

Tourist Development Council

Seminole County Services Building

August 18, 2022

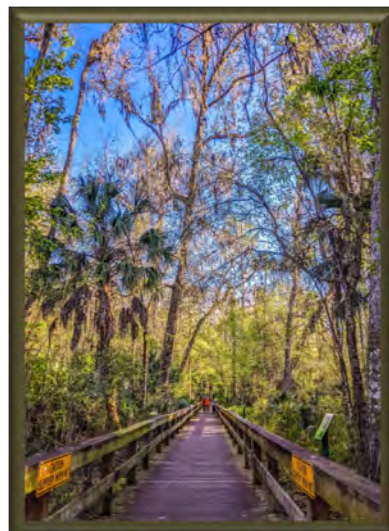


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**Tourist Development Council August
18, 2022 Meeting Agenda
Seminole County Services Building
Room 3024**

- I. Call to Order Chair Elizabeth Brown

Pledge of Allegiance followed by Moment of Silence

- II. Welcome and Introductions

- III. Approval of April 2022 TDC Minutes*

- IV. Orlando North Tourism Updates
 - a. Central FL Zoo TDC Board Seat* Tricia Johnson

 - b. Tourism Team Presentation Karen Aplin, Danny Trosset, Gui Cunha

- V. Tourism Master Plan Presentation Joseph St. Germain, Bill Geist
Downs & St. Germain, DMO Proz

- VI. Sanford Main Street Grant Presentation* Christina Hollerbach

- VII. Central Florida Zoo Update Richard Glover

- VIII. evok Advertising Update Lindsay Hayhurst

- IX. Old Business Chair Elizabeth Brown

- X. New Business
 - a. Industry Update Esteban Saldarriaga
Economic Development

- XI. Adjourn

Next Meeting

Thursday, November 17, 2022
Seminole County Government, Room 3024
1101 East First Street, Sanford, FL 32771

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

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

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

ORLANDO NORTH SEMINOLE COUNTY

TOURIST DEVELOPMENT COUNCIL MEETING THURSDAY, APRIL 21, 2022

Tourist Development Council Meeting called to order by Chairman Elizabeth Brown at 3:04 pm

A quorum was established

In Attendance:

- Chairman Elizabeth Brown, President, TBI US Operations Inc./OSI Inc. (SFB)
- Vice Chairman Commissioner Patrick Austin, City of Sanford
- Commissioner Lee Constantine, Seminole County Board of County Commissioners, District 3
- Commissioner Sarah Reece, City of Altamonte Springs CALNO Representative
- Bruce Skwarlo, General Manager, Orlando Marriott Lake Mary
- Don Dougherty, General Manager, The Westin Lake Mary, Orlando North
- Jamie Ross, General Manager, Residence Inn Orlando Lake Mary
- Erik Ducharme, Director of Sales, Top Golf Lake Mary
- Judith Derosiers, Mall Director, Oviedo Mall

Pledge of Allegiance and Moment of Silence

Approval of February 3, 2022 Minutes (moved from January 20, 2022)

Motion: Commissioner Reece

Second: Bruce Skwarlo

Vote: Unanimous

Tourism Update

Leisure Update

Gui Cunha – Administrator

- Occupancy update
- TDT Collections update and forecast

Administration Update

Tricia Johnson – Deputy County Manager

- Update on County Manager search
- Budget presentation

Motion to Approve Fiscal Year 2023 Tourism Budget

Motion: Commissioner Sarah Reece

Second: Vice Chairman, Commissioner Patrick Austin

Vote: Unanimous

Central Florida Zoo & Botanical Gardens Grant Presentation

Scott Berner – CFO

Will Wellons – Marketing

- Updated attendance numbers
- Asian Lantern recap
- New CEO: Chandler Robertson
- Upcoming Events
- Facility and Animal Projects updates
- Future Projects
- Request for \$325,000.00

The Zoo has been reaccredited by the Association of Zoos & Aquariums for an additional 5 years

Motion to Approve Zoo Grant Request of \$325,000.00

Motion: Commissioner Sarah Reece

Second: Vice Chairman, Commissioner Patrick Austin

Vote: Unanimous

Tourism Master Plan Presentation

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

Erin Dinkle, Senior Project Director, Downs & St. Germain Research

Bill Geist, Chief Instigator, DMO Proz

Note that the Sports Feasibility study is a different study than the Tourism Master Plan

Old Business

None

New Business

Industry Update

Central Florida Hotel & Lodging Association (CFHLA)

Robert Agrusa – CEO and President

- Update on challenges
- Workforce shortage
- Hospitality not as quick to recover
- Wages
- Pandemic
- Global travel slower to recover
- Update on Opportunities
- Mentorships/work with high schools in the area
- New partnerships
- Share success stories
- Increase advocacy

