



## Impact Update for Tuesday, August 25

**KIA**  
**ROAD AHEAD**

**MON., AUG. 24**  
**GAME FOUR**  
1:30 PM ET

**WED., AUG. 26**  
**GAME FIVE**  
4:00 PM ET

**SAT., AUG. 28**  
**GAME SIX**  
TBA

The graphic features two Orlando Magic players in blue pinstriped jerseys standing with arms crossed against a dark blue background. The KIA logo is at the top left, and the Magic logo is at the bottom right.

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

"Success isn't owned, it's leased. And rent is due every day."

– J.J. Watt  
NFL Pro Football Player



## 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** 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's Individual and Family Assistance Program** for residents provides a one-time payment of \$1,000 per household to bridge financial gaps for overdue rent, mortgage, medical or an eligible utility expense. Those seeking to apply 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**. Visit [WeveOpenedSafely.com](http://WeveOpenedSafely.com) for more information. The portal is currently closed to process existing applications, and will re-open to new applicants on Tuesday, September 1.
- The **Downtown Development Board** approved an amendment to its Special Event Funding. [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**.
- **Orange County Government** announced it will launch a **COVID-19 Eviction Diversion Program** that will [provide assistance for up to three months of past due rent](#), with a cap of \$4,000, to residents who have been impacted financially by COVID-19. The program officially begins today, **August 25, 2020**.
- **Park DTO** has been extended through **February 1, 2021!** 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 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:** By appointment only. [Click here](#) to schedule an appointment for **August 26-28**. Receive a free kit of face masks and hand sanitizer following your scheduled appointment.
  - **Maingate Complex (Kissimmee):** By appointment only. [Click here](#) to schedule an 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
- The **Central Florida Urban League** is hosting free coronavirus testing in Pine Hills on **August 27-29** from 9am-3pm. Testing is available to any individual demonstrating symptoms of the virus. [Click here](#) for more information, and [click here](#) to schedule an appointment.
- 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.
- **OneBlood** is 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 the **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** COVID-responsible business listing site is live for business owners to begin promoting their businesses. Visit [SeminoleSafeBusiness.com](https://www.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**.
- The **Orlando Regional Chamber** has announced **ChamberCon**, a virtual summit that will provide an opportunity for business owners to connect with local experts to move their businesses forward and rebuild stronger following COVID-19. [Click here for more information and to register](#) for the **September 1** virtual event.
- It's not too late - you can still complete the **2020 census!** **Census** results help determine how billions of dollars in federal funding flow into states and communities each year. [You can respond online, by phone or by mail.](#)
- Reminder: The deadline to **register to vote** in the **General Election** is Monday, October 5! Visit your county's **Supervisor of Elections** website to verify your information, register, find polling places, etc. [Lake](#) | [Orange](#) | [Osceola](#) | [Seminole](#)

## Stay Engaged.

- Call for artists! **Orlando Business Journal** is [inviting local artists to submit their work](#) that they feel best represents the year 2020 for a chance to be featured in **OBJ's 2020 Book of Lists**.
- Join **Come Out With Pride Orlando** for "A Seat at the Table: It's Political," a panel discussion about the importance of voting and civic participation. The event can be streamed live via [Facebook](#) and [YouTube](#) on Wednesday, August 26 at 7pm.
- **Visit Orlando's Magical Dining** program, which features dozens of area eateries offering three-course, fixed-price meals for \$35, [returns on August 28 with COVID-19-prompted tweaks for both safety and convenience](#). For the first time ever, takeout and delivery options will be available.
- Join the **Orlando Regional Chamber** for a panel discussion on "Empowering Women in Times of Challenge and Change." Hosted by the chamber's **Women's Initiatives Task Force**, this program [takes a deep dive into the adversities women are facing due to COVID-19 while exploring the stories of extraordinary women paving the way for others](#). Wednesday, September 9, from 9am-10:30am.

