

GAME ON

SEJ
BEST Sports Business CITIES:
#1 EVENT HOSTING
ORLANDO
2024



GREATER
ORLANDO
SPORTS COMMISSION

REPORT TO THE COMMUNITY / 2025

ORLANDO: THE ULTIMATE SPORTS DESTINATION

Central Florida is more than just a world-class vacation spot—it’s a premier sports hub, thanks to the dedication of our region’s elected officials, sports stakeholders, hospitality and tourism partners and venue operators. This past year, our community celebrated major victories, propelling us to new heights and reinforcing our reputation on the global stage.

Building on the incredible successes of the past, Orlando was named the #1 Best Sports Business City for Attracting and Hosting Events by Sports Business Journal. This recognition solidifies our position as a must-visit destination for athletes, fans, and event organizers alike.

Our journey wouldn’t be possible without the passion and support of our community—our GO Sports partners, advocates, investors, and sports enthusiasts who make Orlando the dynamic sports destination it is today.

On behalf of the Greater Orlando Sports Commission, THANK YOU for being part of our collective success. The future of sports in Orlando has never been brighter!


Caesar Lopez
Chairman of the Board


Jason Siegel
President & CEO



Caesar Lopez
Chief Operating Officer
and General Counsel
Orlando City SC,
Orlando Pride and Inter & Co Stadium

Caesar Lopez oversees all legal and business affairs, strategic projects, human resources, administration and external/government affairs. Prior to joining the team in Orlando, Lopez spent time at Major League Soccer and Soccer United Marketing where he provided strategic counsel to multiple MLS Clubs, U.S. Soccer Federation and the Mexican Federation on all commercial deals and player transactions.



Jason Siegel
President & CEO
Greater Orlando Sports Commission

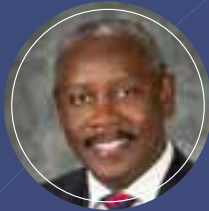
Jason Siegel has enjoyed more than 30 years of success and accomplishments in sports tourism, major and minor league professional sports, as well as intercollegiate athletics. He is currently in his ninth year as President & Chief Executive Officer of the Greater Orlando Sports Commission.

WHAT THEY ARE SAYING



Mayor Buddy Dyer
City of Orlando

“We’re incredibly proud that Orlando is recognized as the nation’s premier sports event destination. Hosting big events helps to bring our community closer together, allows us to showcase Orlando’s vibrancy and gives a boost to our local economy by attracting even more visitors to the region. The Greater Orlando Sports Commission plays a leading role in bringing impactful sporting events to Central Florida while creating and growing partnerships that truly strengthen our community.”



Mayor Jerry L. Demings
Orange County

“As Mayor of Orange County, I recognize the Greater Orlando Sports Commission for its outstanding contributions in making Central Florida a premier destination for sporting events. Their efforts have brought world-class competitions to our region, enhancing both our community’s reputation and the local economy. Sports tourism is a vital industry for Central Florida, driving economic growth, creating jobs, and supporting local businesses. I am grateful for the Commission’s leadership and commitment to showcasing our region’s world-class facilities and hospitality.”



Casandra Matej
President & CEO, Visit Orlando

“Orlando continues to create new opportunities for sports fans worldwide, and hosting events like the U.S. Olympic Marathon Trials in 2024 and the FIFA Club World Cup in 2025 perfectly exemplifies this. As the most visited destination in the U.S., we are committed to leveraging these opportunities to further enhance our visibility and reputation through collaborations with great partners like GO Sports. We strive to give visitors compelling reasons to visit and revisit, because when visitors come to Orlando, our entire community benefits.”



Barry Collier
Vice President and Director of Athletics, Butler University/NCAA D1 Men’s Basketball Committee Member

“The Greater Orlando Sports Commission hit the winning, halfcourt, buzzer beating shot in hosting NCAA March Madness in 2023! With great people, facilities, hotels, restaurants, amenities, Orlando delivered at the highest level. Congratulations and THANK YOU!”



Gregg Berhalter
Former Head Coach, U.S. Soccer Men’s National Team

“Winning at home (U.S.A.) is critical in these tournaments, so finding a home-field advantage is important. When you talk about great environments, the atmosphere at Inter&Co Stadium is one of the best in the country. Like we’ve seen in previous visits, the fans in Orlando are there when you need them and we always look forward to their support.”

WINNING PAYS OFF

FY 21/22
–
FY 23/24

\$1.6 billion in
economic impact
over 169 events

FY 18/19
–
FY 20/21

\$421.2 million in
economic impact
over 141 events

FY 15/16
–
FY 17/18

\$396 million in
economic impact
over 193 events

OUR ECONOMIC IMPACT

Over the last nine years, the Greater Orlando Sports Commission has attracted 503 events, bringing direct economic impact to the region of more than \$2.4 billion.

1,700+

EVENTS SINCE 1993

\$3.863 BILLION

TOTAL ECONOMIC IMPACT SINCE 1993

CHAMPIONS IN TOURISM

As the #1 tourist destination in the U.S., Orlando welcomed 74 million visitors from every corner of the world, and it's made us all the better. By hosting a variety of sports and entertainment events, we've boosted the overall Florida economy, and kept Orlando top-of-mind as a world-class sports destination — helping Central Florida and Orlando earn their title as the world's #1 tourist destination.