Name, Image, Likeness Update

Isaiah Bowser/Gui Cunha

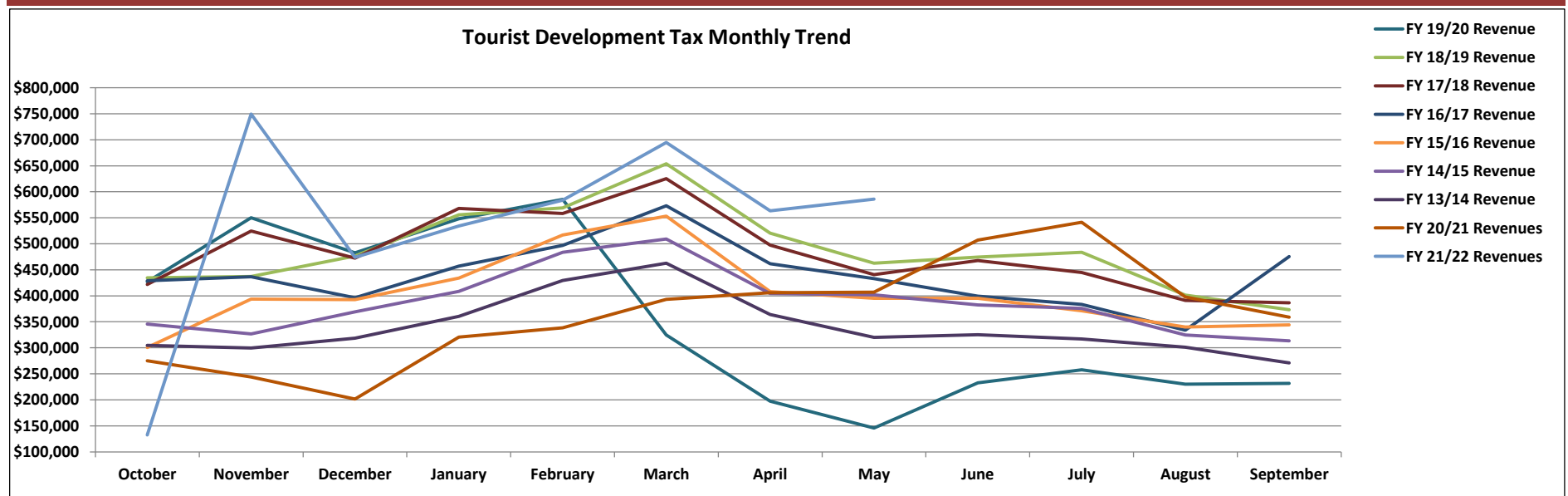
YouTube Series in production featuring Oviedo Mall and Seminole Towne Center as attractions.

Meeting adjourned 4:37 pm

Seminole County, Florida
TOURIST DEVELOPMENT TAX
 Fiscal Year 2021/22 Revenue Report

Monthly Collections	HISTORY								CURRENT FISCAL YEAR			COMPARISON	
	FY 2013/14	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18	FY 2018/19	FY 2019/20	FY 2020/21	FY 2021/22			FY 21/22 vs FY 20/21	
	Total Collections	Total Collections	Total Collections	Total Collections	Total Collections	Total Collections	Total Collections	Total Collections	Original 3 Cents	2 Cents	Total Collections	Month Over Month/ YTD Over YTD	Change In Collection
October	304,877	345,553	300,862	428,948	421,671	434,438	426,810	274,906	79,480	52,987	132,466	(142,439)	-51.8%
November	299,750	326,885	393,635	436,732	524,762	436,992	550,273	244,092	449,678	299,785	749,463	505,371	207.0%
December	318,536	369,173	392,605	396,424	472,255	476,548	482,643	201,297	284,316	189,544	473,861	272,564	135.4%
January	360,507	408,691	433,835	456,915	567,724	555,919	548,293	320,404	320,637	213,758	534,395	213,991	66.8%
February	429,247	483,661	516,610	497,136	558,093	569,125	585,371	338,387	350,349	233,566	583,915	245,527	72.6%
March	462,593	509,149	552,988	572,832	625,272	654,013	324,781	393,366	416,852	277,902	694,754	301,388	76.6%
April	364,161	404,355	407,783	461,492	497,187	520,483	197,530	405,926	338,135	225,423	563,558	157,632	38.8%
May	320,090	401,954	395,282	432,965	440,873	462,655	145,826	406,821	351,535	234,357	585,892	179,071	44.0%
June	325,397	382,227	395,373	399,489	467,655	474,337	232,610	507,262					
July	316,960	375,695	370,960	383,585	444,707	483,878	257,661	541,239					
August	300,955	324,474	339,798	333,761	391,058	401,322	230,144	397,999					
September	271,010	313,288	343,950	475,615	386,395	373,474	231,559	359,119					
Total	4,074,084	4,645,106	4,843,681	5,275,894	5,797,652	5,843,184	4,213,500	4,390,817	2,590,982	1,727,321	4,318,304	1,733,105	102.8%
	11.40%	14.02%	4.27%	8.92%	9.89%	0.79%	-27.89%	4.21%	Budgeted Revenue				
	% Chg from	% Chg from	% Chg from	% Chg from	% Chg from	% Chg from	% Chg from	% Chg from	2,400,000	1,600,000	4,000,000		
	Prior Year	Prior Year	Prior Year	Prior Year	Prior Year	Prior Year	Prior Year	Prior Year	Estimated Revenue				
									3,014,571	2,009,714	5,024,285		
									% Change From PY				

Revenue Per Penny	814,817	929,021.24	968,736.20	1,055,178.80	1,159,530.40	1,168,636.78	842,700	863,661
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ORLANDO NORTH
SEMINOLE COUNTY

WHAT'S

GOING ON

Tourism Team Updates



VIDEO

PHOTO & VIDEO (SPORTS AND LEISURE)

