

Tourist Development Council

Central Florida Zoo

August 19, 2021



Table of Contents

Agenda	3
Approval of April 2021 Minutes.....	4
Sanford Main Street Grant Application.....	7
Sanford Main Street Presentation.....	13
Staff Reports	
TDT Collection Update.....	28
Tourism Update/Hotel Occupancy.....	29
Sports Event Performance	35
Greater Orlando Sports Commission.....	36
TDT Supported Grants	
Central Florida Zoo & Botanical Gardens.....	41
Marketing, Advertising, and Social Media Reports	
Evok Summary Report.....	59



**Tourist Development Council
Meeting Agenda
August 19, 2021
Central Florida Zoo**

- | | | |
|-------|--|-------------------------|
| I. | Call to Order | Chair Frank Cirrincione |
| | Pledge of Allegiance followed by Moment of Silence | |
| II. | Welcome and Introductions | |
| III. | Approval of April 2021 TDC Minutes* | |
| IV. | Sanford Main Street Grant Presentation* | Christina Hollerbach |
| V. | Orlando North Tourism Updates | |
| | a. Administration | Tricia Johnson |
| | b. Leisure Tourism | Gui Cunha |
| | c. Sports Tourism | Danny Trosset |
| VI. | Central Florida Zoo Update | Dino Ferri |
| VII. | evok Advertising Update | Allison Braunstein |
| VIII. | Old Business | Chair Frank Cirrincione |
| IX. | New Business | |
| X. | Adjourn | |

Next Meeting

Thursday, November 18, 2021
Hilton Orlando/Altamonte Springs
350 Northlake Blvd., Altamonte Springs, 32701

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

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

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

ORLANDO NORTH SEMINOLE COUNTY

TOURIST DEVELOPMENT COUNCIL MEETING

THURSDAY, APRIL 15, 2021

Tourist Development Council meeting called to order by Chairman Frank Cirrincione at 3:03 pm

A quorum was established

In Attendance:

Chairman Frank Cirrincione, General Manager Hilton/Orlando Altamonte Springs
Sarah Reece, City of Altamonte Springs CALNO Representative
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:

None

Pledge of Allegiance and Moment of Silence

Approval of January 21, 2021 TDC Meeting Minutes:

Motion: Commissioner Patrick Austin

Second: Rick Donohue

Vote: Unanimous

Central Florida Zoo Grant Application Presentation

Dino Ferri- CEO Central Florida Zoo

- Overview
- Sustainability Update
- Social and Public Relations
- Will Wellons-Wellons Communications discussed marketing strategy
- Upcoming events
- Potential future events
- Grant Request of \$300,000

Discussion regarding zoo funding correlating to TDT collections.

Motion to approve Zoo Grant Request of \$300,000: Commissioner Austin

Second: Brenda Urias

Vote: Unanimous

Tourism Administration Update

Budget Presentation

Tricia Johnson-Deputy County Manager

- Tourism Administration/Leisure will stay flat
- Sports Tourism Event Incentives increase. Will re-adjust mid-year if increase in incentives is necessary
- Additional \$50,000 for marketing special projects.

Question: Brenda Urias: Why was sports social media decreased?

Answer: Tricia Johnson: Since we have brought social media in-house, we are moving all the social media efforts to one budget line under leisure.

Question: Frank Cirrincione: What is the correlation of the increase in budget and TDT collections?

Answer: Tricia Johnson: There is no correlation. We couldn't sustain the budget during COVID. We need to make small increases to bring back those items that were cut during the pandemic.

Gui Cunha: At this point in time, we are ahead of the forecast. We are mitigating the risk.

Motion to Approve Tourism Budget: Commissioner Sarah Reece

Second: Mary Sue Weinaug

Vote: Unanimous

Tourism Leisure Update

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

- Occupancy update
- Forecast update

Sports Tourism Update

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

- Yearly recap
- Perfect Game agreement began January 1, 2021
- Upcoming Events

Question: Brenda Urias: When will the complex reach capacity for space?

Answer: Danny Trosset: We are already there. We are looking to increase those we already have

****Gui is jacked up for the next TDC meeting since the TDT numbers should be in black and no longer in the red****

Greater Orlando Sports Commission Update

Jason Seigel-President & CEO

- Recap
- Future events
- Special Olympics 2022: June 4-12
- World Cup update

Question: Commissioner Constantine: Please explain what you mean about the number of locations for World Cup versus the amount of locations in the US?

Answer: Jason Seigel: There are 10 US locations with 23 cities bidding for those 10. Hope to have finalized selections by the fall.

Evok Advertising

Allison Braunstein-Account Executive

- Advertising Agreement began in November 2020
- March Update highlights

Old Business: None

New Business: None

Meeting adjourned 4:15 pm



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

Main Street District Director: Christina Hollerbach

Director Contact: christina@hollerbachs.com 407-417-7750

Main Street District Address: 111 South Magnolia Avenue, 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 (Pulled from Orange County TDT Grants)

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	111 South Magnolia Avenue
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 travelling into Sanford via the airlines serviced by Orlando Sanford International Airport
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.
Total amount of grant funding being requested from the County TDT for this Main Street District	\$50,000
Intended Use of Funds Note: Please remember to	Promotion, marketing and programing expenses and paid advertising intended to reach beyond Seminole, Orange, Volusia

<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 2021-2022 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 funding of events.</p>	<p>Local business owners</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 TDT funding of events.</p>	<p>Recognized beneficiary of net proceeds from Jingle Jams annual event</p>
<p>List past Florida TDT funding (to include each year with Florida County, amount requested, amount granted, amount spent, and purpose).</p>	<p>Not applicable</p>
<p>In this space, please give other details on your Main Street</p>	<p>Promotion of Sanford Main Street will drive additional business to Sanford thereby increasing the total spend at local</p>

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 travelling into Sanford via the airlines serviced by Orlando Sanford International Airport	
Tourist Development Tax Request	\$50,000	
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	\$ 100,000
	Private Industry Support	\$ 40,000
	Signature Event	\$ 65,000
	Seminole County TDT Grant	\$ 50,000
	Advertising	\$ 20,000
		\$
	\$	
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)		\$
		\$
		\$
		\$
		\$
		\$
		\$
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	\$ 52,000
	General & Admin	\$ 5,000
	Advertising & Public Relations	\$ 145,000
	Contingencies	\$ 7,500
	Reserves	\$ 15,500
	Signature Event	\$ 50,000
Total Expense	\$ 275,000	

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: Christina Hollerbach

Title: President of Sanford Main Street Board of Directors

Authorized Agent Signature:  Date: 07/23/2021

Additional Information and Clarification (Pulled from Orange County TDT Grants)

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.

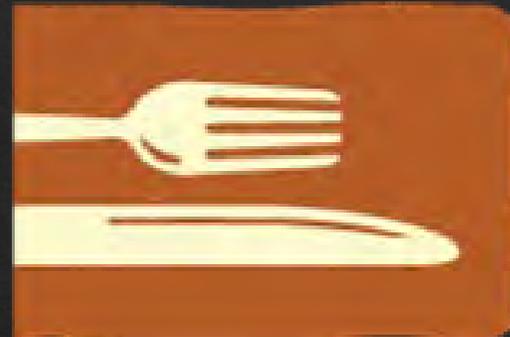
Allowable Expenses (Outside of a 75 mile radius):

- 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



**SANFORD
MAIN STREET**



Who is Sanford Main Street?



Christina Hollerbach
President
*CEO Hollerbach's
President WDPAC*



Paul Williams
Vice President
Owner West End Trading Co



Troy Antonik
Treasurer
President & CFO for KPHM



Mary Moskowitz
Secretary
*Planning Manager SC
Sanford HPB*

Who is Sanford Main Street?



Alex Williams
Board Member
WDPAC VP of Sales



Carralyce Buford
Board Member
Co-Founder Label Hoarders



Mary Penn
Board Member
*Director of Business
Development at Sync Insurance*



Maguire Wise
Board Member
*Owner Magpies Modern General
Store*



Joe Dalton
Board Member
Managing Partner at SERVPRO

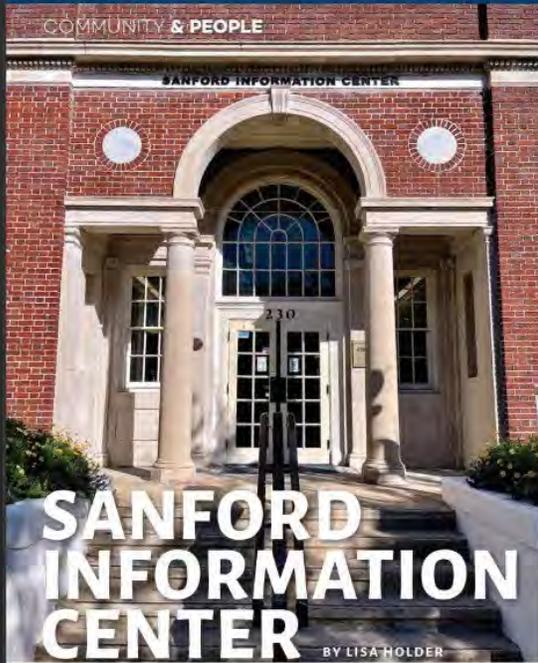


Bobby Clingan
Board Member
*President/CEO at Clingan Capital
Funding*

Ex-Officio Members

City of Sanford: Tom Tomerlin
Seminole County Tourism: Karen Aplin
CRA: Pam Lynch

What has Main Street been up to?



It is all in the name. "Sanford Information Center" may sound simple, but it covers a lot of ground—welcoming, informative and helpful. Whether you are traveling to Sanford for a fun day-trip, living in Sanford, a business owner or interested in starting a business, there is a brand-new, one-stop resource center located in the heart of historic downtown. It will be your "go-to" for all things Sanford business and marketing. The City team has transitioned the former Sanford Welcome Center, a historic City building built in 1917, into the new Sanford Information Center (SIC).

The City of Sanford and the Sanford Community Redevelopment Agency (CRA) thought there was no better time than now to open the doors to the new Sanford Information Center to promote our unique, historic downtown and its local businesses. The \$60,000 investment in this beautiful building is focused on promoting economic development by providing information and resources in an open and friendly environment.

This City-owned historic building has been transformed and repurposed to accommodate the Greater Sanford Regional Chamber of Commerce, the Seminole Cultural Arts Council and the rebirth of Sanford Mainstreet. All three agencies, in partnership with the City and the CRA, are working together in one building towards the betterment of historic downtown Sanford by bringing the convenience of business resources, destination marketing, and Sanford promotion to the people.

The project led by City of Sanford Deputy City Manager, Tom George, is the result of months of planning by City leadership to take an existing space, reconfigure it by offering the right combination of resources, offer a great first impression for visitors, and help our local small

business community move forward during a pandemic safely.

"We are excited about all the possibilities this new arrangement creates and about the cooperation and dedication shown by our partners from the Sanford CRA, Sanford MainStreet, Sanford Chamber and Seminole Cultural Arts Council in making this a reality," said Tom George.

The Sanford Information Center saw 20,000 visitors last year and wants to keep this momentum going by supporting the positive energy of the local business community. The space uses an open concept with business resources such as a business café style operation, high tech training room complete with computers and classrooms, conference room, information and merchandise display just to name a few. These features will create an awesome environment and opportunity to make a great first impression on visitors to showcase beautiful historic downtown Sanford.

Sanford Mainstreet will be responsible for the overall day-to-day operations of the SIC, having just hired an Executive Director to oversee marketing. This side of the space will include an information area for marketing, utilizing both digital campaigns and print brochures. There will also be an area for Amtrak AutoTrain passenger luggage storage, because the Sanford Free Trolley will continue to stop at this location after picking up passengers from the Sanford Amtrak AutoTrain Station.

The Sanford Information Center is located at 230 E. 1st St Sanford. It has been repurposed to support business in Sanford and create a single cohesive destination-marketing brand for Sanford. Next time you're in historic downtown Sanford, stop in and visit the Sanford Information Center. You will be amazed and feel exhilarated to see the comradery and partnerships in motion. ■

Lisa Holder is the Communication Officer for the City of Sanford. She holds a Master of Public Administration, a Bachelors of Science in Communications and is a Navy Veteran. Lisa holds a BA in Journalism from Miami, FL via New York, and was drawn to Sanford because of the beautiful waterfront and the city's endless possibilities. "If you dream it, you can do it."



Centro de Información de Sanford

El nombre lo dice todo. Puede parecer simple—Centro de Información de Sanford—pero abarca mucho, es un lugar acogedor, informativo y muy útil. Independientemente de si vienes a Sanford a pasar un día ameno y divertido, si vienes ya en Sanford, si tienes un negocio en propiedad o te interesa empezar un nuevo emprendimiento, se acaba de inaugurar un centro de recursos integral ubicado en el corazón del centro histórico: un lugar de referencia para informarse de todo aquello relacionado con los negocios y el marketing de Sanford. El staff de la ciudad ha transformado el antiguo Centro de Bienvenida de Sanford, un edificio histórico de la ciudad que fue construido en 1917, en el nuevo Centro de Información de Sanford (SIC).

Para la ciudad de Sanford y la Sanford Community Redevelopment Agency (CRA) este era sin duda el mejor momento para abrir las puertas del nuevo Centro de Información de Sanford *comunicando sus nuevos planes.*



Sanford Main Street is feeling excited. 23h

Sanford T Shirts now for sale at the Sanford Information Center 230 E 1st St Sanford, FL 32771 Starting at \$5.00-\$10.00 Sizes XS-4XL
Downtown Sanford | Events & Things To Do
#sanfording #SupportSmallBusiness #supportlocalbusiness #SanfordStrong #SunshineStateThreads #FloridaMainStreet #mainstreetamerica #sanfordfl #historicdowntownsanford



eguridad mostrar el hermoso centro de Sanford.

Sanford Mainstreet se responsabilizará del funcionamiento diario del SIC, ya que acaba de contratar a un Director Ejecutivo para supervisar el marketing de Sanford. Esta área de la casa incluirá un área de información para temas de marketing, utilizando tanto campañas digitales como folletos impresos. También habrá una consigna para guardar el equipaje de los pasajeros de Amtrak AutoTrain, porque el trolley gratuito de Sanford va a seguir teniendo una parada en este lugar después de recoger a los pasajeros del AutoTrain.

El Centro de Información de Sanford, ubicado en 230 E. 1st St. Sanford, se ha readaptado para apoyar las iniciativas comerciales de Sanford y para crear una marca de marketing de destino única para Sanford, respaldada tanto por la ciudad de Sanford como por empresas privadas. La próxima vez que visites el centro de Sanford, ven al Centro de Información de Sanford. Te sorprenderá y te alegrará ver el compañerismo y las colaboraciones que tenemos en marcha. ■

FORDMAGAZINE.COM | MY SANFORD MAGAZINE 13

Reg Garner Feb 19

Installed today at Sanford Information Center. 38' x 3' photo mural of my home town, Sanford, Florida. Includes the Marina, City Hall, Rivership, Veteran's Park, Ft Melon Park. Approx two miles of the riverfront. This is one continuous stitched image, custom fit into the architectural panels of the historic building. #sanfording



TAKE THE FREE TROLLEY

Through Historic Downtown Sanford



Connects with SunRail Trains
 Monday - Thursday: 12 - 8 PM
 Friday: 12 - 9 PM

FREE TROLLEY
 CONNECTS WITH SUNRAIL
 MON - FRI • STARTING AT NOON

Historic Downtown Sanford
 FOOD • DRINK • EVENTS • MUSIC • TOURS



AS EASY AS 1. 2. 3.

