

ORLANDO NORTH SEMINOLE COUNTY

Tourist Development Council Meeting
January 19, 2023

Meeting called to order by Chair Elizabeth Brown at 3:07 pm

A quorum was established

In Attendance

- Chairman Elizabeth Brown, President, TBI US Operations Inc./OSI Inc. (SFB)
- Commissioner Patrick Austin, City of Sanford
- Commissioner Sarah Reece, City of Altamonte Springs CALNO Representative
- Bruce Skwarlo, General Manager, Orlando Marriott Lake Mary
- Don Dougherty, General Manager, The Westin Lake Mary, Orlando North
- Jamie Ross, General Manager, Residence Inn Orlando Lake Mary
- Erik Ducharme, Director of Sales, Top Golf Lake Mary
- Judith Derosiers, Mall Director, Oviedo Mall

Excused

- Commissioner Jay Zembower, Seminole County Board of County Commission, District 2

Pledge of Allegiance and Moment of Silence

Introductions

Election of Chair and Vice Chair

Motion for Commissioner Patrick Austin as TDC Chair for 2023

Motion: Bruce Skwarlo

Second: Don Dougherty

Vote: Unanimous

Election of Vice Chair

Motion for Bruce Skwarlo as TDC Vice Chair for 2023

Motion: Erik Ducharme

Second: Don Dougherty

Vote: Unanimous

Approval of November 2022 Minutes

Motion: Commissioner Sarah Reece

Second: Bruce Skwarlo

Vote: Unanimous

Tourism Update

Tricia Johnson, Deputy County Manager, Seminole County

- County Manager Search Update
- Interviews next week (Jan 23-27)
- Meet and Greet

Leisure Update

Karen Aplin, Tourism Director, Seminole County

- 27 video/photo shoots
- Launch of Adventures with Jim Duby on you tube
- Travel Tails series from pet point of view

Sports Update

Danny Trosset, Sports Tourism Director, Seminole County

- PG Showcase
- ECNL Girls
- ECNL Boys
- Field Hockey
- Free community baseball camp: February 3, 2023

Occupancy and Tourism Update

Gui Cunha, Administrator, Tourism and Economic Development, Seminole County

- 20% above last year's historic highs in TDT collections
- Selling sponsorships at Sports Complex and Soldiers Creek
- You Tube: in 3 months gained 7,000 subscribers. In future, looking to generate a revenue stream from You Tube

Tourism Improvement District Update

Tiffany Gallagher, Civitas

- Steps to TID formation
- Steering Committee
- Hotel Outreach
- District plan and government review
- Hotel approval
- Government hearing and approval

Are we doing this for capital improvement, and would this be for indoor complex?
Hoteliers in TID will establish what the assessment will be used for.

Is this per available room or per occupied room? In this state, the established rate is by availability of a room and passed for occupied which covers the totality of the assessment.

Is this compulsory? Yes, a hotel will still have to pay assessment regardless of if they vote yes for the TID. If a new hotel is built and falls into the benefit/assessment definition, it would automatically participate.

Contribution of assessment dollars is related to room count

Any new hotels that fall in the benefit definition would automatically participate

Visitor Study Update

Erin Dinkle, Downs & St. Germain

- October through December 2022
- Over 50% visitors came for Family/Friends
- 69% saw advertising from social media outlets, including ONSC and PlayOrlandoNorth
- 66% from Florida – mostly a drive market (92%)
- 75% satisfied or very satisfied with trip to destination
- 85% would visit again

How many visitors were local surveys versus online? Majority was in person and online was supplemental.

Can the quotes about the area, business, etc. be shared with the local businesses? Yes, we can do that.

Indoor Complex Feasibility Study

Rob Hunden, Hunden Strategic Partners

- Executive Summary
 - *Looks to conduct a financial feasibility and pro forma study for a new indoor sports complex*
 - *Aims to determine the market demand for sports and events*
 - *Calculation of construction and operational cost projections*
 - *Possible funding options as they relate to proposed project*
- Proposed Project Profile & Site Analysis
- Economic, Demographic & Tourism Analysis
- Local Sports Facility Supply & Demand Analysis
- Regional Sports Facilities Analysis
- Sports Tournaments & Opportunity Analysis
- Support Amenities: Hotel & Restaurant Analysis
- Benchmark Facilities
- Market Findings & Recommendations
- Next Steps:
- Pro Forma
- Economic, Fiscal & Employment Impact Analysis
-

How many acres are proposed? 29 acres with 2/3rds being utilized with a 132,000 sq. ft for building

Would need more seating in championship court to accommodate local graduations.

What does it mean when a facility doesn't meet standards? Court count is usually the standard, and some facilities don't have enough to host an event, or they don't have the 'run off' space around court.

Are construction costs based on today's costs? Yes, today dollars have been reflected.

Destinations Management Accreditation Program

Jack Wert, Consultant, Wert Consulting

- Goal to have Seminole County Tourism accredited
- Have 92 standards to demonstrate or develop to gain accreditation
- 4 year renewal

Did we budget for this? Do we need to change the budget? No increase to the current budget. We repurposed money from other sources.

Central Florida Zoo Update

Richard Glover, CEO

- Asian Lantern Festival
 - 41 nights, 92,000 attendees
- \$100,000 of TDC monies went to marketing for Asian Lantern Festival
- Upcoming Events

Old Business

- None

New Business

- None

Meeting adjourned 5:07pm