01

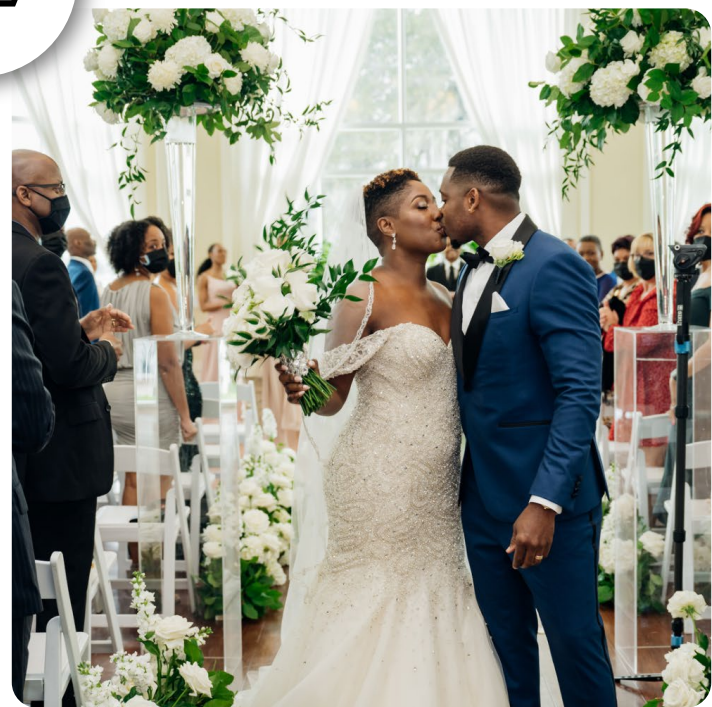


ENCOUNTERS WITH JIM DUBY
(SEASON 2)

Wrapped

SHOOTS

02



"I DO!" ORLANDO NORTH

Wrapped

03



ULTIMATE ATHLETE ON TOP!
GAME SHOW (SEASON 1)

Launched

04



GAMEON! SERIES - 2022
COLLEGE FOOTBALL EDITION

Launched

OVER 38 SHOOTS COMPLETED!

HIGH

QUALITY FLAVOR



ONSCPODCASTSEASON (SEASON5)

