

# Tourist Development Council

## Embassy Suites Altamonte

January 21, 2021



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**ORLANDO NORTH**  
**SEMINOLE COUNTY**

**Tourist Development Council**

**Meeting Agenda**

**January 21, 2021**

**Embassy Suites by Hilton Orlando North**

- |  |                         |
|--|-------------------------|
| I. Call to Order                                   | Chair Frank Cirrincione |
| Pledge of Allegiance followed by Moment of Silence |                         |
| II. Welcome and Introductions                      |                         |
| III. Approval of November 2020 TDC Minutes         |                         |
| IV. Orlando North Tourism Updates                  |                         |
| 1. Seminole County Tourism: Administration         | Tricia Johnson          |
| 2. Seminole County Tourism: Leisure                | Gui Cunha               |
| 3. Seminole County Tourism: Sports                 | Danny Trosset           |
| V. Central Florida Zoo Update                      | Dino Ferri              |
| VI. Evok, Media Update                             | Allison Braunstein      |
| VII. Old Business                                  | Chair Frank Cirrincione |
| VIII. New Business                                 |                         |
| IX. Adjourn  |                         |

**NEXT MEETING:**

April 15, 2021 TopGolf Lake Mary

# ORLANDO NORTH SEMINOLE COUNTY

## TOURISM DEVELOPMENT COUNCIL MEETING

Thursday, November 17, 2020

Tourist Development Council meeting called to order by Chairman Sarah Reece at 3:04 pm

### ***A quorum was established***

**In Attendance:** Chairman Sarah Reece, City of Altamonte Springs CALNO Representative  
Vice-Chairman Frank Cirrincione, General Manager Hilton/Orlando Altamonte Springs  
Elizabeth Brown, President, TBI US Operations Inc./OSI Inc. (SFB)  
Commissioner Lee Constantine, Seminole County Board of County Commissioners,  
District 3  
Rick Donohue, General Manager, Embassy Suites Orlando North  
Jamie Ross, General Manager, Residence Inn Orlando Lake Mary  
Mary Sue Weinaug, Owner, Wekiva Island  
Commissioner Patrick Austin, City of Sanford

**Excused:** Brenda Urias, Tourism Marketing Manager, AAA

### **Pledge of Allegiance and Moment of Silence**

### **Approval of July 17, 2020 TDC Meeting Minutes:**

**Motion:** Commissioner Lee Constantine

**Second:** Commissioner Patrick Austin

**Vote:** Unanimous

### **Tourism Administration Update**

*Tricia Johnson, Deputy County Manager*

- CARES Act Update
- Introduction of New TDC member, Elizabeth Brown, President, TBI US Operations Inc./OSI Inc. (SFB)
- Discussion regarding changing the TDC meetings to a quarterly calendar starting in 2021

### **Tourism Leisure Update**

*Gui Cunha, Tourism Director, Orlando North, Seminole County Tourism*

- Marketing Transition Update
- Introduction of new Tourism Manager, Karen Aplin, and new Tourism Coordinator, Jessica Pickering

- PPE distribution Update
- Evok and the Tourism Team are executing a Content Development Plan by December 31, 2020
- Asking for all partners to participate in Quarterly Giveaways by donating items such as gift cards or gift certificates
- Monthly STR demand numbers continue to show that Seminole County is exceeding the STR Forecast projections
- New STR Forecast expected in the upcoming January 2021 TDC Meeting
- \$4.2 million FY 2020 TDT collections. Surpassing the forecasted \$3.8 million

**Question: Chairman Sarah Reece:** Can cities or other venues receive the branded PPE being distributed?

**Answer: Gui Cunha:** Yes. We will work together to identify potential new events and new distribution points.

### **Sports Tourism Update**

*Danny Trosset, Sports Tourism Director, Play Orlando North, Seminole County*

- Sports Complex/Other Venue
- Upcoming Events
- Go Sports Agreement has been approved
- Tourism will meet with Perfect Game to clarify hotel expectations

### **GO Sports Update**

*Jason Seigel, President & CEO, GO Sports*

- Review of services provided
- Future event updates
- Possible Regional opportunities for international events, mainly focused around soccer
- Promotion of youth sports through the creation of the GO Youth Sports Task Force

**Question: Rick Donohue:** If Orlando is selected as a potential site for the World Cup, will the games take place at the Citrus Bowl or Exploria Stadium?

**Answer: Jason Seigel:** Per FIFA requirements, the potential games will need to occur in the Citrus Bowl.

### **Central Florida Zoo Update**

*Dino Ferri, CEO, Central Florida Zoo*

- Continued fundraising efforts
- October 2020 had a higher attendance than October 2019 due to the Zoo Boo Bash
- Review of Zoo Boo Bash key performance indicators
- Zoo Project Updates
- New Sustainability Campaign
- New iHeart Media marketing campaign
- Upcoming Promotions and Events for Enrichment Day and Santa at the Zoo

### **Marketing, Public Relations and Social Media Updates**

**Evok**

*Larry Meador, CEO & Chief Strategy Officer, Evok Advertising*

Recovery Campaign Update

- Social Media showing much positivity through Nuvi Social Listening
- Media Plan created and submitted to Tourism for review
- Excited to partner with GO Sports and Perfect Game on potential campaigns

