



## Impact Update for Tuesday, September 8



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

"You can't always control circumstances.  
However, you can always control your  
attitude, approach, and response."

– Tony Dungy  
*Hall of Fame Pro Football Coach & TV Analyst*



## 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.doyourpartorlando.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](http://WeveOpenedSafely.com) for more information and to apply.
- 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 **October 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.
- In partnership with **Heart of Florida United Way (HFUW)**, the **City of Orlando** is launching a **Rental Assistance Program** for residents that will provide grants of up to \$10,000 in rental assistance per household and cover rent payments not made between March 1, 2020 through October 31, 2020. The **Requests for Applications portal** for this program [will be live on the United Way website](#) beginning on Wednesday, September 9 at 8am.
- **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.
  - **George Bailey Park:** Appointments are strongly encouraged. [Click here](#) to schedule an appointment for **September 9-11**. 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**
- 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](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**.
- 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.

- The **Hispanic Heritage Committee of Greater Orange County, WUCF TV** and **Orange County Government** announced their annual kick-off event to mark the start of “Hispanic Heritage Month.” Joining forces with **American Portrait**, the community is invited to join the celebration on **September 15, 2020 at 6:30 p.m.** for a virtual screening of **local 'American Portrait' stories**, [to hear from members of our community on what it means to be Hispanic American in Central Florida.](#)
- Help support small and midsize arts and cultural organizations in our community through the **Empower the Arts Campaign**. [The campaign will allow donors to designate contributions to one or more](#) of the 13 campaign partners.
- The **City of Leesburg's department of Parks and Recreation** has created an [Online Recreation Resource Center](#) with tips for staying active at home with family activities to help fight the feeling of being isolated at home.
- **#DisneyMagicMoments:** [Cook up the Magic with a yummy dessert recipe to kick off Waffle Week!](#)
- From **Forbes:** [4 Secrets To Becoming A More Authentic Leader.](#)
- **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.

- **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.
- **SeaWorld Orlando** [is now offering free single-day admission tickets](#) to U.S. military veterans. The offer is good through **Veterans Day** (November 11).
- **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.

“This industry study will set a benchmark for the sports-related travel industry to use as we plan for a post COVID-19 environment and sports-related travel returns. While 2020’s numbers will be severely affected by the pandemic, we expect the industry to bounce back once sports are able to resume.”

**-Al Kidd, Sports ETA President & CEO**

*See Sports ETA story below...*

## **Around The Horn.**

- **Sports ETA** released its **2019 State of the Sports Tourism Industry Report in America**, [reporting that the industry generated](#) \$103.3B in direct, indirect and induced business sales in 2019 while U.S. sports travelers, event organizers, and venues spent a total of \$45.1B (a 5% increase over 2018). The landmark study will provide a benchmark for post-COVID 19 impact measurement.
- After hosting virtual workshops and individual meetings with all 23 candidate host cities for the **2026 World Cup**, **FIFA** will begin a "targeted information-exchange phase" with all candidates [before conducting site visits and submitting a proposal](#) to the **FIFA Council**, which is expected to announce all host cities in 2021.

- **Super Bowl LIV** [resulted in \\$572 million in new spending in the South Florida area](#), according to a new report from the **Miami Super Bowl Host Committee**. That's more than double of what the region took in the last time Miami hosted a Super Bowl in 2010.
- **Orlando City** takes on **Inter Miami** in their first visit to **Exploria Stadium** this Saturday, September 12. **Exploria Stadium** will have reduced capacity to follow social distancing guidelines, but a limited amount of tickets have been made available for the general public. [Click here to grab your seat today!](#)
- The **2020 NFL season** kicks off this week [with 16 UCF Knights on pro rosters](#), with another three on practice squads and others working to earn practice squad spots.
- **Yahoo Sports' Doug McIntyre** [speculates on potential host cities](#) for the **USMNT's 2022 World Cup qualifiers** over the next year -- including **Orlando** -- citing a need for optimal travel, ideal weather conditions, and a U.S.-friendly crowd.
- From **Forbes**: The findings are clear -- girls who play sports are more confident, healthy, and perform better in school. Unfortunately, many girls don't get the chance to participate in sports due to various financial and cultural reasons. **Nike** has released the **Made to Play Coaching Girls Guide**, [for adult leaders who lead girls through sports and to retain young female participation](#).
- The **National Women's Soccer League (NWSL)** has unveiled the full schedule for its **2020 NWSL Fall Series**, with the **Orlando Pride** [set to play four matches in a five-week span](#). The **NWSL** also announced that the entire fall series (18 matches over 7 weeks) [will be streamed globally thanks to an expanded partnership](#) with **Twitch**.
- **NBC** [has sold out its last available ad unit](#) in this Thursday's **NFL Kickoff Game**, setting the stage for what will be the network's 15th season of broadcasting **Sunday Night Football**.
- The official logo for the **Los Angeles Olympics** is... whatever you'd like it to be. The host committee unveiled its look for the **2028 Summer Games**, [and the main LA28 logo allows for an interchangeable 'A'](#) -- one that organizers hope will drive an innovative approach to merchandise like t-shirts and bags.
- From **Sports Destination Management**: [In Pursuit of Scholarships, Families Are Moving to States Allowing Youth Sports](#).
- **Serena Williams** is into the **U.S. Open** quarterfinals [after another gut-check victory](#).
- **International Olympic Committee's Vice President John Coates** said the **Tokyo Olympics** [will go ahead next year](#) regardless of the coronavirus situation.
- From **Front Office Sports**: Female professional athletes [are using their growing platforms to develop careers in the media world](#), where many are further enhancing women's sports coverage.