Featuring community highlights

Travel info Tainment - Sports & Leisure

CONFERENCES

2022 Destinations FL Marketing Summit

Florida Attractions Association Annual Conference

TravelAbility 2022 Marketing Summit

eTourism Marketing Summit

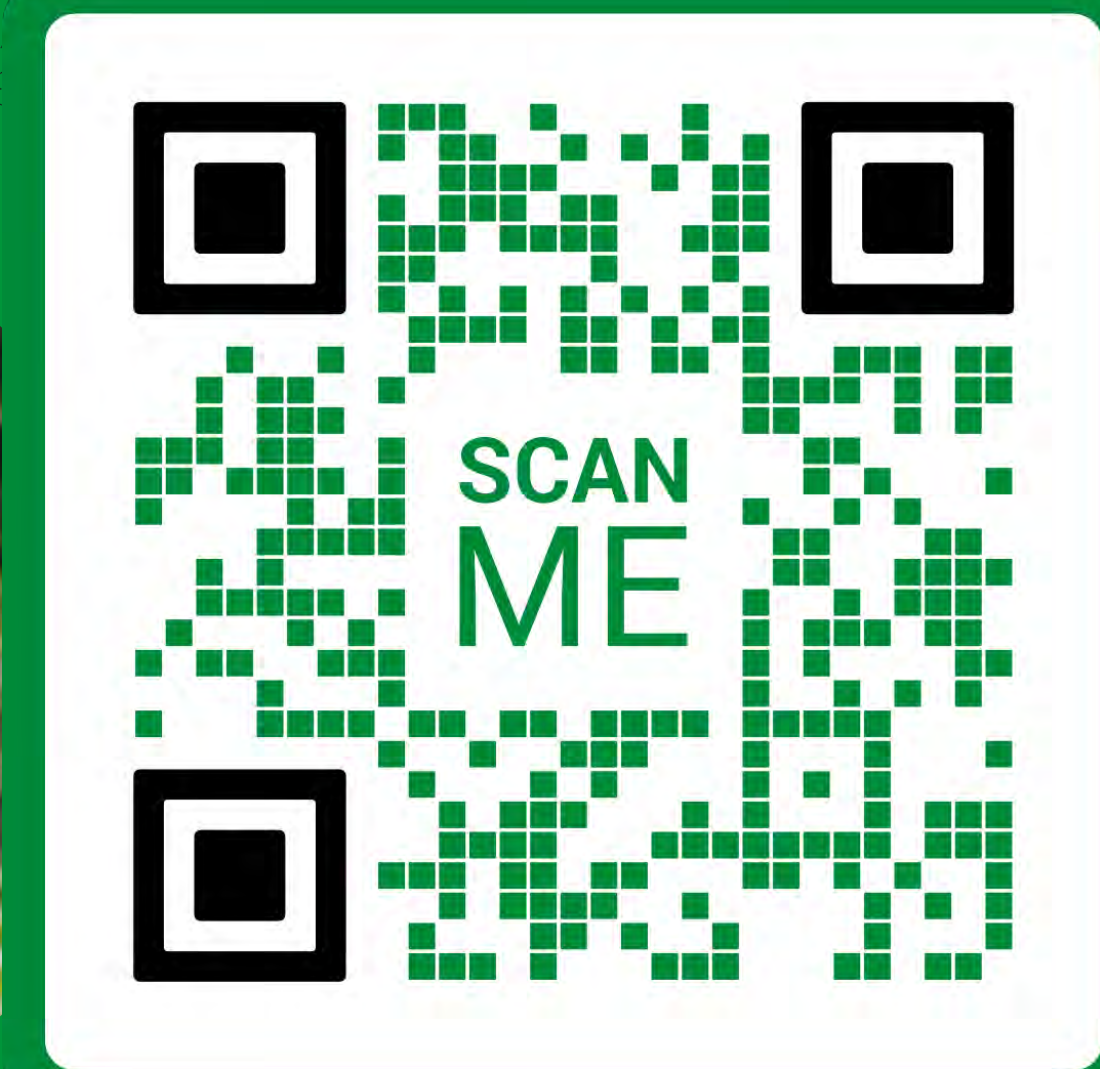
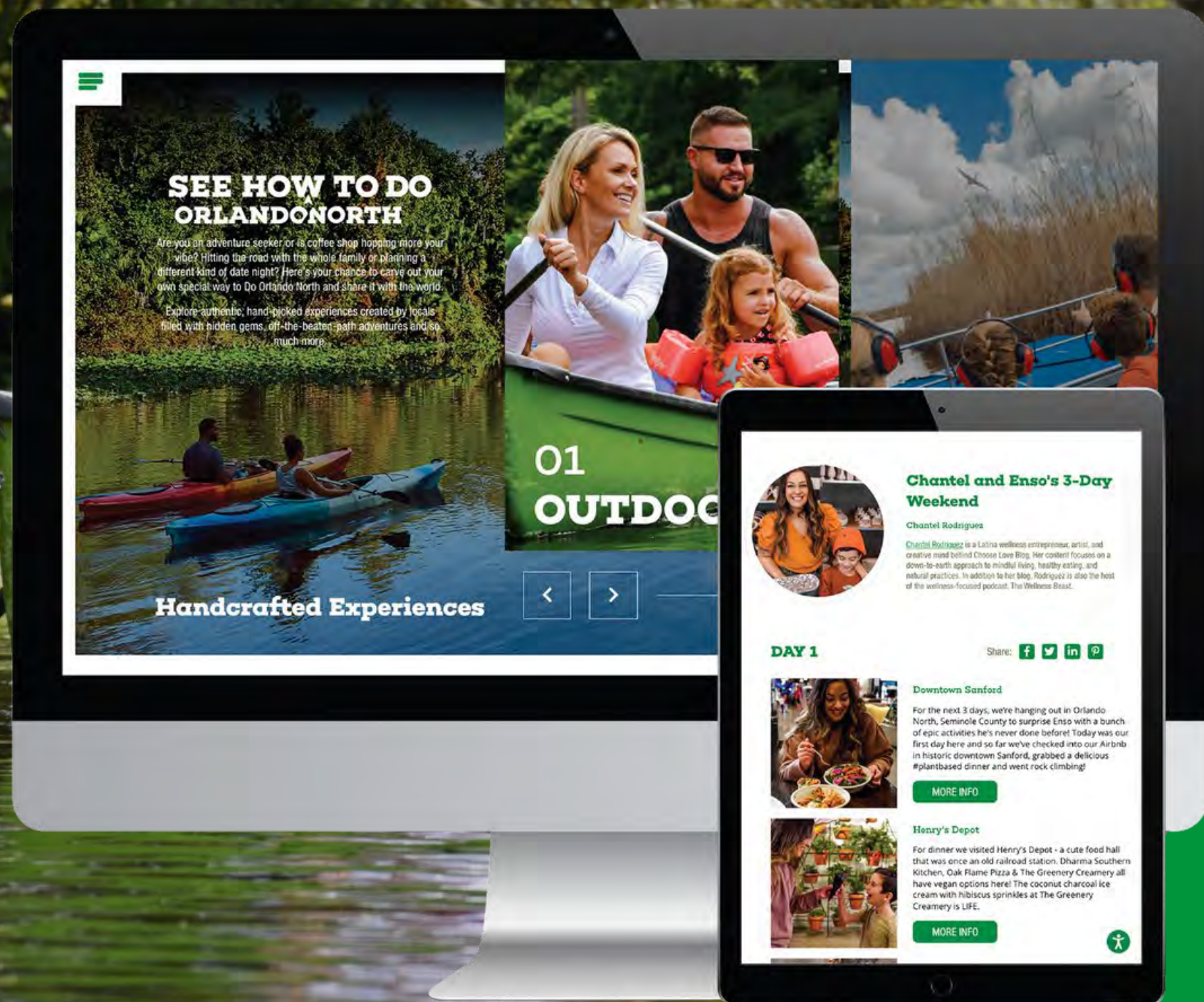
GIVEAWAYCAMPAIGN

Completed our vacation getaway giveaway

Launching our new vacation giveaway experience

ORLANDO NORTH Vacation
GIVEAWAY

CONNECT! WITH US



SCAN ME



CREATIVE DIRECTOR &
CINEMATOGRAPHER
BASED IN ORLANDO, FL

MANNY PERALTA

mannyperalta.co



Sports Tourism Update – Sports Complex

October-June Actuals

Month	# of Events	Room Nights	Eco Impact
October	4	1,879	\$3,672,074
November	3	2,981	\$3,867,959
December	3	1,004	\$2,207,719
January	4	2,778	\$4,255,491
February	4	1,479	\$3,059,103
March	5	2,524	\$3,570,352
April	4	2,069	\$5,002,973
May	4	1,668	\$3,411,945
June	4	1,781*	\$3,706,739
Total	35	18,163*	\$32,754,355

*pending additional room night verification



Monthly Projections

Month	# of Events	Room Nights	Eco Impact
July	7	6,480	\$5,420,140
August	5	2,550	\$2,003,853



Sports Complex 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
'20/'21	54	3,304	125,485	27,160	\$31,145,048
Total	300	16,366	708,495	103,259	\$126,435,548



