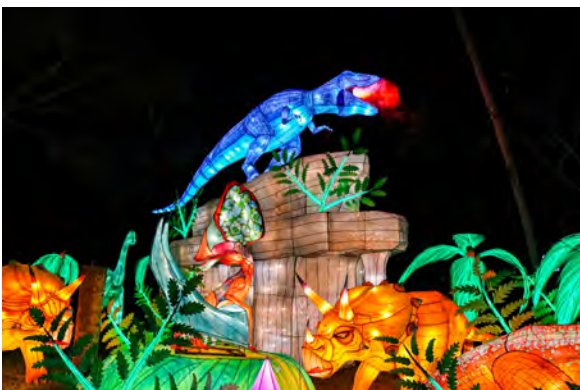
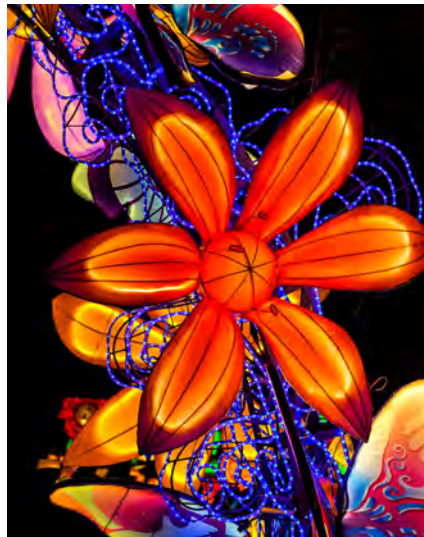


Tourist Development Council

Seminole County Services Building

January 18, 2024



IN LOVING MEMORY OF

Jamie
ROSS

We remember a beacon of inspiration who dedicated her life to the betterment of our community. Jamie's unwavering commitment, compassion, and tireless efforts will forever leave an indelible mark on Seminole County.



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

I.	Call to Order	Chair Commissioner Patrick Austin
	Pledge of Allegiance followed by Moment of Silence	
II.	Welcome and Introductions	
III.	2024 Chair Election and Board Appointment*	Chair Commissioner Patrick Austin
IV.	Approval of November 2023 TDC Minutes*	Newly Elected Chair
V.	Orlando North Tourism presentation	Karen Aplin, Danny Trosset, Gui Cunha Seminole County Tourism
VI.	Tourism Work Session Study presentation	Erin Dinkel Downs & St. Germain
VII.	Central Florida Zoo presentation	Richard Glover Central FL Zoo
VIII.	Evok Advertising presentation	Yahn Bartelink Evok
IX.	Old Business	Newly Elected Chair
X.	New Business	
	Adjourn	

Next Meeting

Thursday, April 18, 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 November 16, 2023

Meeting called to order at 3:05 pm
A quorum was established

In Attendance:

- Chairman Patrick Austin, Commissioner, City of Sanford
- Vice Chair, Bruce Skwarlo, General Manager, Orland Marriott Lake Mary
- Commissioner Jay Zembower, Seminole County Board of County Commission, District 2
- Commissioner Sarah Reece, City of Altamonte Springs, CALNO Representative
- Jamie Ross, General Manager, Residence Inn Orlando Lake Mary
- Judy Desrosiers, Commercial Properties Specialist, OSI
- Brenda Urias, Owner, Sanford Tours & Experiences
- 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

Approval of August 2023 TDC Minutes

Motion: Commissioner Zembower

Second: Bruce Skwarlo

Vote: Unanimous

Central Florida Zoo Update

Richard Glover, CEO

- VIP Event for Asian Lantern Launch postponed to November 28th due to weather
- Sunset at Zoo increased attendance for themed events
- 2024 year-over-year attendance is down
- Initiated a pilot program to use a 3rd party ticket seller
- Pre-sale of Lantern Festival tickets are above 15,000
- Capital Improvement Plan is awaiting assessment results from the Army Corps of Engineers
Construction could begin as early as 2025/2026 and will most likely last 3-4 years

Discussion: increased ticket pricing and the affect attendance

Reply: So far, the results of the pricing changes are inconclusive

Seminole County Tourism

Leisure Tourism Update

Karen Aplin, Tourism Director, Seminole County

- New Hot Shots! Hot sauce label design unveiled
- Do Orlando North website redesign will occur in the current fiscal year
- Launched new Play Orlando North website
- Completed the Fall 2023 Giveaway Campaign and the next Giveaway Campaign will be in February 2024
- New partner opportunity page created on the Do Orlando North website
- Continued YouTube Series development
 - I Do
 - ON Board
 - Hot Shots!
 - NIL
 - Travel Tails
 - Wonder Squad

Discussion: selection process for Giveaway Campaign winners

Reply: winners are chosen at random using a third-party randomized selector program

Discussion: Orlando Sanford Airport Air Show and the new April 2024 date

Reply: currently planning on an increased sponsorship opportunity for the April 2024 Air Show

Sports Tourism Update

Gui Cunha, Administrator, Office of Strategic Initiatives

- Recap of Sports Tourism fiscal year visitor and event demand metrics
- \$6.8 million dollars TDT collection
- ECNL returns in late January 24 and February 24

Occupancy Update

Gui Cunha, Administrator, Office of Strategic Initiatives

- STR monthly trends report
- KeyData vacation rentals monthly report
- Downs & St. Germain monthly visitor dashboard report
- The tourism department has engaged in discussion with the planning department on vacation rental tracking and reporting initiatives

Evok Update

Yahn Bartelink, Account Manager, Evok Advertising

- Campaign updates
- Influencer updates
- New Play Orlando North website launched

Downs & St. Germain Update

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

- May 2023 Tourism Work Session research update
- Currently compiling information from visitor study, feasibility study, and other pertinent data to generate a comprehensive presentation
- An update is expected at next TDC meeting in January 2024

Discussion: corporate travel impact on hoteliers and economic impact to the county

Reply: Mid-week travelers tend to be corporate business travelers that are still recovering from the decline in demand since 2020

Old Business

- None

New Business

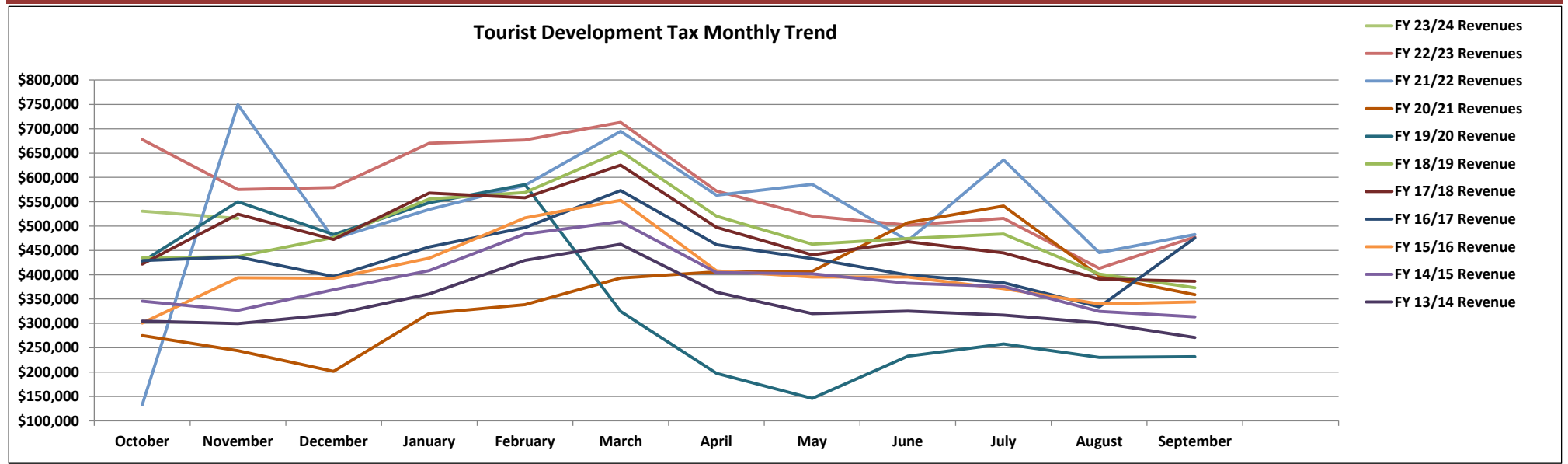
- Welcome Brenda Urias back and newcomer Josh Gunderson to the TDC
- Recognition and award to Jamie Ross for completing her full term on the TDC
- Recognition and award to Commissioner Austin for completing his term as Chair of the TDC

Meeting adjourned 4:24 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					
January	360,507	408,691	433,835	456,915	567,724	555,919	548,293	320,404	534,395	670,162					
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					
Total	4,074,084	4,645,106	4,843,681	5,275,894	5,797,652	5,843,184	4,213,500	4,390,817	6,351,853	6,893,367	628,131	418,754	1,046,885	(205,943)	-11.7%
	11.40%	14.02%	4.27%	8.92%	9.89%	0.79%	-27.89%	4.21%	44.66%	8.53%	Budgeted Revenue				
	% Chg from	% Chg from	% Chg from	% Chg from	% Chg from	% Chg from	% Chg from	% Chg from	% Chg from	% Chg from	3,900,000	2,600,000	6,500,000		
	Prior Year	Prior Year	Prior Year	Prior Year	Prior Year	Prior Year	Prior Year	Prior Year	Prior Year	Prior Year					
											Estimated Revenue				
											3,900,000	2,600,000	6,500,000		
											% Change From PY				
													-5.71%		

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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Tourist Development Council Meeting

January 18, 2024

SM

LEISURE

Marketing & Production Updates



ON Board: ONSC Waterbased Experiences

- 3/5 eps in post-production
 - PB Orlando (Wekiva island), Adventures in FL (Econ), Black Hammock Airboat (Lake Jesup)
 - February- April: St. Johns Rivership Co. Fishing on Lake Monroe St. Johns

'I DO' Orlando North: ONSC Wedding Series

- Post-production: The Barn at Hidden Oaks Farm of Lake Mary
- February: Venue 1902

ONSC Podcast: Local

- 4 scheduled Feb-March (8 total)
- Launching Spring 2024!

Travel Tails: ONSC Dog-Friendly Travel

- **Ep 2 NOW UP on YouTube!**
 - Vacation Packing Checklist - Traveling with your pup
 - Drive Market Travel focus

Wonder Squad: Animated Adv. Series

- Ep 1-3 completed
 - Production stage eps 4 & 5

MORE
Creative
Spotlights

ft. Weekend Getaways & themed experience-forward "guides" *getting more granular*

- Dog-friendly destinations: trails, restaurants
- Showcasing Vacation Giveaway Experience
 - Targeting drive market/Vistors planning a Florida Vacation
 - Campaign collaboration featured on both the Creator's and DO's Socials

Blogs

December: Shop 'Til You Drop at These 12 Orlando North Small Businesses

January: 15 Best Things to DO in ONSC

- Kathleen Cobb, a local contributor based in Seminole County, Florida.



SPORTS

Marketing & Production Updates



Team Outing
Stay & Play in Orlando North, Seminole County



SPECIAL COLLABORATIONS

- Gage & Christopher Torge @ Central Florida Zoo & Botanical Gardens
 - National Championship Pick!
- Play ON Pop Quiz! w/ SC Youth Athletes & Local SC Businesses

NIL UPDATES

Continuing to sign collegiate athletes for sports-focused video series & further partnerships opps!

UPCOMING PROJECTS

New sports series in development
Athletes compete against average joes.

HOT SHOTS

- Michael Kalina - UCF Basketball
- Josh Silveira - PFL fighter

JANUARY

- NFCHA Winter Escape - Boombah
- USSSA Central Florida Fastpitch Tournament



Play ON Pop Quiz!

ECNL GIRLS HIGHLIGHT:

- Pacific NW Soccer Club takes on Wekiva Island/PB Orlando before WIN!

Events



Share & Promote Together

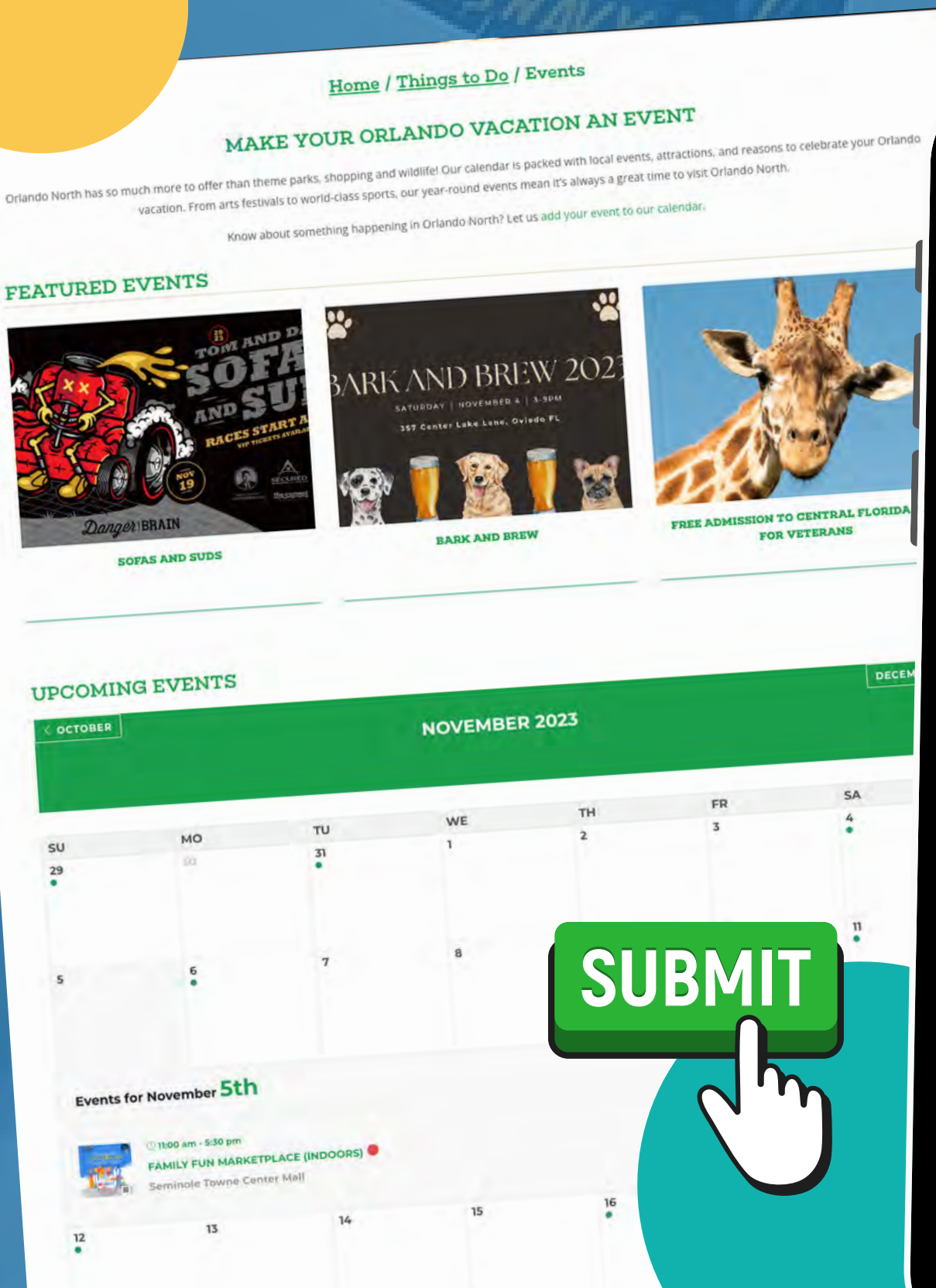
Are you hosting or aware of any upcoming events?

Unique, trending, niche, large-scale, or attractive to drive/fly market audience?

Submit it to our Events Calendar!



33 RFPs responded to via Cvent
• Since Nov TDC



Upcoming Events

Jan 13 & 14: The Central Florida Scottish Highland Games

Feb 17: The Florida SMaSH Beer Festival

Feb 24: 7th Annual Sanford Porchfest

March 23: Taste of Oviedo

April 20 - 21: 2024 AirDotShow Tour
ONSC Partnership

- Prominent Branding & Visibility
- Marketing & Promotional Integration
- Co-branded marketing campaigns
- Data Analytics Collection
- Digital & Print Ad

Partner Reminder

Free Resources!



PARTNERSHIP OPPORTUNITIES

Get, Give, & Grow with Us!

Each quarter we run Vacation Giveaways and market them worldwide. Our partners who want to participate donate goods/services/gift cards/experiences that we promote on our website and social media platforms. These giveaways include at least a 2-night stay in one of our full service hotels. This year we have partnered with the Orlando Sanford International Airport to include airfare!

Influencer/Local Itineraries

We recently launched an itinerary website, where we send locals & influencers out to create 1-3 day itineraries to help visitors plan their stay in Orlando North. Check out the itinerary page here: <https://doorlondonorth.com/itineraries/>

Website & Blog Features

Aside from our itineraries, we have an Event Calendar on our website that you can [submit any events](#) you may have coming up. We also have a [blog](#) that we use to promote our partners based on what search trends are popular each month.





Micro Giveaways

ORGANIC RESULTS & FUTURE PLANNING

Asian Lantern Festival: 'Into the Wild!' Weekend Getaway!

