



**Tourist Development Council Meeting
September 19, 2019**

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

Excused: None

Meeting started 3:02 pm

**Pledge of Allegiance
Introductions**

Approval of July 2019 Minutes:

Motion: Bruce Skwarlo

Second: Vice Chair Sarah Reece

Vote: Unanimous

**Sanford Main Street Presentation
Christina Hollerbach**

- Sanford community/business leaders are in the process of starting a Florida Main Street program for Sanford (Sanford Main Street);
- This is a not-for-profit, certified organization;
- They will be seeking support from the City of Sanford, Seminole County (Tourism), and the business community
- Once a certified Main St. program, a board will be formalized, by-laws will be created, and resources will be unified (e.g. Sanford Office of Tourism will be absorbed);
- A Main St. program promotes economic vitality, entrepreneurship, and markets the community as a tourism destination.

Next Steps:

- Receive Main Street Certification
- Secure Funding
- Solicit for marketing services (RFP)
- Executive Director search
- Financial support (public/private)

Question: *Chairman Speake*: How does this benefit Sanford?

Answer: Christina Hollerbach: Right now, we all have different organizations and the money is distributed everywhere for marketing (e.g. Chambers, tourism office). This Main Street will unify the pool for monies and resources and for branding and marketing.

Question follow up: Will they advertise for you?

Answer: Yes

Question: Commissioner Lockhart: Who does/has Historic Downtown Sanford?

Answer: Christina Hollerbach: Will Henao is a marketing professional, this is his program. He is not on the Main St. board, he is a private partner.

Question follow up: Is he part of these discussions?

Answer: He is not currently on the board but when we put the marketing RFP out he is welcome to respond. We do partner with him often.

Question follow up: Is there another competing entity that does as much in terms of what Will does?

Answer: The chamber does some marketing, as well as several local magazines, the City of Sanford, and the Welcome Center. We are trying to unify all of these into one marketing effort for all of Sanford (not just downtown).

Brenda Urias commented that Will Henao's efforts are specific to Historic Downtown District while this will be more broad based marketing.

Question: Frank Cirrincione: Is it too soon to ask about the fiscal request?

Answer: Christina Hollerbach: This was an educational presentation. We do have our first year budget prepared and are currently working on the three year budget. Our first year will focus primarily on hiring an executive director and a marketing firm.

Question follow up: Is membership part of your funding?

Answer: No, it is not.

Gui Cunha commented that, if the TDC were to award funds to Sanford Main St., the funding will be for services rendered. Sanford Main St. will be required to spend TDT dollars within the parameters of FL Statutes and market outside the required radius. When marketing efforts are complete, we will review how the funding was spent and then award it (or not). Seminole County Tourism will have a seat on the Main St. Board (non-voting) to ensure tourism dollars are being spent appropriately.

Question: Commissioner Lockhart: So the support could also be in-kind support?

Answer: Christina Hollerbach: Yes, that is correct.

Question: Bruce Swkarlo: Do you have a funding model?

Answer: Christina Hollerbach: We are not asking for money now, this is preliminary to let you know what we are in the process of forming, but yes, we can provide other models or show other models of funding

Tricia Johnson commented that the catalyst for Main Street in Sanford was the question: "Who is going to own tourism in Sanford?" There are currently several entities that market downtown Sanford, the concept of organizing a Main St. Program was to help combine these entities into one unified efforts.

Sanford Main Street can be used to both promote locally and to promote the area as a tourism destination. Seminole County is not as granular with their funding for their cities. This is an opportunity to create a group to promote this destination and businesses. Marketing efforts will have to promote within boundaries of state statute.

Question: Bruce Skwarlo: Do you have any idea, or does board know, how much the first grant will be?

Answer: Christina Hollerbach: We are hoping that the first grant will be for \$300k, possibly from the county, the city, and Key Performance Hospitality. We hope to pay the executive director with our own efforts and not via grant funding.

Question: Bruce Skwarlo: How are you going to pull community together with so many different small businesses?

Answer: Christina Hollerbach: We will include the community's small businesses in some of our efforts, we will promote their business via marketing efforts, but we won't involve them through paid memberships.

Question: Brenda Urias: Is the goal to promote Sanford as a destination and not necessarily focus on the businesses?

Answer: Christina Hollerbach: That is correct.

Question: Bruce Skwarlo: Do you have a contact, or a website, or incorporated?

Answer: Christina Hollerbach: We do not have a website, but Christina is the contact person. We are incorporated and have filed all paperwork designating us as a 501c7.

Central FL Zoo Presentation

Dino Ferri

- Asian Lantern Festival
 - The lanterns should be at the Zoo on 10/10/19;
 - The event will run November 20, 2019 - January 12, 2020, Wednesdays – Sundays, 6 – 10pm;
 - Separate ticket price: \$18.50 adults; 4 pack tickets for \$50 (adults or children);
 - Closed Thanksgiving and Christmas Days;
 - www.centralfloridazoo.org/lanterns;
 - Promoted event through billboards, broadcast, print and digital, as well as social media;
 - Will have palm cards available for distribution through local businesses and organizations;
 - Sponsorships are available;
 - Goal of 90,000 attendees.

