

# Tourist Development Council

Seminole County Services Building

April 18, 2024



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**Tourist Development Council**  
**April 18, 2024 Meeting Agenda**  
**Seminole County Services Building**  
**Room 3024**

I.	Call to Order	Chair Bruce Skwarlo
	Pledge of Allegiance followed by Moment of Silence	
II.	Welcome and Introductions	
III.	Approval of January 2024 TDC Minutes*	
IV.	Orlando North Tourism presentations	
	a. FY2024/2025 Budget Review*	Gui Cunha Seminole County Government
	b. Tourism Team presentation	Karen Aplin, Danny Trosset Seminole County Government
V.	Tourism Improvement District presentation	Tiffany Gallagher Civitas Advisors
VI.	Central Florida Zoo Grant presentation*	Richard Glover Central FL Zoo
VII.	Evok Advertising presentation	Yahn Bartelink Evok Advertising
VIII.	Old Business	Chair Bruce Skwarlo
IX.	New Business/Awards	Colby Goncalves Seminole County Government
X.	Sunshine Law & Ethics Training	Andrew Lanius Seminole County Attorney's Office
	Adjourn	

**Next Meeting**

Thursday, August 15, 2024  
Seminole County Government, Room 3024  
1101 East First Street, Sanford, FL 32771

*\* These items need formal action by the TDC.*

*PERSONS WITH DISABILITIES NEEDING ASSISTANCE TO PARTICIPATE IN ANY OF THESE PROCEEDINGS SHOULD CONTACT THE HUMAN RESOURCES DEPARTMENT, ADA COORDINATOR 48 HOURS IN ADVANCE OF THE MEETING AT 407-665-7941.*

*PURSUANT TO FLORIDA LAW, THE PUBLIC HAS THE RIGHT TO BE HEARD ON ALL PROPOSITIONS. PUBLIC COMMENT TIME ON PROPOSITIONS SHALL BE THREE (3) MINUTES FOR INDIVIDUALS AND SIX (6) MINUTES FOR GROUP REPRESENTATIVES. PROPER DECORUM WILL BE OBSERVED.*

# ORLANDO NORTH SEMINOLE COUNTY

**Tourist Development Council Meeting  
January 18, 2024**

**Meeting called to order at 3:03 pm**

***A quorum was established.***

**In Attendance:**

- Chairman Patrick Austin, Commissioner, City of Sanford
- Vice Chair Bruce Skwarlo, General Manager, Orlando Marriott Lake Mary
- Commissioner Jay Zembower, Seminole County Board of County Commission, District 2
- Commissioner Sarah Reece, City of Altamonte Springs, CALNO Representative
- Andre Hickman, Owner, Comfort Inn & Suites
- Brenda Urias, Owner, Sanford Tours & Experiences
- Judy Desrosiers, Commercial Properties Specialist, OSI
- Josh Gunderson, Mall Director, Oviedo Mall

**Excused:**

- Don Dougherty, General Manager, The Westin Lake Mary, Orlando North

**Pledge of Allegiance and Moment of Silence**

**Welcome and Introductions**

**2024 Elections:**

**Central Florida Zoo Board Appointment**

*Motion for Judy Desrosiers to maintain appointment:*

**Motion:** Commissioner Reece

**Second:** Brenda Urias

**Vote:** Unanimous

**TDC Vice Chair Election: attraction**

*Motion to elect Brenda Urias as TDC Vice Chair:*

**Motion:** Bruce Skwarlo

**Second:** Commissioner Zembower

**Vote:** Unanimous



**TDC Chair: Hotelier**

*Motion to elect Bruce Skwarlo as TDC Chair*

**Motion:** Commissioner Reece

**Second:** Commissioner Zembower

**Vote:** unanimous

**Approval of November 2023 TDC Minutes:**

**Motion:** Commissioner Reece

**Second:** Commissioner Zembower

**Vote:** Unanimous

**Seminole County Tourism****Leisure Update**

*Karen Aplin, Tourism Director, Seminole County*

- Marketing and production updates
  - ON Board: water-based series has begun production.
  - I Do Orlando North: wedding series has begun production.
  - ONSC Podcast: Spring 2024 has begun production.
  - Travel Tails Season Two: dog-friendly travel stay ideas are in pre-production.
  - Wonder Squad: animated series is in pre-production.
- Giveaways campaigns will continue through 2024.
- Main Street Board meetings will be attended by Jessica Pickering and Karen Aplin.
- Upcoming Events:
  - Scottish Highland Games
  - SmashBeer Festival
  - Sanford Porch Fest
  - Taste of Oviedo
  - Air Show

**Sports Update**

*Danny Trosset, Sports Tourism Director, Seminole County*

- Year-over-year Key Performance Indicator analysis was presented.
- Boombah Sports Complex event recap was presented.
- All Other Venues event recap was presented.
- Upcoming Events:
  - Perfect Game Free Kids Camp at Boombah
  - ECNL Boys
  - NFHCA Field Hockey
  - Men's Senior Baseball
  - Florida Winter Nationals
  - CMI Softball Games
  - HoganLax

**Hotel Trends Update**

*Gui Cunha, Administrator, Office of Strategic Initiatives*

- STR Monthly Trends report is in line with forecast and comp sets.
- Keydata Dashboard Monthly Vacation Rentals report has shown stabilization within the vacation rental market.
- Downs & St. Germain Monthly Visitors report provides visitor counts and direct visitor expenditures.

### **Tourism Work Session Study Presentation**

*Downs & St. Germain*

*Joseph St. Germain, President, Downs & St. Germain*

*Erin Dinkel*

- Indoor Facility Forecast Study presentation: demand forecasts for only the indoor capital project.
- Indoor Facility Forecast Study presentation: demand forecasts for both the indoor and Sylvan Lake Park expansion capital projects.
- Economic Impact that is referenced in the Indoor Facility Forecast Study presentation is only accounting for projected Overnight Visitor Spending.

### **Central Florida Zoo Update**

*Richard Glover, CEO, Central Florida Zoo*

- In 2023, attendance was over 400,000 for 3<sup>rd</sup> year in a row,
- Asian Lantern Festival: 94,252 tickets sold over 42 ticketed nights.
- Upcoming Events
  - Indigo Bluegrass BBQ
  - Hippity Hop
  - Brews Around the Zoo

### **Evok Update**

*Yahn Bartelink, Account Manager, Evok Advertising*

- Presented an update on current and upcoming marketing projects.
- Do Orland North website re-design presentation was conducted.

### **Old Business:**

- This was Paul Chipok, County Attorney's last TDC meeting. He will be retiring. Andrew Lanius will be replacing Paul Chipok on the TDC.

### **New Business:**

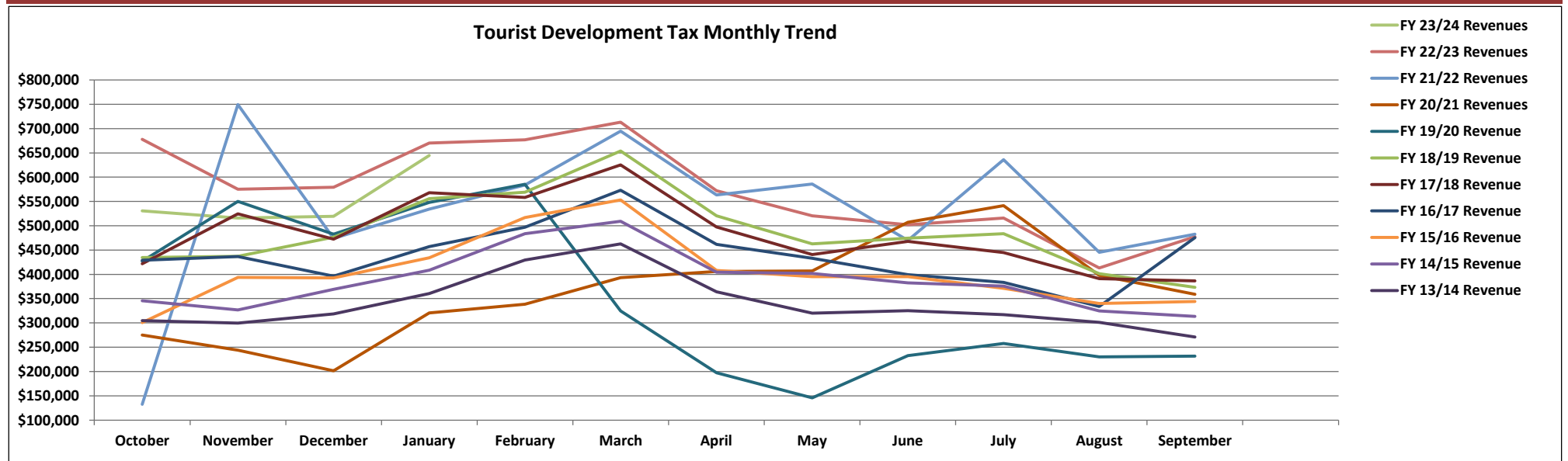
TDC Chair Bruce Skwarlo directed staff on exploring the possibility of honoring former TDC member Jamie Ross with naming TDC award after her.

***Meeting adjourned 4:16 pm***

Seminole County, Florida  
**TOURIST DEVELOPMENT TAX**  
 Fiscal Year 2023/24 Revenue Report

Monthly Collections	HISTORY										CURRENT FISCAL YEAR			COMPARISON	
	FY 2013/14	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18	FY 2018/19	FY 2019/20	FY 2020/21	FY 2021/22	FY 2022/23	FY 2023/24			FY 23/24 vs FY 22/23	
	Total Collections	Total Collections	Total Collections	Total Collections	Total Collections	Total Collections	Total Collections	Total Collections	Total Collections	Total Collections	Original 3 Cents	2 Cents	Total Collections	Month Over Month/ YTD Over YTD Change In Collection	
October	304,877	345,553	300,862	428,948	421,671	434,438	426,810	274,906	132,466	677,865	318,539	212,359	530,898	(146,967)	-21.7%
November	299,750	326,885	393,635	436,732	524,762	436,992	550,273	244,092	749,463	574,963	309,592	206,395	515,987	(58,976)	-10.3%
December	318,536	369,173	392,605	396,424	472,255	476,548	482,643	201,297	473,861	578,977	311,714	207,810	519,524	(59,453)	-10.3%
January	360,507	408,691	433,835	456,915	567,724	555,919	548,293	320,404	534,395	670,162	386,824	257,882	644,706	(25,456)	-3.8%
February	429,247	483,661	516,610	497,136	558,093	569,125	585,371	338,387	583,915	676,944					
March	462,593	509,149	552,988	572,832	625,272	654,013	324,781	393,366	694,754	713,329					
April	364,161	404,355	407,783	461,492	497,187	520,483	197,530	405,926	563,558	572,062					
May	320,090	401,954	395,282	432,965	440,873	462,655	145,826	406,821	585,892	520,557					
June	325,397	382,227	395,373	399,489	467,655	474,337	232,610	507,262	469,931	502,075					
July	316,960	375,695	370,960	383,585	444,707	483,878	257,661	541,239	635,873	515,702					
August	300,955	324,474	339,798	333,761	391,058	401,322	230,144	397,999	445,388	413,351					
September	271,010	313,288	343,950	475,615	386,395	373,474	231,559	359,119	482,358	477,380					
<b>Total</b>	<b>4,074,084</b>	<b>4,645,106</b>	<b>4,843,681</b>	<b>5,275,894</b>	<b>5,797,652</b>	<b>5,843,184</b>	<b>4,213,500</b>	<b>4,390,817</b>	<b>6,351,853</b>	<b>6,893,367</b>	<b>1,326,669</b>	<b>884,446</b>	<b>2,211,115</b>	<b>(290,852)</b>	<b>-16.6%</b>
	11.40%	14.02%	4.27%	8.92%	9.89%	0.79%	-27.89%	4.21%	44.66%	8.53%	<b>Budgeted Revenue</b>				
	% Chg from	% Chg from	% Chg from	% Chg from	% Chg from	% Chg from	% Chg from	% Chg from	% Chg from	% Chg from	<b>3,900,000</b>	<b>2,600,000</b>	<b>6,500,000</b>		
	Prior Year	Prior Year	Prior Year	Prior Year	Prior Year	Prior Year	Prior Year	Prior Year	Prior Year	Prior Year					
											<b>Estimated Revenue</b>				
											<b>3,900,000</b>	<b>2,600,000</b>	<b>6,500,000</b>		
											<b>% Change From PY</b>				
													<b>-5.71%</b>		

Revenue Per Penny	814,817	929,021	968,736	1,055,179	1,159,530	1,168,637	842,700	878,163	1,270,371	1,378,673
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## FY25 TOURISM REQUESTED BUDGET

\*\*\*PERSONNEL, CONTRA & INTERNAL SERVICE CHARGES  
ARE NOT ENTERED/FINALIZED \*\*\*

ITEM DETAIL	FY24 ADOPTED BUDGET	FY25 REQUESTED	VARIANCE	%	
<b>11000 TOURISM PARKS 1,2,3 CENT FUND</b>					
BASE BUDGETS					
TOURISM					
<b>011030 TOURIST DEVMNT 1,2,3 CENT</b>					
530310 PROFESSIONAL SERVICES	3100110501 MARKETING SERVICES - EVOK	300,000	300,000	-	0.0%
530310 PROFESSIONAL SERVICES	3100110503 MARKETING SPECIAL PROJECTS	150,000	50,000	(100,000)	-66.7%
530480 PROMOTIONAL ACTIVITIES	4800111102 LEISURE MARKETING	130,000	130,000	-	0.0%
530480 PROMOTIONAL ACTIVITIES	4800111105 SOCIAL MEDIA MARKETING	50,000	50,000	-	0.0%
580821 AID TO PRIVATE ORGANIZATIONS	8210110201 CENTRAL FLORIDA ZOOLOGICAL SOC	350,000	350,000	-	0.0%
<b>011030 TOURIST DEVMNT 1,2,3 CENT Total</b>		<b>980,000</b>	<b>880,000</b>	<b>(100,000)</b>	<b>-10.2%</b>
PARKS & RECREATION					
<b>043805 SOCCER COMPLEX TOURISM</b>					
510120 REGULAR SALARIES & WAGES		42,066	42,475	408	1.0%
510140 OVERTIME	NO ITEM DETAIL	992	992	-	0.0%
510210 SOCIAL SECURITY MATCHING		3,294	3,325	31	0.9%
510220 RETIREMENT CONTRIBUTIONS		5,843	5,925	82	1.4%
510230 HEALTH INSURANCE - EMPLOYER		12,532	12,532	0	0.0%
510240 WORKERS COMPENSATION		1,428	1,152	(275)	-19.3%
530440 RENTAL AND LEASES	4409999902 LEASED EQUIPMENT	1,500	1,500	-	0.0%
530460 REPAIRS AND MAINTENANCE	4600109001 REPAIRS AND MAINTENANCE	25,000	25,000	-	0.0%
530460 REPAIRS AND MAINTENANCE	4600438701 REPLACEMENT SOD	25,000	25,000	-	0.0%
530520 OPERATING SUPPLIES	5200438401 FIELD MARKING PAINTS	5,000	7,500	2,500	50.0%
530520 OPERATING SUPPLIES	5200438444 TOP DRESSING	1,500	5,000	3,500	233.3%
530520 OPERATING SUPPLIES	5200438706 RYE GRASS SEED	7,500	7,500	-	0.0%
530520 OPERATING SUPPLIES	5200770218 HERBICIDE CHEMICALS	18,500	25,000	6,500	35.1%
530520 OPERATING SUPPLIES	5209999901 OPERATING SUPPLIES	8,000	8,000	-	0.0%
530520 OPERATING SUPPLIES	5209999902 SAFETY EQUIPMENT	125	125	-	0.0%
530520 OPERATING SUPPLIES	5209999906 IRRIGATION SUPPLIES	3,100	3,100	-	0.0%
<b>043805 SOCCER COMPLEX TOURISM Total</b>		<b>161,380</b>	<b>174,126</b>	<b>12,746</b>	<b>7.9%</b>
99-REVENUES-RESERVES-TRANSFERS					
<b>911000 TOURISM 1,2,3 CENT ALLOC 11000</b>					
540102 OTHER CHRGS/ADMIN FEE CONTRA		10,000	-	(10,000)	-100.0%
<b>911000 TOURISM 1,2,3 CENT ALLOC 11000 Total</b>		<b>10,000</b>	<b>-</b>	<b>(10,000)</b>	<b>-100.0%</b>
CIP					
PARKS & RECREATION					
<b>02504111 SPORT COMP TURF REPLACE 11000</b>					
560630 IMPROVEMENTS OTH THAN BLD	6309999901 INFRASTRUCTURE	0	3,443,428	3,443,428	
<b>02504111 SPORT COMP TURF REPLACE 11000 Total</b>		<b>0</b>	<b>3,443,428</b>	<b>3,443,428</b>	
EQUIPMENT, OTHER					
TOURISM					
<b>00234720 SPORTS COMPLEX</b>					
570720 INTEREST	7100903411 SPORTS COMPLEX LIGHTING LOAN	100,000	50,000	(50,000)	-50.0%
<b>00234720 SPORTS COMPLEX Total</b>		<b>100,000</b>	<b>50,000</b>	<b>(50,000)</b>	<b>-50.0%</b>
FUNDS					
99-REVENUES-RESERVES-TRANSFERS					
<b>11000 TOURISM PARKS 1,2,3 CENT FUND</b>					
312120 TOURIST DEVELOPMENT TAX	3121200001 TOURIST DEVELOPMENT TAX	(3,900,000)	(3,900,000)	-	0.0%
361100 INTEREST ON INVESTMENTS	3611000001 INTEREST ON INVESTMENTS	(30,000)	(50,000)	(20,000)	66.7%
399999 BEGINNING FUND BALANCE	3999990001 BEGINNING FUND BALANCE	(5,200,000)	(6,200,000)	(1,000,000)	19.2%
<b>11000 TOURISM PARKS 1,2,3 CENT FUND Total</b>		<b>(9,130,000)</b>	<b>(10,150,000)</b>	<b>(1,020,000)</b>	<b>11.2%</b>
RESERVES					
99-REVENUES-RESERVES-TRANSFERS					
<b>999910 RESERVES - 11000</b>					
599998 RESERVE FOR CONTINGENCIES	9989999901 RESERVE-CONTINGENCIES	5,969,387	3,693,213	(2,276,175)	-38.1%
<b>999910 RESERVES - 11000 Total</b>		<b>5,969,387</b>	<b>3,693,213</b>	<b>(2,276,175)</b>	<b>-38.1%</b>
TRANSFERS					
99-REVENUES-RESERVES-TRANSFERS					
<b>014004 INTERFUND TRANSFER - 11000</b>					
590910 TRANSFER OUT	7100903403 SPECIAL OBLIGATION BOND 2014	1,638,400	1,638,400	-	0.0%
590910 TRANSFER OUT	7100903411 SPORTS COMPLEX LIGHTING LOAN	270,833	270,833	-	0.0%
<b>014004 INTERFUND TRANSFER - 11000 Total</b>		<b>1,909,233</b>	<b>1,909,233</b>	<b>-</b>	<b>0.0%</b>