**Old Business:** None

**New Business:**

- January 21, 2021 TDC meeting location TBD

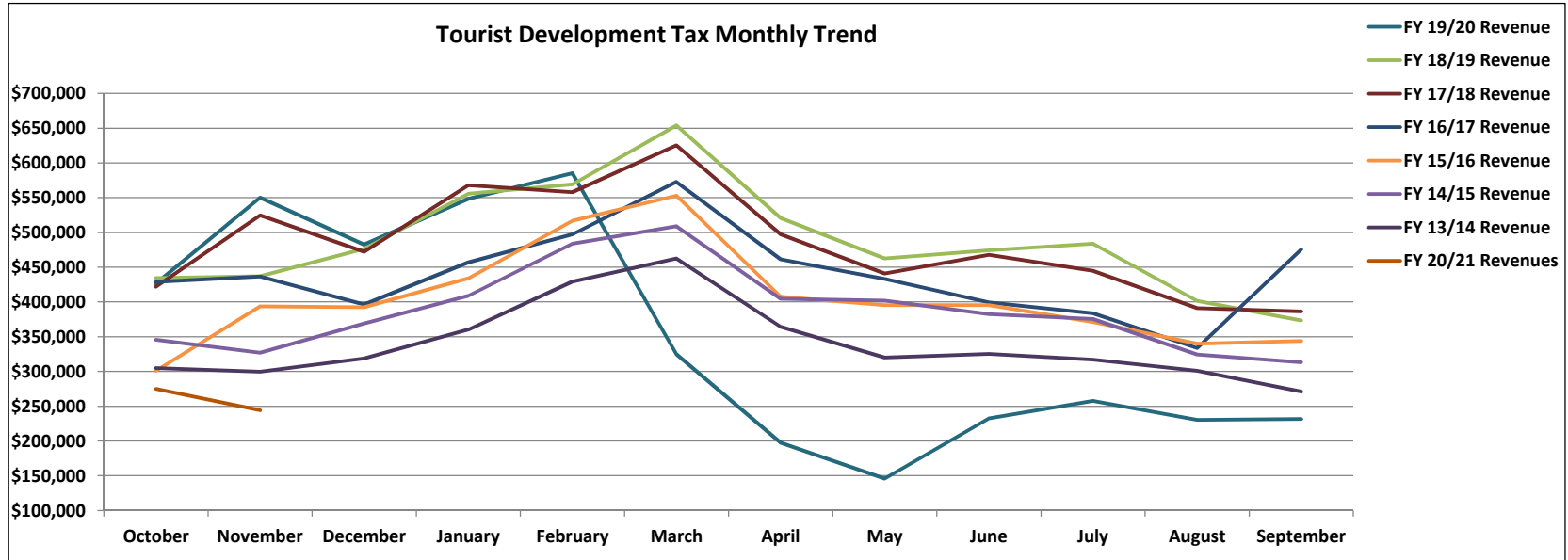
***Meeting adjourned 4:30pm***



Seminole County, Florida  
**TOURIST DEVELOPMENT TAX**  
 Fiscal Year 2020/21 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 20/21 vs FY 19/20	
	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	164,943	109,962	274,906	274,906	-35.6%
November	299,750	326,885	393,635	436,732	524,762	436,992	550,273	146,455	97,637	244,092	244,091	-55.6%
December	318,536	369,173	392,605	396,424	472,255	476,548	482,643					
January	360,507	408,691	433,835	456,915	567,724	555,919	548,293					
February	429,247	483,661	516,610	497,136	558,093	569,125	585,371					
March	462,593	509,149	552,988	572,832	625,272	654,013	324,781					
April	364,161	404,355	407,783	461,492	497,187	520,483	197,530					
May	320,090	401,954	395,282	432,965	440,873	462,655	145,826					
June	325,397	382,227	395,373	399,489	467,655	474,337	232,610					
July	316,960	375,695	370,960	383,585	444,707	483,878	257,661					
August	300,955	324,474	339,798	333,761	391,058	401,322	230,144					
September	271,010	313,288	343,950	475,615	386,395	373,474	231,559					
<b>Total</b>	<b>4,074,084</b>	<b>4,645,106</b>	<b>4,843,681</b>	<b>5,275,894</b>	<b>5,797,652</b>	<b>5,843,184</b>	<b>4,213,500</b>	<b>311,398</b>	<b>207,599</b>	<b>518,997</b>	<b>518,997</b>	<b>30.8%</b>
	11.40%	14.02%	4.27%	8.92%	9.89%	0.79%	-27.89%	<b>Budgeted Revenue</b>				
	% Chg from	% Chg from	% Chg from	% Chg from	% Chg from	% Chg from	% Chg from	<b>2,010,000</b>	<b>1,340,000</b>	<b>3,350,000</b>		
	Prior Year	Prior Year	Prior Year	Prior Year	Prior Year	Prior Year	Prior Year	<b>Estimated Revenue</b>				
								<b>2,183,682</b>	<b>1,455,788</b>	<b>3,639,470</b>		
								<b>% Change From PY</b>			<b>-13.62%</b>	

<b>Revenue Per Penny</b>	<b>814,817</b>	<b>929,021.24</b>	<b>968,736.20</b>	<b>1,055,178.80</b>	<b>1,159,530.40</b>	<b>1,168,636.78</b>	<b>842,700</b>	<b>103,799</b>
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# Tourism Update

- Content, Content, and more Content
  - 11 Photo Shoots and 7 Video Shoots
  - 10 ONSC Podcast Episodes
- CARES Act Update
  - PPE Distribution December 14-30, 2020  
6,000 Masks, 6,400 Health Kits, 4,320 Hand Sanitizers
  - Hotel Grants (**Deadline to submit receipts: 5PM, Monday, 2/1/2021**)
- STR Custom Forecast **Virtual** Meeting
  - *Tentative Date: 11AM-12PM on Tuesday, February 16<sup>th</sup>, 2021*  
*Zoom Invite to be sent upon confirmation from STR*
- Quarterly Giveaways





# Tourism Update

Month 2020	Occupancy (%) (YOY)	ADR (\$) (YOY)	Rev PAR (\$) (YOY)
October	52 (30.3)	79.66 (19.2)	41.43 (43.7)
Forecast	52.2	79.43	41.48
November	47.3 (38.1)	75.65 (25)	35.75 (53.6)
Forecast	50.2	79.37	39.83



# Tourism Update

## Current Month - October 2020 vs October 2019

	Occ %		ADR		RevPAR		Percent Change from October 2019					
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Alachua County, FL	46.8	62.7	78.92	108.62	36.90	68.15	-25.5	-27.3	-45.9	-43.6	4.3	-22.3
Flagler County, FL	49.9	48.6	125.57	114.16	62.70	55.50	2.7	10.0	13.0	5.5	-6.6	-4.1
Orange County, FL	35.5	78.2	91.84	136.50	32.56	106.70	-54.6	-32.7	-69.5	-75.2	-18.7	-63.2
Osceola County, FL	25.4	59.4	72.74	86.78	18.49	51.57	-57.2	-16.2	-64.2	-66.8	-7.5	-60.4
Polk County, FL	54.1	61.9	86.03	91.63	46.52	56.70	-12.6	-6.1	-17.9	-15.3	3.2	-9.8
Volusia County, FL	48.4	53.4	100.15	103.64	48.48	55.36	-9.4	-3.4	-12.4	-12.3	0.2	-9.2

## Current Month - November 2020 vs November 2019

	Occ %		ADR		RevPAR		Percent Change from November 2019					
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Alachua County, FL	47.9	64.0	76.90	115.46	36.82	73.95	-25.2	-33.4	-50.2	-47.7	5.1	-21.4
Flagler County, FL	46.2	51.7	119.50	113.32	55.27	58.57	-10.5	5.5	-5.6	-11.9	-6.6	-16.4
Orange County, FL	33.8	79.5	90.53	133.56	30.64	106.17	-57.4	-32.2	-71.1	-75.6	-15.5	-64.0
Osceola County, FL	25.9	61.8	74.27	87.99	19.22	54.37	-58.1	-15.6	-64.7	-67.0	-6.6	-60.9
Polk County, FL	49.2	62.8	83.64	89.13	41.16	56.00	-21.7	-6.2	-26.5	-24.1	3.2	-19.2
Volusia County, FL	45.0	55.8	94.43	99.21	42.49	55.37	-19.4	-4.8	-23.3	-23.1	0.2	-19.3



