



I-Drive District Advisory Board Meeting Orange County Convention Center Update

OCTOBER 25, 2023

FY 22-23 RECAP



Total Events

159

Attendees

1.5 Million

Economic Impact

\$2.8 Billion



FY 22-23 Q4 NOTABLE EVENTS



September 7-9, 2023

13,000 est. attendees

**\$33.4 million economic
impact**



September 19-21, 2023

15,000 est. attendees

**\$38.5 million economic
impact**



September 26-29, 2023

26,000 est. attendees

**\$66.7 million economic
impact**



FY 22-23 Q4 RECAP VIDEO



FY 22-23 TRENDS

- **Increased attendance at 134% compared to 2019***
- **Companies are doing business at events**
- **B-Leisure**
- **Live events are a solution for:**
 - **Disconnected Remote Workers**
 - **Distributed Teams**

*Source: Freeman Company



“They’re looking for greater connection to their colleagues and industry, more hands-on learning experiences, and a clear value proposition that aligns with their work/life priorities.”

**-Wunderman Thompson Intelligence’s
Generation Z: Building a Better Normal**

FY 2023 - 2024 OUTLOOK



Total Events

158

Attendees

1.6 Million

Economic Impact

\$3.1 Billion



NORTH-SOUTH BUILDING PROJECT



NORTH-SOUTH BUILDING PROJECT



- In August 2020, design/construction contracts were terminated for convenience due to economic conditions.
- Design 50% completed.
- Approximately \$18 million has been spent on the project to date.



PHASE 5A PROJECT



- On Oct. 3, the BCC voted to approve allocating TDT funding for the completion of Phase 5A of the project.
- Budget: \$560 million
- Project will include enhancements to the North-South Building along Convention Way.





**THANK
YOU!**

Orlando
**Orange County
Convention Center**