



**Tourist Development Council Meeting  
March 21, 2019**

**In Attendance:** Mary Sue Weinaug, Brenda Urias, Chairman George Speake, Bruce Skwarlo, Commissioner Sarah Reece, Commissioner Patrick Austin, Don Dougherty, Frank Cirrincione, Commissioner Amy Lockhart

**Excused:** None

*A quorum was met*

**Meeting started at 3:00pm**

**Pledge of Allegiance**

**Moment of Silence**

**Introductions around the room**

**Approval of January 2019 minutes**

**Motion:** Bruce Skwarlo

**Second:** Brenda Urias

**Vote:** Unanimous

**Paradise Update**

*Danielle Ackerman*

- 'ON' Brand Campaign shoot (Black Hammock and Tubby's). More details regarding the new campaign will be provided at the May TDC meeting
- Spring/Summer campaign will begin in April 1 and run through July 28
- Creative slides were presented to the TDC representing the new campaign

**Chairman Speake asked:** Is the "stamp" a new logo?

**Danielle Answered:** Yes, it's like a logo bug or a seal. The tourism team would like to utilize this "seal" on promotional items to reinforce the brand.

**PR**

*Danielle Ackerman*

- Sports Marketing Economic Impact in 2018
- Promotion of "Zoolarious" at the Zoo and Winter Weekday Discounts

Public relations is on-track to meet 2019 goals for print and online editorials, editorial impressions, FAM trips, and press releases.

## **Evok Update**

**Lisa Mohle**

### **January 2019 Social Highlights: *Do Orlando North***

- 614% increase in Instagram impressions
- 277% increase in Twitter engagements
- 125% increase in Twitter impressions
- 20% increase in Facebook impressions
- 8% increase in total Instagram engagements

### **Promoted Posts:**

- Facebook: \$352 with a CTR (Click Through Rate) of 12.89%
- Twitter: \$200 with CPE (Cost Per Engagement) at \$0.05 – craft food and beverage are most popular visually
- Instagram: 38,594 impressions
- Instagram Stories are utilized, but they only last 24 hours. They can be archived, however. Evok sends a team to promote some events live ( thus the use of the “story” function over just images)

### **Show Your Love promotion for February**

- Flight donated by Via Air and a tour for two donated by Limo Cycle
- Targeted the Via Air market: Total Engagements was 2,459
- Total Entries was 58, 30% lower than targeted. Potentially due to low brand awareness in those areas.
- Total Spend: \$352.97
- Winner from Claremore, OK

### **January 2019 Social Highlights: *Play Orlando North***

- Large Instagram engagement and impression increase (14,000% and 12,000% respectively), which is primarily due to implementation of a budget for paid posts
- Girls’ ECNL utilized a PhotoBox and then tagged photos with “PlayOrlandoNorth” handle

**Brenda Asked:** Do we have Facebook followers and have those been increasing?

**Lisa Answered:** yes, through promoted posts, Facebook is holding steady at about 12, and the page list shows we had an additional 191 followers. The total on the day of the meeting is about 800.

### **Lisa will provide additional numbers for Do Orlando North to TDC**

#### **Promoted Posts:**

- Twitter: 2828 impressions and CPE (Cost Per Engagement) was \$0.06
- Two Instagram Stories: ECNL Boys’ and Girls’

**Chairman Speake Asked:** Will the large numbers in increases settle down, and are they month-to-month?

**Lisa Answered:** Yes, the numbers will stabilize, and yes, they are month-to-month

**Commissioner Lockhart Asked:** There is a Seminole County Facebook/Instagram page that looks official, but I don't believe it is. Is there a way to identify those who are "impersonating" Seminole County? Or reach out to them and connect with them?

**Lisa Answered:** Yes, we can reach out and ask for permission to use their stuff. There could be some legal issues from the County standpoint if they are using branded content. If they are not, then we can't take any type of legal action, but we will still look into who is running the page, and try and connect with them.

## **Zoo Update**

### ***Dino Ferri and Julia Krall***

- Over last couple months we have hosted events for some groups visiting throughout the Southeast and a visiting team from the Sports Complex held a team building event the Aerial Adventure Course
- Continuing to renovate boardwalks and we are upgrading the spider monkey habitat
- Zoo was recognized in *My Sanford Magazine* as "Best Sanford Family Fun Day"
- Overall marketing signed with Orlando Weekly. What they offer is all their platforms so the zoo can keep people in the area up to date on events at the zoo. Mainly using for their Ad Messenger
- Otter Experience marriage proposal

**Brenda Asked:** Is there video available?

**Julia Answered:** No, the video is only provided to the couple.

- Sunset at Zoo is the 3<sup>rd</sup> Thursday of the month and runs through October. \$5 and is an adults only event

**Chairman Speake Asked:** How are repairs going from the tornado?

**Dino Answered:** It only hit the zip line course which reopened in March.

## **Tourism Update**

### ***Tricia Johnson***

- Gui Cunha is returning as the new Tourism Director
- March 26 BCC meeting Rich Maladecki, will speak to BCC about the National Tourism Organizations new economic impact calculator
- Legislative session began on March 5, 2019
  - Brandy Hastings discussed HB6031, a Visit Florida bill that authorizes funding.