# Updated Custom STR Forecast

Next 12 Months	2020			2021								
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Occupancy (%)	52.2	50.2	42.9	51.7	55.0	62.8	56.3	56.1	61.9	66.1	57.3	56.7
Occupancy Percent Change	-30.1	-34.2	-37.6	-31.1	-34.8	16.2	112.3	84.4	52.5	40.6	34.2	29.9
ADR (\$)	79.43	79.37	80.45	85.54	93.53	93.96	87.50	83.20	87.15	86.12	81.41	83.26
ADR Percent Change	-19.4	-21.4	-19.6	-23.2	-22.4	-11.9	19.9	16.3	14.7	9.6	10.2	12.1
RevPAR (\$)	41.48	39.83	34.48	44.24	51.41	58.98	49.27	46.69	53.98	56.91	46.68	47.17
RevPAR Percent Change	-43.7	-48.3	-49.8	-47.1	-49.4	2.4	154.5	114.5	74.9	54.1	47.9	45.6

Using the STR RevPAR projections the forecast for FY 20/21 TDT collections is ~\$3.6 Million

2020 TDT	Actual	Forecast
October	\$270,782	\$240,924
November	\$240,430	\$284,491
Total YTD	\$511,212	\$524,785
TDT Variance		<b>-\$13,573</b>



## Fiscal Year Recap

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
<b>Total</b>	<b>246</b>	<b>13,062</b>	<b>583,010</b>	<b>76,099</b>	<b>\$95,290,500</b>

FY '20/'21 Projections					
Location	# of Events	Teams	Visitors	Room Nights	Eco Impact
Sports Complex	57	4,000	200,000	45,000	\$35,000,000



# Sports Tourism - Sports Complex

October/November Actuals			
Month	# of Events	Room Nights	Eco Impact
October	5	2,677	\$2,625,643
November	3	1,990	\$1,789,938
<b>Total</b>	<b>8</b>	<b>4,667</b>	<b>\$4,415,581</b>



Monthly Projections			
Month	# of Events	Room Nights	Eco Impact
December	3	1,230	\$864,790
January	3	3,193	\$3,130,077

## Fiscal '19/'20 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
<b>Total</b>	<b>149</b>	<b>5,785</b>	<b>263,546</b>	<b>49,856</b>	<b>\$46,329,996</b>

FY '19/'20 Projections					
Location	# of Events	Teams	Visitors	Room Nights	Eco Impact
All Other Venues	52	2,850	120,000	19,030	\$17,569,387



# Sports Tourism – All Other Venues

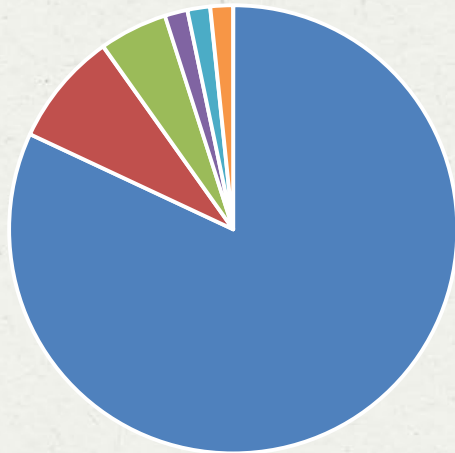
October/November Actuals			
Month	# of Events	Room Nights	Eco Impact
October	6	2,374	\$2,181,680
November	3	1,122	\$971,584
<b>Total</b>	<b>9</b>	<b>3,496</b>	<b>\$3,153,264</b>



Monthly Projections			
Month	# of Events	Room Nights	Eco Impact
December	4	1,190	\$827,742
January	5	4,656	\$4,395,668

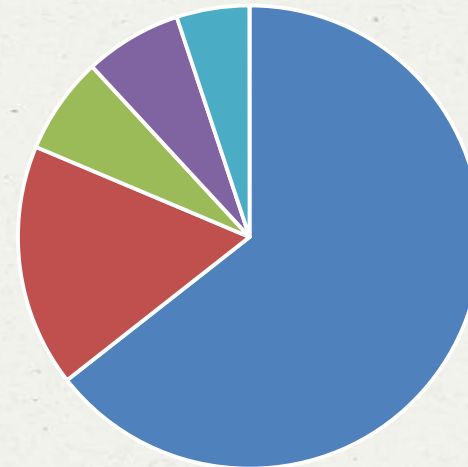
## FY '20/'21 Events (by Sport)

Sports Complex



- Baseball (50)
- SP Softball (5)
- Soccer (3)
- FP Softball (1)
- Lacrosse (1)
- Field Hockey (1)

All Other Venues



- Softball (38)
- Tennis (10)
- Soccer (4)
- SP Softball (4)
- Baseball (3)





# Kicking Off 2021



## Events

Organization	Event	Date	Location	Teams	Visitors	Room Nights	Eco Impact
Baseball Youth/Softball Youth	All-American Games	Dec. 31-Jan 3	Sports Complex	50	1,385	730	\$500,000
ECNL	ECNL Florida Girls	Jan. 8-10	Seminole Soccer Sylvan Lake Sports Complex	176	13,515	2,702	\$2,730,846
3 Step Sports	NFHCA Field Hockey	Jan. 15-17	Sports Complex	90	4,680	2,000	\$2,000,000
ECNL	ECNL Florida Boys	Jan. 22-24	Seminole Soccer Sylvan Lake Sports Complex	168	12,374	2,199	\$2,228,794
<b>Total</b>				<b>484</b>	<b>31,954</b>	<b>7,631</b>	<b>\$7,459,640</b>

**TDC Funded Events - Funding Analysis FY 20/21 Updated January 1, 2021**

<b>Seminole County - All Venues</b>						
	<b># of Events</b>	<b>Location</b>	<b>Total Funding Approved Plan</b>	<b>Total Paid-Out YTD</b>	<b>Room Night Plan</b>	<b>Total Room Nights YTD</b>
<b>FY 16/17</b>	56	<b>All Venues</b>	\$297,749.49	\$ 177,047.56	22,597	20,210
<b>FY17/18</b>	52	<b>All Venues</b>	\$348,644.76	\$ 282,761.77	23,249	29,830
<b>FY 18/19</b>	75	<b>All Venues</b>	\$503,319.00	\$ 398,839.91	33,537	39458
<b>FY 19/20</b>	67	<b>All Venues</b>	\$556,965.00	\$ 300,278.08	36,959	30085
<b>FY 20/21</b>	10	<b>All Venues</b>	\$117,075.00	\$ 93,796.82	7,805	7712
<b>TOTAL</b>	<b>260</b>	<b>All Venues</b>	<b>\$1,823,753.25</b>	<b>\$ 1,252,724.14</b>	<b>124,147</b>	<b>127,295</b>

