



Impact Update for Thursday, August 27



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

"I've learned two things. Never, ever believe in 'I can't.' And be good to people and people will be good to you."

– Dick Vitale
ESPN College Basketball Broadcaster



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](https://www.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.

- **Seminole County Board of County Commissioners** has approved "Seminole CARES," a comprehensive relief package supporting County businesses, residents, not-for-profits, and local government entities. **Seminole County** was allotted \$82 Million in Coronavirus Aid, Relief, and Economic Security (CARES) Act funds. [Click here for more information and to apply.](#)
- 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](#) 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** has launched 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.
- **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 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.

- **Orlando City Foundation** invites you to "Pop Up" purple at their **Purple Pop Up Party** virtual family event, scheduled for September 3 at 7pm. Your ticket donation [goes to support the foundation's holistic approach](#) to health and wellness and bringing soccer to under-served communities, investing in safe places to play and focusing on urban gardens.
- Join the annual **Taste of Central Florida**, the community's [culinary celebration with local chefs, brewers and distilleries donating their time, talent and creations](#) to make this event one of the largest fundraisers of the year for **Second Harvest Food Bank of Central Florida** and **Coalition for the Homeless of Central Florida**.
- **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.
- **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'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.
 - **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.

“Today we stand united with the NBA Office, the National Basketball Players Association, the Milwaukee Bucks and the rest of the league condemning bigotry, racial injustice and the unwarranted use of violence by police against people of color.”

-Orlando Magic & DeVos Family Statement

Following the postponement of their NBA Playoff game after the Milwaukee Bucks decided not to take the floor for Game 5.

See story below...

Around The Horn.

- **NBA Playoff Games** for August 26-27 [were postponed](#) after the **Milwaukee Bucks** boycott in honor of **Jacob Blake**. According to **ESPN's Adrian Wojnarowski**, [players reached the decision to continue playing](#) after meeting Wednesday night and again on Thursday morning.
- **UCF Football Head Coach Josh Heupel** praises his players, [calling sports the greatest platform to inspire change](#).
- **Orlando City** rolled to a 3-1 win over **Nashville** on Wednesday with limited fans in attendance, [in their first home game in months](#) back at **Exploria Stadium**.
- The **2020 UCF football schedule** was revised again, with the **American Athletic Conference** [moving the Knights' games](#) against both **East Carolina** and **Memphis** back a few days.
- From the **Orlando Sentinel**: 10 things to know about the **BMW Championship**, the **PGA Tour** [playoff event that begins Thursday](#) with **Tiger Woods** in the field.
- From **Front Office Sports**: More than 500 companies and causes [combined to spend nearly \\$100 million dollars on advertisements](#) in national broadcasts of **live sports** since they have returned amid the pandemic, from July 23 to August 15.
- **Port San Antonio**, a technology campus that is home to aerospace, cybersecurity, defense, robotics and other advanced operations in the Texas city, [has announced plans to build a 2,500-seat esports arena](#).
- The **NWSL** announced a fall schedule [that allows teams to play two games in their home markets and two games](#) against members of a three-team "pod." Matches will take place between September 5 and October 17 and some stadiums will open to a limited number of spectators.
- The **Miami Dolphins** [will allow a maximum of 13,000 fans](#) at **Hard Rock Stadium** for their first regular season home opener.
- The **WNBA** is [using its growing brand appeal to fuel a sponsorship push](#). **AT&T**, **Nike** and **Deloitte** make up the **WNBA's** inaugural "Changemaker" sponsors.
- Following the popularity of **ESPN's** hit documentary "The Last Dance," the **NBA** is getting into the podcast game. The league and **Audible** are [releasing the 10-episode podcast series](#) "Beyond The Last Dance" on August 31, which will be hosted by former sportswriter **J.A. Adande** and former Bulls star **B.J. Armstrong**.
- **Philadelphia 76ers guard Ben Simmons** dreamed about joining the esports organization **FaZe Clan**, [so he bought a piece of it](#). After his new investment, **Simmons** is now a brand ambassador with the in-game tag of "FaZe Simmo."
- **Facebook Gaming** [hit a new peak of 345 million hours watched in July](#), a 215% jump compared to July 2019. **Twitch** still leads the streaming wars with 1.4 billion hours, a 67% increase over July 2019.

- Every Tuesday night during the **2020 NFL season**, **Madden NFL** [will stream content](#) via its **Twitch** and **YouTube** channels. Among the new programming is a segment in which **NFL player Derwin James** takes on a different celebrity, musical artist or athlete in the game.
- **Churchill Downs Racetrack** has confirmed that attendance at this year's **Kentucky Derby** on September 5 [will be limited to less than 23,000 spectators](#).
- From **Politico**: Eight major pro sports teams [have signed on to a plan to make their home venues available as voting "super centers" in the fall](#), as election authorities look for large spaces to use for safe in-person voting amid the pandemic.

In The News.

- Tune in this Saturday, August 29 at 7pm EST **2020 SPORTYS: Greater Orlando's Night of Champions presented by Orlando Health!** Watch live on WKMG News 6 or stream online at [ClickOrlando.com](#) 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.
- **Florida Governor Ron DeSantis** said Wednesday that [the state would support a move by theme parks to increase capacity](#) at their attractions.
- **Walt Disney World** [will loosen up its no-costumes rule for Magic Kingdom visitors](#) as we move toward the Halloween season.
- Rocket shuffle in **Cape Canaveral** [leaves 2 possible launches](#) remaining this weekend.
- **Red Cross of Central Florida** [has deployed more than 20 volunteers](#) to assist Hurricane Laura victims in **Houston** and **Louisiana**.
- **Port Canaveral** gave a [first glance at the proposed 2021 fiscal budget](#) that hopes to return to sailing starting in January with four ships - one per major cruise line.
- **Orlando Museum of Art** will host a fall exhibition [featuring the work of Orlando-based international artist, JEFŘĚ](#), called "JEFŘĚ: Points of Connection." The exhibit will be open Thursday, September 24, 2020 through January 3, 2021.
- **Mecum Auctions** is back with a **Kissimmee Summer Special**, [an event with 1,000 cars for auction](#) and modifications due to the COVID-19 pandemic.
- In the tourism sector, gross operating profit per available room in July was positive across **all hotel sectors in the United States** [for the first time since February](#).

Fun & Games.

- [10 unique Florida Airbnbs you will want to stay in](#)
- Orlando Sentinel Pictures: [Tampa Bay Buccaneers Training Camp](#)
- Foodie Guide to 2020 Fall Treats at Walt Disney World Resort: [The Parks Edition](#)



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