Don Dougherty suggested contacting Chad Crawford to feature the event.

Brenda Urias commented she was two hours away from an Asian Lantern Festival held in Wisconsin and was seeing promotions for the event, which was exciting.

- Hurricane Dorian
 - The Zoo was closed for five days and reopened on September 5;

- The Zoo intends to be at the EOC for future storms;
- A discount to guests was offered for one-day, in-person admission (\$13.75).
- Zoo Improvements
 - Perimeter fencing upgrades in process;
 - In-park lighting;
 - Wayne Densch building repainted;
 - Adding new games/courses to Aerial Adventures.
- Wild Affair event sold out (Saturday, 9/21 at Marriott);
- Promoting Hotel Hospitality Days on Tuesdays in October for hotel staff to learn about the Zoo so they can further promote to guests.

Question: Bruce Skwarlo: Are we going to get any collateral material for the Asian Lantern Festival?

Answer: Julia Krall: Materials are in production now, should have available next week.

Question: Bruce Skwarlo: What is the government and support amount of \$88,750 <in the Zoo budget>?

Answer: Dino Ferri: That is the quarterly payment to from Seminole County Government to the Zoo.

Question: Bruce Skwarlo: Can you provide YTD updates?

Answer: Dino Ferri: We will get that to you.

Question: Commissioner Lockhart: Are there spots on the Zoo board?

Answer: Brenda Urias: Always.

Commissioner Reece invited the Zoo to present at CALNO and would like to have zoo brochures/cards.

Question: Commissioner Austin: What is the sell-out per day?

Answer: Dino Ferri: Since this is a new event and we aren't sure, we are shooting for 2,500.

Evok Presentation

Allison Parker

Highlights July 2019

- Do Orlando North
 - 566 new Facebook followers;
 - Demographics still skew towards female;
 - Page "like" ads receive 15,000 impressions, CTR (Click Through Rate) 5.1%;
 - Promoted posts reached over 30,000 with over 56,000 impressions;
 - Twitter 282 engagements;
 - Promoted tweets had 27,000 total impressions.

Question: Commissioner Lockhart: How do you determine which businesses to promote; from a legal perspective could there ever be an issue that we are promoting the same businesses?

Answer: Allison Parker: We use user generated content and CrowdRiff <a program that captures photographs for use on social media> and utilize # posts. We also get permission for all posts.

Question follow up: How do you get new businesses?

Answer: Karen and Kirsten perform several photo shoots a month with the purpose of generating new content so that we can rotate image out and keep things fresh. We encourage our local businesses to tag Orlando North so that their content can be utilized. Some businesses aren't as savvy with social media or promotions. The tourism team is always happy to work with them on this.

- **Play Orlando North**

- Facebook received 123,000 impressions;
- Demographic split between male/female and age range 25-34;
- Facebook promoted posts reach was 10,000 and over 56,000 impressions;
- Twitter had 333 new followers with promoted posts generating over 24,000 impressions;
- Instagram had 5 new followers;
- Instagram promoted posts reached over 43,000.

Question: *Chairman Speake:* So every picture you post is not yours, you have to get permission to use it?

Answer: *Allison Parker:* Yes, unless it is one of our own pictures.

Paradise Presentation

Danielle Ackerman

MJ Kolassa

Annual Marketing Plan for FY2019/20

Leisure Objectives

- Increase brand awareness;
- Research-driven approach for sales and marketing;
- Increase consumer engagement;
- Increase website engagements;
- Increase earned media opportunities.

Strategies and Tactics

- Utilize ON campaign with the seal/stamp;
- Refine brand and creative assets;
- Develop and utilize data-driven audience profiles;
- Implement targeted PR plan;
- 60/30/10:
 - 60% goes to established markets (key markets): Tampa/St. Pete;
 - 30% to growth markets (secondary markets): Jacksonville/Tallahassee;
 - 10% to emerging and test markets;
 - Atlanta showing as emerging with no little paid effort.
- Expand content marketing (videos, imagery, blogs);
- Entertainment as well as providing information.

Campaign Overview:

Demographics

- Skews female
- High earners with degrees
- Families, couples

Type of Experience

- Craft beverages and foodies
- Eco/Nature Enthusiasts
- Authentic Experiences

Media Placement

- Madden Media/Visit Florida Partnership
 - Retargeting efforts showed a CTR of (.23% well above average of .08%)
- Google Paid Ads/Paid Research
- Influencer Marketing (blogs)
- Email Marketing

Key Performance Indicators (KPIs)

- Paid media
- Website Traffic
- Public Relations
- Organizational KPIs

Sports Objectives

- Research-driven approach
- Increase awareness for premier venues
- Influence increase in sales leads, room nights, and economic impact attributed to sporting events
- Expand assets (imagery, sales collateral, videography)
- Increase earned media opportunities

