



**Tourist Development Council Meeting
November 15, 2018
CSB, Room 3024**

In Attendance:

Chairman Bruce Skwarlo
Commissioner Gary Brender
Frank Cirrincione
Don Dougherty
George Speake
Brenda Urias
Mary Sue Weinaug

Not Present: Jeff Triplett

A quorum was present

Meeting commenced at 3:00pm

Invocations and Pledge of Allegiance
Introductions

Approval of September Minutes

Motion: Gary Brender
Second: George Speake
Vote: Unanimous

PARADISE UPDATE:

Rudy Wells
MJ Kolassa

2018/19 Marketing Plan Overview

- Tourism staff worked with Paradise to develop the annual plan;
- 60% geared towards the core group that visits the destination;
- 30% geared towards “outer band” of visitors;
- 10% geared towards “shoot for the moon” visitors;
- Leisure focus on craft food/brew scene, sports will focus on field type (diamond/rectangle) and facilities;
- Various markers drove leisure goals, including 2016 visitor profile study, Google Analytics and other social media data, media partner data, and other partner insights.

Leisure Goals:

- Increase brand awareness;
- Increase consumer engagement across all touchpoints;
- Maximize visitation from established markets;
- Increase weekend visitation in summer and 'shoulder' seasons;
- Influence an increase in ADR;
- Increase partner involvement in marketing initiatives;
- Establish data-driven, segmented audience profiles.

Strategies:

- Evolve brand marketing and creative assets;
- Execute an integrated marketing communications plan across established and emerging markets;
- Target Higher Household Incomes (HHI) in key markets;
- Target established market key segments: families and couples;
- Promote visitation during key time periods across all markets with focus on shoulder and weekend stays;
- Implement a spring/summer campaign targeting families and couples;
- Implement a fall campaign targeting couples;
- Develop content marketing strategy for digital and social channels;
- Conduct custom research against audience segmentation;
- Engage and integrate partners for destination promotion.

Spring/Summer Campaign:

- April 1 – July 28
- Target: Families and Couples
- Utilize the 60/30/10 marketing approach:
 - 60%: Established
 - 30%: Growth
 - 10%: Emerging

Fall Campaign:

- August 19 – September 29
- Target: Couples
- Utilize 60/30/10
 - 60%: Established
 - 30%: Growth
 - 10%: Emerging

Media Strategies:

- Utilize contextual and behavioral targeting to display ads and video;
- Leverage digital zip technology to target geographic neighborhoods that best reflect target audiences;
- Target travel intenders actively searching for flights or accommodations to ONSC;
- Partner with Visit Florida to reach geographic audience through digital placement;
- Leverage social media platforms to target a captivated and interested audience on mobile devices.

Public Relations:

- Gain media exposure through PR initiatives;
- Promote nature-based vs. man-made recreation;
- Heighten awareness of value in lodging, dining in Seminole when enjoying theme parks or beaches;
- Elevate brand and brand positioning for destination.

Highlights:

- Creation of working PR Action Plan inclusive of client additions/modifications and updates of media lists based on the 60/30/10 markets;
- Promote upcoming events and holidays through targeted pitching and releases;
- Research and develop profiles on various local personalities tied to culinary/ale trail scene and eco recreational activities for pitching content;
- Continue to promote destination as go to Central Florida vacation hub;
- Continue to promote destination to journalist for individual media visits;
- Identify list of media to attend May FAM.

Sports Tourism Goals:

- Increase national awareness of ONSC as a premier sports destination;
- Increase overall room nights attributed to sporting events;
- Increase consumer engagement across all touchpoints;
- Develop robust database of sports decision makers.

Strategies:

- Position and promote Boombah Sports Complex and Boombah Soldiers Creek as premium, anchor vendors;
- Evolve and elevate sports marketing and creative assets;
- Execute a sports-centric marketing communications plan;
- Target sporting event decision makers with 500-1000 room night minimum thresholds;
- Develop content marketing for digital and social channels;
- Identify customer database platform built for ongoing CRM.

Tactics:

- Create sports brand assets;
- Effectively target established, growth and emerging markets;
- Identify and target sports events decision makers with higher yield room night potential;
- Execute sports-specific PR plan;
- Deploy year-long social media campaign.

Audience Profiles:

- Established Markets: (Diamond Field Sports);
- Southeast, US; West Coast, US; Northeast, US;
- Consumers familiar with ONSC sports offerings, interested in world-class facilities;
- Growth Markets: (Rectangular Field Sports), Southeast US; Northeast, US, Consumers not familiar with ONSC sports offerings.

