



Impact Update for Thursday, July 30



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

"If you're not hopeful and optimistic, then you just give up. You have to take the long hard

look and just believe that if you're consistent, you will succeed."

– John Lewis
American Politician and Civil Rights Leader
1940-2020



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 **September 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.
 - **Econ Soccer Complex:** By appointment only. [Click here](#) to schedule an appointment for **July 27-30**. Receive a free kit of face masks and hand sanitizer following your scheduled appointment.

- **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 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 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.

- Happy Birthday to **Orlando City's Dom Dwyer**! [Celebrate today](#) with a free medium one-topping pizza with purchase of large pizza from **Pizza Hut**. Use code **BDAY** for your online orders.

- This week, the **Orlando Magic** are putting on a **Virtual Fan Appreciation Week!** Running **July 27-31**, it is the **Magic's** way of thanking fans for their support and enthusiasm at games, from their homes and online. Fans can enter to win each day by going to orlandomagic.com/fanappreciation.
- Become a skilled carousel artisan by [downloading and constructing part four](#) of **Disney Paper Parks**. This release includes **King Arthur Carousel**, designed by **Imagineer Lyndsey Vincent**, a horse-drawn trolley, landscaping, balloons and more. The paper carousel even spins! Go back for parts 1-3 of **Disney Paper Parks** here: [Part 1](#) | [Part 2](#) | [Part 3](#).
- 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.
- Relive **Olympic history** with [some of the most inspiring, exciting and unforgettable Olympic memories](#). Join the **Olympic Channel** every day this summer to watch the epic performances of sport legends such as **Cathy Freeman, Usain Bolt, Nadia Comaneci** and **Michael Phelps** with "Great Olympic Moments."
- **Feed The Need Florida, The Plaza Live** and **various arts community leaders** have [joined forces to host a drive-thru free meal distribution](#) on **July 31** and **August 7** from 11:30am - 1pm at **The Plaza Live**. The free meals are available to anyone in the arts community, including performers, musicians, costumers, designers, characters, technicians, entertainment management, and more.
- Now in its 29th year, the **Florida Film Festival** (August 7-20, 2020) is an Oscar-qualifying festival premiering the best in current, independent and international cinema. This year, for the first time ever, you can also [buy a virtual pass and stream the festival from home!](#)
- It's **National Cheesecake Day!** Celebrate by making this [Ricotta Cheesecake with Plums](#) courtesy of the **Orlando Sentinel's Amy Drew Thompson**.
- 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**.
- **Florida residents** have until July 31 [to take advantage of half-off admission](#) to **Gatorland**. Guests who purchase admission at the gate with valid Florida ID for each adult can get in for \$14.99 adults, \$9.99 children ages 3-12 and \$12.49 for seniors age 55 and older. Children younger than 3 are free.
- For a limited time, **Topgolf Orlando** is [offering half-price gameplay](#) on Tuesdays. Visit topgolf.com/us/promo/tuesday for more information and other specials.

- **Discovery Cove** is [offering deep discounts for people who book early](#). The deal varies by the day, but guests can snag **20-40 percent off** resort experiences on dates through December 24 when they are booked through August 2.
- **SeaWorld Orlando** [is now offering free single-day admission tickets](#) to U.S. military veterans. The offer is good through **Veterans Day** (November 11).
- **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.

“The NBA has some unique reach among millennials compared to other programs that are out there, and this demo has not been watching a lot of traditional TV. It’s a perfect spot for reaching audiences that are very difficult to reach during a pandemic because they don’t have traditional viewing habits.”

-John Diament

Turner Sports EVP & Chief Revenue Officer

Discussing the the NBA's return in the context of how important live sports is for the media industry.

See TNT story below...

Around The Horn.

