

# ORLANDO NORTH SEMINOLE COUNTY

## Tourist Development Council Meeting November 21, 2019

**In Attendance:** Vice-Chair Sarah Reece, Commissioner Amy Lockhart, Commissioner Patrick Austin, Mary Sue Weinaug, Brenda Urias, Frank Cirrincione, Don Dougherty

**Excused:** Chairman George Speake, Bruce Skwarlo

**Meeting called to order at 3:02pm**

**Pledge of Allegiance**  
**Introductions**

### **Approval of September 2019 Minutes**

**Motion:** Commissioner Amy Lockhart

**Second:** Commissioner Patrick Austin

**Vote:** Unanimous

### **Orlando North, Seminole County Tourism Updates**

#### **Administration**

**Tricia Johnson, Deputy County Manager**

- Draft calendar for 2020 TDC meetings presented;
- Budget preparation process has been moved up by one month at BCC request:
  - Zoo presentation will shift from May to March;
  - Tourism FY20/21 budget presentation will shift from July to May;
- New vice chairman will be elected at January 2020 TDC meeting – per state statute next Chairman to be an hotelier;
- 4 seat vacancies/changes for 2020:
  - CALNO representative is appointed. Request to have Commissioner Sarah Reece reappointed since she completed Commissioner Gary Brender's term. CALNO must recommend reappointment and BCC approves recommendation at 12/10 BCC meeting;
  - District 2 Seat: Commissioner Jay Zembower has appointed Jamie Ross, General Manager at the Residence Inn Lake Mary;
  - District 5 Seat: Commissioner Carey will appoint at December 10 BCC meeting;
  - District 3 Seat: Commissioner Constantine will appoint at December 10 BCC meeting.

- Visitor Study Scope complete; this will be a year-long study;
- 5 year Strategic Plan:
  - Staff directed to hire consultant to assist with preparation of strategic plan;
  - Currently drafting scope of services;
  - Staff recommending three-year rather than five-year plan. Will work with consultant to determine appropriate plan length;
- Greater Orlando Sports Commission and Marketing/Advertising/PR/Social Media contracts up for renewal (run through 9/2020):
  - Purchasing requested marketing scope by end of February, 2020 due to length of process. Contract will be put out to bid for about a month, followed by presentations by firms for selected staff and TDC committee, followed by a presentation to the Board of County Commissioners (July/August timeframe);
  - Currently working with GOSC on contract discussions.

**Question: Frank Cirrincione:** With the zoo being asked to move up their budget request, are they ready to do so?

**Answer: Dino Ferri:** Yes, we will make that work.

Tricia commented that if we need a special meeting called, we can arrange that.

## Leisure

**Gui Cunha, Tourism Manager**

**Karen Aplin, Tourism Marketing Coordinator**

- Attended Destinations Florida Annual Meeting in Weeki Wachee Springs;
- 31 photo shoots/25 video shoots and vlog casts;
- Head shots for TDC members for website at next TDC meeting (January 2020);
- New content tie-in with Orlando Marriott and Cycle Bar;
- Attended HTMP (Hospitality and Tourism Management Program) Hospitality Workgroup
  - Premier curriculum for Florida and US. We were invited to review the proposed curriculum refresh discussions;
- Seminole County will be first to have a virtual hospitality program in both Florida and the nation:
  - Virtual school to SSC and UCF Direct Connect;
  - Will become a NAFT: National Academy of Hospitality and Tourism;
  - Virtual school is flexible;
  - Brenda Urias was chair of the Central Florida NAFT board;
- Marketing Committee recap:
  - Submitted scopes for Events Grant and Visitor Profile Study;
  - December Marketing Committee meeting will review strategic plan consultant and marketing scopes;
- Space and Air Show meeting hosted at Sports Complex:
  - Airshow will be at the Orlando Sanford International Airport in October 2020;
  - Sponsorships, in-kind support, room night generation discussed;
- Awards Luncheon at the Hilton Altamonte - Stan Van Gundy is keynote speaker;

## Occupancy

- Closing fiscal with all-time high of \$5.8 million TDT dollars
- Seminole County is reaching capacity

Weekend V Weekday: August

YTD: 74% occupancy \$105.03 ADR \$77.75 RevPAR

Weekend V Weekday: September

YTD: 73% occupancy \$104.13 ADR \$76.01 RevPAR

## Comp Sets

- Flagler and Volusia had tough August;
- Volusia and Flagler September numbers lower due to Hurricane Dorian;
- YTD (Year to Date) strong ADR. This is the first time Seminole County will have back-to-back ADR in triple digits;
- Trailing Orange County by about \$15-20, small but we do have room to grow.

