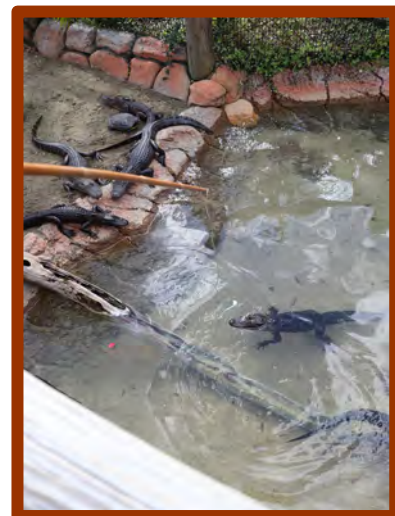


Tourist Development Council

Seminole County Services Building

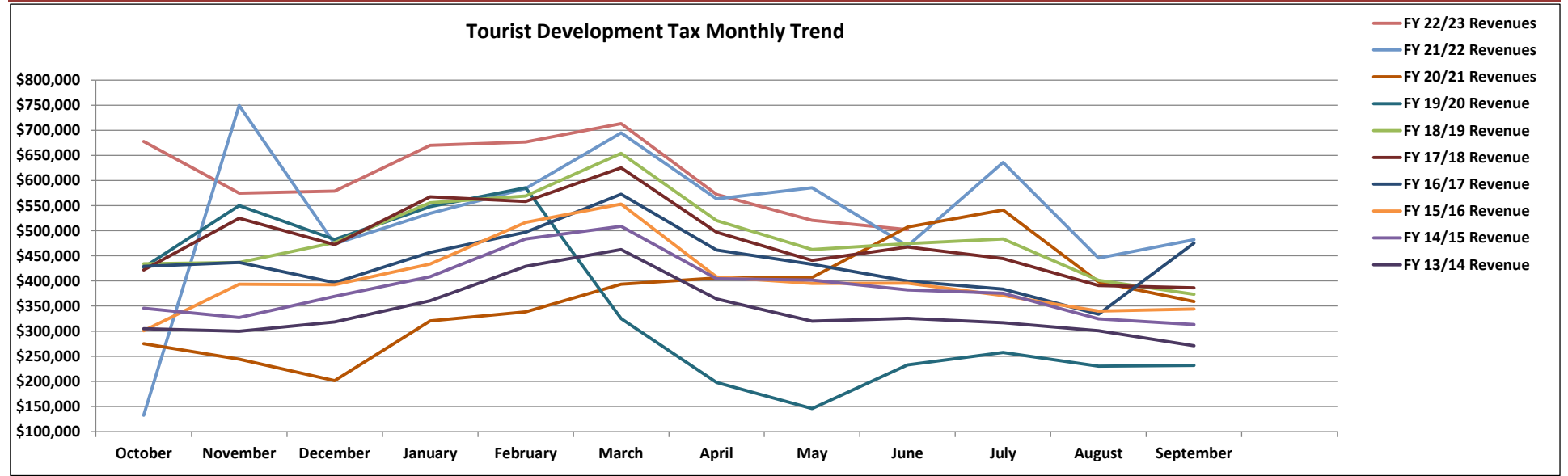
August 17, 2023



Seminole County, Florida
TOURIST DEVELOPMENT TAX
 Fiscal Year 2022/23 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 22/23 vs FY 21/22		
	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	406,719	271,146	677,865	545,399	411.7%	
November	299,750	326,885	393,635	436,732	524,762	436,992	550,273	244,092	749,463	344,978	229,985	574,963	(174,500)	-23.3%	
December	318,536	369,173	392,605	396,424	472,255	476,548	482,643	201,297	473,861	347,386	231,591	578,977	105,116	22.2%	
January	360,507	408,691	433,835	456,915	567,724	555,919	548,293	320,404	534,395	402,097	268,065	670,162	135,767	25.4%	
February	429,247	483,661	516,610	497,136	558,093	569,125	585,371	338,387	583,915	406,166	270,778	676,944	93,029	15.9%	
March	462,593	509,149	552,988	572,832	625,272	654,013	324,781	393,366	694,754	427,998	285,332	713,329	18,576	2.7%	
April	364,161	404,355	407,783	461,492	497,187	520,483	197,530	405,926	563,558	343,237	228,825	572,062	8,504	1.5%	
May	320,090	401,954	395,282	432,965	440,873	462,655	145,826	406,821	585,892	312,334	208,223	520,557	(65,335)	-11.2%	
June	325,397	382,227	395,373	399,489	467,655	474,337	232,610	507,262	469,931	301,245	200,830	502,075	32,144	6.8%	
July	316,960	375,695	370,960	383,585	444,707	483,878	257,661	541,239	635,873						
August	300,955	324,474	339,798	333,761	391,058	401,322	230,144	397,999	445,388						
September	271,010	313,288	343,950	475,615	386,395	373,474	231,559	359,119	482,358						
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	3,292,160	2,194,773	5,486,933	698,699	39.8%	
	11.40%	14.02%	4.27%	8.92%	9.89%	0.79%	-27.89%	4.21%	44.66%	Budgeted Revenue					
	% Chg from Prior Year	% Chg from Prior Year	% Chg from Prior Year	% Chg from Prior Year	% Chg from Prior Year	% Chg from Prior Year	% Chg from Prior Year	% Chg from Prior Year	% Chg from Prior Year	3,301,390	2,200,927	5,502,317			
										Estimated Revenue					
										3,900,000	2,600,000	6,500,000			
										% Change From PY					
												2.33%			

Revenue Per Penny	814,817	929,021.24	968,736.20	1,055,178.80	1,159,530.40	1,168,636.78	842,700	878,163	1,270,371	1,097,387
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TOURISM FUNDS - FY24 TENTATIVE BUDGET

	FY23 ADOPTED BUDGET	FY24 TENTATIVE BUDGET	VARIANCE	%
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11000 TOURISM PARKS 1,2,3 CENT FUND

TOURISM

BASE BUDGETS

011030 TOURIST DEVMNT 1,2,3 CENT

530 OPERATING EXPENDITURES

530310 PROFESSIONAL SERVICES

3100110501 MARKETING SERVICES - EVOK	300,000	300,000	-	0.0%
3100110503 MARKETING SPECIAL PROJECTS	150,000	150,000	-	0.0%
3100110551 SOCIAL MEDIA POSTING TOOLS	-	-	-	0.0%

530310 PROFESSIONAL SERVICES Total	450,000	450,000	-	0.0%
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530480 PROMOTIONAL ACTIVITIES

-	-	-	-	0.0%
4800110551 IN-ROOM PUBLICATION	5,200	-	(5,200)	-100.0%
4800111101 FAMILIARIZATION TOURS	-	-	-	0.0%
4800111102 LEISURE MARKETING	117,100	130,000	12,900	11.0%
4800111105 SOCIAL MEDIA MARKETING	30,000	50,000	20,000	66.7%

530480 PROMOTIONAL ACTIVITIES Total	152,300	180,000	27,700	18.2%
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530 OPERATING EXPENDITURES Total	602,300	630,000	27,700	4.6%
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580 GRANTS & AIDS

580821 AID TO PRIVATE ORGANIZATIONS

8210110201 CENTRAL FLORIDA ZOOLOGICAL SOC	325,000	350,000	25,000	7.7%
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580821 AID TO PRIVATE ORGANIZATIONS Total	325,000	350,000	25,000	7.7%
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580 GRANTS & AIDS Total	325,000	350,000	25,000	7.7%
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011030 TOURIST DEVMNT 1,2,3 CENT Total	927,300	980,000	52,700	5.7%
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FLEET

02301014 FORD EXPEDITION MAX -NEW	52,000	-	(52,000)	-100.0%
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22 EQUIPMENT, OTHER

00234720 SPORTS COMPLEX	100,000	100,000	-	0.0%
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02201015 TOURISM MASTER PLAN	-	-	-	0.0%
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02201017 TOURISM FEASIBILITY STUDY	-	-	-	0.0%
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PARKS & RECREATION

BASE BUDGETS

043805 SOCCER COMPLEX TOURISM

510 PERSONNEL SERVICES	62,727	66,155	3,427	5.5%
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530 OPERATING EXPENDITURES

530440 RENTAL AND LEASES

4409999902 LEASED EQUIPMENT	1,500	1,500	-	0.0%
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530440 RENTAL AND LEASES Total	1,500	1,500	-	0.0%
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530460 REPAIRS AND MAINTENANCE

4600109001 REPAIRS AND MAINTENANCE	25,000	25,000	-	0.0%
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4600438401 SPORTS TURF SOD	-	-	-	0.0%
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4600438701 REPLACEMENT SOD	25,000	25,000	-	0.0%
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4600438724 TURF FIELD REPAIR	-	-	-9	0.0%
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TOURISM FUNDS - FY24 TENTATIVE BUDGET

	FY23 ADOPTED BUDGET	FY24 TENTATIVE BUDGET	VARIANCE	%
530460 REPAIRS AND MAINTENANCE Total	50,000	50,000	-	0.0%
530520 OPERATING SUPPLIES				
5200438401 FIELD MARKING PAINTS	7,500	5,000	(2,500)	-33.3%
5200438407 SUPPLIES FOR SOCCER PROGRAM	-	-	-	0.0%
5200438444 TOP DRESSING	1,500	1,500	-	0.0%
5200438706 RYE GRASS SEED	5,500	7,500	2,000	36.4%
5200561013 SMALL TOOLS, EQUIPMENT, NOZZLE	-	-	-	0.0%
5200562002 FIELD SUPPLIES	-	-	-	0.0%
5200770218 HERBICIDE CHEMICALS	18,000	18,500	500	2.8%
5200777606 MISC. HARDWARE AND CONSUMABLES	-	-	-	0.0%
5209999901 OPERATING SUPPLIES	8,000	8,000	-	0.0%
5209999902 SAFETY EQUIPMENT	125	125	-	0.0%
5209999906 IRRIGATION SUPPLIES	3,100	3,100	-	0.0%
530520 OPERATING SUPPLIES Total	43,725	43,725	-	0.0%
530 OPERATING EXPENDITURES Total	95,225	95,225	-	0.0%
043805 SOCCER COMPLEX TOURISM Total	157,952	161,380	3,427	2.2%
FACILITIES PROJECTS				
02004009 SOLDIERS CREEK OVERFLOW LOT	-	-	-	0.0%
<i>99-REVENUES-RESERVES-TRANSFERS</i>				
BASE BUDGETS				
911000 TOURISM 1,2,3 CENT ALLOC 11000				
540 INTERNAL SERVICE CHARGES	10,000	10,000	-	0.0%
911000 TOURISM 1,2,3 CENT ALLOC 11000 Total	10,000	10,000	-	0.0%
RESERVES				
999910 RESERVES - 11000	2,917,305	5,969,387	3,052,083	104.6%
TRANSFERS				
014004 INTERFUND TRANSFER - 11000	1,911,833	1,909,233	(2,600)	-0.1%
11000 TOURISM PARKS 1,2,3 CENT FUND Total	6,076,390	9,130,000	3,053,610	50.3%
11001 TOURISM SPORTS 4 & 6 CENT FUND				
<i>TOURISM</i>				
BASE BUDGETS				
011050 TOURIST DEVMNT 4,6 CENT				
510 PERSONNEL SERVICES	697,631	760,487	62,857	9.0%
530 OPERATING EXPENDITURES				
530310 PROFESSIONAL SERVICES				
3100110551 SOCIAL MEDIA POSTING TOOLS	5,364	5,364	-	0.0%
3100110552 PUBLIC RELATIONS RESEARCH	9,785	9,785	-	0.0%
3100110553 SOCIAL MED DIGITAL ASSET MGMT	25,000	25,000	-	0.0%
530310 PROFESSIONAL SERVICES Total	40,149	40,149	-	0.0%
530340 OTHER SERVICES				
	-	-	10	0.0%

TOURISM FUNDS - FY24 TENTATIVE BUDGET

	FY23 ADOPTED BUDGET	FY24 TENTATIVE BUDGET	VARIANCE	%
3400110205 BROCHURE DISTRIBUTION	5,900	5,900	-	0.0%
3400110206 BULK MAILINGS	800	800	-	0.0%
3400110209 HOTEL OCCUPANCY RESEARCH REPOR	9,500	15,500	6,000	63.2%
3400110214 TAX COLLECTOR COMM TOURIST TAX	70,000	70,000	-	0.0%
3400111012 RENTAL & OCCUPANCY ANALYTICS	6,000	6,742	742	12.4%
530340 OTHER SERVICES Total	92,200	98,942	6,742	7.3%
530400 TRAVEL AND PER DIEM				
	-	-	-	0.0%
4009999901 TRAVEL & PER DIEM	10,295	11,700	1,405	13.6%
4009999902 SUNPASS	-	-	-	0.0%
530400 TRAVEL AND PER DIEM Total	10,295	11,700	1,405	13.6%
530440 RENTAL AND LEASES				
4409999901 LEASED OFFICE SPACE	29,284	30,409	1,125	3.8%
530440 RENTAL AND LEASES Total	29,284	30,409	1,125	3.8%
530470 PRINTING AND BINDING				
4709999901 PRINTING SERVICES	12,000	8,000	(4,000)	-33.3%
530470 PRINTING AND BINDING Total	12,000	8,000	(4,000)	-33.3%
530490 OTHER CHARGES/OBLIGATIONS				
3409999902 MISCELLANEOUS OTHER SERVICES	-	-	-	0.0%
530490 OTHER CHARGES/OBLIGATIONS Total	-	-	-	0.0%
530510 OFFICE SUPPLIES				
5109999901 OFFICE SUPPLIES	1,500	1,500	-	0.0%
530510 OFFICE SUPPLIES Total	1,500	1,500	-	0.0%
530520 OPERATING SUPPLIES				
5200105101 PAPER - COUNTYWIDE	77	77	-	0.0%
530520 OPERATING SUPPLIES Total	77	77	-	0.0%
530521 EQUIPMENT \$1000-\$4999				
5210380003 OPERATING SUPPLIES - EQUIPMENT	2,000	2,500	500	25.0%
530521 EQUIPMENT \$1000-\$4999 Total	2,000	2,500	500	25.0%
530522 OPERATING SUPPLIES-TECHNOLOGY				
5229999902 ADOBE ACROBAT	750	750	-	0.0%
530522 OPERATING SUPPLIES-TECHNOLOGY Total	750	750	-	0.0%
530540 BOOKS, DUES PUBLICATIONS				
5400110501 CFHLA - REG TOURISM CALCULATOR	-	10,000	10,000	0.0%
5409999901 BOOKS, DUES, PUBS	13,000	9,000	(4,000)	-30.8%
530540 BOOKS, DUES PUBLICATIONS Total	13,000	19,000	6,000	46.2%
530550 TRAINING				
5509999901 TRAINING REGISTRATION	5,500	10,000	4,500	81.8%
530550 TRAINING Total	5,500	10,000	4,500	81.8%
530 OPERATING EXPENDITURES Total	206,755	223,027	16,272	7.9%
540 INTERNAL SERVICE CHARGES	42,463	48,298	5,834	13.7%