- Targeting will include emphasis on lacrosse and field hockey; some soccer and football

Media Strategies:

- NASC Sports Sponsorship Package
- Connect Sports Sponsorship
- PR Supplements

Public Relations:

- Increase awareness of destination's sports tournament facilities and accommodations and things to do for travelers specific to tournaments and sports events;
- Position facilities as some of nation's top sports tournament venues for amateur and student sporting field events;
- Secure speaking/panel opportunities for Danny Trosset at major sports marketing tourism conferences;
- Successfully promote Full Sail University/ONSC Sports broadcast campaign;
- Share positive news of secured tournaments contracts and expected economic impacts.

Highlights:

- Full Sail University and ONSC Sports Campaign;
- Begin development of program plan to commence Jan/Feb 2019 in tandem with their sports broadcasting program;
- Conduct ongoing development of Full Sail/ONSC broadcast program publicity campaign-kickoff in Feb 2019;
- Continue ongoing outreach during duration of program;
- Recap activities and success of the Full Sail campaign for possible award entry.

MJ committed to sending all TDC members articles, even when only one property is mentioned.

Don commented that during the FAM trip, that MJ represented ONSC very well and praised her knowledge of destination.

Question: What will the new messaging be?

Answer: Currently in the process of working on spring campaign messaging with staff.

George commented that he thinks marketing is missing an opportunity to utilize the airline travelers and believes we should try and reach out to those markets/tourism CVBs that fly into Sanford and exchange information on respective markets. The feeder cities-maybe they are visiting but don't know what we have to offer. Cross promotion type things.

With limited marketing dollars, there are some challenges associated with marketing outside of Florida. Paradise is working with Allegiant on potential promotion opportunities, but they are very cost prohibitive.

EVOK

Lisa Fuller

Brian Wilder

Currently in the process of developing a marketing plan with Paradise and staff, as well as a content strategy plan to ensure consistency across all platforms and marketing opportunities. Sports and leisure will be two separate plans.

September Do Orlando North Social Media:

- 350% increase in Instagram impressions;
- 60% increase in Instagram engagements which means more people are interacting on social media;
- 27% increase in Facebook impressions, more people are seeing the content, which helps increase destination awareness;
- Facebook promoted posts (boosted or one off post): Spent \$470 with a total reach of 17,461 with 22,264 impressions. Click rate was 7.3% which is 4 times higher than normal;
- Twitter promoted posts: Spent \$170 with 28,043 impressions;
- Instagram: \$450 on promoted posts resulting in 174,355 impressions;
- Quarterly promotion on Instagram: #How Do You Do Orlando North ended in September and was cross-promoted on Facebook. Spent \$325 but received 370 engagements and only two followers. The low number of new followers is attributed to how the interaction was used-the people used their own accounts via the hashtag. Winner won prizes from the Central Florida Zoo, ZoomAir, concert tickets and some swag from Orlando North.

Question: How many photos did you obtain?

Answer: Will send exact number.

September Play Orlando North Social Media:

- 41% increase in Instagram engagements;
- 38% increase in Twitter engagements;
- Small increases in followers on Instagram - 7.4% and Facebook went up by 2.6%;
- Spent \$195 on Facebook Promoted posts and click through rate was 11.71%. We are trying to build the Play Orlando North platform.

Question: Are you targeting the kids themselves or the event organizers?

Answer: We target both since it is more organic content.

CENTRAL FLORIDA ZOO UPDATE

Stephanie Williams

- Opened the Amur leopard exhibit. We are one of 215 institutions globally that is helping this species. The zoo hopes to bring a female Amur leopard to constitute a breeding program in the future;
- In October the zoo took over the aerial adventure course (Zoom Air);
- Zoo Boo Bash generated 7,000 guests over two weekends;
- Sunset at the Zoo begins again in April;
- The Arrive Orlando app
- A total of 15,142 guests visited the Zoo in September with 1315 out of state visitors and 138 staying at area hotels.

Question: How are you marketing/driving information?

Answer: Primarily organic, the Zoo needs to do a more in-depth analysis of who visits our zoo versus other zoos in the state. Targeting discounts and appropriate audience through texts and social media.

Question: How will you sell tickets for the aerial course - at the front gate or at the start of the course?

Answer: People will still purchase the ticket for the aerial course at the front booth, but the total monies will now go back to the zoo.

Question: In August you had a total of 15 additional visitors to the zoo, are you happy with that number?

Answer: The numbers aren't as high as we would like, but we have to consider the hurricanes and recognize that in August kids go back to school and the weather is hot.

Commission Constantine commented that it will be a good thing that the aerial course is now under direct control by the zoo. The company before stopped promoting and didn't put effort into the course. The zoo team is responsive and engaging the County and the new goals and changes that are planned will be positive for the Zoo.

Question: The online ticketing, is it just Grey Line?

Answer: No, now that the zoo offers online ticket purchases which has been popular.

Question: Can you use a discount online?

Answer: With the current system, there is no way to utilize a discount, but you can still use the discount when you purchase tickets in-person at the gate. We do offer a military discount but need to see the card at the gate. If guests show their hotel key or bring the hotel rack card, they will also receive a discount at the gate. A hurricane promotion was also in place for those coming from outside of the area due to storms.

