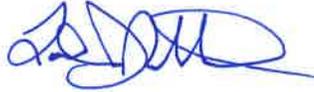


TDT Grants Application Review Committee Transmittal

Date: September 21, 2018

To: Orange County Convention Center Executive Director

From: ARC Vice-Chair Louis Robbins



This transmittal is to inform you that the Orange County Tourist Development Tax Grants Application Review Committee (ARC) has approved the recommendation of Harriett's Orlando Ballet Centre Auditorium project to the Orange County Tourist Development Council (TDC). The recommended funding of up to \$4 million for capital costs of the auditorium is from excess Tourist Development Tax (TDT) previously determined to be excess by the Board of County Commissioners (BCC) and subject to ARC allocation. The ARC recommendation for Harriett's Orlando Ballet Centre Auditorium project is for the following amount in the following fiscal year or years:

<u>Fiscal Year</u>	<u>Amount</u>
2018	Up to \$4 million pursuant to an Orange County funding agreement

Please schedule this ARC TDT funding allocation recommendation on the agenda at the September 21, 2018 TDC meeting for consideration by the TDC for recommendation to the BCC. The Orlando Ballet will attend the TDC meeting to make a presentation about their project TDT grant request to the TDC.

CC: County Administrator  
County Attorney

Request

Panelist TDT Grant ARC

Applicant Orlando Ballet

TDT ARC Capital evaluation matrix	Tourism Expansion (35 pts)			Project Soundness (35 pts)				Anticipated Return on Investment (30 pts)	
	Multiplier x 3	Multiplier x 3	Multiplier x 1	Multiplier x 1	Multiplier x 2	Multiplier x 2	Multiplier x 2	Multiplier x 3	Multiplier x 3
	Tourist Attraction	Advertising Reach	Tourism Industry Collaboration	Quality/Longevity Maintenance, Care & Stewardship	Process/Design & Planning	Operational Readiness	Financial Readiness	Economic Benefit (Jobs, wages, attracting employers and development)	Tax Revenues (TDT, Sales Tax, Property Tax)
5 Excellent	Host exceptional traveling visitor counts, need times, multi-hotel guaranteed room blocks, lengthy stays, high F&B	Generating extended periods of international coverage with high positive impact	Significant local room booking and advertising partnerships with tourism partners	Long-term facility, will avoid obsolescence, excellent history and plan for care & maintenance	Shovel ready project with great design/build team, permits, plans and approvals	Extremely strong experienced board or leadership, logistics confirmed, project implementation guaranteed	Extremely strong project financial plan and budget, good financial experience, strong financial partnerships and good cashflow	Notable large scale project preferred by high wage job employers, driver of surrounding new development, construction and operating jobs, helps nearby business	Hosts many extended stay visitors (TDT driver), drives sales tax growth by high visitor spending, promotes new development
4 Above Average	Host sizable traveling visitors, good timing, multi hotel room blocks, lengthy stays, some F&B	Generating some extended national coverage with high positive impact	Some local room booking and advertising partnerships with tourism partners	Long-term facility, above average usability, good plan for care & maintenance	Shovel ready project with design/build team, with some permits, plans and approvals	Strong experienced board or leadership, logistics mostly confirmed, project implementation very likely	Strong project financial plan and budget, good experience, some financial partnerships and good cashflow	Important project, driver of surrounding new development, construction and operating jobs, helps nearby business	Hosts some extended stay visitors (TDT driver), drives sales tax growth by some visitor spending, promotes new development
3 Average	Host traveling visitors, hotel room block(s), couple day stay	Media coverage with positive impact	Some local room booking with little advertising partnerships with tourism partners	Mid-term or transitional facility, average usability, good untested care & maintenance plan	Almost ready project with design/build team, needing permits, plans and approvals	Suitable board or leadership, logistics mostly confirmed, some past operational experience	Reasonable project financial plan and budget, some financial partnerships and some cashflow	Medium project, support for existing surrounding development, some construction and operating jobs	Hosts some overnight stay visitors (TDT), some sales tax growth by some visitor spending
2 Below Average	Host equal traveling visitors and locals, single day stays, no room blocks, poor timing	Random outcomes covered and periodic reviews	No local booking partnership and advertising already taken	Longevity concerns, care & maintenance plan concerns	Proposed project with some team, having some permits, plans and approvals delays	Inexperienced board or leadership. Some logistics undeveloped. Some past experience.	Tight project financial plan and budget, inexperienced, less financial partnerships and weak cashflow	Smaller project, little support for existing surrounding development, few construction and operating jobs	Hosts fewer overnight stay visitors (TDT), some sales tax growth by some visitor spending and locals spending may just displace other local spending
1 Poor	Host primarily locals, low stays, poor timing	Little impactful media coverage	Sponsored by competing destination, no local booking or advertising partnership	Longevity concerns, competing facilities, historic care & maintenance problems	Proposed project with team concerns, and permitting and approval concerns	Questionable ability to develop and operate the project effectively.	Gaps in project financial plan and budget, inexperienced, all TDT no financial partnerships and weak cashflow	Small project, weak support for existing surrounding development, few construction and operating jobs	Hosts few overnight stay visitors (low TDT), little sales tax growth by limited visitor spending and locals spending may just displace other local spending
0 Deficient	Travel unknown, lacking data, poor timing	No media plan or data, possible negative coverage	No plans or data	No usable response, maintenance nightmare	Speculative project - concerns with ownership and permitting	No data or past failures.	No data or math errors.	Weak project data, clashes with existing surrounding development, local opposition	No data, some tax exemption