<b>Event Name</b>	<b>Dates</b>	<b>Location</b>	<b>Total Funding Approved</b>	<b>Total Funding Paid-Out</b>	<b>Room Night Guarantee</b>	<b>Room Night Final</b>
Perfect Game Youth Fall State Championship	October 3-4, 2020	BOOMBAAH Sports Complex	\$ 7,500.00	\$ 7,335.00	500	489
USSSA FP Elite Select	October 3-4, 2020	Soldiers Creek/Softball	\$ 7,500.00	\$ 6,783.70	500	511
Suncoast/USSSA Florida State Championship	October 17-18, 2020	BOOMBAAH Sports Complex	\$ 5,250.00	\$ 6,044.85	350	657
ProSwings Battle of the Best	October 16-18, 2020	Soldiers Creek/Softball	\$ 9,000.00	\$ 8,031.77	600	732
Florida PGF Gem Invitational	October 23-26, 2020	Soldiers Creek/Softball	\$ 7,500.00	\$ 9,000.00	500	700
Perfect Game, Inc Fall World Series	October 23-26, 2020	BOOMBAAH Sports Complex	\$ 24,900.00	\$ 15,543.72	1660	1193
ISSA Winter Worlds	November 4-8, 2020	BOOMBAAH Sports Complex	\$ 19,500.00	\$ 13,247.54	1300	1,288
ProSwings Power 50 Invitational	November 6-8, 2020	Soldiers Creek/Softball	\$ 7,125.00	\$ 4,177.20	475	409
Perfect Game Youth Fall Nationals	November 14-15, 2020	BOOMBAAH Sports Complex	\$ 7,500.00	\$ 6,825.00	500	455
USSSA FP Winter States Warm-Up	November 14-15, 2020	Soldiers Creek/Softball	\$ 6,300.00	\$ 6,175.84	420	422
3d Lacrosse Southern Retreat	November 20-22, 2020	BOOMBAAH Sports Complex	\$ 4,500.00	\$ 1,497.20	300	247

GoldStar Elite Fall Showcase	November 21-22, 2020	Soldiers Creek	\$ 6,000.00	\$ 4,425.00	400	295
BOOMBAH USSSA CFL Holiday Classic	December 5-6, 2020	BOOMBAH Spots Complex	\$ 4,500.00	\$ 4,710.00	300	314
			\$ 117,075.00	\$ 93,796.82	7805	7712



Greater Orlando Sports Commission - Seminole County TDC Report

Updated: December 23, 2020

FY 20/21 Calendar							
Event	Contract Status	Contract Term	Event Date	Athletes	Total Visitors	Projected Room Nights	Projected Eco Impact
ECNL Referee Development Program	Renewed	2021	January 7, 2021	-	40	70	\$ 27,749
Girls ECNL Florida	Renewed	2021-2023	January 8-10, 2021	1,920	7,412	2,851	\$ 2,836,342
Boys ECNL Florida	Renewed	2021-2023	January 22-24, 2021	1,760	6,586	2,461	\$ 2,481,383
Concacaf U-17 Qualifier	Negotiating	2021	March 2021	160	216	432	\$ 150,552
HoganLax Florida Team Training	Recurring	2020-2022	March 6-28, 2021	656	830	770	\$ 279,219
FHSAA Tennis State Championships	Renewed	2021-2023	April 26-30, 2021	512	1,612	409	\$ 385,837
Florida Rush Champions Cup	Recurring	2017 - 2021	May 22-23, 2021	1,054	2,777	652	\$ 454,440
<b>Totals</b>				<b>6,062</b>	<b>19,473</b>	<b>7,645</b>	<b>\$ 6,615,522</b>

Color Key:

<i>Event completed</i>
<i>Event partially completed</i>
<i>Event cancelled</i>

Business Development Status			
Event	Dates/Years	Possible Venue(s)	Status
Concacaf U-17 Pre Qualifier	Various Dates in 2020 and 2021	Seminole Soccer Complex, Sylvan Lake Park	Postponed in 2020, Researching Dates in 2021
International Team Training for FIFA U-20 Women's World Cup	July of 2020	Seminole Soccer Complex, Sylvan Lake Park	Postponed
Professional Team Training	August of 2020	Seminole Soccer Complex, Sylvan Lake Park	Cancelled
Lacrosse College Combine	January of 2021	Central Winds Parks, Moore's Station Road, Shane Kelly Park	Researching
Girls ECNL Florida	January of 2021, 2022, 2023	Seminole Soccer Complex, Sylvan Lake Park, Boombah Sports Complex	Renewed
Boys ECNL Florida	January of 2021, 2022, 2023	Seminole Soccer Complex, Sylvan Lake Park, Boombah Sports Complex	Renewed
HoganLax Florida Team Training	March of 2021	Boombah Sports Complex, Sylvan Lake Park, Moore's Station Road	Cancelled
Easter International Tournament	Easter Week of 2021, 2022, 2023, 2024, 2025	Seminole Soccer Complex, Sylvan Lake Park	Bid Submitted, Event Awarded to Kissimmee Sports
FHSAA Tennis State Championships	April of 2021, 2022, 2023	Sanlando Park, Red Bug Lake Park, Sylvan Lake Park	Renewed and Extended
Collegiate Tennis Event	May of 2021	Sanlando Park, Red Bug Lake Park, Sylvan Lake Park	Researching
USA Baseball Futures Series	Spring of 2021	Boombah Sports Complex	Cancelled
USA Touch Rugby Nationals	October of 2021	Researching	Reviewing RFP
USA Ultimate U-24 National Team Tryouts	Various Dates in 2021	Various Seminole County Venues	Researching
USA Pickleball Southeast Regionals	Various Dates in 2021, 2022	Sanlando Park	Researching
USA Softball National Championships	Various Dates in 2022	Boombah Sports Complex, Boombah-Soldiers Creek Park, Seminole County Softball Complex	Researching
Flag Football World Championship Tour	January of 2022	Seminole Soccer Complex, Boombah Sports Complex	Researching
US Youth Soccer National Presidents Cup	July of 2022	Seminole Soccer Complex	Awaiting RFP
NCAA Women's College Cup Youth Showcase	December of 2022-2025	Seminole Soccer Complex, Sylvan Lake Park, Central Winds Park, Boombah Sports Complex	Not Awarded
NCAA DII Women's Tennis Championship	May of 2024	Sanlando Park	Bid Awarded
NCAA DII Men's Tennis Championship	May of 2024	Sanlando Park	Bid Awarded
NCAA DII Softball 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
World Cup 2026	Summer of 2026	TBD	Ongoing Bid Process



CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.  
 UNAUDITED MONTHLY RESULTS AS OF DECEMBER 31, 2020

	<b>Dec-20</b>	<b>Nov-20</b>	<b>M-O-M</b>	<b>%</b>
	<b>Unaudited Actuals</b>	<b>Unaudited Actuals</b>	<b>Dec/Nov</b>	<b>Change</b>
Revenues				
Annual passholders	\$ 39,612	\$ 40,426	\$ (813)	-2%
Gate	164,404	156,721	\$ 7,683	5%
Group sales	1,567	397	\$ 1,169	75%
Concessions	4,097	5,128	\$ (1,030)	-25%
Gift shop	19,133	16,506	\$ 2,627	14%
Government support	300,000	-	\$ 300,000	0%
Education	3,883	3,079	\$ 804	21%
WMD net rental	6,231	6,358	\$ (128)	-2%
Public support	97,005	57,121	\$ 39,884	41%
Net event revenues	(774)	255	\$ (1,029)	133%
Zipline	18,551	10,299	\$ 8,252	44%
Train/Carousel	3,007	3,556	\$ (548)	-18%
Other revenues	29,027	10,554	\$ 18,473	64%
<b>Total revenues</b>	<b>\$ 685,743</b>	<b>\$ 310,400</b>	<b>\$ 375,343</b>	<b>55%</b>
Operating expenses				
Payroll	\$ 206,354	\$ 191,692	\$ 14,662	7%
Animal care	24,053	18,379	\$ 5,674	24%
Facilities repair and maintenance	23,358	6,911	\$ 16,447	70%
Advertising	26,497	6,096	\$ 20,401	77%
Insurance	45,532	44,222	\$ 1,310	3%
Utilities	17,645	12,879	\$ 4,766	27%
Professional fees	17,188	2,488	\$ 14,700	86%
Employee expenses	2,428	1,634	\$ 794	33%
Office expenses/website/credit card fees	17,862	14,269	\$ 3,593	20%
Project Expenses	288,622	10,466	\$ 278,155	96%
Printing	531	112	\$ 419	79%
Supplies	5,215	3,955	\$ 1,260	24%
Other operating expenses	14,737	10,615	\$ 4,121	28%
<b>Total operating expenses</b>	<b>\$ 690,021</b>	<b>\$ 323,719</b>	<b>\$ 366,302</b>	<b>53%</b>
<b>Net operating income before depreciation</b>	<b>\$ (4,278)</b>	<b>\$ (13,319)</b>	<b>\$ 9,042</b>	<b>-211%</b>

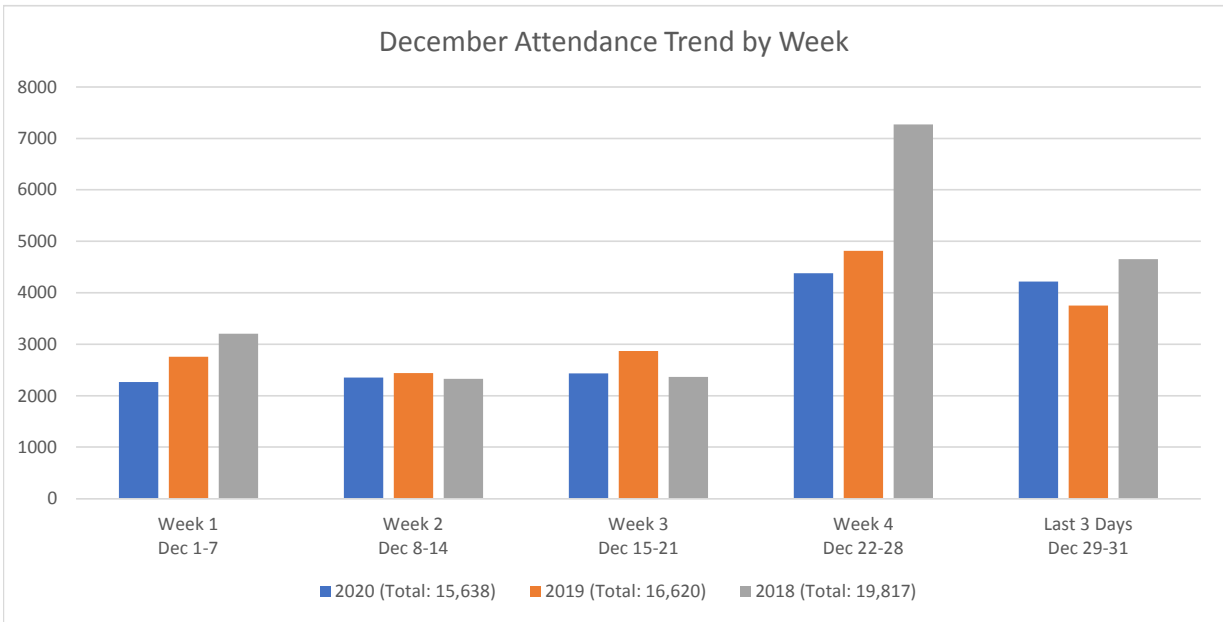
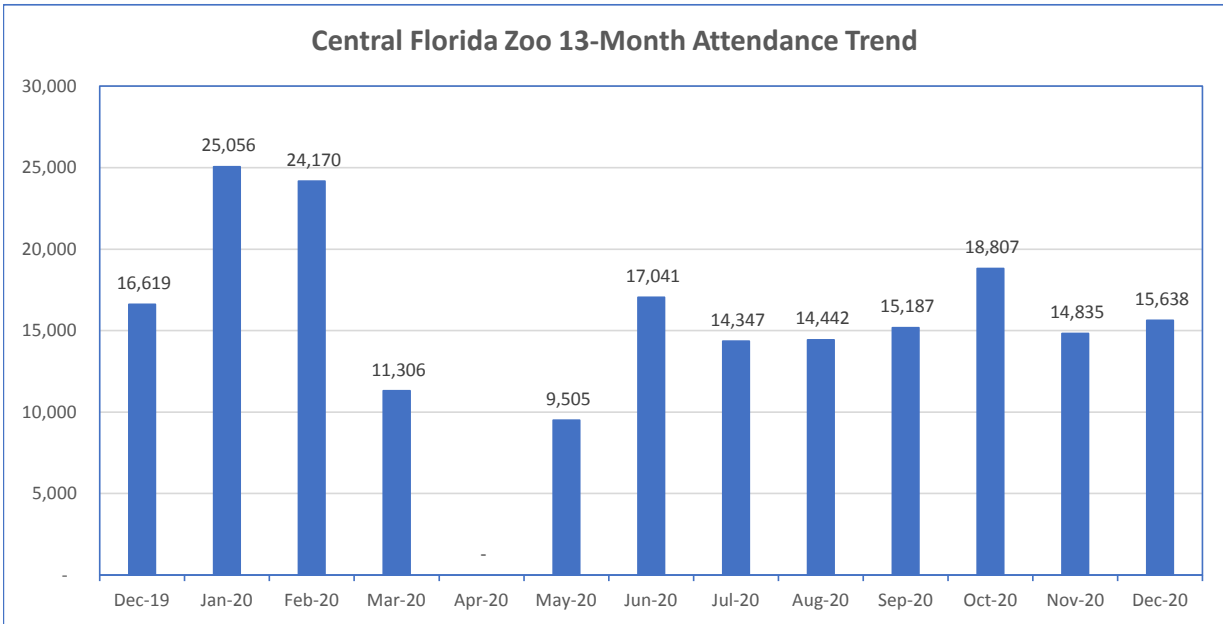
\*Sept Education revenue reflects final summer camp refund recognition