TOURISM FUNDS - FY24 TENTATIVE BUDGET

	FY23 ADOPTED BUDGET	FY24 TENTATIVE BUDGET	VARIANCE	%
580 GRANTS & AIDS				
580821 AID TO PRIVATE ORGANIZATIONS				
8210662018 TOURISM GRANT PROGRAM	50,000	50,000	-	0.0%
580821 AID TO PRIVATE ORGANIZATIONS Total	50,000	50,000	-	0.0%
580 GRANTS & AIDS Total	50,000	50,000	-	0.0%
011050 TOURIST DEVMNT 4,6 CENT Total	996,849	1,081,812	84,962	8.5%
011051 SPORTS 4,6 CENT				
510 PERSONNEL SERVICES	229,943	243,374	13,431	5.8%
530 OPERATING EXPENDITURES				
530310 PROFESSIONAL SERVICES				
3100110510 ZARTICO - DESTINATION MGMT SYS	-	45,000	45,000	0.0%
530310 PROFESSIONAL SERVICES Total	-	45,000	45,000	0.0%
530340 OTHER SERVICES				
3400110202 CENTRAL FLORIDA SPORTS COMMISS	100,000	100,000	-	0.0%
530340 OTHER SERVICES Total	100,000	100,000	-	0.0%
530400 TRAVEL AND PER DIEM				
4009999901 TRAVEL & PER DIEM	5,000	6,000	1,000	20.0%
530400 TRAVEL AND PER DIEM Total	5,000	6,000	1,000	20.0%
530440 RENTAL AND LEASES				
4409999905 MISCELLANEOUS RENTALS	-	-	-	0.0%
530440 RENTAL AND LEASES Total	-	-	-	0.0%
530480 PROMOTIONAL ACTIVITIES				
4800110553 THRESHOLD 360	6,000	6,000	-	0.0%
4800111104 MARKETING, PROMO, COLLATERAL	60,000	50,000	(10,000)	-16.7%
4809999901 MARKETING	-	-	-	0.0%
4809999903 EVENT HOSPITALITY	25,000	25,000	-	0.0%
4809999906 SPORTS EVENT INCENTIVES	600,000	600,000	-	0.0%
530480 PROMOTIONAL ACTIVITIES Total	691,000	681,000	(10,000)	-1.4%
530510 OFFICE SUPPLIES				
5109999901 OFFICE SUPPLIES	500	500	-	0.0%
530510 OFFICE SUPPLIES Total	500	500	-	0.0%
530522 OPERATING SUPPLIES-TECHNOLOGY				
5220111011 DMAI ECONOMIC IMPACT SOFTWARE	2,700	2,700	-	0.0%
530522 OPERATING SUPPLIES-TECHNOLOGY Total	2,700	2,700	-	0.0%
530540 BOOKS, DUES PUBLICATIONS				
5400110551 SPORTS ETA MEMBERSHIP DUES	1,200	1,300	100	8.3%
5409999901 BOOKS, DUES, PUBS	2,000	2,000	-	0.0%
530540 BOOKS, DUES PUBLICATIONS Total	3,200	3,300	100	3.1%
530550 TRAINING				
5509999901 TRAINING REGISTRATION	10,000	10,000	-	0.0%
530550 TRAINING Total	10,000	10,000	-	0.0%
530 OPERATING EXPENDITURES Total	812,400	848,500	36,100	4.4%

TOURISM FUNDS - FY24 TENTATIVE BUDGET

	FY23 ADOPTED BUDGET	FY24 TENTATIVE BUDGET	VARIANCE	%
540 INTERNAL SERVICE CHARGES	8,937	9,798	861	9.6%
011051 SPORTS 4,6 CENT Total	1,051,280	1,101,672	50,392	4.8%
<i>PARKS & RECREATION</i>				
BASE BUDGETS				
043833 SANLANDO TOURISM 4,6 CENT				
530 OPERATING EXPENDITURES				
530460 REPAIRS AND MAINTENANCE				
4600438404 FENCE REPAIR	17,000	17,000	-	0.0%
530460 REPAIRS AND MAINTENANCE Total	17,000	17,000	-	0.0%
530520 OPERATING SUPPLIES				
5200438201 BENCH REPLACEMENT	4,000	4,000	-	0.0%
5200438416 WINDSCREENS	1,000	1,000	-	0.0%
5200438436 TENNIS NETS	2,500	2,500	-	0.0%
5209999901 OPERATING SUPPLIES	1,250	1,250	-	0.0%
530520 OPERATING SUPPLIES Total	8,750	8,750	-	0.0%
530 OPERATING EXPENDITURES Total	25,750	25,750	-	0.0%
043833 SANLANDO TOURISM 4,6 CENT Total	25,750	25,750	-	0.0%
043834 SOFTBALL TOURISM 4,6 CENT				
530 OPERATING EXPENDITURES				
530460 REPAIRS AND MAINTENANCE				
4600109001 REPAIRS AND MAINTENANCE	5,000	10,000	5,000	100.0%
4600438417 LASER LEVELING	-	-	-	0.0%
530460 REPAIRS AND MAINTENANCE Total	5,000	10,000	5,000	100.0%
530520 OPERATING SUPPLIES				
5200438425 BALL FIELD BASES/MOUNDS	-	-	-	0.0%
5209999901 OPERATING SUPPLIES	5,000	10,000	5,000	100.0%
530520 OPERATING SUPPLIES Total	5,000	10,000	5,000	100.0%
530 OPERATING EXPENDITURES Total	10,000	20,000	10,000	100.0%
043834 SOFTBALL TOURISM 4,6 CENT Total	10,000	20,000	10,000	100.0%
043835 SOLDIERS CREEK TOURSM 4,6 CENT				
530 OPERATING EXPENDITURES				
530460 REPAIRS AND MAINTENANCE				
4600438406 LASER LEVEL SOFTBALL FIELD REP	5,500	7,500	2,000	36.4%
530460 REPAIRS AND MAINTENANCE Total	5,500	7,500	2,000	36.4%
530520 OPERATING SUPPLIES				
5200562002 FIELD SUPPLIES	14,000	12,000	(2,000)	-14.3%
530520 OPERATING SUPPLIES Total	14,000	12,000	(2,000)	-14.3%
530 OPERATING EXPENDITURES Total	19,500	19,500	-	0.0%
043835 SOLDIERS CREEK TOURSM 4,6 CENT Total	19,500	19,500	-	0.0%

TOURISM FUNDS - FY24 TENTATIVE BUDGET

	FY23 ADOPTED BUDGET	FY24 TENTATIVE BUDGET	VARIANCE	%
043837 SPORTS COMPLEX TOURSM 4,6 CENT				
530 OPERATING EXPENDITURES				
530340 OTHER SERVICES				
3400879210 TEMPORARY PERSONNEL SERVICE	5,000	5,000	-	0.0%
530340 OTHER SERVICES Total	5,000	5,000	-	0.0%
530460 REPAIRS AND MAINTENANCE				
4600438724 TURF FIELD REPAIR	90,000	75,000	(15,000)	-16.7%
4600438729 TEMPORARY FENCING REPAIR	35,000	-	(35,000)	-100.0%
530460 REPAIRS AND MAINTENANCE Total	125,000	75,000	(50,000)	-40.0%
530520 OPERATING SUPPLIES				
4600438729 TEMPORARY FENCING REPAIR	-	-	-	0.0%
5200438003 INFIELD CONDITIONER	15,000	15,000	-	0.0%
5200438425 BALL FIELD BASES/MOUNDS	34,238	40,000	5,763	16.8%
5200438435 LACROSSE PROGRAM SUPPLIES	-	-	-	0.0%
5200438723 WARNING TRACK MATERIAL REPLACE	9,000	9,000	-	0.0%
5200438724 CRUMB RUBBER REPLACEMENT	7,920	7,000	(920)	-11.6%
5209999920 FENCE MATERIALS & SUPPLIES	-	45,000	45,000	0.0%
5209999921 PITCHING SCREENS	9,800	9,800	-	0.0%
530520 OPERATING SUPPLIES Total	75,958	125,800	49,843	65.6%
530 OPERATING EXPENDITURES Total	205,958	205,800	(158)	-0.1%
043837 SPORTS COMPLEX TOURSM 4,6 CENT Total	205,958	205,800	(158)	-0.1%
<i>99-REVENUES-RESERVES-TRANSFERS</i>				
BASE BUDGETS				
911001 TOURISM 4,6 CENT ALLOC 11001				
510 PERSONNEL SERVICES	-	8,000	8,000	0.0%
540 INTERNAL SERVICE CHARGES	65,006	65,006	-	0.0%
911001 TOURISM 4,6 CENT ALLOC 11001 Total	65,006	73,006	8,000	12.3%
RESERVES				
999954 RESERVES - 11001	714,085	2,184,960	1,470,876	206.0%
11001 TOURISM SPORTS 4 & 6 CENT FUND Total	3,088,427	4,712,500	1,624,073	52.6%

TOURIST DEVELOPMENT COUNCIL MEETING

August 17, 2023

SM



WHAT'S

GOING ^{ON}

SEMINOLE COUNTY
TOURISM UPDATES

LOADING YOUR ADVENTURE...



UPDATES: SPORTS & LEISURE



VACATION GIVEAWAY

- Launched campaign during National Travel & Tourism Week
- 10,000+ entries
 - Targeted US & Canada markets
- 2700+ email list subscriptions!

**NEXT CAMPAIGN LAUNCHES
SEPTEMBER 1, 2023!**



ITINERARY CAMPAIGN

4 NEW LOCAL ITINERARIES

- Taryn's Weekend Around Orlando North
- Gabby & Mo's Favorite Spots in Longwood & Sanford
- 3 Days of Hidden Gems in Orlando North
- 2-Day Wheelchair Accessible Itinerary in Orlando North with Sylvia Longmire



VIDEO & PHOTO SHOOTS

LAUNCHED:

- I Do Orlando North - Gallery J

IN PRODUCTION:

- ON Board hosted by Ned Johnson
- ONSC Podcast: Video Series
- Travel Tails
- Adventure Squad: Animated Series



SPORTS & NIL

LessONs:

- Timmy McCalin & McKenzie Milton
- Joe Pernia (ATT Longwood)
- Mia Asenjo

HOT SHOTS:

- James Brown & Barry Cofield
- Kayla Alexandre
- Mia Asenjo

ADVERTISE ACROSS SEMINOLE COUNTY'S SPORTS FACILITIES

- Expand your reach by showcasing your business to a wide pool of locals and visitors



**Average
Number of Visitors**
Boombah Sports Complex
131,000+
Soldiers Creek Park
47,000+
Total Economic Impact
since opening in 2015
\$170,000,000+



Signage rental opportunities available to fit your needs and budget



LIMITED AVAILABILITY

BOOMBAH SPORTS COMPLEX & SOLDIERS CREEK PARK



WINTER SPRINGS BABE RUTH EST. 1994
FALL 2020 ROOKIE DIVISION CHAMPS

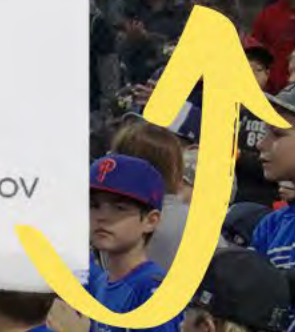
LUGNUTS

Chay Gay	Ethan Rodriguez	Oliver Potter
Ayden McCracken	Ethan Barinas	Rowel Robinson
Tristan King (pitcher)	Luke Sipe	Noah Lampone
Inte Hostler	Levi Cleveland	Elias Hanja
		Nicholas Bond

Coaches - Ben McCracken, Mike Gay, Robert Potter, Ryan Hengeh

Contact us today to reserve your spot.

Colby Gonçalves
Sports Marketing Manager
Office of Economic Development and Tourism
C: 689-203-8202
cgoncalves@seminolecountyfl.gov



Fiscal Year Comparison

FY '21/'22 Actuals					
Location	# of Events	Teams	Visitors	Room Nights	Eco Impact
Sports Complex	50	3,345	132,529	24,811	\$44,137,318
All Other Venues	47	1,709	81,861	16,865	\$21,191,987
Total	97	5,054	214,390	41,676	\$65,329,305

FY '22/'23 Projections					
Location	# of Events	Teams	Visitors	Room Nights	Eco Impact
Sports Complex	52	3,311	130,822	28,572	\$42,319,254
All Other Venues	39	1,907	89,579	17,472	\$23,055,851
Total	91	5,218	220,401	46,044	\$65,375,105

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
Total	350	19,711	841,024	128,070	\$170,572,866

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
Total	246	9,376	437,430	83,873	\$81,554,163

Sports Tourism Update – Sports Complex

October '22 – May '23 Actuals			
Month	# of Events	Room Nights	Eco Impact
October	3	1,361	\$2,673,566
November	2	2,261	\$2,747,846
December	4	3,229	\$4,239,149
January	4	2,909	\$4,088,318
February	4	1,205	\$2,954,626
March	5	3,274	\$4,055,036
April	4	1,817	\$4,017,223
May	4	989	\$2,205,723
Total	30	17,045	\$26,981,487

Monthly Projections			
Month	# of Events	Room Nights	Eco Impact
June	5	2,200	\$3,013,186
July	7	4,180	\$8,671,190

Sports Tourism – All Other Venues

October '22 – May '23 Actuals			
Month	# of Events	Room Nights	Eco Impact
October	5	1,475	\$2,077,816
November	2	592	\$2,486,717
December	4	949	\$1,842,292
January	5	3,204	\$5,100,707
February	4	416	\$925,169
March	2	452	\$800,714
April	6	1,738	\$2,392,376
May	4	955	\$1,600,833
Total	32	9,781	\$17,226,624

Monthly Projections			
Month	# of Events	Room Nights	Eco Impact
June	2	1,000	\$1,337,656
July	2	550	\$450,000

Upcoming Events

Organization	Event	Date	Location	Teams	Visitors	Room Nights	Eco Impact
Perfect Game, Inc	Fall Nationals	September 8-10, 2023	BOOMBAAH Sports Complex	81	3,078	600	\$1,088,077
BOOMBAAH, Inc	Sunshine State Super NIT	September 23-24, 2023	BOOMBAAH Sports Complex	90	3,420	350	\$262,562
Orlando City	Orlando City Cup	October 7-8, 2023	Seminole Soccer Complex	150	8,502	850	\$828,078
Team 1 Events	Florida Showcase	October 28-30, 2024	Soldiers Creek/ Seminole Softball	75	2,250	800	\$1,429,785
ISSA	Winter Worlds & U.S. Championships	November 1-3, 2023	BOOMBAAH Sports Complex	100	2,250	1,500	\$1,131,791
ISPS	Slow Pitch World Series	November 3-5, 2023	Seminole Softball Complex	50	1,125	500	\$450,579



Hotel STR Report

Month 2023	Occupancy (%) (YOY)	ADR (\$) (YOY)	Rev PAR (\$) (YOY)
March	78 (-5.3)	133.92 (17.3)	104.5 (11.1)
<i>Forecast</i>	<i>83.4</i>	<i>130.25</i>	<i>108.69</i>
April	69.8 (-6)	117.67 (10)	82.17 (3.5)
<i>Forecast</i>	<i>69.8</i>	<i>117.73</i>	<i>82.18</i>
May	64.9 (-6.4)	109.52 (4.9)	71.05 (-1.8)
<i>Forecast</i>	<i>70.2</i>	<i>112.84</i>	<i>79.24</i>

Source: May 2023 STR Forecast and Trends Report

Downs & St. Germain (DSG) Report

Month 2023	Visitors	Room Nights	Expenditure
March*	656,700	347,100	\$210,280,300
April	164,800 (-5.9)	113,800 (-6)	\$63,173,100 (-1)
May	157,500 (-7.6)	108,800 (-7.6)	\$59,872,600 (-3.6)

**March was based on the last month of the year-long Visitor Study. YOY comps weren't available until April 2023.*

Comp Set

Current Month - March 2023 vs March 2022												
	Occ %		ADR		RevPAR		Percent Change from March 2022					
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
	Alachua County, FL	72.8	77.6	134.86	124.35	98.13	96.54	-6.3	8.5	1.6	4.1	2.5
Orange County, FL	83.0	83.7	250.61	227.95	208.12	190.90	-0.8	9.9	9.0	9.9	0.8	-0.0
Osceola County, FL	77.4	78.3	174.74	143.00	135.31	112.03	-1.2	22.2	20.8	27.3	5.4	4.2
Polk County, FL	77.8	79.8	185.28	164.97	144.07	131.63	-2.5	12.3	9.5	9.7	0.2	-2.4
Volusia County, FL	73.6	74.6	189.26	181.13	139.24	135.10	-1.4	4.5	3.1	-2.3	-5.2	-6.5
Lake County, FL	79.6	84.3	141.92	128.10	113.03	108.01	-5.6	10.8	4.6	4.8	0.1	-5.4

Current Month - April 2023 vs April 2022												
	Occ %		ADR		RevPAR		Percent Change from April 2022					
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
	Alachua County, FL	61.9	72.9	116.40	132.99	72.00	96.89	-15.1	-12.5	-25.7	-23.9	2.5
Orange County, FL	79.2	81.5	238.48	227.05	188.94	185.10	-2.8	5.0	2.1	3.0	0.9	-2.0
Osceola County, FL	71.6	76.0	168.51	146.55	120.72	111.41	-5.8	15.0	8.4	4.6	-3.4	-9.0
Polk County, FL	64.3	71.5	159.97	158.18	102.89	113.03	-10.0	1.1	-9.0	-8.8	0.2	-9.8
Volusia County, FL	63.2	68.8	163.73	156.77	103.40	107.87	-8.2	4.4	-4.1	-8.5	-4.6	-12.4
Lake County, FL	71.1	76.9	128.47	121.97	91.31	93.83	-7.6	5.3	-2.7	-0.9	1.8	-5.9

