

Impact Update for Thursday, November 19



Each week, we will distribute our Impact Update newsletter on Thursdays. 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

“Seek opportunities to show you care. The smallest gestures often make the biggest difference.”

– John Wooden
Hall of Fame College Basketball Coach



**DO YOUR PART
ORLANDO.
MAKE THE
PROMISE.**

**SAFER
STRONGER
TOGETHER**

#DoYourPartORL

Local Resources.

- Visit these pages for the most critical local health and government updates, as well as COVID-19 Testing Site Locations:
 - **City of Orlando:** [COVID-19 Homepage](#) | [Testing Sites](#)
 - **Orange County:** [COVID-19 Homepage](#) | [Testing Sites](#)
 - **Osceola County:** [COVID-19 Homepage](#) | [Testing Sites](#)
 - **Lake County:** [COVID-19 Homepage](#) | [Testing Sites](#)
 - **Seminole County:** [COVID-19 Homepage](#) | [Testing Sites](#)
- **Facial Coverings Executive Orders** are still in effect for both [Orange County](#) and [Seminole County](#), as this protective measure prevents the spread of COVID-19.
- **City of Orlando Updates:**
 - In an effort to attract quality retail operators to the area, the **City of Orlando's Community Redevelopment Agency (CRA)** created the **Retail Stimulus Program**. [Applicants are eligible to receive up to \\$75,000 or 50% of the total cost of tenant improvement related costs, whichever is less.](#) Improvement related costs include electrical upgrades, plumbing, flooring, lighting, and more. Applicants will also be able to receive a one-time award of up to \$25,000 to cover rent expenses.
 - The **City of Orlando's CRA** has also created the **Small Business Rental Assistance Program** in partnership with the **Orlando Economic Partnership (OEP)**. This program will allow eligible small businesses in downtown [to apply for a rent subsidy for up to \\$5,000 per month](#) for a maximum of \$30,000 per business.
 - The **Downtown Development Board (DDB)** Special Event Funding program [will now provide up to \\$3,000 to qualifying downtown businesses](#) to support reopening marketing efforts. [Apply for funding here.](#)
 - **Park DTO** has been extended through **Feb. 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.
 - **Discover Downtown** – the downtown Orlando information center – is seeking vendors [to participate in a pop-up shop throughout the month of December](#). Interested vendors must fill out the [vendor form](#) and notate it is

for Holiday Vendor Pop-Up consideration.

- **Orange County Updates:**

- **Mayor Demings** announced another \$30 million dollars will be available for the **Orange CARES for Individuals and Family Assistance Program**. The program will provide a one-time payment of \$1,000 per household for residents affected by COVID-19. Residents who have already received funding from the previous **Individual and Family Assistance Program** are not eligible to apply. Updated information is available [here](#). The portal is now closed to process existing applications, but check back for updates.
- **Orange County Government** is partnering with **CareerSource Central Florida** and **Valencia College** to offer a variety of short-term, vocational training courses at the **Orange County Convention Center**, beginning Monday, Nov. 30, 2020. Residents can apply for tuition assistance through **CareerSource Central Florida's "Help is Here" grant program**.
- **Orange County** 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.
- **Orange County Government** has awarded a **Community Development Block Grant** of more than \$570,000 dollars to **Habitat for Humanity of Greater Orlando & Osceola County**. The grant funding [will provide free roof repairs to residents in Unincorporated Orange County, and select municipalities such as Apopka and Winter Park](#). Applications are currently closed, but check the website regularly for updates as the application program may re-open in the coming weeks.
- **Orange County Health Services Department** is providing free flu vaccinations. Getting a flu vaccine is more important than ever during a pandemic because it can save resources for the care of patients with COVID-19. [Click here to book an appointment](#).
- To assist low-income **Orange County** residents with spay/neuter costs, **Orange County Animal Services** announced a new voucher program making these free services available. [Click here for program details and to obtain a voucher](#) for a free spay or neuter service visit.

- **Osceola County Updates:**

- 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 and to apply.