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.  
 UNAUDITED MONTHLY RESULTS AS OF DECEMBER 31, 2020

	<b>Dec-20</b>	<b>Dec-19</b>	<b>Y-O-Y</b>	<b>%</b>
	<b>Unaudited Actuals</b>	<b>Unaudited Actuals</b>	<b>2020/2019</b>	<b>Change</b>
Revenues				
Annual passholders	\$ 39,612	\$ 49,755	\$ (10,143)	-26%
Gate	164,404	172,403	\$ (7,999)	-5%
Group sales	1,567	1,365	\$ 201	13%
Concessions	4,097	6,743	\$ (2,646)	-65%
Gift shop	19,133	18,009	\$ 1,124	6%
Government support	300,000	99,125	\$ 200,875	0%
Education	3,883	10,937	\$ (7,054)	-182%
WMD net rental	6,231	5,299	\$ 932	15%
Public support	97,005	26,558	\$ 70,447	73%
Net event revenues	(774)	135,365	\$ (136,139)	17585%
Zipline	18,551	20,229	\$ (1,678)	-9%
Train/Carousel	3,007	2,086	\$ 922	31%
Other revenues	29,027	27,801	\$ 1,226	4%
<b>Total revenues</b>	<b>\$ 685,743</b>	<b>\$ 575,676</b>	<b>\$ 110,067</b>	<b>16%</b>
Operating expenses				
Payroll	\$ 206,354	\$ 245,158	\$ (38,804)	-19%
Animal care	24,053	17,025	\$ 7,028	29%
Facilities repair and maintenance	23,358	11,727	\$ 11,631	50%
Advertising	26,497	6,417	\$ 20,081	76%
Insurance	45,532	46,910	\$ (1,379)	-3%
Utilities	17,645	16,779	\$ 866	5%
Professional fees	17,188	3,846	\$ 13,341	78%
Employee expenses	2,428	4,073	\$ (1,645)	-68%
Office expenses/website/credit card fees	17,862	23,231	\$ (5,369)	-30%
Project Expenses	288,622	60,914	\$ 227,707	79%
Printing	531	675	\$ (144)	-27%
Supplies	5,215	2,901	\$ 2,314	44%
Other operating expenses	14,737	21,357	\$ (6,620)	-45%
<b>Total operating expenses</b>	<b>\$ 690,021</b>	<b>\$ 461,014</b>	<b>\$ 229,007</b>	<b>33%</b>
<b>Net operating income before depreciation</b>	<b>\$ (4,278)</b>	<b>\$ 114,662</b>	<b>\$ (118,940)</b>	<b>2780%</b>