- **Orlando Science Center** is holding a “kids night” event on Saturday, August 29 [designed to expose participants to select exhibits while giving parents and other caretakers a night off](#). Social distancing and sanitizing procedures will be in place, along with capacity restrictions. Participants must be between 5 and 12 years old.
- **WonderWorks Orlando**, an “edu-tainment” attraction on **International Drive**, is [offering new programs to enhance virtual learning and homeschooling this fall](#). It will be expanding its **Homeschool Days** and **Virtual Learning Lab** in addition to introducing a student art contest.
- Cook up the magic [with a cheesy recipe](#) from the **2020 Taste of EPCOT International Food & Wine Festival**.
- **Florida Residents** can experience the magic of the **Walt Disney World Resort** theme parks and [save 40% on 4-Day Tickets and 30% on 3-Day Tickets](#) compared to the non-Florida Resident price of a 3-Day or 4-Day Ticket.
- **Universal Orlando** has several new **Florida resident specials running now** through September 30, including [3 months for free](#) with the purchase of an annual pass.
- **Icon Park** is [offering a back-to-school deal](#) to give children a bird’s-eye view of the city for less. For a limited time, students can get on **The Wheel** at the **International Drive** attraction for \$5 with \$10 for an accompanying parent.
- For a limited time, **Legoland Florida** is [upgrading vacations to all-inclusive for free](#). What was a stay with a visit to the attraction now includes two-day, two-park tickets, meals at the hotel and park restaurants, in-park photos, mini-golf, souvenirs and more. The upgrade amounts to a savings of \$299 for a family of four.
- **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.

“Our finals end on Thanksgiving weekend. Now we have from November 25 to January 15 with no one on campus. It gives you a little more ability to control the environment.”

**-Bruce Rassmussen**

## Creighton University Athletic Director

*Speaking about why there is still optimism that the college basketball season could start on time. See story below...*

### Around The Horn.

- **UCF football** is ranked in the preseason **Associated Press top 25** poll for the third consecutive year. The **Knights** [are ranked No. 21](#) in the poll that was released yesterday afternoon.
- **Orlando City** is officially back home as the Lions' regular season kicks back off this Wednesday, August 26 against **Nashville FC**. **Exploria Stadium** will be operating at a reduced capacity in order to follow social distancing guidelines, but a limited amount of tickets have been made available for the general public. [Click here to buy your tickets now!](#)
- From the **Orlando Sentinel's Mike Bianchi**: Here's hoping **Vooch** [knows how much we appreciate him](#).
- **Creighton University Athletic Director Bruce Rasmussen** talked with Omaha.com about [how a college basketball bubble could work](#) and why there is optimism that basketball will begin on time.
- The **Orlando Pride** will participate in four **NWSL Fall Series** games after nearly a year without playing a match. The **NWSL** [announced its first set of traveling matches since the pandemic shutdown](#) earlier today, with games set to resume on September 5.
- The **Champions League** final between **Bayern Munich** and **Paris St. Germain** set ratings records, [drawing nearly 13 million viewers in Germany](#) and more than 11 million in France.
- New **Orlando City** striker **Matheus Aiás** likes to score goals. It's the first thing he told executive vice president of soccer operations **Luiz Muzzi** about himself when the Lions began scouting him, and [he promised he's willing to find any way to score](#), from anywhere on the field.
- The **NCAA Division I Board of Governors** announced that its [fall championships can be held in the spring](#) as long as regulations surrounding COVID-19 permit.
- **Spotify** [has entered the esports landscape](#), penning a deal with **Riot Games**. Through the deal, **Spotify** will launch a **League of Legends esports music hub**. The two brands will also release original podcasts to provide looks behind-the-scenes.
- As one of the first sports to return to live events, the **PGA Tour** [has had a strong two months of action](#). From its restart in June through the **FedEx St. Jude Invitational**, which wrapped up on August 2, golf ratings on **CBS** and **NBC** were up 23% compared to the same events last year.