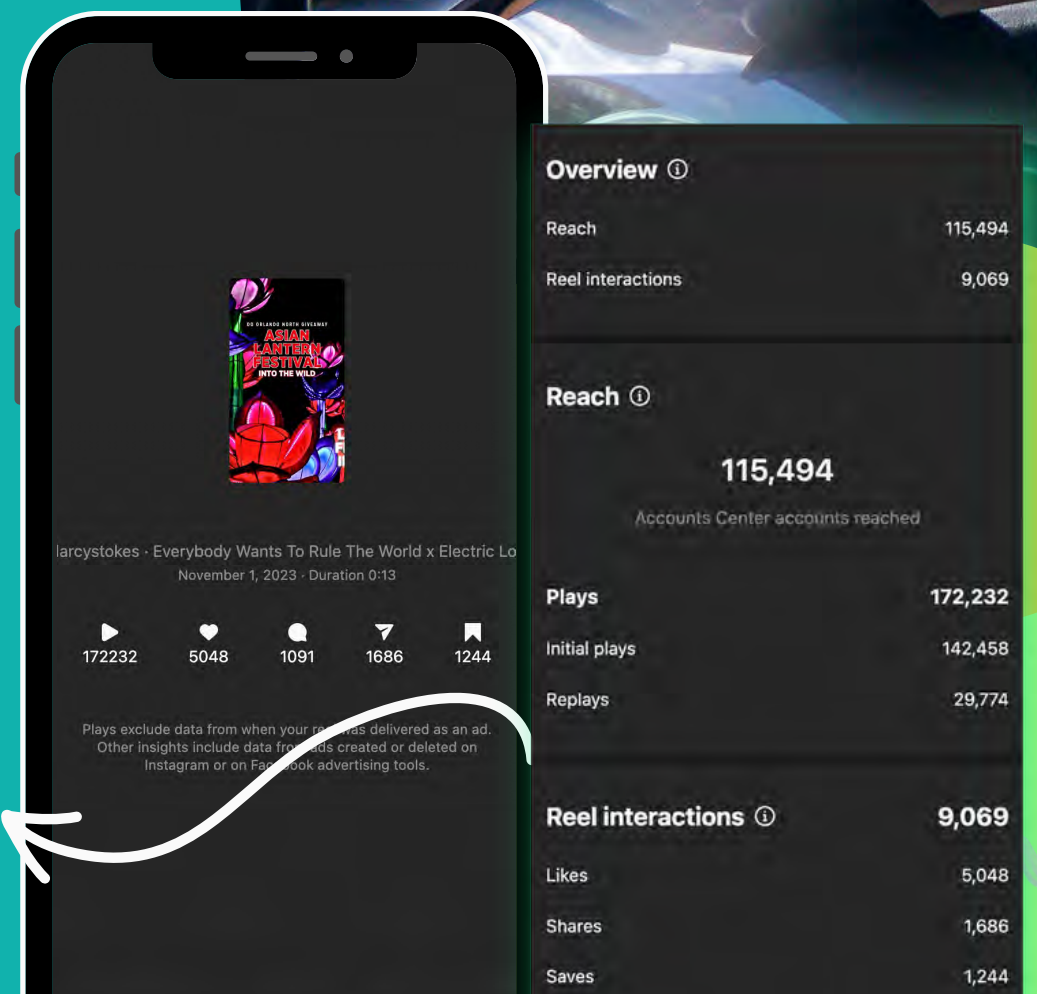
Instagram Giveaway:

- family 4 pack of tickets
- 1-night stay at the Springhill Suites in Sanford
- Gift card to The District Sanford

Targeting drive market
Running Nov 1 - Nov 17

Organic Results:

- Likes: 5,000+
- Comments: 1,000+
- Shares: 1,600+
- Saves: 1,200+
- Plays: 170k+ (20.9% of captured audience watched this more than one time)



2024 Q1 ORLANDO NORTH VACATION GIVEAWAY!

LAUNCHES FEBRUARY 2024
COMFORT INN & SUITES

- BUNDLE INCLUDES:**
- St. Johns Rivership Co. cruise w/ dinner
 - Tickets to the Central Florida Zoo
 - Tickets to Seminole Aerial Adventure
 - Golf Cart Rental
 - Sanford Craft Beer & History Tour
 - Dinner for at Hollerbach's
 - Dessert at Wondermade
 - Gift card to Spice is Nice

SEEKING PARTNER ASSISTANCE

- Micro Giveaways: Room nights
- Quarterly Giveaways: Giftcards for shopping, drinking/dining & tour related experiences!

MAIN STREET PROGRAMS

SUPPORTING SUCCESS

JANUARY MEETINGS

Historic Goldsboro Main Street Meeting
Tuesday, January 16, 2024
5:00PM - 6:00PM

Sanford Main Street Meeting
Tuesday, January 16, 2024
2:00PM - 3:00PM

MEETINGS ARE HELD EVERY THIRD TUESDAY OF THE MONTH DURING THE TIMES SHOWN ABOVE



[VIDEO]

Fiscal Year Comparison

FY '22/'23 Act1uals					
Location	# of Events	Teams	Visitors	Room Nights	Eco Impact
Sports Complex	51	3,026	12,4766	21,975	\$43,615,95,4
All Other Venues	43	1,670	78,102	12,496	\$20,825,612
Total	94	4,696	202,868	34,471	\$64,441,566

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
Total	91	4,956	211,634	39,853	\$68,787,717

SM

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	50	3,026	124,766	21,711	\$41,341,610
Total	400	22,737	965,790	149,781	\$211,914,476

SM

Other Venues Fiscal Year Recap

All Other Venues Actuals					
Fiscal Year	#of Events	Teams	Visitors	RoomNights	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	\$1,2,200,099
'19/'20	40	1,626	78,090	14,668	\$16,138,484
'20/'21	50	1,1882	92,1023	17,152	\$14,1032,180
'21/'22	47	1,709	81,861	16,865	\$21,191,987
'22/'23	41	1,670	78,102	11,952	\$20,680,810
Total	287	11,046	515,204	95,825	\$102,234,973

SM

Sports Tourism Update – Sports Complex

October-November 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
Total	8	4,086	\$8,733,378



Monthly Projections			
Month	# of Events	Room Nights	Eco Impact
January	4	3,760	\$3,271,783
February	6	3,094	\$4,081,691

SM

Sports Tourism – All Other Venues

October-November Actuals			
Month	# of Events	Room Nights	Eco Impact
October	3	1,031	\$2,143,743
November	3	284*	\$874,962*
December	1	0*	\$0*
Total	7	1,315*	\$3,018,705



*pending additional past event verification

Monthly Projections			
Month	# of Events	Room Nights	Eco Impact
January	3	2,24a	\$2,431,600
February	4	2,964	\$2,823,594

SM

Upcoming Events

Organization	Event	Date	Location	Teams	Visitors	Room Nights	Eco Impact
ECNL	ECNL Girls/Boys	January 6-8, 2024 February 2-4, 2024	Seminole Soccer Complex/ Sylvan Lake Park	176 168	13,172 12,296	2,000 1,800	\$2,559,1678 \$2,043,013
NFHCA	NFHCA Field Hockey	January 12-14, 2024	BOOMBAH Sports Complex	90	4,120	1,500	\$2,000,000
Men's Senior League Baseball	Holiday Classic	January 19-22, 2024	BOOMBAH Sports Complex	35	1,500	400	\$1,155,718
Perfect Game, Inc	Florida Winter Nationals	February 23-25, 2024	BOOMBAH Sports Complex	84	31,192	750	\$1,135,1200
Seminole State College	CMISoftball Games	February 23-25, 2024	Soldiers Creek	17	1,080	150	\$191,838
Hogan Lax	Florida Team Training	March 4-22, 2024	BOOMBAH Sports Complex	23	1,430	1,200	\$484,256



Hotel STR Report

Month 202,3	Occupancy (%) (YOY)	ADR (\$ (YOY)	Rev PAR (\$ (YOY)
October	66.7 (-14.1)	104.52 (-4.3)	69.75 (-17.8)
<i>Forecast</i>	66.7	<i>105.52</i>	<i>70.42</i>
November	66.9 (-7.4)	103.12 (-5.1)	68.97 (-12.1)
<i>Forecast</i>	68.2	<i>107.48</i>	73.216

Notes: Hurricane Ian and Hurricane Nicole
Sources: STR A4onthly Trends Report, STR Quarterly Forecast Report

SM

Comp Set

Current Month - October 2023 vs October 2022												
	Occ %		ADR		RevPAR		Percent Change from October 2022					
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Alachua County, FL	62.5	64.1	130.85	144.78	81.80	92.85	-2.5	-9.6	-11.9	-12.7	-0.9	-3.4
Orange County, FL	72.3	80.0	206.33	207.23	149.14	165.76	-9.6	-0.4	-10.0	-9.9	0.2	-9.5
Osceola County, FL	64.7	72.8	134.72	134.40	87.13	97.88	-11.2	0.2	-11.0	-11.3	-0.4	-11.5
Seminole County, FL	66.7	77.7	104.52	109.27	69.75	84.91	-14.1	-4.3	-17.9	-17.9	-0.1	-14.2
Polk County, FL	57.3	73.6	133.94	133.42	76.79	98.15	-22.1	0.4	-21.8	-20.0	2.2	-20.3
Volusia County, FL	49.2	59.0	128.69	128.42	63.33	75.75	-16.6	0.2	-16.4	-17.2	-0.9	-17.3
Lake County, FL	66.3	74.1	112.53	113.40	74.61	84.04	-10.5	-0.8	-11.2	-11.1	0.1	-10.4

Current Month - November 2023 vs November 2022												
	Occ %		ADR		RevPAR		Percent Change from November 2022					
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Alachua County, FL	61.6	59.0	148.93	122.60	91.77	72.37	4.4	21.5	26.8	25.7	-0.9	3.5
Orange County, FL	71.3	74.0	197.20	205.79	140.60	152.38	-3.7	-4.2	-7.7	-7.0	0.8	-3.0
Osceola County, FL	63.8	66.7	125.11	132.96	79.88	88.69	-4.3	-5.9	-9.9	-10.5	-0.7	-4.9
Seminole County, FL	66.9	72.2	103.12	108.72	68.97	78.48	-7.4	-5.1	-12.1	-12.1	-0.1	-7.4
Polk County, FL	58.6	66.3	132.34	133.46	77.56	88.50	-11.6	-0.8	-12.4	-10.4	2.2	-9.7
Volusia County, FL	49.4	54.9	118.45	125.86	58.57	69.10	-9.9	-5.9	-15.2	-13.6	2.0	-8.2
Lake County, FL	69.4	71.3	116.36	117.40	80.77	83.69	-2.6	-0.9	-3.5	-3.4	0.1	-2.5

Source: STR Monthly Trends Report

SM

Vacation Rental Report

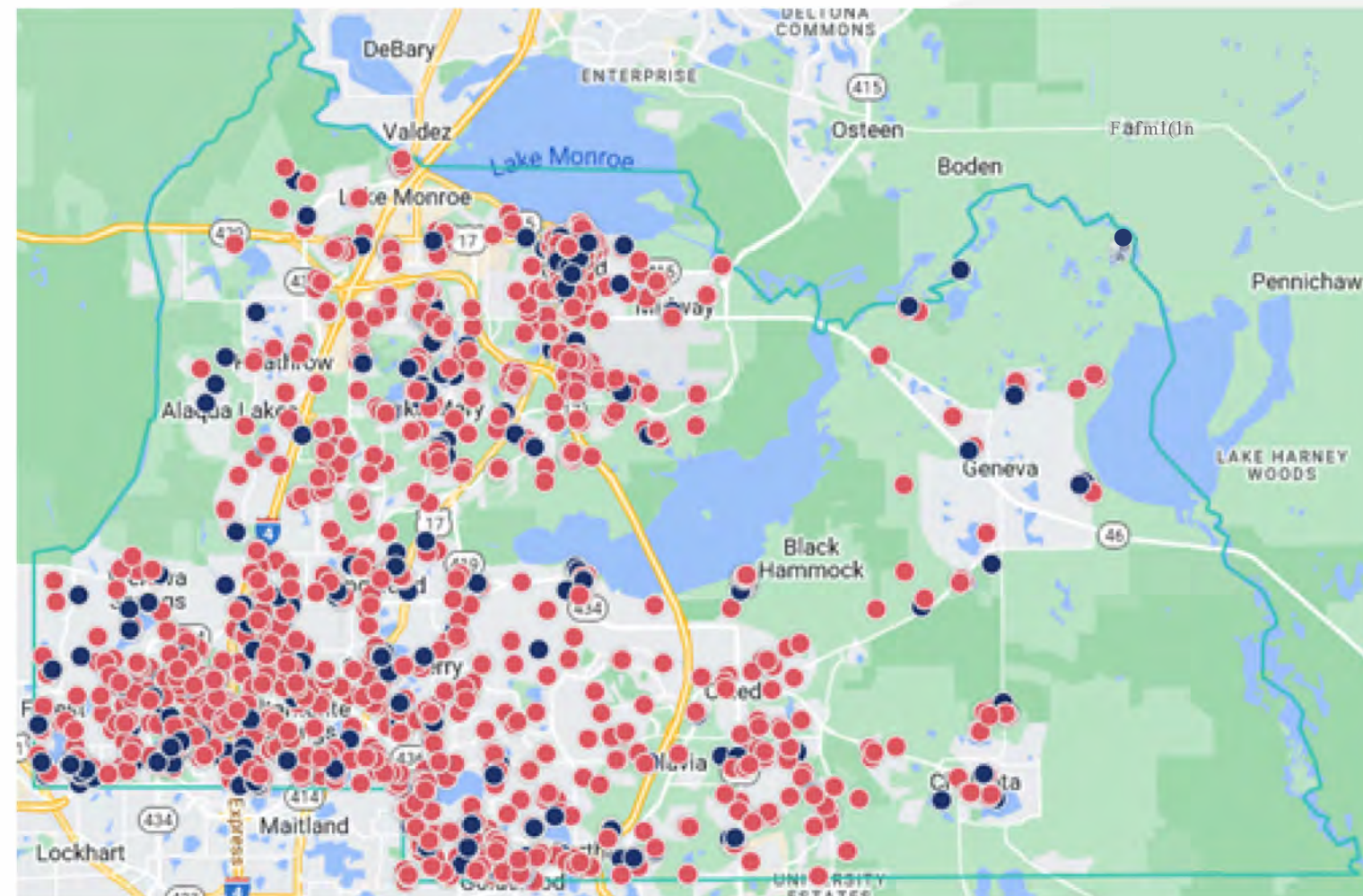
Month 2023	Occupancy (%)	ADR (\$)	Rev PAR (\$)
October	24%	\$131	\$32
November	29%	\$136	\$40

Source: KeyData Dashboard

SM

Vacation Rental Map

Total Listitngs 1,397	Airb1nb 1,135	Vrba 262
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Source: KeyData Dashboard

Downs & St. Germain (DSG) Report

Month 2023,	Visitors	Room Nights	Direct Expenditures
October	186,400	111,700	\$55,771,700
November	180,700	108,200	\$54,,035,600

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

SM



Greater Orlando Sports Commission - Seminole County TDC Report

Updated: January 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
Totals				4,884	15,072	8,200	TBD	\$9,654,780	TBD

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 Bid Cycle	Fall of 2026 through Spring of 2028	Various Seminole County Venues	Ongoing Bid Process
Big 12 Conference Championships	Various Dates	Various Seminole County Venues	Ongoing Bid Process

ORLANDO NORTH, SEMINOLE COUNTY

Indoor Facility Forecasting Study



PURPOSE

estimate the following for 1) A proposed indoor facility and Sylvan Park expansion and 2) Only the proposed indoor facility:

Average Visitor Spending for out of county facility attendees

◆conomic Impact by out of county facility attendee spending

Number of out of county visitors to the facility

◆otel demand with breakouts for weekday vs. weekend

Tourism Development Tax growth

◆otel pipeline forecast

DATA SOURCES

Analysis of financial impacts to Seminole County was completed using the following sources:

Seminole County Sports Facility Feasibility & Pro Forma Study

Conducted by Linden Strategic Partners

April 2022 - March 2023 Visitor Tracking & Economic Impact Study

Conducted by Downs & St. Germain Research

Tourism Development Tax Forecast Report

Proposed expansion plans of Sylvan Park

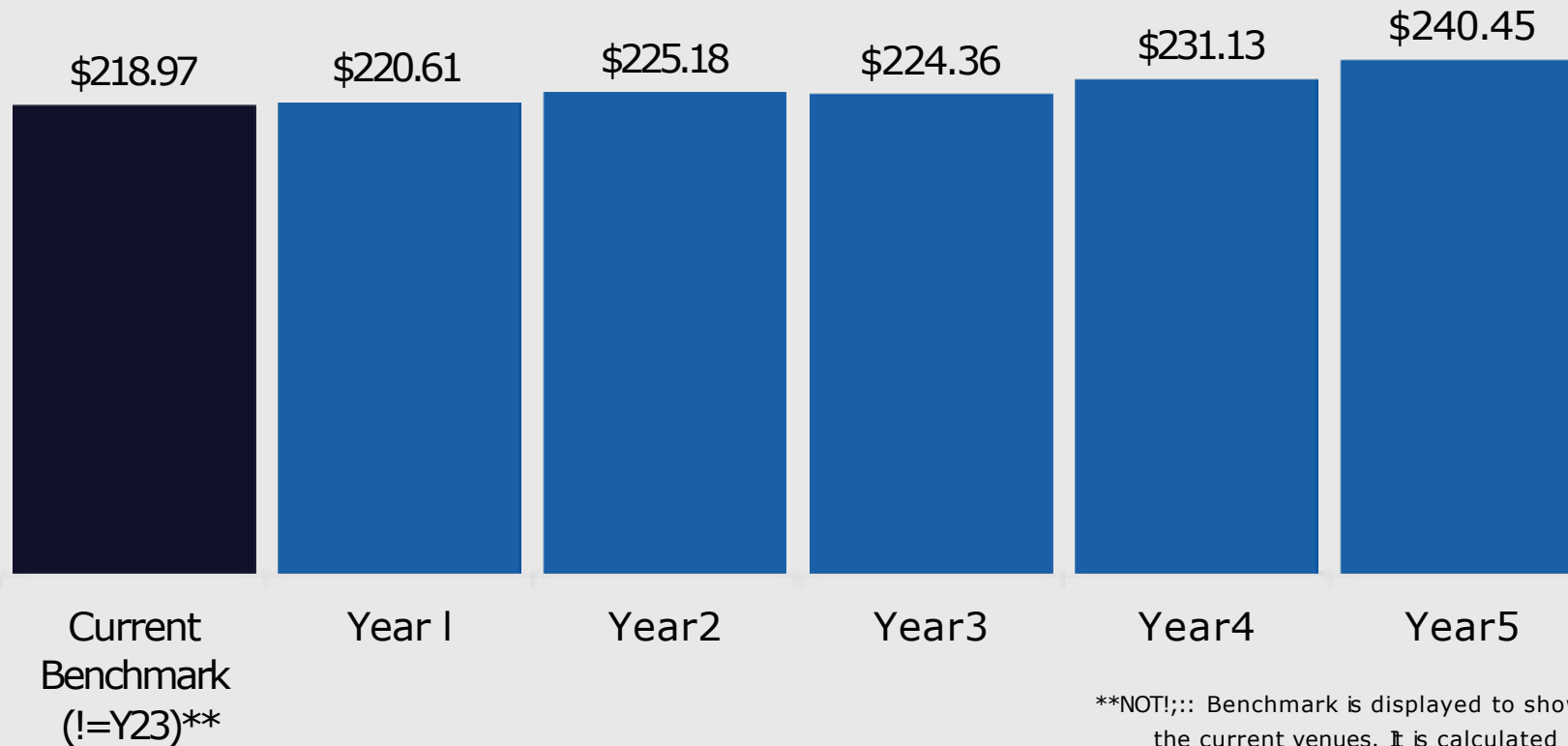
IMPLAN

Option 1: Indoor Facility & Sylvan Park Expansion



SPENDING PER OUT OF COUNTY VISITOR PER TRIP

Average Visitor Spending* for Out of County Attendees to Indoor Facility + Sylvan Park Expansion