- **The SPORTYS: Greater Orlando's Night of Champions** is accepting nominations through **Tuesday, August 4**. The **2020 SPORTYS** will 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!
- When basketball fans tune in to an **NBA** doubleheader tonight on **TNT** for the start of **ESPN's** coverage on Friday, [they will have a courtside seat to a good](#)

[chunk of the action](#). Both networks will avail themselves of a new “rail-cam” that puts viewers just feet from the play.

- After 20 full weeks on hiatus, the **2019-20 NBA** season is ready to restart. With 22 teams participating at the **ESPN Wide World of Sports Complex**, there will be no shortage of storylines to get excited about as play resumes today. Here's what **ESPN's experts** [will be watching in the 88 seeding games and beyond](#).
- [Check out previews for every team](#) competing in the **NBA** restart from the **Orlando Sentinel's Mike Bianchi**.
- **Orlando Magic** coach **Steve Clifford** [held off on confirming](#) whether **Markelle Fultz** and **Jonathan Isaac** will be in the lineup against the **Brooklyn Nets** on Friday. But he wants them to be.
- As **Orlando City** prepares for this Friday's match against **LAFC** -- the highest scoring, highest pressing team in the league -- [they will look to defensive midfielder Uri Rosell](#) to help anchor their success.
- **MLS** announced its [ninth consecutive report of zero positive COVID-19 cases](#) out of 654 people tested at its host hotel in Orlando from July 26-27.
- The **NCAA** announced today that college athletes in all sports [will be permitted to wear patches on their uniforms to support social justice issues](#). The **NCAA** says patches can be worn on either the front or back of the uniform to “express support and voice their opinions.”
- **Turner Sports** has [sold out of its regular-season NBA ad inventory](#). The 22 teams in the bubble resume play tonight, playing eight games each before the playoffs start next month.
- **Out of Bounds** author **Andy Wittry** breaks down [six different seating arrangements](#) included in **University of North Carolina's** 23-page "Athletics Return to Action Road Map," which was developed with help from global design firm **Populous**.
- From **ESPN**: [NBA Power Rankings - Best- and worst-case scenarios for all 22 teams](#) and [Everything to know about the NBA's restart at Walt Disney World](#).
- With 2020 being the year of COVID-19, the passing of **Kobe Bryant**, and political and social unrest, it has inspired the **Phoenix Suns** and their sister team, the **Phoenix Mercury**, to capture it all on film. Their recent content series, **Don't Sleep on Basketball**, [dedicates itself to documenting the new normal](#) that both the basketball community and country are living through.
- **New Orleans Pelicans** rookie **Zion Williamson** [is a game-time decision for the opening game](#) of the **NBA** restart.
- **Florida State**, **Miami** and **UCF** all saw their upcoming football seasons altered after the **ACC** [unveiled a new 11-game schedule](#) in response to the coronavirus pandemic. The **Knights** were set to play **North Carolina** at home to kick off the season and play at **Georgia Tech**.

- **Ohio State** will limit capacity for football games at **Ohio Stadium** this season to 20%, [and that's if any spectators are permitted at all](#), **athletic director Gene Smith** told **The Columbus Dispatch**. If some fans are permitted, tailgating will be banned, concessions will be limited and spectators must wear face coverings.
- **USA Swimming**, the national governing body for the sport of swimming in the United States, [announced a new virtual competition format for its members](#), allowing swimmers from across the country to compete against one another from the comfort of their local pool.
- **Charlotte Hornets** owner and six-time NBA champion **Michael Jordan** has started [sharing details of where some of his \\$100 million pledge](#) to the Black community will be allocated.
- The **PGA Tour** has partnered with **DraftKings** [to work sports betting into its content](#), potentially including showing odds on broadcasts and its leaderboards.
- As the start of college football season continues to inch closer, **NCAA president Mark Emmert** said he remains "very concerned" [about the status of fall sports](#) and thinks a delayed start and shortened schedule might "make sense."
- **Christian Pulisic** has told **ESPN** [that he is "100% fit"](#) for Saturday's **FA Cup** final between **Chelsea** and **Arsenal** at **Wembley Stadium**.
- **NFL Commissioner Roger Goodell** announced that [the league's preseason games have been canceled](#) due to concerns over the ongoing coronavirus pandemic.
- **Nike** has named **Felicia Mayo** its [new chief talent, diversity and culture officer](#). **Mayo** joined **Nike** last year from **Tesla**, where she was vice president of human resources and diversity and inclusion.
- The **XFL** could have a new owner this week as final bids are due in bankruptcy court. Prospective buyers [reportedly desire to build out a spring 2021 league](#) "in a content-starved environment."
- The **National Association of Intercollegiate Athletics (NAIA) Council of Presidents** [voted to postpone the national championships](#) in cross country, men's soccer, women's soccer, and women's volleyball to spring 2021. This decision still allows **NAIA** conferences to compete in the fall and winter, if they so choose.