- The **College Football Playoff** selection committee [will debut the first of its six weekly rankings this season](#) on November 17, with the final rankings revealed on December 20.
- The **Washington Football Team** [launched a new fan engagement website](#) that offers fans a comprehensive look into its rebranding efforts as it looks to shed controversial past.
- **ESPN** is shining a brighter light on sports betting, launching a studio on the Las Vegas Strip with **Caesars**. [The studio debuted on August 24](#) with segments for “SportsCenter” and digital platforms. **ESPN** will move its “Daily Wager” show to Las Vegas in September, and launch a new sports betting-themed digital show this fall.
- **Florida State** [will offer tailgating options for all of its home football games](#) during the 2020 season, but it is asking **Seminoles** fans to follow safety protocol due to the coronavirus pandemic.
- World-record sprinter and eight-time **Olympic gold medalist Usain Bolt** has [tested positive for the coronavirus and is self-isolating](#) at his home in Jamaica after celebrating his 34th birthday with a mask-free party last week.
- **Bleacher Report** is [shutting down its long-form “B/R Mag” department](#). Along with the move, the unit’s editor-in-chief, **Ben Osborne**, and senior writer **Howard Beck** will leave the company.
- The **Little League World Series** and **ESPN** have [reached a media-rights deal that extends the relationship for eight more years](#) through 2030. **ESPN** will serve as the exclusive global rights leader for **Little League** baseball and softball, and will showcase more than 300 events yearly.
- **ESPN MLB** experts predict: [Answering biggest 2020 MLB trade deadline questions](#).

## In The News.

- It's almost time for the **2020 SPORTYS: Greater Orlando's Night of Champions presented by Orlando Health!** Tune in to **WKMG News 6** or stream online at [ClickOrlando.com](#) this Saturday, August 29 at 7pm EST and [learn more about the sports business professionals whose contributions and impact are vital](#) in making Greater Orlando one of the country’s premier sports destinations.
- This week, the **Space Coast** is set to be the site of three launches, [capping off a busy summer that saw its share of historic missions](#), including launch of a new **Mars rover** and the first crewed liftoff from U.S. soil in nearly a decade.
- "Weird But True!" has grown into **National Geographic Kids’** most popular franchise with content across multiple platforms, and [now the third season of the Emmy Award-winning series can be streamed](#) on **Disney+**.



- **Universal Orlando** still [has not talked about the new roller coaster going up](#) at **Islands of Adventure** in its “Jurassic Park”-themed land, but that isn’t stopping them from installing “Jurassic Park” icons around the structure.
- **George Aguel**, president and chief executive officer of **Visit Orlando**, [announced he is stepping down](#) during a recent meeting of the agency’s board of directors.
- **SeaWorld Orlando** theme park and **Aquatica** water park are [returning to a seven-days-per-week operating schedule](#). The attractions have been gradually increasing their hours since reopening from the coronavirus pandemic in early June.
- **Orlando arts leaders** are banding together to save their most important resource — [the actors, singers, dancers, technicians and others](#) who bring shows to Central Florida’s stages. **Greater Orlando Performing Arts Relief** will officially debut with a Labor Day weekend online variety-show fundraiser.
- Popular athletic brand **lululemon** [celebrated their grand opening](#) at **Disney Springs** last week.

## Fun & Games.

- #DisneyMagicMoments: [Learn to Draw an Adventureland-Inspired Treehouse](#)
- Orlando Sentinel Pictures: [Stunning Photos of the Northern Lights](#)
- [Magic Video Highlights](#) from Game 4 of the NBA playoffs



**SPORTY'S** 2020

GREATER ORLANDO'S NIGHT OF CHAMPIONS  
PRESENTED BY ORLANDO HEALTH®

SATURDAY, AUGUST 29  
7 p.m. - 8 p.m.



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