SPORTS TOURISM STATS IN THE STATE OF FLORIDA

During FY19/20 & FY20/21 in the state of Florida, the Florida Sports Foundation reports that the sports tourism market:

contributed
**\$146.5
BILLION**
in economic
impact

generated
**\$13.9
BILLION**
in state and
local taxes

supported
978,200
part-time and
full-time jobs

welcomed more than
28 MILLION
visitors to
sporting events,
representing 14% of
all Florida tourism



ANNUAL TOURISM TO CENTRAL FLORIDA

When 74 million people visit Orange, Osceola and Seminole Counties, our entire community benefits. In the last year, tourism in Central Florida has:

employed
**450,000
WORKERS**

generated
**\$87.6
BILLION**
in economic impact

paid **\$26.1 BILLION** in wages

saved each
household
\$7,500
in annual taxes

provided **\$6.2
BILLION**
in local and state
tax revenue

GREATER ORLANDO'S COMPETITIVE ADVANTAGES

 **240+ DESTINATIONS**
served worldwide by MCO and SFB

 **40+ SPORTS VENUES**

 **60M+ PASSENGERS**
passed through Orlando airports in 2023

 **74 MILLION**
visitors in 2023

 MCO is the only U.S. airport with
high-speed intercity rail service with
32 DAILY TRAINS

ONE BIG TEAM. ONE MISSION.

GIVING BACK IS WHAT WE DO

Whether it's our time or our talent, the team at the Greater Orlando Sports Commission always finds a way to give back to local, regional and national organizations.

OUR COMMUNITY SERVICE

- American Diabetes Association

Central Florida Commission on Homelessness

Central Florida Hotel & Lodging Association (CFHLA)

CEO Leadership Forums

Downtown Orlando Partnership

Downtown Arts District

Florida Collegiate Baseball Summer League
- Heart of Florida United Way

International Drive Resort Area Chamber of Commerce

The Lifeboat Project

Junior League of Greater Orlando

Orlando Economic Partnership

Rosen Aquatic & Fitness Center
- Rosen College of Hospitality Management

Scouting America Central Florida Council

SKAL International Orlando

Sports ETA

Women in Sports & Events (WISE) Greater Orlando

Wounded Warrior Project



Jason Siegel
President & CEO



Jennifer Lastik
Chief Operating Officer



Brent Nelson
Executive Vice President
Business Development & Sports Tourism



Michael Kalinich
Executive Vice President
Corporate Partnerships



Gary Cohen
Chief Financial Officer



Kyle Sturley
Vice President
Marketing, Communications & Special Events



Lindsey McBride
Vice President
Events, Operations & Business Development



Chase DeMayo
Associate Vice President
Corporate Partnerships



Elizabeth Caldarelli
Director
Business Development & Events



Jordan Lyda
Director
Business Development – Orange County



Carter Gravitte
Marketing & Communications Coordinator



Jordan Henderson
Corporate Partnerships & Events Coordinator

GO SPORTS BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

CHAIR



Caesar Lopez
Chief Operating Officer and General Counsel, Orlando City SC, Orlando Pride and Inter&Co Stadium

CHAIR ELECT



Tammy Gustafson
Vice President Sales Integration, Universal Destinations & Experiences

PAST CHAIR



Sharon Line Clary
Senior Vice President of Community Impact & Partnership Engagement, AdventHealth

LEGAL COUNSEL



Chris Carmody
Shareholder, GrayRobinson, P.A.

EX OFFICIO



Jason Siegel
President & CEO, Greater Orlando Sports Commission



Lawrence Hatch
Executive Vice President and Central Florida Market President, First Horizon



Steve Hogan
Chief Executive Officer, Florida Citrus Sports



Frank Ioppolo
President & CEO, Ioppolo Law Group



Paul Johns
Chief Operating Officer, Orlando Health South Lake Hospital



Robb Larson
General Manager, Osceola Heritage Park/ASM Global



Dave Leutwyler
Director of Ticket Sales, Tampa Bay Buccaneers



Josh McCoy
Regional President, Greater Orlando, SouthState Bank

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Vice President, ESPN Wide World of Sports, runDisney, and Disney Water Parks



Jessi Blakley
Vice President of Marketing & Communications, Tavistock Group



Craig Borkon
Deputy Chief Venues Officer, Orlando Venues/ City of Orlando



Matt Chmura
Chief Marketing, Communications and Brand Officer, LPGA



Jordan Clark
Associate General Counsel, UCF Athletics Association



Anthony J. Davit
Chief Operating Officer, Greater Orlando Aviation Authority



Drew Donovan
Tournament Director, Arnold Palmer Invitational presented by Mastercard