In The News.

- The **Orlando Sentinel** released their [Central Florida 2020 Voters Guide: Your guide to your ballot](#).
- **Disney's Animal Kingdom** [welcomed a baby mandrill this week](#), and mom and baby have already begun making short appearances in their habitat on the **Kilimanjaro Safari**.

- After months of rumors and heavy machinery in action, it's clear to passers-by what's going up behind the construction wall. The new roller coaster at **Universal Orlando** [hasn't been announced yet, but it's already making noise with fans](#).
- **Delta** and **Lysol** are partnering to research and develop [disinfecting solutions for high-traffic areas in airports and on board](#), with a first focus on airplane lavatories.
- **Tampa Bay** is 193 days away from **Super Bowl LV** and planning has not let up with the recent spike in coronavirus cases. **Rob Higgins, President of the Tampa Bay Sports Commission**, [said this isn't the first time Tampa has hosted a Super Bowl during challenging times](#).
- **America's Mars Perseverance rover** launched earlier today from **Cape Canaveral**, [the start of an 11-year quest to find out](#) if the Red Planet ever harbored life.
- The **Orange County teachers union** [has filed a lawsuit against the school district](#), calling its plans to open campuses on August 21 unsafe.
- Less than a month after **Patrick Mahomes** signed a record-breaking 10-year contract worth up to \$503 million with the **Kansas City Chiefs**, the quarterback is [now part of the Kansas City Royals ownership group](#).

Fun & Games.

- Pies, potatoes and pink tomatoes: [The official foods of all 50 states](#)
 - [24 underrated hiking spots in the Orlando area](#)
 - It's Christmas in July with this [mini gingerbread bundt cake recipe from Disney!](#)
-

GAME ON

Advent Health



FRIDAY, JUL 31
AT BROOKLYN
2:30 PM ET



FRIDAY, AUG 7
AT PHILADELPHIA
6:30 PM ET



SUNDAY, AUG 2
VS. SACRAMENTO
6:00 PM ET



SUNDAY, AUG 9
AT BOSTON
6:00 PM ET



TUESDAY, AUG 4
AT INDIANA
6:00 PM ET



TUESDAY, AUG 11
VS. BROOKLYN
1:00 PM ET



WEDNESDAY, AUG 5
VS. TORONTO
8:00 PM ET



THURSDAY, AUG 13
VS. NEW ORLEANS
TBD

■ HOME ■ AWAY



QUARTER FINALS



7.31.20
7:30PM



The SPORTYS honor the business leaders, big thinkers and difference makers who have made our Greater Orlando sports industry the powerhouse it is today, and are driving us toward an even bigger tomorrow.

CALL FOR NOMINATIONS

Know someone who's been a clutch player for our community?

Nominate them for a SPORTY today.

NOMINATE

WINNERS TO BE
ANNOUNCED
LIVE



AUGUST 29
7PM EST
WKMG-TV
NEWS 6

[CLICK HERE TO VIEW PAST ISSUES OF THE IMPACT UPDATE](#)

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