## FY25 TOURISM REQUESTED BUDGET

\*\*\*PERSONNEL, CONTRA & INTERNAL SERVICE CHARGES  
ARE NOT ENTERED/FINALIZED \*\*\*

		FY24 ADOPTED BUDGET	FY25 REQUESTED	VARIANCE	%
<b>11001 TOURISM SPORTS 4 &amp; 6 CENT FUND</b>					
<b>BASE BUDGETS</b>					
<b>TOURISM</b>					
<b>011050 TOURIST DEVMNT 4,6 CENT</b>					
510120 REGULAR SALARIES & WAGES		525,265	501,529	(23,735)	-4.5%
510150 SPECIAL PAY		2,010	360	(1,650)	-82.1%
510210 SOCIAL SECURITY MATCHING		40,183	38,367	(1,816)	-4.5%
510220 RETIREMENT CONTRIBUTIONS		91,588	68,358	(23,230)	-25.4%
510230 HEALTH INSURANCE - EMPLOYER		100,654	103,272	2,618	2.6%
510240 WORKERS COMPENSATION		788	652	(136)	-17.2%
530310 PROFESSIONAL SERVICES	3100110551 SOCIAL MEDIA POSTING TOOLS	5,364	5,912	548	10.2%
530310 PROFESSIONAL SERVICES	3100110552 PUBLIC RELATIONS RESEARCH	9,785	9,785	-	0.0%
530310 PROFESSIONAL SERVICES	3100110553 SOCIAL MED DIGITAL ASSET MGMT	25,000	25,000	-	0.0%
530340 OTHER SERVICES	3400110205 BROCHURE DISTRIBUTION	5,900	5,900	-	0.0%
530340 OTHER SERVICES	3400110206 BULK MAILINGS	800	800	-	0.0%
530340 OTHER SERVICES	3400110209 HOTEL OCCUPANCY RESEARCH REPOR	15,500	24,084	8,584	55.4%
530340 OTHER SERVICES	3400110214 TAX COLLECTOR COMM TOURIST TAX	70,000	105,000	35,000	50.0%
530340 OTHER SERVICES	3400111012 RENTAL & OCCUPANCY ANALYTICS	6,742	6,945	203	3.0%
530400 TRAVEL AND PER DIEM	4009999901 TRAVEL & PER DIEM	11,700	11,700	-	0.0%
530440 RENTAL AND LEASES	4409999901 LEASED OFFICE SPACE	30,409	34,456	4,047	13.3%
530470 PRINTING AND BINDING	4709999901 PRINTING SERVICES	8,000	8,000	-	0.0%
530510 OFFICE SUPPLIES	5109999901 OFFICE SUPPLIES	1,500	1,500	-	0.0%
530520 OPERATING SUPPLIES	5200105101 PAPER - COUNTYWIDE	77	77	-	0.0%
530521 EQUIPMENT \$1000-\$4999	5210380003 OPERATING SUPPLIES - EQUIPMENT	2,500	2,500	-	0.0%
530522 OPERATING SUPPLIES-TECHNOLOGY	5229999902 ADOBE ACROBAT	750	750	-	0.0%
530540 BOOKS, DUES PUBLICATIONS	5409999901 BOOKS, DUES, PUBS	9,000	9,000	-	0.0%
530540 BOOKS, DUES PUBLICATIONS	8210110501 CFHLA - REG TOURISM CALCULATOR	10,000	-	(10,000)	-100.0%
530550 TRAINING	5509999901 TRAINING REGISTRATION	10,000	10,000	-	0.0%
540101 INTERNAL SERVICE CHARGES		45,736	27,163	(18,574)	-40.6%
540202 INTERNAL SERVICE FEES TECH		2,561	1,506	(1,055)	-41.2%
580821 AID TO PRIVATE ORGANIZATIONS	8210662018 TOURISM GRANT PROGRAM	50,000	60,000	10,000	20.0%
<b>011050 TOURIST DEVMNT 4,6 CENT Total</b>		<b>1,081,812</b>	<b>1,062,616</b>	<b>(19,195)</b>	<b>-1.8%</b>
<b>011051 SPORTS 4,6 CENT</b>					
510120 REGULAR SALARIES & WAGES		166,147	172,793	6,646	4.0%
510210 SOCIAL SECURITY MATCHING		12,710	13,219	508	4.0%
510220 RETIREMENT CONTRIBUTIONS		22,546	23,552	1,006	4.5%
510230 HEALTH INSURANCE - EMPLOYER		41,722	41,728	6	0.0%
510240 WORKERS COMPENSATION		249	225	(25)	-9.9%
530310 PROFESSIONAL SERVICES	3100110510 ZARTICO - DESTINATION MGMT SYS	45,000	45,000	-	0.0%
530340 OTHER SERVICES	3400110202 CENTRAL FLORIDA SPORTS COMMISS	100,000	100,000	-	0.0%
530400 TRAVEL AND PER DIEM	4009999901 TRAVEL & PER DIEM	6,000	6,000	-	0.0%
530480 PROMOTIONAL ACTIVITIES	4800110553 THRESHOLD 360	6,000	6,500	500	8.3%
530480 PROMOTIONAL ACTIVITIES	4800111104 MARKETING, PROMO, COLLATERAL	50,000	50,000	-	0.0%
530480 PROMOTIONAL ACTIVITIES	4809999903 EVENT HOSPITALITY	25,000	35,000	10,000	40.0%
530480 PROMOTIONAL ACTIVITIES	4809999906 SPORTS EVENT INCENTIVES	600,000	600,000	-	0.0%
530480 PROMOTIONAL ACTIVITIES	4800110511 EASTER SOCCER INVITATIONAL	0	45,000	45,000	-
530510 OFFICE SUPPLIES	5109999901 OFFICE SUPPLIES	500	500	-	0.0%
530522 OPERATING SUPPLIES-TECHNOLOGY	5220111011 DMAI ECONOMIC IMPACT SOFTWARE	2,700	2,700	-	0.0%
530540 BOOKS, DUES PUBLICATIONS	5400110551 SPORTS ETA MEMBERSHIP DUES	1,300	1,300	-	0.0%
530540 BOOKS, DUES PUBLICATIONS	5409999901 BOOKS, DUES, PUBS	2,000	3,000	1,000	50.0%
530550 TRAINING	5509999901 TRAINING REGISTRATION	10,000	10,000	-	0.0%
540101 INTERNAL SERVICE CHARGES		8,790	2,718	(6,072)	-69.1%
540202 INTERNAL SERVICE FEES TECH		1,008	669	(338)	-33.6%
<b>011051 SPORTS 4,6 CENT Total</b>		<b>1,101,672</b>	<b>1,159,903</b>	<b>58,231</b>	<b>5.3%</b>
<b>PARKS &amp; RECREATION</b>					
<b>043833 SANLANDO TOURISM 4,6 CENT</b>					
530460 REPAIRS AND MAINTENANCE	4600438404 FENCE REPAIR	17,000	17,000	-	0.0%
530520 OPERATING SUPPLIES	5200438201 BENCH REPLACEMENT	4,000	4,000	-	0.0%
530520 OPERATING SUPPLIES	5200438416 WINDSCREENS	1,000	1,000	-	0.0%
530520 OPERATING SUPPLIES	5200438436 TENNIS NETS	2,500	2,500	-	0.0%
530520 OPERATING SUPPLIES	5209999901 OPERATING SUPPLIES	1,250	1,250	-	0.0%
<b>043833 SANLANDO TOURISM 4,6 CENT Total</b>		<b>25,750</b>	<b>25,750</b>	<b>-</b>	<b>0.0%</b>
<b>043834 SOFTBALL TOURISM 4,6 CENT</b>					
530460 REPAIRS AND MAINTENANCE	4600109001 REPAIRS AND MAINTENANCE	10,000	10,000	-	0.0%
530520 OPERATING SUPPLIES	5209999901 OPERATING SUPPLIES	10,000	10,000	-	0.0%
<b>043834 SOFTBALL TOURISM 4,6 CENT Total</b>		<b>20,000</b>	<b>20,000</b>	<b>-</b>	<b>0.0%</b>
<b>043835 SOLDIERS CREEK TOURISM 4,6 CENT</b>					
530460 REPAIRS AND MAINTENANCE	4600438406 LASER LEVEL SOFTBALL FIELD REP	7,500	9,000	1,500	20.0%
530520 OPERATING SUPPLIES	5200562002 FIELD SUPPLIES	12,000	12,000	-	0.0%
<b>043835 SOLDIERS CREEK TOURISM 4,6 CENT Total</b>		<b>19,500</b>	<b>21,000</b>	<b>1,500</b>	<b>7.7%</b>



## FY25 TOURISM REQUESTED BUDGET

\*\*\*PERSONNEL, CONTRA & INTERNAL SERVICE CHARGES

ARE NOT ENTERED/FINALIZED ***	ITEM DETAIL	FY24 ADOPTED BUDGET	FY25 REQUESTED	VARIANCE	%
<b>043837 SPORTS COMPLEX TOURSM 4,6 CENT</b>					
530340 OTHER SERVICES	3400879210 TEMPORARY PERSONNEL SERVICE	5,000	5,152	152	3.0%
530460 REPAIRS AND MAINTENANCE	4600438724 TURF FIELD REPAIR	75,000	77,280	2,280	3.0%
530520 OPERATING SUPPLIES	5200438003 INFIELD CONDITIONER	15,000	15,470	470	3.1%
530520 OPERATING SUPPLIES	5200438425 BALL FIELD BASES/MOUNDS	40,000	41,250	1,250	3.1%
530520 OPERATING SUPPLIES	5200438723 WARNING TRACK MATERIAL REPLACE	9,000	9,280	280	3.1%
530520 OPERATING SUPPLIES	5200438724 CRUMB RUBBER REPLACEMENT	7,000	7,220	220	3.1%
530520 OPERATING SUPPLIES	5209999920 FENCE MATERIALS & SUPPLIES	45,000	46,400	1,400	3.1%
530520 OPERATING SUPPLIES	5209999921 PITCHING SCREENS	9,800	10,100	300	3.1%
<b>043837 SPORTS COMPLEX TOURSM 4,6 CENT Total</b>		<b>205,800</b>	<b>212,152</b>	<b>6,352</b>	<b>3.1%</b>

99-REVENUES-RESERVES-TRANSFERS

911001 TOURISM 4,6 CENT ALLOC 11001

510120 REGULAR SALARIES & WAGES	8,000	8,000	-	0.0%	
540102 OTHER CHRGS/ADMIN FEE CONTRA	65,006	71,507	6,501	10.0%	
<b>911001 TOURISM 4,6 CENT ALLOC 11001 Total</b>		<b>73,006</b>	<b>79,507</b>	<b>6,501</b>	<b>8.9%</b>

CIP

PARKS & RECREATION

02504020 SPORT COMP TURF REPLACE 11001

560630 IMPROVEMENTS OTH THAN BLD	6309999901 INFRASTRUCTURE	0	2,181,572	2,181,572
<b>02504020 SPORT COMP TURF REPLACE 11001 Total</b>		<b>0</b>	<b>2,181,572</b>	<b>2,181,572</b>

FUNDS

99-REVENUES-RESERVES-TRANSFERS

11001 TOURISM SPORTS 4 & 6 CENT FUND

312120 TOURIST DEVELOPMENT TAX	3121200001 TOURIST DEVELOPMENT TAX	(2,600,000)	(2,600,000)	-	0.0%
361100 INTEREST ON INVESTMENTS	3611000001 INTEREST ON INVESTMENTS	(10,000)	(10,000)	-	0.0%
369900 MISCELLANEOUS-OTHER	3699000001 MISCELLANEOUS-OTHER	(2,500)	(2,500)	-	0.0%
399999 BEGINNING FUND BALANCE	3999990001 BEGINNING FUND BALANCE	(2,100,000)	(2,400,000)	(300,000)	14.3%
<b>11001 TOURISM SPORTS 4 &amp; 6 CENT FUND Total</b>		<b>(4,712,500)</b>	<b>(5,012,500)</b>	<b>(300,000)</b>	<b>6.4%</b>

RESERVES

99-REVENUES-RESERVES-TRANSFERS

999954 RESERVES - 11001

599998 RESERVE FOR CONTINGENCIES	9989999901 RESERVE-CONTINGENCIES	2,184,960	250,000	(1,934,960)	-88.6%
<b>999954 RESERVES - 11001 Total</b>		<b>2,184,960</b>	<b>250,000</b>	<b>(1,934,960)</b>	<b>-88.6%</b>

# TOURIST DEVELOPMENT COUNCIL MEETING

April 18, 2024

# STR Monthly Trends Report

Current Month - December 2023 vs December 2022												
	Occ %		ADR		RevPAR		Percent Change from December 2022					
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Alachua County, FL	51.3	54.4	106.33	105.03	54.55	57.16	-5.7	1.2	-4.6	-5.4	-0.8	-6.5
Orange County, FL	72.1	74.0	222.19	227.14	160.22	168.00	-2.5	-2.2	-4.6	-4.4	0.3	-2.2
<b>Seminole County, FL</b>	<b>65.9</b>	<b>70.0</b>	<b>103.49</b>	<b>109.64</b>	<b>68.19</b>	<b>76.78</b>	<b>-5.9</b>	<b>-5.6</b>	<b>-11.2</b>	<b>-11.3</b>	<b>-0.1</b>	<b>-6.0</b>
Osceola County, FL	65.0	68.1	151.80	159.70	98.74	108.69	-4.4	-4.9	-9.2	-9.8	-0.7	-5.1
Polk County, FL	56.2	63.0	127.97	129.95	71.90	81.82	-10.8	-1.5	-12.1	-9.1	3.5	-7.7
Volusia County, FL	46.6	53.5	116.57	121.43	54.38	64.98	-12.8	-4.0	-16.3	-13.8	3.0	-10.3
Lake County, FL	65.5	67.7	117.22	119.25	76.78	80.68	-3.2	-1.7	-4.8	-4.8	0.0	-3.2

Current Month - January 2024 vs January 2023												
	Occ %		ADR		RevPAR		Percent Change from January 2023					
	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Alachua County, FL	58.8	60.2	106.46	104.71	62.64	63.00	-2.2	1.7	-0.6	-1.4	-0.8	-3.0
Orange County, FL	74.3	74.2	208.86	208.79	155.15	154.91	0.1	0.0	0.2	1.5	1.4	1.5
<b>Seminole County, FL</b>	<b>70.4</b>	<b>73.5</b>	<b>116.16</b>	<b>120.64</b>	<b>81.76</b>	<b>88.65</b>	<b>-4.2</b>	<b>-3.7</b>	<b>-7.8</b>	<b>-7.9</b>	<b>-0.1</b>	<b>-4.3</b>
Osceola County, FL	66.6	66.7	143.03	141.13	95.29	94.15	-0.1	1.3	1.2	1.6	0.4	0.3
Polk County, FL	61.3	66.6	132.71	136.32	81.29	90.81	-8.0	-2.6	-10.5	-7.4	3.4	-4.9
Volusia County, FL	58.1	62.7	153.61	150.18	89.24	94.12	-7.3	2.3	-5.2	-3.0	2.3	-5.2
Lake County, FL	69.1	71.6	119.84	118.20	82.86	84.64	-3.4	1.4	-2.1	-2.1	0.0	-3.4

Source: STR Monthly Trends Report

# STR Monthly Trends Report

	Current Month - February 2024 vs February 2023											
	Occ %		ADR		RevPAR		Percent Change from February 2023					
	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Alachua County, FL	69.2	71.3	123.63	124.17	85.59	88.59	-3.0	-0.4	-3.4	-4.2	-0.8	-3.8
Orange County, FL	81.2	83.3	235.76	232.77	191.37	193.84	-2.5	1.3	-1.3	-0.1	1.2	-1.4
<b>Seminole County, FL</b>	<b>77.4</b>	<b>79.5</b>	<b>130.58</b>	<b>132.16</b>	<b>101.10</b>	<b>105.00</b>	<b>-2.5</b>	<b>-1.2</b>	<b>-3.7</b>	<b>-3.8</b>	<b>-0.1</b>	<b>-2.6</b>
Osceola County, FL	75.0	77.8	160.30	160.10	120.22	124.56	-3.6	0.1	-3.5	-1.8	1.7	-1.9
Polk County, FL	70.9	76.5	160.52	163.77	113.77	125.27	-7.3	-2.0	-9.2	-6.0	3.5	-4.1
Volusia County, FL	65.7	70.8	183.79	189.69	120.70	134.26	-7.2	-3.1	-10.1	-8.0	2.4	-5.0
Lake County, FL	76.8	80.6	137.18	139.18	105.35	112.16	-4.7	-1.4	-6.1	-11.5	-5.7	-10.2

Source: STR Monthly Trends Report

SM

# STR Quarterly Forecast

Next 12 Months	2024											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Occupancy (%)	70.4	77.5	78.5	70.4	65.5	66.6	66.2	62.2	61.0	67.8	67.5	64.8
Occupancy Percent Change	-4.2	-2.5	0.6	0.9	1.0	3.9	2.5	2.8	-2.3	1.5	0.9	-1.6
ADR (\$)	116.18	135.33	128.48	114.91	107.65	103.98	102.60	97.77	100.39	106.24	105.46	106.28
ADR Percent Change	-3.7	2.4	-3.9	-2.2	-1.5	-0.4	-0.9	1.7	1.5	1.7	2.3	2.7
RevPAR (\$)	81.79	104.83	100.83	80.90	70.49	69.29	67.95	60.78	61.28	72.00	71.19	68.91
RevPAR Percent Change	-7.7	-0.2	-3.3	-1.3	-0.6	3.5	1.6	4.5	-0.8	3.2	3.2	1.1

Source: STR Quarterly Forecast Report



# Vacation Rental Report

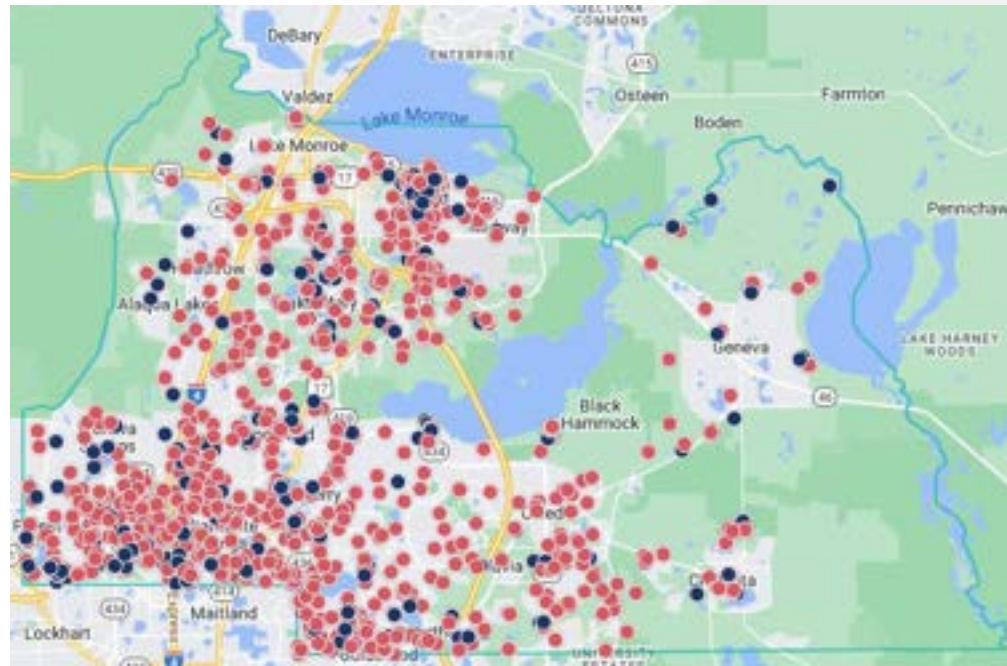
Month 2023/24	Occupancy (%)	ADR (\$)	Rev PAR (\$)
December	30%	\$157	\$46
January	28%	\$153	\$42
February	32%	\$163	\$52

Source: KeyData Dashboard

SM

# Vacation Rental Map

<b>Total Listings</b> 1,347	<b>Airbnb</b> 1,137	<b>Vrbo</b> 210
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Source: KeyData Dashboard

## Downs & St. Germain (DSG) Report

Month 2023/24	Visitors	Room Nights	Direct Expenditures
December	184,000	110,200	\$55,151,300
January	201,300	117,000	\$66,600,900
February	207,200	120,400	\$68,502,800

Source: DSG Monthly Visitor Dashboard (based on 2022/23 Visitor Study)

SM

# Fiscal Year Comparison

FY '22/'23 Actuals					
Location	# of Events	Teams	Visitors	Room Nights	Eco Impact
Sports Complex	51	3,026	124,766	21,975	\$43,615,954
All Other Venues	43	1,670	78,102	12,496	\$20,825,612
<b>Total</b>	<b>94</b>	<b>4,696</b>	<b>202,868</b>	<b>34,471</b>	<b>\$64,441,566</b>

FY '23/'24 Projections					
Location	# of Events	Teams	Visitors	Room Nights	Eco Impact
Sports Complex	51	3,168	127,794	25,141	\$45,919,387
All Other Venues	40	1,788	83,840	14,712	\$22,868,330
<b>Total</b>	<b>91</b>	<b>4,956</b>	<b>211,634</b>	<b>39,853</b>	<b>\$68,787,717</b>

## Sports Complex Fiscal Year Recaps

Sports Complex Actuals					
Fiscal Year	# of Events	Teams	Visitors	Room Nights	Eco Impact
'15/'16	27	1,523	74,458	6,437	\$13,174,148
'16/'17	55	3,493	132,021	11,570	\$18,900,000
'17/'18	64	3,086	146,019	17,093	\$21,820,116
'18/'19	57	3,149	147,854	23,670	\$25,349,765
'19/'20	43	1,811	82,658	17,329	\$16,046,471
'20/'21	54	3,304	125,485	27,160	\$31,145,048
'21/'22	50	3,345	132,529	24,811	\$44,137,318
'22/'23	51	3,026	124,766	21,975	\$43,615,954
<b>Total</b>	<b>401</b>	<b>22,737</b>	<b>965,790</b>	<b>150,045</b>	<b>\$214,188,820</b>

