

ORLANDO NORTH SEMINOLE COUNTY

TOURIST DEVELOPMENT COUNCIL MEETING THURSDAY, AUGUST 19, 2021

Tourist Development Council meeting called to order by Chairman Frank Cirrincione at 3:01 PM

A quorum was established

In Attendance:

Chairman Frank Cirrincione, General Manager Hilton/Orlando Altamonte Springs
Elizabeth Brown, President, TBI US Operations Inc./OSI Inc. (SFB)
Commissioner Lee Constantine, Seminole County Board of County Commissioners, District 3
Rick Donohue, General Manager, Embassy Suites Orlando North
Jamie Ross, General Manager, Residence Inn Orlando Lake Mary
Mary Sue Weinaug, Owner, Wekiva Island
Commissioner Patrick Austin, City of Sanford
Brenda Urias-Manager, Travel Marketing Programs, AAA

Excused:

Commissioner Sarah Reece, City of Altamonte Springs CALNO Representative

Pledge of Allegiance and Moment of Silence

Approval of April 15, 2021 TDC Meeting Minutes

Motion: Brenda Urias with minor change added*

Second: Commissioner Patrick Austin

Vote: unanimous

***change added to reflect Brenda Urias' absence during the April TDC**

Sanford Main Street Grant Application Presentation

Christina Hollerbach-President

- Consolidation of several of Sanford's private business entities into one message
- Visitor guide production
- Events/Activities
 - Small Business Saturday
 - Christmas in July
 - Paint the City Purple
- Discussed funding

- Upcoming Events
- Jingle Jam in December

Comment by Gui Cunha- Administrator

A Main Street designation usually takes a year or longer to obtain. Part of our Main Street grant application is investment from municipalities and private businesses. It is a partnership with various revenue streams. All TDC dollars will go towards marketing efforts in attracting visitors to Seminole County.

Question: Frank Cirrincione: Will there ever be a time when you are self-supporting?

Answer: Christina Hollerbach: Yes. We will always look for grants that will be available, but we will become self-supporting.

Motion to Approve Sanford Main Street Grant for \$50,000:

Commissioner Patrick Austin

Second: Rick Donahue

Vote: Unanimous

Tourism Update

Leisure and Administration

Gui Cunha- Administrator

- Continuing NIL student-athlete deals
- Content shoots
- CVent destination welcome letter
- Florida Governor's Conference
- Growing Play Orlando North social
- Giveaways promotions

Sports Update

Danny Trosset-Sports Tourism Director

Event update

- Perfect Game update
- Discussion about annual funding agreement for next fiscal
- Thanked Leisure Services staff for efforts in June and July
- Updated numbers for June and July at November TDC meeting
- Upcoming events
- FIFA site visit for World Cup 2026
- Connect Sports 2021 Conference

Question: Brenda Urias: Do we have record numbers this year because we are open versus other counties/states, or because we already had those tournaments scheduled?

Answer: Danny Trosset: The record numbers are due to the volume of events on the schedule, especially with PG having been added.

Question: Frank Cirrincione: Moving forward are we going to amend expectations for PG since their actual numbers of room nights fell short of their projected/guaranteed room nights?
And were the lower numbers due to COVID?

Answer: Danny Trosset: We always vet events when they underperform and are always looking for new ones. PG has seen cancellations due to the pandemic.

Gui Cunha: We will be in discussion with PG next month regarding their short fall and how to mitigate that.

Question: Rick Donahue: First off, I want to congratulate the team for all the efforts during these hectic times. On a side note, why are games being played without the use of our state-of-the-art scoreboards?

Answer: Danny Trosset: Our scoreboards are functional. The use of the scoreboards relies on the event organizer's decision.

Occupancy Update

Gui Cunha-Administrator

- Historic June numbers-highest collection ever for Seminole County
- Strong July
- Cautious on August

Question: Brenda Urias: Have we had any cancellations in sports due to Delta Variant?

Answer: Danny Trosset: No cancellations

Question: Frank Cirrincione: Are we seeing slow-downs for corporate travel?

Answer: Gui Cunha: We are hearing of cancellations from our hoteliers but we won't have an accurate view until mid-September when the August STR report is released.

Central Florida Zoo Update

Dino Ferri-CEO

- Made goal of \$2.5 million dollars
- Annual pass holder update
- New ticketing system
- New concessioner-Graze-will offer vegetarian options
- Upcoming events
- Adult Sunset at the Zoo
- Family Sunset at the Zoo
- Brews Around the Zoo
- Zoo Boo Bash
- Asian Lantern Festival-November through January

Evok Update

Allison Braunstein-Account Executive

- Social updates
- Positive number for both DON and PON
- Image extensions through Google
- Airport Installations going-up in the new terminal area

Old Business

- None

New Business

- Next meeting on November 18, 2021 at the Hilton Orlando North/ Altamonte Springs
- BCC sent letter of support to FIFA regarding World Cup 2026
- American Recovery dollars-should have some money headed to local hoteliers

Meeting adjourned 4:18 PM