



Tourist Development Council Meeting
September 20, 2018
CSB, Room 3024

Meeting called to order at 3:02 pm

In Attendance: Bruce Skwarlo, Don Dougherty, Frank Cirrincione, Brenda Urias, Mary Sue Weinaug, Commission Horan

Not Present: Jeff Triplett, Gary Brender, George Speake

A quorum was present

Invocation
Pledge of Allegiance
Introductions

Approval of July 2018 Minutes

Motion: Don Dougherty

Second: Brenda Urias

Vote: Unanimous

Central Florida Zoo Update:

Dino Ferri

- The annual gala will be one of the best in years in terms of fundraising. Still finalizing numbers.
- The Amur Leopard exhibit will open on October 6. Only 50-60 Amur Leopard's left in the wild. The Zoo utilized some TDC dollars to support this exhibit.
- Boardwalk renovations are ongoing; TDC dollars have also been used to support this project.
- EVOK is currently designing a new website for the Zoo. Visitors will be able to buy single day tickets online.
- Sunset at the Zoo has two more dates (September and October). Adults only from 5:30pm to sunset, beer, wine and food are available. Usually 200-300 people attend. Events will resume in the spring.

Question: Does the Zoo have any metrics to report related to the Grey Line tours?

Answer: Turnout has been slow. The tours bring a voucher with them, and have only received 4. However, we are at the tail end of tour groups and the weather has been extremely hot. Hoping to have

A better reception when the tours start arriving again when weather cools down. Will update when we have more information.

Question: Any idea what the plan is for the property the Zoo purchased?

Answer: The property that was to be utilized for a safari (not large enough for this type of attraction) will be made into parking. The current parking will then be developed into part of the zoo, once expansion begins.

Question: Wasn't the property to be used for an educational/teaching center, once the safari was ruled out?

Answer: The teaching portion will be back where current parking lot is, and is still a direction the zoo would like to move towards.

Question: By using the additional property, will that change the access to the zoo from where it is now?

Answer: We are not sure how that will work as of yet, we are still in discussions with the City of Sanford, County, engineers, etc. We hope to have two access points in/out, since it is difficult to enter the zoo should there be an accident on Monroe. May be possible to use the side road along the train tracks, but we haven't gotten that far into the process yet.

Occupancy Report

Danny Trosset

June: Occupancy was up by 2.3 %; ADR was up 8.2%; RevPar up 10.7%

July: Occupancy was down .7%; ADR up 10.2%; RevPar up 9.4%

Weekend vs. Weekday:

June Weekday: Occupancy was at 75.1%; ADR was \$99.02; RevPar was \$74.39

June Weekend: Occupancy was 75.3%; ADR was \$91.77; RevPar was \$69.07

Weekend vs. Weekday:

July Weekday: Occupancy was at 69.3%; ADR was \$94.99; RevPar was \$65.84

July Weekend: Occupancy was at 75.8%; ADR was \$91.96; RevPar was \$69.73

- Comparing Counties, Seminole County was second to only Orange County in June with 75.2% occupancy. In July Seminole was behind only Orange, Volusia and Osceola with 71.0%, but beat out Flagler, Alachua and Polk counties.
- ADR was \$94.15 for July 2018 which was 10.2% higher than last year.

Question: Can we get comp analytics for weekday vs. weekend?

Answer: Would have to check with STR, and there will be a cost associated with that. Frank is curious as to what other counties do during the week as well to see if there are other opportunities available if we have more data.

Sports Tourism Update

Danny Trosset

- Fiscal year 2016/17 was the first full year the Sports Complex was open. Can see that the numbers show 55 total events with just over 11,570 room nights and an economic impact of \$18.9 million dollars.

The Projections for 2017/18:

- Sports Complex: 59 events 15,000 room nights \$21.5 million dollar impact

Actuals for FY 2017/18 through July (numbers for August and September not available yet):

- Sports Complex 53 events 17,072 room nights \$20.86 million dollar impact

If we include what we project for August and September we will add eight more events, over 1,100 room nights, and an additional \$1,689,094 million economic impact.

Projections FY 17/18 all other venues:

40 events 12,000 Room Nights \$14 million dollar impact

Actuals for FY 17/18 through July:

32 events 15,698 Room Nights \$18.29 million dollar impact

If we include what we project for August and September, we will add seven more events, 850 room nights, and an additional \$710,168 thousand dollar impact.

We have exceeded the room night goals by approximately 5,700 more rooms than the previous fiscal with actuals for August and September still to come.

Commissioner Horan stated that we could then potentially see a \$24 million dollar impact from the sports complex. If you include all other venues that number could be as high as \$45 million dollars.

Sports Tourism will have a complete breakdown at the November TDC meeting and Fiscal Year projections for 2018/2019.