Jon McGavin
Area General Manager, Grande Lakes Orlando



Lisa Messina
Chief Sales Officer, Visit Orlando



Jon "JP" Peterson
Park President, United Parks and Resorts SeaWorld Orlando



Amaury Piedra
Managing Director, Caribe Royale Orlando



John Saboor
Executive Director, Head of Partnerships, Full Sail University



Dylan Tell
Chief Revenue Officer, Orlando Solar Bears



Joanne Wallen
General Manager of USTA National Campus, USTA

EXECUTIVE BOARD



Marci Doyle
Executive Vice President, Outlyr



Ultima Espino
Senior Director of Sports Partnerships, Orlando Health



Kurt Esser
Executive Director & President, Florida Region of USA Volleyball



Michael Forde
Chief Sales Officer, Orlando Magic



John Fremstad
Director, Sustainability & Sales, OUC



Suzanne Gilbert
Partner, Holland & Knight, LLP



Latria Graham
President, Chief Executive Officer, and Founder, GLB Media Group



Rob Allen
Business Development Manager, Austin Commercial



Karim Arja
Senior Vice President, One Florida Bank



Rebekah Arthur
President and CEO, Seminole County Chamber



Dan Artone
Vice President, Enterprise Mobility



Jamie Barati
Senior Vice President, JLL



Mike Barbato
Chief Business Officer, AJ Tickets



Sam Barrington
President, Sky Limit Crane & Rigging

ADVISORY BOARD



Robby Barrows
Senior Vice President,
Commercial Banking,
Centennial Bank



James Berry
President and Chief People
Officer, COVENANT



Bud Beucher
Emeritus



Ronnie Bitman
Managing Partner, Bitman,
O'Brein & Morat, PLLC



Scott Breault
Senior Vice President of
Marketing Corporate Clubs,
Planet Fitness



Bob Burns
RL Burns Inc.



Matthew Carson
Chief Revenue Officer, AVFX



Katy Eld
Regional Performance &
Integration Leader,
Florida Blue



Richard Ensor, Esq.
CEO & Founder, Boardwalk
Sports Event Management



Joe Ferst
Executive Vice President
& General Manager
for Central Florida,
Hotwire Communications



Andrew Finkelstein
Partner,
Foley & Lardner LLP



Katie Fitzpatrick
Chief Financial Officer & SVP,
Construction and Real Estate,
TMRW Sports



Lonnie Flores
Sr. Administrator of Athletics
and Wellness Services,
Orange County Public Schools



Shannon Fraser
Vice President of Sales,
iHeartMedia Orlando



Scott Cavanaugh
Vice President of
Strategic Partnerships,
Travel + Leisure Co.



Randy Chase
Co-Founder, Rocket Chimp



Virgil Christian
Managing Director,
absolute padel and
the yardley group



Lena Combs
Partner, Withum



Wendy Connor
President, True Marketing/
Team True



Lisa Curran
Government Affairs
& Community Relations
Manager, Duke Energy
Corporation



Vinny D'Assaro
Manager, Strategic
Implementation &
Business Development,
Comprehensive
Energy Services



Derek Frederickson
Territory General Manager,
Coca-Cola Beverages Florida



Mark Freid
Chief Executive Officer,
Think Integrated



Matt Friedman
Director of Marketing
Communications, LYNX



Jay Galbraith
President, BRIDG



Tim Giuliani
President & CEO, Orlando
Economic Partnership



Alan Gooch
CEO, Orlando Sports
Foundation and Executive
Director, Cure Bowl



John Gyllin
Vice President, Resource
and Economic Development,
Seminole State College



Chris Demetriou
District Vice President of
Operations, YMCA
of Central Florida



Ryan DeVos
Co-Owner and
General Manager,
Orlando Squeeze



Melanie DiVirgilio
Senior Vice President,
Commercial Banking Manager,
Seacoast Bank



Joel Dragan
Executive Director,
Florida Youth
Soccer Association



Barbara Drahl
Senior Vice President,
Marketing & Commercial
Strategy, Brightline



Keita Joy Ductant
Chief Executive Officer,
Author and Success Coach,
Success Uncensored



Tara Early
Managing Partner, Gasdick
Stanton Early, P.A.



Kaleb Harrell
Owner & CEO, Hawkers



Mike Harris
COO & Partner,
Uproar PR by Moburst



Charles Hawkins
Founder & Attorney,
Charles J. Hawkins II, P.A.



Anne-Marie Hayward
Market President
and Publisher,
Orlando Business Journal



Arnaldo Herrero
Executive Vice President,
Kings Service Solutions



Kolleen Hogan
Business Development &
Account Manager,
NextPath Careers



Stephanie Howell
Senior Director of Community
Affairs & Economic
Development,
Valencia College



Jon Hughes
President & Co-Owner,
Track Shack



Allen Johnson
Chief Venues Officer, Orlando
Venues/City of Orlando



Willie Johnson
Vice President of Strategic
Sourcing & Economic
Development, Vystar Credit Union



Garry Jones
President, Full Sail University



Justin Kinsey
Vice President, North &
Central Florida, Universal Parking



Frank Kruppenbacher
Attorney,
Morgan & Morgan



Jamie Merrill
President & CEO,
Boys & Girls Clubs
of Central Florida



Mike Millay
Managing Partner,
Clancy's Sports



Andrew Moses
Principal, Moses and Rooth
Attorneys at Law



Chris Mueller
General Manager,
Hilton Orlando



Sean Murphy
Chief Executive Officer, 3N2 Sports



Erik Nilsen
Team President, Orlando Valkyries



Greg Lee
Partner,
BakerHostetler, LLP



Stewart Lundeen
Assurance Senior Manager, BDO



Clay Luter
EVP & Co-Head of Sports,
Ticketmaster



John Lyon
General Manager, Crowne Plaza
Orlando Downtown



Suneera Madhani
Founder, WORTH



John Mahony
Managing Partner, Kavaliro



Dr. Jeffrey O'Brien
CEO, Institute for Sports
& Social Justice



Bob O'Malley
Senior Vice President,
Government Affairs, Orlando
Economic Partnership



Jeff Osterman
Director of Development,
Montverde Academy



Doug Patterson
Sales Manager,
BSN Sports



Jonathan Perry
Shareholder,
Greenberg Traurig LLP



Dan Pollock
Regional Director of External
Affairs, AT&T



Jesse Martinez
Chapter President, SKAL Orlando



Steve Mauldin
Chief Executive Officer, CNL
Financial Group



Ciaran McArdle
Chief Executive Officer,
XL Academy



Benjamin McCarney
General Manager, Grand Bohemian
Hotel Orlando



Michael McManus
Principal, JMA Ventures, LLC



Asia McMillan
President & CEO,
BeyondFour Foundation Inc.