Sports Tourism – All Other Venues

October-June Actuals

Month	# of Events	Room Nights	Eco Impact
October	4	1,694	\$1,681,186
November	3	1,355	\$1,343,337
December	2	1,000	\$1,340,279
January	6	3,725	\$4,673,808
February	5	990	\$2,383,452
March	4	647	\$1,237,054
April	6	1,627	\$2,223,712
May	6	3,203	\$2,592,559
June	3	1,235	\$1,772,095
Total	19	15,476	\$19,256,246



Monthly Projections

Month	# of Events	Room Nights	Eco Impact
July	1	300	\$388,032
August	2	600	\$497,560



Other Venues Fiscal Year Recap

All Other Venues Actuals

Fiscal Year	# of Events	Teams	Visitors	Room Nights	Eco Impact
'16/'17	8	265	11,338	954	\$1,405,465
'17/'18	48	1,939	83,848	17,163	\$16,585,948
'18/'19	53	1,955	90,270	17,071	\$12,200,099
'19/'20	40	1,626	78,090	14,668	\$16,138,484
'20/'21	50	1,882	92,023	17,152	\$14,032,180
Total	199	7,667	355,569	67,008	\$60,362,176



Upcoming Events

Organization	Event	Date	Location	Teams	Visitors	Room Nights	Eco Impact
BOOMBAH, Inc	BOOMBAH Slugfest	August 27-28, 2022	BOOMBAH Sports Complex	75	2,775	350	\$481,287
Perfect Game, Inc	East Labor Day Classic	September 2-5, 2022	BOOMBAH Sports Complex	92	4,048	1,380	\$1,276,960
American Football Events	All-American Patriots Day	September 8-11, 2022	Lake Brantley High School	8	750	300	\$530,048
USSSA Fastpitch	Elite Select	September 10-11, 2022	Soldiers Creek/Softball Complex	35	1,330	300	\$201,740
Orlando City	Orlando City Cup	October 7-8, 2022	Seminole Soccer/Sports Complex	150	8,605	850	\$828,078
ProSwings	Battle of the Best	October 15-16, 2022	Soldiers Creek/Softball Complex	38	1,368	600	\$395,766
Perfect Game, inc	Fall World Series	October 21-24, 2022	BOOMBAH Sports Complex	74	3,256	1,110	\$1,027,120



#WeAreON

ORLANDO NORTH
SEMINOLE COUNTY

Hotel STR Report

Month 2022	Occupancy (%) (YOY)	ADR (\$) (YOY)	Rev PAR (\$) (YOY)
April	74.6 (13.4)	110.41 (24.2)	82.38 (40.7)
<i>Forecast</i>	<i>70.1</i>	<i>98.26</i>	<i>68.90</i>
May	70.1 (7.7)	108.01 (17.6)	75.77 (26.7)
<i>Forecast</i>	<i>65.9</i>	<i>94.35</i>	<i>62.22</i>
June	69.1 (-2.1)	104.14 (11.7)	71.97 (9.13)
<i>Forecast</i>	<i>72.4</i>	<i>96.10</i>	<i>69.57</i>



Comp Set

Current Month - April 2022 vs April 2021												
	Occ %		ADR		RevPAR		Percent Change from April 2021					
	2022	2021	2022	2021	2022	2021	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Alachua County, FL	73.8	69.8	132.14	95.14	97.58	66.40	5.8	38.9	47.0	47.0	0.0	5.8
Flagler County, FL	72.5	68.3	179.26	154.41	129.90	105.47	6.1	16.1	23.2	20.5	-2.2	3.8
Orange County, FL	81.2	61.8	180.94	119.54	146.86	73.91	31.3	51.4	98.7	127.3	14.4	50.2
Osceola County, FL	73.4	49.3	131.50	93.51	96.49	46.10	48.8	40.6	109.3	168.3	28.2	90.8
Polk County, FL	72.0	73.9	154.60	115.96	111.31	85.69	-2.6	33.3	29.9	28.7	-0.9	-3.5
Volusia County, FL	69.9	74.8	170.86	139.88	119.38	104.66	-6.6	22.2	14.1	18.2	3.6	-3.3

Current Month - May 2022 vs May 2021												
	Occ %		ADR		RevPAR		Percent Change from May 2021					
	2022	2021	2022	2021	2022	2021	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Alachua County, FL	66.9	66.2	113.89	94.72	76.19	62.68	1.1	20.2	21.6	21.6	0.0	1.1
Flagler County, FL	61.6	61.8	170.62	152.31	105.06	94.11	-0.3	12.0	11.6	9.2	-2.2	-2.5
Orange County, FL	72.5	58.3	153.11	120.30	111.02	70.12	24.4	27.3	58.3	72.5	8.9	35.5
Osceola County, FL	62.2	48.3	116.50	94.21	72.42	45.54	28.6	23.7	59.0	102.9	27.6	64.1
Polk County, FL	61.6	67.8	123.12	103.98	75.85	70.51	-9.2	18.4	7.6	6.4	-1.0	-10.1
Volusia County, FL	63.0	69.9	163.63	144.93	103.00	101.25	-9.9	12.9	1.7	5.4	3.6	-6.7