## Sports

**Danny Trosset, Sports Tourism Manager**

**Shalisa Griffin, GO Sports**

- Best fiscal year in Seminole County;
- Sports Complex Actuals:
  - 203 events;
  - 58,770 room nights;
  - \$79.24 economic impact;
- July was largest month due to Perfect Game and other travel baseball events;
- Will be hosting 3D Lacrosse (Nov 22-24). Elite high schools teams from all over the Country will participate, as well as Division I college teams;
- Soldiers Creek Actuals:
  - 60 events;
  - 11,620 room nights;
  - \$10.7 million dollar economic impact;
- All Other Venue Actuals:
  - 49 events;
  - 23,568 room nights;
  - \$25.7 million dollar economic impact;
- ECNL Boys in December;
- ECNL Girls in January;
- Sports Tourism Top 10 Events based on room nights:
  - ECNL Girls and Boys;
  - NFHCA Field Hockey;
  - Perfect Game;
  - Florida League HS Invitational (high school baseball at Sanford Stadium, Boombah Sports Complex);
  - Softball Youth All-American Games;
  - Baseball Youth All-American Games;

- NCAA DII Tennis;
- Prospect Wire Southeast Championship;
- Every event will be returning to Seminole County except NCAA DII Tennis Championships.

FY 18/19 Actuals for all venues

110 events      41,180 room nights      \$42.8 million dollar economic impact

FY 19/20 Projections for all venues

104 events      44,500 room nights      \$46.1 million dollar economic impact

- Breakdown of TDC funding analysis:
  - 75 events were funded through TDC incentive program at \$10/night acquisition;
  - Important to continue to provide incentives to stay competitive within the market;
  - Since 2016: 228 events generating more than 107,000 room nights.

Recent and Upcoming Events:

- Perfect Game - preliminary projected room nights: 700;
- ISSA Winter World Championship - preliminary projected room nights: 1,200;
- Hosted Youth Tackle Football Event;
- ECNL Girls and Boys;
- Baseball and Softball Youth All-American Games;
- Field Hockey.

New Events:

- Prospect Dugout: 140 baseball players who are trying to make it into the majors. This is a showcase event at the Sports Complex;
- Perfect Game;
- The Spring Games: Division I college softball teams: 30-40 practice games, Kentucky, FSU and others;
- 3D Lacrosse.

**Question: Frank Cirrincione:** Incentives are important to continue, but what about the facilities? Aren't other people building facilities to compete? Who should be in on that conversation about up-keep, conditions, and maintenance?

**Answer: Danny Trosset:** Yes, it is important to continue to provide incentives, and we continue to invest in newer and better technology in trying to set the Sports Complex apart. Continuous upgrades and updating.

Comment/discussion on the entrance to Sports Complex on side of facility by the National Guard facility. Specifically, it needs to be more presentable.

- Finalized contract with Full Sail University Dan Patrick School of Journalism:
  - Allow students interested in sports broadcasting to attend events, handle interviews, videography practice, possible announce games, etc. – very hands-on experience;
  - Content will be a dual partnership with County;
  - Should launch early-2020.

## Shalisa Griffin

### FY 18/19 Recap

- Current partnership with Seminole County runs through FY 19/20 (9/30/20);
- Go Sports manages and pursues business in professional, collegiate, high school, club, and created events markets;
- Attended many conferences and sports summits on behalf of Seminole County;
- Nine major events (December 2018 - May 2019) came to Seminole County.
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### Economic Impact in FY 18/19

- Room nights: 8,323
- Eco Impact: \$6,582,784
- Average Room Rate: \$131.48
- Bed Tax Generated \$54,715.40
- Return on Investment (net) 237x
- Room night goal (contracted) is 7,000. GOSC exceeded that by 1,323
  
- ECNL room nights in Seminole County increased;
- ECNL contract extension through 2023;
- NCAA DII Men's and Women's Tennis Championship;
- Florida High School Tennis State Championships will remain in Seminole through 2022.

### FY 19/20 Highlights

- ECNL Boy's and Girl's
- Hogan Lacrosse
- FHSAA
- Purdue University at Historic Sanford Memorial Stadium

### Upcoming Regional Opportunities

- NCAA bid cycle- 4 year cycle that rotates locations
- Special Olympics: June 2022 USA Games
- FIFA 2026 World Cup

**Question: Brenda Urias:** What counties do you serve besides Seminole County?

**Answer: Shalisa Griffin:** Seminole, Osceola, Orange and Lake counties

**Question: Commissioner Patrick Austin:** Why did we lose college tennis?

**Answer: Shalisa Griffin:** We didn't lose college tennis. The bid cycle is every four years and we were selected for two out of the four in 2017. They rotate locations between Seminole County and other locations.

Follow up: Go Sports will be bidding on the 2022-26 years as well. One of those years is a festival year that will include Men's and Women's golf, tennis, lacrosse, softball.

**Question: Brenda Urias:** When are they going to make the announcement if Central Florida wins World Cup?

**Answer: Brent Nelson, Go Sports:** No answer as of yet since we are still going through the bid cycle. Still one of the 17 finalists. Once they do a site visit that will make decision easier and hopefully have a better timeline.

**Question Vice-Chair Sarah Reece:** Will Special Olympics use a lot of venues between Orange and Seminole Counties?

**Answer: Shalisa Griffin:** There won't have any venues used for the finals in Seminole but the influx of people will spill over for rooms into Seminole.