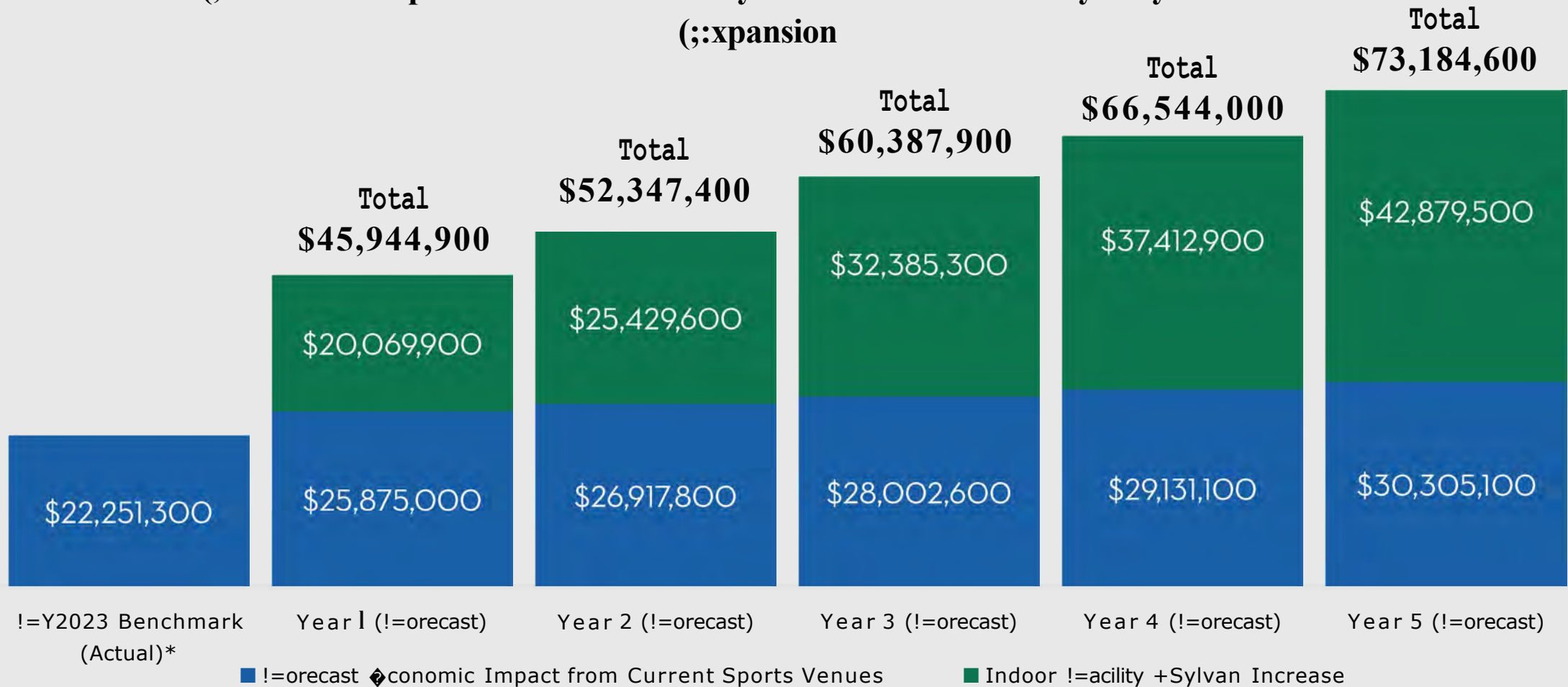
*Spending per person per trip.

**NOT!!!: Benchmark is displayed to show where ONSC currently stands with the current venues. It is calculated from the DSG Visitor Tracking study.

I - downs & st. germain
RESEARCH

TOTAL OUT OF COUNTY VISITOR ECONOMIC IMPACT

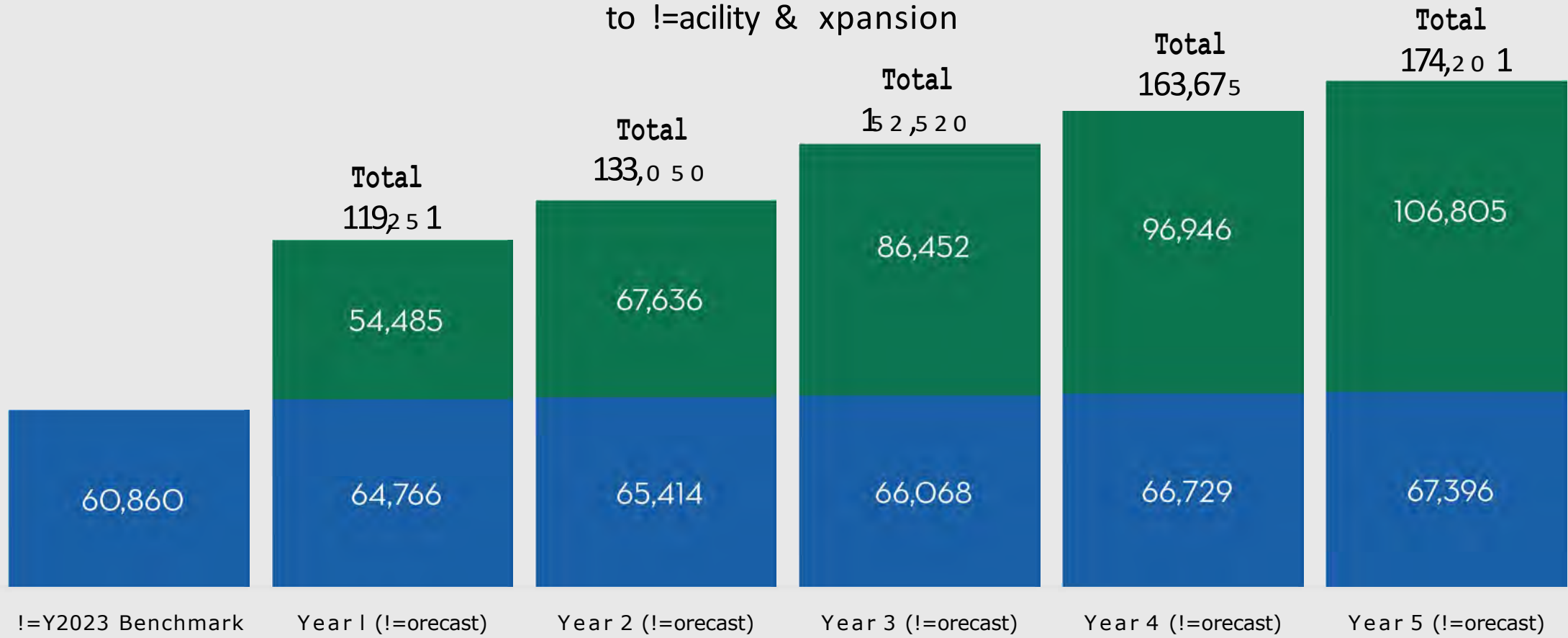
Economic Impact of Out of County Attendees to Facility + Sylvan Park
Expansion



*NOTES: Benchmark is displayed to show where ONSC currently stands with the current venues. Calculated from the DSG Visitor Tracking study.

TOTAL OUT OF COUNTY VISITORS WITH OPTION 1

Number of Out of County Visitors to Facility & Expansion

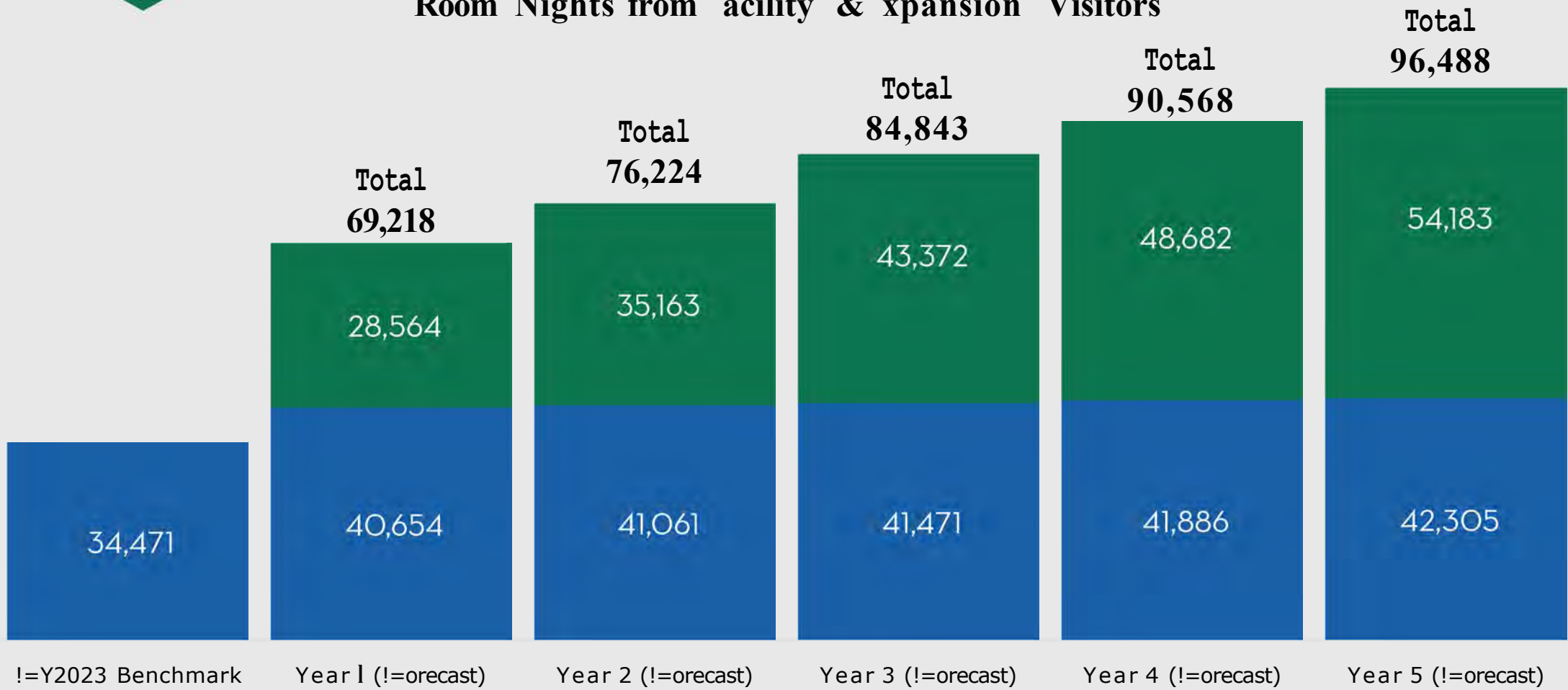


■ Forecast Economic Impact from Current Venues ■ Indoor Facility + Sylvan Increase

*NOT: Benchmark is displayed to show where ONSC currently stands with the current venues. Calculated from the DSG Visitor Tracking study.

TOTAL ROOM NIGHTS WITH OPTION 1

Room Nights from Facility & Expansion Visitors

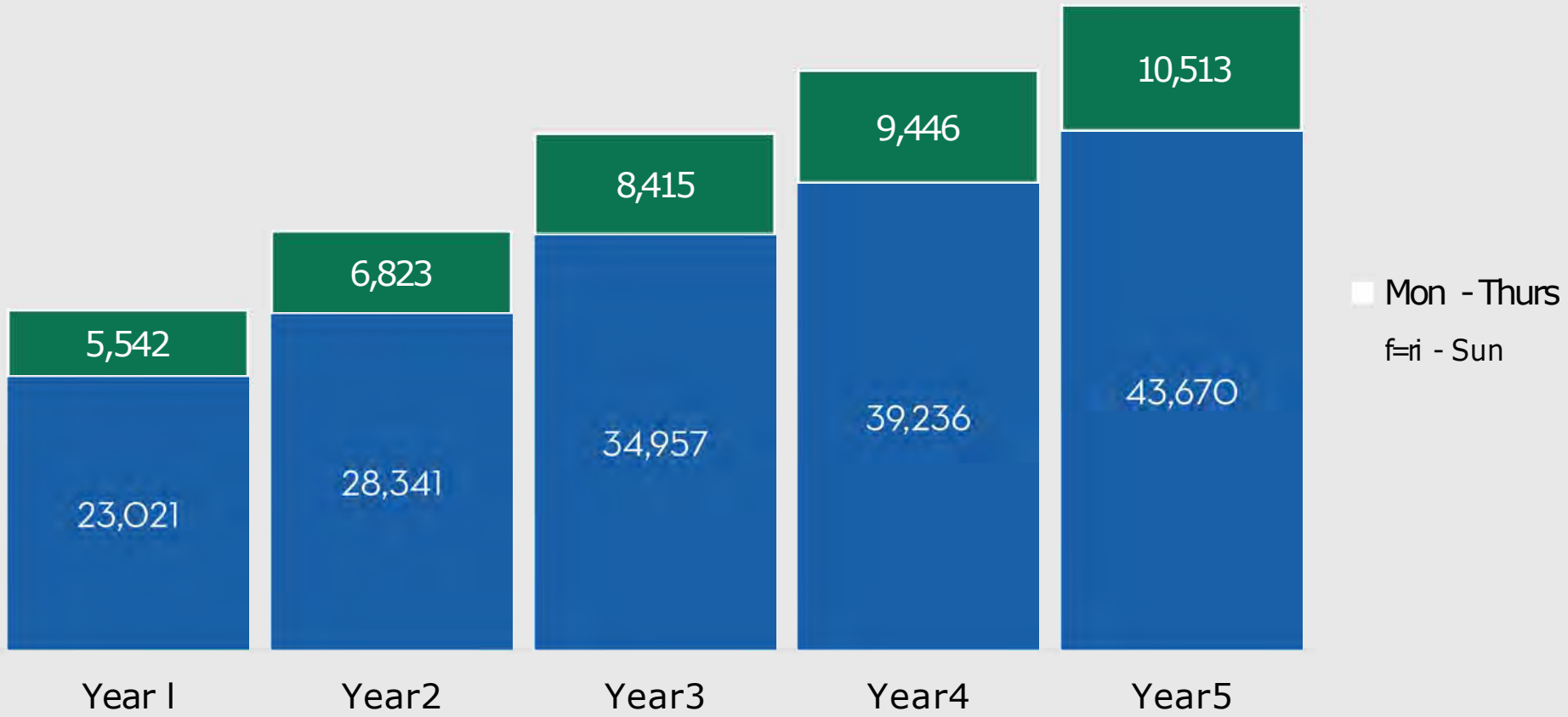


■ Forecast Room Nights from Current Venues ■ Indoor Facility + Sylvan Increase

*NOT TO SCALE: Benchmark is displayed to show where ONSC currently stands with the current venues. Calculated from the DSG Visitor Tracking study.