SM



## Other Venues Fiscal Year Recap

All Other Venues Actuals					
Fiscal Year	# of Events	Teams	Visitors	Room Nights	Eco Impact
'16/'17	8	265	11,338	954	\$1,405,465
'17/'18	48	1,939	83,848	17,163	\$16,585,948
'18/'19	53	1,955	90,270	17,071	\$12,200,099
'19/'20	40	1,626	78,090	14,668	\$16,138,484
'20/'21	50	1,882	92,023	17,152	\$14,032,180
'21/'22	47	1,709	81,861	16,865	\$21,191,987
'22/'23	43	1,670	78,102	12,946	\$20,825,612
<b>Total</b>	<b>289</b>	<b>11,046</b>	<b>515,204</b>	<b>96,819</b>	<b>\$102,379,775</b>

SM

## Sports Tourism Update – Sports Complex

### October-February Actuals

Month	# of Events	Room Nights	Eco Impact
October	3	971	\$2,980,604
November	2	1,701	\$2,826,399
December	3	1,414	\$2,926,375
January	4	2,573	\$4,975,316
February	6	1,535	\$3,515,764
<b>Total</b>	<b>18</b>	<b>8,194</b>	<b>\$17,224,458</b>

### Monthly Projections

Month	# of Events	Room Nights	Eco Impact
March	5	2,650	\$4,003,853
April	4	1,750	\$4,741,878

## Sports Tourism – All Other Venues

October-February Actuals			
Month	# of Events	Room Nights	Eco Impact
October	3	1,031	\$2,143,743
November	3	478	\$1,368,697
December	1	792	\$2,580,668
January	4	1,227	\$2,861,821
February	5	1,971*	\$3,618,346*
<b>Total</b>	<b>16</b>	<b>5,499</b>	<b>\$12,573,275</b>

Monthly Projections			
Month	# of Events	Room Nights	Eco Impact
March	4	695	\$794,628
April	6	1,518	\$1,301,562

\*pending data from one outstanding event

## Upcoming Events

Organization	Event	Date	Location	Teams	Visitors	Room Nights	Eco Impact
SSAC	Baseball/Softball State Championship	April 12-13, 2024	Soldier's Creek/Sanford Memorial Stadium	26	988	400	\$348,812
UAA	Men's/Women's Tennis Championship	April 24-28, 2024	Sanlando	16	740	348	\$291,860
FHSAA	Tennis Championship	April 29-May 3, 2024	Sanlando, Red Bug, Sylvan	64	1,498	635	\$947,880
NCAA	DII Tennis/Softball National Championship	May 19-25, 2024	Sanlando/Soldier's Creek	40	1,424	1,927	\$1,267,573
Perfect Game, Inc	Memorial Day Classic	May 24-27, 2024	BOOMBAAH Sports Complex	57	2,400	770	\$936,642
USSSA Fastpitch	Summer State Championship	June 15-16, 2024	Soldier's Creek/Softball Complex/Red Bug/Merrill	100	4,400	900	\$1,255,741





ORLANDO NORTH  
SEMINOLE COUNTY

# Updates & Spotlights



**Tourism & ED: Submitted Proposal**  
Florida Museum of Black History



**Main Street Programs**  
Sanford & Goldsboro



**Destination Marketing Summit**  
Destinations Florida

#### Video & Photo Shoots:

- 26 Sports & leisure
  - Events, Game ON, Hot Shots, Pop Quiz, LessONs, ON Board, I DO Orlando North

#### Hotels hosting wedding parties/larger meetings & conferences Nov 2024 - Dec 2025

- Connect to ONSC team looking to cover more large group experiences

Orange TV - Destination Streaming

52 RFPs responded to via Cvent since Jan TDC



**April 20-21**  
**Orlando Sanford**  
**Int'l Airport**

April 27th - 28th, 2024:  
**ST. JOHNS RIVER FESTIVAL OF THE ARTS**  
Historic Downtown Sanford, FL

May 19th - 25th, 2024:  
**NATIONAL TRAVEL & TOURISM WEEK 2024**  
#NTTW24



#### Quarterly Giveaway

- ended April 12th, 2024
- Comfort Inn & Suites Sanford

#### Next Quarterly Giveaway

- July - August 2024
- Embassy will be our feature stay!



# What's new with Social Media

Giveaways/Partnerships/Blogs



VIP Downtown Sanford  
Weekend Getaway!

Top 6 Engaged Markets:

Texas, Pennsylvania, North  
Carolina, Illinois, New York

Engagement Rate:  
4.5%

Email Subs:  
88%

Total Entries  
Since OCT 2023:

11,899



Orlando Air Show  
Partnership!

Total Views:  
31,466

Total Entries  
463

Engagement Rate  
6.6%



Allison



Major



Daniella

NEW

## Tourism Bloggers

FEB Celebrating Black Artists

MAR Things to do Outside the Theme Parks

APR Arts & Culture

MAY Things to Do For Newlyweds

JUN Coffee Shop Guide

JULY Summer Activities

AUG Spooky Things to do





Greater Orlando Sports Commission - Seminole County TDC Report

Updated: April 18, 2024

FY 23/24 Calendar									
Event	Contract Status	Contract Term	Event Date	Athletes	Total Visitors	Projected Room Nights	Actual Room Nights	Projected Eco Impact	Actual Eco Impact
Girls ECNL Florida Regional League National Event	Renewal	2024-2026	January 6 - 8, 2024	1,260	4,833	2,000	TBD	\$2,751,342	TBD
Boys ECNL Florida Regional League National Event	Renewal	2024-2026	February 2 - 4, 2024	1,280	5,412	1,800	TBD	\$2,960,018	TBD
HoganLax Florida Team Training and Orlando Jamboree	Recurring	2023-2024	March 10 - 24, 2024	644	1,122	1,400	TBD	\$1,074,850	TBD
FHSAA Tennis State Championships	Renewal	2024-2026	April 29 - May 3, 2024	672	1,760	600	TBD	\$1,070,449	TBD
NCAA Division II National Championships Spring Festival	New	2024	May 18 - 25, 2024	528	1,145	2,300	TBD	\$1,550,000	TBD
Florida Rush Champions Cup	Renewal	2024	May 18 - 19, 2024	500	800	100	TBD	\$248,121	TBD
<b>Totals</b>				<b>4,884</b>	<b>15,072</b>	<b>8,200</b>	<b>TBD</b>	<b>\$9,654,780</b>	<b>TBD</b>

Color Key:

*Event has not occurred*

*Event completed*

*Event completed, not closed out*

*Event postponed*

*Event cancelled*

Business Development Status			
Event	Dates/Years	Possible Venue(s)	Status
Copa Rayados Internacional	Thanksgiving Week of 2021, 2022, 2023, 2024	Seminole Soccer Complex, Sylvan Lake Park, Boombah Sports Complex	Not Awarded
USA Softball U-16 National Championships	July of 2022	Boombah-Soldiers Creek Park, Seminole County Softball Complex, Merrill Park	Not Awarded
Concacaf U-17 Qualifier	August of 2022 and 2023	Seminole Soccer Complex	Not Awarded in 2022 Researching Dates in 2024
USA Artistic Swimming Convention	September of 2022, 2023, 2024	Orlando Marriott Lake Mary, Westin Lake Mary	Not Awarded
USA Artistic Swimming FINA Judges School	October of 2022, 2023, 2024	Orlando Marriott Lake Mary, Westin Lake Mary	Not Awarded
USA Artistic Swimming National Judges School	December of 2022, 2023, 2024	Orlando Marriott Lake Mary, Westin Lake Mary	Not Awarded
USYS National League Elite 64	December of 2022	Boombah Sports Complex, Seminole Soccer Complex, Sylvan Lake Park	No Field Availability
US Soccer Team Training	February of 2023	Seminole Soccer Complex	Not Awarded
HoganLax Team Training and Orlando Jamboree	March of 2023	Boombah Sports Complex	Bid Awarded
Prep Baseball Report Canadian Spring Training	March of 2023	Boombah Sports Complex	No Field Availability
SWAC Baseball Conference Championships	May of 2023	Boombah Sports Complex	No Field Availability
Athletes Unlimited AUX Softball	June of 2023	Historic Sanford Memorial Stadium, Boombah Soldiers Creek	No Field Availability
Rush International Cup	November of 2023	Seminole Soccer Complex, Sylvan Lake Park	No Field Availability
Flag Football World Championship Tour	Various Dates in 2023	Boombah Sports Complex, Seminole Soccer Complex, Sylvan Lake Park	No Field Availability in 2022 & 2023 Researching Dates in 2024
ECNL Girls Florida Regional League National Event	January of 2024, 2025, 2026	Boombah Sports Complex, Seminole Soccer Complex, Sylvan Lake Park	Bid Awarded
ECNL Boys Florida Regional League National Event	February of 2024, 2025, 2026	Boombah Sports Complex, Seminole Soccer Complex, Sylvan Lake Park	Bid Awarded
Easter Soccer Tournament	Easter Week of 2024, 2025	Seminole Soccer Complex, Sylvan Lake Park	Awaiting RFP
NCAA DII Women's Tennis Festival Championship	May of 2024	Sanlando Park	Bid Awarded
NCAA DII Men's Tennis Festival Championship	May of 2024	Sanlando Park	Bid Awarded
NCAA DII Softball Festival Championship	May of 2024	Boombah-Soldiers Creek Park	Bid Awarded
NCAA DII Women's Tennis Championship	May of 2025	Sanlando Park	Bid Awarded
NCAA DII Men's Tennis Championship	May of 2025	Sanlando Park	Bid Awarded
USA Field Hockey Festival	Thanksgiving Week of 2025	Boombah Sports Complex	Awaiting RFP
World Cup 2026	Summer of 2026	Sylvan Lake Park, Seminole Soccer Complex	Not Awarded
World Cup 2026 Base Camps	Summer of 2026	Sylvan Lake Park, Seminole Soccer Complex	Ongoing Bid Process
Men's/Women's Rugby World Cup 2031, 2033	Summer/Fall of 2031, 2033	Sylvan Lake Park, Seminole Soccer Complex	Ongoing Bid Process
NCAA DII Men's and Women's Tennis Championships	May of 2027	Sanlando Park	Bid Submitted
Big 12 Conference Championships	Various Dates	Various Seminole County Venues	Ongoing Bid Process

W E L C O M E

# Seminole County: TID Formation Timeline

April 2024



Action	Date
<b>Completed Elements</b>	
Determine the formation of legal parameters with the County	July - August 2023
Ongoing outreach and consensus building to hotel and lodging business representatives; confirm proposed district parameters	July – December 2023
County review of Procedural Ordinance, Draft District Plan & Petition	October 2023 - April 2024
<b>Next Steps</b>	
TID Ordinance advertised	May 4, 2024
1 <sup>st</sup> County Hearing for Procedural Ordinance	May 14, 2024 (1:30 PM Civitas in Person)

Action	Date
Future Steps	
Petition Drive (Tourism Properties representing either fifty percent (50%) or more of the number of rooms located within the proposed District, or fifty percent (50%) Tourism Properties representing forty percent (40%) or more of the total number of Tourism Properties in the proposed District.	June 2024
Public Hearing Procedural Ordinance Notice	June – July 2024
First Public Hearing and Vote for Formation Ordinance	July 2024
Notice of Resolution of Levy	July 2024
Public Hearing and Vote on Resolution of Levy At the public hearing, the Board shall receive written objections and hear testimony of interested persons and may then adopt the	August 2024
Soonest Possible Assessment Effective Date	September 1, 2024



**TDT Funding Application under Florida Statute 125.0104(5)(b); Zoo funding in a county under 750,000 in population.**

## **PURPOSE**

This document sets forth the guidelines for applicants requesting grant funding through the use of Tourist Development Taxes.

Applications must conform to the guidelines as outlined within the application. Applications that do not conform to these guidelines will not be considered for funding. Applications will be reviewed by the Tourist Development Council and a funding recommendation will be made for final approval by the Seminole County Board of County Commissioners. Seminole County reserves the right at its discretion to modify the total amount awarded.

All grant applications will be reviewed by County staff and the final funding recommendation and payment will be made by Seminole County. If approved, the applicant will receive a funding agreement from Seminole County which will include all of the requirements and obligations of the organization in order to be granted funds from the County.

## **AUTHORIZED USE OF TOURISM DEVELOPMENT FUNDS**

Florida Statutes, Section 125.0104(5)(a)2 states that Tourism funds must be used to promote and advertise tourism in the State of Florida and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists.

Current permitted uses of TDT revenue are identified in the Florida Statutes, Section 125.0104(5)(b), as follows:

“(b) Tax revenues received pursuant to this section by a county of less than 750,000 population imposing a tourist development tax may only be used by that county for the following purposes in addition to those purposes allowed pursuant to paragraph (a): to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote one or more zoological parks, fishing piers or nature centers which are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public. All population figures relating to this subsection shall be based on the most recent population estimates prepared pursuant to the provisions of s. 186.901. These population estimates shall be those in effect on July 1 of each year.”

## **UNAUTHORIZED USE OF FUNDS**

The following are examples of unauthorized expenses of Tourism Development Tax Funds.

1. Prize money, scholarships, awards, plaques, or certificates
2. Travel expenses
3. Private entertainment, food, and beverages
4. Legal, medical, engineering, accounting, auditing, planning, feasibility studies or other consulting services
5. Salaries
6. Tangible personal property including but not limited to office furnishings or equipment, permanent collections, or individual pieces of art
7. Interest or reduction of deficits and loans
8. Expenses incurred or obligated prior to or after the grant event period
9. Advertising and promotional materials distributed at the event site or after the event
10. Any and all other uses that are directly prohibited by the Florida State Statute

## **SUBMITTING ORGANIZATION INFORMATION**

**NAME OF ORGANIZATION:** Central Florida Zoo & Botanical Gardens

**TAX STATUS OF SUBMITTING ORGANIZATION:** Tax exempt under section 501 (c)(3)

**FE ID NUMBER:** 59-1357197

**(PLEASE SUBMIT W-9 WITH APPLICATION)**

**APPLICANT NAME AND TITLE:** Richard Glover, Jr., CEO

**ADDRESS:** 3755 W. Seminole Blvd. Sanford, FL 32771

**PHONE:** 407.323.4450 x 150    **EMAIL:** Richardg@centralfloridazoo.org

**WEBSITE:** www.centralfloridazoo.org

### **ORGANIZATION OVERVIEW**

Please provide an overview of applying organization, to include:

- Organizational outline, including but not limited to names of governing board members and organizational chart or list and roles of staff members
- Membership numbers, if applicable
- Programming
- Events
- Current budget

(These and other relevant documents may be attached to the application).

**Please see attached pages 5-9**

**APPLICATION FOR FUNDING DETAILS**

1. **TOTAL AMOUNT ORGANIZATION IS REQUESTING:** CFZBG is requesting a two (2) year agreement in the amount of \$350,000 per year.
2. **HAS YOUR ORGANIZATION RECEIVED FUNDING FROM ORLANDO NORTH SEMINOLE COUNTY TOURISM IN THE PAST?** X YES                      No

**IF SO, PLEASE PROVIDE BACKGROUND AS TO HOW PREVIOUS FUNDS WERE UTILIZED:**

Over the past 19 years, the Zoo has received tourist tax money to assist with facility upgrades, animal habitat expansion projects, advertising, and marketing.

- HAS YOUR ORGANIZATION RECEIVED FUNDING FROM SEMINOLE COUNTY GOVERNMENT IN THE PAST?**      X YES                      NO

**IF SO, PLEASE PROVIDE BACKGROUND AS TO HOW COUNTY FUNDS WERE UTILIZED:**

Funds from Seminole County Government were utilized to build the Florida black bear habitat in 2015. In 2020, funds from Seminole County Government were utilized for economic recovery related to the pandemic.

**PLEASE LIST INTENDED UTILIZATION OF REQUESTED GRANT FUNDS**

Provide an itemized summary indicating the intended use of grant funds. Please be as detailed as possible, including marketing efforts, capital projects, etc. and the proposed dollar amount that will be expended for each category.

EXPENSE TYPE	AMOUNT
<b>Marketing Efforts</b>	<b>\$ 125,000</b>
Broadcast – Television	
Broadcast - Radio	
Billboards	
Digital	
Print	
<b>Accessibility, Animal Habitat and Facility Improvements</b>	<b>\$ 225,000</b>
<b>TOTAL EXPENSES:</b>	<b>\$ 350,000</b>



**PLEASE LIST ADDITIONAL SOURCES OF INCOME**

Additional sources of income may include: Membership dues, ticket sales, events, philanthropic donations, other local, state, or federal funding. Orlando North Seminole County Tourism cannot be sole source of funding.

INCOME SOURCE TYPE	INCOME AMOUNT
<b>Revenues for FY 2022/2023 (CFZBG 's FY runs July 1 - June 30)</b>	
Annual Passholders	\$ 719,855
Gate Receipts	\$ 3,246,977
Guest Services (Zipline, Train, Animal Feedings)	\$ 339,632
Education Programs	\$ 471,612
Facilities Rental	\$ 100,579
Concessions and Retail	\$ 595,755
Government grants (contributions)	\$ 881,981
All other contributions, gifts, and grants	\$ 1,392,863
Special Events	\$ 1,148,493
<b>Total Revenues :</b>	<b>\$ 8,897,747</b>

**CERTIFICATION**

I have reviewed and completed this application for Orlando North Seminole County TDT funding.

I am in full agreement with the information contained herein. To the best of my knowledge the information contained in this Application and its attachments is accurate and complete.



**NAME**

Richard Glover, Jr.

**TITLE**

CEO

**DATE**

3/29/24

The Central Florida Zoo & Botanical Gardens (CFZ&BG) creates connections that inspire people to take action for wildlife. We envision a world where all people and animals thrive together. The Zoo has been a part of Seminole County for over 100 years. In 1923, the Central Florida Zoo (then called the Sanford Municipal Zoo) opened its gates for the first time with only a small collection of animals that were donated by the local fire department. In 1941, the Zoo was relocated to new facilities where Sanford City Hall now stands. The Zoo opened on July 4, 1975, at its current location.

During the 1980s and 1990s, we added boardwalks, reptiles, and animal hospital and became accredited for the first time by the Association for Zoos and Aquariums. In 2007, the Zoo officially announced its botanical garden status and became the Central Florida Zoo & Botanical Gardens or CFZ&BG. Since that time, we've grown to 116 acres, care for over 350 animals representing over 100 species, added a "KABOOM!" playground, a special play area for the "little ones," have zip lines and a fun splash pad, thanks to the generosity of donors, members, and foundations. These additions make the CFZ&BG a great place to spend the day at an affordable price.

Since reopening after the pandemic, the Zoo averages over 400,000 visitors per year. On average, 32% of our visitors come from outside 100 miles. During our 2022/2023 fiscal year, that was more than 130,000 visitors. Our top feeder markets include Jacksonville, Miami, Tallahassee, Atlanta, Dallas, Houston, New York, Buffalo, Baltimore, Chicago, Detroit, and Norfolk.

Our educational programming is of the highest quality, providing teacher training, education for children from pre-k to high school. Last year, the Zoo served over 54,000 learners of all ages. Over 45% of the participants were from Seminole County, 30% were from Orange, 17% from Volusia, and 4% from Lake. A highly educated team writes the curriculum for teachers seeking to enhance the State of Florida's core standards. Annually, each class is revisited and recreated to offer repeat visitors new experiences while achieving the same core standards. Whether on our property for live classroom fun, a virtual session, or through one of our "Zoo to You" visits, the education program accentuates and enhances the experience of learning for all ages.

Our annual special events include Zoo Boo-Bash presented by Orlando Health, the Asian Lantern Festival in partnership with Tianyu Arts & Culture Inc and presented by Publix, Brews around the Zoo presented by Wayne Densch Inc., Hippity Hop Adventures presented by Orlando Health, Sunset at the Zoo, and Fore! the Animals Golf Tournament. This past season, we saw record attendance for the Asian Lantern Festival with 94,252 attendees. This was our third consecutive year with more than 89,000 attendees. Our Sunset at the Zoo events occur the fourth Friday of the month May – September and support community accessibility with a discounted admission price. Each month a DEIA Theme celebrates communities and diversity.

Our private events serve groups from 10 to more than a 1,000. We host weddings, corporate meetings, teambuilding events, birthday parties, anniversary parties, family reunions and cocktail parties. Additionally, we serve as polling location for Sanford residents.

The Association of Zoos & Aquariums (AZA) maintains species survival plans (SSPs) for threatened and endangered species. This is a managed population of individuals from these species that are listed in a stud book and are maintained for a breeding population that could repopulate the species in the wild if it was to become extinct. The population for each species is carefully managed to maximize genetic diversity in the AZA individuals, and participating zoos and aquariums hold animals from this population and participate as advised by AZA in breeding plans. The Central Florida Zoo & Botanical Gardens currently participates in SSPs for 30 species.