Upcoming events:

- USSSA Fast pitch: Central Florida Elite Championship
- Prospect Wire: Fall Classic
- Perfect Game Youth: Seminole Season Opener
- Orlando City: Orlando City Cup
- We are in the pre-planning process for ECNL tournament. The numbers look strong again this year, -possibly 165 teams for both the boy's and girl's tourneys.
- CFSC under the new agreement, they met and exceeded their room night goal.

We are excited to announce that the Seminole County Leisure Services Department earned The Florida Recreation and Park Association 2018 Excellence in Sports Tourism Award for mid to large markets. CFSC submitted our name for the nomination for the award.

CFSC Update

Jason Siegel

Final Fiscal 2017/18 numbers:

- The goal for this year was to have 7000 room nights, and the CFSC generated 7336 room nights with a \$5.74 million dollar economic impact.

Highlights:

- Women's College cup Youth Showcase
- Tottenham Hotspur American Trophy – will be returning as South Hampton Cup
- England's Women's Team Training – She Believes Cup

ECNL

- In FY 2015/16 started with just girls with 170 teams totaling 2637 rooms
- In FY 2017/18 with boys' and girls' combined had 342 teams with 4704 rooms.
- Contract runs through 2019/2020
- Started discussions with Orlando City Soccer to utilize their additional fields for ECNL in December

Forecast for 18/19

- Projected Teams: 545 including the Hogan Lacrosse Team Training and NCAA DII Tennis Championships
- Projected Room Nights: 7549
- Hogan Lacrosse will be in Seminole County after being in Osceola and Lake for four previous years. These teams come from the Northeast and Mid-Atlantic high schools. Mostly private with some public.
- NCAA DII Tennis Championships are secure in May 2019 and 2022
- High School Tennis Championships in 2018/19
- 2019 Major League Soccer All-Star game in late July/early August. Lasts for 7-10 days.
- Awarded the Special Olympics USA Games for 2022.
- World Cup 2026 has given US, Mexico and Canada bids. If we host matches, it could potentially bring in \$800 million to \$1 billion dollars in economic impact to the region. Will keep TDC and Seminole County posted on when final decision on cities to host games is known, and when tours begin.

Question: Hogan Lacrosse-where do they come from?

Answer: They come from Northeast and Mid-Atlantic high schools. They train at Boombah Sports Complex and Moore's Station.

Question: The Women's College Cup was a huge event. Why are they not here again?

Answer: They rotate where they play from market to market. They loved our facility, but they like to rotate to different markets. There is an opportunity to have them back. Dependent on the next cycle for NCAA events, we look at those bids but are also looking at smaller conferences and Spring Break trips and Tip Offs during the 'irregular' portions of the NCAA cycle.

Orlando North Tourism Update

Tricia Johnson

- Reminder the Tourism Luncheon is Wednesday, December 12 at the Westin. Will need to get clarification on numbers from the TDC on seats some time in November.

Tricia will send email/appointment reminder out

- July the TDC approved the tourism budget. County had 1st public hearing last Wednesday, and will have another one this upcoming Tuesday at 7pm. Once the board approves the budget, it will be effective October 1, 2018.
- The timeline for the zoo grant is the BCC needs to approve the budget first before they can approve the zoo grant funding amount. Depending on the agenda and legal work, the zoo should go before the BCC on October 9th or 23rd.

Tricia will send an appointment out to TDC

- Tourism Manager Position is still open. Had a first run of interviews. Have not selected a candidate. Thank you to Brenda for being on the interview panel representing the TDC.

Question: What happens with open seats?

Answer: TDC will vote in January 2019 meeting on who the next chairman will be. George Speake is the Vice Chair now, but that does not necessarily mean he has to be your next Chair, but if he is not chosen, then that makes one of our other representatives, non-hotelier, and non-elected.

Commissioner Brender is not running for his seat in Lake Mary and Commissioner Henley has retired early. Commissioner Henley's seat will be appointed most likely in the December BCC meeting. Commissioner Brender's seat is appointed by the CALNO group. Mayor Triplett's seat is re-appointed by the Board Chair.

Question: how does CALNO measure their candidates?

Answer: Not sure, but we do know they have an executive board and select an elected official from that group.

Tricia to see if CALNO will give her metrics on how they choose a representative on the TDC board

Question: how does the BCC appoint/pick their next member?

Answer: It all depends on who the next chairman will be. Commissioner Horan is leaving November 19th, and it will depend on if they can reorganize the board for the meeting in December. If not, it will be decided in January 2019.

Our next TDC meeting after November will be in January when we reconvene with a new TDC.

We have received questions regarding Hurricane Florence and if we saw any major impacts in hotel rooms from people fleeing the storm? All 3 hoteliers on TDC board said maybe a 1 night influx, and mainly a small impact.

- Gui Cunha from FRLA discussed how they are working with Seminole County Police to offer free courses designed to help recognize issues associated with human trafficking. You don't have to be a member of FRLA in order to attend. If anyone is interested, to reach out to Gui with his new contact information. May be of more interest to the smaller hotels since the major ones this is mandatory.

