

ORLANDO NORTH SEMINOLE COUNTY

TOURIST DEVELOPMENT COUNCIL MEETING

JULY 17, 2019

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

Excused: None

Meeting called to order at 3:30pm

Introductions and Pledge of Allegiance

Approval of May 2019 TDC Minutes

Motion: Vice-Chair Sarah Reece

Second: Don Dougherty

Vote: Unanimous

Tourism Budget Presentation

Tricia Johnson-Deputy County Manager

- Primary role of the TDC is to review and recommend upcoming FY budget to Board of County Commissioners;
- Some of the budget is not included in this presentation since some charges are not within staff control (internal charge backs, debt service).

Highlights:

- Per TDC recommendation at May, 2019 meeting, the Zoo grant has increased by 10%;

- \$80,000 budgeted for ECNL incentives remains flat;
- Tourist Development 1, 2, 3 cent: Sports complex lighting loan has been moved to a different line but is still in the budget;
- Marketing Contracts are budgeted flat. Similar to this current budget year, they reflect an additional \$25,000 for each firm for special projects in the Admin budget (Paradise) and Sports budget (Evok). This money is used for additional project work that is unplanned and for leisure social media buys;
- Tax Collection Fee: Tax Collector collects the bed tax and then distributes back to the County. There is a fee associated with these collections. This fee is still in the budget, just moved to a new line;
- New contract for Air BNB rental analytics monitoring;
- Printing costs increased due to printing of rack brochure next year;
- Travel and per diem are flat, just appropriated to the correct lines;
- New allocation for \$200,000 for grant program:
 - This program is new and staff is working with TDC marketing committee to iron out details. The intention is to support tourism within other municipalities and/or events within Seminole County;
 - City of Sanford Main St. program will seek support in the future; potential additional Main St. programs may do so, as well;
 - Staff is reviewing the Orlando/Orange Co. process for their grant program;
 - Room nights could be a potential metric, but they are more difficult to track;
 - This will be a matching grant program for events/cities to utilize dollars for marketing (within purview of TDT statute)

Question: *Vice-Chair Sarah Reece:* How does the community know about the opportunity for the grant and where would they go to get the information to apply?

Answer: *Tricia Johnson:* We are still working out what the program will look like, so nothing has been promoted, yet. Additionally, the budget for FY2019/20 has to be approved for this program to proceed.

Question: *VC Sarah Reece:* So if someone went to the Orange County site and looked at that they would get an idea of what we would be doing?

Answer: *Gui Cunha:* Yes, but our program will be similar but not identical.

Question: *Bruce Skwarlo:* So this is a budget placeholder?

Answer: *Gui Cunha:* Yes.

- Brenda Urias is assisting in spearheading the program. She is reviewing Orange County's process and make it relevant to Seminole County
- Right now it is a placeholder in the budget. The money won't be spent until we are confident the program works.

Question: *Commissioner Lockhart:* What was the comment about a ballet school?

Answer: *Gui Cunha:* That was from the Orange County December TDC meeting in regards to Camping World Stadium - this is not something related to Seminole.

- \$90,000 budgeted in leisure/administration for grass roots marketing/in-house marketing projects;
- Tourism luncheon up 30% due to increase in costs;
- Greater Orlando Sports Commission is flat: \$75,000 contract fee and up to \$25,000 for bonus if incentive numbers are met;
- Sports marketing and promo/collateral decreased slightly and the monies saved have been moved to sports incentives;
- Travel lines for sports are flat, just moved to remain consisted with budget office requirements;
- Social Media Marketing is a new line in the sports budget and will be utilized for sports social ad buys;
- Sports Event Incentives has increased by \$25,000;
- DMAI Economic Impact Software is a placeholder for Economic Impact Model (sports specific);
- Sports budget is up 8% due to incentives and social media advertising;
- Admin/Leisure is up 10% due to grant program;
- Overall tourism budget has a decrease of 2% due to the decrease in office lease and decrease in some marketing dollars.

Question: *Bruce Skwarlo:* We used a number previously to calculate rooms-like \$15 a room. I thought we weren't hitting that?

Answer: *Gui Cunha:* It was altered depending on actualized room nights. We only paid for actuals.

Question: *Bruce Skwarlo:* So the Year To Date (YTD), do we know what the average is, or will we see that in another report, or are you using the say \$15/room versus say if the actual is \$11, do you budget for the \$15 or the \$11?

Answer: *Tricia Johnson:* We budget for the entire spend not for the room night.

Question: *Bruce Skwarlo:* You said room nights are going up. Is that a production of room nights going up or cost of the room.

Answer: *Tricia Johnson:* It is that more events are bringing in more room nights so we increased the budget for the upcoming fiscal year. *Gui Cunha:* we are tracking that number with Danny.

Question: Brenda Urias: FAM for sports marketing versus Admin/Leisure?

Answer: Tricia Johnson: FAM for Admin/Leisure is part of the \$90,000 line.

Question: *Frank Cirrincione:* spent \$25,000 for visitor profile? How many studies are you anticipating for that, one?