The Zoo acquired The Orianna Center for Indigo Conservation (OCIC) in 2014. Partnering with others, the center works through land conservation, research, species monitoring, captive breeding, and reintroduction programs for the eastern indigo snake and striped newt. The OCIC, has successfully reintroduced a total of 282 Eastern Indigo snakes into the Appalachia Bluffs and Ravines Preserve in Florida and the Conecuh National Forest in Alabama. Since 2017, the OCIC has released 1,811 striped newts in Florida.

The Zoo partners with the Florida Fish and Wildlife Commission (FWC), the U.S. Government, and the Association of Zoos & Aquariums to care for animals confiscated from wildlife traffickers, and the illegal pet trade. In 2022, the Zoo received three infant spider monkeys that were confiscated out of the illegal pet trade at the Texas/Mexico border by the U.S. Government. In 2023, the Zoo received one more confiscated spider monkey, originally confiscated by the California government. All four came to us imprinted on humans and deemed non-releasable. Last year, the Zoo received a Banded snouted cobra, Egyptian cobra, Desert horned viper, and Rhinoceros viper as part of an FWC sting. Over 200 snakes were confiscated from an individual illegally catching and breeding venomous snakes.

The CFZ&BG's leadership is educated and experienced. We employ over 115 staff members for guest services, animal care, education, facilities, horticulture, public safety, and administration. We provide annual passes to over 7,000 households on average. Our institutional collection plan plays a vital role in population management; variables such as available space, institutional resources, and staff expertise are all considered in planning decisions.

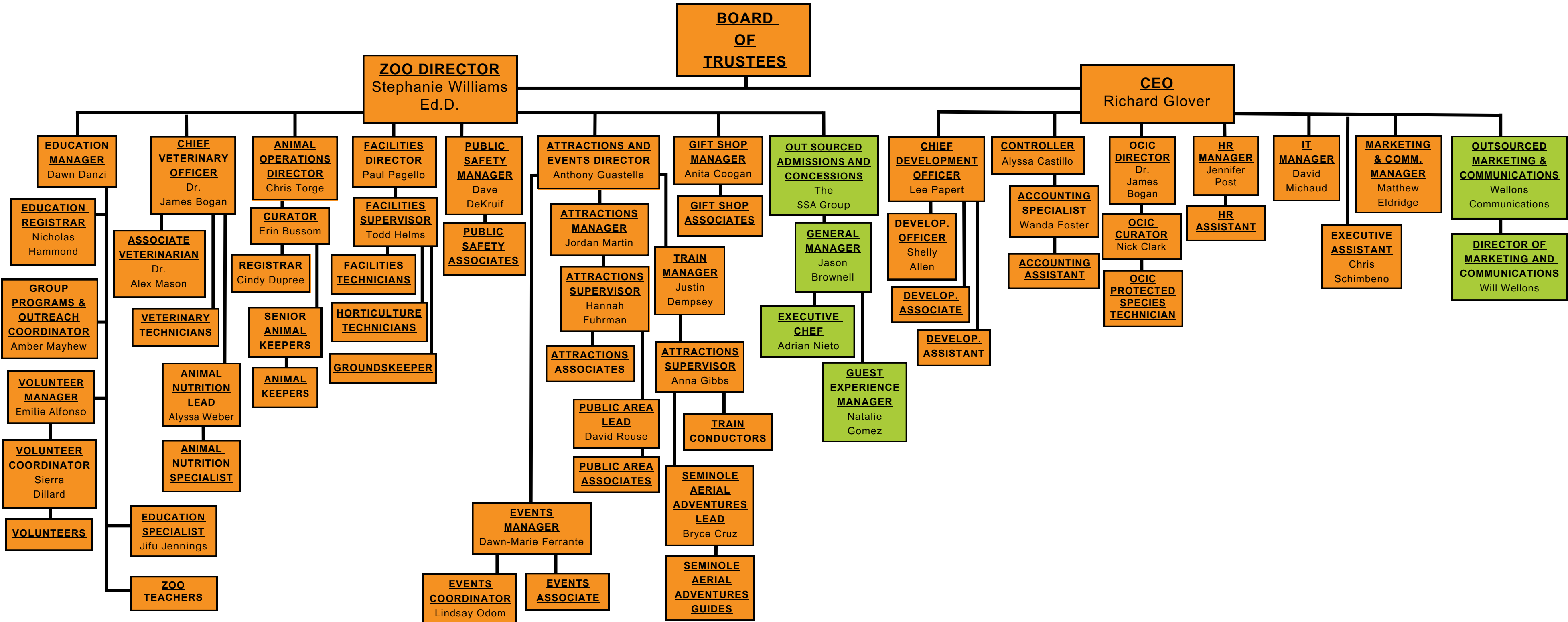
The Zoo is a not-for-profit corporation organized under Chapter 617 of the Florida Statutes and is a non-stock corporation with no owners. It is qualified as a tax-exempt 501(c)(3) organization for tax purposes. Under the guidance of a board of directors, our team works toward supporting the following values: Welcome All, Be Our Best, Care Wholeheartedly, and Be Sustainable. As such, we empower all people to share their experiences and perspectives. We remain open to new ideas and changes that make us stronger as an organization. We prioritize the well-being of the animals, our team, our communities, and our planet. We care deeply about wildlife and conservation and are committed to sharing that passion with others.

**Central Florida Zoo & Botanical Gardens  
FY 23/24 Budget**

<b>Income (Net of COGS)</b>	
Gate	\$ 3,349,896
Government Support	\$ 748,213
Special Events	\$ 1,156,250
Membership	\$ 791,816
Giftshop	\$ 308,532
General Donations/Grants	\$ 629,000
Misc Income	\$ 333,516
Education	\$ 469,356
Other Zoo Activities	
(Rhino/Giraffe/Goat Feeding)	\$ 276,532
Zipline	\$ 120,383
Project Grants/Donations	\$ 271,000
Group Sales	\$ 145,000
Concessions	\$ 254,566
WMD Events/Rentals	\$ 113,400
Train Carousel	\$ 391,000
Interest/Dividends	\$ 60,000
<b>Total Income (Net of COGS)</b>	<b>\$ 9,418,461</b>
<b>Expenses</b>	
Payroll	\$ 4,809,146
Depreciation	\$ 650,000
Repairs & Maintenance	\$ 402,044
Business Insurance	\$ 615,475
Other Expenses	\$ 313,576
Animal Care	\$ 358,420
Health Insurance	\$ 520,544
Utilities	\$ 223,488
Advertising/Marketing	\$ 150,222
Office Supplies (includes Tech)	\$ 129,890
Special Events	\$ 140,100
Supplies	\$ 126,540
Misc Employee Expenses	\$ 84,510
Professional Fees	\$ 201,600
Dues & Memberships	\$ 49,890
Interest Expense	\$ 27,558
Vehicle/Equipment Expense	\$ 154,422
Meetings & Travel	\$ 47,911
Taxes & Licenses	\$ 12,678
<b>Total Expenses</b>	<b>\$ 9,018,014</b>
<b>Total Profit</b>	<b>\$ 400,447</b>

# Central Florida Zoological Society, Inc.

## Organizational Chart



# 2024 BOARD OF TRUSTEES



## **Chair**

Chandler Robertson  
Thermotane Propane

Robert Connelly  
Carr, Riggs & Ingram, LLC

Trenton Newton  
Florida Power & Light Co

## **Vice Chair**

Oliver Pinnock  
Astro Lithium

Judy Desrosiers  
Orlando Sanford Int'l Airport

Abby Sanchez  
Seminole county Public Schools

## **Secretary**

Esther McIlvain  
Hawkers Asian Street Food

Elisa Forte  
Fairwinds Credit Union

Al Sarabasa  
D&A Building Services, Inc.

## **Treasurer**

Esther McIlvain  
Hawkers Asian Street Food

Traci Houchin  
City of Sanford

Nicolet Severe  
Seminole County Chamber of Commerce

Comm. Amy Lockhart  
Seminole County

Tim Smith, P.E.  
Wharton Smith

Jeremy McCauley  
Appliances of Orlando, Inc.

Erik Swenk  
Office of Appeal Hearings

Alecia Meulendyk  
Self-Help Credit Union

Stephen Turner, MS, LMHC  
Orlando Health South Seminole Hospital

Geoffrey Moore  
Maher Law Firm

Breanda Urias  
Experience Florida

Bob Morrison  
Morrison VFS

Carrie Vanderhoef  
Wekiva Island

Melissa Nelson  
Rollins College

Sam Weissman  
Weissman/Paul, PLCC

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.  
 UNAUDITED MONTHLY RESULTS AS OF MARCH 31, 2024

	<u>March 31, 2024</u>	<u>February 29, 2024</u>	
<b>CASH</b>			
FW Share 0825	5	5	
FW New Opp Acct 4938	202,261	149,891	
FW Payroll Acct 9869	9,689	13,416	
FW ACH/Grow Checking 1344	68,148	220,950	
FW Savings 9969	3,146,152	3,174,131	
Balance in Banks	3,426,255	3,558,393	
Donor/grantor/mgmt restricted funds	(1,539,838)	(2,053,868)	3,146,152.39
Balance owed on Line of Credit	-	-	
Accounts Payable	(297,413)	(83,735)	
Other Short-Term Liabilities (taxes, vendors, payroll-related)	(34,463)	(60,373)	
Unrestricted Cash Balance	<u>1,554,542</u>	<u>1,360,417</u>	
<b>Long Term Savings/Investment</b>			
Board restricted general reserve	75,000	75,000	
Provision for Winter Reserve	150,000	150,000	
Zoo Investment Reserve	400,000	400,000	
Change In Investment Value	<u>(17,841)</u>	<u>(28,833)</u>	
Unrestricted Cash Balance	<u>607,159</u>	<u>596,167</u>	
<b>Long Term Debt</b>	Balance	Balance	Monthly Payment
Seminole Aerial Adventures	60,504	65,844	5,640
Education Vehicle Loans (2)	-	-	-
Real Estate Loan	<u>272,857</u>	<u>278,276</u>	<u>6,596</u>
	333,360	344,119	12,236
386429		76485	

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.  
UNAUDITED MONTHLY RESULTS AS OF MARCH 31, 2024

	Mar-24 Unaudited Actuals	Feb-24 Unaudited Actuals	M-O-M Jan/Dec	% Change
<b>Revenues</b>				
Annual passholders	\$ 63,709	\$ 64,078	\$ (368)	-1%
Gate	\$ 499,156	\$ 285,271	\$ 213,886	75%
Group sales	\$ 23,433	\$ 8,415	\$ 15,018	178%
Concessions	\$ 38,436	\$ 18,643	\$ 19,793	106%
Gift shop	\$ 79,910	\$ 47,067	\$ 32,843	70%
Government supp: TDC & Grants-State	\$ 27,834	\$ 166,447	\$ (138,613)	-83%
Education	\$ 69,238	\$ 123,269	\$ (54,031)	-44%
WMD net rental	\$ 13,133	\$ 4,978	\$ 8,155	164%
Public support Donations, grants-non gov,	\$ 98,517	\$ 42,567	\$ 55,950	131%
Net event revenues	\$ 26,661	\$ 5,887	\$ 20,774	353%
Zipline	\$ 15,432	\$ 8,178	\$ 7,254	89%
Train/Carousel	\$ 22,522	\$ 6,485	\$ 16,036	247%
Other revenues	\$ 49,136	\$ 37,862	\$ 11,275	30%
<b>Total revenues</b>	<b>\$ 1,027,117</b>	<b>\$ 819,146</b>	<b>\$ 207,971</b>	<b>25%</b>
<b>Operating expenses</b>				
Payroll	\$ 367,200	\$ 370,425	\$ (3,225)	-1%
Animal care	\$ 33,794	\$ 23,974	\$ 9,820	41%
Facilities repair and maintenance	\$ 53,024	\$ 25,809	\$ 27,215	105%
Advertising	\$ 6,262	\$ 4,714	\$ 1,548	33%
Insurance	\$ 85,302	\$ 83,511	\$ 1,791	2%
Utilities	\$ 17,912	\$ 20,613	\$ (2,701)	-13%
Professional fees	\$ 7,315	\$ 18,230	\$ (10,915)	-60%
Employee expenses	\$ 2,404	\$ 8,903	\$ (6,499)	-73%
Office expenses/website/credit card fees	\$ 7,568	\$ 23,370	\$ (15,802)	-68%
Project Expenses	\$ 143,539	\$ 54,627	\$ 88,912	163%
Printing	\$ 31	\$ 1,235	\$ (1,204)	-97%
Supplies	\$ 9,160	\$ 6,708	\$ 2,452	37%
Interest Expense	\$ 1,474	\$ 1,579	\$ (105)	-7%
Other operating expenses	\$ 143,635	\$ 29,896	\$ 113,738	380%
<b>Total operating expenses</b>	<b>\$ 878,619</b>	<b>\$ 673,595</b>	<b>\$ 205,024</b>	<b>30%</b>
<b>Net operating income before depreciation</b>	<b>\$ 148,498</b>	<b>\$ 145,551</b>	<b>\$ 2,947</b>	<b>2%</b>
Depreciation	\$ (54,167)	\$ (54,167)	\$ -	0%
Unrealized Gain/Loss	\$ 9,099	\$ 4,860	\$ 4,239	87%
<b>Total COGS</b>	<b>\$ (29,936)</b>	<b>\$ (22,864)</b>	<b>\$ (7,072)</b>	<b>31%</b>
<b>Net Income</b>	<b>\$ 73,494</b>	<b>\$ 73,379</b>	<b>\$ 115</b>	<b>0%</b>



CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.  
 UNAUDITED MONTHLY RESULTS AS OF MARCH 31, 2024

	Mar-24 <u>Unaudited Actuals</u>	Mar-23 <u>Unaudited Actuals</u>	Y-O-Y <u>2024/2023</u>	% <u>Change</u>
<b>Revenues</b>				
Annual passholders	\$ 63,709	\$ 61,995	\$ 1,714	3%
Gate	\$ 499,156	\$ 497,957	\$ 1,200	0%
Group sales	\$ 23,433	\$ 23,402	\$ 31	0%
Concessions	\$ 38,436	\$ 35,187	\$ 3,249	9%
Gift shop	\$ 79,910	\$ 96,846	\$ (16,936)	-17%
Government support TDC & Grants-State	\$ 27,834	\$ 66	\$ 27,768	0%
Education	\$ 69,238	\$ 58,929	\$ 10,309	17%
WMD net rental	\$ 13,133	\$ 11,067	\$ 2,066	19%
Public support Donations, grants-non gov,	\$ 98,517	\$ 55,358	\$ 43,159	78%
Net event revenues	\$ 26,661	\$ 35,340	\$ (8,679)	-25%
Zipline	\$ 15,432	\$ 22,588	\$ (7,157)	-32%
Train/Carousel	\$ 22,522	\$ -	\$ 22,522	#DIV/0!
Other revenues	\$ 49,136	\$ 42,379	\$ 6,757	16%
<b>Total revenues</b>	<u>\$ 1,027,117</u>	<u>941,114</u>	<u>\$ 86,003</u>	9%
<b>Operating expenses</b>				
Payroll	\$ 367,200	\$ 448,571	\$ (81,371)	-18%
Animal care	\$ 33,794	\$ 21,929	\$ 11,865	54%
Facilities repair and maintenance	\$ 53,024	\$ 18,997	\$ 34,027	179%
Advertising	\$ 6,262	\$ 13,804	\$ (7,542)	-55%
Insurance	\$ 85,302	\$ 76,600	\$ 8,702	11%
Utilities	\$ 17,912	\$ 18,598	\$ (686)	-4%
Professional fees	\$ 7,315	\$ 9,925	\$ (2,610)	-26%
Employee expenses	\$ 2,404	\$ 7,462	\$ (5,057)	-68%
Office expenses/website/credit card fees	\$ 7,568	\$ 9,177	\$ (1,609)	-18%
Project Expenses	\$ 143,539	\$ 58,977	\$ 84,561	143%
Printing	\$ 31	\$ 35	\$ (4)	-12%
Supplies	\$ 9,160	\$ 9,469	\$ (309)	-3%
Interest Expense	\$ 1,474	\$ 1,500	\$ (27)	-2%
Other operating expenses	\$ 61,153	39,289	\$ 21,864	56%
<b>Total operating expenses</b>	<u>\$ 878,619</u>	<u>\$ 734,334</u>	<u>\$ 144,285</u>	20%
<b>Net operating income</b>	<u>\$ 148,498</u>	<u>\$ 206,780</u>	<u>\$ (58,282)</u>	-28%
Depreciation	\$ (54,167)	\$ (54,167)	\$ -	0%
Unrealized Gain/Loss	\$ 9,099	\$ 10,261	\$ (1,162)	-11%
Total COGS	\$ (29,936)	\$ (38,109)	\$ 8,173	-21%
<b>Net Income</b>	<u>\$ 73,494</u>	<u>\$ 124,766</u>	<u>\$ (51,272)</u>	-41%

**CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.**  
**UNAUDITED MONTHLY RESULTS AS OF MARCH 31, 2024**

	<u>Mar-24</u> <u>Unaudited Actuals</u>	<u>Mar-24</u> <u>Budget</u>	<u>Actual to</u> <u>Budget</u>	<u>Actual to</u> <u>Budget %</u>
<b>Revenues</b>				
Annual passholders	\$ 63,709	\$ 65,845	\$ (2,136)	97%
Gate	\$ 499,156	\$ 438,520	\$ 60,636	114%
Group sales	\$ 23,433	\$ 26,250	\$ (2,817)	89%
Concessions	\$ 38,436	\$ 38,185	\$ 251	101%
Gift shop	\$ 79,910	\$ 96,283	\$ (16,373)	83%
Government supp: TDC & Grants-State	\$ 27,834	\$ 3,333	\$ 24,501	835%
Education	\$ 69,238	\$ 69,238	\$ (1)	100%
WMD net rental	\$ 13,133	\$ 11,200	\$ 1,933	117%
Public support Donations, grants-non gov,	\$ 98,517	\$ 65,600	\$ 32,917	150%
Net event revenues	\$ 26,661	\$ 76,750	\$ (50,089)	35%
Zipline	\$ 15,432	\$ 22,588	\$ (7,157)	68%
Train/Carousel	\$ 22,522	\$ 40,000	\$ (17,478)	56%
Other revenues	\$ 49,136	\$ 44,401	\$ 4,735	111%
<b>Total revenues</b>	<u>\$ 1,027,117</u>	<u>\$ 998,195</u>	<u>\$ 28,922</u>	103%
<b>Operating expenses</b>				
Payroll	\$ 367,200	\$ 393,014	\$ (25,813)	93%
Animal care	\$ 33,794	\$ 29,868	\$ 3,926	113%
Facilities repair and maintenance	\$ 53,024	\$ 34,054	\$ 18,970	156%
Advertising	\$ 6,262	\$ 16,267	\$ (10,004)	38%
Insurance	\$ 85,302	\$ 103,385	\$ (18,082)	83%
Utilities	\$ 17,912	\$ 19,391	\$ (1,479)	92%
Professional fees	\$ 7,315	\$ 11,800	\$ (4,485)	62%
Employee expenses	\$ 2,404	\$ 6,637	\$ (4,233)	36%
Office expenses/website/credit card fees	\$ 7,568	\$ 12,195	\$ (4,628)	62%
Project Expenses	\$ 143,539	\$ -	\$ 143,539	#DIV/0!
Printing	\$ 31	\$ 1,117	\$ (1,086)	3%
Supplies	\$ 9,160	\$ 9,428	\$ (269)	97%
Interest Expense	\$ 1,474	\$ 1,738	\$ (265)	85%
Other operating expenses	\$ 61,153	\$ 39,687	\$ 21,466	154%
	\$ -			
<b>Total operating expenses</b>	<u>\$ 878,619</u>	<u>\$ 678,581</u>	<u>\$ 200,038</u>	129%
<b>Net operating income before depreciation</b>	<u>\$ 148,498</u>	<u>\$ 319,614</u>	<u>\$ (171,116)</u>	46%
Depreciation	\$ (54,167)	\$ (54,167)	\$ (0)	0%
Unrealized Gain/Loss	\$ 9,099	\$ -	\$ 9,099	
<b>Total COGS</b>	<u>\$ (29,936)</u>	<u>\$ (25,000)</u>	<u>\$ (4,936)</u>	20%
<b>Net Income</b>	<u>\$ 73,494</u>	<u>\$ 240,447</u>	<u>\$ (166,953)</u>	31%

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.  
 UNAUDITED MONTHLY RESULTS AS OF MARCH 31, 2024