Tekoa Pouerie
President, Erase the Lines LLC and
Senior Director, Pace Center for
Girls National Office



Spencer Pylant
External Affairs Manager, Central
Florida, TECO Peoples Gas



Joshua Rabenovets
Vice President of Fan Engagement
& Product Marketing, NFL



Raman (R.P.) Rama
President,
Sarona Holdings and Hotels and
Technology Investments



Adam Scheinberg
Vice President, Information
Technology, Massey Services



Nancy Schwalb
President, Schwalb
Public Relations



Adrianna Sekula
Founder and President,
Solidarity Partners



Eddie Serrano
Vice President,
Empire Coach Line



Rob Sitz
Chief Executive Officer,
DS Sports Ventures



Carey Sobel
Partner + Chief Strategy
Officer, Boss Group
International



Cindy Staley
General Manager,
Mission Resort + Club



Aaron Stewart
Vice President, Sports
Marketing and LPGA
Tournament Director, Hilton
Grand Vacations



Craig Swygert
President — Central
Florida Markets,
Clear Channel Outdoor



Rich Tate
Vice President,
Live Events, LMG



BJ Taylor
Basketball Analyst,
ESPN and CBS Networks



Darrell D.K. Taylor
Founder, BNA Sports



Malik Thomas
Vice President, Global
Partnerships — Florida Citrus
Sports, Legends



Rod Thompson
CEO, FASTSIGNS
North Orlando



Maria Triscari
President & CEO,
International Drive Resort
Area Chamber of Commerce



John Troutt
General Sales Manager,
Stadium Club at Caribe Royal



Frank Vertolli
Co-founder & Managing
Partner, Net Conversion



Ricardo Villar
Chief Executive Officer,
Florida Cup



Scott Weisz
Executive Vice President,
Strategic Business
Operations, Marriott
Vacations Worldwide



Justin Williams
General Manager,
The Alford Inn



Amy Wise
VP, Marketing, Special
Olympics International



Vered Yakovee
Founder, Yakovee Law



Chelsea Zirpola
Chief Marketing Officer,
Mellick Group/Renewal
by Andersen

THE PATH TO *VICTORY*

Like any game plan, ours is designed to lead us towards victory.
The Greater Orlando Sports Commission follows a winning strategy:

1 EVALUATE
and determine which events
to pursue and renew

2 COLLABORATE
with our community
stakeholders to
strategically plan

3 BID
on new events and
opportunities

4 CREATE
owned and
operated events

5 ADVOCATE
for the strategic development of our local
sports infrastructure and ecosystem

OUR GAME PLAN DRIVES
EVENTS AND BUSINESS WITHIN
SIX TARGETED SEGMENTS.