Answer: *Tricia Johnson:* We are budgeted to do a visitor profile every three years, but after receiving feedback from our marketing groups, we believe we should be doing it yearly or every two years. The funds carry forward since executing a visitor profile study is slim for this fiscal year, so we budgeted for it for next fiscal (19/20), and then our recommendation moving forward will be to budget for every other year to every two years.

Follow up Question: Did you get recommendations from them in the past?

Answer: The cost is based on what it cost in the past.

Motion to Approve Proposed Tourism Budget

Motion: Vice-Chair Sarah Reece

Second: Brenda Urias

Vote: Unanimous

Zoo grant next steps:

- The BCC will meet twice in August (workshops) and twice in September (public hearings);
- The budget is not final until the BCC votes to approve on September 24, 2019.
- The budget is not effective until 10/1/2019;
- The zoo grant will be brought forward to the BCC in October once the budget is approved.

Tricia announced as Deputy County Manager along with Joe Abel. Role will stay the same for Tourism and Economic Development with added responsibilities for Legislative Affairs.

Question: *Bruce Skwarlo:* Are you happy, and Paradise and Evok happy, with their budgets? Is that contractual?

Answer: *Tricia Johnson:* The amount budgeted for both marketing firms is stipulated by the contract. In order for us to change the annual amount, we would have to revise the actual contract. When we begin contract evaluations next year, we can look at the number and evaluate whether it needs to be changed.

Tourism Update

Gui Cunha-Tourism Manager

Development and Distribution of content:

- Multi-media presentation:
 - Telemundo and Copa America;
 - Tampa Bay Bucs, Jacksonville Jaguars, Miami Dolphins yearbook ads;
 - How To Do Florida TV episode.
- Marketing committee meeting overview;
- Content shoots with Karen/Kirsten ongoing;
- Quarterly DOS meetings occurring.

Question: *Brenda Urias:* If we have video or images to submit, do we send them to you or to Karen?

Answer: *Gui Cunha:* You can send them to myself or Karen.

Question: *Brenda Urias:* Do they go out and shoot on location?

Answer: *Gui Cunha:* Yes, they shoot on location and edit in house in order to continue to produce fresh content. Upcoming shoots: sports Zoo, pet friendly, Sanford Trolley.

Question: *Commissioner Lockhart:* What is the tie-in with the firefighters? (shown in a video at the TDC meeting)

Answer: *Gui Cunha:* July 4th/4th of July events and Firefighter Appreciation Day.

Occupancy Numbers

- April and May consistent with the plateau that we have been discussing and is in line with the STR forecast;
- Weekday versus Weekend occupancy numbers are flat (plus/minus 3% considered flat);
- Comparing numbers, uncertain why Volusia had such high numbers in May versus 2018. Possibly due to NASCAR events.

Sports

Danny out of town but will provide fiscal year overview/recap at September TDC meeting.

- July 18-22 hosting 14 and under World Series at the Sports Complex;
- July 20-25th hosting 16 and under World Series tournament at the Sports Complex;
- Perfect Game and Prospect Wire June event numbers are still being compiled;
- Hotel Leads doc will be sent to hoteliers next week.

Paradise Update

Danielle Ackerman

- Updated website: Things to Do, Outdoor, and Food and Bev pages. We can now track how people are engaging in the website;
- CrowdRiff is a social gallery of user generated content. We can tweak it to determine how people interact with it;
- Questions about the partner listings (phone/address/etc). That is part of Trip Advisor's content and not managed by marketing firm or tourism staff;
- Updated spring/summer search engine to drive traffic to designated web pages;
- Native advertising is what the user sees when scrolling through a news site;
- Seeing more visits an increased session length on site;
- Focused in strategic planning and marketing plan for 2020.

Play Orlando North updates

Question: *Commissioner Lockhart:* The football yearbook ads, what are the demographics?

Answer: *Gui Cunha:* We target certain markets (Jax is a target market). We got a good deal on the ads this year as we are typically priced out of this market. We will quickly provide content at a discounted rate.

Question: *Commissioner Lockhart:* So people aren't buying these ads as frequently and they need more content?

Answer: *Gui Cunha:* It isn't that they aren't buying ads, but the sales team is looking for tourism-specific ads.

Question: *Commissioner Lockhart:* Why are larger CVBs not advertising in these books? How do you measure that?

Answer: *Gui Cunha:* We measure primarily through the circulation of the magazine/yearbook.

Question: *Brenda Urias:* Why that particular pool of people? What's the demographics? Who is buying the books?

Answer: *Gui Cunha:* NFL fans.

Question: *Commissioner Lockhart:* If our demographics show that women typically make the decisions about traveling, then why are we marketing towards middle-aged football men?

Answer: *Frank Cirrincione:* Because football is the number one sport which is far-reaching. It isn't just that market or geographic location, say Jacksonville. It is anyone who is a Jacksonville fan - fan clubs throughout the United States can purchase these yearbooks.

Question: *Commissioner Lockhart:* How do we know that specifically? How do we know this was a good buy? What's our metric?

Answer: *Gui Cunha:* We primarily have to measure these based on circulation numbers.

Danielle Ackerman: With print and broadcast, we look at a different set of goals. Sometimes all we want to do is put awareness out there, and that is difficult to track, especially for tourism. Maybe at a later date we will be able to track url's. But this is a branding and awareness of our destination. It is another way for people to 'see' us. This is a 'touch point' for these locations.

Question: *Bruce Skwarlo:* What was the reduced rate and what was it before it was reduced?

Answer: *Gui Cunha:* We paid \$5,000 per magazine ad versus \$40,000 per ad.

Question: *Brenda Urias:* What's the circulation?

Answer: *Gui Cunha:* I don't know off-hand, I can get those numbers to you.

Question: *Frank Cirrincione:* Is it that same marketing group for all three?

Answer: *Gui Cunha:* Yes, they have a contract with the NFL.

Public Relations

MJ Kolassa

- Press releases and mass pitches presented;
- Attended the Society of American Travel Writer's Conference in June;
- For anyone to use our information they need imagery, videos, so the new shoots have made that easier to get writers information on our destination;

- Family Traveler had an article on “6 fun escapades in Central Florida”. Seminole County had 3 listed. The new branding messaging with Orlando North, Seminole County tourism has us now accepted as a destination being part of Greater Orlando messaging, and we are seeing it work;
- ‘Brews and Bites’: 4/10 breweries were listed as places to go again, with the brand of Orlando North, and being accepted as part of the Greater Orlando area;
- CVB had over 551 million impressions as of May and 565 million in June.

A print impression is the circulation number

Question: *Commissioner Lockhart:* So does that mean that 565 million people saw it? It could have been printed and sent to a doctor’s office and someone may have seen it that way, yes?

Answer: *MJ:* Correct, but you have a magazine in a doctor’s office, and the circulation doesn’t count for the tens, hundreds of people that may flip through and see the article.

Evok

Lisa Mohle

June

Do Orlando North

- Ad designed to get folks on social and drive them to the website - saw an increase of 198%;
- Page likes/followers for Facebook:13,605;
- More than 200 joined in July;
- Facebook audience still skews towards females;
- 121,000 total impressions;
- Boosting content helps draw new users - promoted posts 8.84% click through rate;
- 5,100 Twitter followers;
- Instagram is smallest platform 1600 followers;
- Q2 promotion in June with Wekiva Island:
483 engagements and 60 new followers;
- July: Red, Hot, and Boom - Evok social team attended.

Play Orlando North

- Twitter increased to 324 followers;
- Growth is smaller but budget is less;

- January we had 547 followers, now we have 1,609;
- Demographics are pretty even (50/50);
- Click through rate is nearly 10%;
- 231 “likes” in June due to page ads;
- When team goes to an event at the sports complex, the numbers increase when we are live
- 169 Instagram followers.

Central Florida Zoo

Dino Ferri

Current projects

- Building maintenance;
- Leopard Exhibit;
- Wayne Densch building.
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Question: *Chairman Speake:* Maintenance enclosed?

Answer: *Dino Ferri:* Yes

- FY2019/20 budget recently approved by Zoo Board;
- Annual meeting announcement of new Chair, Vice-Chair. Brenda Urias is now Vice-Chair, Alex Williams is the Chair;
- Budget total revenues \$5.4 million;
- Operating expenses \$5.2 million;
- Hospitality Days for hoteliers:
 - Tickets to send to staff;
 - Admission to zoo and aerial course;
 - Visit options on receiving block of tickets.
- Sunset at zoo tonight (July 17) and every 3rd Thursday of every month thru October;
- A Wild Affair will be hosted on 9/21 at the Marriott. It will feature food stations and an interactive fundraiser;

- Zoo Boo Bash last 2 weekends of October;
- Asian Lantern Festival Nov 20, 2019 thru Jan 12, 2020. Anticipate 50k visitors over 38 nights. This will be a ticketed event (separate from the Zoo ticket). Lanterns are LED lights.

Question: *Brenda Urias:* Will Stephanie be able to meet with staff when she goes to the Cleveland Zoo?

Answer: *Dino Ferri:* Yes, she plans to do so.

Question: *Bruce Skwarlo:* Are the Cleveland people same as yours?

Answer: *Dino Ferri:* Yes. The same company. We have an entire marketing plan and working with schedule for roll out. Working with the company to have stock footage and video footage to roll out with marketing efforts.

Old Business: None

New Business:

- Changes to minutes reflect that Brenda Urias represents the TDC on the Central Florida Zoo Board, and Commissioner Austin represents the City of Sanford on the Zoo board.
- Airport "Take Off" event in October.
 - 250 guests to generate new business. Like speed dating for airlines and airports to get a chance to talk to each other. The AirPort is sponsoring one of these events. These focus on airports that have 4 million passengers or less.

Question: *Brenda Urias:* Are you organizing this event yourselves?

Answer: *Chairman Speake:* We will work in conjunction with the company that is putting on the event.

Meeting adjourned 4:25pm