	<b>Mar-24</b>	<b>Mar-24</b>	<b>Actual to</b>	<b>Actual to</b>
	<b>Unaudited Actuals YTD</b>	<b>Budget YTD</b>	<b>Budget</b>	<b>Budget %</b>
<b>Revenues</b>				
Annual passholders	\$ 585,670	\$ 595,093	\$ (9,423)	98%
Gate	\$ 2,337,833	\$ 2,476,173	\$ (138,340)	94%
Group sales	\$ 81,061	\$ 102,250	\$ (21,189)	79%
Concessions	\$ 182,432	\$ 182,321	\$ 111	100%
Gift shop	\$ 432,747	\$ 454,882	\$ (22,135)	95%
Government supp: TDC & Grants-State	\$ 768,454	\$ 500,713	\$ 267,741	153%
Education	\$ 352,879	\$ 313,841	\$ 39,038	112%
WMD net rental	\$ 74,395	\$ 67,800	\$ 6,595	110%
Public support Donations, grants-non gov,	\$ 550,326	\$ 631,900	\$ (81,574)	87%
Net event revenues	\$ 899,164	\$ 988,650	\$ (89,486)	91%
Zipline	\$ 85,009	\$ 94,880	\$ (9,871)	90%
Train/Carousel	\$ 90,010	\$ 346,000	\$ (255,990)	26%
Other revenues	\$ 687,412	\$ 385,588	\$ 301,824	178%
<b>Total revenues</b>	<b>\$ 7,127,394</b>	<b>\$ 7,140,091</b>	<b>\$ (12,698)</b>	<b>100%</b>
<b>Operating expenses</b>				
Payroll	\$ 3,397,029	\$ 3,698,194	\$ (301,164)	92%
Animal care	\$ 235,681	\$ 268,815	\$ (33,134)	88%
Facilities repair and maintenance	\$ 262,330	\$ 302,092	\$ (39,762)	87%
Advertising	\$ 133,857	\$ 132,122	\$ 1,735	101%
Insurance	\$ 735,451	\$ 831,252	\$ (95,801)	88%
Utilities	\$ 172,545	\$ 167,416	\$ 5,130	103%
Professional fees	\$ 108,795	\$ 134,200	\$ (25,405)	81%
Employee expenses	\$ 55,149	\$ 64,317	\$ (9,167)	86%
Office expenses/website/credit card fees	\$ 115,180	\$ 93,304	\$ 21,876	123%
Project Expenses	\$ 379,218	\$ -	\$ 379,218	#DIV/0!
Printing	\$ 9,634	\$ 10,050	\$ (416)	96%
Supplies	\$ 79,839	\$ 84,855	\$ (5,016)	94%
Interest Expense	\$ 15,314	\$ 16,485	\$ (1,170)	93%
Other operating expenses	\$ 580,504	\$ 278,719	\$ 301,785	208%
<b>Total operating expenses</b>	<b>\$ 6,280,529</b>	<b>\$ 6,081,820</b>	<b>\$ 198,709</b>	<b>103%</b>
<b>Net operating income before depreciation</b>	<b>\$ 846,865</b>	<b>\$ 1,058,272</b>	<b>\$ (211,407)</b>	<b>80%</b>
Depreciation	\$ (464,169)	\$ (487,500)	\$ 23,331	-5%
Unrealized Gain/Loss	\$ 28,539	\$ -	\$ 28,539	
Total COGS	\$ (178,027)	\$ (226,875)	\$ 48,848	
<b>Net Income</b>	<b>\$ 233,208</b>	<b>\$ 343,897</b>	<b>\$ (110,689)</b>	<b>68%</b>

**March 2024**

**OPERATING ACTIVITIES**

Net Income 73,493.98

**Adjustments to reconcile Net Revenue to Net Cash provided by operations:**

1210 Accounts Receivable:Accounts Rec-General 150  
1720 Prepaid Expenses:Prepaid-Insurance -219,388.43  
1730 Prepaid Expenses:Prepaid-Other 1,882.99  
2000 Accounts Payable -658.19  
2010 Accounts Payable:Trade Accounts Payable 214,335.64  
2015 Chase Ink Business Card-4575 21,136.06  
2030 Accrued Expense 6,355.40  
2050 FL Sales Taxes Payable 2,815.16  
2210 Employee Deductions Payable:Group Ins Deductions -1,207.93  
2250 Employee Deductions Payable:Other Deductions -130.76  
2260 Employee Deductions Payable:403(b) Plan Payable -37.76  
2410 Reserved Funds:Keeper Conf. Fund -465.55  
2430 Reserved Funds:Employee Benefit Fund 35  
2500 Deferred Membership Fees 40,764.87  
2550 Deferred Revenue 12,417.90

Net cash provided by Operating Activities **151,498.38**

**INVESTING ACTIVITIES**

1890 Accumulated Depreciation 54,167.00

Net cash provided by investing activities **\$ 54,167.00**

**FINANCING ACTIVITIES**

2850 Note Payable -5,340.13

2900 Long Term Bank Loan -5,419.13

Net cash provided by Financing Activities **-10,759.26**

Net cash increase for period **194,906.12**

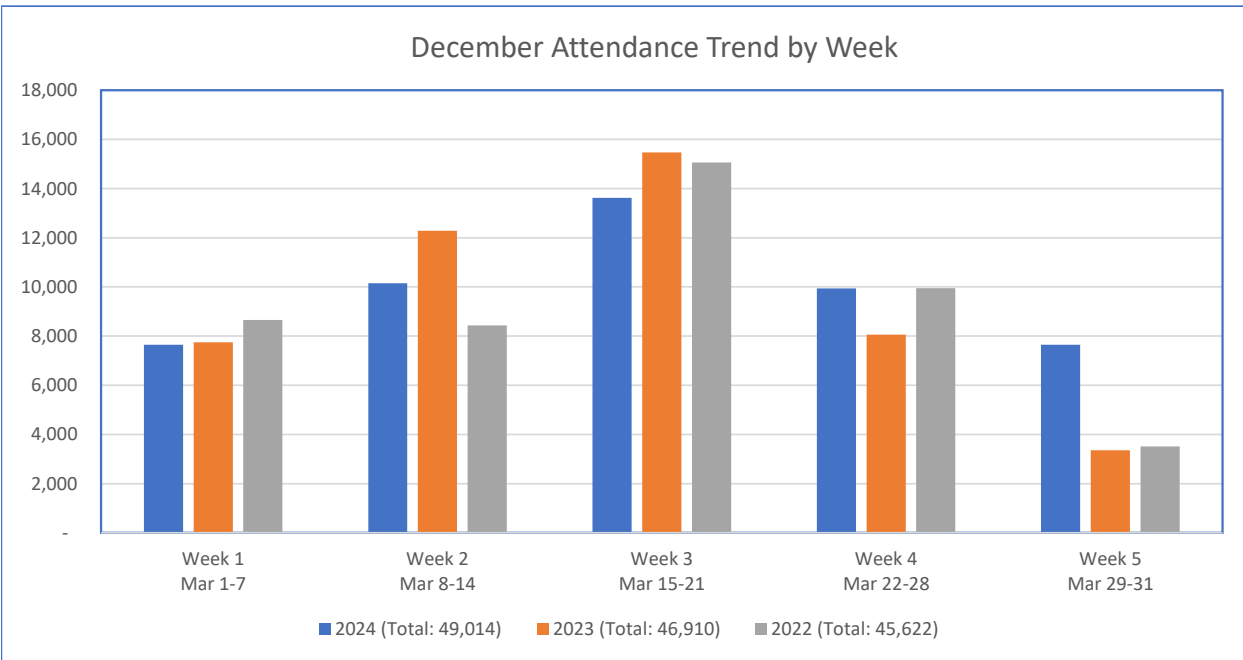
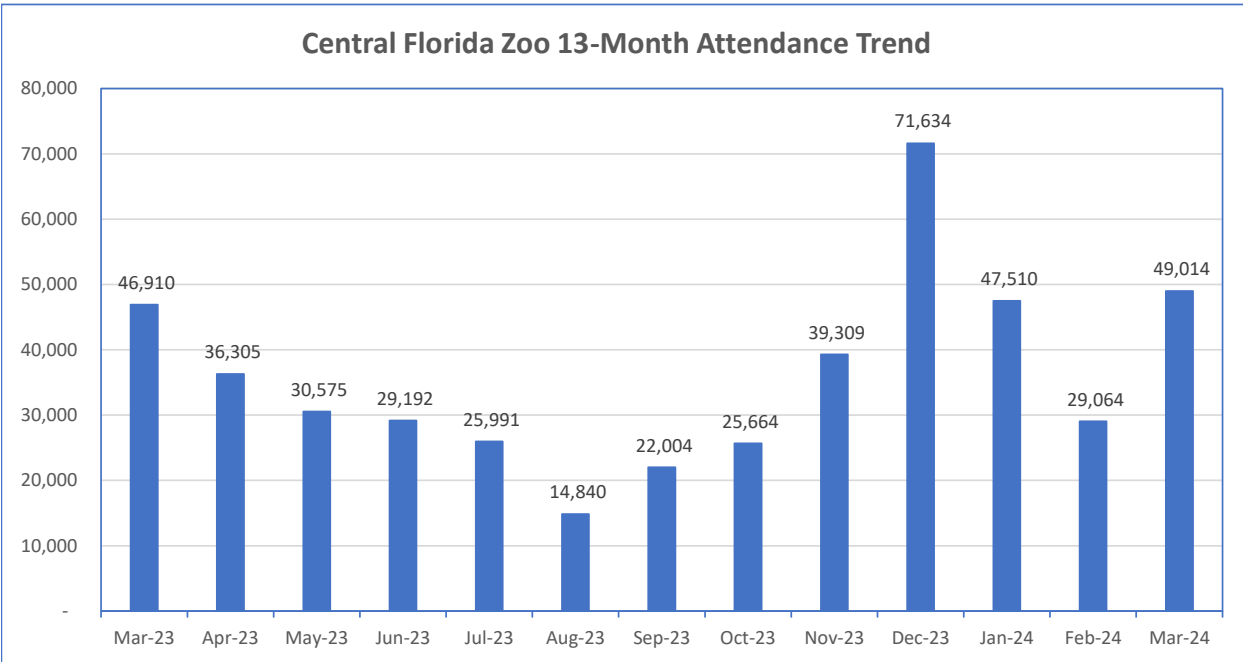
Cash at beginning of period 4,471,097.69

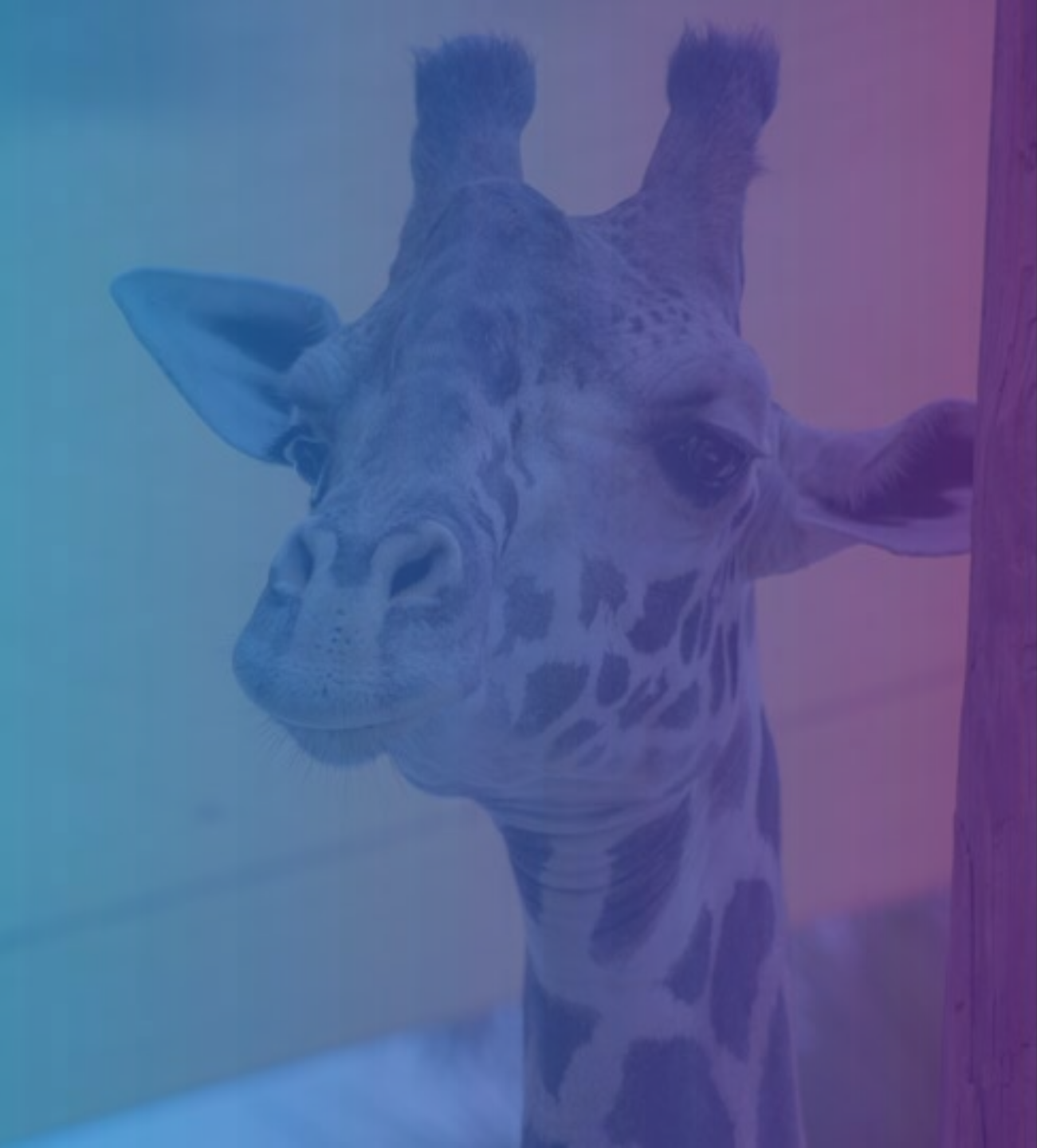
Cash at end of period **4,666,003.81**

## Fiscal Year 2023-2024 Capital Budget

Project	Projected Cost	Spend YTD	Remaining	Funding Source	Status
AZA/Emergency Repairs	\$ 340,656	\$ 158,858	\$ 181,797	Cash Reserves	In Progress
Train Purchase and track repair	\$ 331,372	\$ 281,665	\$ 49,706	Cash Reserves/Donor Funding	In Progress
Animal Enclosures to Sewer	\$ 302,799	\$ 308,486	\$ (5,687)	Cash Reserves; Reimbursed Grant	In Progress
Master Plan	\$ 160,000	\$ 151,230	\$ 8,770	Cash Reserves	In Progress
Boardwalk Repair	\$ 225,000	\$ 237,263	\$ (12,263)	Cash Reserves	Completed
PAC Private Encounters Upgrade	\$ 4,000		\$ 4,000	Enterprise Holding Grant	Not Started
Amur Leopard Expansion	\$ 373,195	\$ 305,640	\$ 67,554	Fundraising	In Progress

**CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.**  
**UNAUDITED MONTHLY RESULTS AS OF MARCH 31, 2024**





## APRIL TDC Report

[www.centralfloridazoo.org](http://www.centralfloridazoo.org)

# FYTD ATTENDANCE RESULTS

July 1, 2023 – March 31, 2024

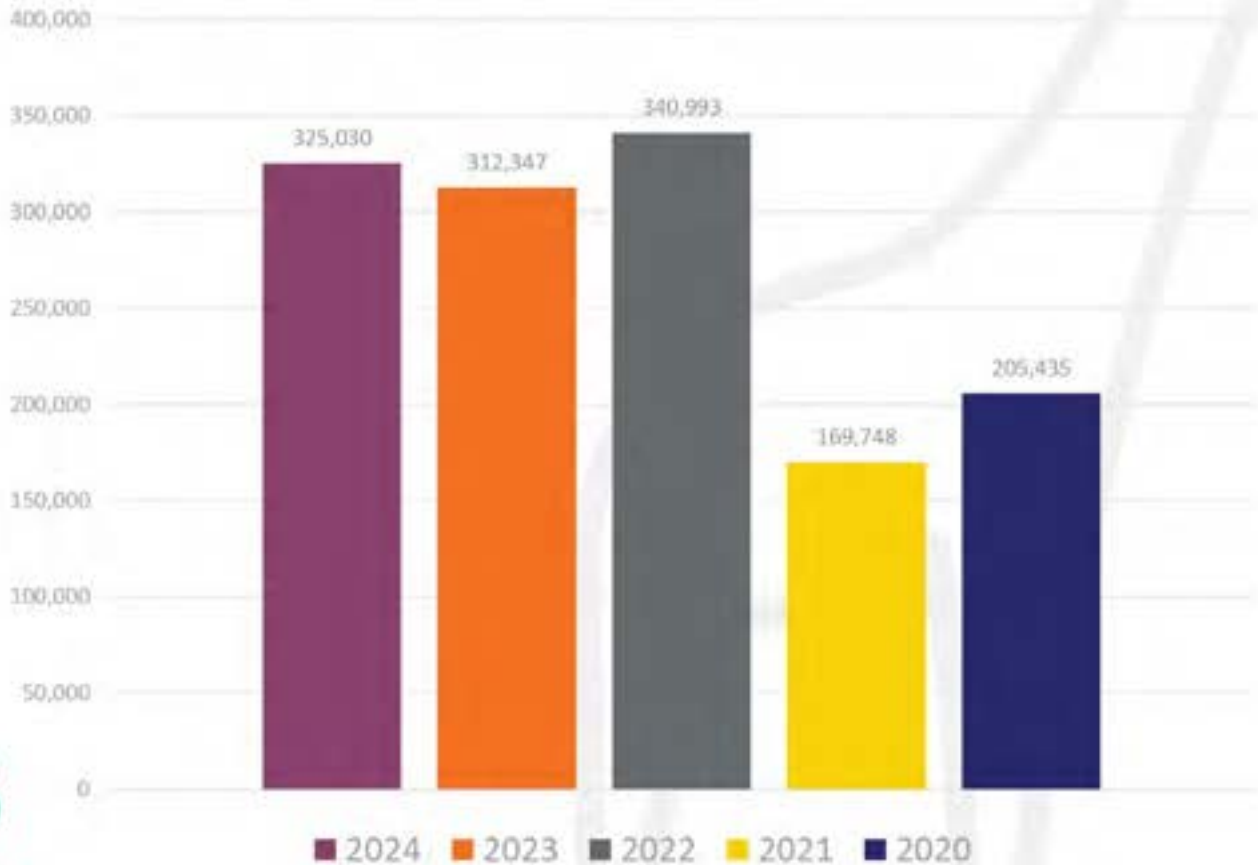
# 325,030

**VS 2023: 12.6k / 4%**

**VS 2022: 15.9k / 4.6%**

**VS 2021: 155.2k / 91.4%**

**VS 2020: 119.5k / 58.2%**



March 2024 – Facts & Figures



# FYTD REVENUE RESULTS

## Comparison Periods:

July 1, 2023 – March 31, 2024 vs July 1, 2022 – March 31, 2023

	Product Group	2024			2023			Comparison		
		Revenue	Mix	Per Cap	Revenue	Mix	Per Cap	Plus/Minus	Growth	Per Cap
Visitation Related	Admission	\$2,769,755	35%	\$8.52	\$2,604,152	35%	\$7.64	\$165,603	6%	\$0.88
	Annual Pass	\$675,320	9%	\$2.08	\$666,009	9%	\$1.95	\$9,311	1%	\$0.12
	Attraction	\$284,864	4%	\$0.88	\$135,277	2%	\$0.40	\$149,587	111%	\$0.48
	Food & Beverage	\$1,354,948	17%	\$4.17	\$1,202,251	16%	\$3.53	\$152,697	13%	\$0.64
	Rentals	\$58,514	1%	\$0.18	\$47,991	1%	\$0.14	\$10,523	22%	\$0.04
	Retail	\$412,989	5%	\$1.27	\$462,124	6%	\$1.36	(\$49,135)	11%	(\$0.08)
	Birthday Party	\$19,246	0%	\$0.06	\$14,654	0%	\$0.04	\$4,592	31%	\$0.02
	Seminole Aerial Adv	\$102,399	1%	\$0.32	\$105,602	0%	\$0.31	(\$3,203)	3%	\$0.01
	Special Events	\$1,839,161	23%	\$5.66	\$1,770,213	24%	\$5.19	\$68,948	4%	\$0.47
	<b>Sub-Total</b>	<b>\$7,517,196</b>	<b>95%</b>	<b>\$23.13</b>	<b>\$7,008,273</b>	<b>95%</b>	<b>\$20.55</b>	<b>\$508,923</b>	<b>7%</b>	<b>\$2.58</b>
	Donation	\$64,515	1%		\$96,162	1%		(\$31,647)	33%	
	Education	\$300,422	4%		\$275,980	4%		\$24,442	9%	
<b>Grand Total</b>		<b>\$7,882,133</b>			<b>\$7,380,415</b>			<b>\$501,718</b>		