**Tricia Asked:** If the bill doesn't get heard by the House, can the Governor step in and take a roll?

**Brandy Answered:** Governor DeSantis did support funding Visit FL by putting the \$76 million in his current budget.

**Question:** What happens if Visit Florida is defunded?

**Brandy Answered:** DMO's and local visitor bureaus would continue, but that other extra level of support would no longer exist, such as national campaigns marketing Florida as a destination.

**Question:** Why has the bill not been on the agenda yet? Is it because legislature feels like we don't need it?

**Brandy Answered:** We aren't certain, but it appears the Speaker of the House is not supportive.

**Question:** Is there a compromise that keeps the integrity of campaigns?

**Brandy Answered:** Possible to have \$50 million budget and of course Visit Florida will do best with what they have.

- Office move went well from International Parkway to SSC Heathrow
- Thank you to tourism team for continuing the efforts of maintaining our department while looking for the Tourism Director

## **Sports Update**

### **Danny Trosset**

- Recap of FY 2017/2018: 106 total events, 41,100 room nights
- March projections are on track
- We are hosting Collegiate Spring Training Softball in march, 2020 which features DI, DII, DIII (Soldiers Creek)

### **Sports Complex FY 18/19 Projections:**

Events: 55	Room Nights: 21,600	Eco. Impact: \$26.2 million
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### **Other Venues FY 18/19 Projections:**

Events: 51	Room Nights: 19,500	Eco. Impact: \$22.0 million
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### **Sports Complex Actuals – Oct 2018 through Jan 2019**

Events: 16	Room Nights: 7,572	Eco. Impact: \$7.4 million
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### **Other Venues Actuals – Oct 2018 through Jan 2019**

Events: 18	Room Nights: 8,531	Eco. Impact: \$8.1 million
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*\*Still gathering data on actuals for both Sports Complex and Other Venues for months of February and March 2019.*

- January has historically been low, but with the opening of the Sports Complex, January has become a stronger month

## **Upcoming Events**

### **March:**

- How to Do Florida episode of filming was rescheduled due to poor weather

- Canadian Spring Training: March 9-15, 20 different baseball academies, mostly from Canada
- Florida League-High School Invitational: March 7-30
- HoganLax, LLC – Florida Team Training: March 10-29
- Staff will be traveling to the NASC in early May to meet with several different associations and event organizations in an effort to bring in new events to Seminole County

**April:**

- **April 6-7:** CFL Super 25 Qualifier- Perfect Game Youth Florida – 325 rooms and \$240,375 economic impact
- **April 24-29:** Men’s and Women’s Tennis Championship- UAA – 350 rooms, \$539,227 economic impact
- **April 26-28:** NextGen Youth Championship – Prospect Wire – 200 rooms 287,430 economic impact
- **April 29-May 3:** FHSAA Tennis State Championships – FHSAA 450 rooms and \$395,574 economic impact

**May:**

- **May 2-5:** Seminole State College - JUCO State Championships -260 room nights and a \$176,764 economic impact
- **May 18-19:** Softball Factory - Spring Classic national Showcase – 275 rooms and a \$270,511 economic impact  
Florida Rush– Champions Cup – 423 rooms and \$401,400 economic impact
- **May 21- 25:** NCAA DII Tennis Championships – 921 rooms and \$527,170 economic impact
- **May 25-27:** Diamond 9 – Power 3 Showcase – 650 room and a \$780,397 economic impact

**Bruce Asked:** Actualized more than projected but are we down in room nights?

**Danny Answered:** Total room nights for the ECNL we are down overall for the event as a whole, but more of those nights came into Seminole County (as opposed to neighboring counties)

**Greater Orlando Sports Commission**

**Shalisa Griffin**

**Event Overview:**

- Women’s College Cup Youth Showcase
- Tottenham Hotspur American Trophy
- ECNL
- She Believes Cup-England Team Training
- FHSAA Tennis State Championships
- Champions Cup
- On track to surpass goal of at least 7,000 room nights with a projected 7,336 room nights and \$5.74 million economic impact

ECNL saw an increase with total room nights going up in Seminole County, even though total event room nights decreased for the event overall (down 716 rooms) but more than 500 additional rooms in Seminole County over last year. Overall numbers decreased because ECNL is restructuring their tournament to include older participants, who don’t travel with as many spectators.

**ECNL 2020:**

Girls: Jan 10-12, 2020

Boys: TBD

- Hogan Lacrosse has moved from Lake and Osceola to Seminole.
- NCAA DII is secured for 2019 and 2022

**Commissioner Austin:** Are you looking at any other high school sports?

**Shalisa Answered:** Yes, we have looked at cross country but have an issue with the layout of the proposed facility itself, so that makes it difficult to host the event. We look at going after those events specific to Seminole county.

**Old business:** none

**New Business:** Ethics training begins.

**TDC meeting adjourned at 4:00**

***TDC Ethics Training began shortly thereafter.***