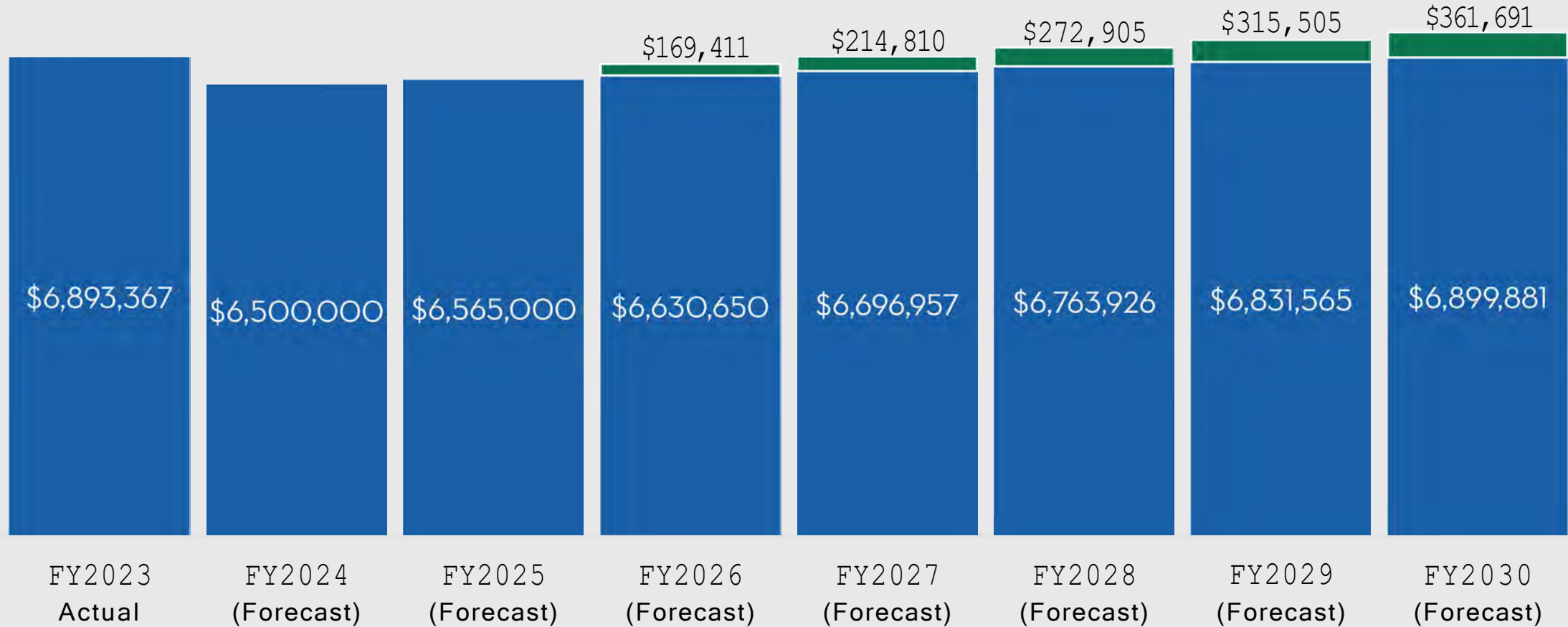
ROOM NIGHTS: WEEKEND vs. WEEKDAY

Weekend vs. Weekday Room Nights
from facility & expansion Visitors



TDT COLLECTION FORECAST WITH INDOOR FACILITY & SYLVAN PARK EXPANSION

TDT Growth from Indoor Facility & Expansion



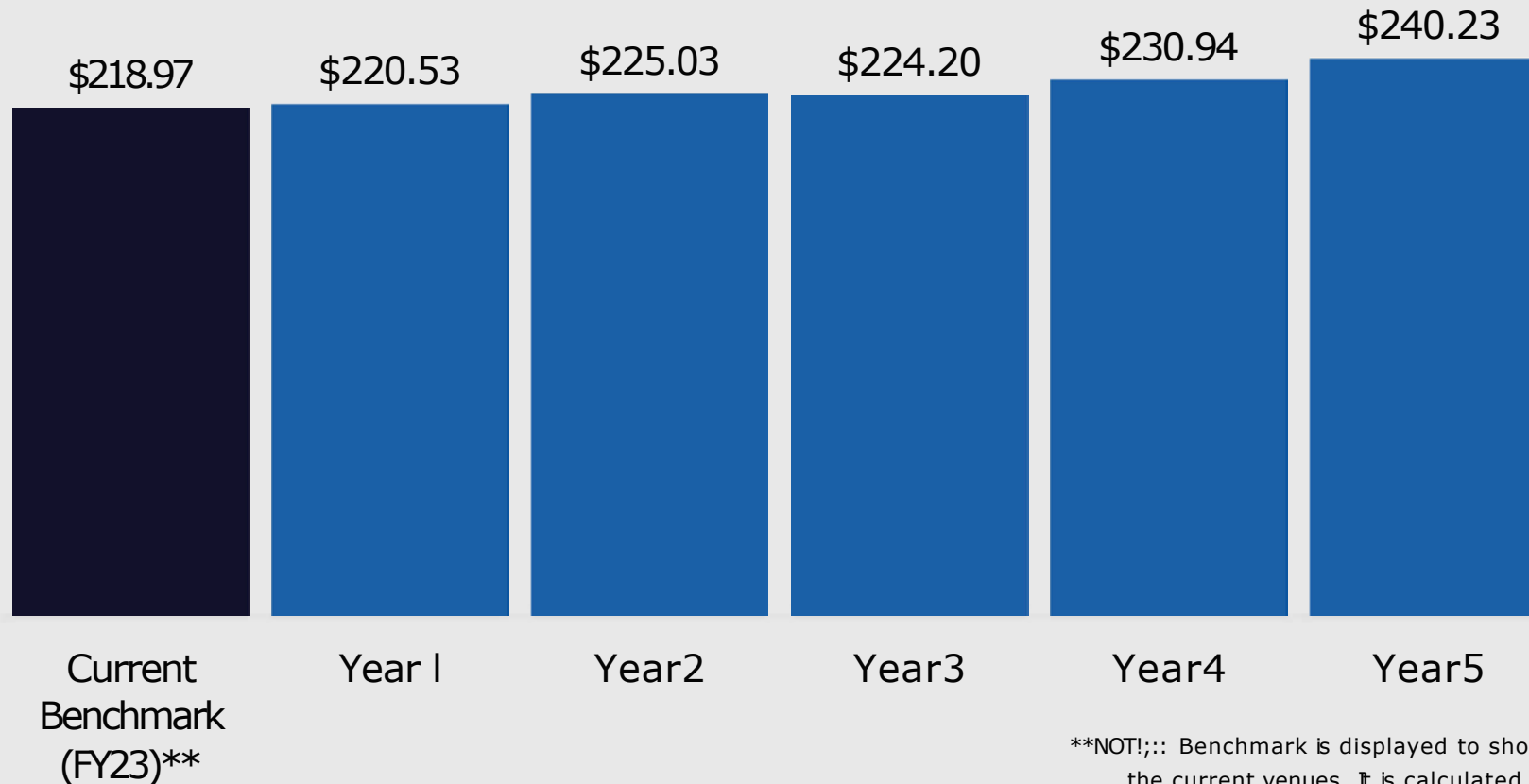
■ Forecast TDT Collections ■ Indoor Facility + Sylvan Increase

Option 2: Indoor Facility Only



OUT 01=COUNTY SPENDING PER VISITOR PER TRIP

Average Visitor Spending* for Out of County Attendees to Facility



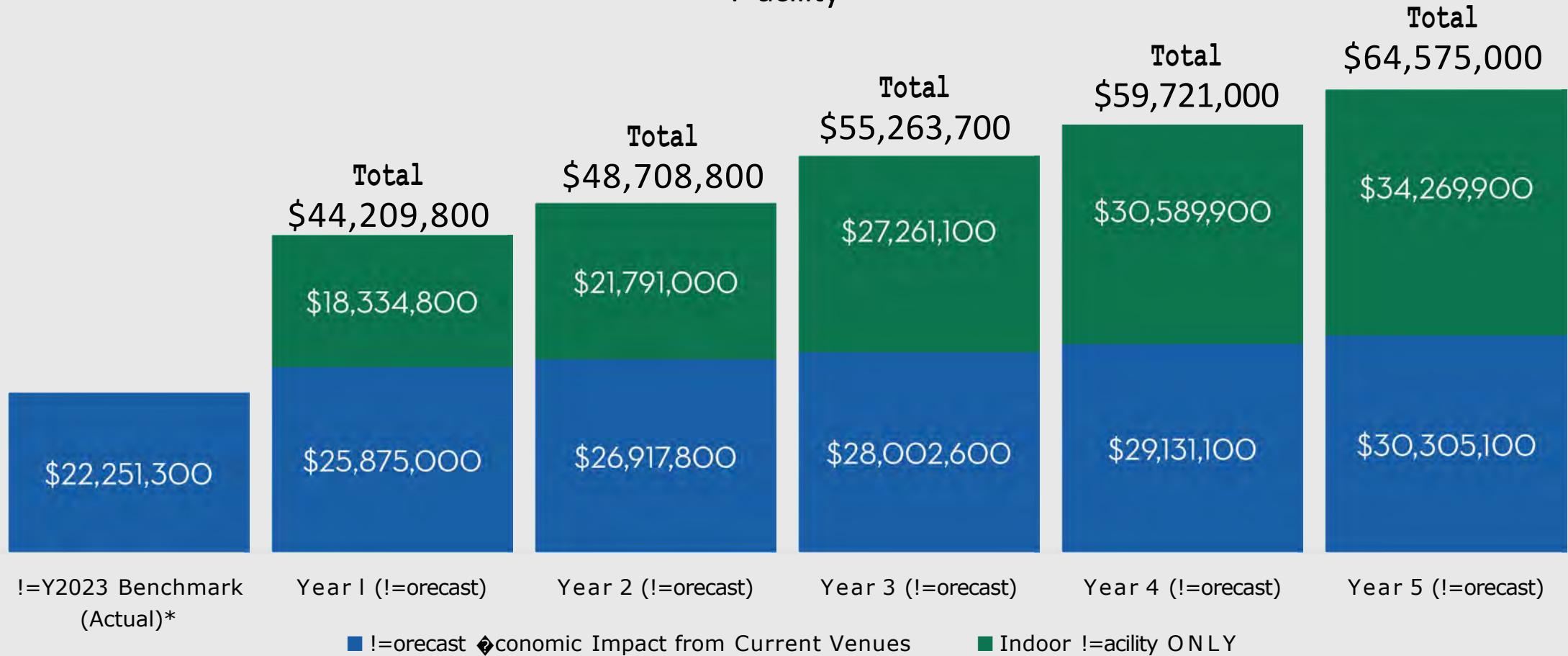
*Spending per person per trip.

**NOT!;: Benchmark is displayed to show where ONSC currently stands with the current venues. It is calculated from the DSG Visitor Tracking study.

I - downs & st. germain
RESEARCH

TOTAL OUT OF COUNTY VISITOR ECONOMIC IMPACT

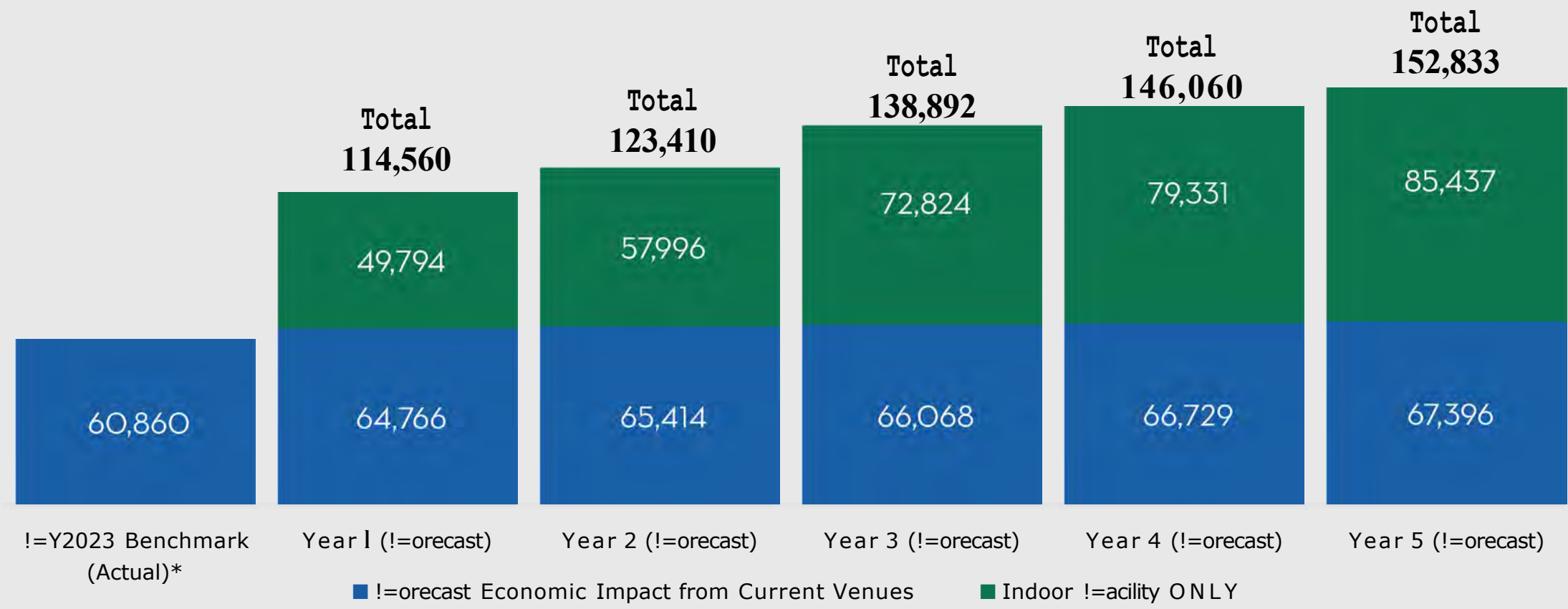
conomic Impact of Out of County Attendees to Facility



*NOT: Benchmark is displayed to show where ONSC currently stands with the current venues. Calculated from the DSG Visitor Tracking study.

TOTAL OUT OF COUNTY VISITORS WITH OPTION 2

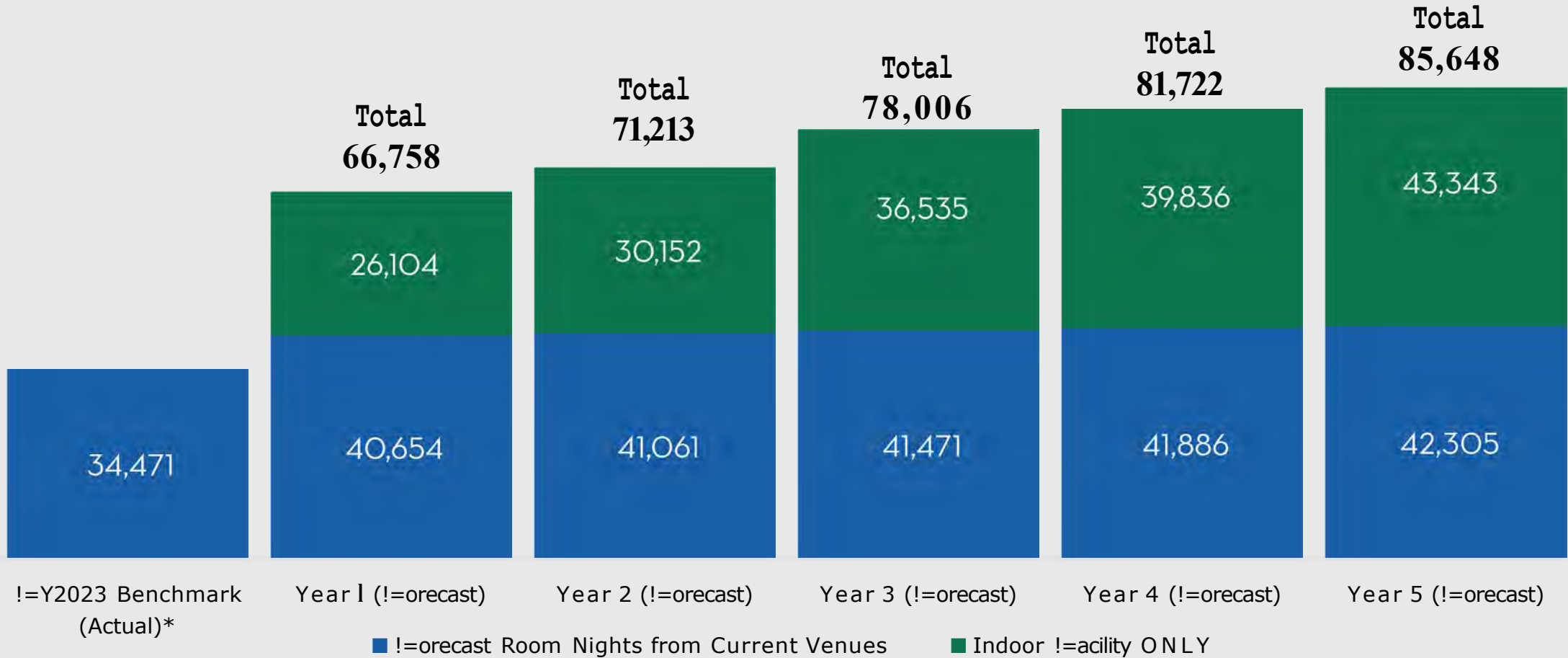
Number of Out of County Visitors to Facility



*NOT TO SCALE: Benchmark is displayed to show where ONSC currently stands with the current venues. Calculated from the DSG Visitor Tracking study.

TOTAL ROOM NIGHTS WITH OPTION 2

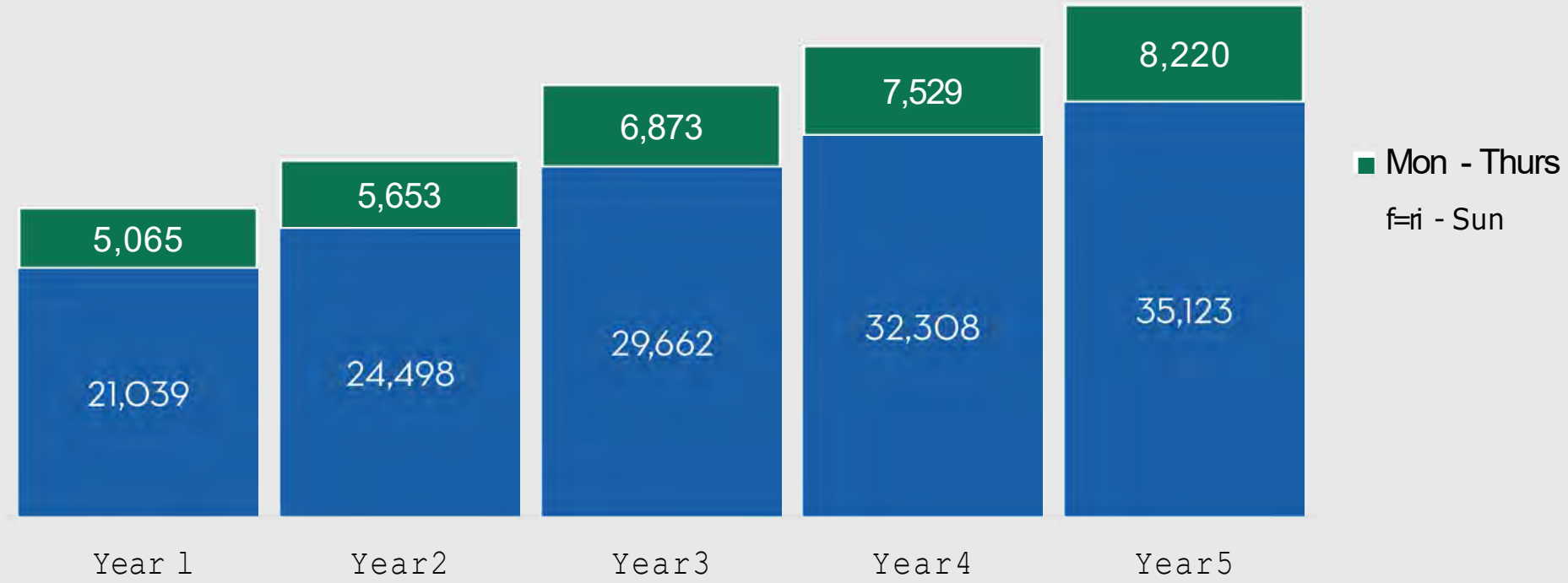
Room Nights from Facility Visitors



*NOT: Benchmark is displayed to show where ONSC currently stands with the current venues. Calculated from the DSG Visitor Tracking study.