- **Lake County Updates:**

- The **Lake County Board of County Commissioners** voted to allocate \$15,000,000 in **CARES Act** funding to resident assistance. Eligible Lake County residents who have been negatively impacted by COVID-19 may receive up to \$4,000 in rent/mortgage assistance. [Click here](#) to learn about the program criteria and required documents, deadline to apply is Nov. 30.

- **Seminole County Updates**

- **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.
- If you have been impacted by the COVID-19 crisis and live in Seminole County, **The Sharing Center** is currently accepting applications for rent/mortgage and utilities assistance. [Click here for program criteria](#) and to learn how to apply.
- **Covering Central Florida** offers health coverage and a Special Enrollment

Period [for individuals who have been laid off related to COVID-19](#).

- **Additional Resources:**

- **Orlando Health** has [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.
- **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 services.
- **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](#).
- **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](#).

Stay Engaged.

- **Mayor Jerry Demings** has launched the **2020 Mayor's Toy Drive** with local media partner **Fox 35**. In effort to slow the spread of COVID-19 and safely collect toys, this year toy drive participants [can shop online and choose from over 500 toys to donate, drop off toys at county-wide collection sites, or participate in a contact-free drive-thru event](#) on Nov. 23, 2020.
- Join **i4 Business Magazine** in celebrating some of the most admired and influential individuals shaping the future of Central Florida at the **2020 Business Leaders of the Year** event! [Click here to register now](#) for the Dec. 10 virtual event.
- Even though some December holidays are more than a month away, it's beginning to look a lot like Christmas at the **Orlando Museum of Art**. The **Festival of Trees** [has returned for its 34th year of holiday cheer](#) with the theme "Joy to the World."
- The new **Dazzling Nights** holiday event [will feature lights, music, and interactive elements](#) to complete the transformation of the 50-acre, **Harry P. Leu Gardens** into a stunning holiday wonderland from Dec. 1, 2020 - Jan. 3, 2021.
- When school's out, break camps at the **Orlando Science Center** are in! [Full-day programs are available](#) at the **Stem Discovery Center** for children in Preschool through Grade 5 throughout the school year.
- [There's a plastic shield separating Santa and advanced reservations are required](#), but the holidays are underway with the **Santa Workshop Experience** at **Icon Park**.
- **Orlando's Main Streets** are committed to joy this season, moving forward with their normal events and even adding to the list (with safety measures in place, of course.) [Find out what's happening in your neighborhood this winter](#)!
- Join **Give Kids the World** for **Night of a Million Lights** from Nov. 13 - Jan. 3 and [bask in the glow of more than three million lights while you explore](#) the storybook world that has been the setting of dreams come true for critically ill children and their families for more than 30 years. [Here's a preview](#) from the **Orlando Sentinel**!
- **Toys for Tots Orange County** has begun distributing collection boxes for their annual holiday toy drive. Organizations can [submit a form to become a collection location](#). All toys must be delivered to **Toys for Tots** by Dec. 11, 2020 to ensure timely delivery.
- **Gatorland** is beginning to wrap up 2020 [with a \\$20.21 combo ticket deal](#) dubbed the "Greater Gator Package." It is available through November.

- **Universal Orlando's** "Black Friday" deal includes [4 days of theme parks and a 4-night stay](#) at **Cabana Bay Resort**.
- **Florida Residents** looking to visit **Walt Disney World Resort** can "fall" in love with some special offers and [save on magical seasonal experiences](#) at **Magic Kingdom Park, EPCOT** and more.

"We are thrilled to host the 75th Anniversary edition of the IWWF World Waterski Championships in Florida, the birth place and waterski capital of the world, at one of the premier venues so athletes can perform to the best of their abilities."

-Jose Antonio Perez Priego, President
International Waterski & Wakeboard Foundation
See IWWF story below...

Around The Horn.