Comp Set

	Current Month - June 2022 vs June 2021											
	Occ %		ADR		RevPAR		Percent Change from June 2021					
	2022	2021	2022	2021	2022	2021	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Alachua County, FL	73.1	71.3	111.35	95.71	81.45	68.27	2.5	16.3	19.3	19.3	0.0	2.5
Flagler County, FL	64.3	72.6	193.99	176.83	124.77	128.43	-11.4	9.7	-2.9	-5.0	-2.2	-13.4
Orange County, FL	78.7	68.9	159.05	130.48	125.23	89.84	14.4	21.9	39.4	50.9	8.3	23.8
Osceola County, FL	69.6	61.1	118.31	102.96	82.38	62.90	14.0	14.9	31.0	67.1	27.6	45.4
Polk County, FL	65.1	69.5	125.82	108.37	81.90	75.32	-6.3	16.1	8.7	8.0	-0.7	-7.0
Volusia County, FL	68.5	76.1	155.38	155.49	106.44	118.32	-10.0	-0.1	-10.0	-10.9	-1.0	-10.9



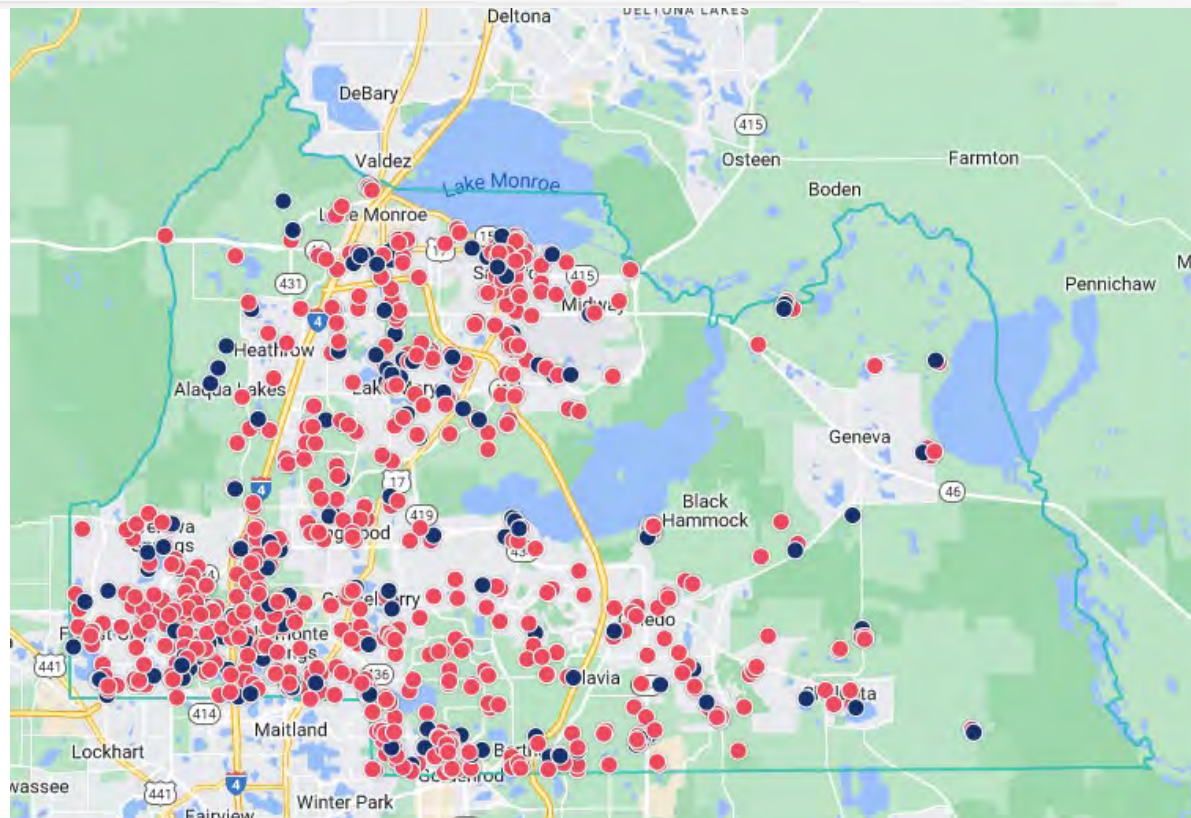
Vacation Rental Key Data Report

Month 2022	Occupancy (%)	ADR (\$)	Rev PAR (\$)
April	53%	\$120	\$64
May	49%	\$118	\$58
June	52%	\$127	\$66



Vacation Rental Key Data Report

Total listings	Total sleeps	Rental channel		
935	4.3K	733 (78%) Airbnb	196 (21%) Vrbo	6 (1%) Both



TDT Update

CURRENT FISCAL YEAR			COMPARISON	
FY 2021/22			FY 21/22 vs FY 20/21	
Original 3 Cents	2 Cents	Total Collections	Month Over Month/ YTD Over YTD Change In Collection	
79,480	52,987	132,468	(142,439)	-51.8%
448,678	299,785	748,463	505,371	207.0%
284,316	189,544	473,861	272,564	135.4%
320,637	213,758	534,395	213,991	66.8%
350,349	233,586	583,915	245,527	72.6%
416,852	277,902	694,754	301,388	76.6%
338,135	225,423	563,558	157,632	38.8%
351,535	234,357	585,892	179,071	44.0%
2,590,982	1,727,321	4,318,304	1,733,105	102.8%
Budgeted Revenue				
2,400,000	1,600,000	4,000,000		
Estimated Revenue				
3,014,571	2,009,714	5,024,285		
% Change From PY		14.43%		