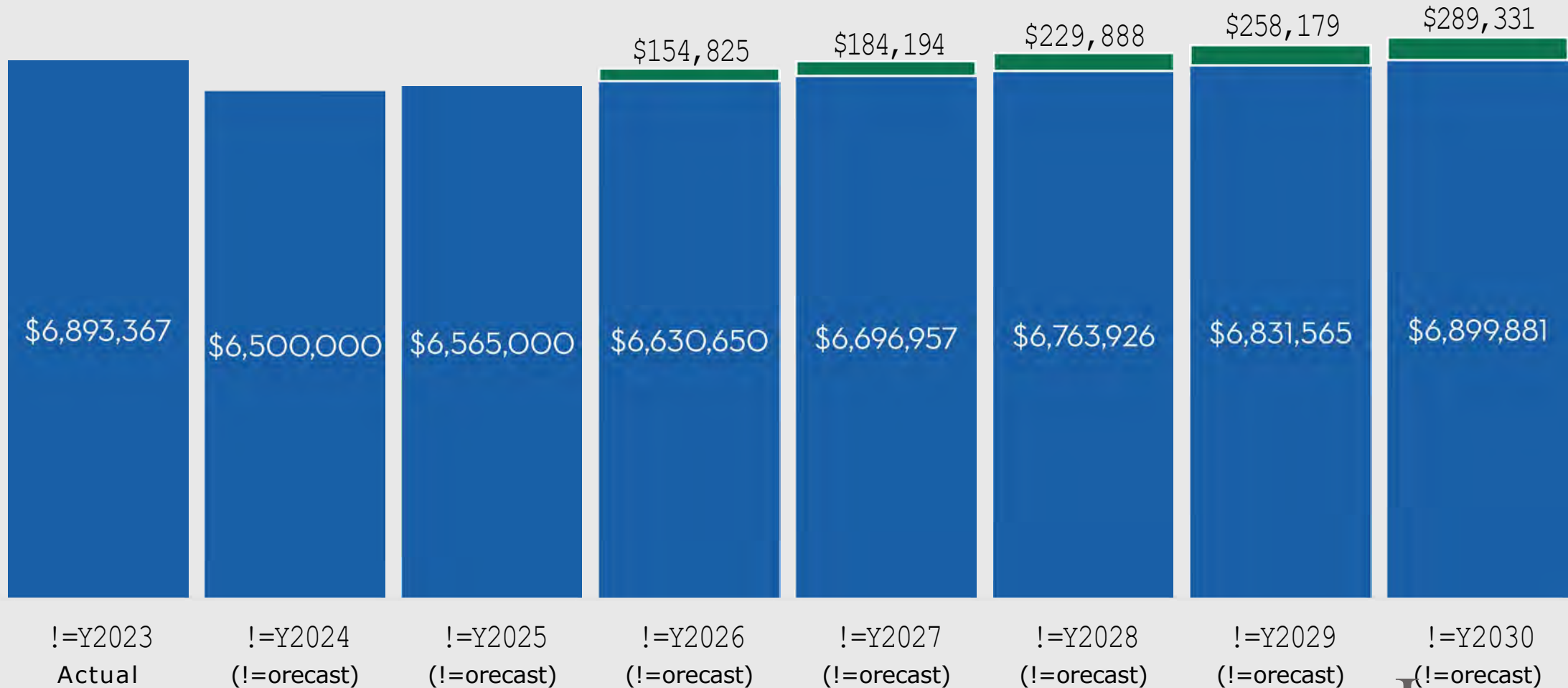
ROOM NIGHTS: WEEKEND vs. WEEKDAY

Weekend vs. Weekday Room Nights
from I=acility Visitors



TDT COLLECTION FORECAST WITH INDOOR FACILITY ONLY

TDT Growth from Indoor facility



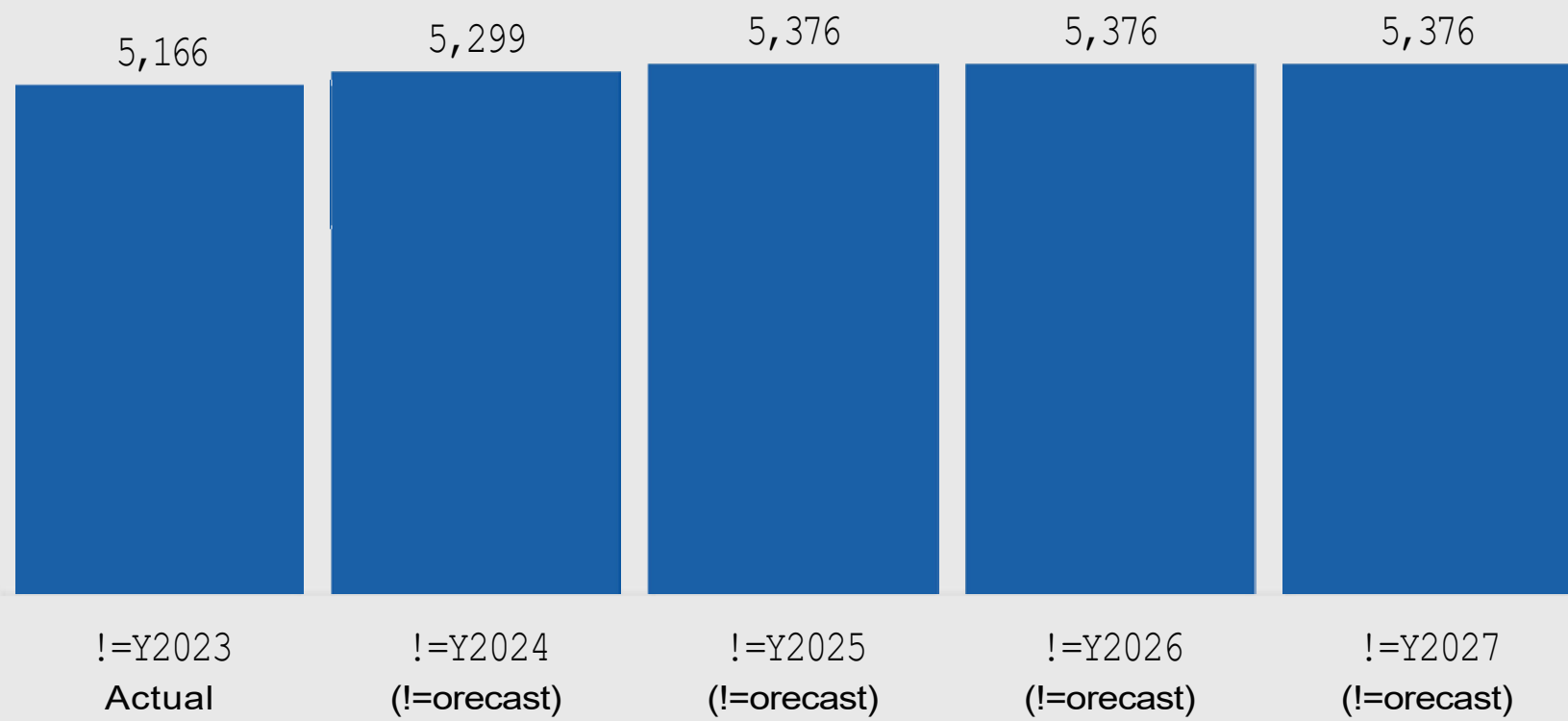
■ Forecast TDT Collections ■ Indoor Facility Increase

Hotel Unit & TDT Forecast



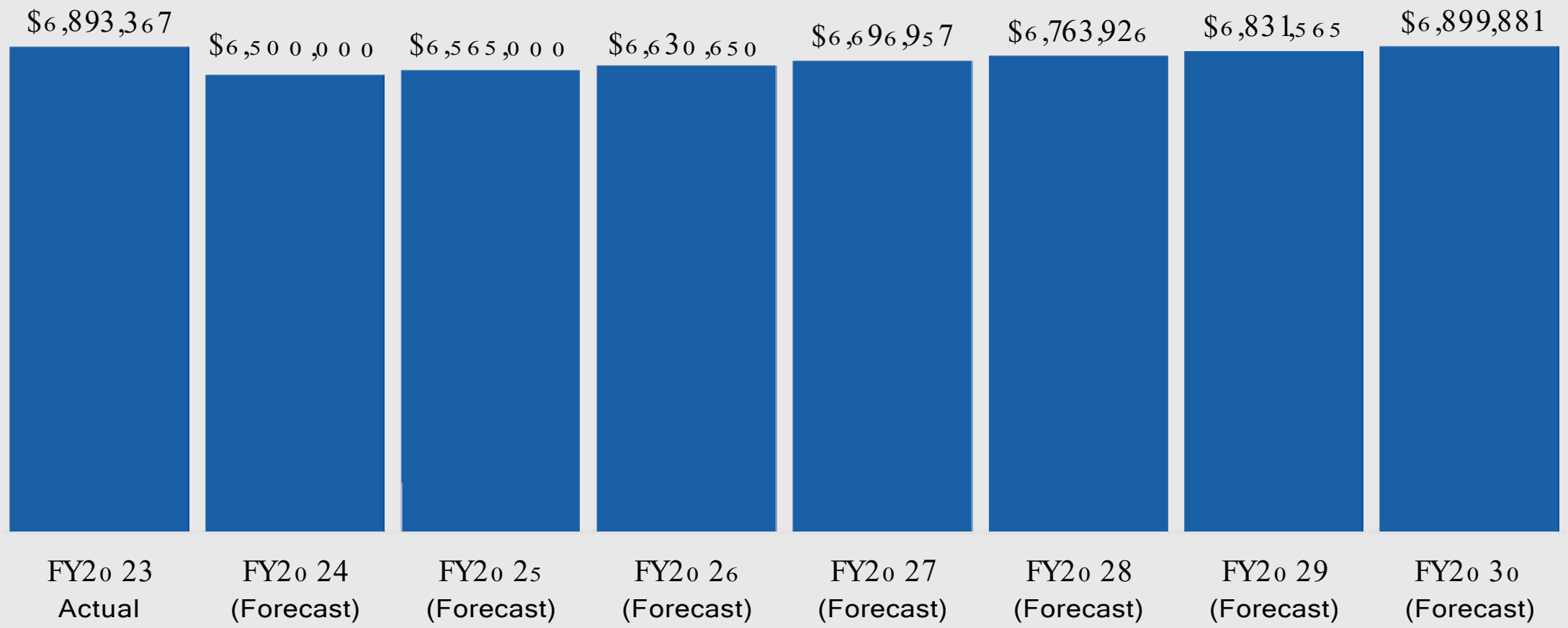
HOTEL PIPELINE FORECAST

Forecast Change in Hotel Units*

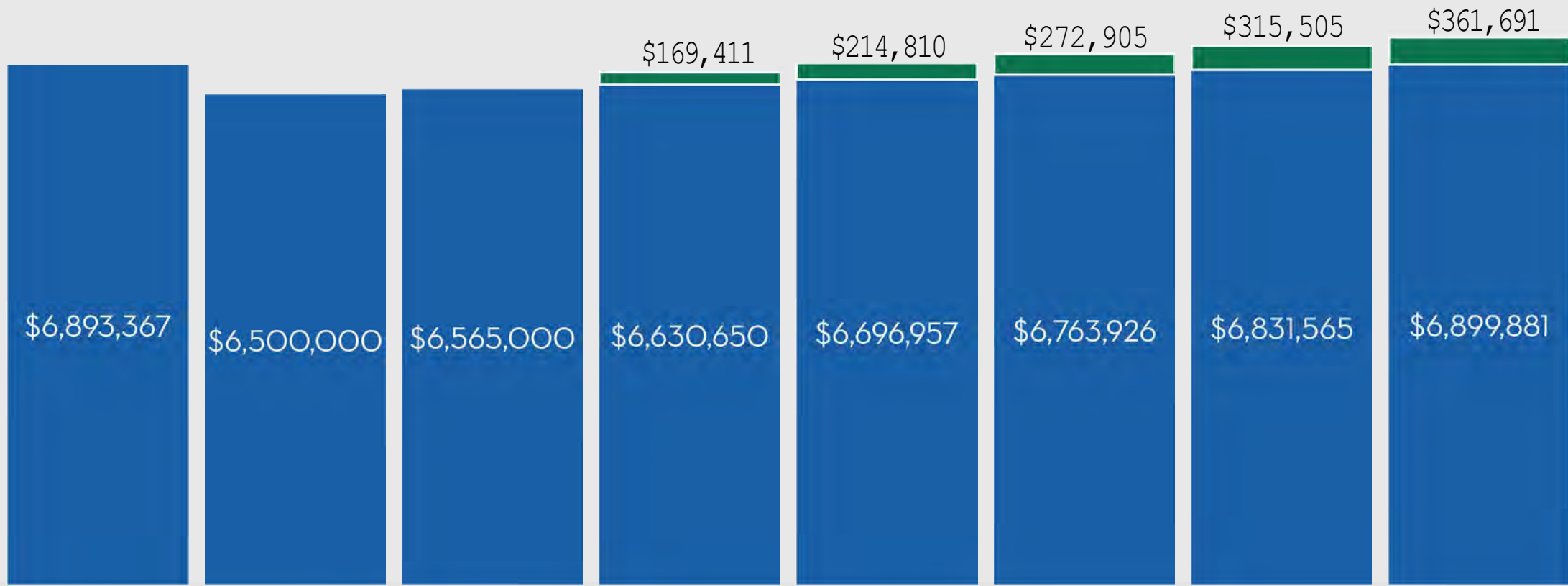


*Source: STR Forecasted Hotel Pipeline Report. Due to limited property space available in Seminole County only hotels in the "Construction" phase were considered. These future hotels were classified as Upper Midscale hotels.

TDT COLLECTION FORECAST WITH- NO FACILITY



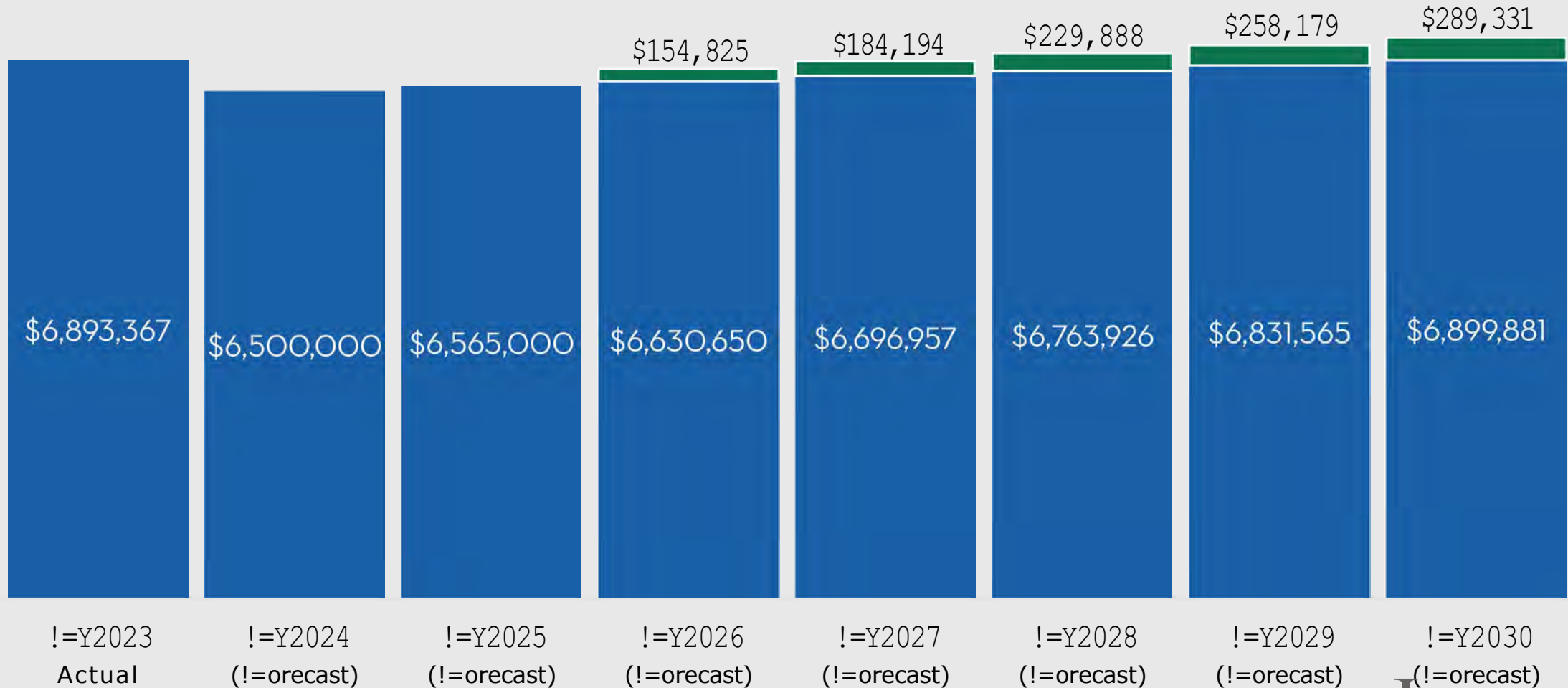
TDT COLLECTION FORECAST WITH INDOOR FACILITY & SYLVAN PARK EXPANSION



!=Y2023 Actual !=Y2024 (!=orecast) !=Y2025 (!=orecast) !=Y2026 (!=orecast) !=Y2027 (!=orecast) !=Y2028 (!=orecast) !=Y2029 (!=orecast) !=Y2030 (!=orecast)