Source: March and April 2023 STR Trends Report

Comp Set

Current Month - May 2023 vs May 2022												
	Occ %		ADR		RevPAR		Percent Change from May 2022					
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Alachua County, FL	62.5	65.5	125.72	113.16	78.54	74.07	-4.6	11.1	6.0	8.7	2.5	-2.2
Orange County, FL	71.3	72.6	200.12	196.11	142.69	142.47	-1.9	2.0	0.2	1.3	1.2	-0.7
Osceola County, FL	62.0	65.1	140.41	130.92	87.05	85.23	-4.8	7.3	2.1	-1.9	-3.9	-8.5
Polk County, FL	58.9	62.0	134.50	127.02	79.18	78.71	-5.0	5.9	0.6	-1.9	-2.5	-7.3
Volusia County, FL	58.9	61.1	160.22	154.95	94.42	94.70	-3.6	3.4	-0.3	-4.7	-4.5	-7.9
Lake County, FL	65.9	69.0	116.73	113.31	76.88	78.23	-4.6	3.0	-1.7	-1.6	0.1	-4.5

Source: May 2023 STR Trends Report

Vacation Rental Report

Month 2023	Occupancy (%)	ADR (\$)	Rev PAR (\$)
March	60%	\$121	\$72
April	57%	\$113	\$65
May	47%	\$112	\$52

Source: KeyData Dashboard

Vacation Rental Map

Total listings

1,227

Total sleeps

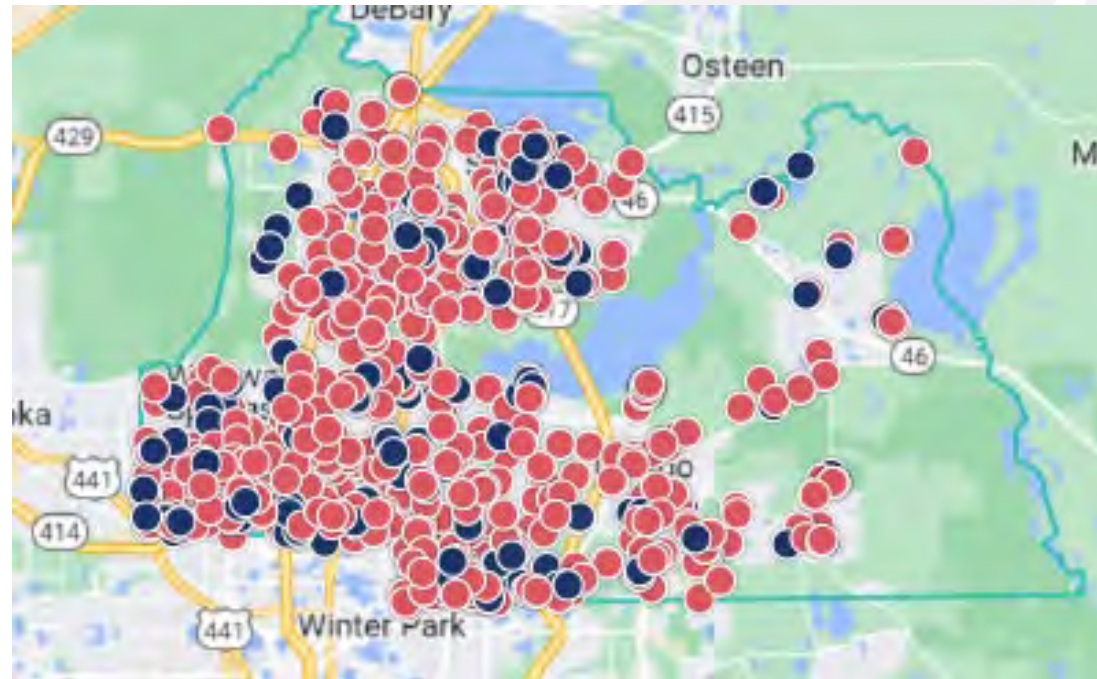
5,984

Rental channel

971 (79%)
Airbnb

256 (21%)
Vrbo

Source: KeyData Dashboard





Greater Orlando Sports Commission - Seminole County TDC Report

Updated: August 17, 2023

FY 22/23 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 Regional League Florida National Event	Recurring	2021-2023	January 6-8, 2023	1,260	4,833	2,301	2,037	\$1,894,013	\$2,751,342
Boys ECNL Florida National Event	Recurring	2021-2023	January 21-23, 2023	1,280	5,412	2,456	1,831	\$2,985,738	\$2,960,018
HoganLax Florida Team Training and Orlando Jamboree	Renewal	2023-2024	March 4-25, 2023	644	1,122	1,186	1,454	\$484,256	\$1,074,856
FHSAA Tennis State Championships	Recurring	2021-2023	April 24-28, 2023	672	1,760	635	658	\$947,880	\$1,070,449
Florida Rush Champions Cup	Renewal	2023	May 19-21, 2023	432	486	599	TBD	\$402,660	TBD
Totals				4,288	13,613	7,177	5,980	\$6,714,547	\$7,856,665

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	Awaiting RFP
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	January 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	Awaiting RFP
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	Awaiting RFP
Big 12 Conference Championships	Various Dates	Various Seminole County Venues	Awaiting RFP



Florida Main Street District **TDT Grant Application**

Main Street District Historic Goldsboro Blvd:

Main Street District Date

1213 Historic Goldsboro Main Street District Director:

Director Contact Mr. Kenneth Bentley Blvd

Main Street District Address: 1213 Historic Goldsboro

Please use the following checklist as a guideline to ensure you are submitting and receiving all necessary paperwork for your Main Street:

- Complete **Main Street Grant Application**
- Provide **Florida Main Street Letter/Certificate of current Accreditation**
- Submit **Tax ID or IRS letter of non-profit tax-exempt status**
- Submit **Certified letter of support from municipality leadership**
- Submit **Tourism Impact study (Hotel Room Count, Restaurant Count, Attractions, Visitor Surveys, any supplementing study to demonstrate impact of the tourism industry within your Main Street District)**
- Submit current **Marketing Plan, Organizational Outline (Board Members), and Detailed Grant Budget presentation**
- Demonstrate Private Industry Financial Support (Membership Dues)

Grant Requirements: The Seminole County Tourism Office will retain one non-voting seat in the applying Main Street Board of Directors. Grant Funding will only be dispersed once the services have been rendered. Approved Invoices are to be submitted to the Seminole County Tourism Office for reimbursement.

Important dates/timeline to remember:

Marketing Committee Availability: Grant Applications must be approved by the TDC Marketing Committee. Grant applications will be subject to availability among the TDC Marketing Committee Agenda. Once approved by the marketing committee the Grant Application will then proceed to the TDC for review.

Tourist Development Council (TDC) Agenda Availability: Grant Applications must be approved by the TDC. Grant applications will be subject to availability among the TDC Agenda. Once approved by the TDC the Grant Application will then proceed to the Seminole County Board of County Commissioners for final review.

Note: Seminole County reserves the right to cancel any Main Street agreement at any time. Applications are to be submitted on a yearly basis. Decisions made by the TDC and/or Seminole County Board of County Commissioners are final and will not be appealed in the same fiscal year. Applicants may reapply at the beginning of each fiscal year (October 1st).

SEMINOLE COUNTY TOURIST DEVELOPMENT TAX FLORIDA MAIN STREET GRANT APPLICATION FORM AND INSTRUCTIONS

INTRODUCTION

The purpose of this document is to allow applicants to seek excess Tourist Development Tax (TDT) funding to attract and promote Florida Main Street District(s) held in Seminole County, Florida. Please be aware that excess TDT funding for new Main Street District(s) are NOT always available due to pre-existing funding commitments and changing TDT collections from year to year. Interested groups should contact Karen Aplin (KAplin@DoOrlandoNorth.com) to confirm that the Main Street District grant is available before submitting an application. This application is an evaluation tool only, and despite availability of funds at any given time, the County is not obligated to fund any Main Street District(s) at any time. The Seminole County Board of County Commissioners (BOCC) in consultation with the Seminole County Tourist Development Council (TDC) has goals for the use of TDT: 1) ensure compliance with Florida TDT statutorily allowed uses, 2) support Main Street District(s) that enhance the County economy by raising the profile of the community, attracting overnight visitors, and promoting the Seminole County economy including the vital tourism industry, and 3) provide partnership funding to the Main Street District that best use the TDT funding in connection with funding from other partners to deliver the proposed economic and/or promotional benefits. This application is a tool to evaluate the likelihood that proposals from Main Street District(s) will be able to best achieve the goals forth by the Seminole County BOCC and Seminole County TDC. The use of Florida TDT is governed by Section 125.0104 of the Florida Statutes. Seminole County has a preference for partnerships among Main Street District(s) that are currently partnering with other municipalities and private businesses. The BCC and/or TDC may request further information or clarifications related to information in the application or for issues that arise during the evaluation. Successful applicants will be required to enter into a funding agreement with the County setting forth the terms, conditions, timelines, and deliverables associated with receiving TDT funding from Seminole County. A funding process can take several months or more so please plan accordingly. This application is for Florida Main Street District(s) located in Seminole County seeking TDT funds for their external marketing (over 75 mile radius) efforts.

**Florida Main Street
District TDT Grant
Application**

Main Street District Name	Historic Goldsboro Main Street
Address	1213 Historic Goldsboro Boulevard
City	Sanford
State	Florida
Zip Code	32771
Contact Person Name	Kenneth Bentley
Contact Person Title	Chairman
Contact Phone Number	321-262-5075
Main Street District Website	HistoricGoldsboroMainStreet.org
Do any employees of your organization work in any capacity for Seminole County government? (Any unresolved conflict of interest or conflict not reported in advance may result in termination of funding).	No
Is this a non-profit organization?	Yes, organized as a 501 (c) (3)
Tax Code Status	Non-Profit 501 (c) (3)
Is this organization tax exempt?	Yes
What is your Federal ID# as it appears on Form W-9?	88-2542923
What are your target audiences?	Our target audiences will be visitors from neighboring cities 75 miles outside of Seminole County that will travel here for either family, business, religious and/or recreational activities or events. Cities with similar diverse History will greatly benefit from touring our Historic areas. Also, outreach recruitment of visitors/travelers from the Orlando Sanford International Airport and Amtrak Auto Train will be our primary focus.
How do you intend to provide a valid estimated count of attendance and	Developing partnerships with community planners, hotel marketing representative and, also Orlando Sanford International Airport and Amtrak Auto Train

<p>room nights at Main Street District's events?</p>	<p>marketing representatives to acquire accurate, and pertinent data regarding visitors and hotel stay. Also, seek pre/post registration data from community planners of possible special events listed below:</p> <ul style="list-style-type: none"> • Class Reunions • Family Reunions • Churches Conventions • MLK day Parade and Reception • Weddings • Receptions • Live Entertainment Events • Police and Fireman Public safety Building located on Historic Goldsboro Blvd • And other special events held at the Dr. Velma H. Williams Westside Community Centers <p>Goldsboro is an extremely close community therefore; we expect that our businesses, churches and community centers will share in the attendance count of the visitors that have overnight stays.</p> <p>In addition, Goldsboro Main Street will maintain an on-going record of data recorded from partners and will offer some free special events and activities for the visitors that stay overnight.</p>
<p>Total amount of grant funding being requested from the County TDT for this Main Street District</p>	<p>\$25,000</p>
<p>Intended Use of Funds Note: Please remember to</p>	<p>The Goldsboro Main Street funds are intended to be only used for promotion, marketing, and advertising expenses 75 miles outside of Seminole County. The purpose is to reach and attract visitors outside of Seminole, Orange, Osceola and Volusia County. The media to be used will include; social media, broadcast station, local and state newspapers, radio stations, Web-sites, crowd-sourcing. We will work closely with Chamber of Commerce, and Welcome Centers in those cities.</p>

<p>Attach a complete pro forma budget for the event including a listing of all anticipated funding sources and expenditures. Will you be partnering for promotion with other local agency or group?</p>	<p>Will partner with Goldsboro Front Porch Inc., Area Chamber of Commerce, Sanford Police Department, Sanford Fire Department and Sanford Main Street Inc.,</p>
<p>List all other actual city/county/state/federal funding sources for this Main Street District including any city/county funding.</p> <p>NOTE: Failure to disclose other funding sources may result in denying future TDT funding of events.</p>	<p>This is the first year application for the Historic Goldsboro Main Street program. Received \$30,000 from the city of Sanford.</p>
<p>List all other non-governmental contributors, sponsors, and sources of funding for this Main Street District other than government funding provided above and the TDT from Seminole County.</p> <p>NOTE: Failure to disclose other funding sources may result in denying future TDT funding of events.</p>	<p>Local business owners, donations, board members contribution Goldsboro Main Street Board Members, and friends for Goldsboro Main Street.</p> <p>Funding Sources: Seminole County Sheriff Department Dr. Willie B. Sherman, Dentist Dr. Vashaun Williams, Psychiatrist</p>
<p>What additional sources of funding have you sought or do you intend to seek outside of those listed above?</p> <p>NOTE: Failure to disclose other funding sources may result in denying future</p>	<p>Seeking funds and donation from local Restaurants, Churches, Police and Fire Departments. And activities sponsored at the Dr. Velma H. Williams Westside Community Center.</p>

<p>TDT funding of events.</p>	
<p>List past Florida TDT funding (to include each year with Florida County, amount requested, amount granted, amount spent, and purpose).</p>	<p>This is the first year for Historic Goldsboro Main Street to submit this application. N/A</p>
<p>In this space, please give other details on your Main Street District that would add additional economic impact in Seminole County.</p>	<p>The promotion, marketing and advertising campaign for Historic Goldsboro Main Street will create excitement, positive energy and enthusiasm for Goldsboro while generating extra revenue for the local businesses. Also, the Churches and residents will benefit from the increased activity in the area. It will bring people, traffic and commerce back to Historic Goldsboro, while revitalizing and creating jobs for the Goldsboro area.</p>

	<p>Attracting tourist will boost the economy, and give economic vitality, by improving and preserving the Historic builds and land scape. It will strengthen existing businesses and recruiter new business and serve as a magnet to bring visitors from all walks of life. Businesses real-estate will improve. And gainful employment for the residents will become readily available.</p>	
<p>What are your marketing, media, and advertising plans (local, regional, national, and/or international)? Will you be partnering for marketing, media, and advertising with another local agency or group?</p>	<p>Plans will include; local and regional marking, social media, radio marketing, and Area Chamber of Commerce and Welcome Centers outside the 75 mile radius .</p> <p>The primary target audience will be FL including Tallahassee, Tampa, Miami, St. Augustine and Jacksonville residents as well as those individuals traveling through Sanford by Amtrak Auto Train, and</p>	

	Airplane. From the Orlando/Sanford International Airport. Develop marketing partnering relationship with Mr. Steve Fussell, marketing director from O.S.I, and the marketing director from Amtrak Auto Train, Mr. Dexter Martinez.		
Tourist Development Tax Request	\$ 25,000	Actual	Proposed \$\$
Contributors, sponsors and other funding sources (include in-kind) NOTE: Failure to disclose other funding may result in denying future TDT funding of events.	City of Sanford	\$ 30,000.00	
	Private Industry Support		\$5,000
	Signature Event		\$5,000
	Seminole County TDT Grant	\$ 25,000	
	In-Kind Work Experience, Education, Volunteer Service/Board Members		\$5,000
	In-Kind Facility Utilities, Office Supplies, Materials, Equipment and Insurance		\$10,000
Total Contributor/Sponsor Funds	\$55,000 (total including TDT grant) \$30,000 (total excluding TDT grant) (Proposed)		
	Event Sponsors		\$5,000
	Annual Donors		\$10,000
Total Other Income	\$40,000		Proposed
Total Income	\$65,000 (total including TDT grant) \$40,000 (total excluding TDT grant)		
Please list ALL Main Street District expenses and indicate which items will utilize TDT funds	Salary and Payroll Cost	\$24,000	
	General & Admin	\$6,000	
	Advertising & Public Relations	\$25,000 (TDT funds)	
	Contingencies	\$0	
	Reserves	\$0	
	Anticipated Signature Event	\$ 5,000	
Actual Total		\$65,000	
Proposed			\$40,000
Total Expensed = Actual and Proposed			\$105,000

Certifications (Pulled from Orange County TDT Grants)

I have reviewed this GRANT APPLICATION hereby submitted to Seminole County. I am in full agreement with the information contained in this application and its attachments as accurate and complete. I further acknowledge my understanding that Seminole County in making a grant for special promotions or other purposes does not assume any liability or responsibility for the ultimate financial profitability of the Main Street District for which the grant is awarded. The County, unless otherwise specifically stated, is only a financial contributor to the Main Street District and not a promoter or co-sponsor, and will not guarantee or be responsible or liable for any debts or financial liability incurred. All third parties are hereby put on notice that the County will not be responsible for payment of any costs or debts for the Main Street District that are not paid by the grant applicant.

