk art game to the next level!
- For a limited time, **Walt Disney World** annual passholders are getting an extra discount. Under a new special, [passholders save 30 percent on select merchandise](#) through August 14 at **Walt Disney World Resort**.
- Now through July 31, **Florida residents** [can buy a one-day, two-park pass](#) for **Universal Orlando** and get a second day free. The second-day tickets have no blackout dates but they must be used before December 18. Throw in another \$25 and get an extra day to visit **Volcano Bay**.
- **SeaWorld Orlando** [is now offering free single-day admission tickets](#) to U.S. military veterans. The offer is good through **Veterans Day** (November 11).
- From the **Orlando Sentinel**: [Celebrate National Tequila Day with a new twist on an Old Fashioned](#).
- **Visit Orlando** is has special offers and Florida-resident discounts on their **Orlando Offers** website. [Click here to view the offers!](#)
- **Orlando Economic Partnership's #PickUpOrlando** campaign is still running! [Community members are encouraged to share](#) how they **#PickUpOrlando** by posting a photo of themselves supporting a local business, tagging three friends and asking them to do the same.

“We wanted to share the size and scope of our leadership team... We wanted to make sure they understood how we are structured and how serious we are about this opportunity. We wanted to impress on them that our legacy proposition started 30 years ago when [past sports commission president] Joanie Schirm and the sports commission began the pursuit of the

'94 FIFA World Cup, and we were building on that ever since."

## **-Jason Siegel, GO Sports President & CEO**

*See OBJ World Cup story below...*

### **Around The Horn.**

- From the **Orlando Business Journal**: [Orlando makes first pitch to host 2026 FIFA World Cup](#). You can also [read the full press release](#) on **Yahoo Sports**.
- **2020 SPORTYS** nominations are open now through July 31. The **SPORTYS** honor local sports business professionals whose contributions are vital in making **Greater Orlando** one of the country's premier sports destinations. [Click here](#) to submit a nomination today!
- **Lake County's** diverse **Harris Chain of Lakes** in Leesburg, FL [will host two B.A.S.S. championship tournaments](#) later this year.
- The bases are loaded for a deal between **Seminole County** and **Perfect Game, Inc.**, a large baseball operator [that could generate \\$10 million in new economic impact](#) for the region.
- Days after **Orlando City** clinched the top spot in Group A, [the Lions' opponent for the knockout round is finally set](#) — the **Montreal Impact**. The teams kick off the Round of 16 on Saturday at 8 pm. The match will be broadcast on **ESPN2** and **TSN**.
- They didn't come out with a victory, but the **Orlando Magic** now have a measuring stick for the **NBA** restart. The **Magic** absorbed a 99-90 loss to the **LA Clippers** [during a 40-minute scrimmage Wednesday](#) at **ESPN Wide World of Sports**.
- The **U.S. Olympic and Paralympic Museum** will open on July 30 in **Colorado Springs**. The 60K-sq. ft. museum, estimated to cost \$91M, [will feature 12 galleries and a first-of-its-kind tribute](#) to the **1980 U.S. Olympic Team**, which missed the opportunity to compete in Moscow due to a government boycott.
- The **NBA** and the **National Basketball Players Association** said that coronavirus tests of 346 players at the league's bubble campus since July 13 [have yielded zero positive results](#).
- According to **TwitchTracker**, the **NWSL's** international streaming channel on **Twitch** [has generated 3.5M views](#) with **Challenge Cup** matches averaging 217K views per stream outside the U.S.
- From **USA Today Sports**: [Remember baseball? It's back! Here's who's playing on MLB opening day](#).

- **Twitch** has gradually become a key place to watch live sports and content over the past year, and **Amazon** is now acknowledging [its push for sports dominance with the launch of a sports category](#) on **Twitch**.
- The **NBA's** marketing motto for the restart of the season at **Walt Disney World** is "Whole New Game," and in many respects, that's very true. [The arenas are set up much differently than usual](#) — all with safety in mind.
- **Misfits Gaming Group (MGG)** [has expanded its current partnership](#) with Florida based **NBA** teams **Miami HEAT** and **Orlando Magic**.
- **Orlando City vice president of soccer operations Luiz Muzzi** said the team's successful start to the **MLS is Back Tournament** [has offered fans the first look at a vision he's been building](#) for several seasons.
- **Major League Baseball** and the **MLBPA** are reportedly [reengaging on potentially expanding the postseason](#) for the shortened 2020 campaign.
- The **UCF athletic department** is [moving to digital tickets for its sporting events](#) starting with the 2020 season.
- **Fox** has sold [more than 90% of its ad inventory](#) in its share of upcoming **Major League Baseball's** games, according to **Seth Winter**, executive vice president of sports sales for the company.
- The **American Athletic Conference** is [pushing back the start of its fall Olympic sports schedule](#) until at least September 1 due to the coronavirus pandemic.
- Recognizing there was likely going to be no **Minor League Baseball** season in 2020, [several teams in Texas and Oklahoma](#) joined the **Texas Collegiate League**.
- The **FHSAA board** is scheduled to hold its second emergency meeting in four days today at 5 pm [to again debate return-to-play issues](#). This meeting can be viewed by the public via the [FHSAA YouTube channel](#).
- Within minutes of **Florida High School Athletic Association's** decision to stick with its plan to start fall sports practices next week, the **Orange County Public Schools** district notified its schools that won't be happening within its boundaries. **OCPS** [isn't alone in pushing back the July 27 official start date for sports](#) - the majority of Orlando area private schools have said they will delay as well. **Seminole County Public School** district announced that it will not hold practices for all fall sports until August 31, and **Osceola County** [has postponed the start of its football and girls volleyball seasons](#) to September 7 and pulled those programs from the **Florida High School Athletic Association state playoff system**. **Lake County** and **Volusia** school districts have not announced whether they will go with the **FHSAA** July 27 start date or not.

## In The News.



- The care and feeding of **Walt Disney World's** animal population will [be the focus of a new television series](#) called "The Magic of Disney's Animal Kingdom." The shows will come from **National Geographic** and will be available this fall on **Disney Plus**.
- Local business spotlight from the **Orlando Economic Partnership**: [Why Electronic Arts Produces Games in Orlando](#).
- **Summa Development Group** has filed plans with the city to [build a new mixed-use skyscraper that would bring the first five-star hotel to Orlando's Central Business District](#) by late 2023, according to a report in **GrowthSpotter**.
- The **NFL** team formerly known as the **Redskins** will go by the **Washington Football Team** [until a new name is chosen](#), a person with knowledge of the move told **The Associated Press**.

## Fun & Games.

- [Here are 45 Activities You Can Do While Stuck At Home With The Kids](#)
- [Top 10 Social Distance Savvy Downtown Orlando Experiences](#)
- [#DisneyMagicMoments: Check Out These Sunrise Views from Disney Vacation Club Properties at Walt Disney World Resort](#)

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RASMUSSEN vs RASMUSSEN 7.25 | 8PM

PRESENTED BY: RASMUSSEN COLLEGE

MLS BACK  
Audi

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