■ f=orecast TDT Collections ■ Indoor f=acility + Sylvan Increase

TDT COLLECTION FORECAST WITH INDOOR FACILITY ONLY



■ Forecast TDT Collections ■ Indoor Facility Increase

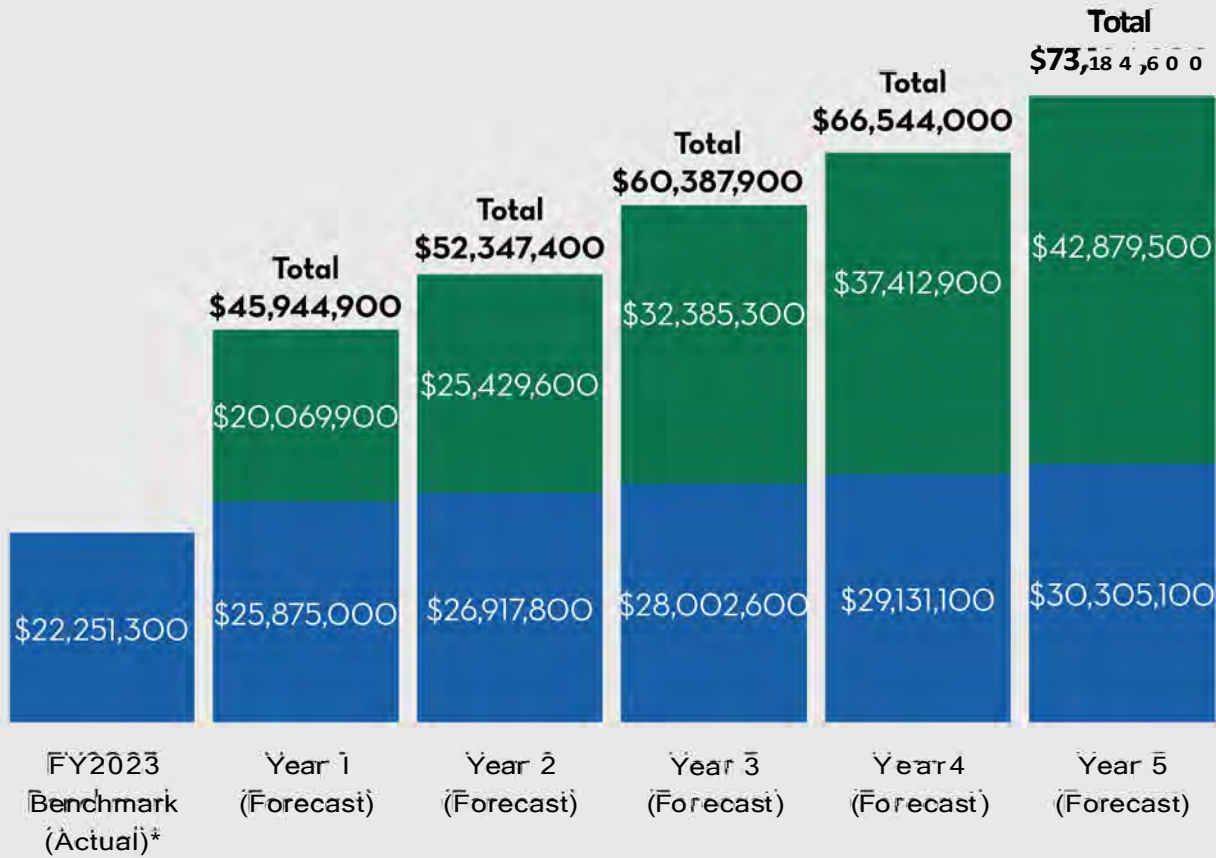
Economic Impact Comparison



ECONOMIC IMPACT COMPARISON

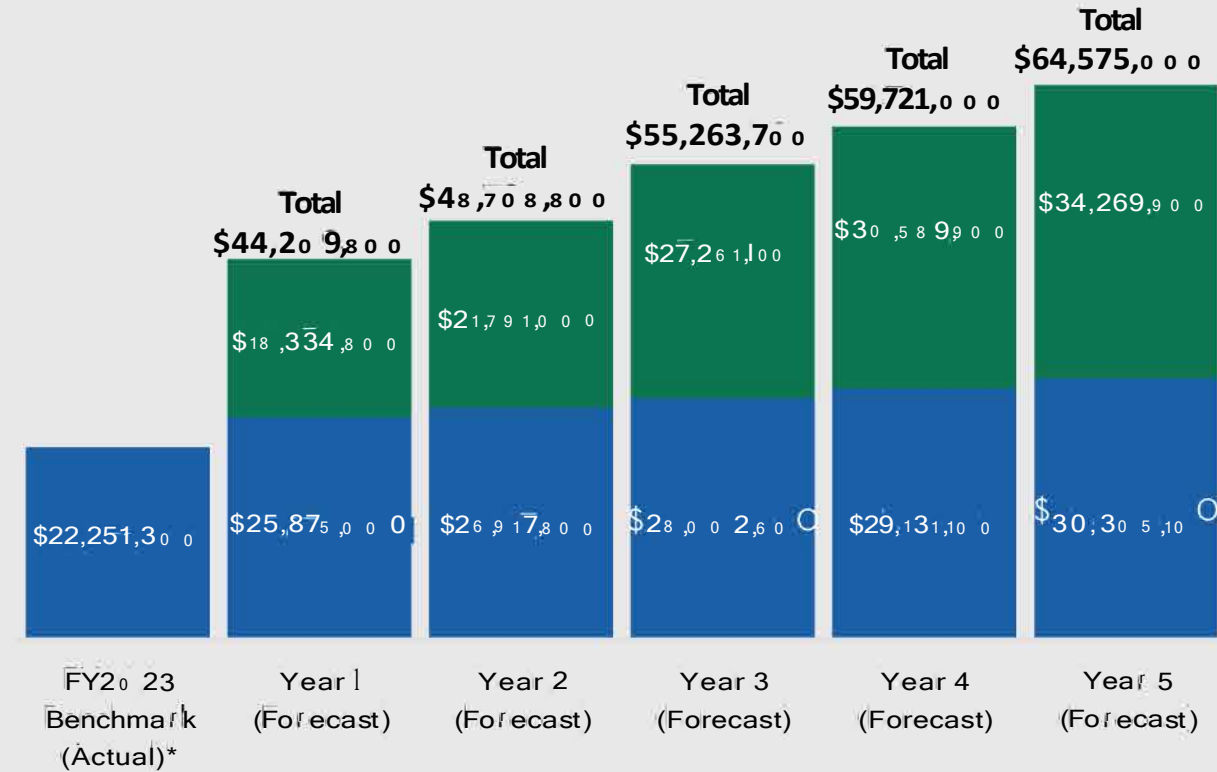
OPTION 1

- Indoor Facility + Sylvan Park Expansion
- Forecast Economic Impact from Current Venues



OPTION 2

- Indoor Facility ONLY
- Forecast Economic Impact from Current Venues



ORLANDO NORTH, SEMINOLE COUNTY

Indoor Facility Forecasting Study

Downs & St. Germain Research
contact@dsg-research.com
850-906-3111 | www.dsg-research.com



CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
 UNAUDITED MONTHLY RESULTS AS OF NOVEMBER 30, 2023

	<u>November 30, 2023</u>	<u>October 31, 2023</u>	
CASH			
FW Share 0825	5	5	
FW New Opp Acct 4938	241,257	209,716	
FW Payroll Acct 9869	3,696	3,383	
FW ACH/Grow Checking 1344	90,334	2,655	
FW Savings 9969	3,237,367	3,004,723	
Balance in Banks	3,572,659	3,220,482	
Donor/grantor/mgmt restricted funds	(2,308,932)	(2,153,210)	
Balance owed on Line of Credit	-	-	
Accounts Payable	(537,913)	(122,174)	
Other Short-Term Liabilities (taxes, vendors, payroll-related)	(48,993)	(15,482)	
Unrestricted Cash Balance	<u>676,821</u>	<u>929,616</u>	
Long Term Savings/Investment			
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>(55,250)</u>	<u>(86,291)</u>	
	<u>569,750</u>	<u>538,709</u>	
Long Term Debt	Balance	Balance	Monthly Payment
Seminole Aerial Adventures	81,798	87,072	5,640
Education Vehicle Loans (2)	-	102	1,350
Real Estate Loan	<u>294,207</u>	<u>299,450</u>	<u>6,596</u>
	376,005	386,624	13,586

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
 UNAUDITED MONTHLY RESULTS AS OF NOVEMBER 30, 2023

	Nov-23 Unaudited Actuals	Oct-23 Unaudited Actuals	M-O-M Apr/Mar	% Change
Revenues				
Annual passholders	\$ 67,487	\$ 66,352	\$ 1,135	2%
Gate	\$ 211,787	\$ 228,740	\$ (16,953)	-7%
Group sales	\$ 6,103	\$ 5,526	\$ 577	10%
Concessions	\$ 16,368	\$ 10,162	\$ 6,206	61%
Gift shop	\$ 45,549	\$ 34,391	\$ 11,158	32%
Government supp: TDC & Grants-State	\$ 465,679	\$ -	\$ 465,679	#DIV/0!
Education	\$ 15,976	\$ 15,032	\$ 944	6%
WMD net rental	\$ 11,002	\$ 5,631	\$ 5,371	95%
Public support Donations, grants-non gov,	\$ 61,080	\$ 53,008	\$ 8,072	15%
Net event revenues	\$ 266,332	\$ 24,591	\$ 241,742	983%
Zipline	\$ 7,251	\$ 6,601	\$ 649	10%
Train/Carousel	\$ 7,865	\$ 14,616	\$ (6,751)	-46%
Other revenues	\$ 28,092	\$ 31,377	\$ (3,285)	-10%
Total revenues	\$ 1,210,571	\$ 496,027	\$ 714,544	144%
Operating expenses				
Payroll	\$ 392,650	\$ 385,971	\$ 6,679	2%
Animal care	\$ 20,626	\$ 21,318	\$ (692)	-3%
Facilities repair and maintenance	\$ 26,582	\$ 30,290	\$ (3,707)	-12%
Advertising	\$ 38,234	\$ 11,770	\$ 26,464	225%
Insurance	\$ 80,347	\$ 80,862	\$ (516)	-1%
Utilities	\$ 19,962	\$ 16,949	\$ 3,013	18%
Professional fees	\$ 10,050	\$ 10,050	\$ -	0%
Employee expenses	\$ 5,630	\$ 5,218	\$ 412	8%
Office expenses/website/credit card fees	\$ 665	\$ 10,433	\$ (9,768)	-94%
Project Expenses	\$ 39,825	\$ 45,691	\$ (5,866)	-13%
Printing	\$ 6,798	\$ -	\$ 6,798	#DIV/0!
Supplies	\$ 14,324	\$ 8,016	\$ 6,309	79%
Interest Expense	\$ 1,371	\$ 1,720	\$ (350)	-20%
Other operating expenses	\$ 24,919	\$ 62,007	\$ (37,088)	-60%
Total operating expenses	\$ 681,981	\$ 690,294	\$ (8,313)	-1%
Net operating income before depreciation	\$ 528,590	\$ (194,267)	\$ 722,857	-372%
Depreciation	\$ (85,000)	\$ (54,167)	\$ (30,833)	57%
Unrealized Gain/Loss	\$ 30,048	\$ (11,466)	\$ 41,514	-362%
Total COGS	\$ (26,472)	\$ (50,193)	\$ 23,722	-47%
Net Income	\$ 447,166	\$ (310,093)	\$ 757,259	-244%

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
 UNAUDITED MONTHLY RESULTS AS OF NOVEMBER 30, 2023

	Nov-23 <u>Unaudited Actuals</u>	Nov-22 <u>Unaudited Actuals</u>	Y-O-Y <u>2023/2022</u>	% <u>Change</u>
Revenues				
Annual passholders	\$ 67,487	\$ 57,908	\$ 9,579	17%
Gate	\$ 211,787	\$ 186,958	\$ 24,829	13%
Group sales	\$ 6,103	\$ 4,208	\$ 1,895	45%
Concessions	\$ 16,368	\$ 12,029	\$ 4,339	36%
Gift shop	\$ 45,549	\$ 46,250	\$ (700)	-2%
Government support TDC & Grants-State	\$ 465,679	\$ 40,303	\$ 425,376	0%
Education	\$ 15,976	\$ 12,553	\$ 3,422	27%
WMD net rental	\$ 11,002	\$ 2,855	\$ 8,147	285%
Public support Donations, grants-non gov,	\$ 61,080	\$ 287,232	\$ (226,153)	-79%
Net event revenues	\$ 266,332	\$ 314,284	\$ (47,952)	-15%
Zipline	\$ 7,251	\$ 3,216	\$ 4,035	125%
Train/Carousel	\$ 7,865	\$ -	\$ 7,865	#DIV/0!
Other revenues	\$ 28,092	\$ 16,281	\$ 11,811	73%
Total revenues	<u>\$ 1,210,571</u>	<u>984,077</u>	<u>\$ 226,495</u>	23%
Operating expenses				
Payroll	\$ 392,650	\$ 271,763	\$ 120,887	44%
Animal care	\$ 20,626	\$ 24,988	\$ (4,362)	-17%
Facilities repair and maintenance	\$ 26,582	\$ 16,087	\$ 10,495	65%
Advertising	\$ 38,234	\$ 41,916	\$ (3,682)	-9%
Insurance	\$ 80,347	\$ 65,273	\$ 15,073	23%
Utilities	\$ 19,962	\$ 17,123	\$ 2,838	17%
Professional fees	\$ 10,050	\$ 14,650	\$ (4,600)	-31%
Employee expenses	\$ 5,630	\$ 6,061	\$ (431)	-7%
Office expenses/website/credit card fees	\$ 665	\$ 1,712	\$ (1,047)	-61%
Project Expenses	\$ 39,825	\$ 50,289	\$ (10,464)	
Printing	\$ 6,798	\$ 2,777	\$ 4,020	145%
Supplies	\$ 14,324	\$ 7,440	\$ 6,884	93%
Interest Expense	\$ 1,371	\$ 1,315	\$ 55	4%
Other operating expenses	\$ 24,919	26,401	\$ (1,482)	-6%
Total operating expenses	<u>\$ 681,981</u>	<u>\$ 547,797</u>	<u>\$ 134,185</u>	24%
Net operating income	<u>\$ 528,590</u>	<u>\$ 436,280</u>	<u>\$ 92,310</u>	21%
Depreciation	\$ (85,000)	\$ (54,167)	\$ (30,833)	57%
Unrealized Gain/Loss	\$ 30,048	\$ 28,103	\$ 1,945	7%
Total COGS	\$ (26,472)	\$ (27,457)	\$ 985	-4%
Net Income	<u>\$ 447,166</u>	<u>\$ 382,759</u>	<u>\$ 64,408</u>	17%

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
UNAUDITED MONTHLY RESULTS AS OF NOVEMBER 30, 2023

	Nov-23 Unaudited Actuals	Nov-23 Budget	Actual to Budget	Actual to Budget %
Revenues				
Annual passholders	\$ 67,487	\$ 65,161	\$ 2,327	104%
Gate	\$ 211,787	\$ 197,600	\$ 14,187	107%
Group sales	\$ 6,103	\$ 5,250	\$ 853	116%
Concessions	\$ 16,368	\$ 14,332	\$ 2,036	114%
Gift shop	\$ 45,549	\$ 41,983	\$ 3,566	108%
Government supp: TDC & Grants-State	\$ 465,679	\$ 3,333	\$ 462,346	13970%
Education	\$ 15,976	\$ 14,138	\$ 1,837	113%
WMD net rental	\$ 11,002	\$ 4,200	\$ 6,802	262%
Public support Donations, grants-non gov,	\$ 61,080	\$ 70,600	\$ (9,520)	87%
Net event revenues	\$ 266,332	\$ 283,000	\$ (16,668)	94%
Zipline	\$ 7,251	\$ 3,216	\$ 4,035	225%
Train/Carousel	\$ 7,865	\$ 40,000	\$ (32,135)	20%
Other revenues	\$ 28,092	\$ 21,793	\$ 6,299	129%
Total revenues	\$ 1,210,571	\$ 764,606	\$ 445,965	158%
Operating expenses				
Payroll	\$ 392,650	\$ 368,980	\$ 23,670	106%
Animal care	\$ 20,626	\$ 29,868	\$ (9,243)	69%
Facilities repair and maintenance	\$ 26,582	\$ 34,817	\$ (8,235)	76%
Advertising	\$ 38,234	\$ 45,367	\$ (7,133)	84%
Insurance	\$ 80,347	\$ 93,286	\$ (12,940)	86%
Utilities	\$ 19,962	\$ 18,091	\$ 1,871	110%
Professional fees	\$ 10,050	\$ 30,800	\$ (20,750)	33%
Employee expenses	\$ 5,630	\$ 6,987	\$ (1,357)	81%
Office expenses/website/credit card fees	\$ 665	\$ 3,765	\$ (3,101)	18%
Project Expenses	\$ 39,825	\$ -	\$ 39,825	
Printing	\$ 6,798	\$ 1,117	\$ 5,681	609%
Supplies	\$ 14,324	\$ 9,428	\$ 4,896	152%
Interest Expense	\$ 1,371	\$ 1,832	\$ (461)	75%
Other operating expenses	\$ 24,919	\$ 30,633	\$ (5,714)	81%
	\$ -			
Total operating expenses	\$ 681,981	\$ 674,971	\$ 7,010	101%
Net operating income before depreciation	\$ 528,590	\$ 89,635	\$ 438,955	590%
Depreciation	\$ (85,000)	\$ (54,167)	\$ (30,833)	57%
Unrealized Gain/Loss	\$ 30,048	\$ -	\$ 30,048	
Total COGS	\$ (26,472)	\$ (25,208)	\$ (1,263)	5%
Net Income	\$ 447,166	\$ 10,260	\$ 436,907	4359%

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
 UNAUDITED MONTHLY RESULTS AS OF NOVEMBER 30, 2023