OLYMPIC
INTERNATIONAL
MARQUEE

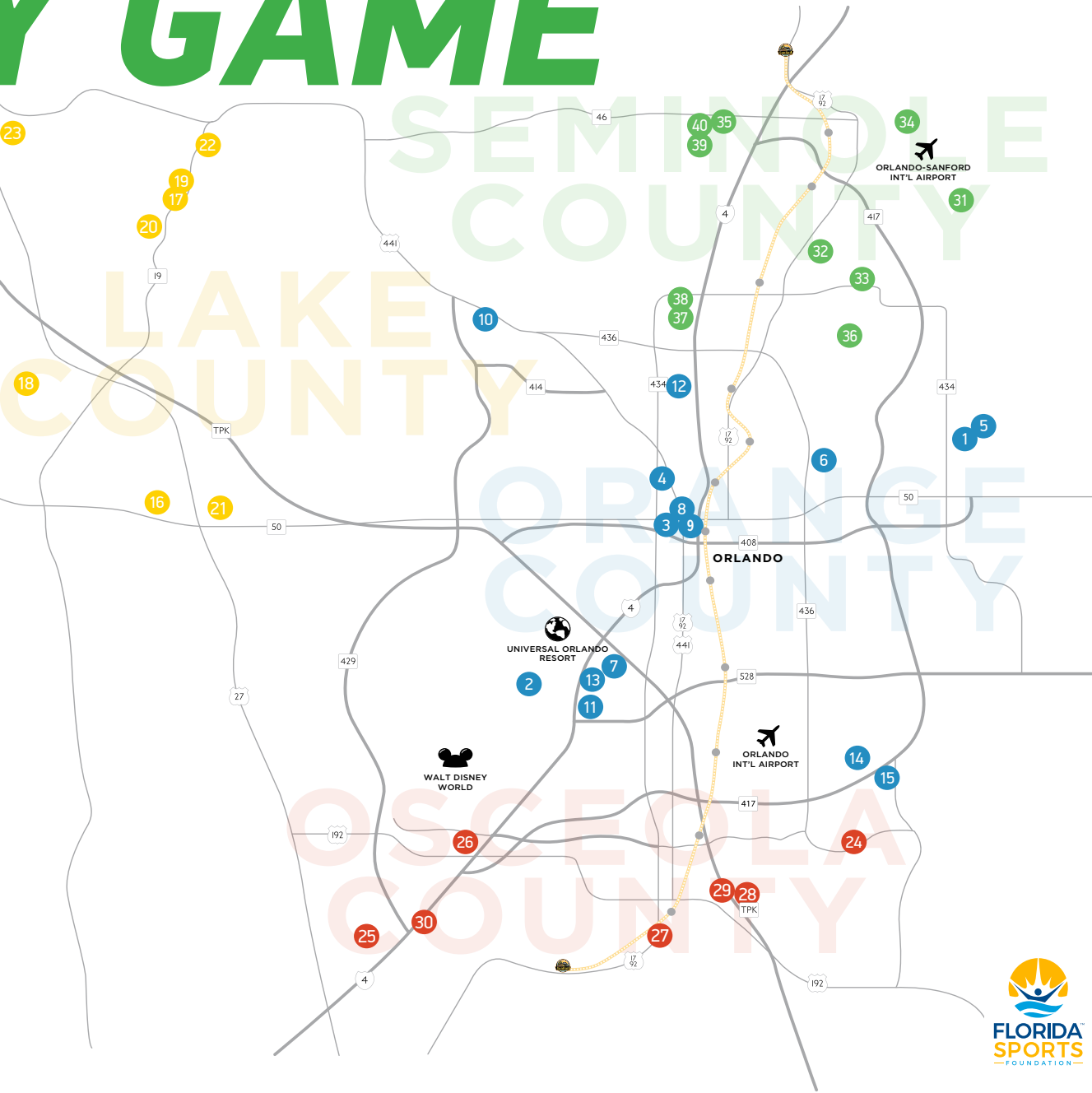
ESPORTS
COLLEGIATE
YOUTH/AMATEUR

TERRAIN FOR EVERY GAME

COMMUNITY FOOTPRINT*

		307,573
		1,492,951†
		470,856
		388,656
		383,956

* Number of residents is based on the 2020 Census.
† Provided by The Florida Legislature's Office of Economic and Demographic Research



WE'RE PROUD TO PARTNER WITH 40+ VENUES ACROSS THE GREATER ORLANDO AREA.

ORLANDO / ORANGE COUNTY

1. Addition Financial Arena
2. Arnold Palmer's Bay Hill Club & Lodge
3. Camping World Stadium
4. ClearOne Sports Centre
5. FBC Mortgage Stadium
6. Full Sail University Orlando Health Fortress
7. Game Point Events Center
8. Inter&Co Stadium
9. Kia Center
10. Northwest Recreation Complex
11. Orange County Convention Center
12. Orlando Ice Den
13. Rosen Aquatic & Fitness Center
14. USTA National Campus
15. XL Soccer World Lake Nona

LAKE COUNTY

16. Clermont Boathouse
17. Hickory Point Beach Sand Volleyball Complex
18. Jack Travers International Tournament Skiing at Sunset Lakes
19. Mike Stone Soccer Complex at Hickory Point Park
20. Mission Resort + Club
21. Orlando Health National Training Center
22. The Big House
23. Venetian Gardens

OSCEOLA COUNTY

24. Austin Tindall Sports Complex
25. ChampionsGate Sports Field Complex and Golf Club
26. ESPN Wide World of Sports Complex
27. Kissimmee Lakefront Park
28. Orlando Health Training Ground at Osceola Heritage Park
29. Osceola Heritage Park
30. Reunion Resort & Golf Club

SEMINOLE COUNTY

31. Boombah Sports Complex
32. Boombah Soldiers Creek Park
33. Central Winds Park
34. Historic Sanford Memorial Stadium
35. Orlando Health Training Ground at Sylvan Lake Park
36. Red Bug Lake Park
37. Sanlando Park
38. Seminole County Softball Complex
39. Seminole Soccer Complex
40. Sylvan Lake Park

SCORING BIG NATIONWIDE

In 2025, our team is traveling across the globe in an effort to bring events to Orlando.



THE NEXT BIG PLAY IS ONE STEP AWAY

WORKING WITH THESE ORGANIZATIONS
ON FUTURE OPPORTUNITIES



Corporate Partners who invest in the Greater Orlando Sports Commission mission represent a diverse cross section of our business community:



COVENANT



EMPIRE
COACH LINE



BENEFITS OF BECOMING A CORPORATE PARTNER:

- Support our mission of growing the local economy through sports tourism
- Promoted as a preferred partner of GO Sports to all incoming event organizers
- Invitations to business development update meetings and networking & special events
- Advance purchase opportunities for suites and/or tickets to marquee events
- Exposure and promotion via GO Sports social channels

For more information about sponsorship opportunities, please contact Michael D. Kalinich at michael@greaterorlandosports.com







**U.S. OLYMPIC
TEAM TRIALS**
MARATHON
FEBRUARY 3, 2024 • ORLANDO, FL

THE JOURNEY TO PARIS **RAN THROUGH DOWNTOWN ORLANDO**



Orlando achieved a historic milestone as the first Florida city to host the U.S. Olympic Team Trials – Marathon. On February 3, 2024, the nation's top marathoners raced through downtown Orlando, vying for the honor of representing Team USA at the 2024 Summer Olympics in Paris.