INSTRUCTIONS: 1) Rank each request on its score sheet with 1 (lowest) to 5 (highest) in each section, using above Evaluation Matrix.

A multiplier will be applied that will calculate your score in each section. Max section score 5; max total score 100\*.

Scoring goal of 60%

Panelists are encouraged to rank all sections.

	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Score
Scores 1-5 →	3.3750	3.5000	4.3750	4.5000	5.0000	4.7500	4.0000	4.0000	3.5000	
Section points	25.00			32.00			22.50			79.50
Section %	71%			91%			75%			79.3%

2) Comments:

Enter any prompts for your panel meeting discussion; take note of highlights, or possible problems; need clarification from applicant? Or just want to commend them for something especially helpful in the grant; give a suggestion that might help the project, etc.

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TDT Grants Application Review Committee Transmittal

Date: September 21, 2018

To: Orange County Convention Center Executive Director

From: ARC Vice-Chair Louis Robbins



This transmittal is to inform you that the Orange County Tourist Development Tax Grants Application Review Committee (ARC) has approved the recommendation of OnePULSE Foundation Museum project to the Orange County Tourist Development Council (TDC). The recommended funding of up to \$10 million for capital costs of the museum is from excess Tourist Development Tax (TDT) previously determined to be excess by the Board of County Commissioners (BCC) and subject to ARC allocation. The ARC recommendation for OnePULSE Foundation Museum project is for the following amount in the following fiscal year or years:

<u>Fiscal Year</u>	<u>Amount</u>
2018	Up to \$4 million pursuant to an Orange County funding agreement
2019	Up to \$3 million pursuant to an Orange County funding agreement
2020	Up to \$3 million pursuant to an Orange County funding agreement

Please schedule this ARC TDT funding allocation recommendation on the agenda at the September 21, 2018 TDC meeting for consideration by the TDC for recommendation to the BCC. The OnePULSE Foundation will attend the TDC meeting to make a presentation about their project TDT grant request to the TDC.