	Nov-23 Unaudited Actuals YTD	Nov-23 Budget YTD	Actual to Budget	Actual to Budget %
Revenues				
Annual passholders	\$ 325,842	\$ 327,857	\$ (2,015)	99%
Gate	\$ 1,042,141	\$ 1,090,650	\$ (48,509)	96%
Group sales	\$ 36,173	\$ 37,250	\$ (1,077)	97%
Concessions	\$ 51,882	\$ 56,182	\$ (4,299)	92%
Gift shop	\$ 199,471	\$ 201,848	\$ (2,378)	99%
Government supp: TDC & Grants-State	\$ 495,414	\$ 324,880	\$ 170,534	152%
Education	\$ 119,061	\$ 107,638	\$ 11,423	111%
WMD net rental	\$ 42,451	\$ 33,000	\$ 9,451	129%
Public support Donations, grants-non gov,	\$ 168,880	\$ 359,100	\$ (190,220)	47%
Net event revenues	\$ 301,243	\$ 361,900	\$ (60,657)	83%
Zipline	\$ 38,756	\$ 36,287	\$ 2,469	107%
Train/Carousel	\$ 55,912	\$ 192,000	\$ (136,088)	29%
Other revenues	\$ 402,023	\$ 117,669	\$ 284,354	342%
Total revenues	\$ 3,279,249	\$ 3,246,261	\$ 32,988	101%
Operating expenses				
Payroll	\$ 1,901,702	\$ 2,037,697	\$ (135,994)	93%
Animal care	\$ 116,693	\$ 149,342	\$ (32,649)	78%
Facilities repair and maintenance	\$ 145,701	\$ 168,086	\$ (22,386)	87%
Advertising	\$ 66,184	\$ 67,855	\$ (1,671)	98%
Insurance	\$ 399,352	\$ 448,009	\$ (48,657)	89%
Utilities	\$ 92,023	\$ 92,053	\$ (30)	100%
Professional fees	\$ 53,300	\$ 87,000	\$ (33,700)	61%
Employee expenses	\$ 31,047	\$ 35,118	\$ (4,071)	88%
Office expenses/website/credit card fees	\$ 58,400	\$ 62,222	\$ (3,823)	94%
Project Expenses	\$ 112,314	\$ -	\$ 112,314	
Printing	\$ 7,422	\$ 5,583	\$ 1,839	133%
Supplies	\$ 46,894	\$ 47,142	\$ (247)	99%
Interest Expense	\$ 8,665	\$ 9,390	\$ (725)	92%
Other operating expenses	\$ 150,546	\$ 148,126	\$ 2,420	102%
Total operating expenses	\$ 3,190,244	\$ 3,357,623	\$ (167,380)	95%
Net operating income before depreciation	\$ 89,005	\$ (111,362)	\$ 200,368	-80%
Depreciation	\$ (301,668)	\$ (270,833)	\$ (30,835)	11%
Unrealized Gain/Loss	\$ (1,454)	\$ -	\$ (1,454)	
Total COGS	\$ (108,862)	\$ (126,042)	\$ 17,180	
Net Income	\$ (322,979)	\$ (508,237)	\$ 185,258	64%

Fiscal Year 2023-2024 Capital Budget

Project	Projected Cost	Spend YTD	Remaining	Funding Source	Status
AZA/Emergency Repairs	\$ 340,656	\$ 136,771	\$ 203,884	Cash Reserves	In Progress
Train Purchase and track repair	\$ 297,372	\$ 280,840	\$ 16,532	Cash Reserves/Donor Funding	In Progress
Animal Enclosures to Sewer	\$ 312,799	\$ 194,115	\$ 118,683	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	\$ 350,000	\$ 51,100	\$ 298,900	Fundraising	Not Started

November 23

OPERATING ACTIVITIES

Net Income 363,737.18

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

1210 Accounts Receivable:Accounts Rec-General 346.92
1310 Petty Cash:Cash-Zoofari Bank -300.00
1710 Prepaid Expenses:Prepaid-Workers Comp -6,355.00
1720 Prepaid Expenses:Prepaid-Insurance 43,920.61
1730 Prepaid Expenses:Prepaid-Other 20,439.92
2010 Accounts Payable:Trade Accounts Payable 330,416.07
2015 Chase Ink Business Card-4575 16,800.13
2030 Accrued Expense 9,729.80
2050 FL Sales Taxes Payable -1,406.33
2210 Employee Deductions Payable:Group Ins Deductions 149.18
2250 Employee Deductions Payable:Other Deductions 5.74
2260 Employee Deductions Payable:403(b) Plan Payable 83.28
2300 Accrued Payroll 36,155.54
2410 Reserved Funds:Keeper Conf. Fund 412.44
2430 Reserved Funds:Employee Benefit Fund 38.50
2500 Deferred Membership Fees 19,579.03
2550 Deferred Revenue -140,945.54
2700 Gift Certificates -4,092.30

Net cash provided by Operating Activities **688,715.17**

INVESTING ACTIVITIES

1835 Property, Plant & Equipment:Zoo Bldgs/Grounds -21,597.20
1890 Accumulated Depreciation 54,167.00

Net cash provided by investing activities **\$ 32,569.80**

FINANCING ACTIVITIES

2851 Education Vehicle Loan -1 9952 -102.41
2900 Long Term Bank Loan -5,242.32

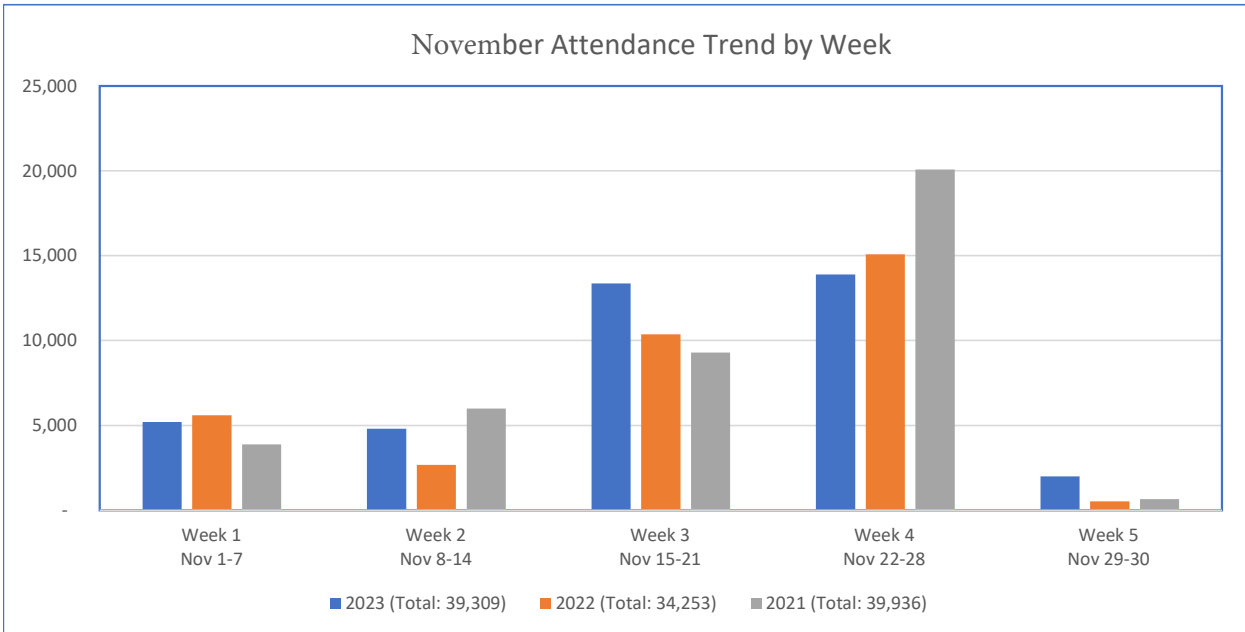
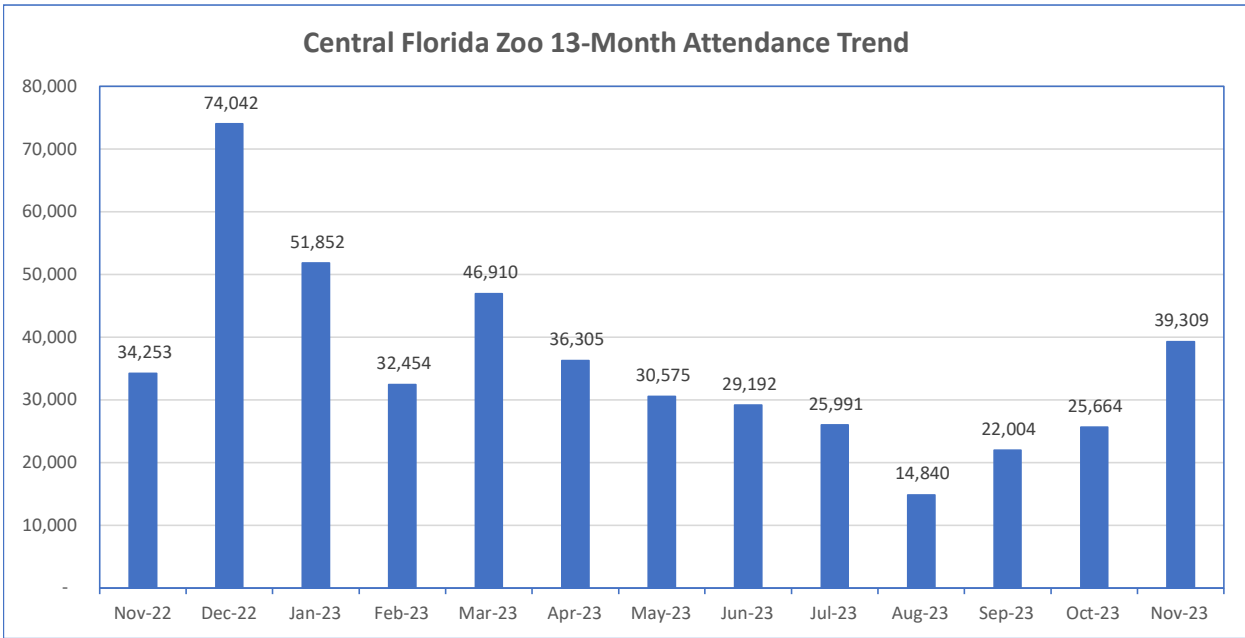
Net cash provided by Financing Activities **-5,344.73**

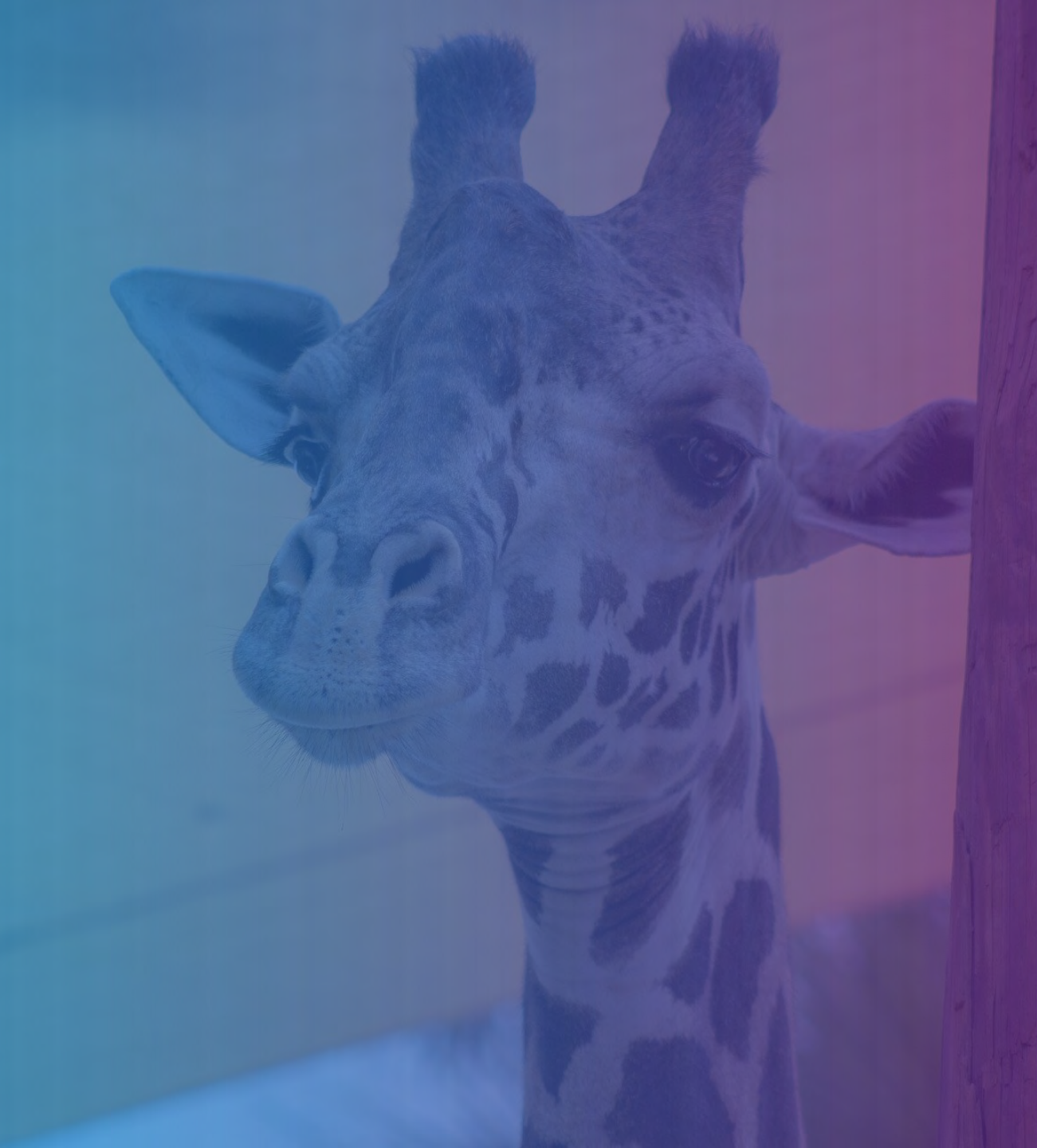
Net cash increase for period **715,940.24**

Cash at beginning of period 4,026,430.89

Cash at end of period **4,742,371.13**

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
UNAUDITED MONTHLY RESULTS AS OF NOVEMBER 30, 2023





January TDC Update

www.centralfloridazoo.org

FYTD ATTENDANCE RESULTS

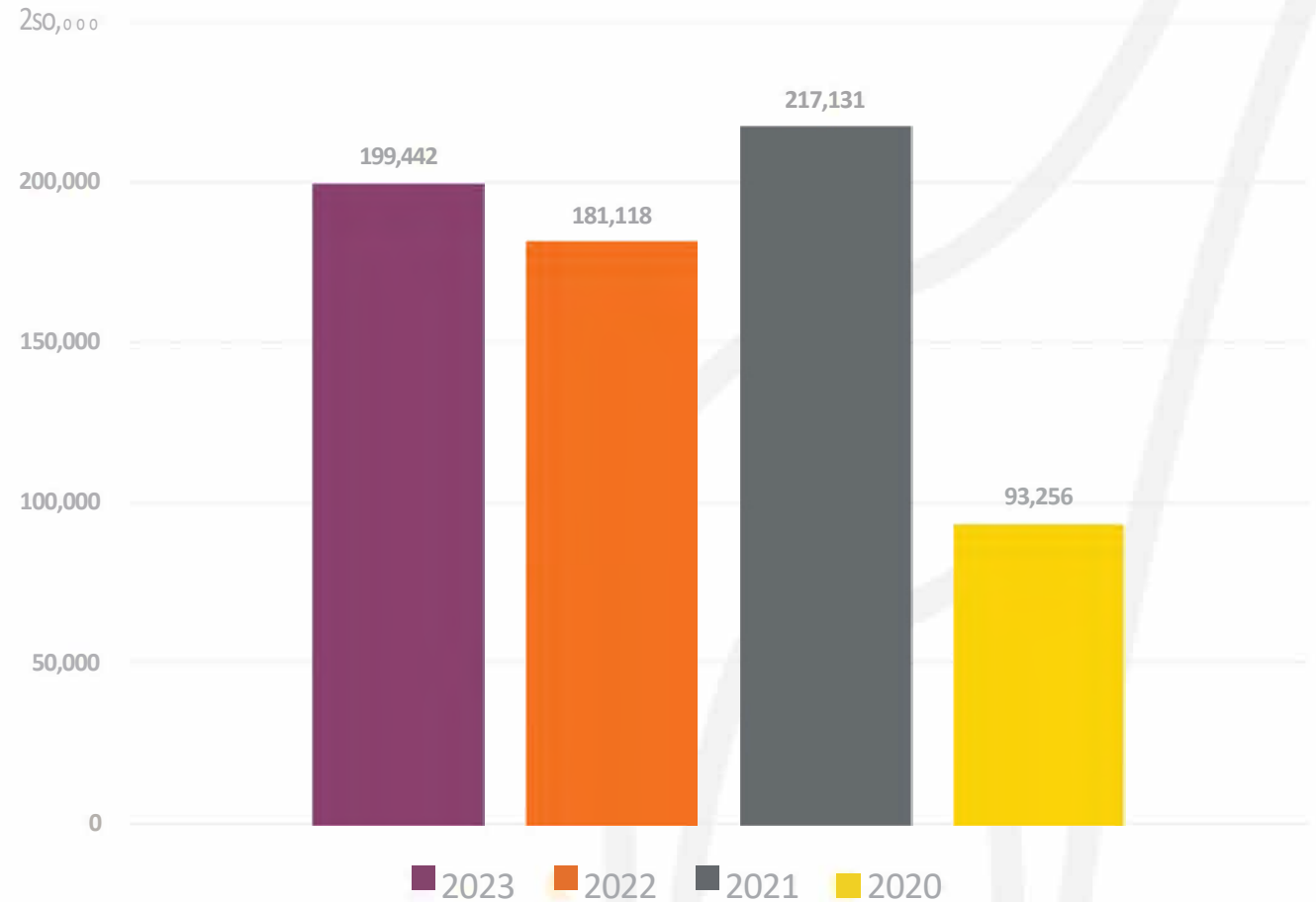
July 1- December 31, 2023

199,442

VS 2022: 20.7k / 19%

VS 2021: 17.3k / 12%

VS 2020: 50k / 64.6%



FYTD REVENUE RESULTS

Comparison Periods:
July 1- December 31, 2023 vs July 1- December 31, 2022

Product Group	2023			2022			Comparison			
	Revenue	Mix	Per Cap	Revenue	Mix	Per Cap	Plus/Minus	Growth	Per Cap	
Visitation Related	Admission	\$1,527,347	31%	\$7.66	\$1,289,110	30%	\$7.12	\$238,238	18%	\$0.54
	Annual Pass	\$412,732	8%	\$2.07	\$371,022	9%	\$2.05	\$41,710	11%	\$0.02
	Attraction	\$165,651	3%	\$0.83	\$65,717	2%	\$0.36	\$99,935	152%	\$0.47
	Food & Beverage	\$825,895	17%	\$4.14	\$682,488	16%	\$3.77	\$143,407	21%	\$0.37
	Rentals	\$32,530	1%	\$0.16	\$31,243	1%	\$0.17	\$1,287	4%	(\$0.01)
	Retail	\$248,760	5%	\$1.25	\$259,164	6%	\$1.43	(\$10,404)	4%	(\$0.18)
	Birthday Party	\$11,200	0%	\$0.06	\$8,025	0%	\$0.04	\$3,175	40%	\$0.01
	Seminole Aerial Adv	\$60,243	1%	\$0.30	\$51,941	1%	\$0.29	\$8,301	16%	\$0.02
	Special Events	\$1,544,953	31%	\$7.75	\$1,429,841	33%	\$7.89	\$115,112	8%	(\$0.15)
Sub-Total	\$4,829,310			\$4,188,550		\$23.12	\$640,760	15%	\$1.09	
Donation	\$50,461	1%		\$83,830	2%		(\$33,369)	40%		
Education	\$87,605	2%		\$60,782	1%		\$26,823	44%		
Grand Total	\$4,967,376			\$4,333,162			\$634,214			