“What a phenomenal event, a great community and a great course. It was flat, fast and we ran what we needed to get to Paris. The crowds were amazing, almost too loud. I almost thought I needed some earplugs out there. I’m really grateful to the City of Orlando for having this event.”

CLAYTON YOUNG, SILVER MEDALIST

RECORD CROWDS, RECORD COVERAGE

100,000+

spectators at
Florida's first U.S.
Olympic Team
Marathon Trials

1.9K

total TV
segments

1.33B

total
broadcast
audience

850,000+

households
between NBC
and Peacock

21.3M

social media
impressions

4.7K

online
articles

\$211M

online ad value
equivalency





HOSTING NCAA CHAMPIONSHIPS SINCE 1997



The NCAA awarded Greater Orlando more championship events than any other destination for the 2022–2026 bid cycle. In the fall of 2024, Orlando was awarded 12 additional championships from 2027–2037.

7
VENUES

30
CHAMPIONSHIP
EVENTS

5
DIFFERENT
SPORTS

HOST INSTITUTIONS

DIVISION I PARTNER



DIVISION II PARTNER



DIVISION III PARTNER



2023

- Division I Men's Basketball Championship — 1st/2nd Rounds
- Division I, II & III Men's & Women's Tennis Championships
- Division III Women's Golf Championship

2024

- Division II Spring National Championships Festival (Men's & Women's Golf, Men's & Women's Tennis, Women's Lacrosse, and Softball)

2025

- Division II Men's & Women's Tennis Championships
- Division III Men's Golf Regional

2026

- Division III Men's Golf Championships

2027

- Division II Women's Golf Championships

2028

- Division I Men's Basketball Championship — 1st/2nd Rounds

2028–2037

- Division I Men's & Women's Tennis Championships



CELEBRATING WOMEN IN SPORTS

PRESENTED BY:



A WIN FOR ONE IS A WIN FOR ALL



In 2024, GO Sports hosted a sold out crowd of 725+ guests at its 6th Annual Celebrating Women in Sports luncheon presented by Orlando Health Jewett Orthopedic Institute. The event honored five of Orlando's outstanding female sports leaders across three categories: Rising Star Award, Women in Sports Leadership Award, and the WISE Greater Orlando Women of Inspiration Award.

Featured speaker and Hall of Fame broadcaster Doris Burke sat down for a fireside chat with Orlando-based sports broadcaster, Despina McLaughlin.

FEATURED SPEAKER



DORIS BURKE

A Hall of Fame broadcaster and the lead NBA analyst for ESPN and ABC, she made history in 2024 as the first woman to serve as a game analyst for a championship final in one of the four major U.S. sports leagues. Burke, who became the first female national NBA game analyst in 2017, has earned numerous accolades, including the 2018 Curt Gowdy Media Award and the 2017 WISE Women of the Year Award. A former standout player at Providence College, she was inducted into the school's Hall of Fame in 2000.

AWARD RECIPIENTS TO DATE

2024



Grace Burr
United States
Tennis Association



Pennie Parker
Rollins College



Tiffany Roberts Sahaydak
UCF Athletics



Angela Suggs
Florida Sports Foundation



Joanne Wallen
United States
Tennis Association

2023

Latria Graham (GLB Media Group), **Betsy Hughes** (Track Shack), **Jennifer Lastik** (Greater Orlando Sports Commission), **Uneke Armani** (Florida Citrus Sports), **Sari Kitelyn** (Full Sail University)

2022

Sharon Line Clary (AdventHealth), **Katie Stocz Miller** (Orlando Magic), **Amy Wise** (2022 Special Olympics USA Games), **Ali Anderson** (Orlando Magic), **Jessica West** (Orlando City SC, Orlando Pride & Exploria Stadium)

2021

Stacey Allaster (USTA), **Trish Highland** (Orange County & Lake County Public Schools), **Kay Rawlins** (Orlando City Foundation), and **Megan Rose** (USTA)

2019

Donna Dowless (XOXO Media Group), **Marci Doyle** (Arnold Palmer Invitational), and **Shelly Wilkes** (Lakeland Magic)

2018

Maribeth Bisienere (Walt Disney World & Disney Sports), **Linda Landman Gonzalez** (Orlando Magic & Orlando Magic Youth Foundation), and **Joanie Schirm** (Founding President of the Greater Orlando Sports Commission)





Greater Orlando's 5th Annual Night of Champions presented by Orlando Health Jewett Orthopedic Institute saw a record of 68 finalists from 34 organizations recognized across 12 award categories. The winners were revealed during the WKMG-TV News 6 broadcast on ClickOrlando.com, showcasing the sports business professionals whose contributions and impact have been vital in making Greater Orlando the country's premier sports destination. On the night of the broadcast, GO Sports brought the community together for a live Watch Party and Sports Industry Reception at the Orlando Museum of Art sponsored by AAU.