CC: County Administrator  
County Attorney

Request

Panelist TDT Grant ARC

Applicant **One Pulse Foundation**

TDT ARC Capital evaluation matrix	Tourism Expansion (35 pts)			Project Soundness (35 pts)				Anticipated Return on Investment (30 pts)		
	Multiplier x 3	Multiplier x 3	Multiplier x 1	Multiplier x 1	Multiplier x 2	Multiplier x 2	Multiplier x 2	Multiplier x 3	Multiplier x 3	
	Tourist Attraction	Advertising Reach	Tourism Industry Collaboration	Quality/Longevity Maintenance, Care & Stewardship	Process/Design & Planning	Operational Readiness	Financial Readiness	Economic Benefit (Jobs, wages, attracting employers and development)	Tax Revenues (TDT, Sales Tax, Property Tax)	
<b>5</b>	<b>Excellent</b>	Host exceptional traveling visitor counts, need times, multi-hotel guaranteed room blocks, lengthy stays, high F&B	Generating extended periods of international coverage with high positive impact	Significant local room booking and advertising partnerships with tourism partners	Long-term facility, will avoid obsolescence, excellent history and plan for care & maintenance	Shovel ready project with great design/build team, permits, plans and approvals	Extremely strong experienced board or leadership, logistics confirmed, project implementation guaranteed	Extremely strong project financial plan and budget, good financial experience, strong financial partnerships and good cashflow	Notable large scale project preferred by high wage job employers, driver of surrounding new development, construction and operating jobs, helps nearby business	Hosts many extended stay visitors (TDT driver), drives sales tax growth by high visitor spending, promotes new development
<b>4</b>	<b>Above Average</b>	Host sizable traveling visitors, good timing, multi hotel room blocks, lengthy stays, some F&B	Generating some extended national coverage with high positive impact	Some local room booking and advertising partnerships with tourism partners	Long-term facility, above average usability, good plan for care & maintenance	Shovel ready project with design/build team, with some permits, plans and approvals	Strong experienced board or leadership, logistics mostly confirmed, project implementation very likely	Strong project financial plan and budget, good experience, some financial partnerships and good cashflow	Important project, driver of surrounding new development, construction and operating jobs, helps nearby business	Hosts some extended stay visitors (TDT driver), drives sales tax growth by some visitor spending, promotes new development
<b>3</b>	<b>Average</b>	Host traveling visitors, hotel room block(s), couple day stay	Media coverage with positive impact	Some local room booking with little advertising partnerships with tourism partners	Mid-term or transitional facility, average usability, good untested care & maintenance plan	Almost ready project with design/build team, needing permits, plans and approvals	Suitable board or leadership, logistics mostly confirmed, some past operational experience	Reasonable project financial plan and budget, some financial partnerships and some cashflow	Medium project, support for existing surrounding development, some construction and operating jobs	Hosts some overnight stay visitors (TDT), some sales tax growth by some visitor spending
<b>2</b>	<b>Below Average</b>	Host equal traveling visitors and locals, single day stays, no room blocks, poor timing	Random outcomes covered and periodic reviews	No local booking partnership and advertising already taken	Longevity concerns, care & maintenance plan concerns	Proposed project with some team, having some permits, plans and approvals delays	Inexperienced board or leadership. Some logistics undeveloped. Some past experience.	Tight project financial plan and budget, inexperienced, less financial partnerships and weak cashflow	Smaller project, little support for existing surrounding development, few construction and operating jobs	Hosts fewer overnight stay visitors (TDT), some sales tax growth by some visitor spending and locals spending may just displace other local spending
<b>1</b>	<b>Poor</b>	Host primarily locals, low stays, poor timing	Little impactful media coverage	Sponsored by competing destination, no local booking or advertising partnership	Longevity concerns, competing facilities, historic care & maintenance problems	Proposed project with team concerns, and permitting and approval concerns	Questionable ability to develop and operate the project effectively.	Gaps in project financial plan and budget, inexperienced, all TDT no financial partnerships and weak cashflow	Small project, weak support for existing surrounding development, few construction and operating jobs	Hosts few overnight stay visitors (low TDT), little sales tax growth by limited visitor spending and locals spending may just displace other local spending
<b>0</b>	<b>Deficient</b>	Travel unknown, lacking data, poor timing	No media plan or data, possible negative coverage	No plans or data	No usable response, maintenance nightmare	Speculative project - concerns with ownership and permitting	No data or past failures.	No data or math errors.	Weak project data, clashes with existing surrounding development, local opposition	No data, some tax exemption

**INSTRUCTIONS: 1) Rank each request on its score sheet with 1 (lowest) to 5 (highest) in each section, using above Evaluation Matrix.**

A multiplier will be applied that will calculate your score in each section. Max section score 5; max total score 100\*.

Scoring goal of 60%

Panelists are encouraged to rank all sections.

	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Score
Scores 1-5 →	3.6250	5.0000	4.1250	3.5000	2.8750	3.3750	3.1250	3.8750	4.0000	
Section points	30.00			22.25			23.63			75.88
Section %	86%			64%			79%			76.0%

**2) Comments:** Enter any prompts for your panel meeting discussion; take note of highlights, or possible problems; need clarification from applicant? Or just want to commend them for something especially helpful in the grant; give a suggestion that might help the project, etc.