I understand the above guidelines and agree to comply with them. I understand full receipt of grant funding is based upon the organization's compliance with all regulations.

Authorized Agent: Mr. Kenneth Bentley

Title: Goldsboro Front Porch

Apprentice Main Street Program

Chairman: Mr. Kenneth Bentley

Date: 07/28/2023

Board of Directors Authorized Agent

Signature:

Additional Information and Clarification

Grant Impact, Support & Bidding:

1. Main Street District applicants may be required to give a presentation to Tourist Development Council at a regularly scheduled Seminole County TDC meeting and also may be required to present to the Seminole County BOCC as well.
2. The Main Street District applicant is required to list other financial support in addition to the requested TDT grant. Main Street District(s) that bring higher levels of partnership funding to leverage any TDT funding better meet the goals for TDT funding and may be more favorably evaluated than Main Street District(s) that do not.

The following requirements must be met in order to disburse funds:

1) The Grantee will expend funds in accordance with allowable expense items as indicated in the funding agreement: The use of Florida TDT is governed by Section 125.0104 of the Florida Statutes.

Allowable Expenses (Outside of a 75 mile radius):

- a. External Promotion, marketing & programming
- b. External Paid advertising & media buys
- c. Acquisition of agency to execute the external (Outside of 75 mile radius) marketing campaign

2) A successful grantee will be funded for and must demonstrate the proven payment of invoices that meet the allowable expenses in the funding agreement.

Proof of payment includes:

- a) A copy of the invoice billed and paid by the Grantee and the accompanying Key Performance Indicators of the marketing acquisition

Historic Goldsboro Main Street Project



Historic



Goldsboro

Main Street

OUR BIG GOAL

Marketing Plan

- The GOAL: To develop and administer the Main Street Marketing Program utilizing short-term and long-term strategies for marketing and promoting Historic Goldsboro Main Street utilizing (75) mile radius required.

Location for Success

Historic Goldsboro Main Street:

The marketing strategies is positioned for success with the intersection of U.S highway 17-92 being the main artery, of Sanford Historic Main Street district. Also, it's close proximity to the Sun Rail, Amtrak Auto Train and the Orlando/Sanford International Airport, Dr. Velma H. Williams Westside Community Center, Crooms Academy School of Technology, Restaurants, Businesses, and several large Historic Churches, Public Safety Building, Goldsboro Museum and Welcome Center. And Dr. Velma Williams Resource Center.

The potential benefits:

Marketing benefits to Historic Goldsboro Main Street are to increase economic opportunities, gradually decreasing the crime rate, improve job opportunities and economic vitality. The historic landscape and personality will be revitalized and the preservation of the communities historic landmarks. Main Street will rekindle the hunger and thirst that the citizens in the community have missed for decades. And, most importantly, the marketing and promotional strategies will serve as a magnet to bring tourist from all walks of life (all races, religions, genders, and ages). The marketing and promotional strategies are designed to arouse the thirst and appetite of potential visitors from the targeted cities (75 mile radius).

Marketing Goals

- Board members are committed and understand their major roles as ambassadors to attract tourist to the area. Each board member realizes that the main goal is to employ strategies to recruit tourist to Seminole County, to stay over night, rent cars, visit restaurants, see our attractions, such as the Central Florida Zoo, the River Walk, our countless Parks, Goldsboro Museums and Welcome Center, and other sites (Historic Goldsboro Blvd, Historic Main Street, and Dr. Velma Williams resource center).
- Walking tours and story telling will be conducted for visitors to learn about the rich Historic Goldsboro History. Data collection and marketing management will be on-going for visitors living (75) miles outside of the community.
- Build sound partnerships to create and share resource studies for the designated targeted market audience. Tracking and maintaining statistical data will also be on-going.

1. Establish partnerships with community stakeholders in the various geographic location outside the (75) mile radius.

a. Targeted resource utilized:

- Social Media
- Newspaper ads
- Radio Station
- Word/mouth and literature
- Podcast and public speaking engagements
- Snapchat
- YouTube
- Twitter
- LinkedIn
- Crowdsourcing

- Devise a directory of gate keepers and stakeholder in the five target markets representing Chamber of Commerce's, Main Street programs, Welcome Centers and other organizations, outside of the (75) mile radius.
- Establish a local stakeholders/gate keepers advisory board as allies to support promotional efforts with the following Florida Cities:
 - Miami
 - Jacksonville
 - Tampa
 - Tallahassee
 - St. Augustine
- Conduct monthly Zoom meeting to build relationship with our long distance stakeholder's' and partners.
- Main Street Board will visit area Churches, Businesses, Chamber of Commerce's and/or Welcome Centers, of at least one city (in-kind), to promote and market Historic Goldsboro Main street.

- Research, compile, and develop a calendar of events and activities of each of the five cities to visit/promote our local main street.
- Develop on-going partnerships with family and class reunion event planners, and other community event planners, also, with hotel marketing representatives and Orlando/Sanford International Airport (Mr. Steve Fussell), and Amtrak Auto Trains marketing directors (Mr. Dexter Martinez).
- Targeted visitors are as follows:
 - Class reunions
 - Family reunions
 - Churches conventions
 - MLK day Parade and Reception
 - Weddings
 - Receptions
 - Live entertainment events
 - And other special events held at the Dr. Velma H. Williams Westside Community Center
 - Goldsboro Historic Museum/Welcome Center

- Main Street will Maintain complete and records for documentation of deliverables to submit accurate and timely invoices. Proper oversight of budget management will be adhered to all times.
- Formally, Historic Main Street application was submitted as an entity of Goldsboro Front Porch Inc., Currently Main Street is a 501 c(3) with a collaborative partnership with the Goldsboro Front Porch Inc.,
- If you have any question, please contact:
 - Mr. Kenneth Bentley (321)-262-5075
 - Dr. Velma H. Williams (407)314-4216

**Electronic Articles of Incorporation
For**

N22000004267
FILED
April 15, 2022
Sec. Of State
tscott

FLORIDA GOLDSBORO MAIN STREET, INC.

The undersigned incorporator, for the purpose of forming a Florida not-for-profit corporation, hereby adopts the following Articles of Incorporation:

Article I

The name of the corporation is:

FLORIDA GOLDSBORO MAIN STREET, INC.

Article II

The principal place of business address:

1213 HISTORIC GOLDSBORO BLVD.
SANFORD, FL. 32771

The mailing address of the corporation is:

1213 HISTORIC GOLDSBORO BLVD.
SANFORD, FL. 32771

Article III

The specific purpose for which this corporation is organized is:

THIS CORPORATION IS ORGANIZED FOR THE PURPOSE OF THE PRESERVATION AND REVITALIZATION TO STIMULATE ECONOMIC DEVELOPMENT IN THE HISTORIC GOLDSBORO BOULEVARD MAIN STREET DISTRICT THROUGH EMPLOYING THE MAIN STREET FOUR POINT APPROACH.

Article IV

The manner in which directors are elected or appointed is:

APPOINTMENT BY THE BOARD

Article V

The name and Florida street address of the registered agent is:

JOYCE DAVIS
709 E. 6TH STREET
SANFORD, FL. 32771

I certify that I am familiar with and accept the responsibilities of registered agent.

Registered Agent Signature: JOYCE DAVIS

Article VI

The name and address of the incorporator is:

NICOLE WESLEY
1217 GOLDEN GATE CIR.

SANFORD, FL 32771

Electronic Signature of Incorporator: NICOLE D. WESLEY

I am the incorporator submitting these Articles of Incorporation and affirm that the facts stated herein are true. I am aware that false information submitted in a document to the Department of State constitutes a third degree felony as provided for in s.817.155, F.S. I understand the requirement to file an annual report between January 1st and May 1st in the calendar year following formation of this corporation and every year thereafter to maintain "active" status.

Article VII

The initial officer(s) and/or director(s) of the corporation is/are:

Title: P
KENNETH BENTLEY
1118 SOUTH PERSIMMON AVE..
SANFORD, FL. 32771

Title: VP
VELMA WILLIAMS
1605 W. 17TH STREET
SANFORD, FL. 32771

Title: SECY
NICOLE WESLEY
1217 GOLDEN GATE CIR.
SANFORD, FL. 32771

Title: TR
JOYCE DAVIS
709 E. 6TH STREET
SANFORD, FL. 32771

Title: PR
LATOYA HINSON
1494 CHELSEA MANOR CIR.
DELAND, FL. 32724

Title: COC
ALGERINE MILLER
1703 SOUTHWEST RD.
SANFORD, FL. 32771

Article VIII

The effective date for this corporation shall be:

04/11/2022



Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities
P.O. Box 2508
Cincinnati, OH 45201

FLORIDA GOLDSBORO MAIN STREET INC
1213 HISTORIC GOLDSBORO BLVD
SANFORD, FL 32771

Date:
10/06/2022
Employer ID number:
88-2542923
Person to contact:
Name: Customer Service
ID number: 31954
Telephone: 877-829-5500
Accounting period ending:
June 30
Public charity status:
170(b)(1)(A)(vi)
Form 990 / 990-EZ / 990-N required:
Yes
Effective date of exemption:
April 15, 2022
Contribution deductibility:
Yes
Addendum applies:
No
DLN:
26053671001852

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements

Letter 947 (Rev. 2-2020)
Catalog Number 35152P



FLORIDA DEPARTMENT of STATE

RON DESANTIS
Governor

LAUREL M. LEE
Secretary of State

November 12, 2021

Mr. Kenneth Bentley
Goldsboro Front Porch
1213 Historic Goldsboro Boulevard
Sanford, Florida 32771

Dear Mr. Bentley:

On behalf of the Florida Division of Historical Resources, congratulations on your recent designation as a Florida Main Street community. We look forward to working with you as an apprentice Florida Main Street community to encourage the revitalization and preservation of your district.

Attached here you will find the 3-Year Florida Main Street Letter of Agreement. Please review carefully, execute, and return the original hardcopy to our office as soon as possible. Once fully executed by the Division of Historical Resources, you will receive an electronic version of the document for your records.

Once the Letter of Agreement is fully executed, your Main Street organization will be eligible for technical assistance from the Division of Historical Resources. This includes \$10,000 in consultant services that can be utilized by your organization within the next three years, match waivers for the Division of Historical Resource's Historic Grants Program, payment of the first year of Main Street America membership dues, one scholarship per year for the first three years to attend the national Main Street Now Conference, among other items.

Please direct any additional questions to Florida Main Street Program Coordinator, Katherine Beck, at Katherine.Beck@dos.myflorida.com or 850.245.6345.

We look forward to your future successes as Florida Main Street community.

Sincerely

A handwritten signature in black ink, appearing to read "T. Parsons", written over a circular stamp or seal.

Timothy A. Parsons, Ph.D.
Director, Division of Historical Resources &
State Historic Preservation Officer

TAP/lmc

CC: The Honorable Art Woodruff, Mayor, City of Sanford; Mr. Norton N. Bonaparte, Jr., City Manager, City of Sanford



July 25, 2023

Seminole County Tourist Development Council
1101 East First Street
Sanford, Florida 32771

Re: Historic Goldsboro Main Street - Letter of Support

To Whom It May Concern:

On behalf of the Sanford Community Redevelopment Agency (CRA), the CRA Board is very proud to show support of Historic Goldsboro Main Street. This recently formed organization follows the National Main Street Center's Four Point Approach which offers a framework for community-based revitalization efforts. Supporting Goldsboro Main Street efforts assists with:

- Creation of jobs,
- Saves tax dollars,
- Preserves the community's historic resources, and
- Builds community pride.

Assistance with funding to promote and attract events would greatly help Goldsboro Main Street's revitalization efforts and enhance the County's economy by raising the profile of the community.

The Sanford Community Redevelopment Agency is a strong supporter of Goldsboro Main Street and recognizes that while this is a competitive grant, awarding this grant to Goldsboro Main Street would be a game changer.

Respectfully,

Charles Davis
CRA Chairman



As the Commissioner of District 2 in the beautiful Historic Goldsboro Community in the City of Sanford, I am proud to support The Goldsboro Main Street Inc., and the application for the Grant from the Seminole County Tourism Tax.

This grant would help The Goldsboro Main Street Inc. advertise and promote the beautiful Historic Goldsboro Community. It would promote Crooms Academy, Goldsboro Elementary, the Auto Train, the variety of restaurants, beautiful Churches and the variety of special events within the Community.

This grant will help revitalize and raise the profile of the Historic Goldsboro Community.

Sincerely,

Commissioner, Kerry S. Wiggins, Sr.
District 2



CITY OF
SANFORD
OFFICE OF THE CITY MANAGER

July 28, 2023

Seminole County Tourist Development Council
1101 East First Street
Sanford, Florida 32771

Re: Historic Goldsboro Main Street - Letter of Support

To Whom It May Concern:

As the city manager of Sanford, I submit this letter of support for the Goldsboro Main Street Inc.'s application for a Seminole County Tourist Development Tax Florida Main Street Grant.

This organization is part of the City's efforts to provide needed services to the residents of Goldsboro. It works to preserve the neighborhood's historic resources and community pride.

I fully support their grant application. Please feel free to contact me if you wish any additional information.

Sincerely,



Norton N. Bonaparte, Jr.
City Manager

Jeff Triplett
Mayor

Art Woodruff
District 1

Velma H. Williams
District 2

Patrick Austin
District 3

Patty Mahany
District 4

Norton N. Bonaparte, Jr.
City Manager

City Hall, 2nd Floor • 300 North Park Avenue • Sanford, FL 32771-1244 • PO Box 1786 • Sanford, FL 32772-1786

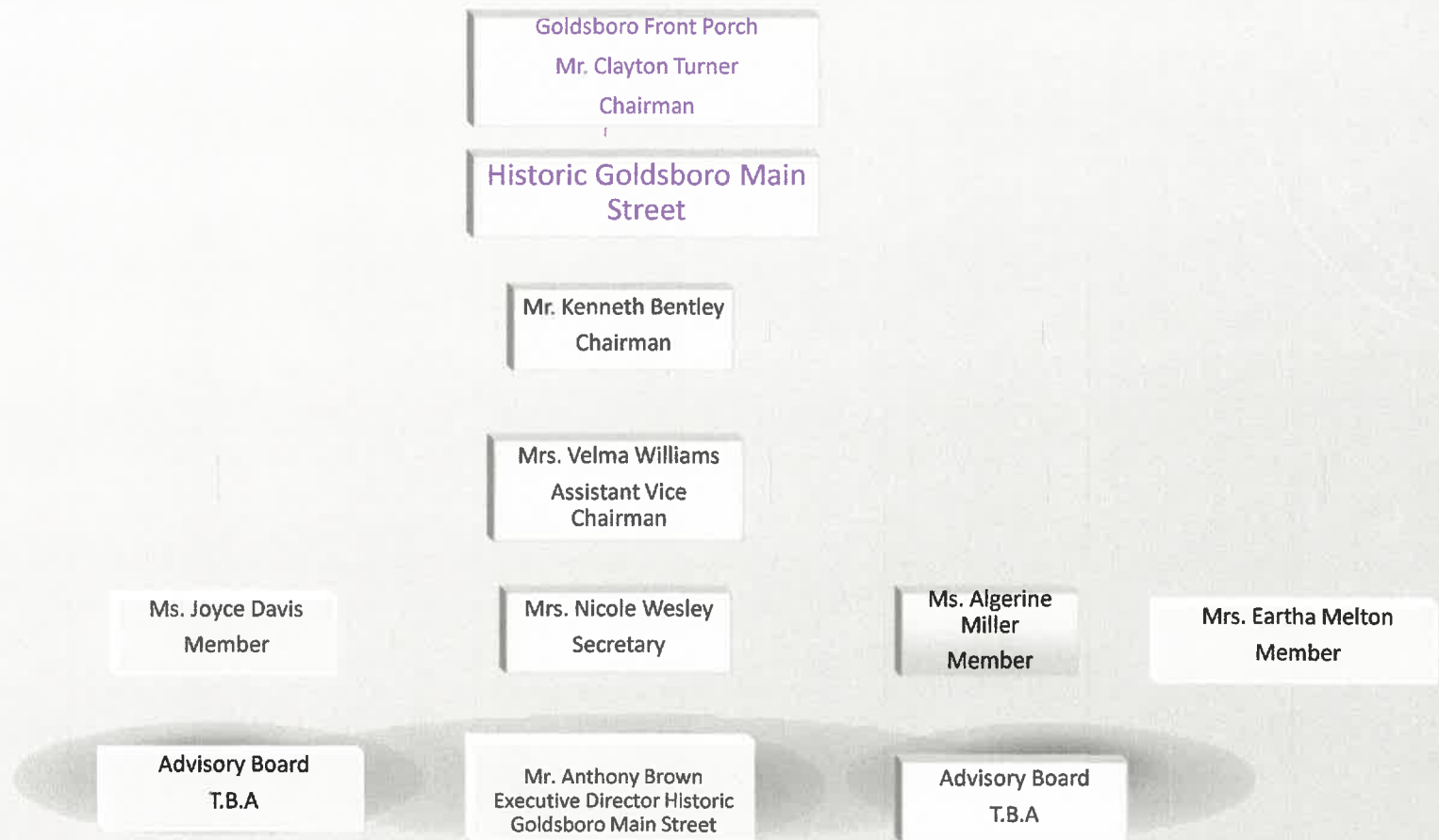
p 407.588.3001 • f 407.688.5002 • sanfordfl.gov

Historic Goldsborc Main Street Pro

EXPENSES

TOTAL EXPENSES			Estimated	Actual	
			\$25,000.00	\$25,000.00	
Raido	Estimated	Actual	Area Chamber of Comm	Estimated	Actual
Tampa	\$3,000.00	TBD	All Florida Cities	\$50.00	TBD
St. Augustine	\$2,000.00	TBD	Fort Lauderdale	\$50.00	TBD
Jacksonville	\$1,500.00	TBD	Jacksonville	\$50.00	TBD
Miami	\$2,500.00	TBD	St. Augustine	\$50.00	TBD
Total	\$9,000.00	TBD	Total	\$200.00	TBD
News Paper	Estimated	Actual	City & State Welcome Ct	Estimated	Actual
Tampa 1/2 page	\$1,000.00	TBD	Florida	\$0.00	\$0.00
St. Augustine 1/2 page	\$2,100.00	TBD	Georgia	\$0.00	\$0.00
Jacsonville 1/2 page	\$1,200.00	TBD		\$0.00	\$0.00
Miami 1/2 page	\$1,300.00	TBD		\$0.00	\$0.00
Tallahasse 1/2 page	\$1,200.00	TBD	Total	\$0.00	
Total	\$6,800.00	TBD			
State News pager	Estimated	Actual	Print & Digital Publicati	Estimate	Actual
Gerogia	\$1,000.00	TBD	Caller Marketing	\$600.00	TBD
		TBD	Digital Advertising Onli	\$700.00	TBD
		TBD	Total	\$1,300.00	TBD
Total	\$1,000.00	TBD			
Social Media	Estimated	Actual	Print & Digital Publicati	Estimate	Actual
Meta/facebook	\$300.00	TBD	Pens/Key Rings	\$200	TBD
Twitter/Snapchat	\$250.00	TBD	Flyers	\$1,000	TBD
Instagram/Linkin	\$250.00	TBD	Brochures	\$1,500	TBD
WhatsApp/Podcast	\$200.00	TBD	Souvioner/Promo(Visiting	\$2,000	
Total	\$2,000.00	TBD	Total	\$4,700.00	TBD

ORGANIZATION CHART HISTORIC GOLDSBORO MAIN STREET





Florida Main Street District TDT Grant Application

Main Street District Name: **Sanford Main Street, Inc.**

Main Street District Date **Established: 1993 original; Reorganized in 2019**

2022 Main Street District Director: **Christina Pallares**

Director Contact: **Director@SanfordMainStreet.com 407-710-0381**

Main Street District Address: **230 E 1st St, Sanford, FL 32771**

Please use the following checklist as a guideline to ensure you are submitting and receiving all necessary paperwork for your Main Street:

- Complete Main Street Grant Application
- Provide Florida Main Street Letter/Certificate of current Accreditation
- Submit Tax ID or IRS letter of non-profit tax-exempt status
- Submit certified letter of support from municipality leadership
- Submit Tourism Impact study (Hotel Room Count, Restaurant Count, Attractions, Visitor Surveys, any supplementing study to demonstrate impact of the tourism industry within your Main Street District)
- Submit current Marketing Plan, Organizational Outline (Board Members), and Detailed Grant Budget presentation
- Demonstrate Private Industry Financial Support (Membership Dues)

Grant Requirements: The Seminole County Tourism Office will retain one non-voting seat in the applying Main Street Board of Directors. Grant Funding will only be dispersed once the services have been rendered. Approved Invoices are to be submitted to the Seminole County Tourism Office for reimbursement.

Important dates/timeline to remember:

Marketing Committee Availability: Grant Applications must be approved by the TDC Marketing Committee. Grant applications will be subject to availability among the TDC Marketing Committee Agenda. Once approved by the marketing committee the Grant Application will then proceed to the TDC for review.

Tourist Development Council (TDC) Agenda Availability: Grant Applications must be approved by the

TDC. Grant applications will be subject to availability among the TDC Agenda. Once approved by the TDC the Grant Application will then proceed to the Seminole County Board of County Commissioners for final review.

Note: Seminole County reserves the right to cancel any Main Street agreement at any time. Applications are to be submitted on a yearly basis. Decisions made by the TDC and/or Seminole County Board of County Commissioners are final and will not be appealed in the same fiscal year. Applicants may reapply at the beginning of each fiscal year (October 1st).

SEMINOLE COUNTY TOURIST DEVELOPMENT TAX FLORIDA MAIN STREET GRANT

APPLICATION FORM AND INSTRUCTIONS

INTRODUCTION

The purpose of this document is to allow applicants to seek excess Tourist Development Tax (TDT) funding to attract and promote Florida Main Street District(s) held in Seminole County, Florida. Please be aware that excess TDT funding for new Main Street District(s) are NOT always available due to pre-existing funding commitments and changing TDT collections from year to year. Interested groups should contact Karen Aplin (KAplin@DoOrlandoNorth.com) to confirm that the Main Street District grant is available before submitting an application. This application is an evaluation tool only, and despite availability of funds at any given time, the County is not obligated to fund any Main Street District(s) at any time. The Seminole County Board of County Commissioners (BOCC) in consultation with the Seminole County Tourist Development Council (TDC) has goals for the use of TDT: 1) ensure compliance with Florida TDT statutorily allowed uses, 2) support Main Street District(s) that enhance the County economy by raising the profile of the community, attracting overnight visitors, and promoting the Seminole County economy including the vital tourism industry, and 3) provide partnership funding to the Main Street District that best use the TDT funding in connection with funding from other partners to deliver the proposed economic and/or promotional benefits. This application is a tool to evaluate the likelihood that proposals from Main Street District(s) will be able to best achieve the goals forth by the Seminole County BOCC and Seminole County TDC. The use of Florida TDT is governed by Section 125.0104 of the Florida Statutes. Seminole County has a preference for partnerships among Main Street District(s) that are currently partnering with other municipalities and private businesses. The BCC and/or TDC may request further information or clarifications related to information in the application or for issues that arise during the evaluation. Successful applicants will be required to enter into a funding agreement with the County setting forth the terms, conditions, timelines, and deliverables associated with receiving TDT funding from Seminole County. A funding process can take several months or more so please plan accordingly. This application is for Florida Main Street District(s) located in Seminole County seeking TDT funds for their external marketing (over 75 mile radius) efforts.

**Florida Main Street
District TDT Grant
Application**

Main Street District Name	Sanford Main Street, Inc.
Address	230 E 1st St
City	Sanford
State	FL
Zip Code	32771
Contact Person Name	Christina Hollerbach
Contact Person Title	President
Contact Phone Number	407-417-7750
Main Street District Website	www.sanfordmainstreet.com
Do any employees of your organization work in any capacity for Seminole County government? (Any unresolved conflict of interest or conflict not reported in advance may result in termination of funding).	No
Is this a non-profit organization?	Yes, organized as a 501(c)6
Tax Code Status	501(c)6
Is this organization tax exempt?	Yes
What is your Federal ID# as it appears on Form W-9?	59-3191854
What are your target audiences?	Target audiences primarily include FL and GA residents as well as individuals traveling into Sanford via the airlines serviced by Orlando Sanford International Airport and the Amtrak Auto Train
How do you intend to provide a valid estimated count of attendance and room nights at Main Street District's events?	Combination of web traffic data, guest and visitor surveys, hotel surveys and ticket sale information as applicable.

<p>Total amount of grant funding being requested from the County TDT for this Main Street District</p>	<p>\$50,000</p>
<p>Intended Use of Funds Note: Please remember to</p>	<p>Promotion, marketing and programing expenses and paid advertising intended to reach beyond Seminole, Orange, Volusia</p>

<p>attach itemized expenditures to be funded by this grant. If funding is for advertising, detail the media and/or publication(s), which will be used. Attach a complete pro forma budget for the event including a listing of all anticipated funding sources and expenditures. Will you be partnering for promotion with other local agency or group?</p>	<p>and Osceola Counties with the potential to drive overnight visitation.</p> <p>Media to be used includes, broadcast, web and regional print and distribution of promotional pieces.</p>
<p>List all other actual city/county/state/federal funding sources for this Main Street District including any city/county funding.</p> <p>NOTE: Failure to disclose other funding sources may result in denying future TDT funding of events.</p>	<p>Anticipated funding for the 2022-2023 budget year from the City of Sanford and CRA should not exceed \$125000</p>
<p>List all other non-governmental contributors, sponsors, and sources of funding for this Main Street District other than government funding provided above and the TDT from Seminole County.</p> <p>NOTE: Failure to disclose other funding sources may result in denying future TDT</p>	<p>Local business owners</p>

funding of events.	
<p>What additional sources of funding have you sought or do you intend to seek outside of those listed above? NOTE: Failure to disclose other funding sources may result in denying future TDT funding of events.</p>	Recognized beneficiary of net proceeds from Jingle Jams annual event
List past Florida TDT funding (to include each year with Florida County, amount requested, amount granted, amount spent, and purpose).	Not applicable
In this space, please give other details on your Main Street	Promotion of Sanford Main Street will drive additional business to Sanford thereby increasing the total spend at local

District that would add additional economic impact in Seminole County.	businesses improving their real estate valuations (and corresponding tax basis), gainful employment of additional residents and better visibility of Seminole County and what it offers.	
What are your marketing, media, and advertising plans (local, regional, national, and/or international)? Will you be partnering for marketing, media, and advertising with another local agency or group?	Plans to include local, regional and national marketing, media and advertising. Some international advertising to the extent materials are included and/or considered by the international airlines serviced by Orlando Sanford International Airport. Target audiences primarily include FL and GA residents as well as individuals traveling into Sanford via the airlines serviced by Orlando Sanford International Airport	
Tourist Development Tax Request	\$50,000	
Contributors, sponsors and other funding sources	City of Sanford	\$ 100,000
	Private Industry Support	\$ 40,000

(include in-kind) NOTE: Failure to disclose other funding may result in denying future TDT funding of events.	Signature Event	\$ 65,000
	Seminole County TDT Grant	\$ 50,000
	Advertising	\$ 110,350
		\$
Total Contributor/Sponsor Funds	\$275,000 (including \$50,000 TDT grant); \$225,000 (excluding TDT grant)	
Other income sources (i.e. registration fees, ticket sales, concessions, vendor sales)	Membership Dues	\$1,800
	Event Sponsors	\$103,000
	Annual Donors	\$17,200
	Grants	\$3,000
		\$
		\$
Total Other Income	\$ 0	
Total Income	\$275,000 (including TDT grant); \$225,000 (excluding TDT grant)	
Please list ALL Main Street District expenses and indicate which items will utilize TDT funds	Salary and Payroll cost	\$ 74,000
	General & Admin	\$ 6,5000
	Advertising & Public Relations	\$ 145,000
	Contingencies	\$ 7,500
	Reserves	\$ 15,000
	Signature Event	\$ 58,000
Total Expense	\$ 247,050	

Certifications (Pulled from Orange County TDT Grants)

I have reviewed this GRANT APPLICATION hereby submitted to Seminole County. I am in full agreement with the information contained in this application and its attachments as accurate and complete. I further acknowledge my understanding that Seminole County in making a grant for special promotions or other purposes does not assume any liability or responsibility for the ultimate financial profitability of the Main Street District for which the grant is awarded. The County, unless otherwise specifically stated, is only a financial contributor to the Main Street District and not a promoter or co-sponsor, and will not guarantee or be responsible or liable for any debts or financial liability incurred. All third parties are hereby put on notice that the County will not be responsible for payment of any costs or debts for the Main Street District that are not paid by the grant applicant.

I understand the above guidelines and agree to comply with them. I understand full receipt of grant funding is based upon the organization's compliance with all regulations.

Authorized Agent: **Christina Hollerbach**

Title: **President of Sanford Main Street**

Board of Directors Authorized Agent Date: **08/11/2022**

Signature:

Additional Information and Clarification

Grant Impact, Support & Bidding:

1. Main Street District applicants may be required to give a presentation to Tourist Development Council at a regularly scheduled Seminole County TDC meeting and also may be required to present to the Seminole County BOCC as well.

2. The Main Street District applicant is required to list other financial support in addition to the requested TDT grant. Main Street District(s) that bring higher levels of partnership funding to leverage any TDT funding better meet the goals for TDT funding and may be more favorably evaluated than Main Street District(s) that do not.

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1) The Grantee will expend funds in accordance with allowable expense items as indicated in the funding agreement: The use of Florida TDT is governed by Section 125.0104 of the Florida Statutes.

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2) A successful grantee will be funded for and must demonstrate the proven payment of invoices that meet the allowable expenses in the funding agreement.

Proof of payment includes:

- a) A copy of the invoice billed and paid by the Grantee and the accompanying Key Performance Indicators of the marketing acquisition

Marketing & Promotion
UPDATE

August 2023



SANFORD
MAIN STREET

Goals & Objectives



- Maintain Business Directory
- Maintain Websites
- Promote Visitors Guide
- Collect Visitor Data
- Advertising
- Quarterly Campaigns
- Create Healthy Businesses
- Maintaining a Statewide Presence
- Promote exciting events that get national attention





Master Calendar

St. John's Salsa Summit & Cinco de Mayo Pub Crawl
 May 5 @ 6:00 pm - 10:00 pm
 The Famous L Collective presents the St. John's Salsa Summit & Cinco de Mayo Pub Crawl! Join us for 'Nacho Average Salsa Competition' as you sample salsa at various locations and cast your votes at the Ladies 327 booth! We'll have a live Mariachi Band, drinks specials and more as we elevate this Fiesta! Sponsored by Corona and Jose Cuervo! Don't miss it! PARTICIPANTS Celery City Cigars Sunshine State Threads A Clore Interiors Celery City Craft West End Trading Co....

Seafood Night at Colonial Room
 May 6 @ 4:00 pm - 8:00 pm
 Join us every First Friday for the new SEAFOOD NIGHT AT THE COLONIAL ROOM! (previously Fish Fry) Experience a curated seafood menu by Michelle and team that the entire family will enjoy! Each month we will post our menu w/ specials you are sure to love! Space is limited so be sure to come early!

Sanford Food Truck Fiesta | 2nd Sundays
 May 8 @ 1:00 pm - 6:00 pm
 Recurring Event (See all)
 The Sanford Food Truck Fiesta is now on every 2nd SUNDAY 1-6pm! Come out and enjoy the brick-lined streets of beautiful Historic Downtown Sanford for our monthly Sanford Food Truck Fiesta event! Grab some amazing food from 30+ of Orlando area's top food trucks, craft beer and cocktails from the bars, enjoy live music, craft artisans and vendors, plus plenty of outside tables and chairs to sit and eat! Free parking. Pet and family friendly. Positive vibes.



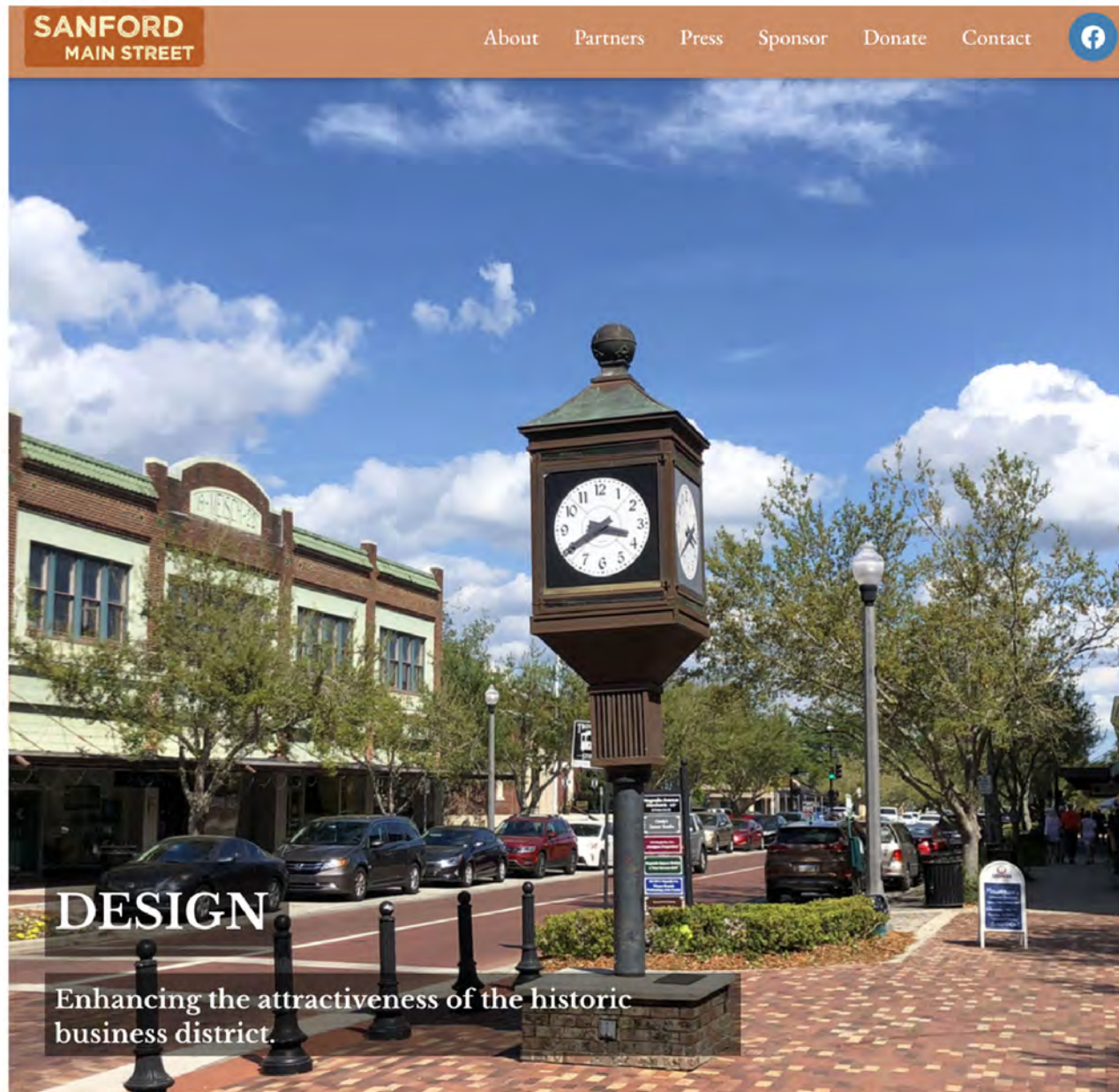
Alive After 5 Street Party
 May 12 @ 5:00 pm - 9:00 pm
 Recurring Event (See all)
 Central Florida's longest monthly street festival!

Sanford Art & Jazz Night
 May 19 @ 6:00 pm - 9:00 pm

Rhythm & Brews BBQ Fest

 Negril Spice Jamaican American Cuisine ★★★★★	 Shantell's Soul Food ★★★★★	 Fuel BBQ ★★★★★	 Slam Pizza & Cheesesteaks ★★★★★
 Colonial Room Restaurant ★★★★★	 The Breezeway Restaurant & Bar ★★★★★	 El Zocalo Mexican Restaurant ★★★★★	 The Original Christo's ★★★★★

Maintain Business Directory



Updated Websites

SanfordMainStreet.com live
SanfordInformationCenter.com live



Support & Promotion of Sanford Visitors Guide

The Sanford Visitors Guide is a very popular publication both in its print and digital forms.

Our guests are constantly using them for trolley schedules and see what we have available in downtown.

Available in most downtown businesses, the marina, zoo, trolley, Sanford Information Center and select Seminole County Hotels.

SANFORD
MAIN STREET

SANFORD MAIN STREET

183 VISITORS 20 DIFFERENT COUNTRIES

Canada	81
England	51
Germany	6
Australia	6
Brazil	4
Columbia	4
Peru	4
Taiwan	4
Venezuela	4
Poland	3
Ireland	2
Northern Ireland	2
New Zealand	2
Scotland	2
Turket	2
Wales	2
Latvia	1
Mexico	1
Russia	1
Sweden	1

1,100 Visitors travelled from 44 states, Puerto Rico and D.C

Pennsylvania	156	Iowa	12
New York	151	Oklahoma	12
New Jersey	73	Alabama	11
Virginia	70	Washington	11
Massachusetts	45	Puerto Rico	10
Illinois	44	Missouri	8
Maryland	43	South Carolina	8
Indiana	41	Colorado	7
Michigan	40	Nebraska	6
Wisconsin	40	Kansas	5
California	34	Rhode Island	5
Georgia	31	Mississippi	4
Ohio	29	Utah	4
Connecticut	28	Vermont	4
Minnesota	23	Arkansas	3
North Carolina	19	Arizona	3
Deleware	18	Louisiana	3
Texas	17	Montana	3
Tennessee	17	Idaho	2
New Hampshire	15	New Mexico	2
Maine	14	Nevada	2
Kentucky	13	Hawaii	1
Washington DC	12	North Dakota	1

1,717 visitors from 123 Florida Cities

Orlando	212	Davenport	12	Belle Isle	3	Riviera Beach	2
Deltona	85	Naples	12	Bradenton	3	Rockledge	2
Lake Mary	81	Palm Coast	12	Jupiter	3	Sebastian	2
Winter Springs	68	West Palm Beach	11	Lithia	3	Sebring	2
Longwood	65	Cocoa	10	Palm Bay	3	Silver Springs	2
Altamonte Springs	61	Ormond Beach	10	Umatilla	3	Smyrna	2
Winter Park	60	Sarasota	10	Wildwood	3	Spring Hill	2
Casselberry	57	St. Petersburg	10	Amelia Island	2	Tamarac	2
DeLand	57	Summerfield	10	Avalon Park	2	Venice	2
The Villages	54	Merritt Island	9	Avon Park	2	Vero Beach	2
Oviedo	53	Haines City	8	Cape Coral	2	Windermere	2
DeBary	50	Punta Gorda	8	Celebration	2	Auburndale	1
Jacksonville	45	Tallahassee	8	Chuluota	2	Bonita Beach	1
New Smyrna	45	Edgewater	7	Clearwater	2	Davie	1
Melbourne	39	Eustis	7	Coral Springs	2	Fort Myers	1
St. Augustine	36	Titusville	7	Crescent City	2	Fort Walton Beach	1
Tampa	36	Mims	6	Dade City	2	Gulf Breeze	1
St. Cloud	34	Port St. Lucie	6	Fleming Island	2	Hobe Sound	1
Kissimmee	31	Mascotte	5	Frostproof	2	Lake Helen	1
Daytona Beach	26	Tavares	5	Hialeah	2	Lake Nona	1
Ocala	22	Boynton Beach	4	Howey-In-The-Hills	2	Palatka	1
Clermont	21	Brooksville	4	Indialantic	2	Pembroke Pines	1
Apopka	20	Delray Beach	4	Key Biscayne	2	Satellite Beach	1
Lakeland	20	Fort Lauderdale	4	Key West	2	Southeast Ranches	1
Mount Dora	20	Fort Pierce	4	Lady Lake	2	Valrico	1
Geneva	18	Leesburg	4	Lake City	2	Wedgfield	1
Maitland	16	Middleburg	4	Niceville	2	Weeki Wachee	1
Port Orange	15	Oak Hill	4	Orange Park	2	Winter Garden	1
Winter Haven	15	Osteen	4	Penney Farms	2	Zellwood	1
Gainesville	14	Palm Beach	4	Plant City	2		
Miami	13	Port Charlotte	4	Pompano Beach	2		

Visitor of the Week



Sanford Main Street

June 28 · 🌐

POKER-PLAYING MERMAIDS?

Our Sanford Main Street Visitors of the Day are Julia Best and her mother, Terry.

Julia lives in Long Island NY and Terry lives in Weeki Wachee FL, best known for its live mermaid show since 1947.

When asked if she was one of the mermaids, Terry said, "No, but I play poker with one of the mermaids. She's still beautiful and still has her figure."

Is it wise to play poker with a mermaid? It seems a little fishy. 🐟

Julia and Terry were in Sanford to take the Amtrak Auto Train. Thanks for visiting downtown Sanford ladies! We'll see you again when you return.



Advertising





Quarterly Campaigns



Sanford Art & Jazz Night



Sanford Food & Drink Scene



Sanford Shop & Support Local



Sanford's Holiday Events

SANFORD
MAIN STREET

Sanford Art & Jazz Night

The
West End
Trading Co.



**SANFORD
ART &
JAZZ
NIGHT**

SPECIAL EVENING CELEBRATING THE ARTS, MUSIC & SPIRITS
Free Event | Multiple Venues | Every 3rd Thursday, 6-9pm

HISTORIC DOWNTOWN
SANFORD

SANFORD
MAIN STREET

A central black rectangular poster for the event. It features a white graphic of a cocktail glass with a straw and a musical note. The text "SANFORD ART & JAZZ NIGHT" is prominently displayed in a bold, white, sans-serif font. Below this, smaller text describes the event as a special evening celebrating the arts, music, and spirits, held every 3rd Thursday from 6-9pm. At the bottom, it identifies the location as Historic Downtown Sanford and Sanford Main Street.

SANFORD
MAIN STREET

Sanford Art & Jazz Night



SANFORD MAIN STREET

Sanford Food & Bev Scene



SANFORDFUN.COM
TOURS + EVENTS + EXPERIENCES

Book Now

HISTORIC DOWNTOWN SANFORD

**FOOD & DRINK TOURS • GHOST TOURS
HISTORIC TOURS • AIRBNB® RENTALS
GOLF CART & BIKE RENTALS & MORE!**



FOOD • DRINK • EVENTS • MUSIC • TOURS

SANFORDFUN.COM
Booking now at www.SanfordFun.com

- Ghost Tours
- Golf Cart Rentals
- Historic Tours
- Food & Drink Experiences
- Airbnb®
- Bike Rentals
- Beer Tours
- ...and more!

FAMOUS TINY HOUSEBOAT

LOGGERHEAD • DISTILLERY •

RAW PRESS JUICE CO.

Central Florida Attractions

Daytona Int'l Speedway	33 min
Daytona Beach	45 min
Four Seasons Beach	45 min
International Drive	45 min
Blue Springs State Park	50 min
Universal Studios	50 min
SeaWorld	50 min
Walt Disney World	55 min
Pert Conquest	55 min
Kennedy Space Center	60 min

**SANFORD
MAIN STREET**

Christmas in July



SANFORD
MAIN STREET

Small Business Saturday



NOVEMBER 27TH 10-6PM
HISTORIC DOWNTOWN SANFORD

SHOP SMALL

SHOP THE BEST SALES OF THE SEASON & ENTER TO WIN OUR COMMUNITY RAFFLE

SMALL BUSINESS SATURDAY

SANFORD MAIN STREET

Jingle Jam



HISTORIC DOWNTOWN[®] SANFORD
— SANFORD —
JINGLE JAM
COMMUNITY HOLIDAY PARTY

SATURDAY, DECEMBER 17TH 4PM - 10PM

FOUR STAGES OF LIVE MUSIC
HOLIDAY PHOTO EXPERIENCES
AT MAGNOLIA SQUARE

KIDS ZONE SPONSORED BY
Ladies 321

HOLIDAY VENDORS FOOD TRUCKS
EVENT PROCEEDS TO SUPPORT SANFORD MAINSTREET 501(C)3*

CARNIVAL GAMES SPONSORED BY
SANFORD MAIN STREET

WD **Hollerbach's** **CELERY CITY CRAFT** **The West End Trading Co.** **Orlando Sanford** **Danger BRAIN**

Committees



Finance

Troy Antonik



Development

Christina Hollerbach



Special Events

Dustin Giörtz



Governance

Christina Hollerbach



Economic Vitality

Pam Lynch



Food and Beverage Alliance

Christina Hollerbach



Mercantile Association

Maguire Wise



Marketing & Promotion

Will Henao



BUSINESS RECOVERY CENTER

SANFORD INFORMATION CENTER
230 E. 1st Street, Sanford

Opening Friday, October 7
10:00 a.m. – 6:00 p.m.

After October 7, Open 7 Days a Week
9:00 a.m. – 6:00 p.m.

  U.S. Small Business Administration



FABA
FOOD AND BEVERAGE ALLIANCE



CITY OF SANFORD
FLORIDA




CHRISTINA HOLLERBACH
PRESIDENT, SANFORD MAIN STREET

WESH 2



Book Signing



John Gidding of HGTV's Curb Appeal is coming to Sanford! His new book, "At Home with Nature. A Guide to Sustainable Natural Landscaping," is the ultimate resource for creating beautiful and beneficial home gardens.

Join us this Friday to hear about sustainable, native landscaping of your Central Florida home, followed by a signing of his new book.

SANFORD INFORMATION CENTER FRIDAY, JULY 28th
203 E First Street, Sanford, FL 32771 1PM TO 4PM





SANFORD FOOD TRUCK AFESTAS

JOIN US FOR OUR COMMUNITIES MOST CULTURALLY DIVERSE FOOD EVENT!

2ND SUNDAYS
1-6PM

30+ FOOD TRUCKS

CRAFT BEER VENDORS LIVE MUSIC
FREE PARKING FAMILY & PET FRIENDLY OUTDOOR BARS & SEATING

VENDOR/FOOD TRUCK FEES BENEFIT



HISTORIC DOWNTOWN
SANFORD



**SANFORD
MAIN STREET**

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
 UNAUDITED MONTHLY RESULTS AS OF JULY 31, 2023

	<u>July 31, 2023</u>	<u>June 30, 2023</u>	
CASH			
FW Share 0825	5	5	
FW New Opp Acct 4938	184,293	150,482	
FW Payroll Acct 9869	172,870	2,709	
FW ACH/Grow Checking 1344	5,918	86,555	
FW Savings 9969	3,331,990	3,580,193	
Balance in Banks	3,695,077	3,819,944	
Donor/grantor/mgmt restricted funds	(2,476,337)	(2,476,337)	
Balance owed on Line of Credit	-	-	
Accounts Payable	(165,611)	(71,455)	
Other Short-Term Liabilities (taxes, vendors, payroll-related)	(12,477)	(42,466)	
Unrestricted Cash Balance	<u>1,040,652</u>	<u>1,229,686</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	(48,631)	(56,830)	
	<u>576,369</u>	<u>568,170</u>	
Long Term Debt	Balance	Balance	Monthly Payment
Seminole Aerial Adventures	102,763	107,949	5,640
Education Vehicle Loans (2)	3,513	4,843	1,350
Real Estate Loan	315,032	320,249	6,596
WMD A/C Loan	(99)	(99)	1,240
	<u>421,208</u>	<u>432,943</u>	<u>14,826</u>

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
 UNAUDITED MONTHLY RESULTS AS OF JULY 31, 2023

	Jul-23 Unaudited Actuals	Jun-23 Unaudited Actuals	M-O-M Apr/Mar	% Change
Revenues				
Annual passholders	\$ 64,465	\$ 64,788	\$ (323)	0%
Gate	\$ 249,708	\$ 258,360	\$ (8,652)	-3%
Group sales	\$ 18,351	\$ 20,308	\$ (1,957)	-10%
Concessions	\$ 24,645	\$ 28,428	\$ (3,784)	-13%
Gift shop	\$ 51,926	\$ 56,612	\$ (4,687)	-8%
Government supp TDC & Grants-State	\$ (1,183)	\$ 22,258	\$ (23,441)	-105%
Education	\$ 65,376	\$ 65,180	\$ 196	0%
WMD net rental	\$ 7,351	\$ 4,446	\$ 2,905	65%
Public support Donations, grants-non gov,	\$ 13,929	\$ 33,652	\$ (19,722)	-59%
Net event revenues	\$ 4,100	\$ 1,735	\$ 2,365	136%
Zipline	\$ 11,325	\$ 11,536	\$ (211)	-2%
Train/Carousel	\$ 14,607	\$ 17,385	\$ (2,778)	-16%
Other revenues	\$ 32,311	\$ 160,545	\$ (128,234)	-80%
Total revenues	\$ 556,910	\$ 745,234	\$ (188,323)	-25%
Operating expenses				
Payroll	\$ 331,686	\$ 335,244	\$ (3,557)	-1%
Animal care	\$ 24,725	\$ 32,087	\$ (7,362)	-23%
Facilities repair and maintenance	\$ 47,197	\$ 22,056	\$ 25,141	114%
Advertising	\$ 3,441	\$ 13,210	\$ (9,770)	-74%
Insurance	\$ 65,703	\$ 53,911	\$ 11,792	22%
Utilities	\$ 20,026	\$ 22,655	\$ (2,629)	-12%
Professional fees	\$ 10,730	\$ 8,023	\$ 2,708	34%
Employee expenses	\$ 3,756	\$ 9,553	\$ (5,797)	-61%
Office expenses/website/credit card fees	\$ 9,796	\$ 8,027	\$ 1,769	22%
Project Expenses	\$ 20,200	\$ 7,397	\$ 12,803	173%
Printing	\$ 215	\$ -	\$ 215	#DIV/0!
Supplies	\$ 11,073	\$ 9,979	\$ 1,094	11%
Other operating expenses	\$ 15,023	\$ 164,801	\$ (149,778)	-91%
Total operating expenses	\$ 563,572	\$ 686,942	\$ (123,371)	-18%
Net operating income before depreciation	\$ (6,662)	\$ 58,291	\$ (64,953)	-111%
Depreciation	\$ (54,167)	\$ (54,167)	\$ -	0%
Unrealized Gain/Loss	\$ 8,625	\$ 11,259	\$ (2,634)	-23%
Total COGS	\$ (16,884)	\$ (10,710)	\$ (6,174)	58%
Net Income	\$ (69,087)	\$ 4,674	\$ (73,761)	-1578%

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
 UNAUDITED MONTHLY RESULTS AS OF JULY 31, 2023

	Jul-23 <u>Unaudited Actuals</u>	Jul-22 <u>Unaudited Actuals</u>	Y-O-Y <u>2023/2022</u>	% <u>Change</u>
Revenues				
Annual passholders	\$ 64,465	\$ 59,667	\$ 4,798	8%
Gate	\$ 249,708	\$ 297,756	\$ (48,048)	-16%
Group sales	\$ 18,351	\$ 26,532	\$ (8,180)	-31%
Concessions	\$ 24,645	\$ 12,582	\$ 12,063	96%
Gift shop	\$ 51,926	\$ 61,451	\$ (9,525)	-16%
Government suppo TDC & Grants-State	\$ (1,183)	\$ -	\$ (1,183)	0%
Education	\$ 65,376	\$ 51,391	\$ 13,985	27%
WMD net rental	\$ 7,351	\$ 4,915	\$ 2,436	50%
Public support Donations, grants-non gov,	\$ 13,929	\$ 117,636	\$ (103,707)	-88%
Net event revenues	\$ 4,100	\$ 2,523	\$ 1,577	62%
Zipline	\$ 11,325	\$ 14,408	\$ (3,084)	-21%
Train/Carousel	\$ 14,607	\$ (21)	\$ 14,627	0%
Other revenues	\$ 32,311	\$ 29,457	\$ 2,854	10%
Total revenues	<u>\$ 556,910</u>	<u>\$ 678,298</u>	<u>\$ (121,387)</u>	-18%
Operating expenses				
Payroll	\$ 331,686	\$ 174,052	\$ 157,635	91%
Animal care	\$ 24,725	\$ 19,078	\$ 5,647	30%
Facilities repair and maintenance	\$ 47,197	\$ 18,521	\$ 28,676	155%
Advertising	\$ 3,441	\$ 5,125	\$ (1,684)	-33%
Insurance	\$ 65,703	\$ 54,457	\$ 11,247	21%
Utilities	\$ 20,026	\$ 18,104	\$ 1,922	11%
Professional fees	\$ 10,730	\$ 6,550	\$ 4,180	64%
Employee expenses	\$ 3,756	\$ 2,906	\$ 850	29%
Office expenses/website/credit card fees	\$ 9,796	\$ 26,125	\$ (16,329)	-63%
Project Expenses	\$ 20,200	\$ -	\$ 20,200	
Printing	\$ 215	\$ 56	\$ 159	281%
Supplies	\$ 11,073	\$ 10,833	\$ 240	2%
Other operating expenses	\$ 15,023	\$ 22,988	\$ (7,965)	-35%
Total operating expenses	<u>\$ 563,572</u>	<u>\$ 358,795</u>	<u>\$ 204,777</u>	57%
Net operating income	<u>\$ (6,662)</u>	<u>\$ 319,502</u>	<u>\$ (326,164)</u>	-102%
Depreciation	\$ (54,167)	\$ (54,167)	\$ -	0%
Unrealized Gain/Loss	\$ 8,625	\$ 19,419	\$ (10,794)	-56%
Total COGS	<u>\$ (16,884)</u>	<u>\$ (13,283)</u>	<u>\$ (3,600)</u>	27%
Net Income	<u>\$ (69,087)</u>	<u>\$ 271,471</u>	<u>\$ (340,558)</u>	-125%

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
 UNAUDITED MONTHLY RESULTS AS OF JULY 31, 2023

	Jul-23 Unaudited Actuals	Jul-23 Budget	Actual to Budget	Actual to Budget %
Revenues				
Annual passholders	\$ 64,465	\$ 65,845	\$ (1,380)	98%
Gate	\$ 249,708	\$ 313,586	\$ (63,878)	80%
Group sales	\$ 18,351	\$ 21,250	\$ (2,899)	86%
Concessions	\$ 24,645	\$ 14,901	\$ 9,743	165%
Gift shop	\$ 51,926	\$ 59,683	\$ (7,758)	87%
Government support	\$ (1,183)	\$ 65,700	\$ (66,883)	-2%
Education	\$ 65,376	\$ 51,560	\$ 13,816	127%
WMD net rental	\$ 7,351	\$ 10,200	\$ (2,849)	72%
Public support	\$ 13,929	\$ 3,333	\$ 10,596	418%
Net event revenues	\$ 4,100	\$ 3,500	\$ 600	117%
Zipline	\$ 11,325	\$ 14,840	\$ (3,516)	76%
Train/Carousel	\$ 14,607	\$ 38,000	\$ (23,393)	38%
Other revenues	\$ 32,311	\$ 36,660	\$ (4,349)	88%
Total revenues	\$ 556,910	\$ 699,060	\$ (142,150)	80%
Operating expenses				
Payroll	\$ 331,686	\$ 379,250	\$ (47,563)	87%
Animal care	\$ 24,725	\$ 29,868	\$ (5,143)	83%
Facilities repair and maintenance	\$ 47,197	\$ 33,317	\$ 13,880	142%
Advertising	\$ 3,441	\$ 7,289	\$ (3,848)	47%
Insurance	\$ 65,703	\$ 85,898	\$ (20,194)	76%
Utilities	\$ 20,026	\$ 18,591	\$ 1,435	108%
Professional fees	\$ 10,730	\$ 11,800	\$ (1,070)	91%
Employee expenses	\$ 3,756	\$ 7,769	\$ (4,013)	48%
Office expenses/website/credit card fees	\$ 9,796	\$ 21,870	\$ (12,074)	45%
Project Expenses	\$ 20,200	\$ -	\$ 20,200	
Printing	\$ 215	\$ 1,117	\$ (902)	19%
Supplies	\$ 11,073	\$ 9,428	\$ 1,645	117%
Other operating expenses	\$ 15,023	\$ 36,467	\$ (21,444)	41%
	\$ -			
Total operating expenses	\$ 563,572	\$ 642,664	\$ (79,093)	88%
Net operating income before depreciation	\$ (6,662)	\$ 56,395	\$ (63,057)	-12%
Depreciation	\$ (54,167)	\$ (54,167)	\$ -	0%
Unrealized Gain/Loss	\$ 8,625	\$ -	\$ 8,625	
Total COGS	\$ (16,884)	\$ (25,208)	\$ 8,325	-33%
Net Income	\$ (69,087)	\$ (22,980)	\$ (46,107)	301%

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
 UNAUDITED MONTHLY RESULTS AS OF JULY 31, 2023

	Jul-23 Unaudited Actuals YTD	Jul-23 Budget YTD	Actual to Budget	Actual to Budget %
Revenues				
Annual passholders	\$ 64,465	\$ 65,845	\$ (1,380)	98%
Gate	\$ 249,708	\$ 313,586	\$ (63,878)	80%
Group sales	\$ 18,351	\$ 21,250	\$ (2,899)	86%
Concessions	\$ 24,645	\$ 14,901	\$ 9,743	165%
Gift shop	\$ 51,926	\$ 59,683	\$ (7,758)	87%
Government suppcc TDC & Grants-State	\$ (1,183)	\$ 65,700	\$ (66,883)	-2%
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WMD net rental	\$ 7,351	\$ 10,200	\$ (2,849)	72%
Public support Donations, grants-non gov,	\$ 13,929	\$ 3,333	\$ 10,596	418%
Net event revenues	\$ 4,100	\$ 3,500	\$ 600	117%
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Net operating income before depreciation	\$ (6,662)	\$ 56,395	\$ (63,057)	-12%
Depreciation	\$ (54,167)	\$ (54,167)	\$ -	0%
Unrealized Gain/Loss	\$ 8,625	\$ -	\$ 8,625	
Total COGS	\$ (16,884)	\$ (25,208)	\$ 8,325	
Net Income	\$ (69,087)	\$ (22,980)	\$ (46,107)	301%

July 23

OPERATING ACTIVITIES

Net Income	-70,219.26
Adjustments to reconcile Net Income to net cash provided by operations:	
1210 Accounts Receivable:Accounts Rec-General	608.79
1700 Prepaid Expenses	40.38
1710 Prepaid Expenses:Prepaid-Workers Comp	-1,991.95
1720 Prepaid Expenses:Prepaid-Insurance	-45,172.63
1730 Prepaid Expenses:Prepaid-Other	-6,021.24
2010 Accounts Payable:Trade Accounts Payable	74,104.09
2015 Chase Ink Business Card-4575	6,684.20
2016 Fairwinds Credit Card	884.58
2030 Accrued Expense	-11,310.40
2050 FL Sales Taxes Payable	-302.70
2210 Employee Deductions Payable:Group Ins Deductions	-617.73
2250 Employee Deductions Payable:Other Deductions	-106.75
2410 Reserved Funds:Keeper Conf. Fund	121.47
2430 Reserved Funds:Employee Benefit Fund	25.00
2500 Deferred Membership Fees	-13,840.86
2550 Deferred Revenue	-49,828.92
2700 Gift Certificates	-713.52

Net cash provided by Operating Activities -117,657.45

INVESTING ACTIVITIES

1890 Accumulated Depreciation	54,167.00
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Net cash provided by investing activities \$ 54,167.00

FINANCING ACTIVITIES

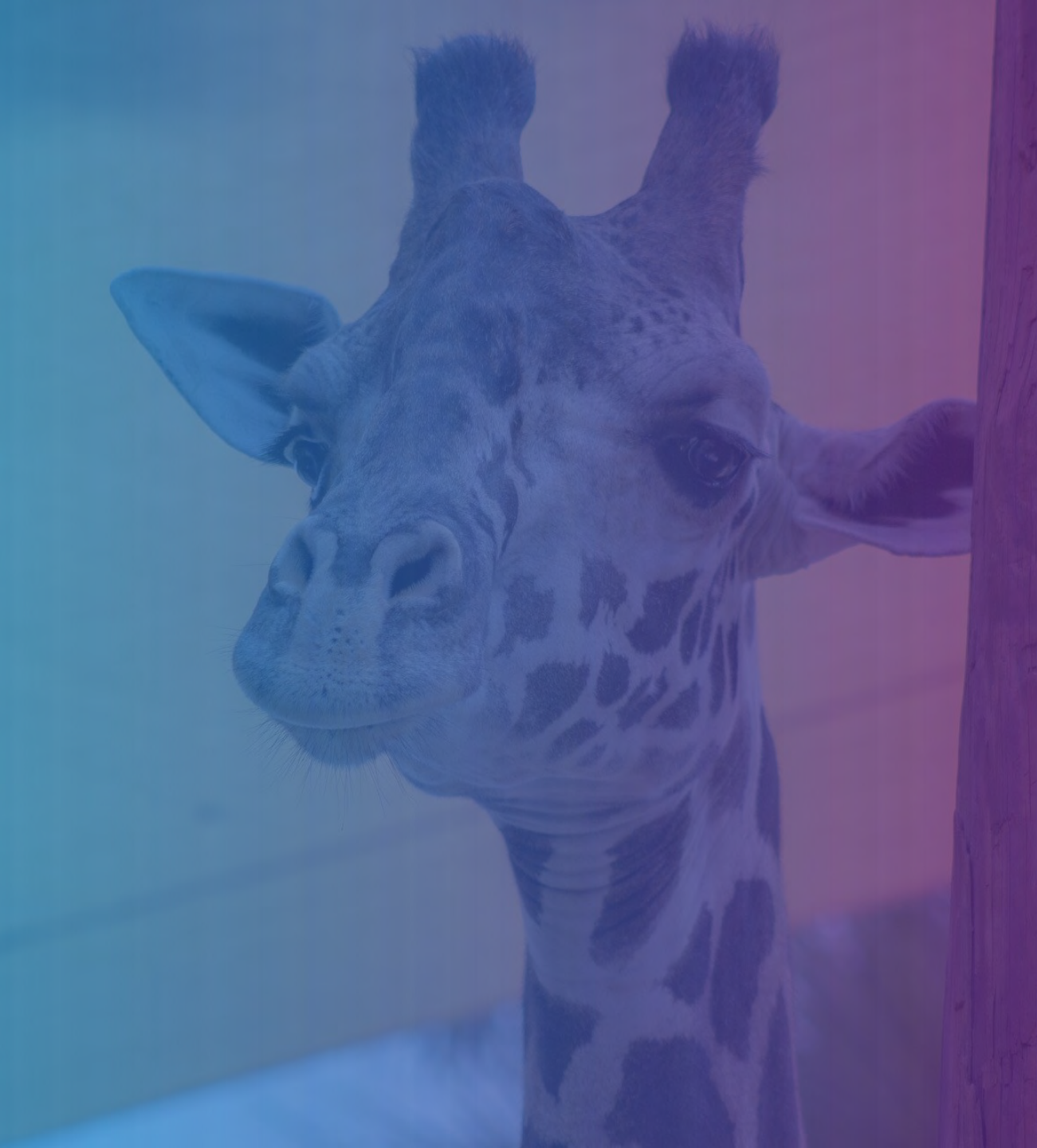
2850 Note Payable	-5,186.94
2851 Education Vehicle Loan -1 9952	-663.32
2852 Education Vehicle Loan - 2 9994	-667.25
2900 Long Term Bank Loan	-5,217.23