**Best in Media,
Communications & PR**
Sam Gardner
Florida Citrus Sports



**Best in Gameday &
Team Operations**
Kim Bruno
Track Shack Events



Sponsorship Activation of the Year
**Florida Citrus Sports
& Pop Tarts Bowl**
"Leave No Crumbs"



Best in Corporate Partnerships
Kelly Hyne
Orlando City SC, Orlando Pride and
Inter&Co Stadium



Best in Marketing
Grace Burr
United States Tennis Association



Executive of the Year
Steve Hogan
Florida Citrus Sports



Best in Venue Operations
Julie Baca
Orlando City SC, Orlando Pride and
Inter&Co Stadium



Best in Social Responsibility
Brodrick Johnson
UCF Athletics



Chairman's Award of Excellence
Pat Williams
Orlando Magic



Best in Business Operations
Aurusa Moosani
Orlando City SC, Orlando Pride and
Inter&Co Stadium



Best in Sales
Giovanni Duarte
Orlando City SC, Orlando Pride and
Inter&Co Stadium



Sports Tourism Alliance Award
Tom Draper
Greater Orlando Aviation Authority

INVESTMENT IN *OUR FUTURE*

The strength of Greater Orlando as the premier sports destination relies on the continued investment in our world-class venues. Thanks to the support of Orange County's Tourist Development Tax (TDT) funding, key facilities are undergoing transformative upgrades that will enhance the fan experience, attract marquee events and ensure long-term success in the region. These strategic investments in the Orange County Convention Center, Camping World Stadium, Kia Center and UCF Athletics Roth Tower not only elevate our ability to host top-tier competitions but also reinforce Orlando's position as a leader in sports tourism. By investing in our venues today, we are securing a brighter, more dynamic future for sports in our region.



A YEAR OF TRIUMPHS

This past year, we continued our journey to energize our economy and position Greater Orlando as the premier sports destination. From hosting invitationals to championships, we've established our place on the map as a home for world-class athletic events.



JANUARY

1/6–8: The **2024 ECNL Girls Regional League Florida National Event** took place in **Seminole County**, welcoming 170 elite teams in the U16-U19 age groups. Since the launch of the ECNL Girls Regional League national event series in 2022, the showcase-style tournament has highlighted the exceptional talent of regional league players while reinforcing our community's strong support for youth soccer.

FEBRUARY

2/2–4: The elite **ECNL Boys Regional League Florida National Event** tournament, featuring teams from U15-U19, follows a showcase-style format, with each team playing one game per day over three days. The 2024 event in **Seminole County** welcomed 164 top teams from across the nation, highlighting the continued growth and excellence of youth soccer in our community.

2/3: Orlando hosted the 2024 **U.S. Olympic Team Trials — Marathon**, marking the first time the event was held in Florida. Conner Mantz (2:09:05) and Fiona O'Keeffe (2:22:10, a U.S. Trials record) won their respective races, with the top three male and female finishers securing Olympic berths for the Paris Summer Olympics. The course started and ended at Lake Eola with 100,000+ spectators in attendance, showcasing Orlando's capacity to host premier sporting events.

MARCH

3/7–10: The **Arnold Palmer Invitational at Bay Hill Club & Lodge** showcased top talent from the PGA TOUR. The event drew thousands of fans and featured thrilling competition. For the fourth year, the Greater Orlando Sports Commission staff assisted with operations, contributing to the success of this premier golf tournament.

3/18: Orlando was ranked the **#1 Best Sports Business City for Attracting and Hosting Events by Sports Business Journal**, recognizing its success in securing diverse sporting events. The accolade highlights Orlando's world-class venues, strong partnerships, and vibrant community, solidifying its position as a premier sports destination. Over 1,500 events from 2017 to 2023 were analyzed for the rankings, with the announcement celebrated at **ESPN Wide World of Sports**.

APRIL

4/12–15: **Lake County** hosted over 100 anglers on the Harris Chain of Lakes for the **Bassmaster Elite Series**, the highest level of professional bass fishing tournaments where competitors must qualify for the series through the St. Croix Bassmaster Opens or the TNT Fireworks B.A.S.S. Nation.

4/23: Jason Siegel, President and CEO of the Greater Orlando Sports Commission, was announced as the 2023 **"Downtowner of the Year"** by the Downtown Orlando Partnership. The award, recognizing his dedication to advancing downtown Orlando, was presented by Mayor Buddy Dyer at the Golden Brick Awards at **Steinmetz Hall**.

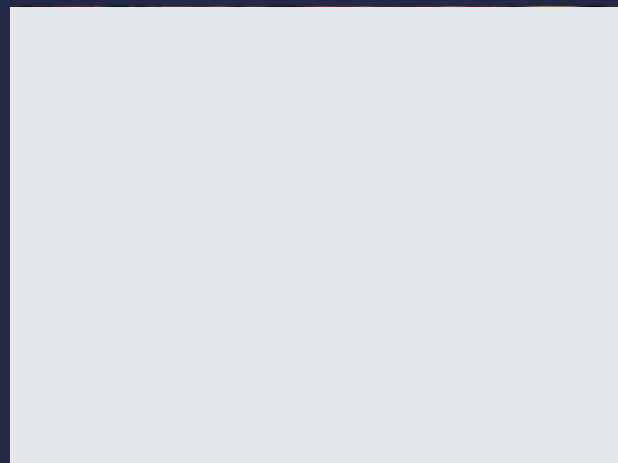
4/29–5/3: The **2024 FHSAA Boys and Girls Tennis State Championships** took place in **Seminole County**, with over 500 athletes competing across various classifications (1A, 2A, 3A, and 4A). The tournament included both team and individual events at Sanlando Park, Red Bug Lake Park, and Sylvan Lake Park.

MAY

5/20–25: The Greater Orlando Sports Commission, in partnership with Rollins College, was proud to host the **2024 NCAA Division II National Championships Festival**. Six national champions were crowned at four venues during the week of competition: men's and women's golf, women's lacrosse, softball and men's and women's tennis.