\*Sept Education revenue reflects final summer camp refund recognition

**CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.**  
**UNAUDITED MONTHLY RESULTS AS OF DECEMBER 31, 2020**



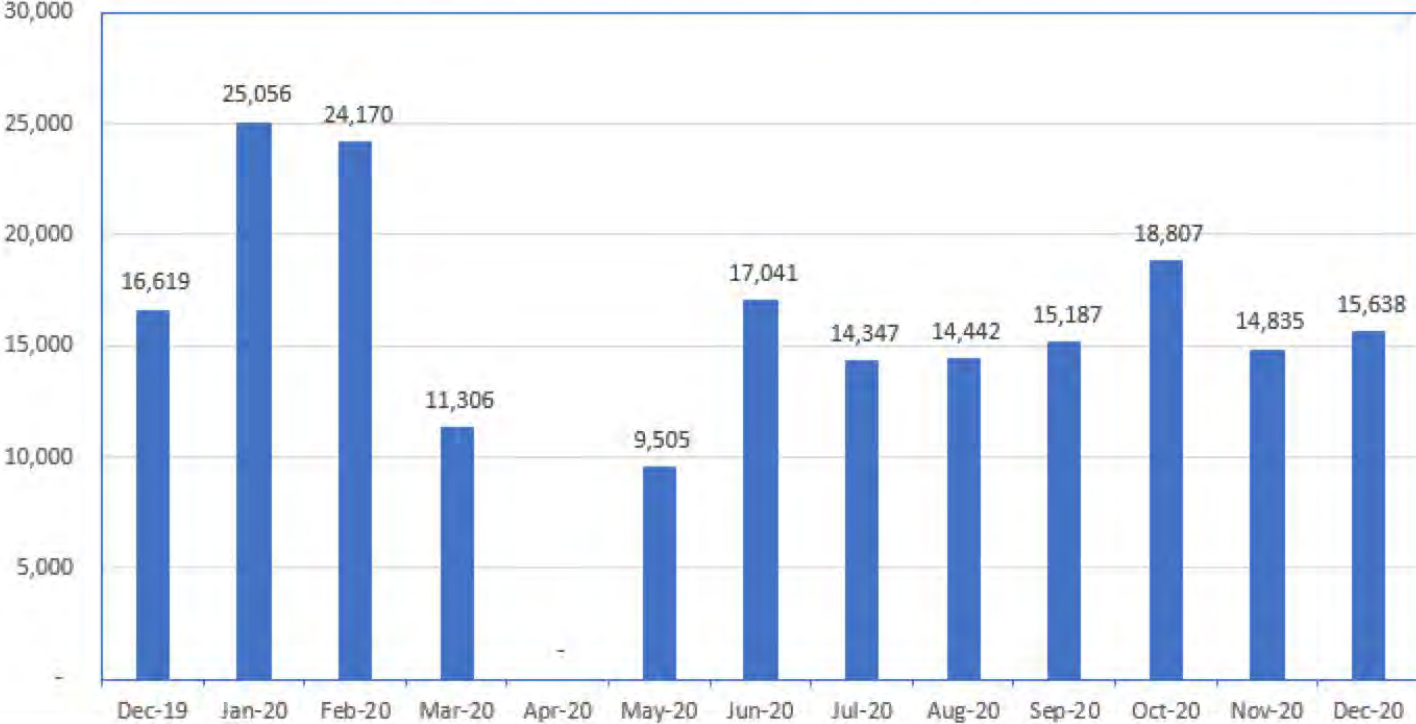


# THERE'S NO ZOO WITHOUT YOU



[WWW.CENTRALFLORIDAZOO.ORG/YOU](http://WWW.CENTRALFLORIDAZOO.ORG/YOU)

Central Florida Zoo 13-Month Attendance Trend



# Zoo Projects

## Capital Projects:

- ▶ Wi-Fi throughout the park and new security cameras – completed
- ▶ Replaced employee/behind the scenes fencing - completed
- ▶ Facilities Building Replacement – completed
- ▶ Keeper Building Replacement – in final stage of completion
- ▶ Bear Pool Filtration Repairs – in progress
- ▶ Log Cabin Bridge Replacement - in progress
- ▶ Septic Tank Removals – scheduled
- ▶ Train Refurbishment – discussions in progress
- ▶ Rainforest Roof Refurbishment – discussions in progress
- ▶ Gift Shop Roof Refurbishment/Replacement – discussions in progress
- ▶ Necropsy Building – discussions in progress
- ▶ Aviary – discussions in progress



# Sustainability Campaign Update

## Operational Cash Inflow/Outflow:

August Revenue = \$270,169; Expenses = \$353,970

September Revenue not including Cares Act = \$244,081; Expenses = \$334,014

October Revenue = \$329,485; Expenses = \$375,417

November Revenue = \$310,400; Expenses = \$323,719

December Revenue = \$685,743 (Includes \$300,000 TDC); Expenses = \$690,021

Seminole County  
CARES Act  
• \$1.55 million

Seminole County  
TDC  
• \$300,000

Individual and  
Corporate Giving  
• \$277,865

City of Sanford  
• \$25,000

Goal: \$2.5 Million

Raised to date:  
\$2,152,865

Need: \$347,135

# Sustainability Campaign Update

## CEO Clean Sweep Facebook Fundraiser

Individuals had a chance to donate to the Zoo while voting for a specific habitat they wanted to see the Zoo's CEO clean. The otter habitat won the contest by being the first to reach the \$3000 goal.

Dino cleaned the habitat on December 17, 2020 and it was streamed live on Facebook and Instagram.

Total Raised - \$ 4,130

## Giving Tuesday/GivingZOOday

Annual day of giving for non-profits was held on December 1, 2020

Total Raised - \$ 2,245

## Holiday Fundraiser – 12 Giveaways for Giving

Individuals had a chance to donate to the Zoo and win some great gifts for themselves or family members.

Thanks to all the local businesses that donated items for this fundraiser.

Total Raised - \$ 1,150

## Year End Fundraising

The Zoo's year end fundraising effort included a targeted mailing, Facebook fundraising posts, & emails.

Total Raised – \$35,482

# Marketing Update

The Zoo has updated rack cards to reflect modified operations. Distribution of the new rack cards is underway in the community.

The Zoo is utilizing a new platform to manage and maintain our business listing on over 100 digital publisher sites, apps, navigation systems, as well as AI powered devices including Alexa and Siri. This tool is already allowing Zoo staff to manage information across platforms to ensure accuracy in hours and offerings during modified operations.

The Zoo's social media platforms continue to include a mix of original and UG content promoting events, educational programs, fundraising, and animal care and welfare.

We currently have a campaign running with iHeartMedia to promote visiting the Zoo. We are utilizing streaming iHM audio, OTT, and Targeted Emails.

- Campaign launched in November 2020 and will run through February 2021
- Message across all channels promotes the Zoo as a safe outdoor attraction & shows visitors wearing masks.

# iHM Campaign Summary

The campaign with iHeartMedia (iHM) launched on November 24, 2020. One channel that is being tested is OTT with :15 & :30 videos promoting the Zoo as a safe, outdoor attraction.

**OTT** refers to Over-The-Top, which is a streaming media service offered directly to viewers via the Internet. **OTT** bypasses cable, broadcast, and satellite television platforms. This is the most cost-effective way for the Zoo to purchase air-time during Q4.

- Targeting: Orlando DMA + Females, optimizing toward Family, Entertainment, & Lifestyle Marketplaces.
- Frequency: Goal is 3-5, which refers to the number of times our content will be served to a potential customer during a specified period. The Zoo's campaign is currently at 3.12.
- Total Impressions Served: the first 6 weeks of the campaign is 162,717.
- Video Completion Rate (VCR): 98.58%, well over the industry average of 90%.
- Mix includes distribution across premium publishers through Connected TV such as Roku, Amazon FireTV, Apple TV, Sling, etc.



# Upcoming Programs



KIDS NIGHT OUT!



PRESIDENTS' DAY CAMP



PROJECT WILD &  
AQUATIC WILD  
TEACHER WORKSHOP



QUESTIONS?





**ORLANDO<sup>^</sup>NORTH**  
**SEMINOLE COUNTY**



# January TDC

## Do Orlando North & Play Orlando North

## Website Updates

- Adding a newsletter signup feature to both websites
- Request A Visitors Guide page
- Landing page for social media promotion giveaway entries
- Blog updates
- Leisure - Events calendar





# Content Development Shoots

**Day 1 - Nov. 21**

Family Day

- Embassy Suites by Hilton Orlando North
- Altamonte Mall
- Cranes Roost Park

**Day 2 - Nov. 30**

Food & Beverage Shoot

- Dexter's Lake Mary
- Liam Fitzpatrick's Irish Pub/Restaurant
- The Vineyard Wine Company

**Day 3 - Dec. 1**

Girls Shopping

- Adjectives Market
- Luxe Designer Resale

Couples Night Out

- The Collective
- Hilton Orlando/Altamonte Springs
- Congo River Mini Golf

**Day 4 - Dec. 3**

- Lake Lotus Park

**Day 5 - Dec. 5**

Girls Getaway

- Lake Mary Farmer's Market
- 4th & Ocean and Sophie & Trey
- Pierre's Wine Cellar