- The **International Waterski & Wakeboard Federation (IWWF)** announced that the **2021 IWWF World Waterski Championships** [will be held in Lake County, FL](#). The biennial event will feature more than 200 water skiers representing 35 countries and will be hosted at **Jack Travers Water Ski School** on Oct. 11-17, 2021.
- **Orlando City** is into the **Audi 2020 MLS Cup Playoffs** for the first time in Club history! City will be facing old foes **NYCFC** in the first round this Saturday, Nov. 21 at Noon. Tickets are nearly sold out, [so grab yours now before they're gone!](#)
- In last night's **NBA Draft**, the **Orlando Magic** selected guard **Cole Anthony**, [a score-first point guard who can create space off the dribble](#) as well as defend.
- From the **Orlando Sentinel: Orlando City's** first **MLS** postseason stretch will run through one player — midfielder **Mauricio Pereyra**. **Nani** is the captain. **Chris Mueller** is the fiery top scorer. **Daryl Dike** is the future. [But Pereyra is the fulcrum this team revolves around.](#)
- **Orlando Pride** fans won't have to wait long to see the team to return to action for the 2021 season. The **NWSL** [announced the structure for the 2021 season](#), which includes the return of the **NWSL Challenge Cup** and an expanded playoff format.
- **UCF basketball coach Johnny Dawkins** and his players say [they are quickly forging tight bonds despite offseason coronavirus isolation](#) and are looking forward to playing a tough nonconference slate.
- The **NCAA Division I Men's Basketball Committee** [announced that it will relocate all preliminary round sites for the 2021 NCAA Tournament](#), with their sights set on moving to a single host city. **NCAA staff** is in preliminary discussions with the city of **Indianapolis** to host the 68-team tournament around the metropolitan area in March and April. **Indianapolis** is already scheduled to host the **Final Four** in April.
- The **NFL** [is placing all teams in its intensive COVID-19 protocols for the rest of the season starting Saturday](#) as the number of cases rises around the country.
- This season's **NFL Pro Bowl** [will take place virtually](#) via the **EA Sports Madden NFL 21** video game. The league opened a monthlong fan voting period earlier this week, while players and coaches will cast their votes on Dec. 18.

- **FIFA** canceled the 2020 editions of the **U-17 Women's World Cup** and the **U-20 Women's World Cup** and [will hold the next edition of the events in 2022](#). Host countries **India** and **Costa Rica** will remain the hosts of the 2022 editions.
- **Los Angeles Chargers running back Austin Ekeler** is now a team owner in the **Fan Controlled Football League**. The league's six-week season kicks off in Feb. 2021 and will be livestreamed on **Twitch**, featuring former players from the **NCAA, CFL, XFL and AAF**. [Fans will make the decisions, ranging from team names to play calls](#).
- **Bassmaster** entered a multi-year partnership with **FOX Sports** [to provide more expansive coverage of its tournaments](#), including all nine **Bassmaster Elite** events, across **FOX** platforms beginning Feb. 2021.
- **Mike Golic Sr.** is embracing something he hasn't grappled with in 25 years: free agency. The ESPN mainstay [discussed his career options](#) with **Front Office Sports** after the network canceled his mainstay morning radio show this summer.
- **IOC President Bach** noted that participants and fans for next summer's **Olympic Games** [will be strongly encouraged to get vaccinated before traveling to Tokyo](#) and suggested that the **IOC** would cover some vaccination costs.
- Upstart professional cricket league **Major League Cricket** has received approval to redevelop **AirHogs Stadium** in Grand Prairie, Texas [as its first major cricket stadium in the United States](#).
- From TechCrunch: There are more than **170 collegiate varsity gaming programs** in **NCAA Division I**, and the number of clubs is even higher. But even as institutions invest in **esports**, [there are still many misunderstood and overlooked aspects](#) of the potential to drive value (and even revenue) in the **collegiate esports** space.
- From **NPR**: [While Pro And College Athletes Fight Through A Pandemic, Kids Have A Tougher Path](#).
- Did you know that by buying a **Florida sports license plate**, you are supporting youth and amateur athletes? Through grants made possible by the sale of these license plates, young athletes are able to gain the tools and experience they need to perhaps become professional athletes one day ... and amateur athletes of all ages are given the opportunity to become more well-rounded individuals. The additional tag fee is even tax deductible. [Click here to connect with your county's tag office to purchase a Florida sports license plate today!](#)



In The News.