- 1) Plan Your Trip.**
 Arrive at your SunRail departure station 15 min. early to purchase tickets.
 Remember to Tap On at a ticket validator before you board and Tap Off when you arrive at your next station.
 Visit SunRail.com for train schedule.
- 2) Ride to the Sanford Station.**
- 3) Board the Sanford Trolley.**
 The Trolley will be awaiting your arrival. Ride the Trolley to Historic Downtown Sanford.




Historic Downtown Sanford is at Historic Downtown Sanford.
 Mar 24 - Sanford, Florida •

We'll be welcoming hundreds of new visitors this weekend! Remember there's lots of new restaurants, gastropubs and things to do in **Historic Downtown Sanford!** Download the official **Sanford, Florida Visitors Guide** at SanfordFun.com and plan your weekend!

#sanfording #historicdowntownsanford #sanford #sanfordfl #sanfordflorida #visitsanford #sanfordtourism #sanfordweekends #sanfordfun #sanfordvisitorsguide #doorlandnorth #orlando #orlandoflorida #visitorlando #seminolecounty #visitflorida #destination #weekend #weekendvibes #weekendgetaway #craftbeer #restaurants #events #marina #riverwalk #cafes #bars #gastropubs



Historic Downtown Sanford Spring 2021
 FOOD • DRINK • EVENTS • MUSIC • TOURS • BOATING • ATTRACTIONS



Urban art in the city takes flight with a joyful new mural and a potentially record-breaking exhibition of Instagram-worthy wings

Sanford Shines with Colorful Art

by Jill Duff-Hoppes

In recent months, Sanford has enjoyed a surge of appealing public art that has brightened not only the city, but also the lives of its residents, merchants, and visitors.

For a few weeks in November and December, wing-themed murals dotted the downtown landscape, prompting passersby to stop for social-media-worthy photo ops and selfies.

Artistic interpretations of the wing theme ranged from the always-popular butterfly and angel wings to more offbeat choices, like chicken wings.

Although the temporary wing art has since flown the coop, a permanent mural with major wow factor was unveiled in downtown Sanford in November. The 63-foot mural, painted in hotchpot hues, now beautifies the west side of the historic Hotchkiss building on First Street. The cheerful colors and whimsical design have turned an ordinary alleyway into a must-see spot in the downtown district.

Late Mary Life recently took an up-close look at both of these inspired – and inspiring – projects.

Fly Sanford, Fly

For Christina Hollerbach, murals and other forms of public art aren't just about color and composition.

"To me, the biggest thing about public art is that it's a visual representation that 'people care,'" says Christina, a Sanford resident and entrepreneur. "When you see it, you automatically think, 'someone loves this city; someone loves this building.' It says that somebody cared enough to invest in their community. It also just shows culture and the existence of something fun."

As president of Sanford Main Street, Christina helped spearhead a wing-themed mural exhibition that was on display this past fall in the city's downtown historic area and beyond. Dubbed Wing City Sanford, the project was organized by Sanford Main Street, Historic Downtown Sanford, and the St. Johns River Festival of the Arts.

The project's 50-plus murals were a temporary, pop-up art installation that was showcased as a COVID-friendly way of bringing people to Sanford to explore the city's history, art, and culture, in a socially-distanced manner. Kim House, a director of the St. Johns River Festival of the Arts, was happy to see so many adults and children admiring the family-friendly murals and striking poses in front of their favorite pieces.



Organizers are documenting the extensive project and applying to Guinness World Records in the hopes of setting a record for having the largest wing-mural public art exhibition.

Regardless of whether Sanford's multi-colored wings ever wind up in a record book, the community-wide endeavor went over big with the public, judging by the number of photos that have been posted on social media. The project was also a hit with artists of all skill levels, from novices to professionals. Merchants, representatives of nonprofit organizations, and students also put paintbrush to canvas.

Many participating artists chose to paint beautiful butterfly wings, but others took creative license and interpreted the theme more broadly. An amusing painting of sauce-covered chicken wings, created by Endeavor School students and teacher Nancy Patti, won the people's choice award by garnering the most votes on Facebook. Two judges from Seminole State College chose the other prize winners, which were announced on November 29.

Organizers envisioned the wing-mural project as a COVID-friendly way of bringing people to Sanford to explore the city's history, art, and culture, in a socially-distanced manner. Kim House, a director of the St. Johns River Festival of the Arts, was happy to see so many adults and children admiring the family-friendly murals and striking poses in front of their favorite pieces.

Here Comes the Sun

Artist Mark Seppala didn't set out to make a major statement with the 63-foot-long mural he designed for the historic Hotchkiss building at 211 East First Street in downtown Sanford. His intention was simply to make passersby feel happy.

"When people see this, I want them to walk away with a smile," says Mark, a Sanford resident and studio artist at Gallery on First.

Constructed in the Romanesque Revival style, the Hotchkiss building is home to Jeanine Taylor Folk Art and Gallery on First – a gallery and working space for professional and emerging artists. The charming mural that Mark designed was painted on the west side of the building and is visible from the adjacent alley. The mural was officially unveiled to appreciative onlookers on November 21 in conjunction with the recently revived Sanford Art Walk.

The design and color palette that Mark chose for the mural were inspired by Heinz Edelmair's work as art director of The Beatles' 1968 animated film, *Yellow Submarine*. However, you won't find images of John, Paul, Ringo, or George in the Hotchkiss mural. Rather, Mark populated his design with a smiley-faced sun, trees, flowers, and butterflies – plus celery stalks as a nod to Sanford's agricultural roots. A couple of interactive elements, including butterfly wings for photo ops, further enhance the mural's appeal.

Titled *Here Comes the Sun*, Sanford, the mural was two years in the making and is the first formally approved public art mural in the city's commercial historic district. A CoFundMe fundraising drive generated about \$1,500 in donations from generous community members, which helped pay for the necessary equipment and supplies to complete the work.

continued on page 42



Sanford residents and friends Katie Hall and Lindsey Bennett painted this wing mural.



Mother and daughter Ashlie and Harper Hall pose in front of Ashlie's wing mural. Both painted murals for the recent Wing City Sanford public art project. Ashlie won an award for most original mural, while Harper, her classmates at Pine Crest Elementary School, and their teacher won an...



Professional artist Collin Margerson won Best of Show for his *Openly in Flight* wing mural that won at the...

40 | Lake Mary Life | January/February



Ashlie Hall
This is SO amazing!!!! I won Most Original Wing Mural and Harper's class (Mrs. Fernandez) won Best Youth Wing Mural for Pine Crest School of Innovation! ❤️❤️❤️❤️ We were approached by the Lake Mary Life magazin... See more



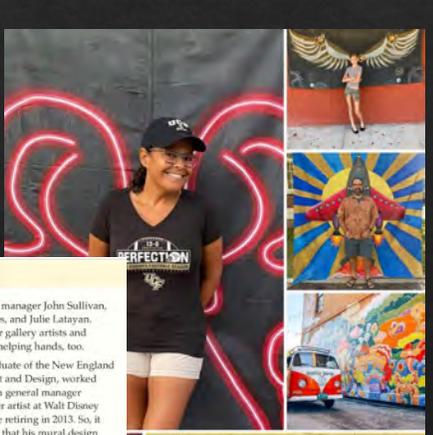
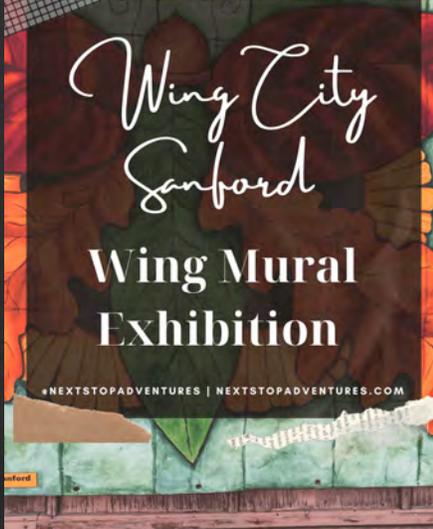
The 63-foot-long mural was painted in November on the west side of the historic building, which houses Jeanine Taylor Folk Art and Gallery on First.

were project manager John Sullivan, Stewart Jones, and Julie Laytan. Several other gallery artists and friends lent helping hands, too.

Mark, a graduate of the New England School of Art and Design, worked for years as a general manager and character artist at Walt Disney World before retiring in 2013. So, it makes sense that his mural design drew inspiration not only from *Yellow Submarine*, but also from his theme-park days.

The friendly-looking sun in the mural's upper-left-hand corner is what Mark describes as the project's "weenie." In theme-park lingo, a weenie is something that draws people in, like the Cinderella Castle at Magic Kingdom. In Mark's rendering, the sun is intentionally positioned to catch viewers' eyes as they stroll down First Street, enticing them to take a closer look at the art.

"Every park has a weenie, and this is ours," Mark says with a smile.





Sanford Main Street
Nov 20, 2020 · 🌐

Check out [Shop Small • Live Large - Open Container Saturday](#) at this years [Sanford Small Business Saturday](#) event. Thank you to the city for recognizing our efforts and we are proud to be here. 😊
<https://www.facebook.com/SanfordFLCityGovt/posts/1884644311675112>

City of Sanford, FL Government is with **Christina Hollerbach** and 2 others.
Nov 19, 2020 · 🌐

City of Sanford Mayor Art Woodruff presents the Small Business Saturday Proclamation to small business owners, Christina Hollerbach of Downtown Sanford's Hollerbach Willow Tree Cafe & Paul Williams, owner of several businesses in downtown Sanford. Our Sanfording community is so thrilled to promote Small Businesses in our downtown. Enjoy our historic streets and support local Small Business Saturday, Nov 28th.





ORLANDO CITY
FC
SANFORD

PAINT THE CITY
PURPLE!

Orlando City Fans Celebration

July 1941 - 1942

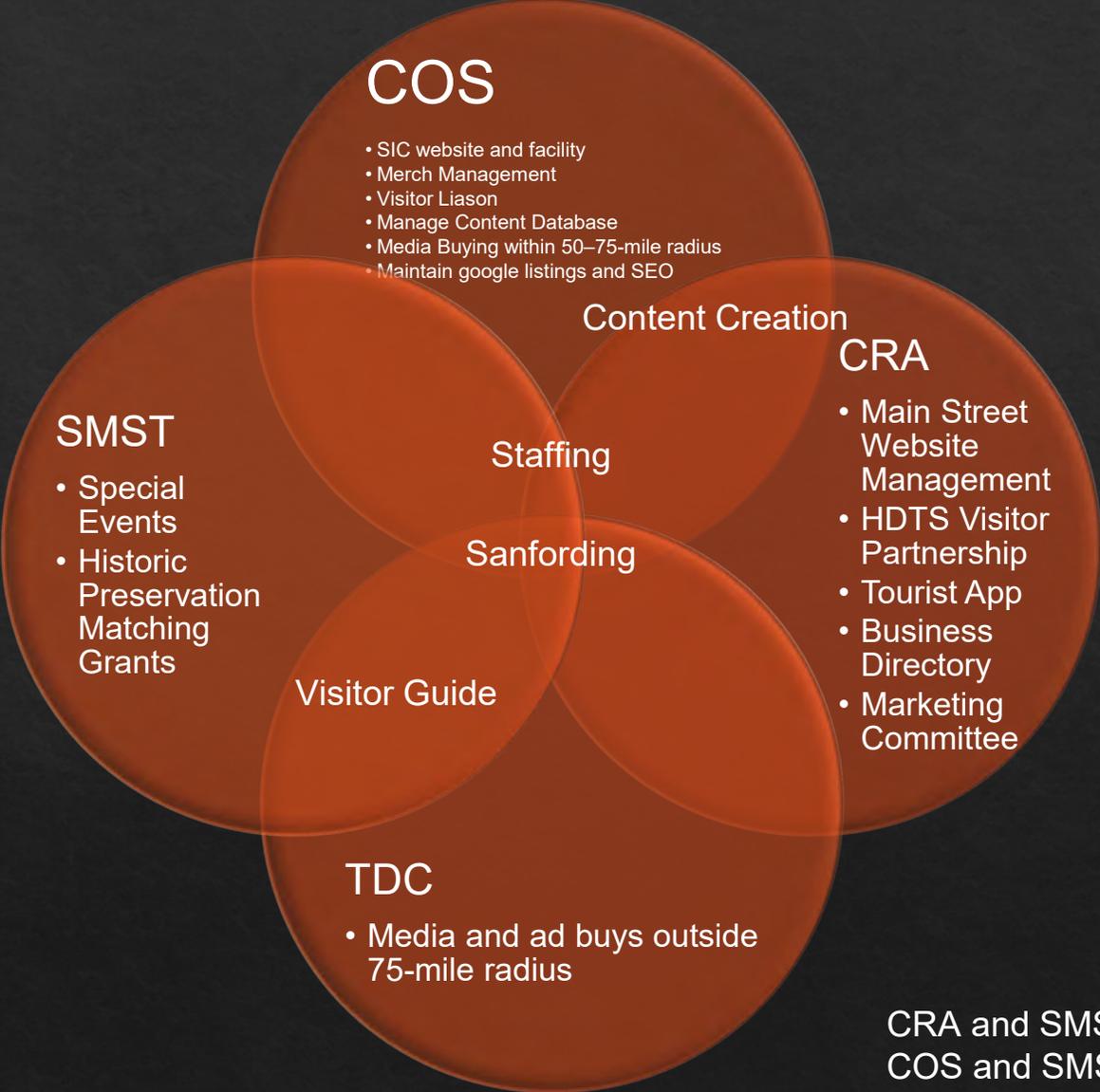
OLYMPIA

OLYMPIA



Funding and Allocations

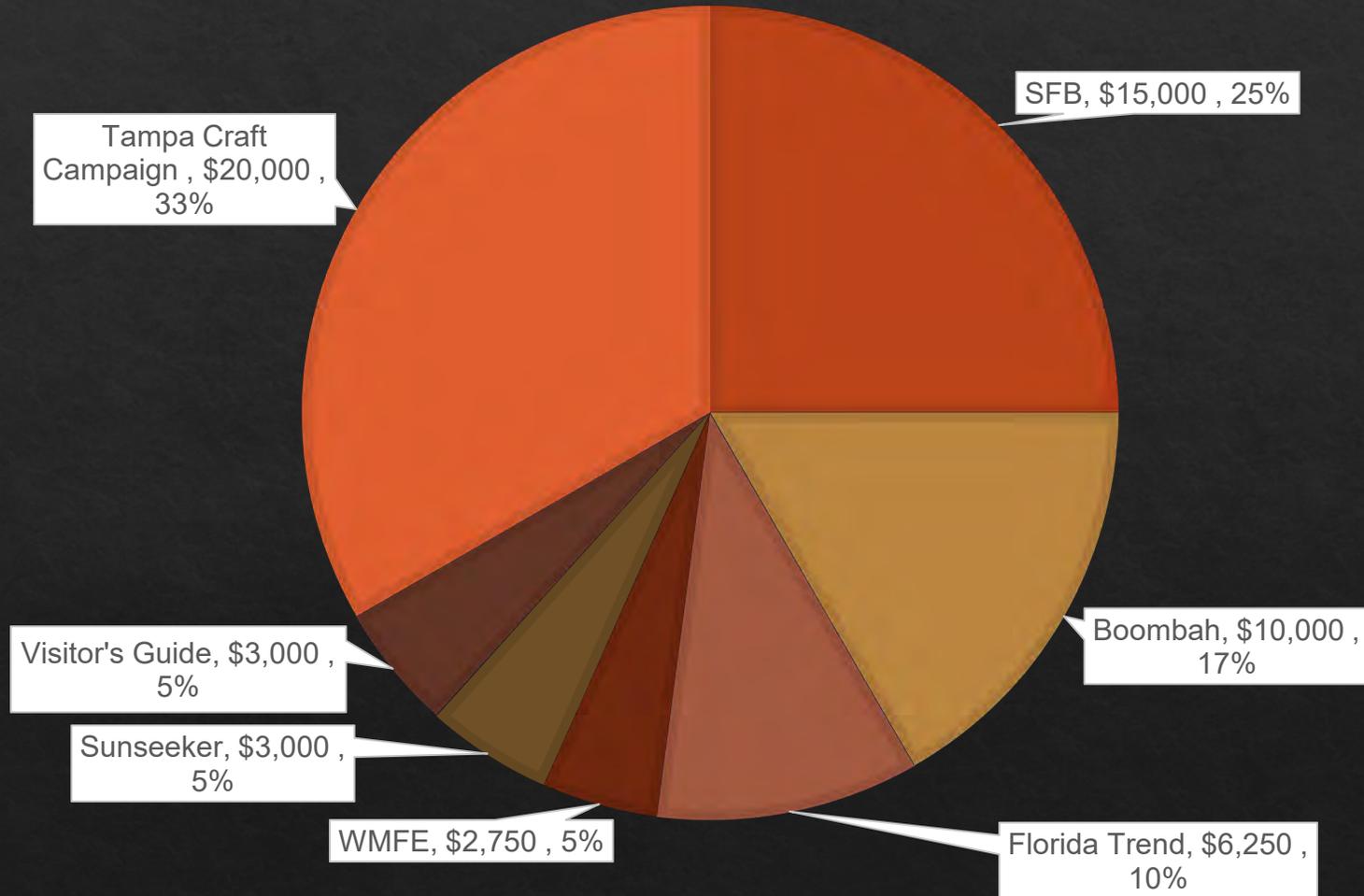
Funding Sources



CRA and SMST funding focus on Economic Vitality
COS and SMST focusing on Design and Organization
TDC and SMST focusing on Promotion

Allocated Funding

■ SFB ■ Boombah ■ Florida Trend ■ WMFE ■ Sunseeker ■ Visitor's Guide ■ Tampa Craft Campaign



Now more than ever



- ◆ Pandemic has put Tourism and Hospitality in huge risk
- ◆ County funded grant for Main Street could make the difference in our community
- ◆ Main Street is a proven program with so much local and national support that they can give us the tools and help we need to keep our downtown a vibrant destination
- ◆ Just because we are the first Main Street in the county, we should not be the last
- ◆ Sanford should be the catalyst for encouraging Main Street efforts in all the cities of our county
- ◆ The four point approach for Economic Vitality, Design, Organization, and Promotion will be the essential blueprint of surviving this pandemic

Open for Questions

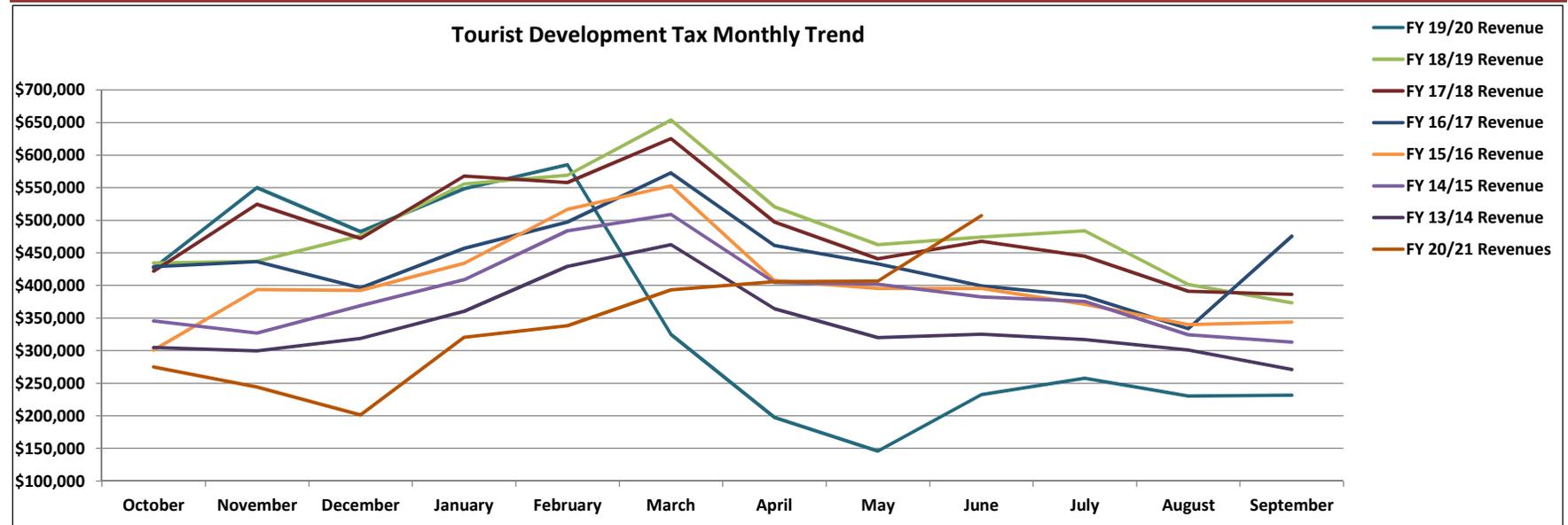


Christina Hollerbach
President
CEO Hollerbach's
President WDPAC

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	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	120,778	80,519	201,297	201,297	-58.3%
January	360,507	408,691	433,835	456,915	567,724	555,919	548,293	192,242	128,162	320,404	320,404	-41.6%
February	429,247	483,661	516,610	497,136	558,093	569,125	585,371	203,032	135,355	338,387	338,387	-42.2%
March	462,593	509,149	552,988	572,832	625,272	654,013	324,781	236,020	157,346	393,366	393,367	21.1%
April	364,161	404,355	407,783	461,492	497,187	520,483	197,530	243,556	162,370	405,926	405,927	105.5%
May	320,090	401,954	395,282	432,965	440,873	462,655	145,826	244,093	162,728	406,821	406,822	179.0%
June	325,397	382,227	395,373	399,489	467,655	474,337	232,610	304,357	202,905	507,262	507,262	118.1%
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					
Total	4,074,084	4,645,106	4,843,681	5,275,894	5,797,652	5,843,184	4,213,500	1,855,476	1,236,984	3,092,460	3,092,462	183.5%
	11.40%	14.02%	4.27%	8.92%	9.89%	0.79%	-27.89%	Budgeted Revenue				
	% Chg from	2,010,000	1,340,000	3,350,000								
	Prior Year											
								Estimated Revenue				
								2,183,682	1,455,788	3,639,470		
								% Change From PY			-13.62%	

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	618,492
--------------------------	----------------	-------------------	-------------------	---------------------	---------------------	---------------------	----------------	----------------



Tourism Update

Month 2020	Occupancy (%) (YOY)	ADR (\$) (YOY)	Rev PAR (\$) (YOY)	Rooms Sold (YOY)
March	65.3 (20.3)	84.97 (20.5)	55.52 (4.3)	97,875 (25.2)
<i>Forecast</i>	<i>62.9</i>	<i>92.24</i>	<i>58.01</i>	<i>93,635</i>
April	65.9 (140.7)	88.92 (21.7)	58.60 (192.8)	95,530 (155.4)
<i>Forecast</i>	<i>57.5</i>	<i>86.45</i>	<i>49.70</i>	<i>82,835</i>
May	65.2 (93.7)	91.87 (28.3)	59.87 (148.5)	97,607 (120.4)
<i>Forecast</i>	<i>56.5</i>	<i>83.64</i>	<i>47.25</i>	<i>84,107</i>
June	70.6 (68.9)	93.30 (22.7)	65.89 (107.3)	102,379 (80)
<i>Forecast</i>	<i>61.9</i>	<i>87.74</i>	<i>54.30</i>	<i>89,173</i>



Tourism Update

Current Month - March 2021 vs March 2020

	Occ %		ADR		RevPAR		Percent Change from March 2020					
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room	Room	Room
										Rev	Avail	Sold
Alachua County, FL	69.3	48.1	90.67	92.35	62.87	44.39	44.3	-1.8	41.6	50.4	6.2	53.2
Flagler County, FL	69.3	47.2	163.05	147.40	112.95	69.57	46.8	10.6	62.3	60.8	-1.0	45.3
Orange County, FL	59.2	38.5	115.11	132.05	68.19	50.83	53.9	-12.8	34.1	26.5	-5.7	45.1
Osceola County, FL	46.7	41.5	91.54	90.55	42.78	37.59	12.6	1.1	13.8	-15.1	-25.5	-16.1
Polk County, FL	70.6	53.1	109.21	107.93	77.07	57.27	33.0	1.2	34.6	38.9	3.2	37.2
Volusia County, FL	80.4	51.4	147.97	143.90	119.01	74.00	56.4	2.8	60.8	60.2	-0.4	55.8

Current Month - April 2021 vs April 2020

	Occ %		ADR		RevPAR		Percent Change from April 2020					
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room	Room	Room
										Rev	Avail	Sold
Alachua County, FL	69.8	24.9	95.15	65.50	66.39	16.32	180.0	45.3	306.8	351.7	11.0	210.9
Flagler County, FL	68.3	23.4	154.23	78.01	105.41	18.25	192.2	97.7	477.6	549.3	12.4	228.4
Orange County, FL	61.8	15.2	119.76	63.87	74.03	9.74	305.3	87.5	660.0	1,346.3	90.3	671.4
Osceola County, FL	49.3	15.7	94.61	45.28	46.66	7.10	214.4	108.9	556.9	787.1	35.0	324.6
Polk County, FL	73.7	30.2	116.77	70.52	86.09	21.28	144.3	65.6	304.5	334.6	7.4	162.4
Volusia County, FL	74.6	20.0	140.95	71.63	105.17	14.31	273.4	96.8	634.8	722.5	11.9	318.0



Tourism Update

Current Month - May 2021 vs May 2020												
	Occ %		ADR		RevPAR		Percent Change from May 2020					
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Alachua County, FL	68.0	38.4	95.54	68.37	65.00	26.25	77.2	39.7	147.6	172.4	10.0	94.9
Flagler County, FL	61.8	31.0	152.29	84.60	94.09	26.20	99.5	80.0	259.1	303.7	12.4	124.2
Orange County, FL	58.3	22.9	118.80	66.11	69.22	15.13	154.6	79.7	357.6	846.4	106.8	426.7
Osceola County, FL	46.9	18.3	91.09	51.26	42.70	9.37	156.4	77.7	355.6	460.5	23.0	215.4
Polk County, FL	67.4	37.2	104.85	67.13	70.64	24.94	81.3	56.2	183.2	195.7	4.4	89.3
Volusia County, FL	68.6	44.9	144.87	105.27	99.31	47.26	52.7	37.6	110.1	119.6	4.5	59.6

Current Month - June 2021 vs June 2020												
	Occ %		ADR		RevPAR		Percent Change from June 2020					
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Alachua County, FL	71.5	51.0	95.49	74.45	68.25	37.97	40.1	28.3	79.7	92.5	7.1	50.1
Flagler County, FL	72.8	54.9	176.52	157.08	128.43	86.27	32.5	12.4	48.9	67.3	12.4	48.9
Orange County, FL	68.8	25.2	130.43	84.25	89.78	21.26	172.8	54.8	322.3	557.3	55.6	324.5
Osceola County, FL	61.4	20.9	88.52	60.48	54.36	12.61	194.4	46.4	330.9	351.2	4.7	208.3
Polk County, FL	69.7	45.1	107.88	79.43	75.19	35.85	54.4	35.8	109.7	111.7	1.0	55.9
Volusia County, FL	76.2	57.1	156.38	114.85	119.16	65.58	33.4	36.2	81.7	87.0	2.9	37.3



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

FY 20-21 TDT	Actual	Forecast
March	\$393,366	\$332,576
April	\$405,926	\$312,797
May	\$406,821	\$305,184
June	\$507,262	\$406,835
Current FY 20-21 TDT Variance		\$381,752





What's Been Going ON?!



UPDATES

CONTENT
SHOOTS

RFPS

GIVEAWAY
GETAWAY

CONFERENCES

What's Been Going ON?!

CONTENT
SHOOTS

RFPS

GIVEAWAY
GETAWAY

CONFERENCES

Welcome note
with connection to
local partners

SpringHill Suites by
Marriott Orlando
North/Sanford

Central Florida Zoo
Sanford Experiences

District Eat & Play
Mayfair Country Club
Orlando Pride

2021 FRLA Marketing +
Operations Summit

CONNECT SPORTS 2021

The 2021 Florida
Governor's Conference on
Tourism

2021 Destinations Florida
Annual Meeting FADMO

April - August
25 Photo/Video
shoots



Sports Tourism - Sports Complex

October-May FY 20/21 Actuals			
Month	# of Events	Room Nights	Eco Impact
October	5	2,677	\$2,625,643
November	3	1,990	\$1,789,938
December	3	3,093	\$1,728,523
January	3	2,270	\$2,165,092
February	4	1,619	\$1,630,365
March	4	1,216	\$1,432,104
April	4	1,238	\$1,251,392
May	5	1,562*	\$3,539,881
Total	31	15,665*	\$16,162,938

*Reconciling room night data from 2 PG Events



Monthly Projections *			
Month	# of Events	Room Nights	Eco Impact
June	8	9,276	\$7,035,188
July	6	13,921	\$8,619,218



Sports Complex Actuals:

Sports Complex Actuals FY 15/16-FY 19/20					
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
Total	246	13,062	583,010	76,099	\$95,290,500



Seminole County Perfect Game Update



June/July Stats*				
Month	# of Events	Event Days	Teams	Visitors
June	8	28	320	8,320
July	6	30	445	11,570

*Room nights and Eco Impact are still being reconciled for June and July



Sports Tourism – All Other Venues

October-May Actuals			
Month	# of Events	Room Nights	Eco Impact
October	6	2,374	\$2,181,680
November	3	1,122	\$971,584
December	4	1,222	\$960,554
January	5	4,401	\$3,888,537
February	4	813	\$609,163
March	5	881	\$670,387
April	6	1,711	\$1,111,162
May	6	2,457	\$1,697,530
Total	39	14,981	\$12,090,597



Monthly Projections *			
Month	# of Events	Room Nights	Eco Impact
June	2	625	\$599,240
July	3	800	\$652,099



Fiscal Year Recap

All Other Venues Actuals					
Fiscal Year	# of Events	Teams	Visitors	Room Nights	Eco Impact
'16/'17	21	1,013	49,804	11,152	\$11,459,124
'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
Total	162	6,533	302,012	60,054	\$56,383,655



Upcoming Events

Upcoming September/October Events

Organization	Event	Date	Location	Teams	Visitors	Room Nights	Eco Impact
Perfect Game, Inc	Labor Day Classic	September 3-6, 2021	BOOMBAAH Sports Complex	92	5,014	1,361	\$975,441
Florida Half Century	September 50's	September 18-19, 2021	BOOMBAAH Sports Complex	75	1,687	300	\$169,000
Florida PGF	99% Fall Showcase	September 18-19, 2021	Soldiers Creek	36	1,620	400	\$192,600
Suncoast/USSSA	Sunshine State Super NIT	September 25-26, 2021	BOOMBAAH Sports Complex	100	4,300	350	\$962,574
Perfect Game, Inc	Youth World Championships	October 1-3, 2021	BOOMBAAH Sports Complex	68	3,196	900	\$586,978
USSSA Fastpitch	B Championships	October 2-3, 2021	Soldiers Creek/Softball Complex	50	2,200	500	\$187,250
Orlando City Soccer	Orlando City Cup	October 8-10, 2021	BOOMBAAH Sports Complex/ Seminole Soccer Complex	200	10,900	700	\$800,000
ProSwings	Battle of the Best	October 15-17, 2021	Soldiers Creek/Softball Complex	36	1,368	600	\$395,766
Perfect Game, Inc	Fall World Series	October 22-25, 2021	BOOMBAAH Sports Complex	68	3,168	1,469	\$586,978





Greater Orlando Sports Commission - Seminole County TDC Report

Updated: August 5, 2021

FY 20/21 Calendar				Athletes	Total Visitors	Projected Room Nights	Actual Room Nights	Projected Eco Impact	Actual Eco Impact
Event	Contract Status	Contract Term	Event Date						
ECNL Referee Development Program	Renewed	2021	January 7, 2021	-	-	70	-	\$ 27,749	\$ -
Girls ECNL Florida	Renewed	2021-2023	January 8-10, 2021	1,404	5,253	2,851	2,301	\$ 2,836,342	\$ 1,936,643
Boys ECNL Florida	Renewed	2021-2023	January 22-24, 2021	1,476	5,508	2,461	2,599	\$ 2,481,383	\$ 2,007,293
Concacaf U-17 Qualifier	New	2021	March 2021	-	-	432	-	\$ 150,552	\$ -
HoganLax Florida Team Training	Recurring	2020-2022	March 6-28, 2021	-	-	770	-	\$ 279,219	\$ -
FHSAA Tennis State Championships	Renewed	2021-2023	April 26-30, 2021	512	1,612	409	638	\$ 385,837	\$ 407,780
Florida Rush Champions Cup	Recurring	2017 - 2021	May 22-23, 2021	1,888	6,175	652	785	\$ 454,440	\$ 603,424
ISM Journey - Stage 1 Talent Identification Day	New	2021	July 24-25, 2021	90	105	50	TBD	22,988	TBD
Totals				5,370	18,548	7,645	6,323	\$ 6,615,522	\$ 4,955,141

Color Key:

Event completed
Event partially completed
Event cancelled

Business Development Status			
Event	Dates/Years	Possible Venue(s)	Status
Concacaf U-17 Pre Qualifier	Various Dates in 2020, 2021 and 2022	Seminole Soccer Complex, Sylvan Lake Park	Postponed in 2020 and 2021, Researching Dates in 2022
International Team Training for FIFA U-20 Women's World Cup	July of 2020	Seminole Soccer Complex, Sylvan Lake Park	Postponed
Lacrosse College Combine	January of 2021	Central Winds Parks, Moore's Station Road, Shane Kelly Park	No Field Availability
Easter International Tournament	Easter Week of 2021, 2022, 2023, 2024, 2025	Seminole Soccer Complex, Sylvan Lake Park	Bid Submitted, Event Awarded to Osceola County
FHSAA Tennis State Championships	April of 2021, 2022, 2023	Sanlando Park, Red Bug Lake Park, Sylvan Lake Park	Renewed and Extended
ISM Journey - Stage 1 Talent Identification Day	July of 2021	Sylvan Lake Park	Event Awarded
USA Touch Rugby Nationals	October of 2021	Boombah Sports Complex, Sylvan Lake Park, Moore's Station Road, Central Winds Park, Seminole Soccer Complex	No Field Availability, Event Awarded to Osceola County
Copa Rayados Internacional	Thanksgiving Week of 2021, 2022, 2023, 2024	Seminole Soccer Complex, Sylvan Lake Park, Boombah Sports Complex	Not Awarded, Event Awarded to the Woodlands-Houston
USA Softball U-16 National Championships	July of 2022	Boombah-Soldiers Creek Park, Seminole County Softball Complex, Merrill Park	Awaiting RFP
USA Artistic Swimming Convention	September of 2022, 2023, 2024	Orlando Marriott Lake Mary, Westin Lake Mary	Bid Submitted
USA Artistic Swimming FINA Judges School	October of 2022, 2023, 2024	Orlando Marriott Lake Mary, Westin Lake Mary	Bid Submitted
USA Field Hockey Festival	Thanksgiving Week of 2022	Boombah Sports Complex	Awaiting RFP
USA Artistic Swimming National Judges School	December of 2022, 2022, 2024	Orlando Marriott Lake Mary, Westin Lake Mary	Bid Submitted
Flag Football World Championship Tour	Various Dates in 2022, 2023	Boombah Sports Complex, Seminole Soccer Complex, Sylvan Lake Park	No Field Availability in 2022, Researching Dates in 2023
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 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
World Cup 2026	Summer of 2026	TBD	Ongoing Bid Process

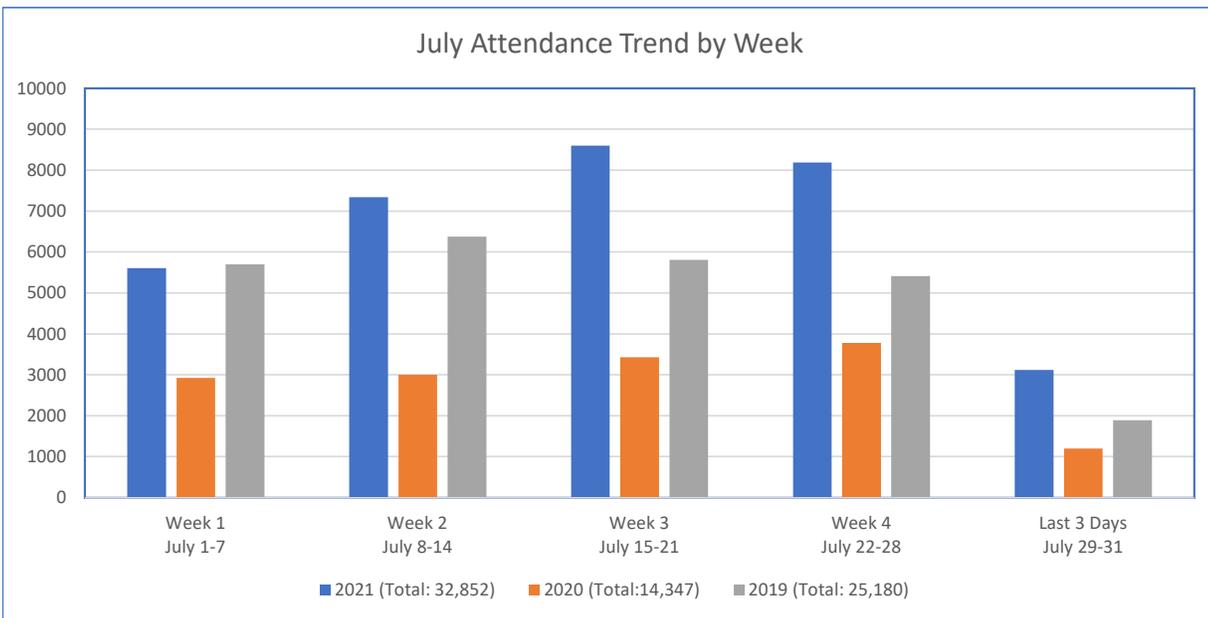
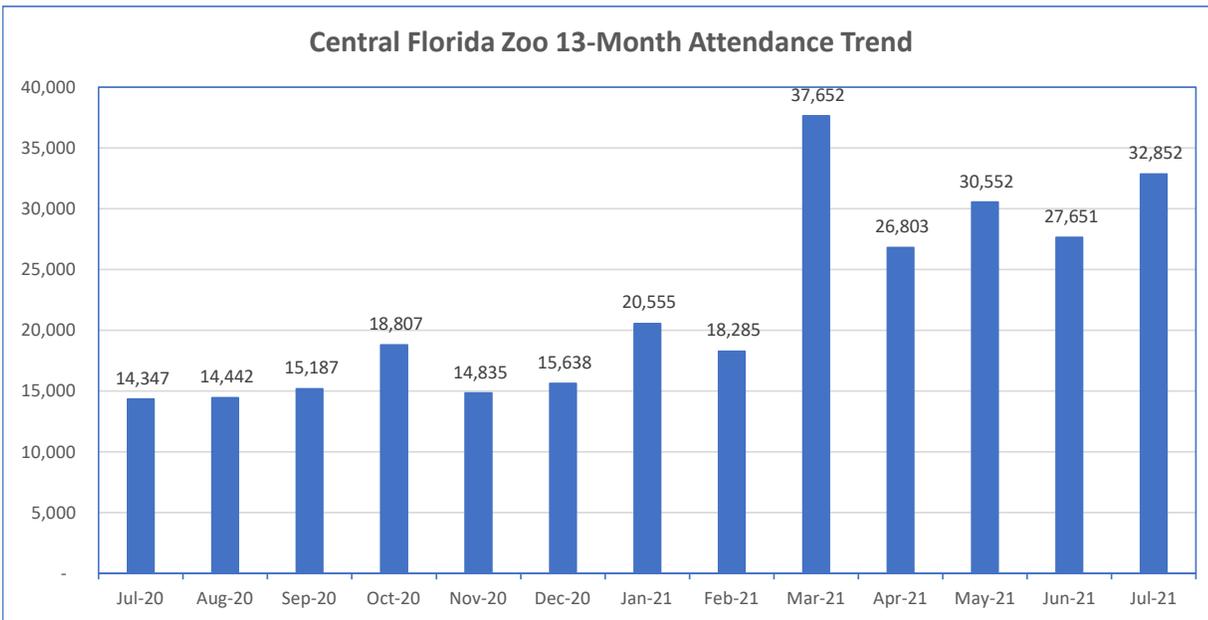
CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
 UNAUDITED MONTHLY RESULTS AS OF JUL 31, 2021

	Jul-21	Jun-21	M-O-M	%
	Unaudited Actuals	Unaudited Actuals	Jul/Jun	Change
Revenues				
Annual passholders	\$ 63,628	\$ 61,344	\$ 2,284	4%
Gate	\$ 316,478	\$ 313,401	\$ 3,077	1%
Group sales	\$ 9,327	\$ 15,234	\$ (5,907)	-39%
Concessions	\$ 7,008	\$ 7,609	\$ (600)	-8%
Gift shop	\$ 49,192	\$ 46,286	\$ 2,905	6%
Government support	\$ -	\$ 23,355	\$ (23,355)	-100%
Education	\$ 9,589	\$ 16,465	\$ (6,876)	-42%
WMD net rental	\$ 2,270	\$ 861	\$ 1,409	164%
Public support	\$ 16,554	\$ 42,629	\$ (26,075)	-61%
Net event revenues	\$ 6,396	\$ 36,829	\$ (30,433)	-83%
Zipline	\$ 25,468	\$ 26,423	\$ (955)	-4%
Train/Carousel	\$ 5,673	\$ 4,860	\$ 813	17%
Other revenues	\$ 31,435	\$ 55,389	\$ (23,954)	-43%
Total revenues	543,016	650,686	\$ (107,669)	-17%
Operating expenses				
Payroll	\$ 236,826	\$ 295,677	\$ (58,852)	-20%
Animal care	\$ 19,060	\$ 23,173	\$ (4,113)	-18%
Facilities repair and maintenance	\$ 19,285	\$ 19,270	\$ 15	0%
Advertising	\$ 1,047	\$ 10,221	\$ (9,174)	-90%
Insurance	\$ 52,673	\$ 53,964	\$ (1,291)	-2%
Utilities	\$ 14,622	\$ 14,653	\$ (32)	0%
Professional fees	\$ 3,000	\$ 3,000	\$ -	0%
Employee expenses	\$ 3,511	\$ 2,867	\$ 644	22%
Office expenses/website/credit card fees	\$ 16,573	\$ 32,648	\$ (16,075)	-49%
Project Expenses	\$ 52,444	\$ 39,900	\$ 12,545	31%
Printing	\$ 34	\$ -	\$ 34	0%
Supplies	\$ 5,533	\$ 13,161	\$ (7,628)	-58%
Other operating expenses	\$ 9,248	\$ 10,835	\$ (1,588)	-15%
Total operating expenses	433,855	519,370	\$ (85,516)	-16%
Net operating income before depreciation	\$ 109,162	\$ 131,315	\$ (22,154)	-17%

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
 UNAUDITED MONTHLY RESULTS AS OF JUL 31, 2021

	Jul-21	Jul-20	Y-O-Y	%
	Unaudited Actuals	Unaudited Actuals	2021/2020	Change
Revenues				
Annual passholders	\$ 63,628	\$ 38,475	\$ 25,153	65%
Gate	\$ 316,478	134,418	\$ 182,060	135%
Group sales	\$ 9,327	2,112	\$ 7,214	342%
Concessions	\$ 7,008	4,920	\$ 2,088	42%
Gift shop	\$ 49,192	16,856	\$ 32,335	192%
Government support	\$ -	2,034	\$ (2,034)	-100%
Education	\$ 9,589	(194)	\$ 9,782	-5052%
WMD net rental	\$ 2,270	2,967	\$ (697)	-24%
Public support	\$ 16,554	68,429	\$ (51,875)	-76%
Net event revenues	\$ 6,396	3,205	\$ 3,191	100%
Zipline	\$ 25,468	7,169	\$ 18,299	255%
Train/Carousel	\$ 5,673	671	\$ 5,002	745%
Other revenues	\$ 31,435	10,730	\$ 20,705	193%
Total revenues	543,016	\$ 291,794	\$ 251,222	86%
Operating expenses				
Payroll	\$ 236,826	\$ 237,629	\$ (803)	0%
Animal care	\$ 19,060	15,775	\$ 3,285	21%
Facilities repair and maintenance	\$ 19,285	5,041	\$ 14,243	283%
Advertising	\$ 1,047	1,119	\$ (72)	-6%
Insurance	\$ 52,673	42,448	\$ 10,225	24%
Utilities	\$ 14,622	14,913	\$ (291)	-2%
Professional fees	\$ 3,000	3,483	\$ (483)	-14%
Employee expenses	\$ 3,511	2,032	\$ 1,479	73%
Office expenses/website/credit card fees	\$ 16,573	16,454	\$ 119	1%
Project Expenses	\$ 52,444	31,142	\$ 21,302	68%
Printing	\$ 34	363	\$ (329)	-91%
Supplies	\$ 5,533	2,271	\$ 3,262	144%
Other operating expenses	\$ 9,248	1,928	\$ 7,320	380%
Total operating expenses	433,855	\$ 374,597	\$ 59,257	16%
Net operating income before depreciation	\$ 109,162	\$ (82,803)	\$ 191,965	176%

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
UNAUDITED MONTHLY RESULTS AS OF JUL 31, 2021

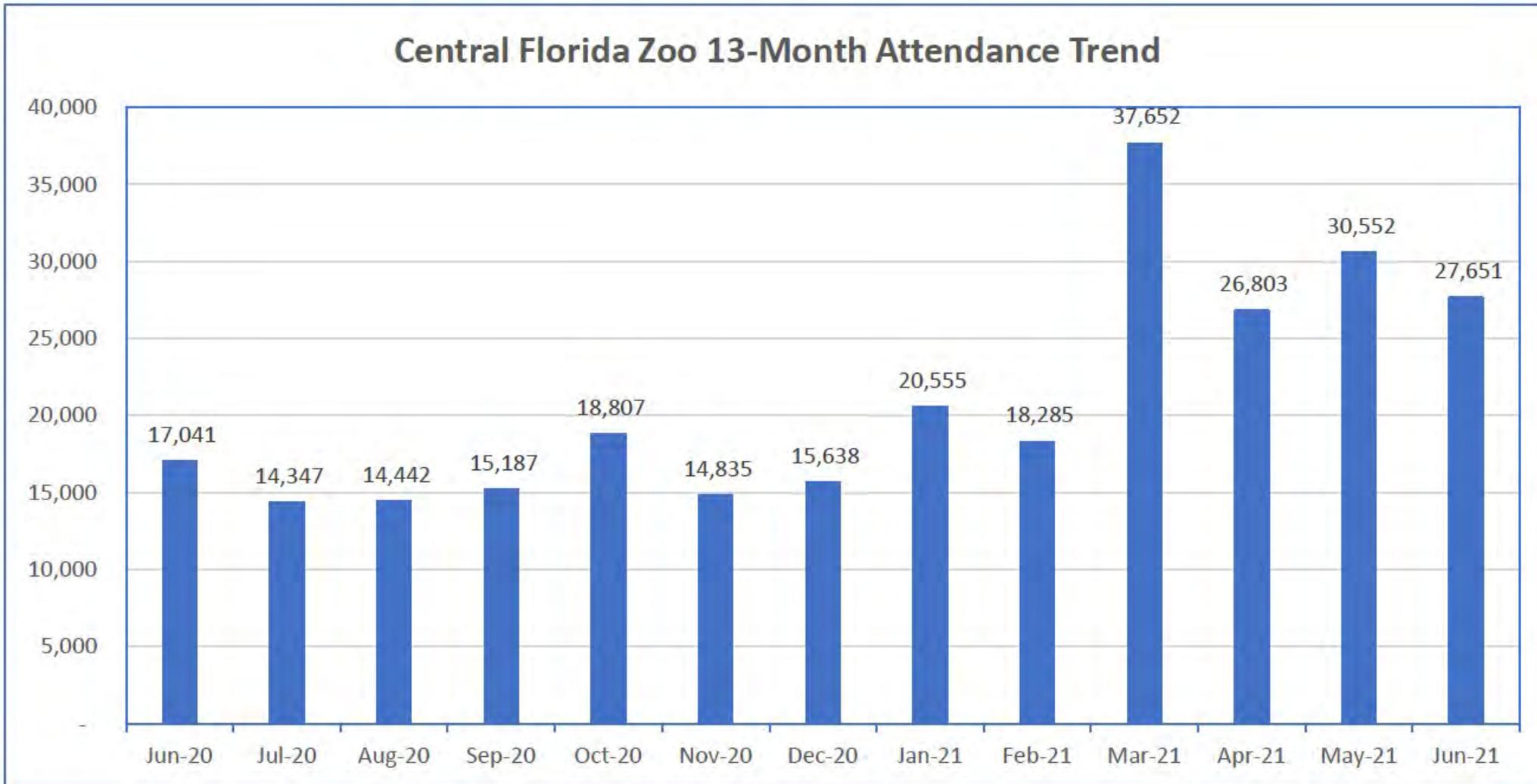




There's No Zoo Without You

www.centralfloridazoo.org

13-Month Attendance Trend



July Attendance Results

JULY 1 TO 31, 2021

32,852

VS 2020

+18.5k

+129%

VS 2019

+7.7k

+30%

VS 2018

+6.1k

+23%

BUY IN ADVANCE & SAVE



WALK-UP

58%



**TICKET
COUNT**

11,604



**AVERAGE
INCREASE**

\$1.88

23% of tickets
discounted 10%
to 50%



**ADDITIONAL
REVENUE**

\$21,812



ONLINE

42%

Buy online, save \$2 per ticket and use the QUICK SCAN entrance

General Admission

The Central Florida Zoo & Botanical Gardens is open daily from 9:00 AM to 4:00 PM.
The last admission into the Zoo is at 3:30 PM, no exceptions.

Fully vaccinated guests are no longer required to wear masks while visiting the Zoo. We strongly recommend that guests who are not fully vaccinated wear a mask when indoors and when social distancing outside is unachievable.

Children 2 and under are free but do require a ticket.

[Additional Information](#)

	Regular Price	Online Price	
Adult (Ages 13 - 54)	\$21.50	\$19.50	- 0 +
Child (Ages 3 - 12)	\$15.75	\$13.75	- 0 +
Child (Ages 2 and under)		\$0.00	- 0 +
Senior (Ages 55+)	\$17.95	\$15.95	- 0 +

Select Date for: General Admission

Add To Cart

Sonny's to Graze



Graze Menu



Burgers & Dogs

*All burgers and dogs are served with skin-on fries and include shredded lettuce, tomato and pickle. Add bacon to anything for an additional 2.99. Substitute gluten friendly bun (GF) for an additional 1.99.

Hamburger 11.99

Griddle-smashed angus burger

Cheeseburger 12.99

Griddle-smashed angus burger, signature cheese fondue

Double Cheeseburger 14.99

Double the meat, double the cheese

Falafel (V) 11.99

Crispy falafel, baba ganoush, roasted red pepper tzatziki

Hot Dog 8.99

All beef deli-style hot dog

Cheesy Dog 9.99

All beef hot dog, cheese fondue

Sandwiches and Salads

*All sandwiches served with chips. Add crispy chicken or falafel to your salad for an additional 2.99

Bacon Turkey Club 11.99

Roasted turkey, applewood smoked bacon, Swiss cheese, tomato, arugula and herb ranch aioli on multigrain bread

BBQ Pulled Pork 12.99

Slow-smoked pork shoulder, potato bun, tangy BBQ sauce, creamy coleslaw, crispy onions

Powergrain bowl 11.99

Quinoa, edamame, garbanzo beans, diced tomato, fresh cucumber and greens tossed with a tzatziki vinaigrette and balsamic drizzle

Tenders

*All tenders served with skin-on fries.

Double Tenders 11.99

Two signature hand-dipped tenders

Triple Tenders 13.99

Three signature hand-dipped tenders

Kids Meals

*All kids meals come with apple sauce, animal crackers, and juice

Kid Dog 8.99

All beef hot dog

PB & J (V) 8.99

Crustless peanut butter and jelly sandwich

Fries and Sides

Fries (GF, V) 3.99

Cheese Fries 5.99

Skin-on fries, cheese fondue

Loaded BBQ Fries (GF) 8.99

Skin-on fries, BBQ pork, cheese fondue, crispy onions

Creamy Coleslaw 3.99

Beverages

Souvenir Animal Sipper 4.49

Regular Fountain Drink 3.99

Souvenir Fountain Drink 6.99

Souvenir Refill 1.99

Souvenir ICEE 8.99

Refill ICEE 2.99

Regular ICEE 6.99

Water 3.99

Gatorade 4.29

Coffee 3.99

Domestic Beer 7.99

Craft/Import Beer 8.99

Hard Seltzer 9.99

*Gluten Friendly (GF) - The items on this menu (if ordered as directed GF) are prepared to be "gluten friendly." However, these items are not necessarily gluten free. Because most production is made from scratch, cross-contact with allergens can occur.

**Vegetarian (V) - Menu items may still contain eggs and dairy.

Mobile Ordering
Now Available





CENTRAL FLORIDA
ZOO
& BOTANICAL GARDENS

New Dippin' Dots Kiosk



SOCIAL & PR Report

- Last several months have been great for the Central Florida Zoo, especially in terms of our media outreach.
- The success of NZWY resulted in fantastic coverage of the Zoo's fundraising efforts, earning both television and digital placements from a variety of local outlets. We also coordinated visits from Good Day Orlando and Spectrum News 13 to further highlight the zoo's offerings this summer.
- With support from paid efforts, we saw numbers up on Instagram over June. In total, our content was on screens on Instagram more than 100,000 times. Our Facebook ads continued to perform exceedingly well, returning over 1.3K results and being seen over 124K times, a large uptick compared to last month, especially considering the budget remained the same.
- Looking ahead to August, we have several great PR opportunities coming up, including the start of pushing Brews. We will also continue to push on the Sunset events and will begin planning for Asian Lantern.

HITS

No Zoo Without You

- [O Town Fun](#)
- [WESH](#)
- [WKMG](#)
- [WFTV](#)
- [Sanford Herald](#)
- [WESH](#)
- [Spectrum News 13](#)

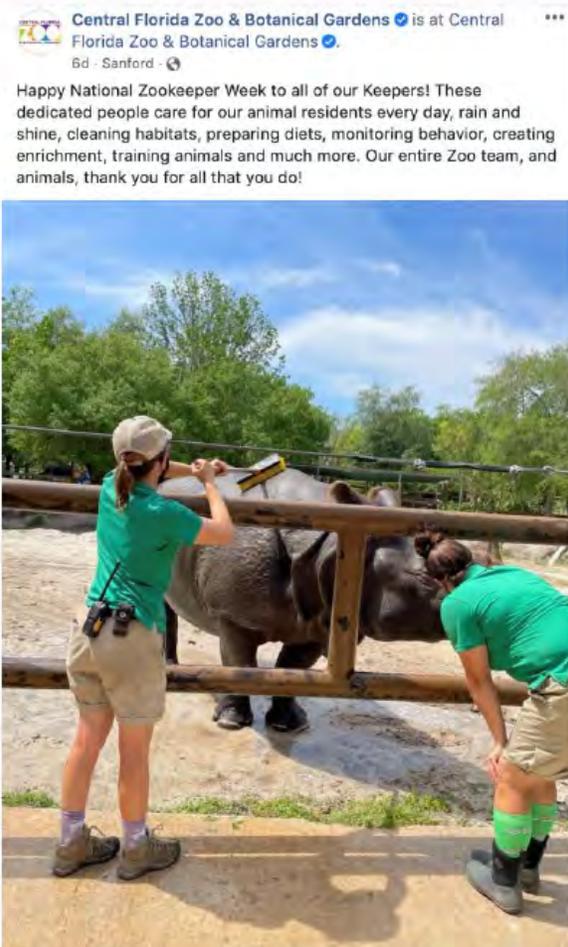
Summer Camp

- Fox 35
 - [8:30 a.m.](#)
 - [8:45 a.m.](#)
 - [9 a.m.](#)

Sunset at the Zoo

- [Orlando Date Night Guide](#)

Top Performing Social Media Posts



Top Performing Social Media Posts



Reached 6,844 people with 43 profile visits on Instagram.
Received 388 likes, 3 comments, 22 shares and 8 saves.



Reached 5,495 people with 38 profile visits on Instagram.
Received 318 likes, 17 comments, 23 shares and 12 saves.

Upcoming Events



Sunset at the Zoo presented by Palm Beach Atlantic University and T-Mobile

- August – October
- Third Thursday of the Month
- \$5.00 per person
- 21 and Up event

Family Sunset at the Zoo presented by VyStar Credit Union

- August – October
- Forth Friday of the Month
- \$5.00 per person

Brews Around the Zoo

- September 18 & 19

Zoo Boo Bash

- October 23, 24, 30, 31

Asian Lantern Festival

- 40 nights (November – January)
- Estimated 40,000 visitors



Thank You

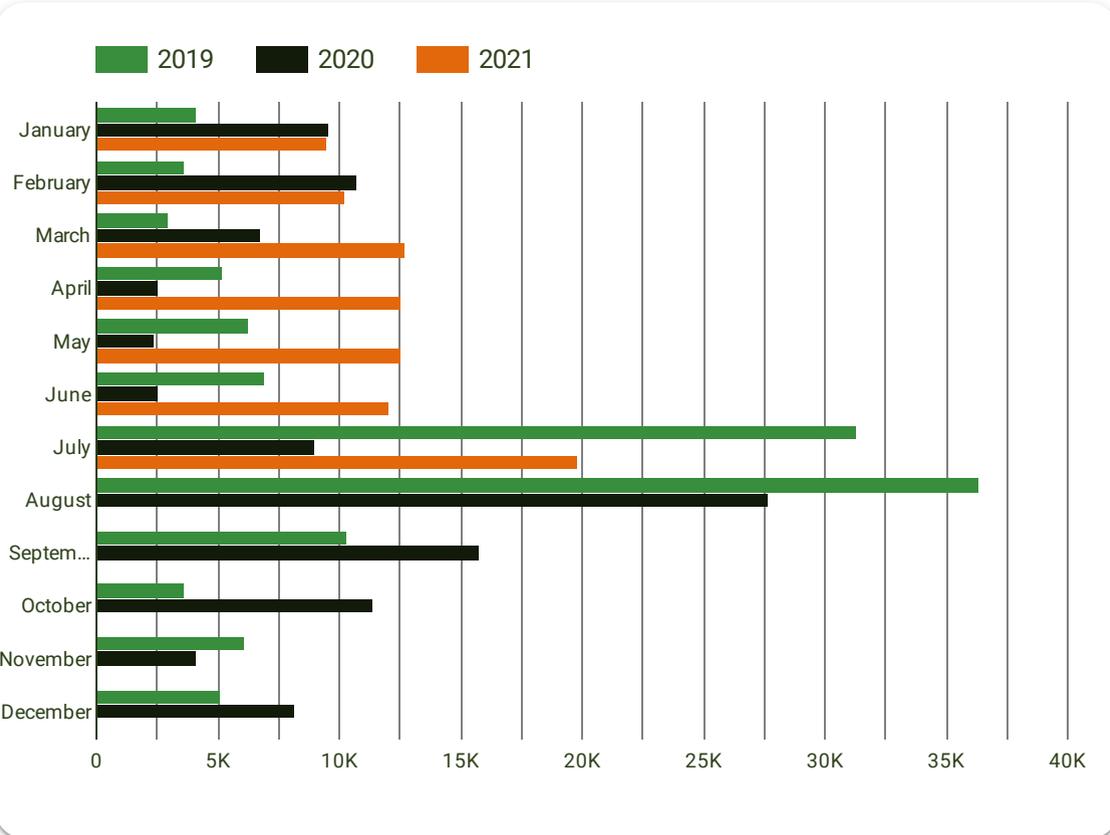
Client Reporting

IDEAS
WORKS
RESULTS

Seminole CVB
July 2021

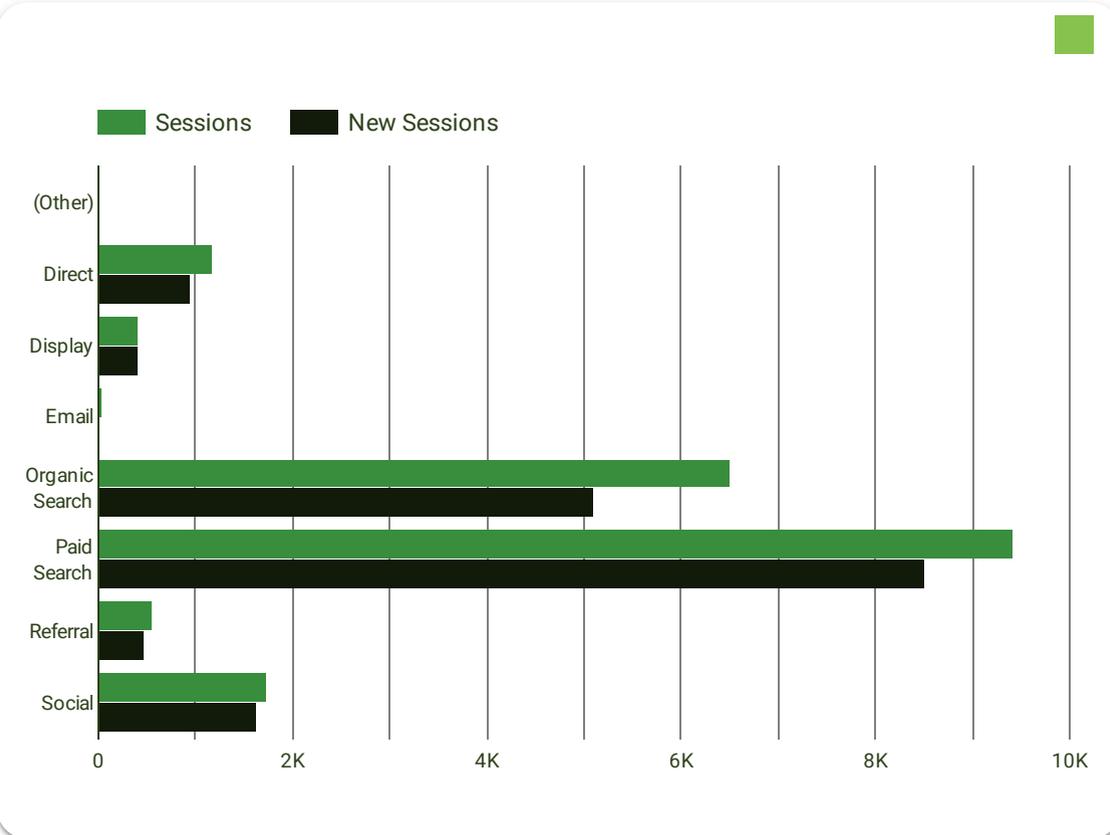
Traffic Trends: Total Sessions

Objective: Increase New Sessions YoY



Traffic by Channel: Sessions & New Sessions

Objective: Comparison of Sessions and New Sessions by Channel



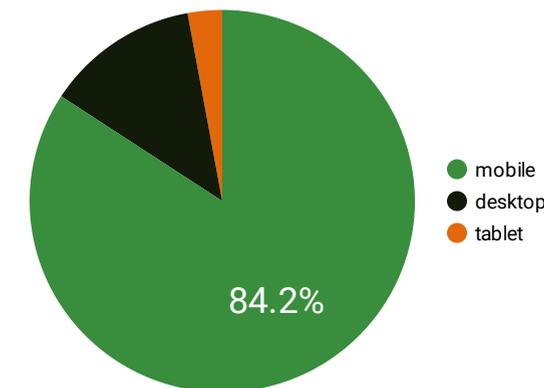
Traffic by Source: Sessions and Engagement Metrics

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	8,429	727.2% ↑	9,343	38.08%	00:01:18
2. google / organic	5,038	595.9% ↑	6,444	81.64%	00:00:46
3. m.facebook.com / referral	1,531	61.5% ↑	1,619	77.64%	00:00:28
4. (direct) / (none)	943	164.9% ↑	1,173	78.94%	00:00:41
5. lonely-planet / display	232	-	232	100%	00:00:00

Traffic by Device: Total Sessions

Objective: Comparison of Traffic by Device



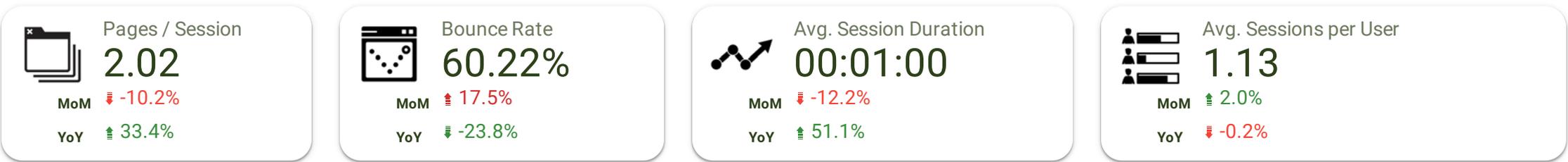
Website Score Cards: Site Traffic Metrics

Objective: Increase Traffic Metrics to gain more visitors to website



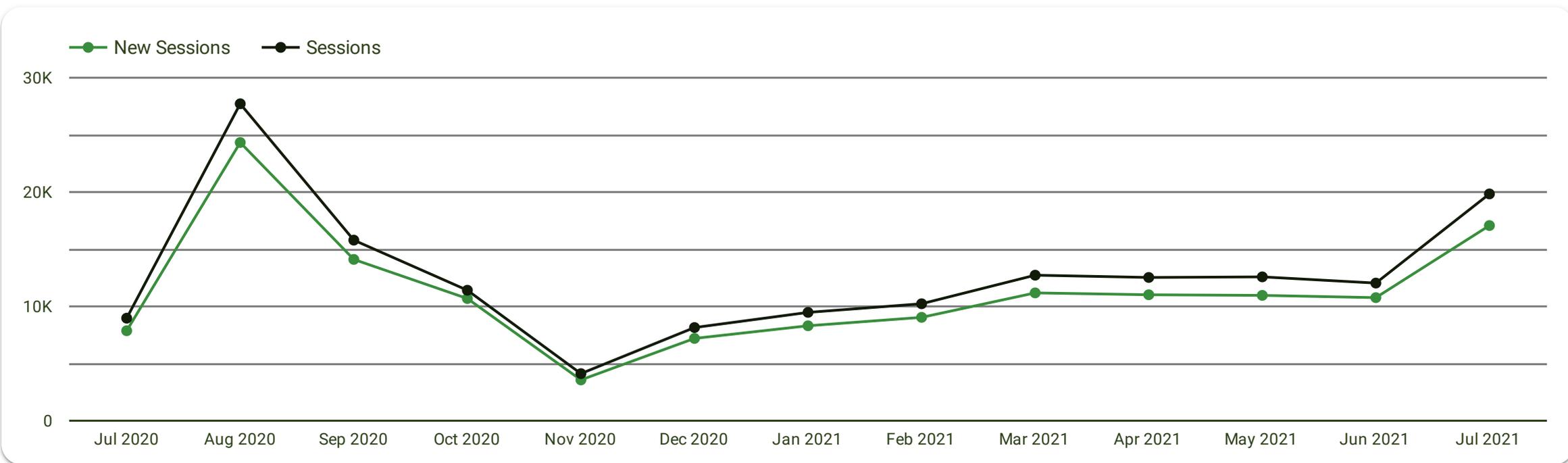
Website Score Cards: Site Engagement Metrics

Objective: Increase Engagement Metrics to deliver a better user experience to website visitors



Top Traffic Metrics: 12-Month Running Trend

Objective: Shows Yearly Growth Trend of New Sessions & Total Sessions



Top Landing Pages: Traffic and Engagement Metrics

Objective: Increase Sessions, Pages/Session and Session Duration while lowering Bounce Rates

Landing Page	New Users	% Δ	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
/things-to-do	7,342	5,220.3% ↑	7,711	28.15%	2.85	00:01:28
/calendar/event/star-spangled-sanford-21	4,213	-	5,453	84.27%	1.33	00:00:43
/default.aspx	850	-76.3% ↓	977	69.7%	2.14	00:00:53
/things-to-do/restaurants/default.aspx	678	-	751	80.03%	1.51	00:00:28
/things-to-do/nature-and-outdoors/default.aspx	351	-	377	77.45%	1.51	00:00:35
/things-to-do/nature-and-outdoors	138	-91.1% ↓	225	84%	1.68	00:00:46
/things-to-do/restaurants	127	-90.0% ↓	140	85%	1.46	00:00:21
/calendar/event/christmas-in-july-historic-downtown-sanford	103	-	152	79.61%	1.41	00:01:22
/blog/post/3-top-hidden-nature-trails-in-orlando-north/default...	90	-	99	97.98%	1.04	00:00:12
/calendar/event/oviedo-4th-of-july-fireworks	87	295.5% ↑	92	48.91%	2.24	00:00:17

1 - 10 / 1950 < >

Geographical Breakdown of Audience: Region & City based on Geolocation IP

Objective: Increase demographic insights of future visitors to the website

Region	City	New Users	% Δ	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
Florida	Orlando	3,337	809.3% ↑	4,036	66.28%	1.79	00:00:55
Florida	Sanford	1,231	1,348.2% ↑	1,646	77.76%	1.65	00:00:59
Florida	Oviedo	322	557.1% ↑	381	70.6%	1.75	00:00:52
Florida	Altamonte ...	304	433.3% ↑	368	72.01%	1.79	00:00:53
Florida	Winter Spri...	275	310.4% ↑	359	76.32%	1.64	00:01:05

1 - 5 / 2411 < >

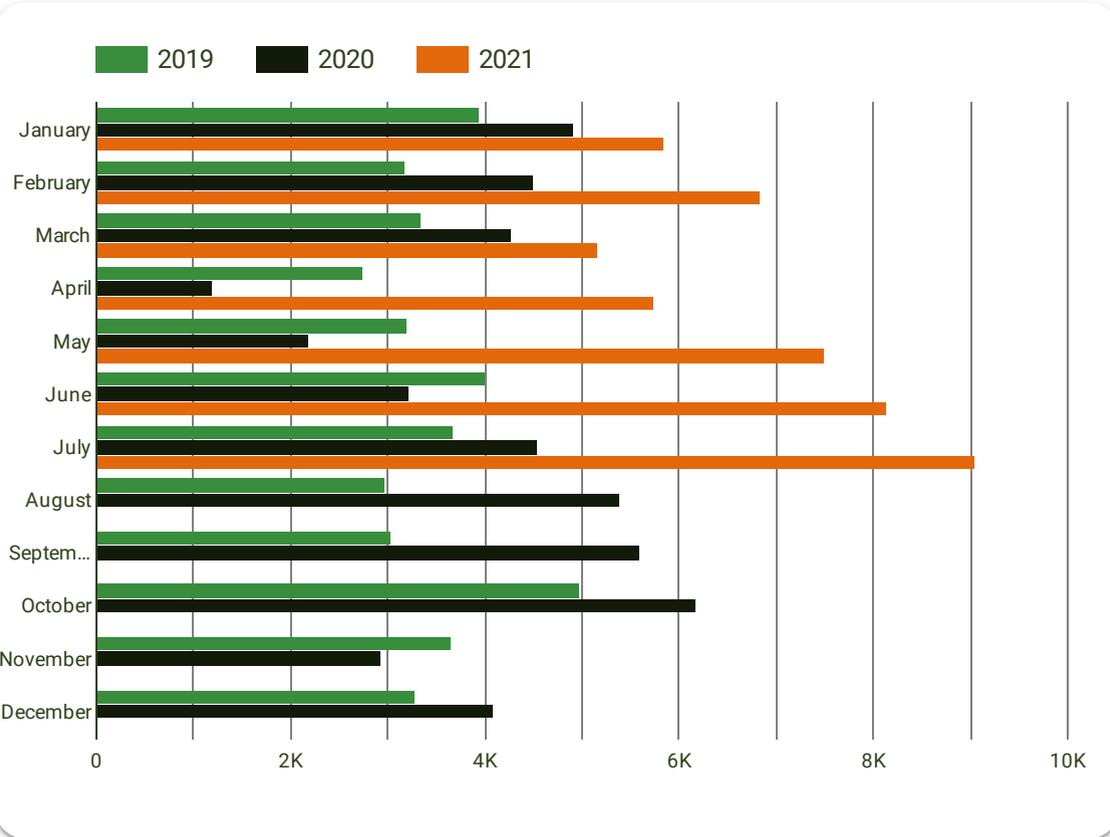
Google Search Console: Organic Traffic Queries Compared MoM

Objective: Show Organic Search Traffic by Search Query

	Organic Search Term	Impressions	% Δ	Clicks ▾	% Δ	Site CTR	% Δ	Average Position
1.	north orlando	333	-7.8% ↓	25	38.9% ↑	7.51%	50.6% ↑	1.58
2.	danville orlando	1,221	-34.0% ↓	19	-56.8% ↓	1.56%	-34.5% ↓	7.78
3.	christmas in july sanford	297	-	16	-	5.39%	-	4.23
4.	lake mary community center	296	-10.8% ↓	13	-35.0% ↓	4.39%	-27.1% ↓	4.21
5.	things to do in north orlando	78	-6.0% ↓	12	71.4% ↑	15.38%	82.4% ↑	1.19
6.	seminole aerial adventures	348	12.3% ↑	11	57.1% ↑	3.16%	40.0% ↑	3.98
7.	orlando north	168	3.7% ↑	11	10.0% ↑	6.55%	6.1% ↑	1.91
8.	things to do in seminole county this weekend	28	55.6% ↑	8	100.0% ↑	28.57%	28.6% ↑	2.04
9.	wekiva island	2,353	-2.0% ↓	7	600.0% ↑	0.3%	614.6% ↑	18.39
10.	things to do in seminole county	52	-31.6% ↓	7	-56.3% ↓	13.46%	-36.1% ↓	2.08
11.	christmas in july orlando	41	-	5	-	12.2%	-	8.41
12.	north orlando florida	56	100.0% ↑	5	-	8.93%	-	3.27
13.	free orlando florida travel guides by mail	101	-14.4% ↓	5	-28.6% ↓	4.95%	-16.5% ↓	7.58
14.	winter springs civic center	45	-27.4% ↓	5	400.0% ↑	11.11%	588.9% ↑	3.56
15.	doorlandonorth	14	600.0% ↑	5	-	35.71%	-	1.43
16.	winter springs community center	51	131.8% ↑	5	400.0% ↑	9.8%	115.7% ↑	4
17.	downtown sanford events	81	-11.0% ↓	4	33.3% ↑	4.94%	49.8% ↑	2.62
18.	seminole county events	41	-8.9% ↓	4	100.0% ↑	9.76%	119.5% ↑	4.46
19.	seminole county things to do	15	-	4	-	26.67%	-	2
20.	sanford christmas in july	151	-	4	-	2.65%	-	4.74

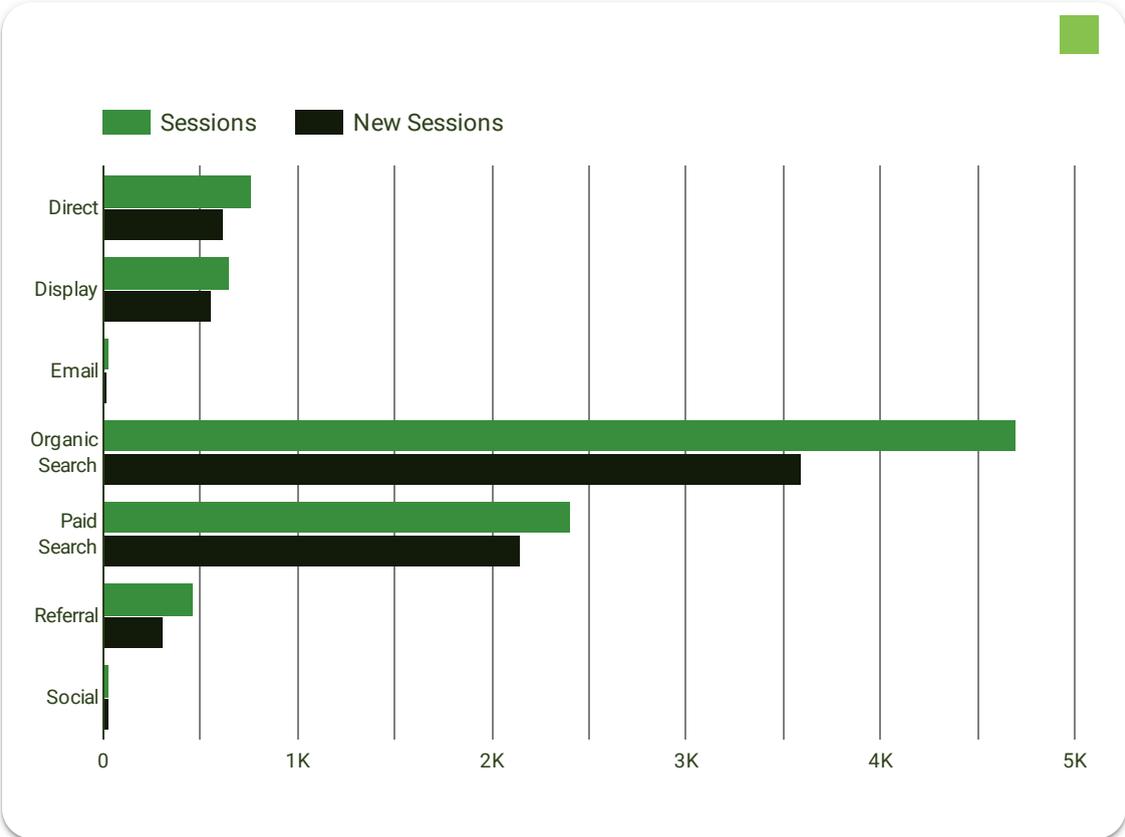
Traffic Trends: Total Sessions

Objective: Increase New Sessions YoY



Traffic by Channel: Sessions & New Sessions

Objective: Comparison of Sessions and New Sessions by Channel



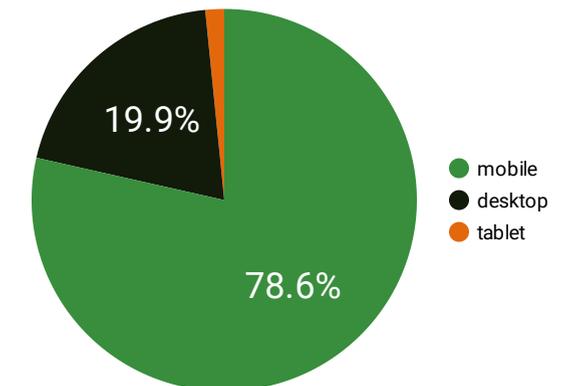
Traffic by Source: Sessions and Engagement Metrics

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

Source / Medium	New Sessions	% Δ	Sessions	Bounce Rate	Avg. Session
1. google / organic	3,295	43.1% ↑	4,317	52.03%	00:01:30
2. google / cpc	1,997	-	2,236	89.85%	00:00:16
3. (direct) / (none)	618	-37.6% ↓	766	65.14%	00:01:07
4. programmatic / ban...	559	-	648	87.04%	00:00:32
5. bottraffic921.xyz / re...	254	-	400	0.25%	00:00:07

Traffic by Device: New Sessions

Objective: Comparison of Traffic by Device



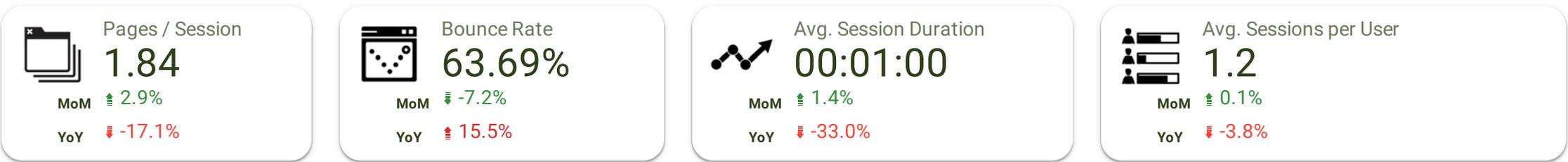
Website Score Cards: Site Traffic Metrics

Objective: Increase Traffic Metrics to gain more visitors to website



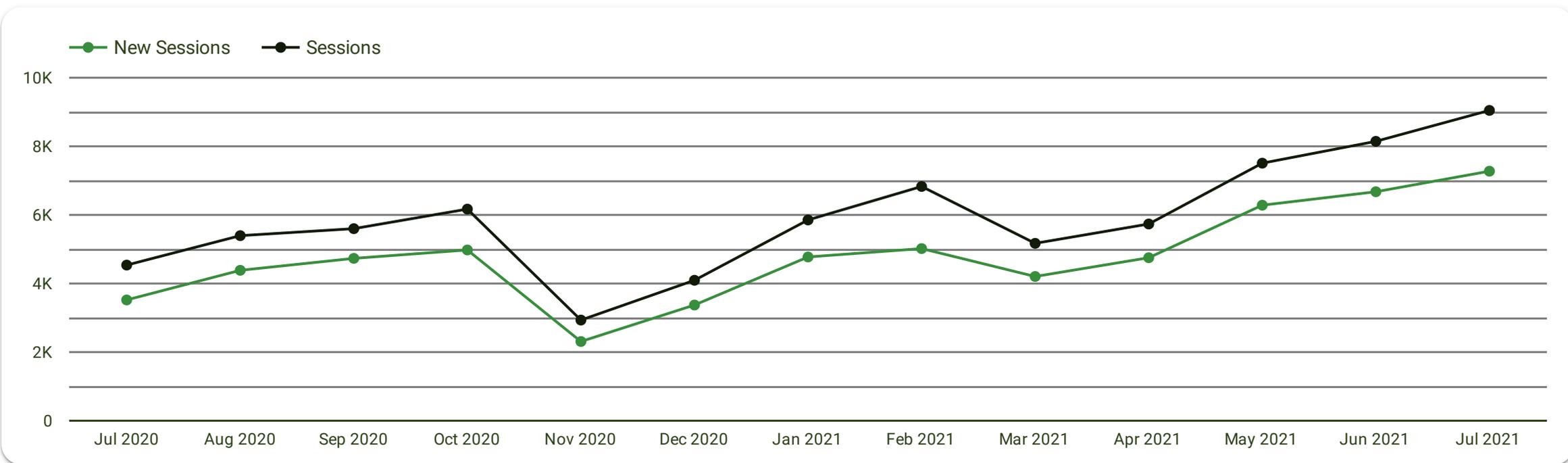
Website Score Cards: Site Engagement Metrics

Objective: Increase Engagement Metrics to deliver a better user experience to website visitors



Top Traffic Metrics: 12-Month Running Trend

Objective: Shows Yearly Growth Trend of New Sessions & Total Sessions



Top Landing Pages: Traffic and Engagement Metrics

Objective: Increase Sessions, Pages/Session and Session Duration while lowering Bounce Rates

Landing Page	New Users	% Δ	Sessions	% Δ	Bounce Rate	% Δ	Pages / Session	% Δ	Avg. Session Duration	% Δ
/facilities/details/boo...	3,078	30.1% ↑	3,963	32.1% ↑	48.7%	5.0% ↑	2.35	-6.1% ↓	00:01:38	-9.0% ↓
/facilities	2,077	1.3% ↑	2,331	0.7% ↑	88.8%	1.2% ↑	1.23	-0.4% ↓	00:00:20	-3.8% ↓
/stay-play-extra-day	573	-24.8% ↓	672	-29.0% ↓	86.61%	1.8% ↑	1.31	4.7% ↑	00:00:34	30.2% ↑
/	425	123.7% ↑	627	178.7% ↑	23.92%	-62.9% ↓	1.94	8.3% ↑	00:00:25	-54.8% ↓
/facilities/details/lake...	130	26.2% ↑	136	23.6% ↑	74.26%	3.4% ↑	1.58	8.7% ↑	00:00:44	120.5% ↑
/events	104	25.3% ↑	171	37.9% ↑	51.46%	18.2% ↑	2.39	1.7% ↑	00:01:44	13.5% ↑
/facilities/details/sem...	97	22.8% ↑	107	25.9% ↑	59.81%	-25.2% ↓	1.74	22.1% ↑	00:01:04	233.8% ↑
/facilities/details/sem...	63	-11.3% ↓	69	-8.0% ↓	60.87%	-2.9% ↓	1.81	-10.0% ↓	00:00:50	-46.0% ↓
/facilities/details/boo...	59	-34.4% ↓	73	-39.7% ↓	50.68%	-4.2% ↓	2.1	-2.5% ↓	00:01:18	-38.9% ↓
/facilities/details/sylv...	41	64.0% ↑	47	51.6% ↑	61.7%	-13.1% ↓	1.66	-4.7% ↓	00:01:02	71.6% ↑

1 - 10 / 296

Geographical Breakdown of Audience: Region & City based on Geolocation IP

Objective: Increase demographic insights of future visitors to the website

Region	City	New Users	% Δ	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
Florida	Orlando	1,206	27.2% ↑	1,556	66.97%	1.78	00:01:03
Georgia	Atlanta	428	9.7% ↑	511	78.47%	1.53	00:00:39
Florida	Sanford	234	-1.7% ↓	319	60.19%	2.01	00:01:29
Florida	Tampa	144	-28.7% ↓	171	73.68%	1.66	00:00:50
Florida	Jacksonville	132	-33.3% ↓	160	71.25%	1.73	00:01:00

1 - 5 / 1717

Google Search Console: Organic Traffic Queries Compared MoM

Objective: Show Organic Search Traffic by Search Query

	Organic Search Term	Impressions	% Δ	Clicks ▾	% Δ	Site CTR	% Δ	Average Position
1.	boombah sports complex	4,412	19.9% ↑	969	22.7% ↑	21.96%	2.3% ↑	1
2.	boombah sports complex sanford fl	456	14.6% ↑	109	49.3% ↑	23.9%	30.3% ↑	1
3.	boombah sports complex florida	207	35.3% ↑	58	48.7% ↑	28.02%	9.9% ↑	1
4.	boombah complex	177	-16.1% ↓	36	-16.3% ↓	20.34%	-0.2% ↓	1
5.	boombah sports complex sanford	191	24.0% ↑	36	-12.2% ↓	18.85%	-29.2% ↓	1
6.	boombah sports complex tournaments	129	43.3% ↑	27	22.7% ↑	20.93%	-14.4% ↓	1
7.	boombah	26,024	326.9% ↑	19	171.4% ↑	0.07%	-36.4% ↓	7.5
8.	boombah sanford	70	-7.9% ↓	18	-14.3% ↓	25.71%	-6.9% ↓	1
9.	boombah baseball tournaments	20	900.0% ↑	14	1,300.0% ↑	70%	40.0% ↑	1
10.	boombah baseball complex	65	41.3% ↑	14	27.3% ↑	21.54%	-9.9% ↓	1
11.	boombah stadium	31	-22.5% ↓	14	-12.5% ↓	45.16%	12.9% ↑	1
12.	boombah tournament sanford	24	4.3% ↑	14	16.7% ↑	58.33%	11.8% ↑	1
13.	boombah complex sanford fl	36	414.3% ↑	13	550.0% ↑	36.11%	26.4% ↑	1
14.	seminole county sports complex	57	-14.9% ↓	13	44.4% ↑	22.81%	69.8% ↑	1.63
15.	boombah sports complex in sanford florida	44	91.3% ↑	12	200.0% ↑	27.27%	56.8% ↑	1
16.	sanford baseball complex	116	-45.0% ↓	12	-47.8% ↓	10.34%	-5.1% ↓	1.91
17.	central winds park	428	-35.5% ↓	12	0.0%	2.8%	55.1% ↑	3.84
18.	boombah field	19	35.7% ↑	11	266.7% ↑	57.89%	170.2% ↑	1
19.	boobah sports complex	46	557.1% ↑	11	-	23.91%	-	1
20.	seminole soccer complex	222	-14.6% ↓	10	-41.2% ↓	4.5%	-31.1% ↓	1.79

Google AdWords: Monthly Summary of All PPC Metrics

Objective: Increase Impressions, Clicks and CTR. Lower Cost and CPC.

Impressions
202,482
↑ 11.04%



Clicks
11,829
↑ 12.85%



CTR
5.84%
↑ 1.63%



Cost
\$4,703.32
↑ 1.42%



CPC
\$0.40
↓ -10.13%



Google AdWords: Summary of Search Campaigns this Month

Objective: Increase Impressions, Clicks and CTR.

Campaign	Impressions	Clicks	CTR
1. Do Orlando - Leisure	165,180	9,122	5.52%
2. Play Orlando - Sports	37,302	2,707	7.26%

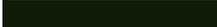
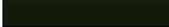
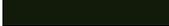
Google AdWords: Summary of Search Campaigns this Month

Objective: Summarize Impressions, Clicks and CTR by Ad Group

Ad type	Campaign name	Ad group name	Impressions	Clicks	CTR
1. Responsive search ad	Do Orlando - Leisure	Things to do	127,887	7,742	6.05%
2. Responsive search ad	Play Orlando - Sports	Baseball	10,359	969	9.35%
3. Responsive search ad	Do Orlando - Leisure	FOOD	24,212	748	3.09%
4. Responsive search ad	Play Orlando - Sports	Soccer	7,405	542	7.32%
5. Responsive search ad	Play Orlando - Sports	Sports	7,140	498	6.97%
6. Responsive search ad	Do Orlando - Leisure	Parks	8,576	391	4.56%
7. Responsive search ad	Play Orlando - Sports	Football	4,146	318	7.67%
8. Responsive search ad	Play Orlando - Sports	Tennis	4,013	207	5.16%
9. Responsive search ad	Do Orlando - Leisure	Nature Trails	1,811	91	5.02%
10. Responsive search ad	Do Orlando - Leisure	Family	944	57	6.04%

Google AdWords: Summary of Search Keyword Performance

Objective: Summarize Impressions, Clicks and CTR by Keyword

	Campaign name	Ad group name	Keyword text	Clicks ▾	Impressions	CTR
1.	Do Orlando - Leisure	Things to do	things to do in orlando	2,193 	37,230 	5.89% 
2.	Do Orlando - Leisure	Things to do	places to visit in Orlando	1,845 	29,511 	6.25% 
3.	Do Orlando - Leisure	Things to do	fun things to do in orlando	1,835 	28,736 	6.39% 
4.	Do Orlando - Leisure	Things to do	other things to do in Orlando	1,358 	18,101 	7.5% 
5.	Play Orlando - Sports	Baseball	Baseball Tournament	705 	6,951 	10.14% 
6.	Do Orlando - Leisure	FOOD	orlando restaurants	320 	10,130 	3.16% 
7.	Do Orlando - Leisure	Parks	parks in Orlando	288 	5,496 	5.24% 
8.	Play Orlando - Sports	Soccer	Soccer Tournament	280 	3,650 	7.67% 
9.	Play Orlando - Sports	Sports	Sports Tournament	247 	3,685 	6.7% 
10.	Do Orlando - Leisure	FOOD	best food in Orlando	186 	6,965 	2.67% 
11.	Do Orlando - Leisure	Things to do	things to do in central Florida	186 	5,914 	3.15% 
12.	Play Orlando - Sports	Soccer	Soccer Event	173 	2,452 	7.06% 
13.	Do Orlando - Leisure	Things to do	fun things to do in central Florida	169 	4,335 	3.9% 
14.	Play Orlando - Sports	Sports	Sports Event	148 	2,233 	6.63% 
15.	Play Orlando - Sports	Football	Football Tournament	142 	1,894 	7.5% 
16.	Do Orlando - Leisure	Things to do	places to visit in central Florida	134 	2,780 	4.82% 
17.	Play Orlando - Sports	Tennis	Tennis Tournament	129 	2,242 	5.75% 
18.	Play Orlando - Sports	Baseball	Baseball Event	125 	1,818 	6.88% 
19.	Play Orlando - Sports	Football	Football Event	116 	1,686 	6.88% 
20.	Play Orlando - Sports	Sports	Sports Complex	97 	1,369 	7.09% 



Amount spent
\$922.55
↓ -3.0%

Impressions
158,716
↑ 0.1%

CPM
\$5.81
↓ -3.1%

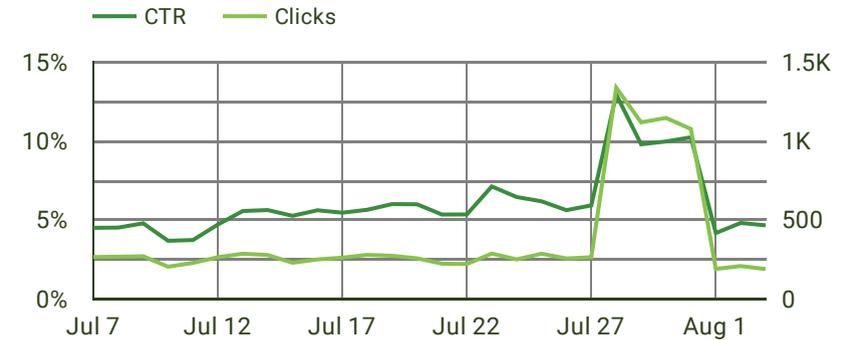
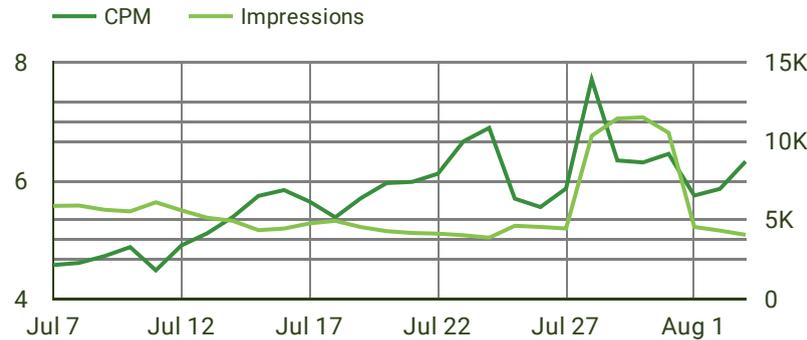
Link clicks
5,845
↑ 13.4%

CPC
\$0.16
↓ -14.4%

CTR (link click-through rate)
3.68%
↑ 13.2%



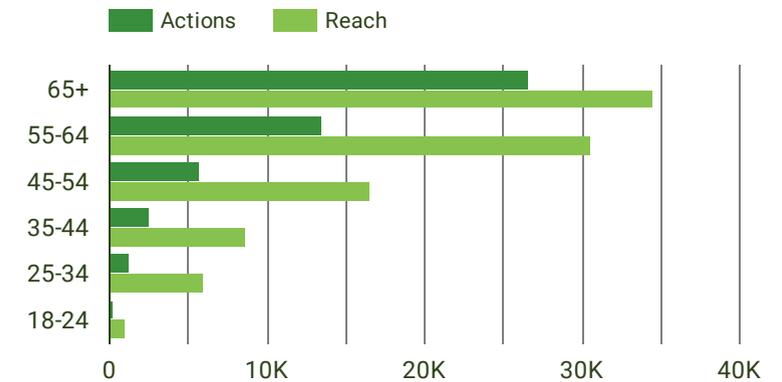
Reach
97,361
↑ 1.2%



Top Campaigns

Ads: by Age - (Actions and Reach)

Campaign na...	Cost	CPC (link)	Reach	Imp. ▾	CTR (link clic...	Link clicks
2021 - Hotel Booking LC	\$268.67	0.1	48.1K	79.2K	4.92%	3.9K
2021 - Website Traffic	\$453.88	0.2	28.6K	50.9K	3.82%	1.9K
2021 - Promoted Posts	\$200	25	20.7K	28.7K	0.03%	8





Amount spent
\$1,069.97
↓ -3.4%

Impressions
126,432
↑ 22.3%

CPM
\$8.46
↓ -21.0%

Link clicks
849
↑ 59.0%

CPC
\$1.26
↓ -39.3%

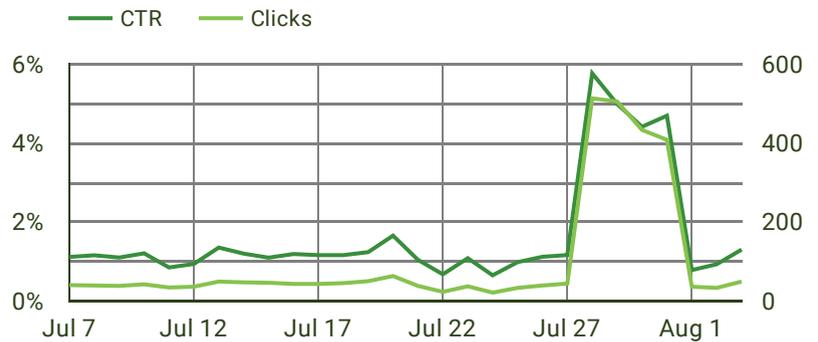
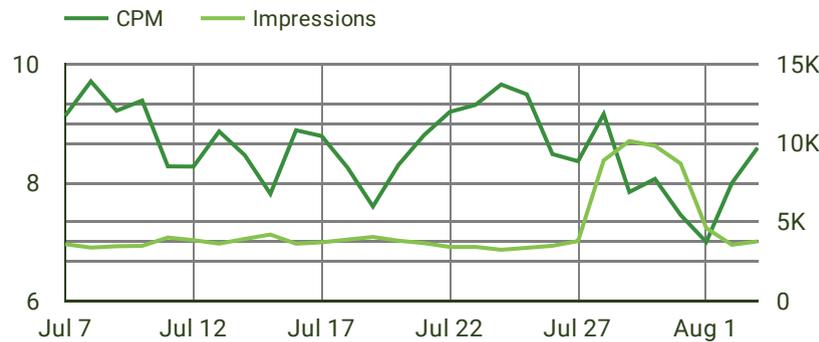
CTR (link click-through rate)
0.67%
↑ 30.0%



Impressions
126,432
↑ 22.3%



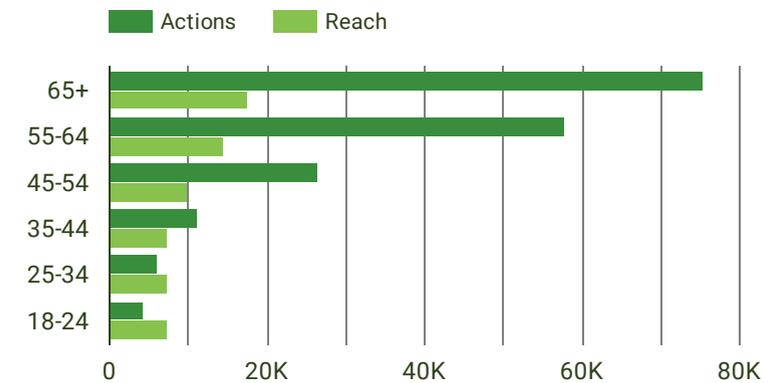
Reach
64,081
↑ 1.7%



Top Campaigns

Ads: by Age - (Actions and Reach)

Campaign na...	Cost	Cost/Action	Reach	Imp. ▾	CTR (link clic...	Link clicks
2021 - Website Traffic	\$426.37	\$0.01	24.9K	53.4K	1.51%	807
2021 - Video Views	\$443.6	\$0	18K	46.3K	0.08%	38
2021 Promoted Posts	\$200	\$0.02	21.2K	26.7K	0.01%	4





Jul 1, 2021 - Jul 31, 2021



Email Metrics Compared MoM

Open rate
17.66%
No data

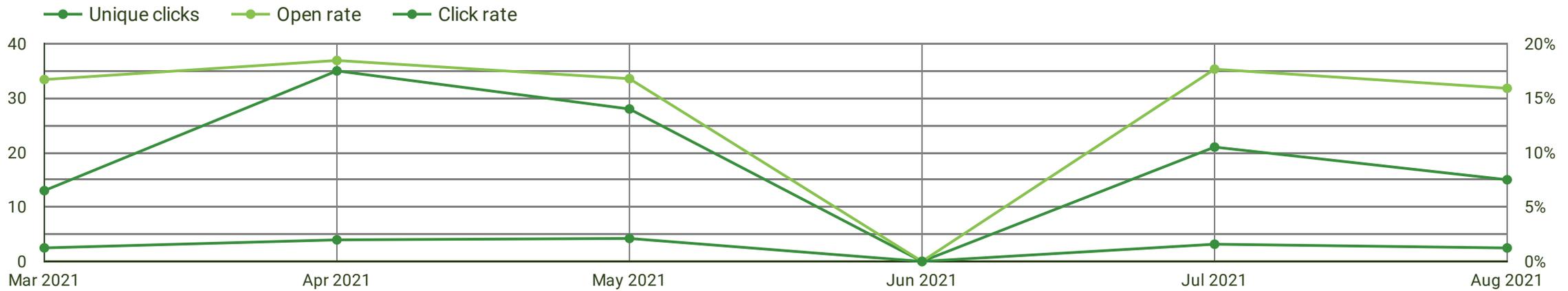
Click rate
1.58%
No data

Bounce rate
1.19%
No data

Unique clicks
21
No data

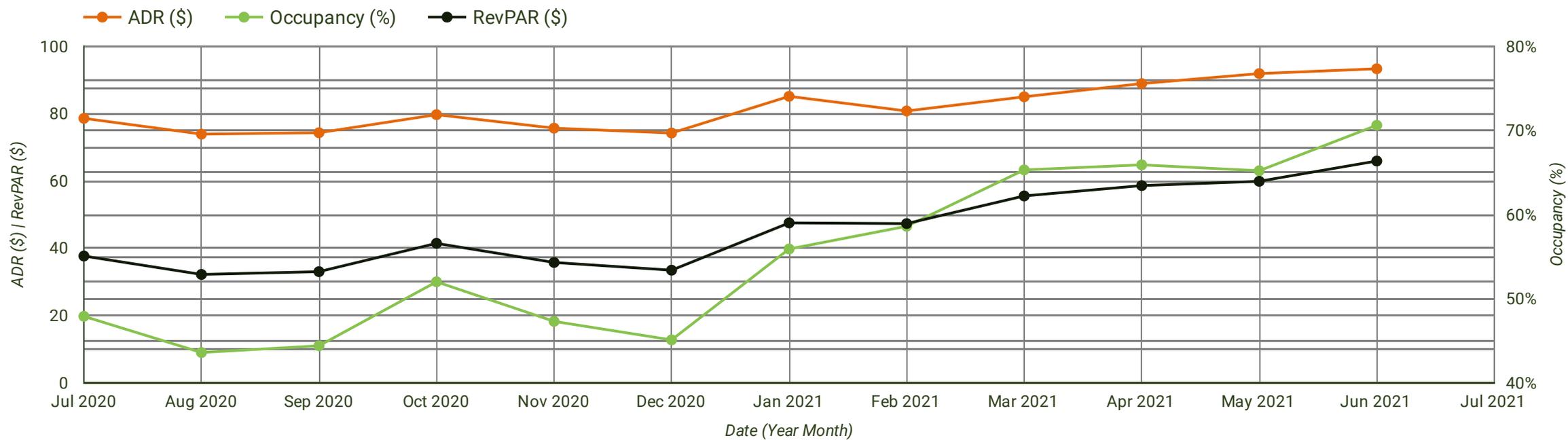
Total clicks
24
No data

Unsubscribes
7
No data



Campaign name	Emails sent	Unique opens	Unsubscribes	Open rate	Click rate	Unique clicks
1. July Newsletter 2021	1,089	190	7	17.66%	1.58%	21

STR Report



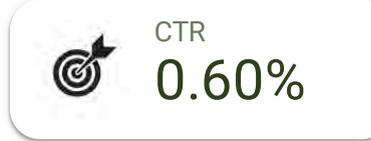
Paid Media: Summary of Fiscal Campaigns

Objective: Summarize Impressions, Clicks and CTR by Keyword

Campaign Name ▾	Media Type	Ad Type	Impr...	Clicks	CTR
1. Seminole County	Retargeting Boombah Sports Complex	Digital	134,927	732	0.54%
2. Seminole County	Geo-Fence Boombah Sports Complex	Digital	169,219	959	0.57%
Grand total			304,146	1,691	0.56%

1 - 2 / 2 < >

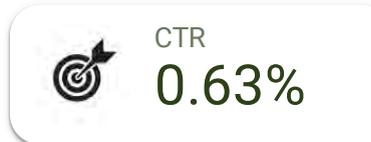
Geo-Fence: YTD



Retargeting: YTD



Rich Media: YTD



Sponsored Content: YTD