Couples Night at the Hotel

- Orlando Marriott Lake Mary

Girls Getaway (continued)

- The Westin Lake Mary

**Day 6 - Dec. 11**

Bunches of People at the Aerial Park  
Seminole Aerial Adventures (CFL Zoo)

**Day 7 - Dec. 12**

Family of Five Day Out

- Lake Mary Farmer's Market
- Lake Mary Historical Museum
- Emil Bueler Perpetual Trust Planetarium at Seminole State











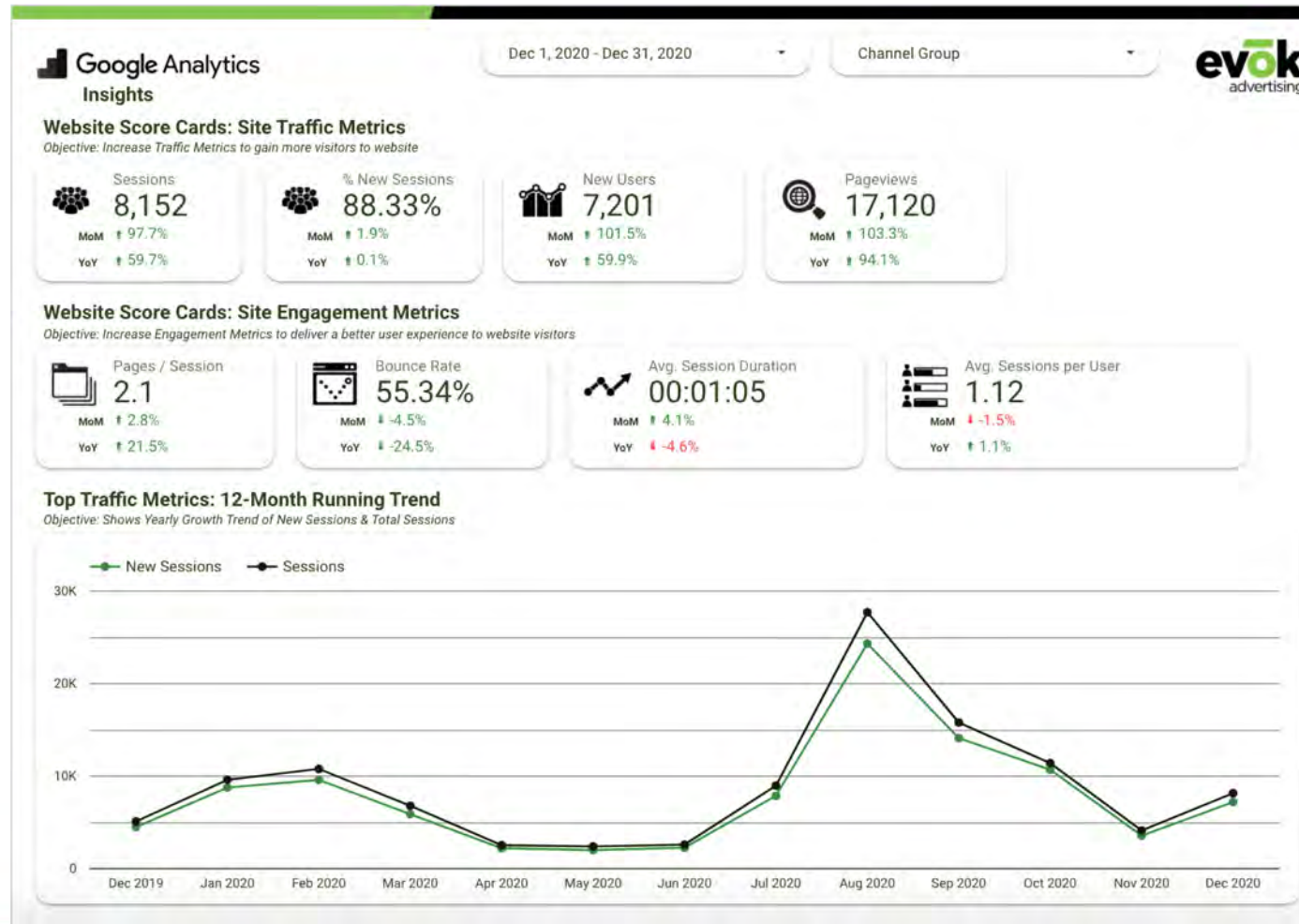








# December Digital Report – Do Orlando North



# Email M



## 'Tis the Season for Holiday Fun in Orlando North

The year may be wrapping up, but the holiday fun is just getting started in Orlando North. Check out our guide to shopping local this season, our favorite holiday traditions and more!



### FEATURED BLOG

## Where to Shop Local this Holiday Season

From trendy boutiques and vintage finds, to renowned brand names and can't-miss deals, you'll be able to cross off everyone on your list while exploring more of Orlando North.

Go Shopping

### FEATURED PARTNER

## Celebrate the Season with a Few New Friends

The Central Florida Zoo's furry, feathered and scaly residents are the perfect companions for a unique and unforgettable holiday outing. Spend a sunny day outdoors with the family and be sure to grab a souvenir penny to mark the occasion!

Go Wild



### FEATURED PARTNER

## Celebrate the Season with a Few New Friends

The Central Florida Zoo's furry, feathered and scaly residents are the perfect companions for a unique and unforgettable holiday outing. Spend a sunny day outdoors with the family and be sure to grab a souvenir penny to mark the occasion!

Go Wild



### UPCOMING EVENT

## Holiday Lights at Cranes Roost Park

Breezy winter nights in Orlando North call for a stroll along Cranes Roost Park in the company of a hot chocolate and mesmerizing holiday light displays. Bring the family or a special someone along and make your visit the start of a new holiday tradition.

Plan Your Night

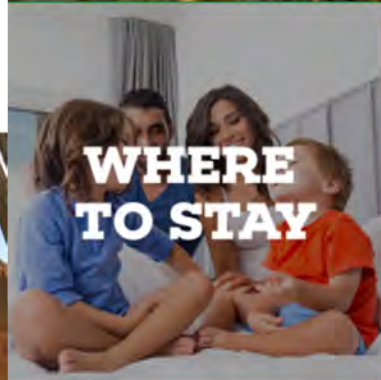


## Top Hotels in Orlando North

Find the perfect home base for your holiday adventures in Seminole County at one of our full-service hotels.

- Embassy Suites by Hilton Orlando—North
- The Westin Lake Mary
- Orlando Marriott Lake Mary
- Hilton Orlando/Altamonte Springs

Book Your Room



## WHERE TO STAY

#DoOrlandoNorth





## December Digital Report – Play Orlando North