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

Asian Lantern Festival

Per Cap
\$18.05

Total Revenue
\$1,594,477.39

Total Qty Sold
88,281
(Through 01/04)

Attendance
73,293
(Through 01/04)



The poster features a vibrant, multi-colored dragon lantern as the central focus. At the top, the Central Florida Zoo & Botanical Gardens logo is displayed. The event title 'ASIAN LANTERN FESTIVAL' is in large red letters, with 'Into the Wild' in yellow below it. The Publix logo is prominently featured in green. The event schedule 'SELECT NIGHTS NOVEMBER - JANUARY 6 - 10 P.M.' is written in yellow. A QR code is located in a red box on the right side, with the word 'TICKETS' below it. At the bottom, there is a red banner with white text providing partnership information, the website URL, address, and phone number, along with the Tianyu Arts & Culture, Inc. logo.

CENTRAL FLORIDA
ZOO & BOTANICAL GARDENS

ASIAN LANTERN FESTIVAL
Into the Wild

PRESENTED BY **Publix**

SELECT NIGHTS
NOVEMBER - JANUARY
6 - 10 P.M.

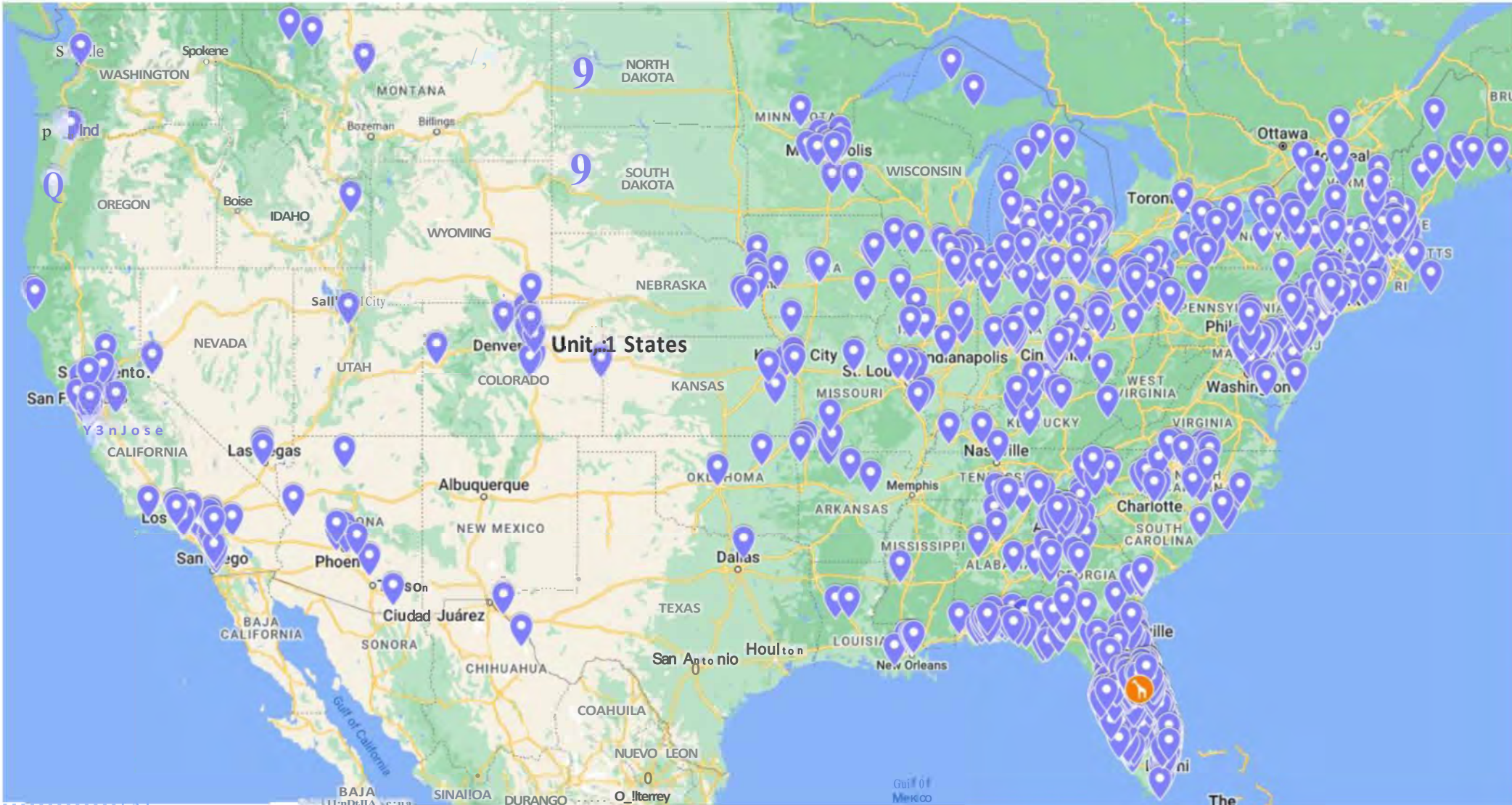
TICKETS

Presented in partnership with
Tianyu
Arts & Culture, Inc.

WWW.CENTRALFLORIDAZOO.ORG/LANTERNS/
3755 W. SEMINOLE BLVD. SANFORD, FL
I-4 EXIT 104 | 407.323.4450

Additional fees may apply for certain activities.

2023 Asian Lantern Festival Zip Codes

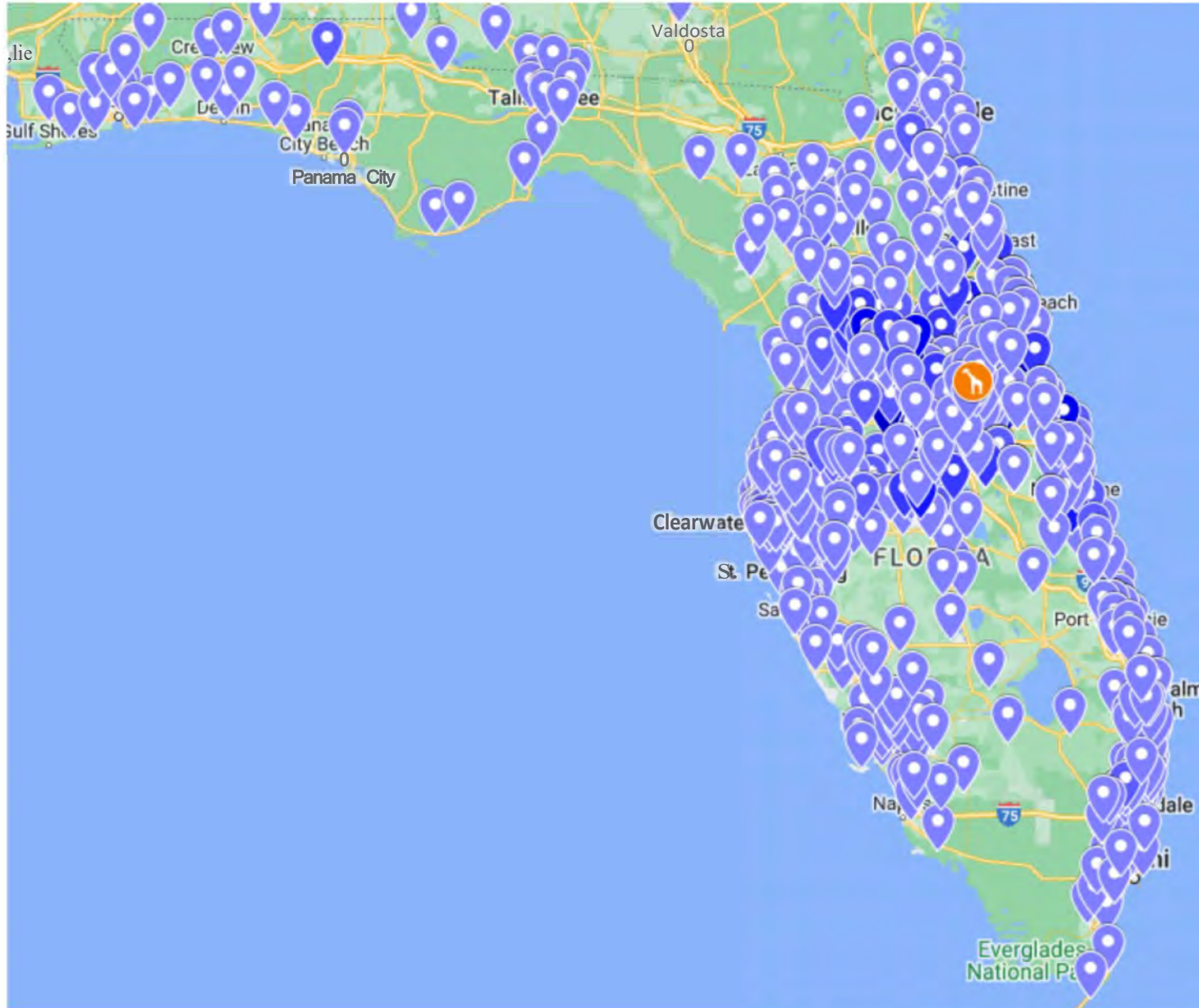


United States View

LEGEND

- 9 1-18 (1770)
- 9 19-37 (59)
- 9 38- 64 (32)
- 9 65-102 (19)
- 9 109 - 151 (24)
- 9 152-234 (21)
- 9 240 - 376 (19)
- 9 379-524 (18)
- 9 527 - 1077 (18)
- 9 1088 - 4194 (17)

2023 Asian Lantern Festival Zip Codes

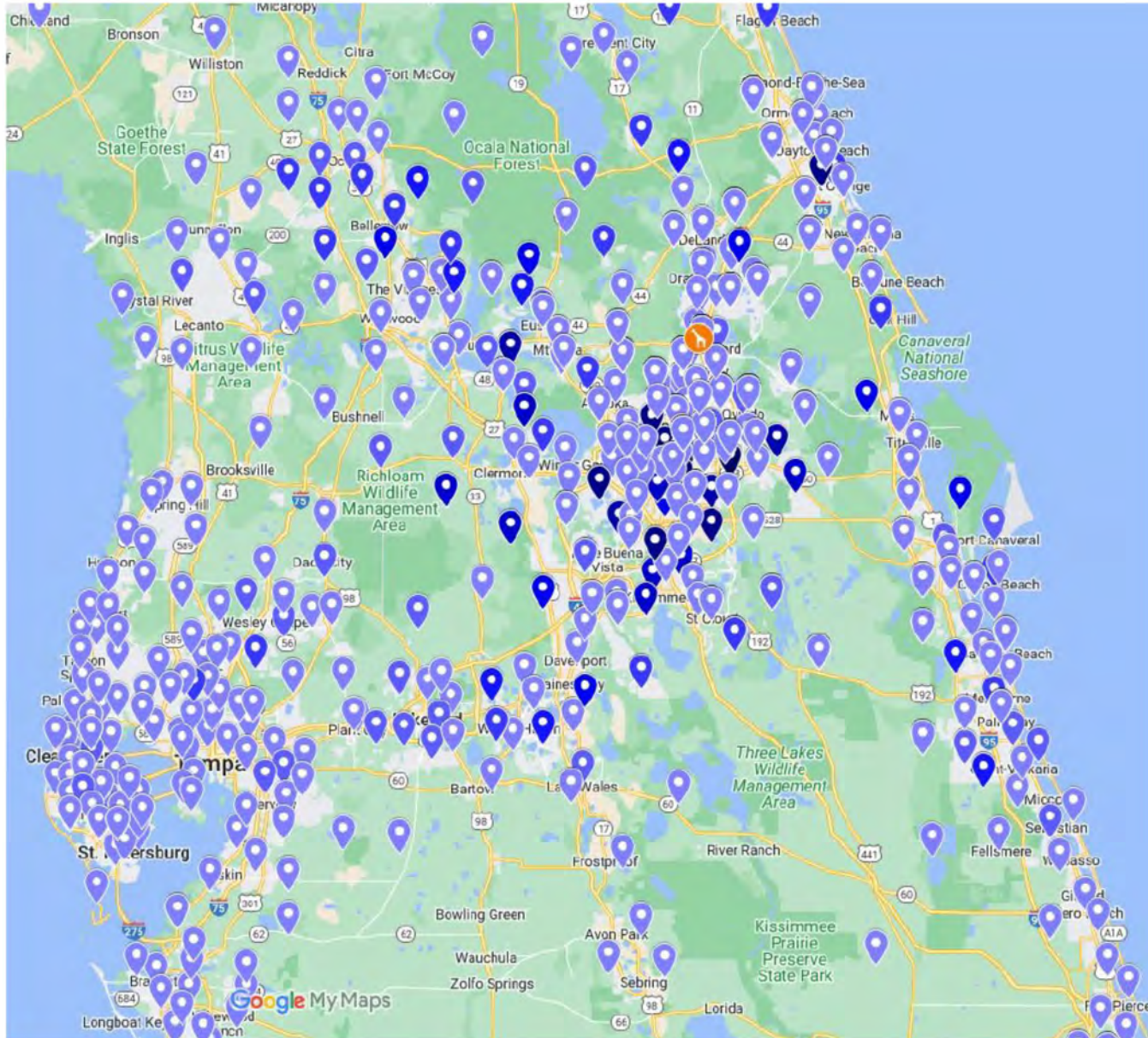


State
Of
Florida
View

LEGEND

- 9 1 - 18 (1770)
- 9 19 - 37 (59)
- 9 38 - 64 (32)
- 9 65 - 102 (19)
- 9 109 - 151 (24)
- 9 152 - 234 (12)
- 9 240 - 376 (19)
- 9 379 - 524 (18)
- 9 527 - 1077 (18)
- 9 1088 - 4194 (17)

2023 Asian Lantern Festival Zip Codes



Regional View

LEGEND

- 9 1 - 18 (1770)
- 9 19 - 37 (59)
- 9 38 - 64 (32)
- 9 65 - 102 (19)
- 9 109 - 151 (24)
- 9 152 - 234 (21)
- 9 240 - 376 (19)
- 9 379 - 524 (18)
- 9 527 - 1077 (18)
- 9 1088 - 4194 (17)

Asian Lantern Festival Marketing Plan

Media Type/Activity	Background	Cost
Spectrum TV	TV and direct stream to the zoo's coverage area. This includes extra attention to the most post zip codes. Paid reach of more than 2.5 million	\$37,000
Cox Media Group Radio	Radio including streaming product. Paid reach of more than 1 million.	\$17,000
Clear Channel Billboards	Billboards in Orange and Seminole County. We have 22 billboards around the region.	\$22,600
Digital Media	Focused on a 50-mile radius of Central Florida, targeting people that are most likely to visit the festival. The ad program runs October through January 15th. With a digital focus on drive markets including Tampa Bay, The Villages and southwest Florida.	\$20,000
Video	B-roll to help support festival publicity. Sent to Orlando and Drive markets including Jax, Tampa, West Palm and Miami	\$1,000
Joint Agreement with Historic Downtown Sanford	Digital – focus on drive in marketing including key areas such as Tampa Bay and The Villages.	\$5,000
Signage & Printing	Banner Signs, Collateral	\$4,000
Print Ads & Traditional Media	Variety of print ads and traditional media	\$3,500
Influencer marketing	Top influencers likely to draw out of market audience	\$1,500

Outsourced Public Relations and earned media program	All types of media with special focus on broadcast, regional print, and social media influencers. More than 80 placements to date.	\$12,000
Inhouse marketing	Web improvement, media, and influencer coordination	\$2,500
Email Marketing	More than 15 e-blasts, that reach up to 70,000 zoo fans and ticket holders. Budget covers the extra emails in our database for ALF into the Wild.	\$2,500
Web updates	Improve web performance on mobile site and provide better user path to ticket page	\$1,000
Total		\$129,600



Upcoming Events



February 10, 2024



March 30, 2024



April 13, 2024



Thank You

evok Reporting

Current & Upcoming Projects 2024

- Do Orlando North Website Rebuild
- Remarketing Campaign
- Travel Intent Marketing
- Streaming Video Campaign (OTT)
- Influencer/Creator Campaigns



DoOrlandoNorth.com







IDEAS.
WORK.
RESULTS.