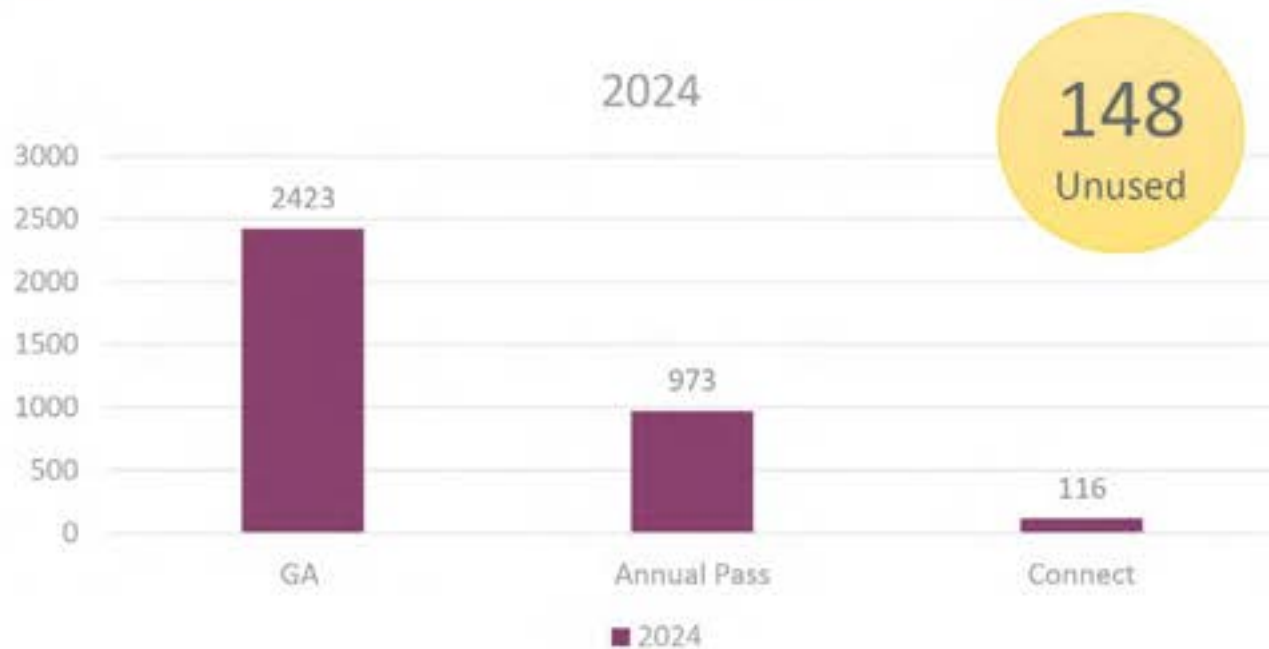
March 2024 - Facts & Figures

5

- Excludes Zoo/Food Bucks sales, Zoo/Food Bucks are included in the category of the product they are redeemed for.



# HIPPITY HOP ADVENTURE 2024



**3,512**  
Total Sold

**\$56,341**  
Total Revenue

March 2024 - Facts & Figures



# SUNSET AT THE ZOO

CELEBRATING THE CULTURES OF OUR COMMUNITIES

5 P.M. TO SUNSET  
4TH FRIDAY  
MAY - SEPT.



MAY 24

Asian American & Pacific Islander Heritage

JUNE 28

LGBTQ+ Pride

JULY 26

Black & African American Heritage

AUG. 23

Native American & Alaska Native Heritage

SEPT. 27

Hispanic Heritage



## Upcoming Events

# Facilities and Animal Projects

- Boardwalk and Sidewalk Renovations
- Amur Leopard Habitat Expansion
- Security Upgrades
  - Installed over 100 cameras throughout the zoo
  - Installed keyless entry in all non-animal areas
- Installed pathway lights on the renovated Graze and Swirl decks.
- New giraffe shade sail
- New Rhino viewing deck
- Opened Eagle's Nest Concession area
- New updates to the butterfly garden
- Renovated the Bald Eagle habitat

# Upcoming Projects

- Education Office Building
- Crocodile Monitor and Grand Caymen Rock Iguana habitat renovations
- Red-ruffed lemur habitat renovations
- Chacoan Peccary habitat renovations
- Boardwalk renovations

# TDT Grant Request – 2 Year Agreement for \$350,000 Per Year

EXPENSE TYPE	AMOUNT
<b>Marketing Efforts</b>	<b>\$ 125,000</b>
Broadcast – Television	
Broadcast - Radio	
Billboards	
Digital	
Print	
<b>Accessibility, Animal Habitat and Facility Improvements</b>	<b>\$ 225,000</b>
<b>TOTAL EXPENSES:</b>	<b>\$ 350,000</b>

\*TDT Grant Received for past five years

2019 -\$390,500    \*2020 - \$300,000    \*2021 - \$300,000    2022 - \$325,000    2023 - \$340,000

\*due to the Pandemic the requested amount was reduced to \$300,000



# Thank You









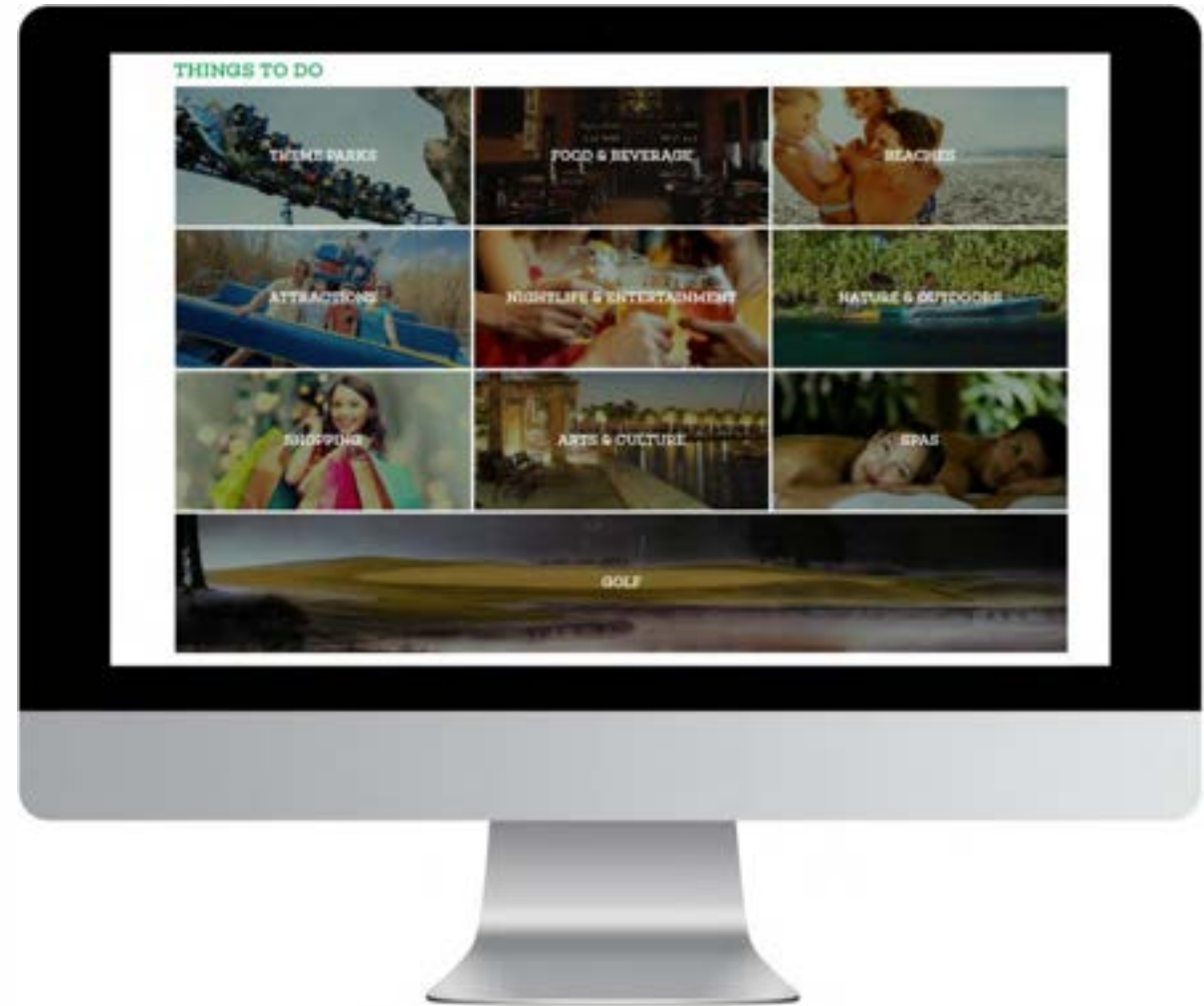
# Travel Campaign Update





# IDEAS.

- We developed a campaign to reach visitors at 3 different points of their travel planning. Using partnerships with airlines, hotels, rental car and other travel companies we can hyper target travelers with intent to visit the area. We reach them with tailored messaging during their initial planning, 60 days prior to their trip and when they are here in market.
- To gain additional insights on the county's visitors we directed the ads to the "Things To Do" page where we tracked each category to learn what visitors are interested in.
  - These categories include: Arts & Culture, Attractions, Beaches, Food & Beverage, Golf, Nature & Outdoors, Nightlife & Entertainment, Shopping and Spas



# WORK.



**Before Booking**



**60 Days Out**



**In Market**

# RESULTS.

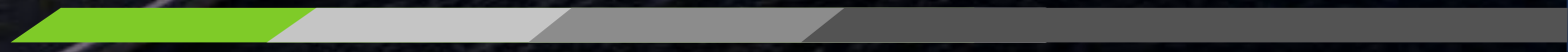
- **Initial Campaign Data: 2 Month Total**
  - **Impressions:** 1.28 million
  - **Clicks:** 1k
  - **Website Visits:** 38k
  - **Top Things To Do:**
    - Theme Parks
    - Food & Beverage
    - Nature & Outdoors
    - Attractions
    - Beaches
  - **Locations:**
    - Cincinnati, Ohio
    - Baltimore, Maryland
    - Akron, Ohio
    - Nashville, Tennessee
    - Pittsburgh, Pennsylvania
    - Indianapolis, Indiana
    - Toledo, Ohio
    - Albany, New York
    - Grand Rapids, Michigan
    - Greensboro, North Carolina





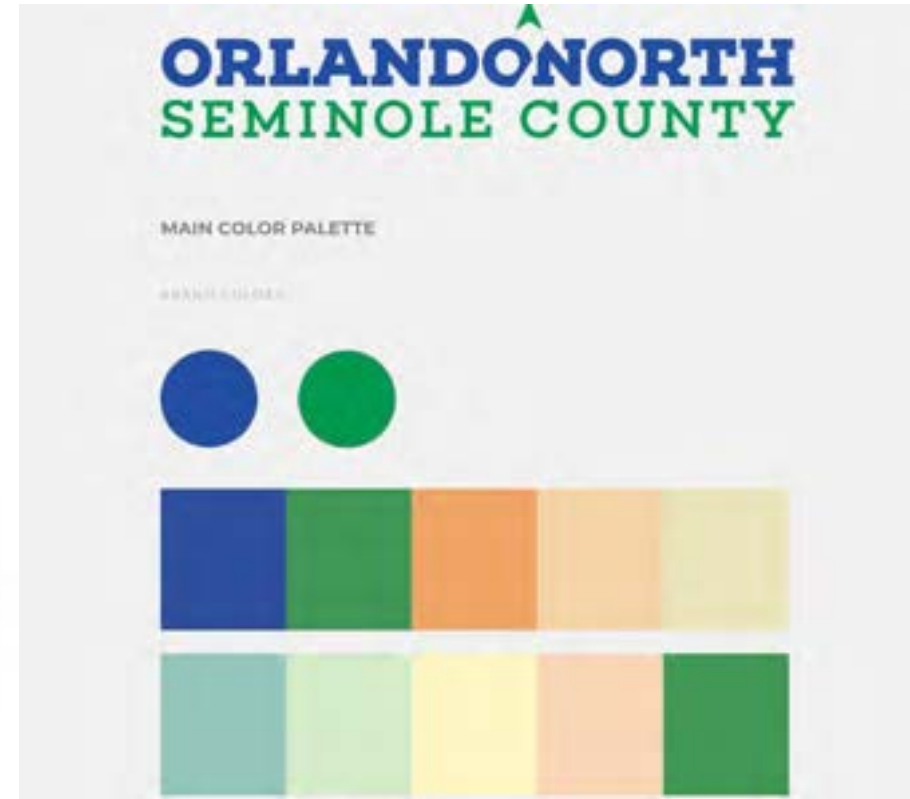


Do Orlando North Website



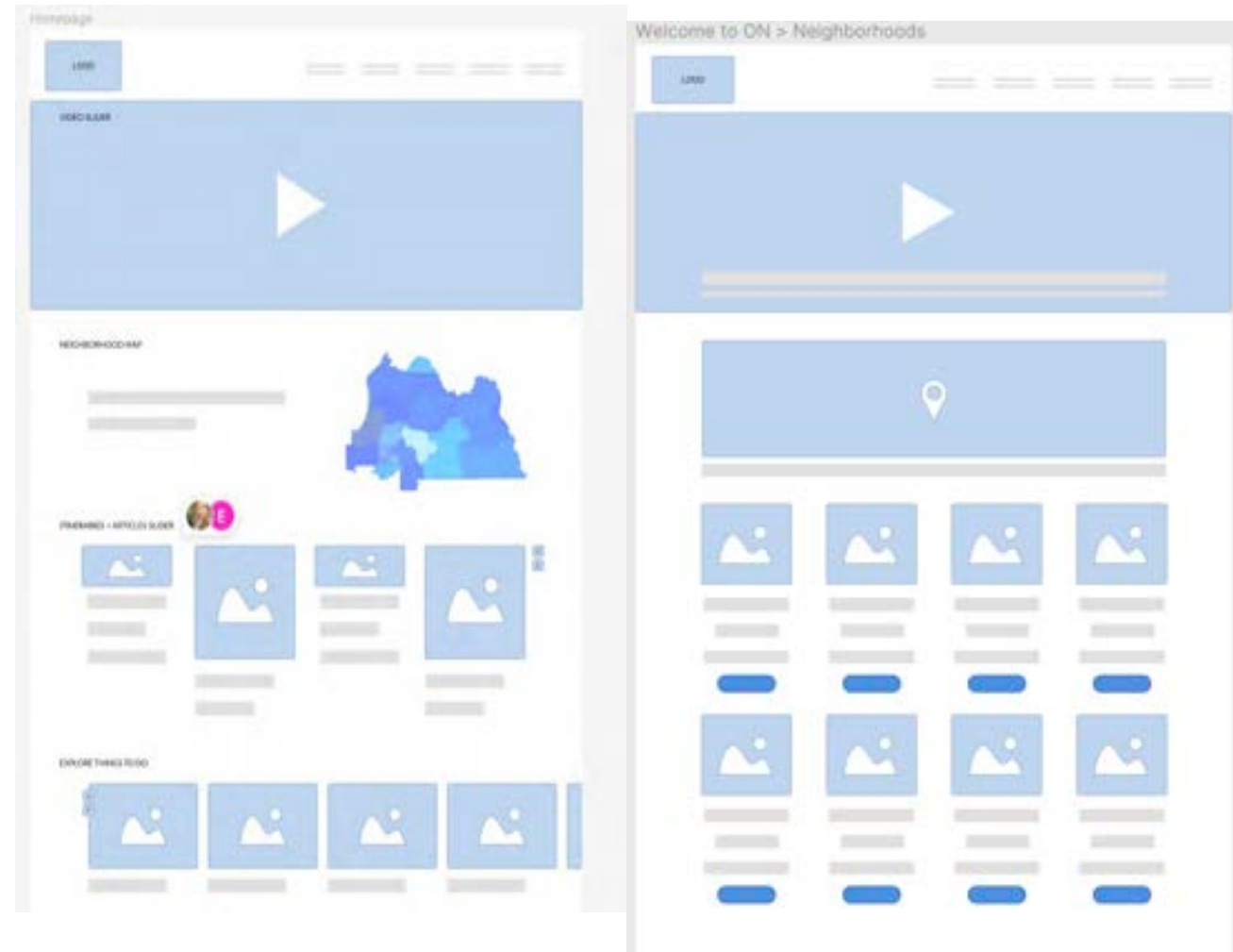
# Website Development

- Discovery and Planning
- Sitemap
- Moodboard



# Website Development

- Wireframes
- Content Creation





# Next Phase

- Prototyping
- Development
- Content Population





**IDEAS.**  
**WORK.**  
**RESULTS.**

# Florida's Government in the Sunshine and Public Records Laws

## Ethics

Presented By:

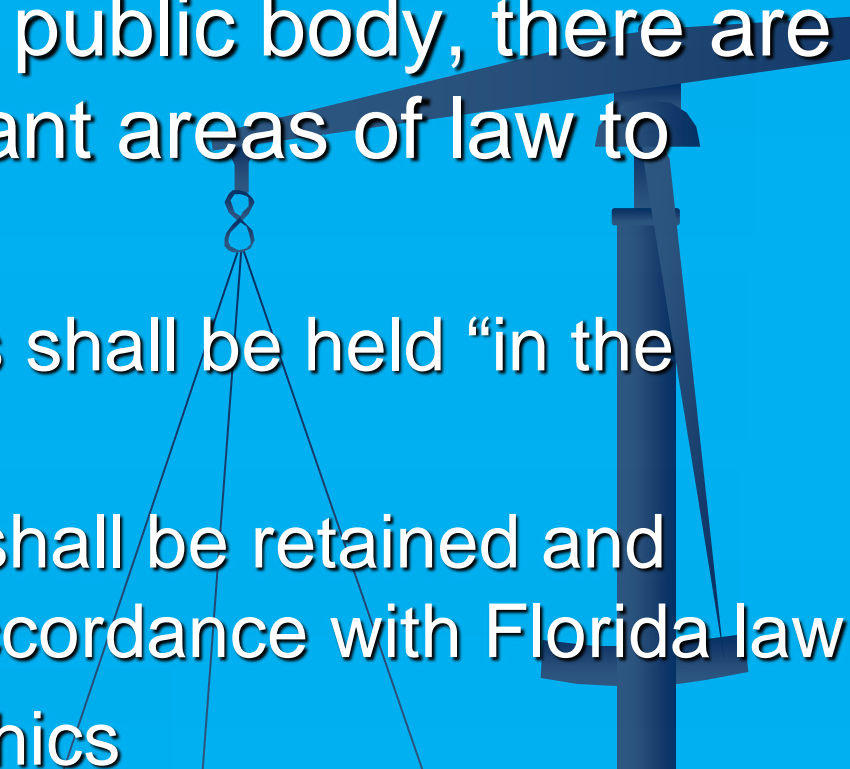
Andrew Frank Lanius, Assistant County Attorney

April 2024



# Seminole County Tourist Development Council (TDC)

- The purpose of the TDC is:
  - Prepare and submit a plan to Board of County Commissioners (BCC) for tourist development. Such plan shall set forth anticipated net tourist development tax revenue and a list of the proposed uses of said tax revenue by special project or special use and the approximate cost of allocation for each project or special use.
- The responsibilities of the TDC are:
  - Prepare and submit a plan for tourist development to the BCC no later than the beginning of each fiscal year along with recommendations for the effective operations of special projects or uses of the tourist development tax revenue. The TDC shall review expenditures of revenues from the Tourist Development Trust Fund and shall receive at least quarterly, expenditure reports from the County governing board or its designees.

- 
- As the TDC is a public body, there are three (3) important areas of law to remember:
    - Public meetings shall be held “in the sunshine”
    - Public records shall be retained and distributed in accordance with Florida law
    - Public officer ethics

# Government in the Sunshine Law

- The Sunshine Law has 4 basic requirements:

- Meetings must be open to the public; and
  - Reasonable notice of the meetings must be given; and
  - Minutes of the meetings must be taken and promptly recorded; and
  - Public has right to speak on all propositions except ministerial and emergency matters.
- Florida law governs Quasi-Judicial hearings.