Greater Orlando Sports Commission - Seminole County TDC Report

Updated: August 5, 2022

FY 21/22 Calendar										
Event	Contract Status	Contract Term	Event Date	Athletes	Total Visitors	Projected Room Nights	Actual Room Nights	Projected Eco Impact	Actual Eco Impact	
Girls ECNL Florida Regional League National Event	Recurring	2021-2023	January 7-9, 2022	893	3,619	2,301	1,625	\$1,936,643	\$1,894,013	
Boys ECNL Florida National Event	Recurring	2021-2023	January 22-24, 2022	1,380	5,436	2,259	2,456	\$2,007,293	\$2,985,738	
USA Ultimate World Games Tryout	New	2022	January 29-30, 2022	70	76	60	N/A	\$13,837	N/A	
USA Ultimate World Junior Ultimate Championships East Coast Tryout	New	2022	February 12-13, 2022	100	112	120	N/A	\$21,186	N/A	
HoganLax Florida Team Training	Recurring	2020-2022	March 5-26, 2022	435	837	117	478	\$107,559	\$484,256	
FHSAA Tennis State Championships	Recurring	2021-2023	April 25-29, 2022	706	1,497	638	635	\$407,780	\$947,880	
NCAA DII Men's & Women's Tennis Championships	Renewal	2022	May 16-22, 2022	288	745	1,085	1,114	\$636,046	\$625,425	
Florida Rush Champions Cup	Renewal	2022	May 20-22, 2022	TBD	TBD	785	TBD	\$603,424	TBD	
Totals				3,872	12,322	7,365	6,308	\$5,733,768	\$6,937,312	

Color Key:

Event has not occurred

Event completed

Event completed, not closed out

Event postponed

Event cancelled

Business Development Status			
Event	Dates/Years	Possible Venue(s)	Status
Copa Rayados Internacional	Thanksgiving Week of 2021, 2022, 2023, 2024	Seminole Soccer Complex, Sylvan Lake Park, Boombah Sports Complex	Not Awarded
USA Softball U-16 National Championships	July of 2022	Boombah-Soldiers Creek Park, Seminole County Softball Complex, Merrill Park	Not Awarded
Concacaf U-17 Qualifier	August of 2022 and 2023	Seminole Soccer Complex	Not Awarded in 2022 Researching Dates in 2023
USA Artistic Swimming Convention	September of 2022, 2023, 2024	Orlando Marriott Lake Mary, Westin Lake Mary	Not Awarded
USA Artistic Swimming FINA Judges School	October of 2022, 2023, 2024	Orlando Marriott Lake Mary, Westin Lake Mary	Not Awarded
USA Artistic Swimming National Judges School	December of 2022, 2023, 2024	Orlando Marriott Lake Mary, Westin Lake Mary	Not Awarded
HoganLax Orlando Jamboree	March 2023	Boombah Sports Complex	Bid Awarded
Prep Baseball Report Canadian Spring Training	March of 2023	Boombah Sports Complex	No Field Availability
Spikeball Tournaments	April thru September of 2023	Boombah Sports Complex	Reviewing RFP
Athletes Unlimited AUX Softball	June of 2023	Historic Sanford Memorial Stadium, Boombah Soldiers Creek	No Field Availability
USA Field Hockey Festival	Thanksgiving Week of 2023	Boombah Sports Complex	Awaiting RFP
Flag Football World Championship Tour	Various Dates in 2023	Boombah Sports Complex, Seminole Soccer Complex, Sylvan Lake Park	No Field Availability in 2022 Researching Dates in 2023
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	Sylvan Lake Park, Seminole Soccer Complex	Not Awarded

2023–2027 Master Tourism Plan & Market Perception Study for Orlando North, Seminole County

July 2022

Introduction

Tourism Master Plan

Downs & St. Germain Research (DSG) engaged DMOproz (a firm specializing in Destination Marketing Organization strategy) to assist in the development of a Master Tourism Plan for Seminole County. Utilizing DSG consumer research, interviews with key community leaders, online stakeholder research findings and a tour of the County, DMOproz developed the Orlando North, Seminole County Master Tourism Plan.

Market Perception Study

Downs & St. Germain Research also conducted a Market Perception Study to assess the market potential for Orlando North, Seminole County by examining awareness and perceptions of Orlando North, Seminole County, perceived strengths and weaknesses, and knowledge about the destination in order to inform future marketing strategies and tactics. An online survey was conducted with 804 potential visitors from 16 key markets.

This Report

This document includes results from the Tourism Master Plan followed by results of the Market Perception Study.

2023-2027 Master Tourism Plan For Seminole County

Situational Analysis

As one of the fastest growing communities in Florida, Seminole County is also growing its visitor economy through marketing a unique mix of amateur sports and outdoor recreational experiences, interconnected by small town charm. It's proximity to Orlando provides the millions that visit their theme parks a sensational opportunity to broaden their Florida experience or make the County their primary destination.

Seminole County is located in Central Florida, part of the Orlando-Kissimmee-Sanford MSA, and boasts a population of just under 500,000 people. Its communities offer a diverse set of business, cultural and social attractions which make it an attractive alternative to its neighboring counties of Volusia and Orange.

At this writing, Seminole County boasts roughly 5,000 hotel rooms¹ and an estimated 800 vacation rental units². The Boombah Sports Complex presently hosts 30 sports events a year, consuming 130 tournament days resulting in roughly 18,000 room nights with 85,000 visitors. This facility is, by far, the largest driver of group tourism business in the County.

Looking forward, our travel consumer research showed the Top 5 most important attributes when selecting a destination are a sense of comfort and safety, affordability, quality local food and drink, easy to travel to, and a place to totally relax; all attributes that Seminole County can claim.