Strategies & Tactics

- Identify and target sports events decision makers-niche markets like field hockey and lacrosse
- Target sporting even decision makers with room night minimum thresholds
- Showcase Boombah Sports Complex and Boombah Soldiers Creek as premium, anchor venues
- Secure sponsorships at tradeshow/ trade events
- Evolve and Elevate creative assets
- Promote Full Sail partnership
- 60/30/10:
 - 60% on diamond sports
 - 30% on rectangular
 - 10% unique, niche sports

Sports Campaign Overview

- Skews male
- Event Organizers
- Showcase turf fields
- Incentives

Media Placement

- NASC Symposium
- Connect Sports
- Sports Event Media Group Relationship Conference - new tradeshow
- Paid search

Key Performance Indicators (KPIs)

- Room Nights
- Economic Impact
- Website

Public Relations

- 400,000 editorial impressions
- Bi-monthly press releases and pitches

Question: *Brenda Urias:* Are the micro-influencers already committed?

Answer: *Danielle Ackerman:* No, those are proposed ideas we used for the presentation. We will work with the team to vet and finalize who would be the best fit - look at where their audience is based, not where they are located.

Question: *Bruce Skwarlo:* The SWAT analysis that was done shows that one of the weakness is a small CVB with a limited budget? Was this something staff asked about?

Answer: *Danielle Ackerman:* Compared to other destinations and CVBs in your region, this is a smaller team with a smaller budget - just an acknowledgment that is the case here and that we are competing against larger budgets, staffs, etc.

Question: *Chairman Speake:* The Visitor profile study - what is the pool? How many people were in the study?

Answer: *Danielle Ackerman:* Don't know off top of head but will provide

Tourism Update

Gui Cunha

- Horizon ad in Wall St. Journal;
- Video board ad in Times Square;
- Lake Mary video shoot;
- Where Orlando in-room publication;
- Eco-tourism photo shoot;
- Gathering more for sports since that is our biggest need.

Occupancy

- June shows common theme: occupancy is staying flat, which is consistent with rest of country (+/- 3% is flat);
- Year-to-Date (YTD) occupancy is flat;
- ADR small increase;
- RevPar flat;
- Weekend versus Weekday flat;
- Small increases in occupancy in July;
- Increase in ADR is common during a slower time. STR believes this will continue - plateau for next 12-18months.

Comp Set Analytics

- Continued common theme of remaining flat;
- In July, Seminole and Polk were only counties to show positive growth in occupancy.

Worst case scenario is if ADR drops during the plateau
Can bring STR back for another presentation if you would like

Sports Update

Danny Trosset

- Best summer and best year for sports tourism;
- Perfect Game was our anchor client: 12 events with 287 teams and generated 5,145 rooms, and a \$5.9 million dollar economic impact;
- Sports complex had 11 events with over 8,200 rooms for \$10.5 million dollar economic impact;
- Other venues had 9 events and 1,500 rooms with \$1.5 million dollar impact;
- Tournaments were held at the Boombah Sports Complex 52/60 days in the summer;
 - Staff credits facility team for turning fields so quickly;
 - 37% of our sports room nights were generated in June and July;
- Staff is currently in the process of finalizing approvals for 2020 events.

FY2019/20 projections will be presented at the November TDC meeting.

FY2018/19 Recap: Still getting numbers for August and September

Sports Complex: October 2018 – July 2019: 48 events, 22,169 room nights and over \$24 million dollars in economic impact

All Other Venues: October 2018 – July 2019: 48 events, 16,686 room nights and \$16.85 million dollars economic impact

Upcoming events:

Large lacrosse event in November 22-24: 3d Lacrosse. 30+ of the top teams in the nation along with recruiting coaches. Inside Lacrosse publication will be there as well

- Suncoast/USSSA Summer All-Star Event
- USSSA Fastpitch Elite Select
- Prospect Wire Fall Classic
- USTA Level 3 & Fall Tournament
- Perfect Game Youth CFL Kickoff

Question: *Bruce Skwarlo*: All other venues? Are those county or what does that refer to?

Answer: *Danny Trosset*: Yes, other county facilities, Seminole Soccer Complex, softball complex ...

Question: *Brenda Urias*: When do we max out?

Answer: *Danny Trosset*: Within the next year, but we are more selective about the groups we book so that the tournaments we choose have the greatest room night impact.

Question: *Commissioner Reece*: Will you look booking/renting facilities in the cities?

Answer: *Danny Trosset*: Yes, we are always open to using city facilities – we’ve used Merrill Park and Eastmonte and Kraze Krush uses Central Winds Park.

Question: *Chairman Speake*: I know focus is on travel teams with the hotels and room nights, but you do more at those facilities because local teams need to practice?

Answer: *Danny Trosset*: Yes, absolutely. Obviously we focus on sports tourism, but the complex staff books for their facility to be at capacity, and most of that is local.

Old Business:

Made small typo changes to July 2019 Minutes

New Business:

Bruce mentioned that Rick Donohue, the GM from the Embassy Suites, is a Seminole County resident and could be considered for a TDC seat since both Bruce and Don’s terms end in 2019.

Meeting Adjourned 4:45pm