2024

A YEAR OF TRIUMPHS



JUNE

6/12: The U.S. Men's National Team defeated five-time world champion Brazil 1-0 in the second edition of the **Allstate Continental Clásico at Camping World Stadium**. The Allstate Continental Clásico is an annual event that features the USMNT hosting a top-tier opponent from North, Central or South America.

6/13–7/7: The **51st AAU Jr National Volleyball Championships** hosted at the **Orange County Convention Center** was again the largest volleyball event in the world, breaking their own record with 5,732 teams participating in the 2024 event.

6/27–30: The **Canada Men's National Team** trained in **Osceola County** at the Orlando Health Training Ground, a world class training venue that played a crucial role in their preparation for the CONMEBOL Copa América 2024. The stellar facilities and support in Osceola helped propel Team Canada to the quarter-finals.

6/29 and 7/1: The **CONMEBOL Copa América tournament** was once again hosted in the United States featuring 32 total matches at 14 emblematic stadiums throughout the country. In the 48th edition of the tournament, this was just the second time in history that it hosted 16 teams. Orlando hosted two matches at **Inter & Co Stadium**: Canada v Chile on June 29, and the second was Panama v Bolivia on July 1.

JULY

7/22–26: GO Sports executives, accompanied by community partners from Orange County, Orlando International Airport, the University of Central Florida, the Orlando Economic Partnership, and Universal Destinations & Experiences, **traveled to London to strengthen relationships in sports tourism**. As part of Sports Tourism Day, the delegation engaged with prominent sports organizations and entities, including the UK Department for Business and Trade, the City of London Corporation, the Premier League, USA Basketball and the NBA.

AUGUST

8/5–8: USA Track and Field welcomed Jason Siegel, President and CEO of GO Sports, to the **2024 Summer Olympics in Paris**. During this exciting week of world-class sports competition, Jason had the opportunity to meet with key sports organizations, including the International Olympic Committee, World Athletics, the International Basketball Federation (FIBA) and the NBA, the Federation Internationale de Volleyball (FIVB), Fédération Internationale de Gymnastique (World Gymnastics) & USA Gymnastics, and the Federation Internationale de Football Association (FIFA).

SEPTEMBER

9/24: Jennifer Lastik, Chief Operating Officer, was honored by **Sports Business Journal as a 2024 Game Changer**. The awards ceremony, held in New York City, celebrates the top 50 women in the sports industry who are driving innovation and shaping the future of sports business.

9/25: GO Sports hosted a sold-out crowd of 725+ guests for its **6th annual Celebrating Women in Sports Luncheon** presented by Orlando Health Jewett Orthopedic Institute at **Addition Financial Arena**. The event recognized five female leaders and featured a fireside chat with Hall of Fame sports broadcaster Doris Burke.

9/28: **FIFA announced 2025 Club World Cup host cities** and 12 venues to host matches, Orlando being the only city with **two host venues**. The 2025 FIFA Club World Cup will be the largest stand-alone global club football event ever staged in the United States and globally, with the best 32 clubs from all over the world participating.

2024

A YEAR OF TRIUMPHS



OCTOBER

10/1: The Greater Orlando Sports Commission, along with partners at the City of Orlando, Orange County, Orlando Venues, Orlando City SC & Orlando Pride, and Visit Orlando were privileged to host the **Rugby World Cup** delegation on a site visit to Orlando, showcasing **Camping World Stadium and Inter&Co Stadium**. We look forward to continuing to learn more about Rugby World Cup opportunities for 2031 and 2033.

10/2: The NCAA announced that Orlando was selected to host the **First-and-Second Rounds of the 2028 NCAA DI Men's Basketball Championship, as well as the 2027 Division II Women's Golf Championship**. The Division I Men's Basketball Championship, also known as March Madness, will return to **Kia Center** in 2028, co-hosted by UCF. The 2027 Division II Women's Golf Championship will be held at **Mission Resort + Club** in Lake County, co-hosted by Rollins College.

NOVEMBER

11/8–9: The **2024 Women's Collegiate Triathlon National Championships** took place at **Lake Louisa State Park** in Clermont, FL, bringing together the nation's top women's varsity collegiate triathletes to race for national titles. The event crowned women's collegiate champions for Division I, Division II and Division III schools from across the nation.

11/12: The **US Men's National Team** hosted their fall training camp at the **Orlando City SC Training Grounds at Osceola Heritage Park** with new head coach Mauricio Pochettino.

DECEMBER

12/4: The **2024 SPORTYS: Greater Orlando's Night of Champions** presented by Orlando Health Jewett Orthopedic Institute aired on WKMG's ClickOrlando. com. Viewers watched as 12 category winners were revealed from a field of 68 finalists. GO Sports hosted an in-person Watch Party and Sports Industry Reception, sponsored by AAU, at the **Orlando Museum of Art** to coincide with the broadcast.

12/7: During **USA Track & Field's Night of Legends annual awards gala**, hosted in Orlando, Mayor Jerry L. Demings, Orlando Pro Tem Mayor Bakari Burns, and GO Sports President & CEO Jason Siegel presented awards to several Team USA Olympic stars.

12/9: The NCAA announced **USTA National Campus as Long-Term Host for DI Tennis Championships**. For the next 10 years, Lake Nona will be the home of the NCAA Division I Men's and Women's Tennis Championships beginning in 2028, further cementing Orlando and the USTA National Campus as the home of college tennis.

2024

TERRAIN FOR EVERY GAME



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