## **Zoo Update**

***Dino Ferri***

- Asian Lantern Festival begins on November 20<sup>th</sup> and runs through January, evenings only;
  - Preview night on 11/19;
  - Ticket sales increasing after social media influence grew, as well as marketing efforts:
    - Advertising;
    - Billboards;
    - Print;
    - Digital
    - Social Media;
  - \$18.50 per person or a 4 pack for \$50;
  - 2446 individual tickets sold as of November 21;
  - Different audience: not necessarily just typical zoo guests.

Brenda Urias commented that they are looking for corporations to do volunteer nights to be greeters. Usually 10-15 people needed. Can be a team building experience, or family/friends can volunteer.

## **Paradise Update**

***Danielle Ackerman***

***MJ Kolassa***

## **Fiscal Year 2019**

- Website Optimizations: Do Orlando North
  - Both Food and Beverage and Nature & Outdoor pages we put content links to partners; and other pages on site; featured blogs;
  - Updated social galleries powered by Crowd Riff;
  - Callouts for hotels and visitor guides;
  - Partner listings powered by Trip Advisor;
  - Global footer which links to Social Media;
- Website Performance:
  - 30% increase in overall sessions;
  - 25% Bounce rate decrease;
  - 30% increase in Pages/Sessions;
  - 40% increase in Session Duration;
  - These are 4 of the key metrics in determining the success of the site.

**Question: Commissioner Amy Lockhart:** Why is there such a dramatic difference in the numbers?

**Answer: Danielle Ackerman:** Coincided with seasonality of launching a campaign. We shifted our focus from traditional platforms and more strongly focused on the search; saw the results increase which was due to the planned timing of the campaign.

- Year-long search campaign;
- Content planning meeting scheduled with tourism staff;
- Ongoing optimization for Play Orlando North;
- Quarterly email blasts for Leisure;
- Sports lead generation landing page;
- Content shooting planning stages.

### **Public Relations**

- End of summer was festival outreach and long leads for the 1<sup>st</sup> and 2<sup>nd</sup> quarters;
- Press releases and mass pitches:
  - Caba Yoga (horse yoga);
  - Oktoberfest in Sanford;
  - Spectral Sights in Central Florida;
  - Holiday happenings in Seminole County;
  - Entrepreneurs buoy county's appeal;
- Media Highlights:
  - Travel Channel on Haunted Seminole;
  - WESH TV on Oktoberfest;
  - Caba Yoga event;
- September 2019 Metrics:
  - 839.69 million Impressions;
  - \$695.7 thousand dollars in ad value;
  - 1 FAM;
  - 2 Press Releases;
  - 65 editorials;
- October 2019 Metrics:
  - 755.39 million Impressions;
  - \$757.9 thousand dollars in ad value;
  - 1 FAM;
  - 7 press releases;
  - 65 editorials.

**Evok**

**Allison Parker**

### **Do Orlando North**

- Increases for all platforms: Facebook, Twitter, Instagram;
- Facebook:
  - 14,166 total likes, 162,407 impressions, 5,629 engagements;
  - Demographics continue to skew female and 35-44 age range;
  - Click-to-Web: spent \$560.00;
  - Total link clicks: 1,455;

2.28% CTR (Click Through Rate);

- Twitter:
  - 5,241 followers;
  - 24,262 organic impressions;
  - 283 engagements;
  - Promoted Tweets spent \$152.64;
- Instagram:
  - 1,719 followers;
  - 21,588 engagements;
  - 60,172 organic impressions;
  - Promoted posts spent \$325.76 and increased engagement by 162.5% from September 2019;
  - Food and beverage postings and adventure type postings, like airboats, get great engagements.

### **Play Orlando North**

- Increases across all platforms;
- Facebook:
  - 3,034 likes;
  - 67,220 impressions;
  - 2,343 organic engagements;
  - Skews 50/50 male to female with 25-34 age range;
  - Promoted posts spent \$300.00 with CTR of 7.73%;
- Twitter:
  - 346 followers;
  - 2,017 organic impressions;
  - 176 engagements;
  - Promoted posts spent \$250.00;
- Instagram
  - 209 followers-increased by 14;
  - 4,025 engagements;
  - Spent \$175.00 on promoted posts.

**Question: Commissioner Lockhart:** If you increase spend on promoted posts, what is the proportion of increasing clicks and engagements? What is the thought process?

**Answer: Allison Parker:** We want to be good stewards of the budget and money we spend, and not throw money at something that won't have a return investment, and we have a monthly budgeted spend.

**Follow up question: Commissioner Amy Lockhart:** Would it be a benefit to increase that budget? Is there a breaking point where spending more doesn't match the return?

**Answer: Allison Parker:** Being that our metrics do increase month-over-month, there is only 'up' to go. So an increase in budget would definitely help increase performance and engagement

**Answer: Larry Meador:** We haven't been able to spend enough to hit a regression. As we continue to spend, it continues to rise.

### **Old Business:**

None



**New Business:**

Minor adjustment made to the September 2019 minutes-were approved by board unanimously.

***Meeting adjourned at 4:27 pm***