# Government in the Sunshine Law

- The Sunshine Law applies to elected and appointed public boards and has been applied to any “gathering” of two or more members of the same board to discuss some matter which may **foreseeably** come before that board for action. In other words, if it is conceivable that the Board will consider a matter, it should not be discussed in private. *Hough v. Stembridge, 278 So.2d 288 (Fla. 3d DCA 1973).*

# Government in the Sunshine Law

- The Sunshine Law applies to meetings and discussions conducted via telephones, computers (e.g., email), and other electronic means. AGO 89-39 and AGO 09-19.
  - This includes text messages on private phones so long as “conducting public business.”

O'Boyle v. Town of Gulf Stream, 257 So. 3d 1036 (Fla. 4th DCA 2018)

# Government in the Sunshine Law

- The use of nonmembers (such as County staff and Commissioners' Aides) as liaisons to circulate information and thoughts of individual Board members is prohibited. *AGO 74-47.*

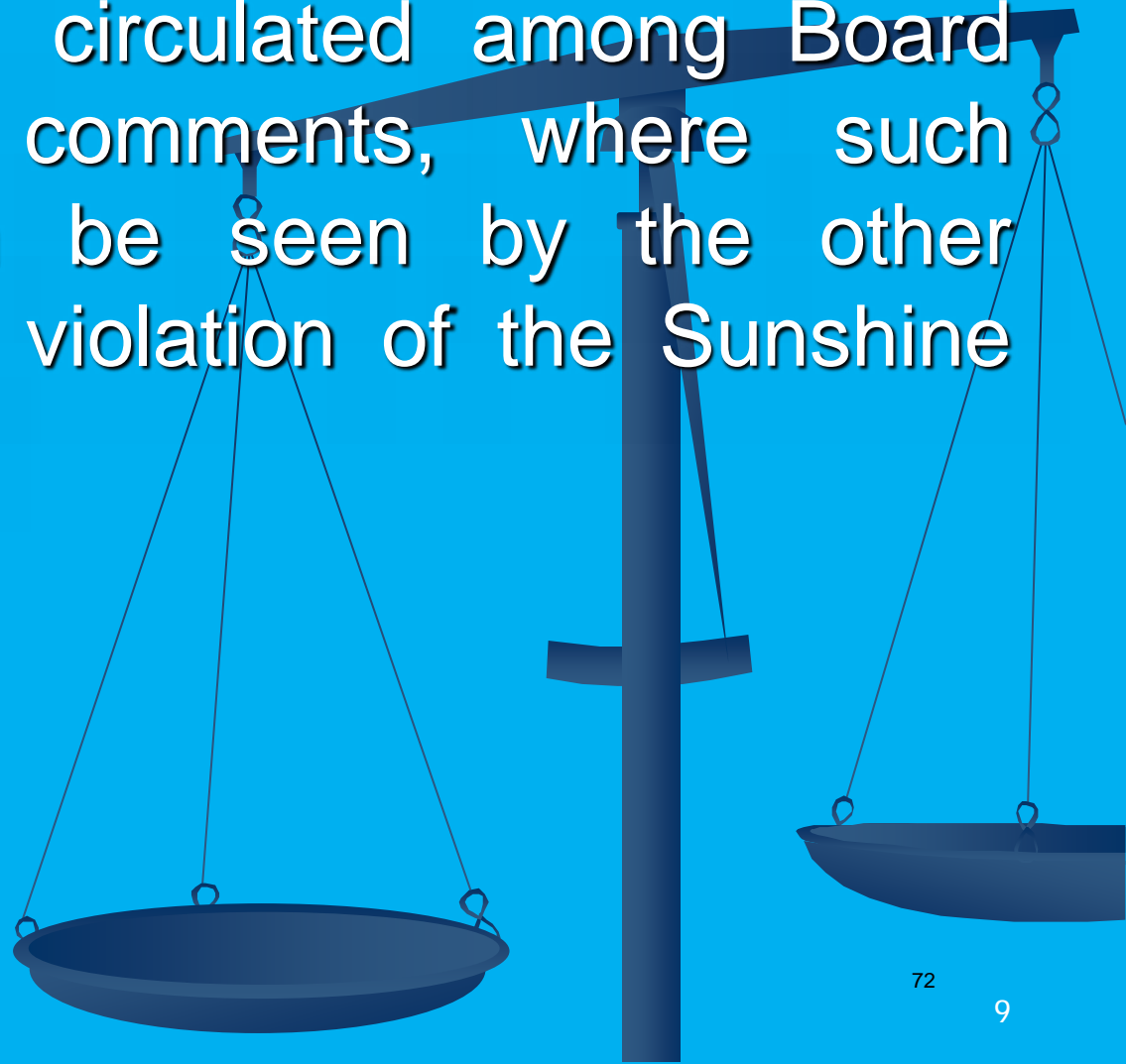


# Government in the Sunshine Law

- In addition, staff and other nonmembers should refrain from asking Commissioners, in order to provide the information to the other Commission members, to state his or her position on a specific matter (also known as “polling”) which will **foreseeably** be considered by the Board at a public meeting. AGO 89-23.

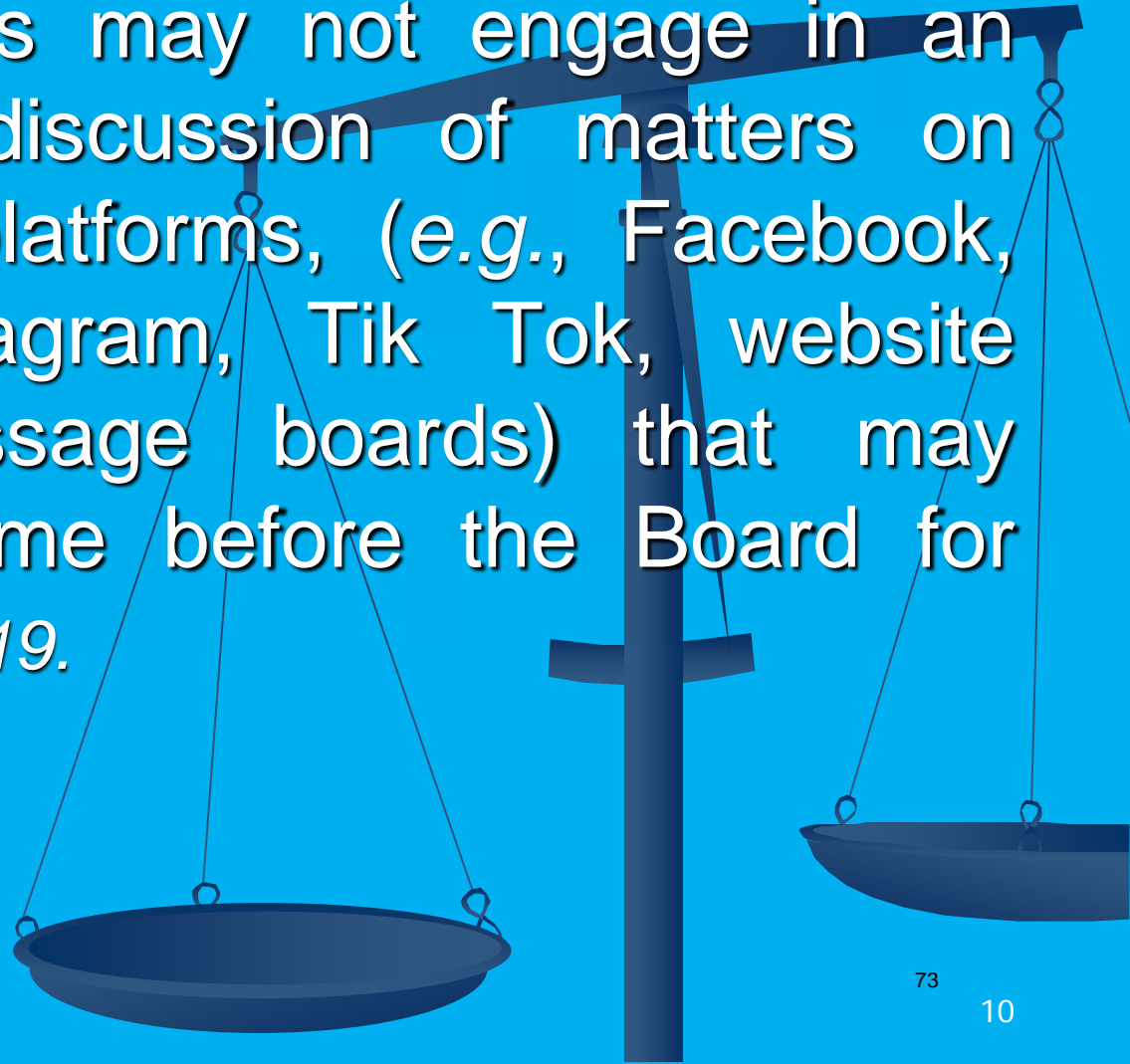
# Government in the Sunshine Law

- Written reports circulated among Board members for comments, where such comments can be seen by the other members, is a violation of the Sunshine Law. *AGO 90-03.*



# Government in the Sunshine Law

- Board members may not engage in an exchange or discussion of matters on social media platforms, (e.g., Facebook, X/Twitter, Instagram, Tik Tok, website blogs or message boards) that may foreseeably come before the Board for action. *AGO 09-19.*

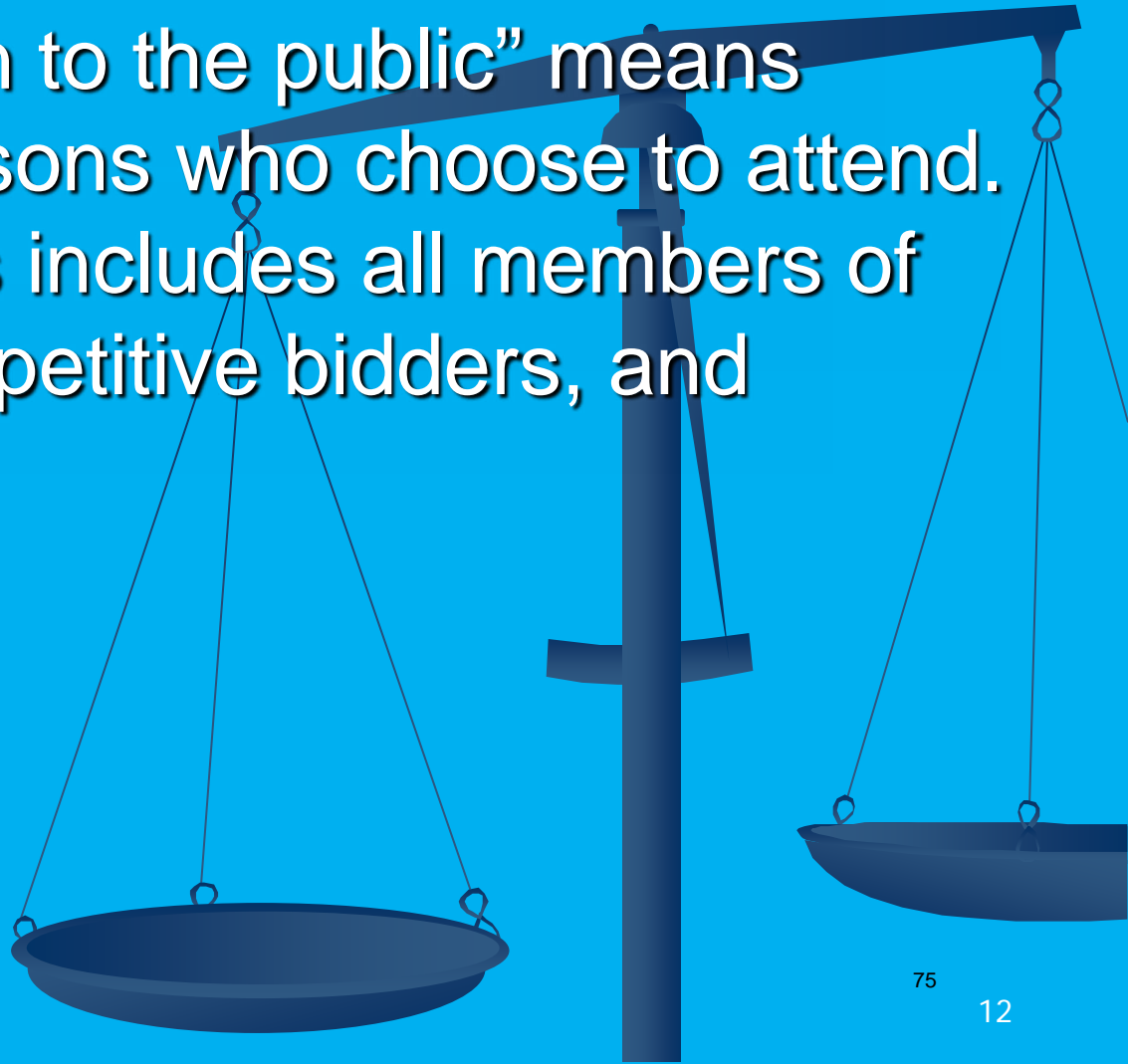


# Government in the Sunshine Law

- Public access to meetings is one of the key elements of the Sunshine Law and Board members are advised to avoid holding meetings in places not easily accessible to the public. Therefore, the use of luncheon meetings should be avoided as these meetings tend to have a “chilling” effect upon the public’s willingness or desire to attend. *Inf. Op. to Campbell, February 8, 1999, and Inf. Op. to Nelson, May 19, 1980.*

# Government in the Sunshine Law

- The term “open to the public” means open to all persons who choose to attend. *AGO 99-53*. This includes all members of the press, competitive bidders, and employees.





# Government in the Sunshine Law

## FREQUENTLY ASKED QUESTIONS

- *Must written minutes be kept of all sunshine meetings? While tape recorders may be used to record the proceedings, written minutes of the meeting must be taken and promptly recorded.*
- *Are board members authorized to abstain from voting?*
  - ❑ *No, board members who are present at a meeting must vote unless there is, or appears to be, a conflict of interest under Florida Statutes. Section 286.012, Florida Statutes.*
  - ❑ *Exception: In a quasi-judicial proceeding, a member may abstain from voting on such matters if the abstention is to assure a fair proceeding free from potential bias or prejudice. Section 286.012, Florida Statutes.*
- *What are the notice requirements when a meeting is adjourned to a later date? If a meeting is adjourned and reconvened later to complete the business from the agenda of the adjourned meeting, the second meeting should also be noticed.*

# Government in the Sunshine Law

- *Does the Sunshine Law restrict a board from taking action on matters not on the agenda? No.*
- *May a member of the public tape-record a board meeting? Yes.*
- *Does the Sunshine Law apply to one board member meeting with one member of a different board? No, unless one of the individuals has been delegated the authority to act on behalf of his or her board.*

# Government in the Sunshine Law

## ■ Penalties:

- Civil penalties up to \$500 against each participating member. A knowing or intentional act is **not** required. *Section 286.011(3)(a), Florida Statutes.*
- Criminal penalties, including incarceration and fines, for any Board member who knowingly attends such a meeting or has a prohibited contact in violation of the statute. *Section 286.011(3)(b), Florida Statutes.*
- Award of reasonable attorney's fees against the Board found to have violated the Sunshine Law. *Section 286.011(4).*

# Government in the Sunshine Law

- Any action taken at a meeting tainted by a Sunshine Law violation is void. *Section 286.011, Florida Statutes.*
- In addition, a violation may require the Board member to hire private counsel either for private suits or for State Attorney actions.

# Public Records

## Chapter 119, Florida Statutes

- Florida's Public Records Law provides for citizens to have a virtually unlimited access to the records of government.



# Public Records

- “Public records” means all documents, papers, letters, maps, books, tapes, photographs, films, sound recordings, data processing software, or other material, regardless of the physical form, characteristics, or means of transmission, made or received pursuant to law or ordinance or in connection with the transaction of official business by any agency. *Section 119.011(12), Florida Statutes.*

# Public Records



- If the purpose of a document prepared in connection with the official business of a public agency is to **perpetuate, communicate, or formalize knowledge**, then it is a public record regardless of whether it is in final form or the ultimate product of an agency. *Sheven v. Byron, Harless, Schaffer, Reid & Associates, Inc.*, 379 So.2d 633,640 (Fla. Sup. Ct. 1980)

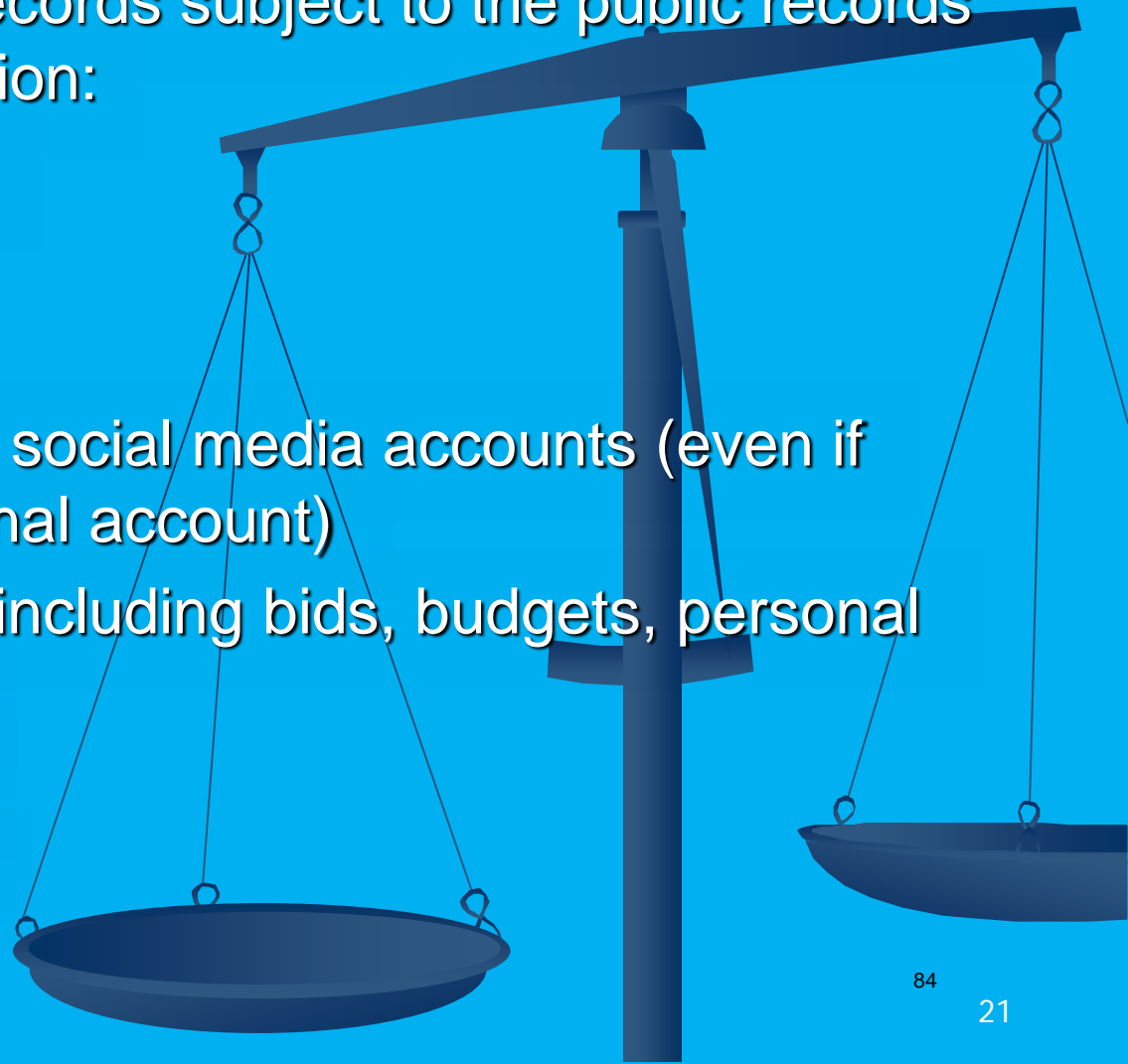
# Public Records

- “It is impossible to lay down a definition of general application that identifies all items subject to disclosure under the [Public Records] act. *Consequently, the classification of items which fall midway on the spectrum of clearly public records on the one end and clearly not public records on the other will have to be determined on a case-by-case basis.*” *Sheven v. Byron, Harless, Schaffer, Reid & Associates, Inc.*, 379 So.2d 633,640 (Fla. Sup. Ct. 1980) (Bracketed words added).

