



Tourism Development Council Meeting
January 19, 2017
County Services Building, Room 3024

IN ATTENDANCE: Chairman Gary Brender, Commissioner Carlton Henley, Mayor Jeff Triplett, Don Dougherty, Bruce Skwarlo, George Speak

A quorum was present

Chairman Brender called meeting to order at 3:10pm

APPROVAL OF NOVEMBER 17, 2016 MINUTES

Motion: Bruce Skwarlo

Second: George Speak

Vote: Unanimous

ELECTION OF VICE CHAIRMAN:

Per County Administrative Code, a hotelier shall be selected as 2017 TDC Vice-Chairman and will serve as 2018 TDC Chairman

Motion to nominate Bruce Skwarlo as 2017 TDC Vice-Chairman: Don Dougherty

Second: Mayor Triplett

Vote: Unanimous

PRESENTATION:

FY 15/16 Marketing Overview

Walter Klages, Research Data Services

Question: Are the rental cars included in the final numbers?

Answer: Yes

Question: Can satisfaction and potential to revisit/return numbers be further broken down into areas of interest (sports venues, the zoo, eco-tourism)?

Answer: Yes, they will be sent to the TDC next week <week of the 1/23> and also presented at the March TDC meeting.

Question: What was the response pool for the survey?

Answer: Four hundred and forty-five face-to-face interviews were conducted on a monthly basis by dedicated staff members, which equates to approximately 6,000 per year.

Question: How do you select respondents?

Answer: They are found all over the county, but the interviewers focus on hotels primarily

Question: Why to occupancy numbers presented by RDS, STR, and Red vary?

Answer: Dependent upon on the variable and metrics used in each survey. Further answers will be provided by Gui Cunha during his discussion

PRESENTATION:

Soldier's Creek Renovation, Joe Abel

- Similar model as the Sports Complex
- 6 natural turf fields; turf is more popular for diamond sports
- Facility is geared towards women's fast pitch softball and 12 and under youth baseball
- Tentative date for opening: Memorial Day Weekend, 2017
- One field is a stadium/championship field that will hold 200-500 spectators
- UCF and SSC have toured the facility and are excited to utilize it for tournaments
- The complex utilized geometry to establish contours and elevations for fields; all fields are at slightly different elevations.
- Parking: 300 spots with a drop off area; complex will use Environmental Center and Fire Station will be utilized for overflow parking, RVs and buses

TOURISM UPDATE

Tricia Setzer: Chief Administrator

- Close to finalizing Central Florida Sports Commission renewal contract. Hope to have final contract executed by March TDC meeting.
- Currently three open TDC seats: Two should be filled by end of month. Hotelier spot is tricky due Seminole County resident requirement (per state statute). Tricia is working with BCC to determine best representatives.
- Marketing & Advertising contract expires in September. Tourism is providing a BCC workshop on February 14, 2017 to discuss needs and scope. The scope should go out to bid in April. Interviews will most-likely take place in June with the final presentation to the BCC at the second BCC meeting in August.
- George Speak and Chairman Brender agree to serve on interview panel as TDC representatives.

Gui Cunha: Tourism Manager

- Tourism recently participated in two tradeshow: Florida Encounter and Florida Huddle.
- Tourism received more than 100 leads; waiting on responses to generate RFPs
- Wonderful co-op experience at Florida Huddle with Michael Caires from the airport and Linda Ponton from St. John's Rivership, as well as turn-down service which was a co-op with the airport and Chocolate Compass.
- The Sun Seeker is an Allegiant magazine ad that highlights different county partners. We have changed our approach and now feature more partners, such as have Limo Cycle, Sanford Brewing Co, Whops Hops, and the Corner Café. We want to engage as many partners and these co-op purchases make that more manageable for smaller businesses. The City of Sanford and the airport are also involved with this effort.

- Tourism currently has three UCF and Rosen School interns, all highly recommended. It is our goal to create a potential employee training ground for area hotels and attractions. We are also reaching out to Valencia, Stetson and Seminole State College.
- Occupancy Numbers: October occupancy was higher than normal due to Hurricane Matthew. Seminole County's occupancy numbers overall were higher than all other Central Florida counties aside from Orange.
- Tourism uses all 3 groups <Red, STR, RDS> to find an average occupancy number. Walter's numbers are only for Seminole County. They do not include Maitland area. Based on variables used in surveys and metrics used, the numbers will vary, but they give us a good range of data.

SPORTS UPDATE

Danny Trosset: Sports Tourism Manager

- ECNL has extended their contract with Seminole County for another three years.
- ECNL will also host a boy's tournament similar in size and scope as the current girls' event. It will begin in 2018 and follow the girls event (Girls=Dec; Boys=Jan). Boys' numbers will gradually increase to reach the tournament size of the current girls' tournament. This is a new tournament, so it will develop over time.
- Sports secured the first field hockey tournament, which is projected to bring 90-100 teams and generate approximately 2000 rooms
- Sports tourism is currently booking Soldier's Creek. Seven large tournaments/events are scheduled which may have an economic impact of \$4 million dollars

Hannah Sedigh: Central Florida Sports Commission

- ECNL increased their number of coaches that attended this year. Final numbers: 2883 rooms; \$2.2 million in economic impact
- Parking: Tourism has an agreement with SCPS to utilize Heathrow Elementary for extra parking and use their school busses as shuttles. Parking continues to be a challenge but the team is working with school board, county and ECNL to help overcome those issues. Tourism will ensure that residents in the area are not impacted by parking on/around their private property.

Question: Why were some of the incentive/grant dollars that tournament received lower than the amount projected/budgeted?

Answer: Final amount is based on facility costs. Sometimes those costs are lower than the projection; tourism never pays more than the projected cost of the facility, even if it ends up being higher than projected.

PARADISE UPDATE

Kristen Murphy, Account Manager

- Sports aerial shoot was successful. Currently, footage is in the editing phase and should be available to show at the March TDC meeting.
- The team is working on designing new rack brochures and visitor guides
- The sports marketing campaign in conceptual stage, as is the Soldier's Creek hype video

Question: Why are social media impression numbers lower (42%)?

Answer: Impression numbers are based on metrics that are used. Social media is continuously changing and evolving, as are the metrics used to measure impressions. Paradise uses Sprout Social and they have changed the way they measure what an impression is. When Paradise sets goals at beginning of the year, they are based on certain metrics, and they did not anticipate a change in the way the metrics are provided to them, which is why the number is a bit lower.

HOTEL OCCUPANCY:

Red's numbers will now be part of the TDC booklet beginning in March, as well as the Power Point presentation (to follow Gui's STR slide)

OLD BUSINESS: None

NEW BUSINESS:

- Zoo reports are better, but still not enough data shown. Would like zoo added to agenda so TDC can ask direct questions.

Question: How is the zoo effectively operating when financials show they are showing losses over the past few months. Tricia mentioned that the County is working closely with the Zoo and is involved in this discussion.

Chairman Brender asked whether our focus should only be on sports. Chairman Horan suggested that the area has several venues and opportunities where large events can be hosted <the Scottish Highland Gams> that bring 10-20,000 visitors to our destination. The TDC needs to focus efforts on bring more events like this to the area.

Chairman Brender adjourned meeting at 5:02pm