On the pages that follow, we outline the steps that Seminole County should consider in order to actualize the growing promise of Seminole County's visitor economy and quality of life.

¹ Smith Travel Research (April 2022).

² Estimate by Orlando North, Seminole County staff.

Strengths, Weakness, Opportunities & Threats

DMOproz developed the following SWOT analysis to inform the Goals and Objectives of the Orlando North Master Tourism Plan.

STRENGTHS

- Location between the biggest theme parks and Daytona beach in Florida
- 50 total lodging properties and an estimated 800 short term rental units
- Several Fortune 500 companies call Seminole County home
- The success of the Boombah Sports Complex
- Sanford has an accredited Main Street program
- Pre-COVID: \$6 million TDT at 75% occupancy and a \$107 ADR
- The Board of County Commissioners and Tourist Development Council have a positive working relationship



Strengths, Weakness, Opportunities & Threats

WEAKNESSES

- Location between the biggest theme parks and Daytona beach in Florida
- Not enough lodging properties to effectively host large sports tournaments
- Only 4 full-service lodging properties
- Limited meeting space to host large events
- Limited number of tournament-grade sports facilities
- Low consumer awareness of the communities within Seminole County
- A lack of attractions and spas when compared to neighboring destinations
- Sanford lakefront is underutilized
- Parking is limited in several communities
- A lack of public transportations options to sports complexes from hotels
- SunRail does not run on weekends
- Business meetings have diminished since the beginning of the pandemic



Strengths, Weakness, Opportunities & Threats

OPPORTUNITIES

- Absence of preconceived consumer perception allows Orlando North to build a more coherent brand strategy
- Opportunity to encourage more hotel development that is attached or adjacent to attractions
- Examine opportunities to develop a medical tourism initiative
- Secure more visibility at the Orlando Sanford International Airport
- Analyze opportunities to build out the Agriculture and Eco-Tourism Markets
- Establish a Tourism Improvement District in Seminole County to further enhance brand awareness



Strengths, Weakness, Opportunities & Threats

THREATS

- Other destinations will continue to develop competitive products and assets, elevating their ability to grow their Visitor Economies at the expense of Seminole County
- With its rapid residential growth, Seminole County will be challenged to keep up with increasing demand for recreational facilities by area families
- Failure to renew the Infrastructure Sales Tax in 2024 could cost the County up to \$50 million a year
- Not much land left available for further growth



GOALS & OBJECTIVES

2023-2027 Master Tourism Plan for Seminole County

GOAL: *Continue to Expand the Sports Tournament Market*

Objectives

- Continue to explore the opportunities to develop 10-12 rectangle fields to expand the destination's tournament market into soccer, lacrosse, field hockey, etc.
- Advocate for the addition of turf fields at Boombah Sports Complex grass fields
- Support the development of an Indoor Sports Complex with an onsite or adjacent hotel
- Identify opportunities to develop tournament opportunities in emerging sports (e.g., e-Sports) and sports that may not require dedicated facilities
- Support the development of a fieldhouse at Seminole State College in return for access for tournaments secured by Orlando North
- Investigate the opportunities to make Seminole County sports facilities more attractive to tournament directors by providing live streaming services for fans that aren't onsite
- Develop a referral program for tournament managers to help them create more memorable experiences for tournament participants and families
- Consider opportunities to develop a signature sports events that will never leave the County

“Let's own sports. Let's make choosing Seminole County for competitions the easiest decision a tournament director can make.”

- Stakeholder Interview

2023-2027 Master Tourism Plan for Seminole County

GOAL: *Build Orlando North's Financial Capacity to have an even Greater Impact on the County's Visitor Economy*

Objectives

- Work with the local lodging community to investigate opportunities to develop a Tourism Improvement District within Seminole County
- Continue to pursue grants and recovery funding to develop additional programs the support this Master Plan and the DMO's Sales and Marketing initiatives
- Search for opportunities to build the Orlando North budget to enable more grants for local organizations while increasing accountability for those funds

“Consumer perception of Orlando North is growing but there are still potential visitors within driving distance that don't recognize Seminole County as a visitor destination. That can change if the DMO had a more competitive budget.”

*- Downs & St. Germain
Research*

2023-2027 Master Tourism Plan for Seminole County

GOAL: *Partner with the Orlando-Sanford International Airport to identify opportunities to increase commercial air service*

Objectives

- Partner with the Sanford Airport Authority to identify ways the Authority can meet FAA airport infrastructure expectations and requirements identified in its 2021 Master Plan
- Support an analysis of whether an onsite or adjacent hotel would increase passenger lift into the airport for business and/or pleasure
- Partner with the Airport Authority to develop a compelling message to existing and future commercial carriers that future opportunities abound at SFB
- Partner with the Airport Authority to increase opportunities to feature Seminole County attractions in gate and baggage claim areas

“How can we turn SFB into a magnet for visitors who fly?”

- Survey Response

2023-2027 Master Tourism Plan for Seminole County

GOAL: *Analyze Opportunities to Enhance the Seminole County Visitor Experience*

Objectives

- Advocate for aesthetic upgrades along major thoroughfares
- Extend the Outdoor Recreation brand by developing more river access points and trail connections to build upon the rapid growth of bicycling, hiking, kayaking and other watersports
- Consider working with heritage interests to articulate the former cowboy culture or “the Notorious Nine”
- Work to assist area hospitality businesses by promoting Hospitality and Sports Management programs through the Seminole State, the County and area high schools

*“Sports is our star.
How do we diversify our
appeal for those visitors
that aren’t attracted to
tournaments?”*

- