

Tourist Development Council

Seminole County Services Building

November 16, 2023

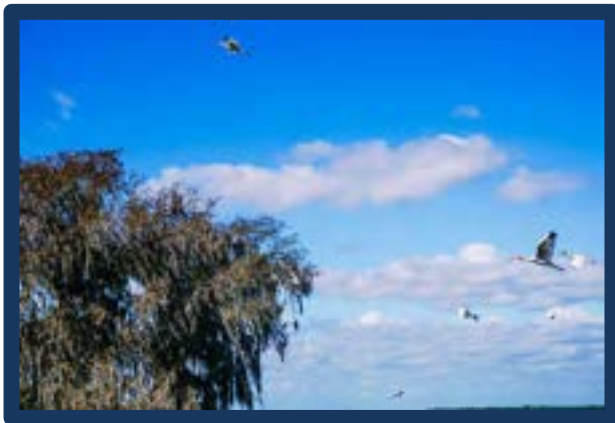


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**Tourist Development Council Meeting
August 17, 2023**

A quorum was established

In Attendance:

- Chairman Patrick Austin, Commissioner, City of Sanford
- Vice Chair, Bruce Skwarlo, General Manager, Orlando Marriott Lake Mary
- Commissioner Jay Zembower, Seminole County Board of County Commission, District 2
- Commissioner Sarah Reece, City of Altamonte Springs CALNO Representative
- Don Dougherty, General Manager, The Westin Lake Mary, Orlando North
- Jamie Ross, General Manager, Residence Inn Orlando Lake Mary
- Judith Derosiers, Mall Director, Oviedo Mall

Excused:

- Erik Ducharme, Director of Sales, Top Golf Lake Mary
- Elizabeth Brown, President, TBI US Operations, Inc./OSI Inc (SFB)

Pledge of Allegiance and Moment of Silence

Introductions

Approval of April 2023 Minutes:

Motion: Commissioner Jay Zembower

Second: Commissioner Sarah Reece

Vote: Unanimous

Seminole County Tourism

Administrative Update

Gui Cunha, Administrator, Office of Strategic Initiatives

- Fiscal Year 2023/24 Budget presentation

Approval of FY2023/24 Budget:

Motion: Commissioner Sarah Reece

Second: Commissioner Jay Zembower

Vote: Unanimous

Leisure Tourism Update

Karen Aplin, Tourism Director, Seminole County

- In the last campaign, 2,700 new emails were added to the database. The campaign had a reach of over 250,000.
- Itinerary Campaigns – 4 new itineraries added to the campaign, including wheelchair accessible travel.
- I Do Wedding Series featured the Gallery J venue.

- *Shoots In Production*
 - ON Board Series
 - ONSC Podcast
 - Travel Tails
 - Wonder Squad Animated Series
 - Sports & NIL
 - LessONs
 - Hot Shots

Sport Tourism Update

Danny Trosset, Sports Tourism Director, Seminole County

- Provided a recap of the F20Y23 Sports Tourism Economic Impact report.
- Review of the upcoming sports tourism events
- Perfect Game is transitioning to a new housing provider (Event Connect).
- The team will be attending the Connect Sports Conference in Minnesota.
- Recognition of the Lake Mary Little League team coming one game away from Little League World Series

Occupancy Update

Gui Cunha, Administrator, Office of Strategic Initiatives

- STR forecasting slower demand across the region and state.
- Key Data is reporting softening demand as well among the vacation rental market.
- Monthly Downs & St. Germain Visitor Dashboard report to provide data on direct expenditures, monthly visitor county, and monthly room night count.
- SC Virtual School Hospitality program started with 4 students last year and now has 75 students enrolled.

Question: What strategies have been deployed to address the downturn in demand?

Answer: The Tourism Office and our partners are identifying the reasoning behind the softening in demand by utilizing demand trend data. Then we are expanding our messaging throughout growing and/or expanding regional, national, and international markets.

Question: What are demographics from the giveaways?

Answer: Puerto Rico, Hawaii, Carolinas. Can get more information out if needed.

Comment: Explore an opportunity to partner with the Planning Department with the same vacation rental data company.

Historic Goldsboro Main Street Presentation

Kenneth Bentley, Chairman

- Submitted a grant application requesting funds for promotion and advertising to increase non-local visitation to the Goldsboro Main Street
- Discussed future events and activities to draw visitors and increase non-local engagement.

The Goldsboro Main Street is currently under an Affiliated designation. Affiliated is when a Main Street is in its first year and have the preliminary qualifications of a Main Street, but accreditation can only be acquired after a full one-year term.

Sanford Main Street Presentation

Christina Hollerbach, President

Dan Ping, Executive Director

- Updated slides on promotions and advertising campaigns
- Reviewed the Sanford Main Street website and directories.
- Created and is promoting the Visitor Guide and Visitor Data
- Created a Visitor of the Week program with awards and promotions.
- Quarterly Campaign schedule has been established.

Discussion: The FY24 Main Street Grant budget is for a total of \$50,000 to utilize towards all grant requests. The grant was not written for one specific Main Street. Main Street Grant funding are to be allocated under the appropriate uses as defined by FL State Statute 125.0104 Tourist Development Tax. If the Main Street Grant is awarded, then Seminole County is required to hold one non-voting seat on the main street boards.

Motion for Main Street Grant: \$30,000 for Sanford Main Street, \$20,000 for Historic Goldsboro

Motion: Commissioner Reece

Second: Commissioner Zembower

Vote: Unanimous

Central Florida Zoo Update

Richard Glover, CEO

- Attendance just over 408,000 guests, down year-over-year 7% due to Hurricane Ian closure
- Sunset at Zoo is now a themed event
- Train has been repaired and is now operational (as of May 2023).
- Animal and Construction updates
 - Expansion of Amur leopard habitat. Expect groundbreaking in 4-5 weeks
 - Aviary habitat/area still in discussion stages of planning
- Upcoming Events
- Asian Lantern Festival back: November 17 – January 14
 - Had 93,000 visitors during last year's 44 nights

Evok Update

Yahn Bartelink, Account Manager

- Creator Spotlight-Spin the Globe (wheelchair accessible travel)
- Play Orlando North Website Redesign on going and expected to conclude by FY23.

Old Business

- Downs & St. Germain March slide is for first quarter demand numbers (Jan – Mar), not solely for the month of March.

New Business:

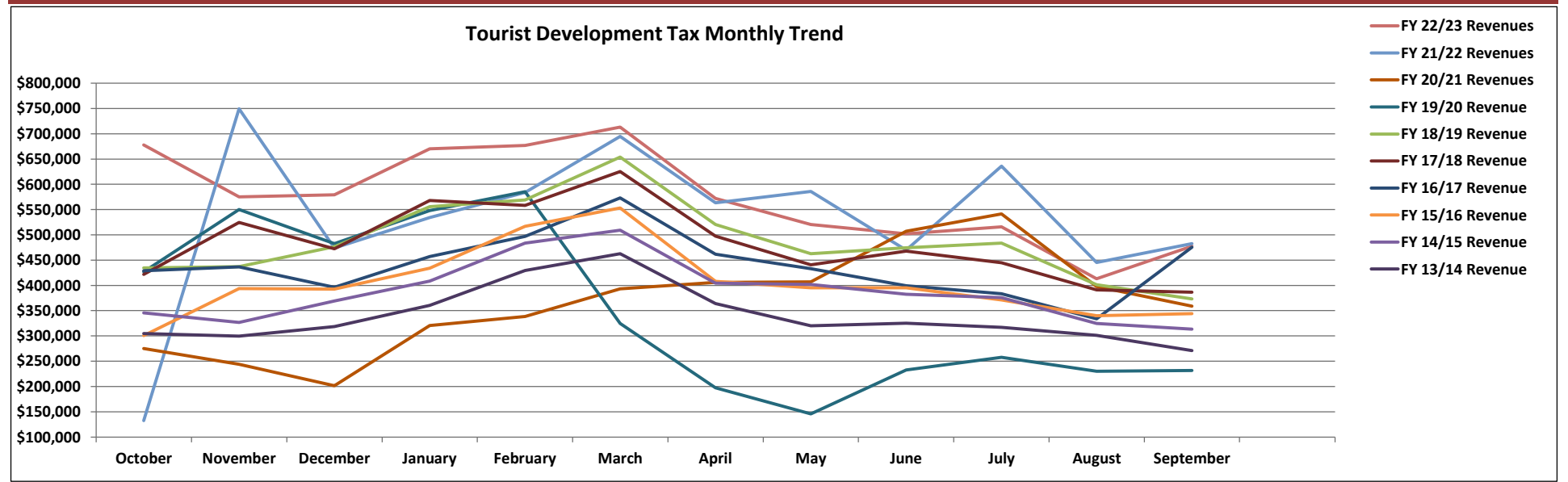
- Erik Ducharme and Elizabeth Brown have resigned for the TDC board. Both are now employed outside of Seminole County. Replacements should be in place at next TDC meeting.

Meeting adjourned 5:11 pm

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	309,421	206,281	515,702	(120,171)	-18.9%	
August	300,955	324,474	339,798	333,761	391,058	401,322	230,144	397,999	445,388	248,011	165,340	413,351	(32,037)	-7.2%	
September	271,010	313,288	343,950	475,615	386,395	373,474	231,559	359,119	482,358	286,428	190,952	477,380	(4,977)	-1.0%	
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	4,136,020	2,757,347	6,893,367	541,514	30.8%	
	11.40%	14.02%	4.27%	8.92%	9.89%	0.79%	-27.89%	4.21%	44.66%	Budgeted Revenue					
	% Chg from	% Chg from	% Chg from	% Chg from	% Chg from	% Chg from	% Chg from	% Chg from	% Chg from	3,301,390	2,200,927	5,502,317			
	Prior Year	Prior Year	Prior Year	Prior Year	Prior Year	Prior Year	Prior Year	Prior Year	Prior Year	Estimated Revenue					
										3,960,000	2,640,000	6,600,000			
										% Change From PY					

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				1,378,673
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ORLANDO NORTH
SEMINOLE COUNTY

TOURISM UPDATES

SPORTS & LEISURE



We Are Heating Things Up!

White Lable Design in collaboration with local partner: **Spice is Nice**

Sauces:

- **Hot Shots | 24 Karat Gold:** Sports-Focused Sauce
- **River Otter's Revenge | Salsa Verde:** Leisure-Focused Sauce

QR Code provided on each leads to YouTube series

- Scan Sports-Focused Sauce: Hot Shots Series
- Scan Leisure-Focused Sauce: Wilderness Series





PLAY website: NEW LOOK!
 DO website is NEXT
 Exciting Collaborative
 Partner Features



Mixing things up!
 Creator Campaign Focus
 Weekend Getaways
 (influencers) & themed
 experience forward "guides"
 rather than 1-3 Day itineraries.



Ex: Shopping Guide ft. small/local Businesses
 Leading to Small Business Saturday

Ex. Sanford Vegan Food Tour Blog
 7 stops, 7 cities



Fall Vacation Giveaway!
 Successful Campaign
 Ended October 2023
 Next Giveaway
 Launches February 2024
 Comfort Inn & Suites



ENTER TO WIN A FLORIDA GETAWAY FOR TWO

Your next Orlando North adventure awaits!



Fall Giveaway Prize Bundle:

- (2) \$400 Airline Vouchers at (SFB)
- One \$300 Car Rental Voucher (SFB)
- Two-night stay & complimentary breakfast for (2) Springhill Suites by Marriott Orlando North/Sanford
- Gift Certificate for (2) seats* on a Group Tour with Limo Cycle
- (2) Class Passes to Home Brewing 101 at Sanford Homebrew Shop
- (1) \$25 Gift Card to Spice is Nice Grocery in DT Sanford
- (1) \$25 Gift Certificate Loggerhead Distillery
- (1) \$25 Gift Card The District Eatery Tap & Barrel

GIVEAWAY RECAP

Locations Subs for Fall Giveaway: Alabama, Arizona, Arkansas, California, Colorado, Connecticut, Florida, Georgia, Indiana, Illinois, Kansas, Kentucky, Louisiana, Maine, Michigan, Missouri, Minnesota, Montana, North Carolina, Nebraska, New Jersey, New Hampshire, New Jersey, Nevada, New York, Ohio, Ontario (CA), Oregon, Pennsylvania, Puerto Rico, South Dakota, South Carolina, Texas, Tennessee, Virginia, Vermont, Wisconsin

- **60% of people who entered Fall Giveaway also subscribed to our newsletter**
- **Over 20,000 entries total this year for all giveaways**
- **Grew our email list by over 6,000 subs this year**
- **Average CPC (cost per click) on the ads we ran for the Fall Giveaway was \$0.09**
 - Industry CPC Average is around \$0.38 (low side) - \$2.00*

Partner Reminder Free Resources!



PARTNERSHIP OPPORTUNITIES

Quarterly Giveaways

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

Influencer/Local Itineraries

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

Website & Blog Features

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



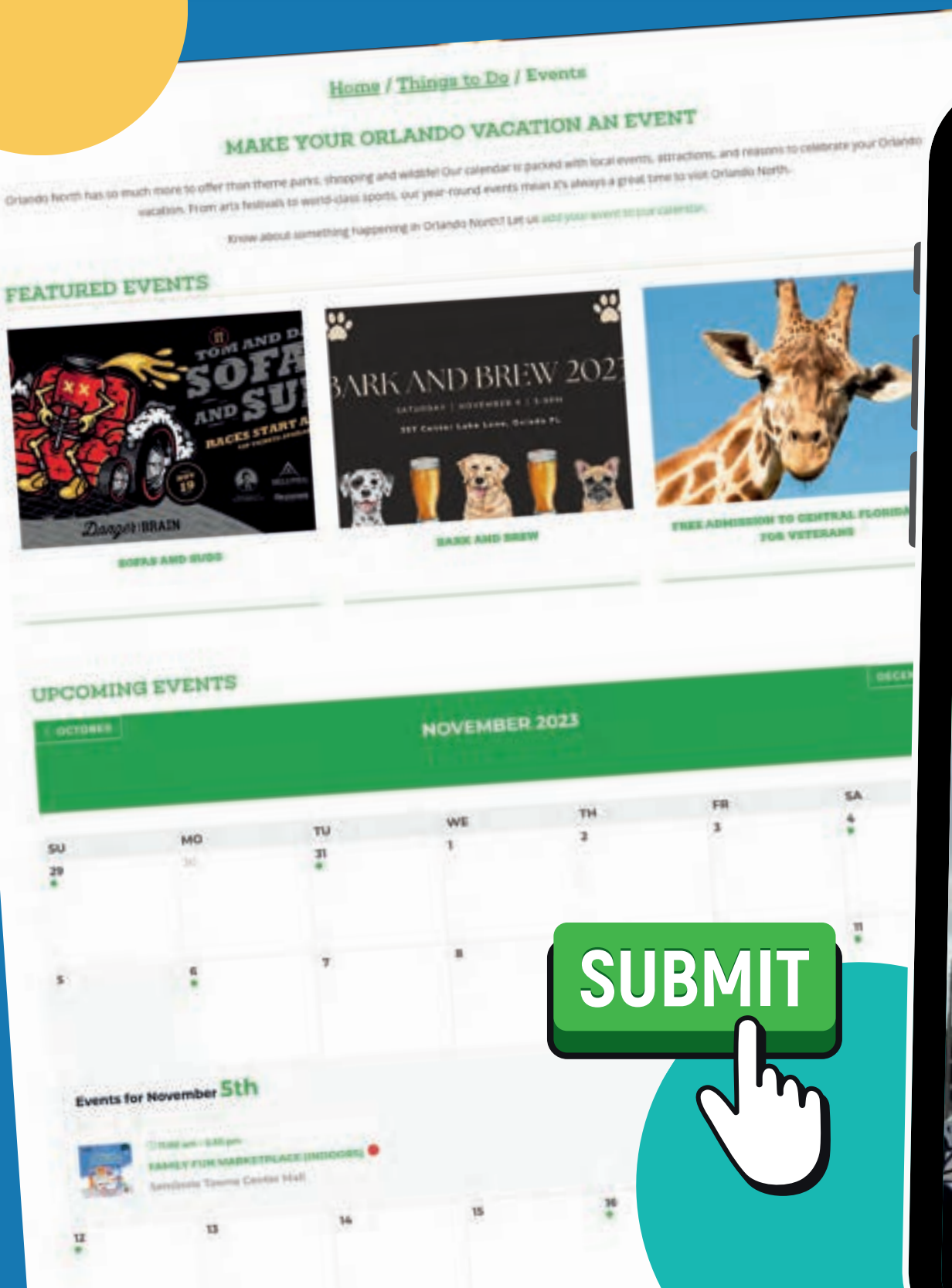
Events

Share & Promote Together

Are you hosting or aware of any upcoming events?

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

Submit it to our Events Calendar!



Asian Lantern Festival: Weekend Getaway!

Instagram Giveaway:

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

Targeting drive market
Running Nov 1 - Nov 17

88 RFPs responded to via Cvent

SPORTS

YouTube & Production Updates

Hot Shots

- Colton Boomer - UCF football
- Taylor Kittleman - UCF Softball
- Michael Kalina - UCF Basketball

Special Olympics Power Lifting Competition at D1 Training Lake Mary

NIL Updates

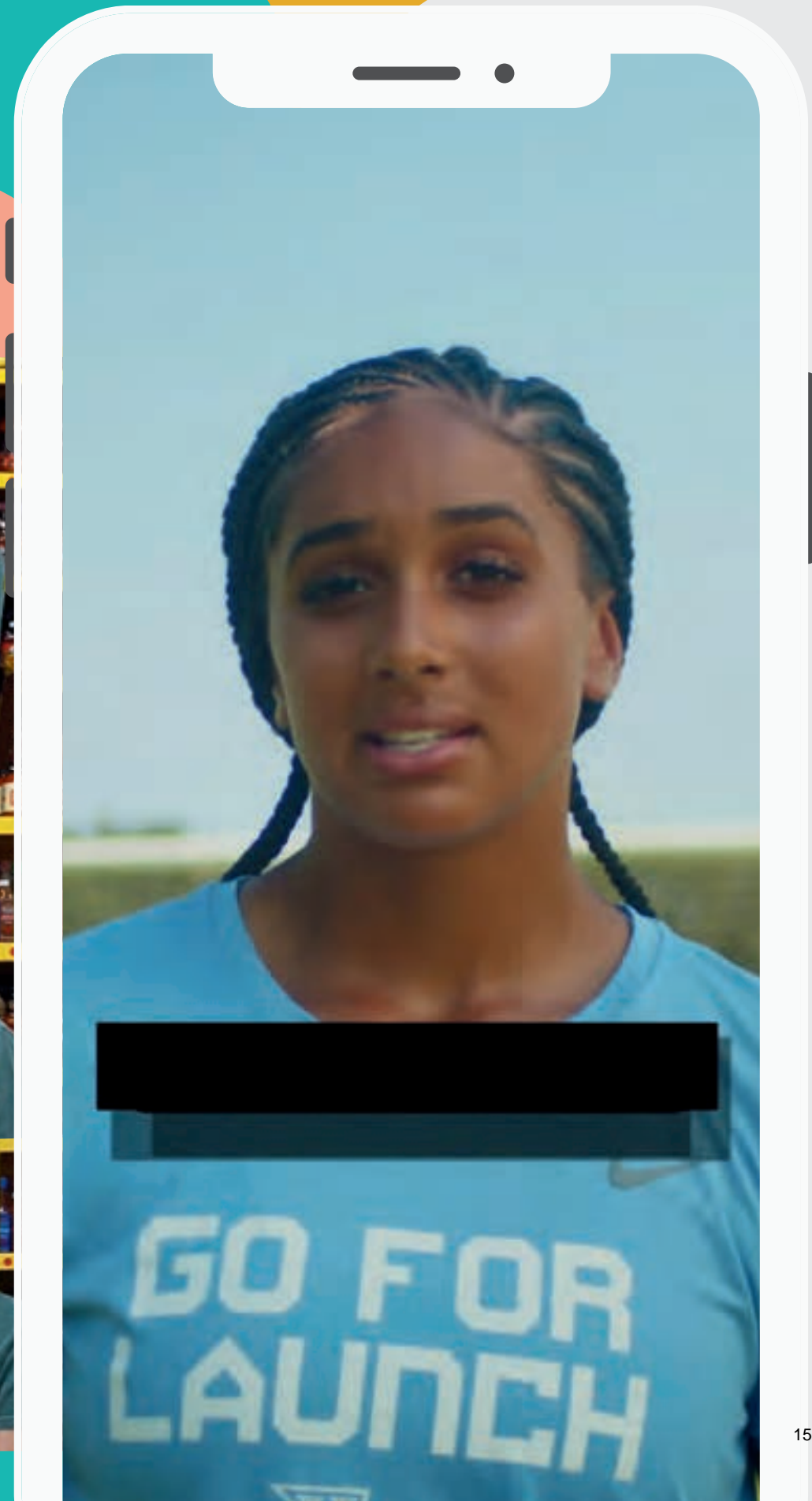
Continue signing collegiate athletes for video series & future partnership opportunities!

- **Social Media Partnerships**
 - Autographed memorabilia for giveaways.
 - **Currently:** signed UCF mini helmets w/ Timmy McClain & Kobe Hudson.
- **Many featured NIL sports currently in season**
 - Using this time to coordinate future LessONs & Hot Shots shoots w/ athletes
 - Developing more social collabs to share feature posts, promote giveaways, & stay connected

Future Projects

- **Pre-Production:**
 - **New sports series:** Student athletes compete against average people.
- **Connect w/ more Professional athletes**
 - **Josh Silveira: Pro MMA Partnership**

11.6K subscribers



LessONs w/ UCF women's soccer forward, Mia Asenjo

LEISURE

YouTube & Production Updates



ON Board

Experiences ON the Water

Post-production: Paddleboard
Orlando (Wekiva island),
Adventures in Florida (Econ)
Black Hammock Airboat Tours

Upcoming: St. Johns Rivership Co.



'I DO' Orlando North Wedding Series

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

Upcoming: Venue 1902 w/ Lindsey
Betis **Miss Florida is getting
married!**

Black Hammock & Zoo!



ONSC Podcast & Travel Tails

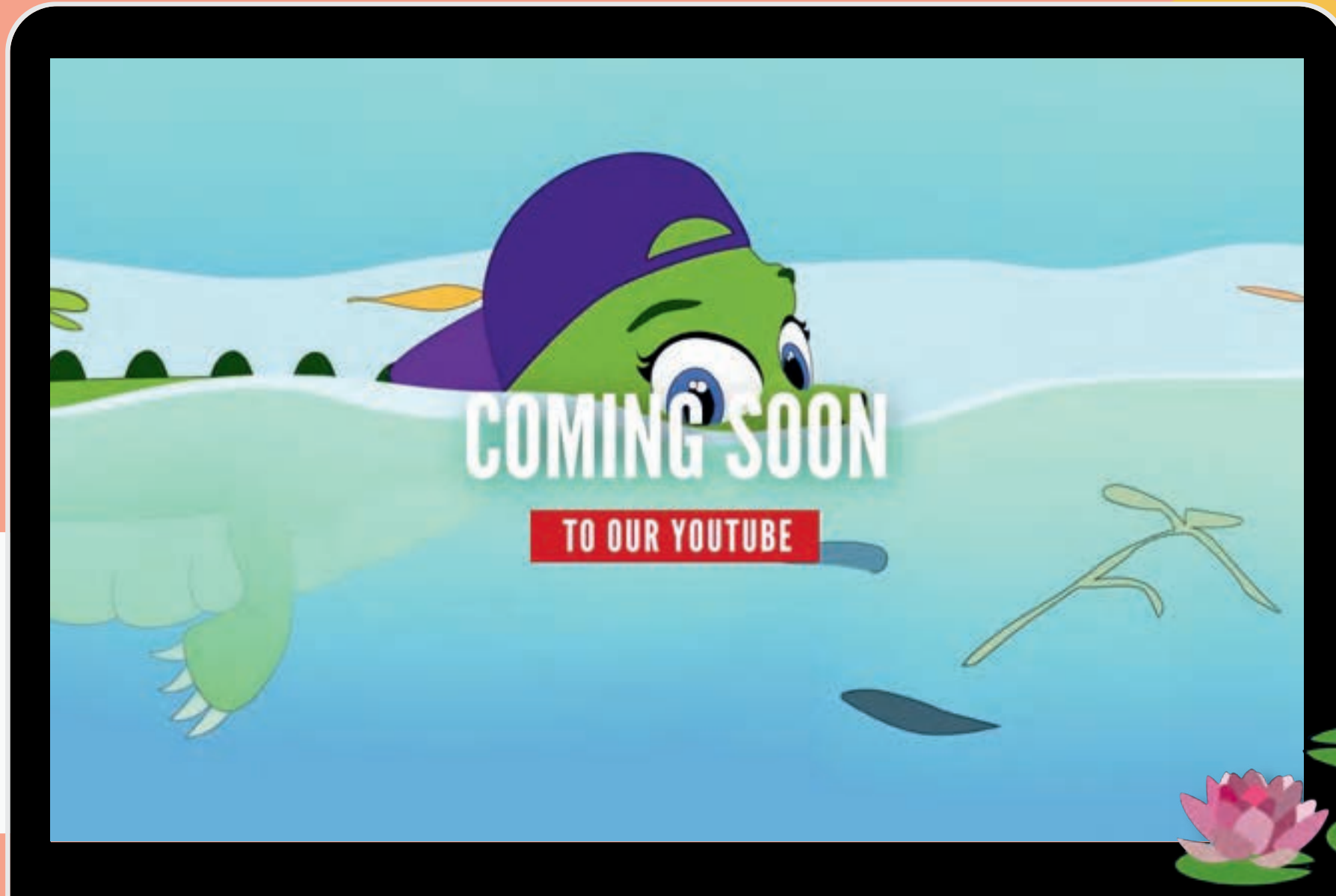
Podcast: James L Thomas
Local Published Author
Seminole State Planetarium

Travel Tails Post-production:
Vacation Packing List
Traveling with your Pooch
Drive Market Travel focus

Wonder Squad

Animated Adventure Series

- Episode 1 & 2 completed
- Preproduction stage episodes 3-5
- Campaign strategy for launch in development



[VIDEO]

ORLANDO NORTH
SEMINOLE COUNTY

SPORTS MAKES AN IMPACT!



TOURIST DEVELOPMENT COUNCIL MEETING

November 16, 2023

SM

Fiscal Year Comparison

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

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

Sports Complex Fiscal Year Recaps

Sports Complex Actuals					
Fiscal Year	# of Events	Teams	Visitors	Room Nights	Eco Impact
'15/'16	27	1,523	74,458	6,437	\$13,174,148
'16/'17	55	3,493	132,021	11,570	\$18,900,000
'17/'18	64	3,086	146,019	17,093	\$21,820,116
'18/'19	57	3,149	147,854	23,670	\$25,349,765
'19/'20	43	1,811	82,658	17,329	\$16,046,471
'20/'21	54	3,304	125,485	27,160	\$31,145,048
'21/'22	50	3,345	132,529	24,811	\$44,137,318
'22/'23	50	3,026	124,766	21,711	\$41,341,610
Total	400	22,737	965,790	149,781	\$211,914,476

Other Venues Fiscal Year Recap

All Other Venues Actuals					
Fiscal Year	# of Events	Teams	Visitors	Room Nights	Eco Impact
'16/'17	8	265	11,338	954	\$1,405,465
'17/'18	48	1,939	83,848	17,163	\$16,585,948
'18/'19	53	1,955	90,270	17,071	\$12,200,099
'19/'20	40	1,626	78,090	14,668	\$16,138,484
'20/'21	50	1,882	92,023	17,152	\$14,032,180
'21/'22	47	1,709	81,861	16,865	\$21,191,987
'22/'23	41	1,670	78,102	11,952	\$20,680,810
Total	287	11,046	515,204	95,825	\$102,234,973

October '22 – September '23 Actuals

Month	# of Events	Room Nights	Eco Impact
October	3	1,517	\$3,376,774
November	2	2,261	\$2,747,846
December	4	3,229	\$5,172,071
January	4	2,909	\$4,088,318
February	5	1,313	\$3,592,840
March	5	3,274	\$4,055,036
April	4	1,817	\$4,017,223
May	4	989	\$2,205,723
June	5	1,576	\$3,911,105
July	5	2,138	\$5,820,754
August	5	364	\$2,128,976
September	5	588	\$2,499,288
Total	51	21,975	\$43,615,954

Sports Tourism Update – Sports Complex

Monthly Projections

Month	# of Events	Room Nights	Eco Impact
November	2	2,000	\$2,452,480
December	3	1,640	\$1,928,426

Sports Tourism Update – All Other Venues

October '22 – May '23 Actuals			
Month	# of Events	Room Nights	Eco Impact
October	5	1,545	\$2,077,816
November	3	725	\$1,381,907
December	4	949	\$1,842,292
January	5	3,204	\$5,141,285
February	5	719	\$2,093,995
March	2	452	\$800,714
April	6	1,738	\$2,392,376
May	4	993	\$1,641,041
June	3	1,236	\$2,031,186
July	2	398	\$393,645
August	2	181	\$347,731
September	2	356	\$681,624
Total	43	12,496	\$20,825,612

Monthly Projections			
Month	# of Events	Room Nights	Eco Impact
November	4	1,550	\$1,460,000
December	1	1,000	\$743,162

Upcoming Events

Organization	Event	Date	Location	Teams	Visitors	Room Nights	Eco Impact
Perfect Game, Inc	East Winter Classic	December 1-3, 2023	BOOMBAH Sports Complex	95	3,610	750	\$1,264,403
USSSA Fastpitch	State Championship	December 2-3, 2023	Soldiers Creek/Softball Complex/Red Bug	110	4,840	1,000	\$743,162
Florida Diamond Sports (USSSA)	Bash 4 Cash	December 9-10, 2023	BOOMBAH Sports Complex	90	3,420	350	\$262,562
ECNL	ECNL Girls Regional	January 5-7, 2024	Seminole Soccer Complex/Sylvan Lake	160	11,359	1,600	\$1,894,013
3 Step Sports, LLC	NFHCA Winter Escape	January 12-14, 2024	BOOMBAH Sports Complex	108	5,350	1,700	\$2,998,124
ECNL	ECNL Boys Regional	February 3-5, 2024	Seminole Soccer Complex/Sylvan Lake	170	12,096	1,700	\$2,985,738



Hotel STR Report

Month 2023	Occupancy (%) (YOY)	ADR (\$) (YOY)	Rev PAR (\$) (YOY)
June	64.1 (-6.7)	104.38 (3.8)	66.95 (-3.1)
<i>Forecast**</i>	72.3	110.73	80.07
July	64.6 (-10.7)	103.53 (0.5)	66.91 (-10.3)
<i>Forecast</i>	67.4	103.42	69.75
August	60.5 (-5.4)	96.14 (3.0)	58.14 (-2.5)
<i>Forecast</i>	60.2	99.06	59.65
September	62.5 (-3.1)	98.82 (3.7)	61.78 (0.5)
<i>Forecast</i>	60.0	101.67	61.03

Source: September STR Monthly Trends Report
 August STR Quarterly Forecast
 ** May STR Quarterly Forecast

Comp Set

Current Month - June 2023 vs June 2022												
	Occ %		ADR		RevPAR		Percent Change from June 2022					
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Alachua County, FL	68.0	70.8	111.04	110.76	75.47	78.45	-4.0	0.3	-3.8	-2.3	1.6	-2.5
Orange County, FL	76.5	79.4	198.19	200.06	151.66	158.78	-3.6	-0.9	-4.5	-3.4	1.1	-2.5
Osceola County, FL	65.9	71.5	144.05	136.81	94.86	97.83	-7.9	5.3	-3.0	-6.2	-3.2	-10.9
Polk County, FL	61.3	64.5	130.40	125.70	79.95	81.03	-4.9	3.7	-1.3	-2.6	-1.3	-6.1
Volusia County, FL	60.5	65.6	138.86	141.26	83.96	92.69	-7.9	-1.7	-9.4	-12.5	-3.4	-11.0
Lake County, FL	67.9	67.8	108.78	105.18	73.84	71.36	0.1	3.4	3.5	3.6	0.1	0.2

Current Month - July 2023 vs July 2022												
	Occ %		ADR		RevPAR		Percent Change from July 2022					
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Alachua County, FL	59.9	66.9	101.55	105.71	60.85	70.72	-10.4	-3.9	-14.0	-12.6	1.6	-9.0
Orange County, FL	76.2	78.6	190.96	193.20	145.48	151.86	-3.1	-1.2	-4.2	-3.7	0.5	-2.6
Osceola County, FL	66.0	71.1	134.34	138.78	88.67	98.70	-7.2	-3.2	-10.2	-11.6	-1.6	-8.7
Polk County, FL	57.7	61.3	125.45	120.11	72.37	73.68	-6.0	4.5	-1.8	-3.7	-1.9	-7.8
Volusia County, FL	64.1	72.9	145.56	150.07	93.26	109.36	-12.1	-3.0	-14.7	-17.5	-3.2	-14.9
Lake County, FL	64.8	68.9	103.61	103.39	67.11	71.21	-6.0	0.2	-5.8	-5.6	0.1	-5.8

Source: June and July 2023 STR Trends Report

Comp Set

	Current Month - August 2023 vs August 2022											
	Occ %		ADR		RevPAR		Percent Change from August 2022					
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Alachua County, FL	67.4	65.9	122.89	120.40	82.82	79.40	2.2	2.1	4.3	5.9	1.6	3.8
Orange County, FL	64.7	69.4	171.17	174.48	110.76	121.09	-6.8	-1.9	-8.5	-8.3	0.3	-6.5
Osceola County, FL	55.6	60.5	117.34	120.26	65.26	72.70	-8.0	-2.4	-10.2	-11.5	-1.4	-9.3
Polk County, FL	56.8	60.7	115.38	112.07	65.50	67.99	-6.4	3.0	-3.7	-1.5	2.2	-4.4
Volusia County, FL	52.7	58.5	137.46	134.93	72.42	78.93	-9.9	1.9	-8.2	-10.6	-2.5	-12.2
Lake County, FL	61.3	63.0	97.91	95.27	60.01	60.05	-2.8	2.8	-0.1	0.0	0.1	-2.7

	Current Month - September 2023 vs September 2022											
	Occ %		ADR		RevPAR		Percent Change from September 2022					
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Alachua County, FL	69.3	60.0	147.88	144.08	102.52	86.41	15.6	2.6	18.6	17.6	-0.9	14.6
Orange County, FL	68.7	69.6	185.41	179.71	127.39	125.16	-1.3	3.2	1.8	2.2	0.4	-0.9
Osceola County, FL	58.5	61.7	124.70	122.43	72.92	75.58	-5.3	1.9	-3.5	-3.7	-0.2	-5.4
Polk County, FL	55.8	60.9	121.49	115.33	67.77	70.21	-8.4	5.3	-3.5	-1.3	2.2	-6.3
Volusia County, FL	46.0	51.1	117.32	117.18	53.94	59.87	-10.0	0.1	-9.9	-11.8	-2.2	-12.0
Lake County, FL	63.2	66.5	102.30	100.92	64.65	67.11	-5.0	1.4	-3.7	-3.6	0.1	-4.9

Source: August and September 2023 STR Trends Report

Vacation Rental Report

Month 2023	Occupancy (%)	ADR (\$)	Rev PAR (\$)
June	37%	\$135	\$50
July	56%	\$134	\$75
August	48%	\$120	\$57
September	38%	\$123	\$47

Source: KeyData Dashboard

Vacation Rental Map

Total Listings 1,318	Total Sleeps 6,373	Airbnb 1,057	Vrbo 261
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Source: KeyData Dashboard

Downs & St. Germain (DSG) Report

Month 2023	Visitors	Room Nights	Direct Expenditures
June	151,700	104,800	\$57,054,000
July	165,700	114,500	\$61,083,600
August	152,800	105,600	\$56,548,500
September	148,500	102,600	\$54,951,300



Greater Orlando Sports Commission - Seminole County TDC Report

Updated: November 16, 2023

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

Color Key:

Event has not occurred

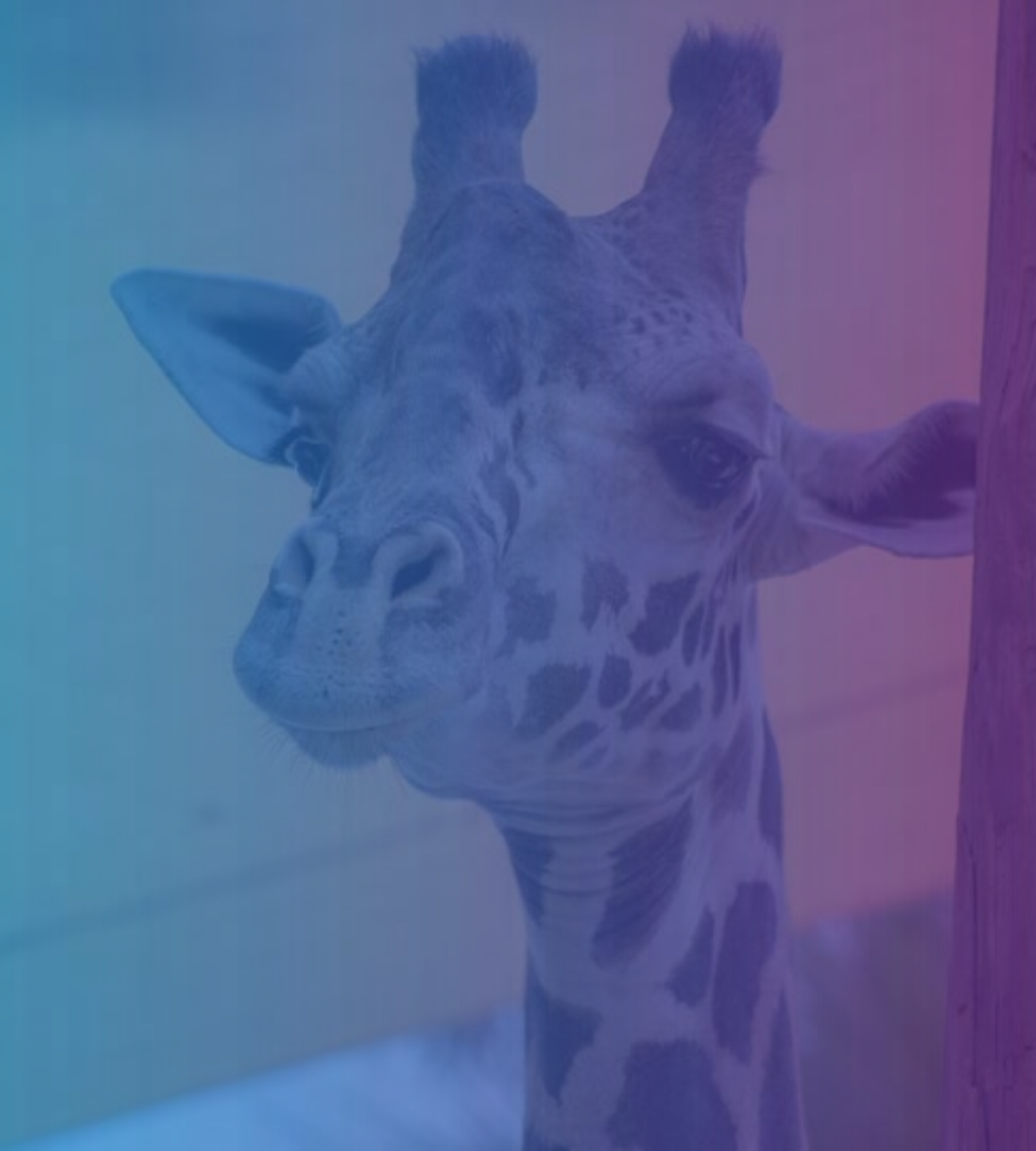
Event completed

Event completed, not closed out

Event postponed

Event cancelled

Business Development Status			
Event	Dates/Years	Possible Venue(s)	Status
Copa Rayados Internacional	Thanksgiving Week of 2021, 2022, 2023, 2024	Seminole Soccer Complex, Sylvan Lake Park, Boombah Sports Complex	Not Awarded
USA Softball U-16 National Championships	July of 2022	Boombah-Soldiers Creek Park, Seminole County Softball Complex, Merrill Park	Not Awarded
Concacaf U-17 Qualifier	August of 2022 and 2023	Seminole Soccer Complex	Not Awarded in 2022 Researching Dates in 2024
USA Artistic Swimming Convention	September of 2022, 2023, 2024	Orlando Marriott Lake Mary, Westin Lake Mary	Not Awarded
USA Artistic Swimming FINA Judges School	October of 2022, 2023, 2024	Orlando Marriott Lake Mary, Westin Lake Mary	Not Awarded
USA Artistic Swimming National Judges School	December of 2022, 2023, 2024	Orlando Marriott Lake Mary, Westin Lake Mary	Not Awarded
USYS National League Elite 64	December of 2022	Boombah Sports Complex, Seminole Soccer Complex, Sylvan Lake Park	No Field Availability
US Soccer Team Training	February of 2023	Seminole Soccer Complex	Not Awarded
HoganLax Team Training and Orlando Jamboree	March of 2023	Boombah Sports Complex	Bid Awarded
Prep Baseball Report Canadian Spring Training	March of 2023	Boombah Sports Complex	No Field Availability
SWAC Baseball Conference Championships	May of 2023	Boombah Sports Complex	No Field Availability
Athletes Unlimited AUX Softball	June of 2023	Historic Sanford Memorial Stadium, Boombah Soldiers Creek	No Field Availability
Rush International Cup	November of 2023	Seminole Soccer Complex, Sylvan Lake Park	No Field Availability
Flag Football World Championship Tour	Various Dates in 2023	Boombah Sports Complex, Seminole Soccer Complex, Sylvan Lake Park	No Field Availability in 2022 & 2023 Researching Dates in 2024
ECNL Girls Florida Regional League National Event	January of 2024, 2025, 2026	Boombah Sports Complex, Seminole Soccer Complex, Sylvan Lake Park	Bid Awarded
ECNL Boys Florida Regional League National Event	February of 2024, 2025, 2026	Boombah Sports Complex, Seminole Soccer Complex, Sylvan Lake Park	Bid Awarded
Easter Soccer Tournament	Easter Week of 2024, 2025	Seminole Soccer Complex, Sylvan Lake Park	Awaiting RFP
NCAA DII Women's Tennis Festival Championship	May of 2024	Sanlando Park	Bid Awarded
NCAA DII Men's Tennis Festival Championship	May of 2024	Sanlando Park	Bid Awarded
NCAA DII Softball Festival Championship	May of 2024	Boombah-Soldiers Creek Park	Bid Awarded
NCAA DII Women's Tennis Championship	May of 2025	Sanlando Park	Bid Awarded
NCAA DII Men's Tennis Championship	May of 2025	Sanlando Park	Bid Awarded
USA Field Hockey Festival	Thanksgiving Week of 2025	Boombah Sports Complex	Awaiting RFP
World Cup 2026	Summer of 2026	Sylvan Lake Park, Seminole Soccer Complex	Not Awarded
World Cup 2026 Base Camps	Summer of 2026	Sylvan Lake Park, Seminole Soccer Complex	Ongoing Bid Process
Men's/Women's Rugby World Cup 2031, 2033	Summer/Fall of 2031, 2033	Sylvan Lake Park, Seminole Soccer Complex	Ongoing Bid Process
NCAA Bid Cycle	Fall of 2026 through Spring of 2028	Various Seminole County Venues	Ongoing Bid Process
Big 12 Conference Championships	Various Dates	Various Seminole County Venues	Ongoing Bid Process



November TDC Update

www.centralfloridazoo.org

FYTD ATTENDANCE RESULTS

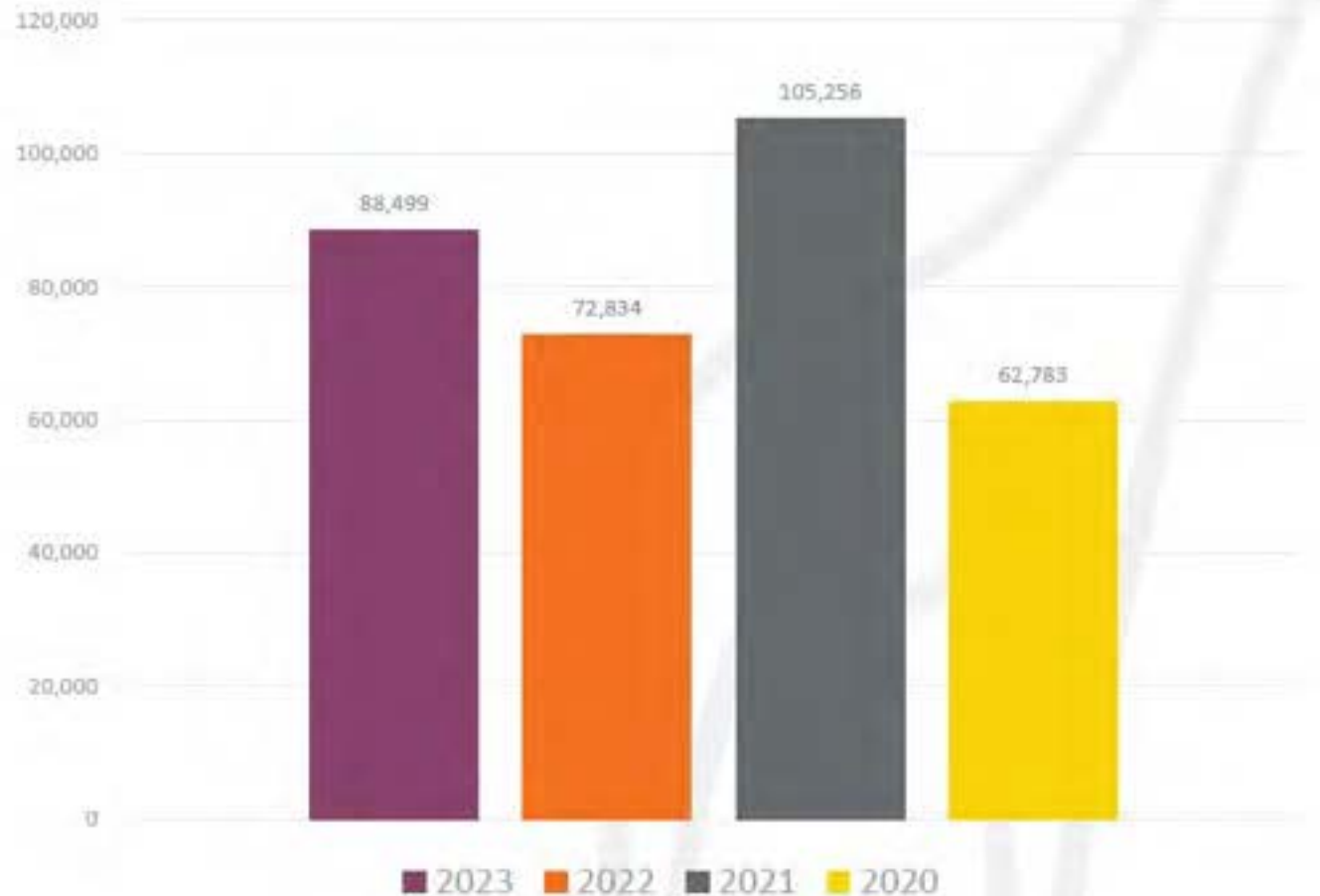
July 1 - October 31, 2023

88,499

VS 2022: 15.6k / 22%

VS 2021: 16.7k / 19%

VS 2020: 25.7k / 29%



FYTD REVENUE RESULTS

Comparison Periods:

July 1 – October 31, 2023 vs July 1 – October 31, 2022

	Product Group	2023			2022			Comparison		
		Revenue	Mix	Per Cap	Revenue	Mix	Per Cap	+/-	Growth	Per Cap
Visitation Related	Admission	\$994,975	51%	\$15.83	\$803,983	51%	\$12.08	\$190,992	24%	\$3.76
	Annual Pass	\$206,942	11%	\$3.29	\$178,248	11%	\$2.68	\$28,694	16%	\$0.62
	Attraction	\$117,477	6%	\$1.87	\$43,402	3%	\$0.65	\$74,075	171%	\$1.22
	Food & Beverage	\$364,406	19%	\$5.80	\$290,336	18%	\$4.36	\$74,070	26%	\$1.44
	Rentals	\$17,238	1%	\$0.27	\$21,402	1%	\$0.32	(\$4,164)	19%	(\$0.05)
	Retail	\$145,681	7%	\$2.32	\$136,769	9%	\$2.05	\$8,912	7%	\$0.26
	Birthday Party	\$8,256	0%	\$0.13	\$4,477	0%	\$0.07	\$3,779	84%	\$0.06
	Seminole Aerial Adventures	\$37,373	2%	\$0.59	\$35,186	2%	\$0.53	\$2,187	6%	\$0.06
	Sub-Total	\$1,892,348	96%	\$30.12	\$1,513,803	95%	\$22.74	\$378,545	25%	\$7.37
	Donation	\$17,841	1%		\$38,227	2%		(\$20,386)	53%	
	Education	\$51,227	3%		\$33,448	2%		\$17,779	53%	
Grand Total		\$1,961,416			\$1,585,478			\$375,938		

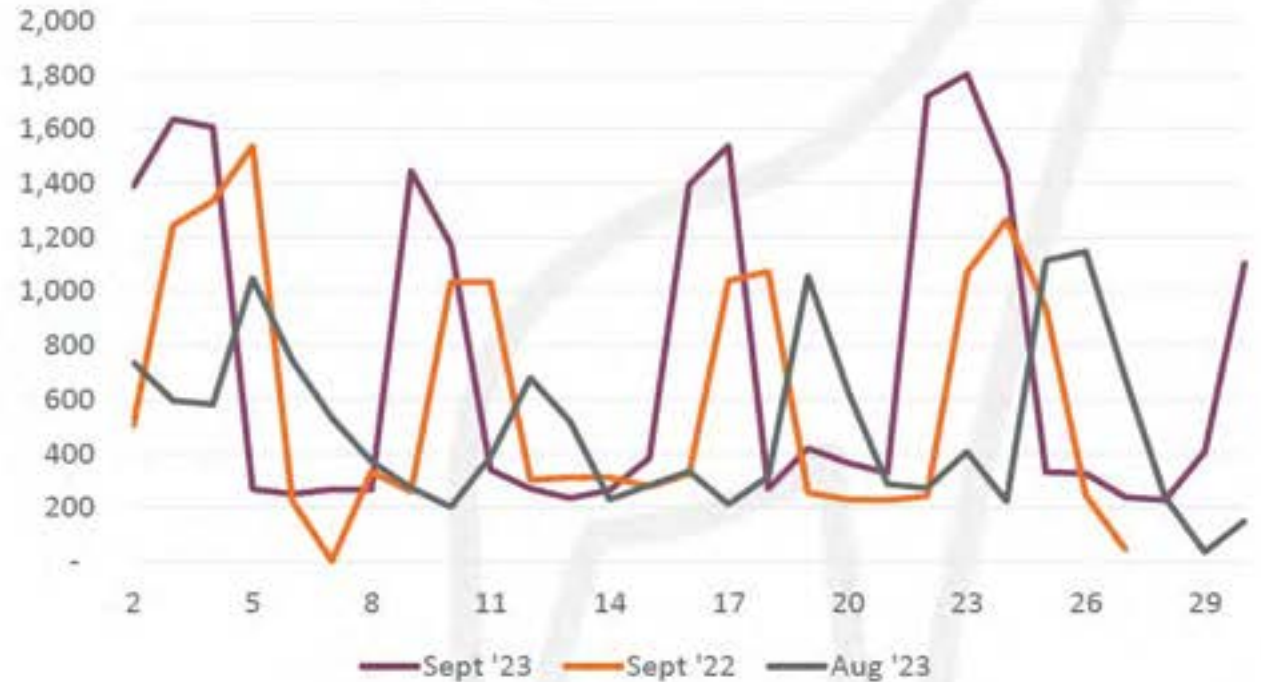
FREE YOUTH PROGRAM RESULTS

Avg. Qty in Transaction 3.91	Total Revenue (Associated) \$59,800	Total Discounted Amount Given \$30,261
---	--	---

 Number of Transactions: 1,235

	September '23	September '22	August '23
Total Attendance	22,004	15,883	14,840
Per Cap	\$10.73	\$10.81	\$12.68

Total Attendance by Day



SUNSET AT THE ZOO



Family Meal Deal:
17% of Guests

26
Cloudy
Actual:
81° | 68°
0.25 in

5/26
Asian
American &
Pacific
Islander
Heritage

Total Attendance: 893
Total Revenue: \$5,378
Event Per Cap \$6.02

Event Attendance
↑ 61%
Compared to 2022

23
Thunderstorm
Actual:
91° | 70°
2.3 in

6/23
LGBTQ+
Pride

Total Attendance: 1114
Total Revenue: \$7,452
Event Per Cap \$6.28

Event Attendance
↑ 402%
Compared to 2022

28
Mostly Sunny
Actual:
91° | 75°
0 in

7/28
Black &
African
American
Heritage

Total Attendance: 908
Total Revenue: \$6,170
Event Per Cap \$6.19

Event Attendance
↑ 47%
Compared to 2022

25
Mostly Sunny
Actual:
92° | 76°
0 in

8/25
Native
American &
Alaska
Heritage

Total Attendance: 743
Total Revenue: \$4,780
Event Per Cap \$6.24

Event Attendance
↑ 6%
Compared to 2022

22
Mostly Sunny
Actual:
86° | 71°
0.04 in

9/22
Hispanic
Heritage

Total Attendance: 1098
Total Revenue: \$7,306
Event Per Cap \$6.16

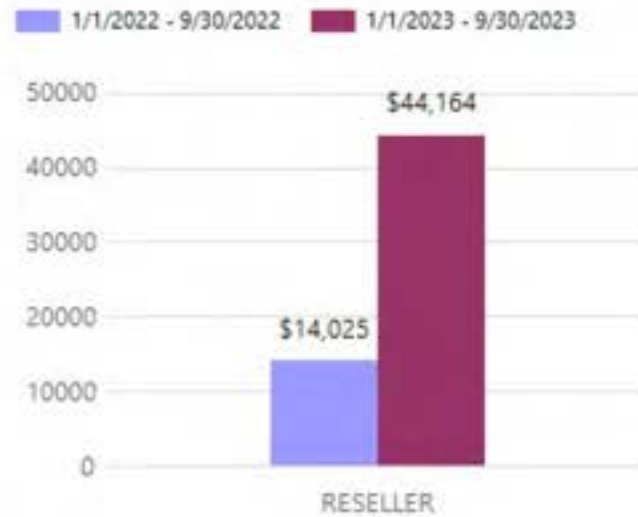
Event Attendance
↑ 183%
Compared to 2022

Reseller Updates

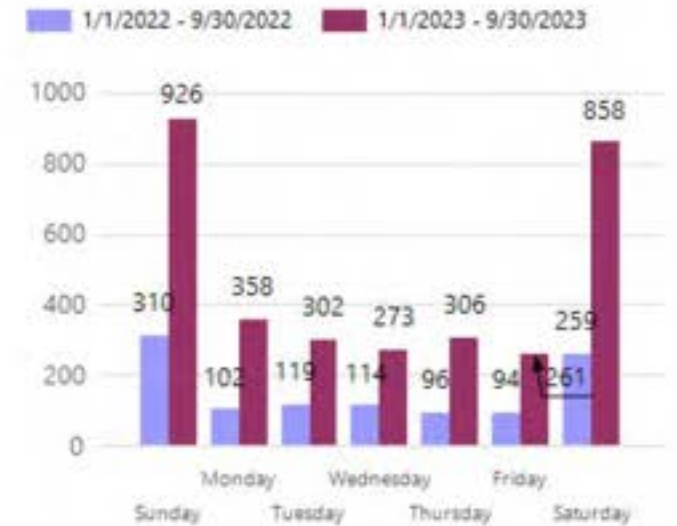
Active Resellers include:

1. Tigtets
 2. Get Your Guide
 3. Sanford Tours and Experiences
- Launched EBG, Perkspot, and Musement in late September.
 - New initiative on the horizon: Corporate Ticket Partnership
 - We will be targeting local businesses, organizations, and hotels.

RESELLER REVENUE YOY COMPARISON



#BOOKINGS BY DOW (RESELLER ONLY)



ATTENDANCE BY MONTH (RESELLER ONLY)





ZOO BOO BASH EVENT RECAP

\$ 173,433  12,027

 \$ 14.42 Per Cap

Event Attendance by Day	
Date	Attendance
Saturday October 14	2,007
Sunday October 15	1,097
Saturday October 21	2,166
Sunday October 22	2,291
Saturday October 28	2,153
Sunday October 29	2,045
TOTAL	11,759

VETERANS DAY AT THE ZOO

SPONSORED BY



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Credit Union

DECEMBER 3 and 4

**VETERANS AND ACTIVE
MILITARY GET IN FREE**

*MUST SHOW VALID ID

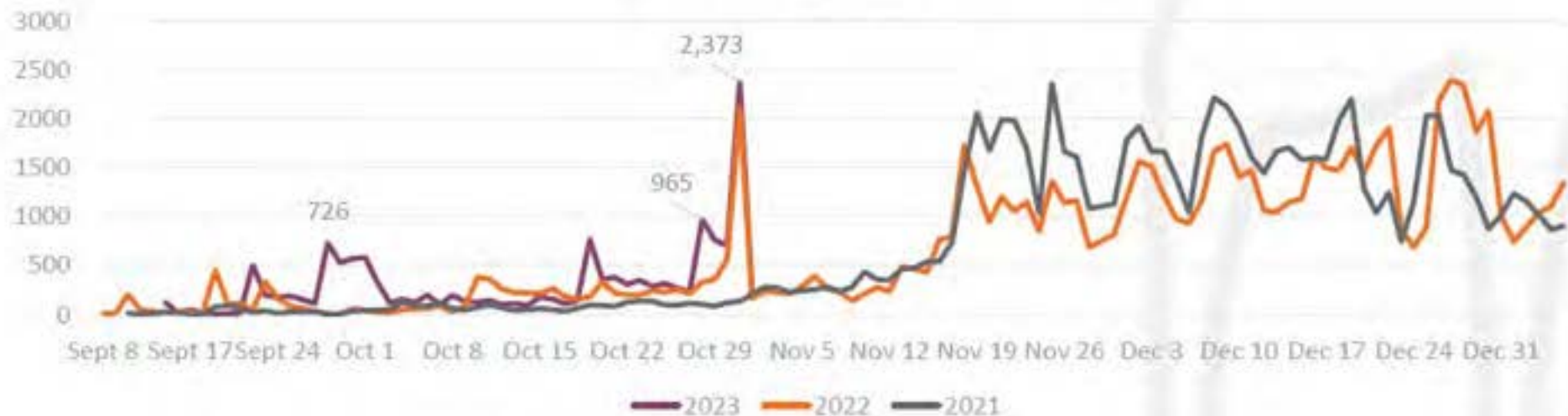


ASIAN LANTERN FESTIVAL

Per Cap \$15.30	Total Revenue \$239,165	Total Qty Sold 15,632
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Pricing Category	Description	Qty	Mix %	Revenue
Annual Pass	Asian Lantern Festival Age 3+ (4P)	1,372	8.78%	\$18,219.00
	Asian Lantern Festival Age 3+ (AP)	322	2.06%	\$5,134.39
	Asian Lantern Festival Child (2 & Under) (AP)	99	0.57%	\$0.00
		1,793	11.41%	\$23,353.39
Non-Pass Holder	Asian Lantern Festival Age 3+	2,621	16.77%	\$52,527.64
	Asian Lantern Festival Age 3+ (4P)	10,070	64.42%	\$153,874.90
	Asian Lantern Festival Age 3+ (AD/G)	359	2.36%	\$6,549.75
	Asian Lantern Festival Age 3+ Group	38	0.24%	\$674.50
	Asian Lantern Festival Child (2 & Under)	349	2.23%	\$0.00
	Asian Lantern Festival Complimentary (AD)	194	1.24%	\$0.00
	Asian Lantern Festival Complimentary (D18)	4	0.03%	\$0.00
	Asian Lantern Festival Preview Comp	7	0.04%	\$0.00
		13,652	87.91%	\$213,626.79
Zoo Employee/Volunteer	Asian Lantern Festival Age 3+ (EE/V)	197	1.26%	\$2,185.11
		197	1.26%	\$2,185.11
Total		15,632	100.00%	\$239,165.29

Sales by Day





Thank You

evok Reporting

REPORTS

Do Orlando North Campaign Results 2022-2023



Facebook & Instagram

Total Impressions **2.7 million**

Total Reach **871k**

Total Link Clicks **85k**

Average Cost Per Click **\$0.21**

Pinterest

Total Impressions **930k**

Total Link Clicks **17.8k**

Average Cost Per Click **\$0.41**

Google Search

Total Impressions **584k**

Total Link Clicks **93k**

Average Cost Per Click **\$0.32**

YouTube

Video Impressions **376k**

Video Views **301k**

Influencer Campaign

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Play Orlando North Campaign Results 2022-2023



Facebook & Instagram

Total Impressions **475k**

Total Reach **170k**

Total Link Clicks **23.5k**

Average Cost Per Click **\$0.27**

Pinterest

Total Impressions **809k**

Total Link Clicks **6k**

Average Cost Per Click **\$0.85**

Google Search

Total Impressions **179k**

Total Link Clicks **21.3k**




Average Cost Per Click **\$0.78**


YouTube

Video Impressions **699k**


Video Views **599k**

Play ON Campaign

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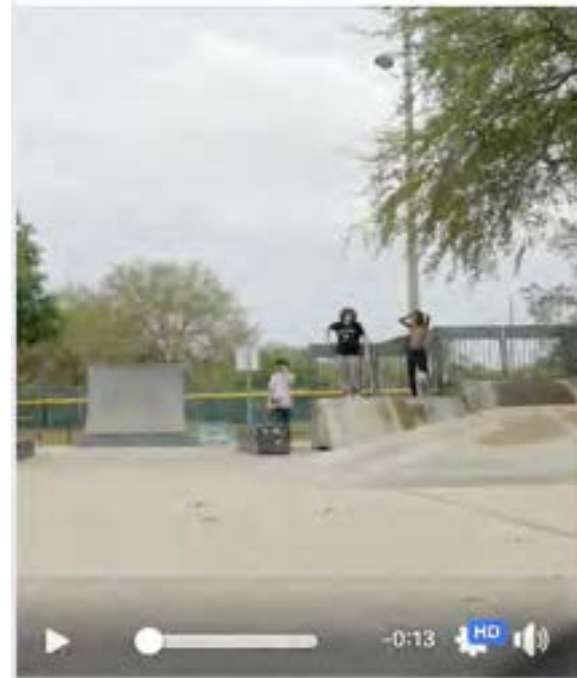


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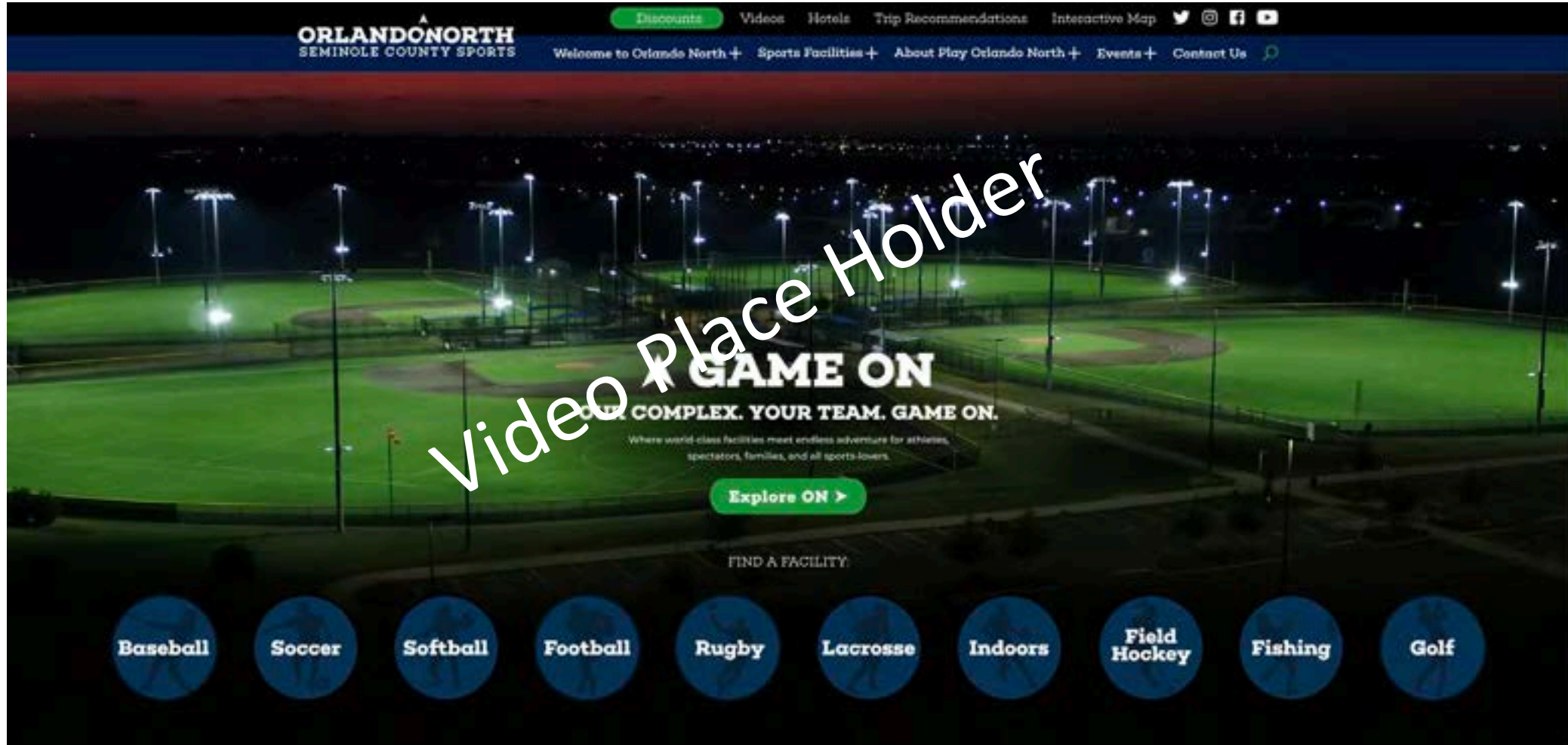
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New Play Orlando North Website



IDEAS.
WORK.
RESULTS.