Net cash provided by Financing Activities -11,734.74

Net cash increase for period -75,225.19

Cash at beginning of period 4,623,864.98

Cash at end of period \$ 4,548,639.79



June TDC Report

www.centralfloridazoo.org

FISCAL YEAR RESULTS

July 1, 2022 – June 30, 2023

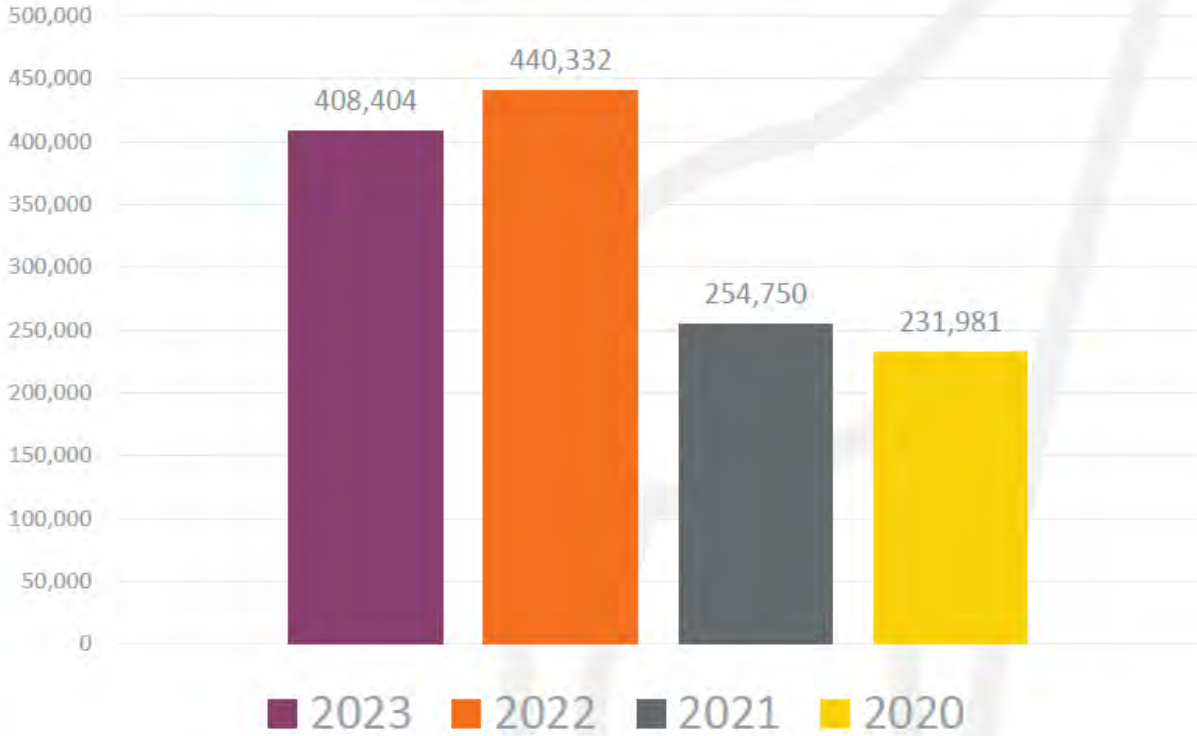
408,404

VS 2022: 31.9k / -7%

VS 2021: 153.7k / 60%

VS 2020: 176.4k / 76%

FY Attendance



FISCAL YEAR REVENUE COMPARISON

As of 06/30/2023

Category	2023		2022		Comparison		
	Revenue	Per Cap	Revenue	Per Cap	+/-	Growth	Per Cap
Admission	\$3,629,451	\$8.89	\$3,674,347	\$8.34	(\$44,896)	-1%	\$0.54
Annual Pass	\$883,166	\$2.16	\$874,084	\$1.98	\$9,082	1%	\$0.18
Attraction	\$224,515	\$0.55	\$259,324	\$0.59	(\$34,809)	-13%	(\$0.04)
Birthday Party	\$22,068	\$0.05	\$32,236	\$0.07	(\$10,168)	-32%	n/a
Donation	\$103,974	n/a	\$70,328	n/a	\$33,646	48%	n/a
Education	\$413,370	n/a	\$337,017	n/a	\$76,353	23%	n/a
Fees	\$77,658	n/a	\$0	n/a	\$77,658	n/a	n/a
Food & Beverage	\$1,654,389	\$4.05	\$1,505,768	\$3.42	\$148,621	10%	\$0.63
Rentals	\$67,325	\$0.16	\$49,898	\$0.11	\$17,427	35%	\$0.05
Retail	\$646,441	\$1.58	\$688,439	\$1.56	(\$41,997)	-6%	\$0.02
Seminole Aerial Adventures	\$142,725	n/a	\$221,931	n/a	(\$79,206)	-36%	n/a
Special Events	\$1,839,133	\$4.50	\$1,691,906	\$3.84	\$147,227	9%	\$0.66
Grand Total	\$9,665,363	\$23.67	\$9,350,520	\$21.23	\$314,842	3%	\$2.43

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

Mother's Day in Orlando: Ways to celebrate mom this weekend

The Orlando Sentinel divulges to their audience the best ways to celebrate Mother's Day in Orlando. One of these great ways to celebrate is at the Central Florida Zoo and Botanical Gardens. The Central Florida Zoo and Botanical Gardens offers moms and grandmothers free admission on Mother's Day to celebrate. Each free admission must be attended with a paid admission and can be purchased at the gate. This deal is available from 9 a.m. to 4 p.m. on May 14th at 3755 W. Seminole Blvd. in Sanford. For more information: <https://www.centralfloridazoo.org/>



To read the full story, click [here](#).

Sunset at the Zoo: Cultural Series

Fox 35 News highlights that this summer you can view the Sunset at the Zoo, a beautiful cultural event being hosted by the Central Florida Zoo and Botanical Gardens. This great event will take place at the Central Florida Zoo and Botanical Gardens from May to September on the fourth Friday of each month. In addition, each month highlights a special theme such as Hispanic Heritage, Black Heritage, and more. This great event will have a variety of things to see and do that is fun for all.



SUNSET AT THE ZOO: CULTURAL SERIES
CENTRAL FLORIDA ZOO

- ▶ 5/26—ASIAN AMERICAN & PACIFIC ISLANDER HERITAGE
- ▶ 6/23—LGBTQ+ PRIDE
- ▶ 7/28—BLACK HERITAGE
- ▶ 8/25—NATIVE AMERICAN/ AMERICAN INDIAN HERITAGE
- ▶ 9/22—HISPANIC HERITAGE

FOX 35
ORLANDO MER APOPKA NATIVE, GEORGIA DT JALEN CARTER IN NO. 9 OVERALL ORANGE DANIEL WILSON

To view the full broadcast, click [here](#).

Eastern indigo snakes released into Conecuh National Forest

There's a new ruler of the Conecuh National Forest in Alabama- 17 of them, to be exact. The Central Florida Zoo and Botanical Gardens' Orianne Center for Indigo Conservation (OCIC) reintroduced eastern indigo snakes back to its native territory. This snake, has in recent years been restricted due to habitat loss, habit fragmentation, and decline in gopher tortoises, whose burrows the snakes rely on heavily.

"A day like today makes that incredibly rewarding, as we watch this essential apex predator reclaim its territory and restore balance to the ecosystem" said OCIC Director Dr. James Bogan.

This is just one of several releases that the OCIC works on yearly to bring change with the efforts of a variety of partners. Through field cameras and pedestrian survey sightings, the OCIC and its partners have seen evidence of the change and growth of these released snakes and they continue to thrive in their native habit.

For more information about the OCIC, visit <https://www.centralfloridazoo.org/about-the-zoo/ocic>.



To read the full story, click [here](#).

Father's Day in Orlando: Events, deals and ways to celebrate dad

The Orlando Sentinel divulges to their audience the best ways to treat their fathers, this Father's Day in Orlando. One of these best ways to celebrate Dads is to take them to the Central Florida Zoo and Botanical Gardens.

The Central Florida Zoo provides free admission for dads and grandfathers on Father's Day to celebrate them. Each free admission must be accompanied by a paid admission and the deal is only valid at the gate. This deal is available from 9 a.m. to 4 p.m. on June 18th at 3755 W. Seminole Blvd. in Sanford. For more information: <https://www.centralfloridazoo.org/>



To read the full story, click [here](#).

Celebrate World Ocean Day at Central Florida Zoo & Botanical Gardens this weekend



Gotta Go Orlando shares the latest news about how to celebrate World Ocean Day at the Central Florida Zoo and Botanical Garden.

The Central Florida Zoo & Botanical Garden will host a conservation day in celebration of World Ocean Day on Saturday, June 10th. This event will open one hour early for guest and families with sensory needs. Guest who have sensory needs can enter at 8 a.m. and will have special operations at the zoo to accommodate them such as limited attendance for quieter crowds; sensory bags available with noise-cancelling headphones, fidget tools; and a dedicated classroom for safe space to take a break if needed. For more information:

<https://www.centralfloridazoo.org/>

To read the full story, click [here](#).

Central Florida Zoo brings back classic family-friendly train ride

It's full steam ahead at the Central Florida Zoo & Botanical Gardens. The Sanford nonprofit's new train brings back a beloved guest experience, based on a historical train route. This experience will carry guest on a scenic loop through natural Florida landscaping and highlight a historical train route. The train will run approximately every 30 minutes from 10 a.m. through 3:30 p.m. daily and are available to ride now for \$5 per person.

"It's always exciting when we can bring something new to the Zoo," said Richard E. Glover, Jr., the Zoo's CEO. "We know the families and community members who love the Zoo will be excited to have this attraction back and will look forward to taking a ride on our new train."

To purchase tickets, learn about special celebration offerings, and get directions, head to [the Central Florida Zoo website](#).



To read the full story, click [here](#).

Upcoming Events

Sunset at the Zoo (August – September)

- 4th Friday of the Month
- 5 pm to 8 pm

Zoo Boo Bash – October 14th, 15th, 21st, 22nd, 28th, and 29th

Asian Lantern Festival – November 17th – January 14th

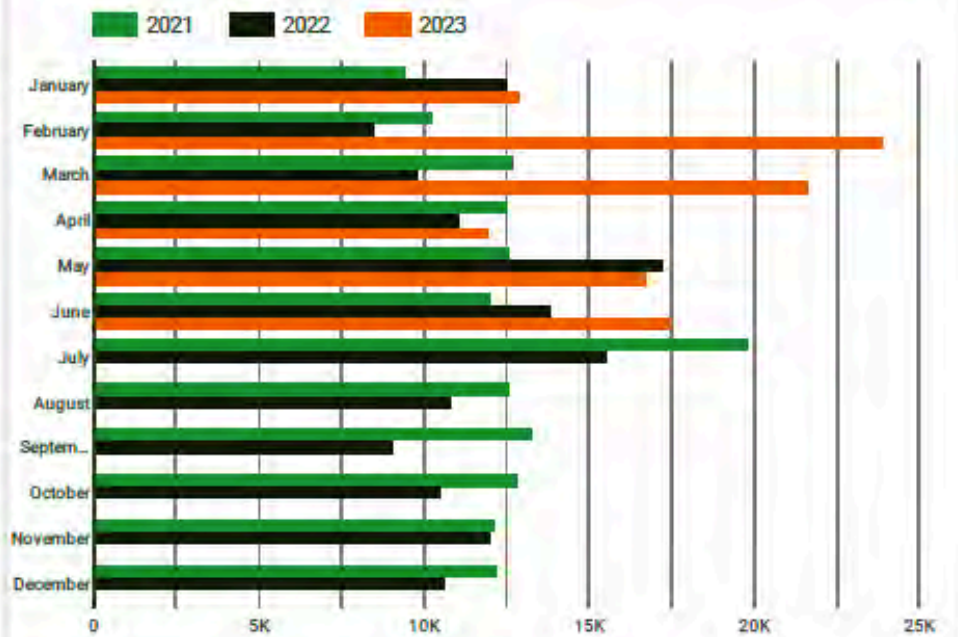


Thank You

evok Reporting

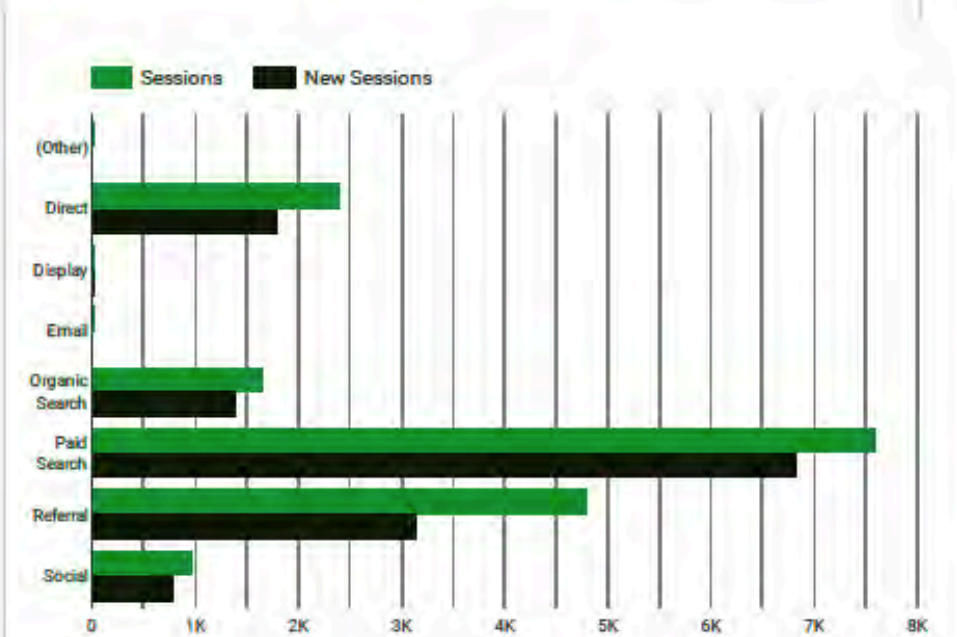
Traffic Trends: Total Sessions

Objective: Increase New Sessions YoY



Traffic by Channel: Sessions & New Sessions

Objective: Comparison of Sessions and New Sessions by Channel



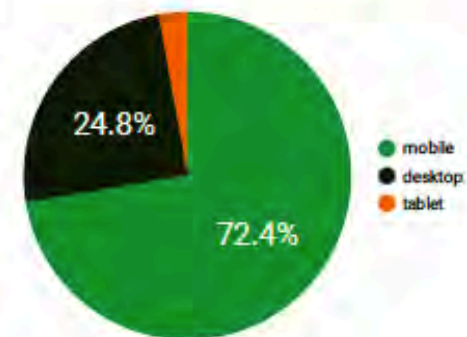
Traffic by Source: Sessions and Engagement Metrics

Objective: Comparison YoY of New Sessions, Sessions and Engagement by Traffic Source

Source / Medium	New Sessions	% Δ	Sessions	Bounce Rate	Avg. Session
1. google / cpc	4,025	-12.7%	4,416	82.5%	00:00:35
2. facebook / cpc	2,700	88.3%	3,059	91.34%	00:00:07
3. (direct) / (none)	1,808	148.0%	2,410	45.39%	00:01:15
4. google / organic	1,318	-40.4%	1,601	77.39%	00:01:12
5. sweepstakes.ca / referral	1,102	-	1,135	59.12%	00:00:16

Traffic by Device: Total Sessions

Objective: Comparison of Traffic by Device



Search Term Updates June 2023

Top 5 Non-Branded Search Terms by Growth (Do Orlando North)

- where is seminole county (+34)
- orlando lake mary (+22)
- brunch winter springs (+19)
- upcoming halloween events (+16)
- lake mary orlando florida (+10)

Top 5 Non-Branded Search Terms by Volume (Do Orlando North)

- westmonte park
- oviedo mall carnival
- asian lantern festival orlando
- seminole orlando
- winter springs civic center

Top 5 Non-Branded Search Terms by Growth (Play Orlando North)

- uaa tennis (+7)
- baseball games in orlando (+6)
- eastmont park (+5)
- candyland skatepark (+4)
- lake mary sports complex (+4)

Top 5 Non-Branded Search Terms by Volume (Play Orlando North)


- boombah sports complex
- central winds park
- sanlando park
- lake monroe fl
- westmonte park

Creator Spotlight

Spin the Globe



Q2 Giveaway Results



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New Play Orlando North Website

ORLANDO NORTH
SEMINOLE COUNTY SPORTS

Discounts Videos Hotels Trip Recommendations Interactive Map

Welcome to Orlando North + Sports Facilities + About Play Orlando North + Events + Contact Us

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