# Public Records

Examples of public records subject to the public records law absent an exception:

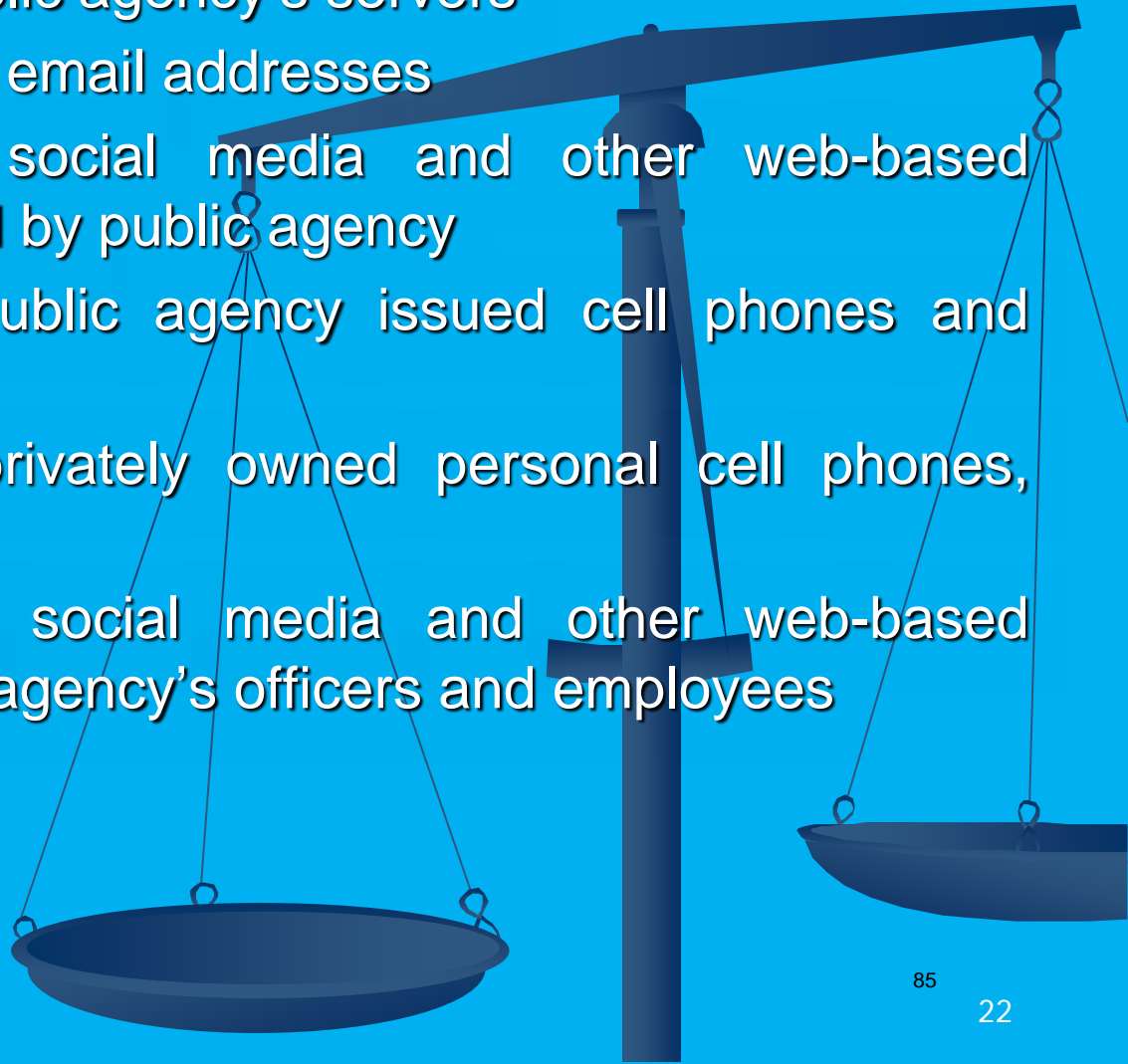
- Computer records
- Email messages
- Text messages
- Messages through social media accounts (even if account is a personal account)
- Financial records (including bids, budgets, personal financial records)
- Litigation records
- Personnel records



# Public Records

## Potential Sources of Electronic Public Records

- Public Records on public agency's servers
  - Emails to and from email addresses
- Public Records on social media and other web-based accounts administered by public agency
- Public Records on public agency issued cell phones and electronic devices
- Public Records on privately owned personal cell phones, personal devices
  - Includes personal social media and other web-based accounts of public agency's officers and employees





# Public Records

- Public records means those records already in existence. There is no requirement to create a public record in response to a public records request.
- Personal vs. Board-related accounts/devices
  - When you are using a personal device or account, but you are using it for Board business or Board communications, you are creating a public record subject to Chapter 119 Florida Statutes
    - That public record must be disclosed if a request for that record is received
    - That public record must be retained, and not deleted, in accordance with Florida law
    - Includes emails, text messages, photos, and voice mails

# Public Records

- You can create separate accounts for official Board business to facilitate clear separation between personal records and Board-related public records
  - But you cannot circumvent public records law by using a 'personal' account to exchange, store, manage or track information related to Board business



# Public Records

- The County is not generally required to reformat its records to meet the requestor's particular needs. *AGO 97-39*.
- A person's motive in seeking access to public records is irrelevant. Therefore, the County cannot ask the reason for the public records request. *Curry v. State, 811 So.2d 736 (Fla. 4<sup>th</sup> DCA 2002)*.

# Public Records

- A custodian of records must acknowledge requests for public records promptly and respond to such requests in good faith. Although there is no time limit for compliance stated in the Act, the Florida Supreme Court has stated that the only delay permitted “is the limited reasonable time allowed the custodian to retrieve the record and delete portions of the record the custodian asserts are exempt.” *Tribune Company v. Cannella*, 458 So.2d 1075, 1078 (Fla. Sup. Ct. 1984).

# Public Records

## ■ Penalties:

- Individual violations can be prosecuted criminally or in civil court by citizens or companies.
- The County can be assessed attorney's fees for failing to comply.
- A Board member can be removed from office for failing to comply.



# Florida's Ethics Code



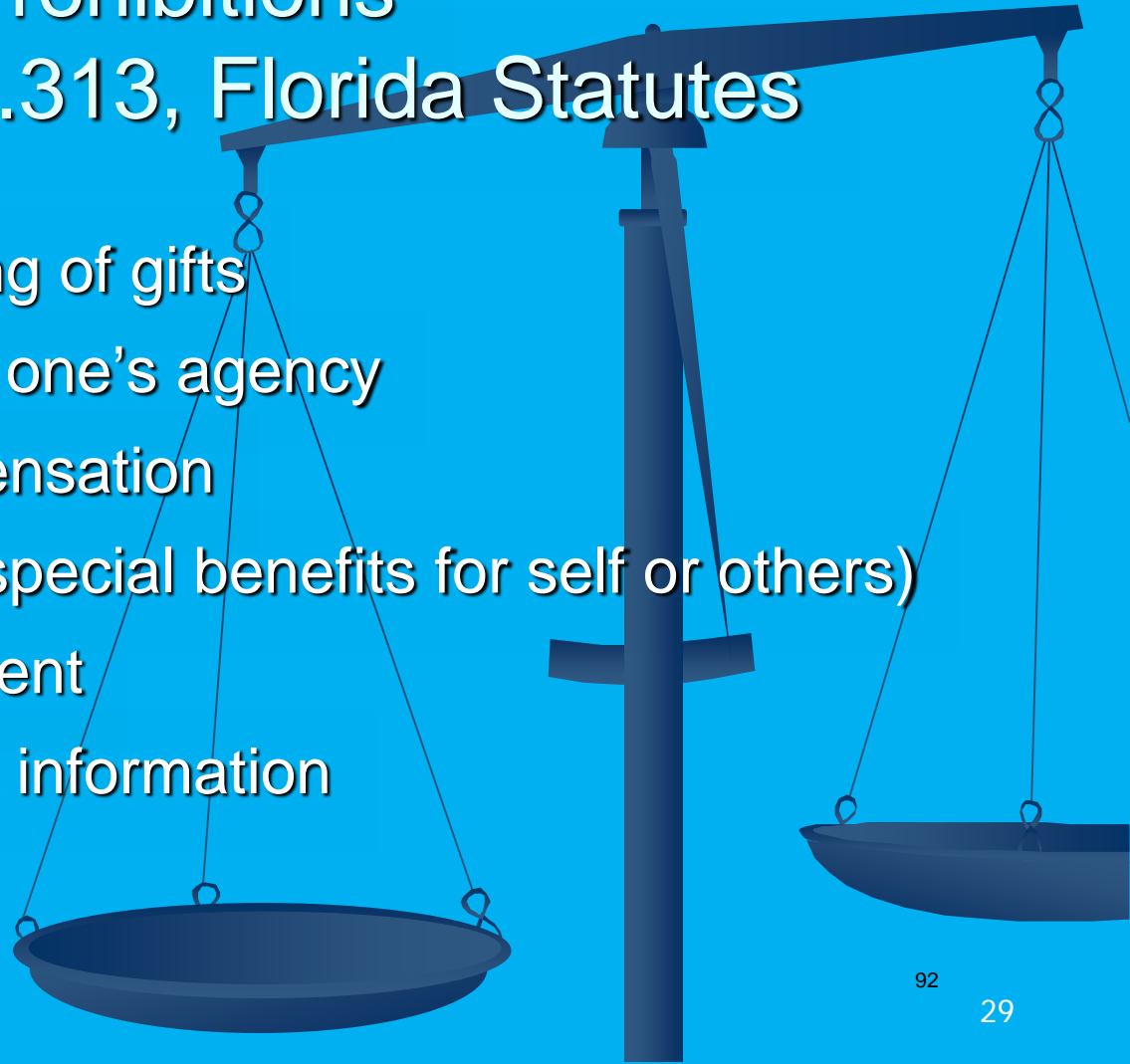
- Section 112.313, Florida Statutes-  
Standards of Conduct for Public Officers
  - Includes any person serving on an advisory board
- Section 74.3, Seminole County Code
  - Incorporates Section 112, Florida Statutes and applies to all appointed boards of Seminole County

# Part III, Chapter 112, Florida Statutes (Florida Ethics Code)

## Prohibitions

### Section 112.313, Florida Statutes

- ❑ Soliciting or accepting of gifts
- ❑ Doing business with one's agency
- ❑ Unauthorized compensation
- ❑ Misuse of Position (special benefits for self or others)
- ❑ Conflicting employment
- ❑ Disclosure of certain information



# Doing Business with One's Agency

## Question:

May a person sit on a board as a public officer when that board regulates the industry of the person's employment?



# Doing Business with One's Agency

Answer: Yes. F.S. Section 112.313(7)(b) reads:

“This subsection does not prohibit a public officer or employee from practicing in a particular profession or occupation when such practice by persons holding such public office or employment is required or permitted by law or ordinance.”

**Example:** CEO 84-63 held when a port authority member was required to be a representative of business entities doing business with or at a port, the member's employment as vice president of a shipping company at the port was considered exempted.

# Doing Business with One's Agency

## Question:

May a school board member's company sell mandatory school uniforms to parents of children who attend the school?



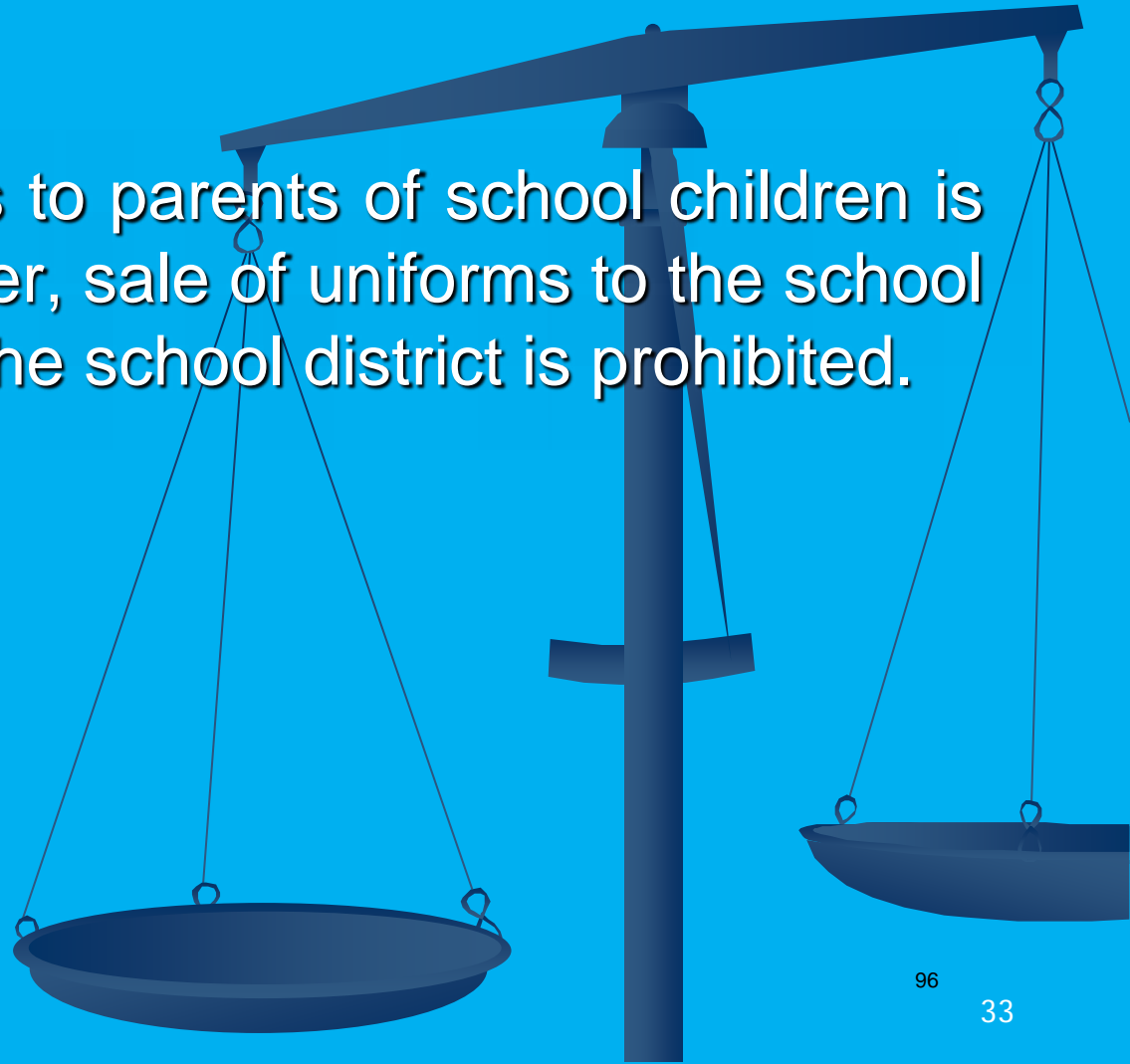


# Doing Business with One's Agency

Answer: Yes.

The sale of uniforms to parents of school children is permissible. However, sale of uniforms to the school board or schools in the school district is prohibited.

See CEO 10-12



# Unauthorized Compensation

## Question:

Does the prohibition against unauthorized compensation extend to the public officer's family?



# Unauthorized Compensation

Answer: Yes.

Under F.S. 112.313(4) the prohibition against unauthorized compensation extends to the public official, his or her spouse and minor children.

- ❑ Other relatives, including son-in-law, are not covered by this prohibition. See CEO 11-04

Applies when public official “knows, or, with the exercise of reasonable care, should know, that it was given to influence a vote or other action in which the officer ... was expected to participate in his or her official capacity.” F.S. 112.313(4)

# Section 112.3143(3)(a), Florida Statutes

## Voting Conflicts

- Shall not vote in a matter that would inure to his or her private gain or loss or that of a principal, business associate, parent organization or subsidiary thereof, or relative (father, mother, son, daughter, husband, wife, brother, sister, father-in-law, mother-in-law, son-in-law or daughter-in law).
- If you have a voting conflict:
  - Before vote is taken, disclose conflict at meeting, abstain from voting and file a memorandum that discloses the nature of your interest within 15 days to be incorporated into the minutes.

# Section 112.3143(4), Florida Statutes

- No appointed public officer shall **participate** in any matter which would inure to the officer's **special private gain or loss**; which the officer knows would inure to the special private gain or loss of any principal by whom he or she is retained or to the parent organization or subsidiary of a corporate principal by which he or she is retained; or which he or she knows would inure to the special private gain or loss of a relative or business associate of the public officer, without first disclosing the nature of his or her interest in the matter.



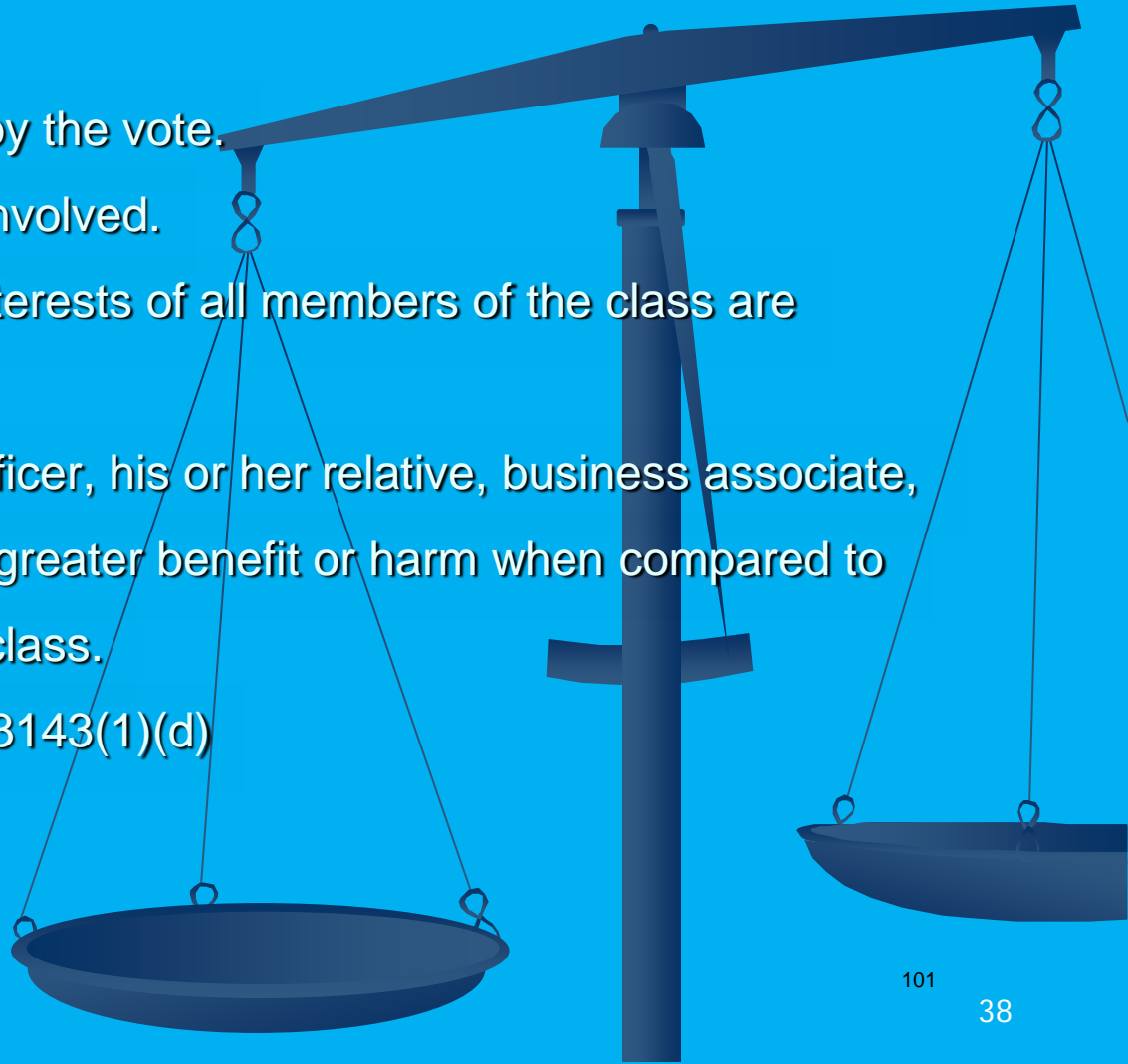
# Voting Conflicts

Special Private Gain or Loss means: An economic benefit or harm.

Factors to consider:

- 1) Size of class affected by the vote.
- 2) Nature of the interest involved.
- 3) Degree to which the interests of all members of the class are affected by the vote.
- 4) Degree to which the officer, his or her relative, business associate, or principal receives a greater benefit or harm when compared to other members of the class.

Source: F.S. Section 112.3143(1)(d)



# Voting Conflicts

Participate means:

Any attempt to influence the decision by oral or written communication.

- Whether made by the officer or at the officer's direction

Source: F.S. Section 112.3143(4)(c)

# CONCLUSION OF PRESENTATION

Thank You,



■ Please contact me with any questions or concerns!

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