- According to **USA Today**, travelers are already looking for an escape after 2020 is over. The latest search data from **Sojern** offers clues as to where travelers hope to visit next year, and **Orlando is #1** on the list! [The warm climate \(great for open-air activities\) and family-friendly attractions](#) were cited as top reasons.
- Two coronavirus vaccines are on the horizon and **AdventHealth Orlando** will be one of the first to store and administer them when they become available. [Here's how the CDC plans to distribute them.](#)
- Ahead of the holidays, **Orlando International Airport** is debuting new **TSA** security equipment [to help minimize contact without compromising security.](#)
- **Orange County law enforcement** kicked off their 12th annual "Operation Safe Holiday" initiative this week. [That means you'll see more police presence](#) around shopping centers and malls during the holiday shopping season.
- The **Orlando food truck scene** is garnering attention nationwide, as low-priced permits and fair operational fees make it easy for food truck owners to get started. This friendliness toward vendors [has earned Orlando a spot in the top 10 food truck cities in the U.S.](#)
- The new "Themers and Dreamers" exhibit is opening today at **CityArts** and will run through Dec. 13. [The multimedia artwork features many familiar characters and design elements](#) from the **Disney** and **Universal** families. Starting on Nov. 24, you'll have a chance to add these works to your own collection.
- From the **Orlando Sentinel**: **Universal Studios** and **Disney Springs** are both hosting tree scavenger hunts for the holidays. [They've adapted the adventures so you can have an experience that is as safe as it is festive.](#)
- A volunteer team of furloughed creative industry professionals got together to produce a free outdoor holiday self-guided walking tour, **Curry Ford Presents:**

Picture Perfect Holidays by Slice Creative Network. [Five interactive tableaus are spaced along the “main street” area of Curry Ford Road](#) so that visitors can comfortably walk from one to the next in a safe, outdoor setting.

Fun & Games.

- #DisneyMagicMoments: [Celebrating Mickey & Minnie’s Birthday Around the Globe](#)
- [With the 15th pick in the 2020 NBA Draft, the Orlando Magic select...](#)
- Orlando Sentinel Pictures: [Gift wrapping ideas that go beyond wrapping paper](#)

ORLANDO CITY

NEW YORK CITY FOOTBALL CLUB

NOV 21
12 PM

EXPLORIA STADIUM

PRESENTED BY: ORLANDO HEALTH

A purple promotional poster for a soccer match between Orlando City and New York City Football Club. It features the club crests, the date and time (Nov 21, 12 PM), the venue (Exploria Stadium), and the presenter (Orlando Health).

MAGIC TOGETHER

A graphic with a blue background and white text that says "MAGIC TOGETHER" with a stylized basketball icon below it. The background includes images of palm trees, a basketball court, and various fabric textures.

COME PLAY IN FLORIDA

PLAYINFLORIDA.COM

The logo for "Come Play in Florida" features a stylized sun and waves icon. Below the text is the website URL "PLAYINFLORIDA.COM".

FLORIDA SPORTS INDUSTRY FAST FACTS

\$57.4 BILLION 8K JOBS

Icons representing a dollar sign, a bar chart, and a person at a computer terminal.

Fast facts for the Florida Sports Industry: \$57.4 Billion in revenue and 8,000 jobs.



\$5.7 BILLION IN ECONOMIC IMPACT

SUPPORTS **58**



#1 IN NATION

ACCOUNTS FOR 12% OF U.S.'S GOLF ECONOMY

1,100 COURSES

10



**PROFESSIONAL
SPORTS FRANCHISES**



FSF'S SPECIALTY PLATE PROGRAM HAS CONTRIBUTED MORE THAN

\$5.7 MILLION

TO LOCAL COMMUNITIES

16 MILLION
VISITORS ANNUALLY



1,000 MILES OF COASTLINE

**12,000 MILES OF FISHABLE
RIVERS & STREAMS**

8,000 NATURAL LAKES



FOR MORE INFORMATION ABOUT THE **FLORIDA SPORTS FOUNDATION** AND FLORIDA'S SPORTS DEVELOPMENT INDUSTRY, VISIT PLAYINFLORIDA.COM.

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

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