Rosangela Parker

- Raw Travel: filmed in our area for 4 days. Tons of footage. Will premiere October 8, repeat on November 26 and January 14.
- A second episode on Historic Downtown Sanford tentatively premieres February 9 with repeats April 8 and August 5th.
- May even include a 3rd episode to be determined.
On WESH channel 2
- WHERE Orlando book in the full service hotels has a new cover.
- FRLA Marketing Summit-focus was heavy on workforce retention and apprenticeships, and matching players with positions
- Generation Z will be 40% of population by 2020 and has a large influence on spending dollars
- Google and Reviews-utilize great photos and story-telling and tag categories that fit your descriptions and destination. Each star is a 9% sale revenue increase
- Visit Orlando Economic Forum: Orlando will be adding over 7700 new rooms
2020 expected to bring another booming economy to Orlando region
- Governor's Conference focus is on creating 'location envy'; recognizing ourselves as 'what'?
What is the destination known for?
Looking at target niches
Online presence matters-84% consumers claim they value online reviews as much as friends or family recommendations
- District Eat and Play is now open in the Oviedo Mall.
- Theater West End is showing The Color Purple-Broadway quality shows. Highly recommended
- Wondermade and Sanford Brewing are expanding out of Seminole County. Will offer limited offerings and encourage people to come to their Seminole County locations to get the full experience.
- Making sure that research we do is integral to our destination since this is how we will get to the next level of reaching out.
- Mural Alley in Lake Mary on 4th Avenue. Meeting with Bryan Nipe to find out more about this partnership they created with artists. They are turning specific areas of 4th avenue into murals which is drawing Instagramers and people to take pictures with the murals.

Send link to the article to TDC

Paradise Update

Danielle Ackerman

Kristen Murphy

- Showed 3 new content videos: zoo, outdoors, 'instagrammable' places

send link to Commissioner Horan who will send out to other commissioners

- Working on New Brand Campaign Creative
- Developing budget for fiscal year 2018/19
- Campaign overview

PR

MJ Kolassa

Press Releases

- Wekiva Island Eco
- Day spas and relaxation
- Frist Street Sanford Delights Shoppers, Lippers and Suppers
- PlayOrlandoNorth earns FRPA award
- Latin Jazz and Art Festival

Media Activity:

- Meetings with travel writers from NYC and Atlanta
- Provided content and images for a winter article on meeting in Central Florida to Morgan Halaska, Northeast Meetings & Events
- Provided girls getaway recommendations in Orlando North to Erica Lamba, Taste of Home
- Pitched Danville B&B as a unique lodging option to Mara Balatgas with Conde Nast Traveler
- Pitched Skye Sherman from Matador Network on Sanford as a girls getaway destination option

FAM trip recap

Prepping and setting appointments for Society of American Travel Writer's Conference

Evok Update

Holly Fuller

Brian Wilder

- Discussed on July metrics
- Twitter impressions went up by 209% and engagements rose by 80% due to several high performance promoted tweets and participation in the Visit Florida Twitter Chat. There was a loss of followers due to a 'bot' purge by Twitter that removed millions of 'fake' followers.
- Facebook engagements grew 60% with several high performance promoted posts as well as Facebook Marketplace ads launched by both Evok and Paradise
- Impressions continued to grow on Instagram
- Facebook demographics trend towards female and between 35-44 age group
- Twitter demographics about 50/50 split with same age range of 35-44
- Instagram demographics skew towards female but with a younger audience make up: 25-34
- Play Orlando North social platforms all increased dramatically their engagements and impressions.
- Demographics are 50/50 split between male and female with age range towards younger market: 18-24 year olds.
- Still continuing to shape and form the social platforms for Play Orlando North. Not using paid budget on Twitter, so numbers are from organic posts and live tweeting at events.

- Instagram is also an organic platform, but showed a 62% increase in followers and a 50% increase in engagements.
- Had an Ultimate Summer Play List promotions. The final list is located on Spotify if you search for Do Orlando North. Winner was located in Jacksonville
- October will be a good month for Instagram with Halloween and Oktoberfest events

Old Business:

- Seminole State is working towards their hospitality program. Will we get updates and notifications? Yes, as staff receives information.
- Question about what to do for Commissioner Henley since he retired. Commissioner Horan said they decided to do an oral history account of Commissioner Henley's service. This will be put together by staff and once finished will be posted on the Seminole County Website.
- Commissioner Horan is also retiring November 19th. He would like to organize a fundraiser for parks foundations/natural lands. Possibly be in January of 2019. Point person for this still to be determined.
- Is Commissioner Henley being invited to the Luncheon? We can, yes. Will get information from Tricia.
- Is there anything special we can do for Commissioner Henley in regards to his involvement in getting the Sports Complex constructed?

New Business

- Marriott still undergoing renovations-down 100 rooms
- Question about the TDC seats. TDC appointments are based on Florida statute.

Adjourned 4:49