- The **Phoenix Mercury** released a **Diana Taurasi “GOAT” t-shirt** [that “clogged” the team’s website with orders in less than two minutes](#) — the latest example of the **WNBA** finding success with merchandise.
- The **PGA Tour** [released its 2020-21 event schedule](#) that is has dubbed as a “super season,” which will include six major championships and 50 events in total.
- Punter **Tommy Townsend**, an alum of the **Florida Gators** and **Boone High School**, was named the **Kansas City Chiefs** punter [after holding the position through most of preseason camp](#).
- **ESPN** is opening [a new rooftop studio at its South Street Seaport location](#) in **New York City** to house the “Sunday NFL Countdown,” “Monday Night Countdown” and “NBA Countdown” studio shows this season.
- **Nike** is launching its first dedicated maternity line. The collection, called **Nike (M)**, [‘will support women during all stages of pregnancy and beyond’](#) the company said in an announcement.
- **Talladega Superspeedway** announced that [it will allow a reduced number of fans](#) to attend the October 4 Cup playoff race.
- The **Detroit Pistons** are taking a bank shot. The team will [pay season-ticket holders the highest interest rate in the nation](#) to sign on early.
- The **NCAA** will furlough its entire Indianapolis-based staff of about 600 employees [for three to eight weeks in a cost-saving move](#), according to memo obtained by **The Associated Press**.
- Pitcher **Aleshia Ocasio**, a former **Florida Gator** and **St. Cloud** native, hopes the new **Athletes Unlimited** league [helps inspire more financial support for pro softball](#).
- **Twitch streamer** and **FaZe Clan** member **Soleil “Ewok” Wheeler** is a 14-years old, but has already eclipsed other **Fortnite** pros three-times her age in terms of skill, success, and popularity. From humble beginnings, **Wheeler**, who is deaf, [has now become an inspiration to many women and girls and those with disabilities](#).

## In The News.

- The **City of Orlando**, **Orlando Magic** and **Orange County Supervisor of Elections** [have teamed up to transform the Amway Center into an early voting site](#).
- According to the **Orlando Economic Partnership's** most recent leading indicators analysis, [the Orlando regional economy continues to show signs of recovery](#).
- [Approximately 10,000 people safely attended](#) the three-day **Mecum Summer Special** at **Osceola Heritage Park** on August 27-29. It was a cavalcade of the finest automobiles in the world.
- **Disney’s** online Park Pass reservation system, as well as **Universal Orlando’s** online ticket system, [revealed that all parks at both properties hit limited capacity](#)

this Saturday. It appears to be the first time both **Universal Orlando and Walt Disney World** hit limited capacity at all parks in the same day since pandemic began.

- **Suneera Madhani, CEO and Founder** of local technology company **Fattmerchant** [was selected to Fortune Magazine's 40 Under 40 List](#) for 2020.
- From the **Disney Parks Blog**: [How Planning a Trip Can Boost Your Happiness](#).
- **Delta Air Lines** and **American Airlines** [both announced they are dropping domestic change fees](#), mirroring a recent announcement by rival **United Airlines** in a push to woo back travelers.
- From **Front Office Sports**: With more **Americans** embracing biking as a healthy and fun activity, [analysts predict that demand for bicycles will continue into next year](#).
- From the **Orlando Sentinel**: [Coronavirus accelerates change as Orlando restaurants get smaller, add takeout windows](#).
- Thanks to our partners at the **Central Florida Hotel and Lodging Association (CFHLA)** who selected GO Sports as [Allied Member of the Month](#) for September!

## Fun & Games.

- [Serena and her daughter continue to be the cutest duo in tennis](#)
  - [A look behind the Scenes of Disney's 'Mulan'](#)
  - Play Ben & Jerry's [new 'Boots on the Moon' game](#)
  - Orlando Sentinel Pictures: [The most popular football team in every state](#)
-

**2020**  
**SPORTYS**  
GREATER ORLANDO'S NIGHT OF CHAMPIONS  
PRESENTED BY ORLANDO HEALTH

**WINNERS REVEALED DURING WEEKEND BROADCAST  
ON WKMG NEWS 6**

# FALL SERIES

**SCHEDULE** PRESENTED BY ORLANDO HEALTH

	VS		SEPT 1:00PM	<b>19</b>	@ SAHLEN'S STADIUM CBS
	VS		SEPT 8:30PM	<b>26</b>	@ BBVA STADIUM twitch
	VS		OCT 5:00PM	<b>9</b>	@ OSCEOLA COUNTY STADIUM CBS SPORTS NETWORK
	VS		OCT 4:00PM	<b>17</b>	@ EXPLORIA STADIUM CBS

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