



**Tourism Development Council Meeting  
November 17, 2016  
County Services Building, Room 3024**

**IN ATTENDANCE:**

Theo Hollerbach, Chairman; Commissioner Gary Brender, Vice-Chairman; Don Dougherty; Bruce Skwarlo; George Speak; Chipp Frame; Commissioner Lee Constantine (in for Commissioner Carlton Henley)

**ABSENT:**

Commissioner Carlton Henley  
Mayor Jeff Triplett

***A quorum was present***

Chairman Hollerbach called the meeting to order at 3:05pm with a moment of silence followed by the Pledge of Allegiance

**APPROVAL OF SEPTEMBER 15, 2016 MEETING MINUTES**

**Motion:** Bruce Skwarlo

**Second:** George Speak

**Vote:** Motion passed unanimously

**TOURISM UPDATE:**

**Tricia Setzer**

- Introduction of Gui Cunha as the new Tourism Marketing and Meetings Manager
- Note that the luncheon was rescheduled and needs TDC confirmation of attendance and menu changes
- Open TDC seats are filled by the County Commission (at large seats) or by the designated commissioner, depending on which seat is open. The at-large and the District 1 seats are open, the BCC will discuss at January BCC meeting. Note that the election of the next Vice Chairman is in 2018 per county administration code.
- Walter Klages of Research Data Services was planning on attending and discussing his report, however due to a last-minute conflict, and he will not be able to present today but will do so in January. Tricia has asked the TDC give feedback on the benefit of such research and if tourism should continue with such services.
- Zoo contract was approved at the BCC meeting for \$225,000.00
- The TDC has a seat on the Zoo board, TDC should discuss and nominate representative in January

### **Rosangela Parker**

- Foodie FAM was very successful; MJ will provide additional details at next TDC meeting.
- Tourism partnered with Allegiant on a travel FAM and team continues to work with the Orlando Sanford International Airport on partnerships to promote the County.
- George noted that a new airline, Via Air, will begin services in December.

### **Danny Trosett & Hannah Sedigh**

- Most-recent Diamond 9 tournament garnered 130 teams and approximately 1000 room nights.
- USA Softball convention is hosting U14 Southern National tournament at Soldier's Creek in July 2017. This is a national event.
- CFSC has been working with Paradise to create more marketing pieces for trade shows. Sports tourism has received excellent feedback on the postcards that Paradise created (leave-behinds that push to the website).
- In conjunction with the CFSC and Seminole County, the Sports Commission and Seminole County had more than 50 events generating \$30 million in economic impact. The Sports Complex hosted 28 events and generated \$14 million in economic impact and more than 7,000 room (first five months of operation)
- After further evaluation of events and tournaments, staff is recommending a funding model that has pro-rated adjustment (or penalties) with the goal of pushing event organizers to provide more accurate projections. The model will also hold organizers accountable for low number turn-out. The model is based on percentage of actual room nights. IE: \$15 is the multiplier; if a group come in at 80% of their projected number (IE: projects 1,000 but generates 800), they would receive on \$12,000 in incentives versus the original \$15,000

**Questions:** How was this generated and what do other complexes do....

**Answer:** The \$15 multiplier is from previous years. It is standard for complexes to enforce penalties, which helps the low-performing events project more-accurately in the future.

### **APPROVAL OF REVISED FUNDING MODEL PROGRAM**

**Motion:** Gary Brender

**Second:** Bruce Skwarlo

**Vote:** approved

George asked if we could have a Soldier's Creek project update at next meeting. Tricia said she would reach out to Joe Abel.

## **HOTEL OCCUPANCY REPORT:**

### **Red McCullough**

- October's high occupancy numbers are partially due to Hurricane Matthew

Occ% **OCT 2015**: 67.8%

Occ% **OCT 2016**: 80.3%

Increase of 12.5 points

ADR **OCT 2015**: \$90.88

ADR **OCT 2016**: \$102.23

Increase of \$11.43

YTD ADR \$100.90

YTD Occ% **2015**: 73.1%

YTD Occ% **2016**: 75.7%

## **PARADISE UPDATE**

### **Kristen Murphy & Tara Tuffo**

- Showed new digital and video spots from most-recent video shoot. These will be used on digital and social media sites to help drive traffic. This effort is focused on getting the new brand out to potential visitors.
- Paradise has seen an increase in social media and website use and bounce rates for our destination. They have also seen an increase in Twitter and Instagram use.
- Working on a sports destination hype video that will showcase the Sports Complex and Soldier's Creek

**Old Business:** None

***Meeting adjourned 4:55pm***