TOURISM UPDATE

Tricia Johnson

- Orlando City Soccer Club is moving to Osceola County in summer, 2019. Both the men's and women's teams will be moving. They are taking over the old Astros baseball facility. We do not have an exact date at this time. The youth soccer program will stay in the county.

Chairman Skwarlo commented that the professional teams generate more economic impact for the full-service hotels since they bought packages for all their meals, rooms, etc. versus youth groups that usually stay at the limited service hotels.

- TDC Seats:
 - Commissioners Henley and Horan have retired and Commissioner Brender is leaving as the CALNO representative. Three seats total are open, one of which will be an appointed representative of the BCC, one of which will be recommended by CALNO, and one elected official representing the largest city (Sanford). State statute and County Code dictate that three elected officials will serve on the TDC;
 - Two new commissioners will be joining the BCC on November 20th: Amy Lockhart and Jay Zembower. The new commission will also elect a new Chairman;

- In terms of the BCC seat on the TDC, that appointment will be made by the new Chairman and will most-likely take place sometime in December.
- George Speake is our next TDC Chairman. A Vice-Chair will be elected at our January meeting. The next Chairman, per County Administrative Code, will need to be an elected official;
- Seminole State is in the process of hiring a dean for their new hospitality program. Once chosen, they will work with that individual to establish the focus of the program, curriculum, etc;
- The Annual Tourism Luncheon is December 12 and nominations for the awards portion are due on Wednesday, November 21;
- The recommendation for the 2018/19 Zoo funding of \$355k was approved by the BCC in October. Chairman Skwarlo recommended a more “formulaic” approach to funding for annual increases;
- The Sports Complex team hosted the current Leadership Seminole class during the Economic Development and Preservation session. This year, Danny’s presentation scored the highest on the class evaluations;
- Interviews for the Tourism Executive Manager position will be held on 11/19 and 11/26. Once complete, the pool will be narrowed to three-to-four individuals who will move onto the final round.

SPORTS UPDATE

Danny Trosset

Sports Complex Performance 17/18

PROJECTED	59 events	15,000 room nights	\$21.5 million dollar impact
ACTUAL	64 events	17,093 room nights	\$21.8 million dollar impact

Other Venue Performance 17/18

PROJECTED	40 events	12,000 room nights	\$14.1 million dollar impact
ACTUAL	44 events	17,163 room nights	\$17.8 million dollar impact

Combined 17/18 Performance

PROJECTED	108 events	34,286 room nights	\$39.6 million dollar impact
ACTUAL	106 events	41,100 room nights	\$48.2 million dollar impact

Actuals are below projections by two events. Our focus is quality not quantity – events that bring more room nights and increased economic impact.

- Baseball is the largest sport played at the Sports Complex, but the complex can host several different sports;
- June/July are the busiest months, December/January are second (due to ECNL and Field Hockey). August remains slow with school starting and field maintenance;
- Economic impact is based on a formula that takes into account where a team is coming from (local/non-local multipliers). Hoteliers utilize a different formula to determine economic impact;
- The top-producing event in 2018 was the National Field Hockey event, which is returning to Seminole County next year. It generated more than 2,500 room nights, ECNL Girls and Boys were second and third in terms of room nights;
- In terms of incentives, Tourism supported 53 events in FY2017/18. We did not expend our entire incentives budget, as the incentive is based on actual room nights produced, not projected;

- ECNL Boys returns to the County in December and the girl's event returns in mid-January. The All American Games and Corrigan Sports Field Hockey events return in January.

Question: Are we good with ECNL coming back? Are they happy?

Answer: Yes they are. We are in year two of a three-year agreement. Shalisa Griffin (with the Greater Orlando Sports Commission) and I are in constant communication with them.

LEISURE UPDATE

Rosangela Parker

- Raw Travel aired the Seminole County episode which was the highest show viewership – more than 872,000 viewers. The episode will be replayed on December 1-2 and January 19-20. The second episode will air February 18-19;
- *How to Do Florida* with Chad Crawford 2019 episode will feature the Little Econ;
- We are now utilizing CrowdRiff to manage user generated content (social media) and Cision is our new media clip generation service.

OLD BUSINESS:

Frank Cirrincione asked for the status of comp. analytics for weekday versus weekend (STR) from other counties. Tricia said this would be an additional \$3,600 annually. Frank agreed that we did not need to proceed with this change due to the cost increase.

Will ONSC host another STR presentation similar to what CFHLA hosted last year?

Tricia said that we would be happy to host again, we'd prefer to piggy-back on a CFHLA program. Tricia will discuss with Rich Maladecki (CFHLA President) to see what their plans are with a presentation in 2019.

NEW BUSINESS: None

Meeting adjourned: 4:53 pm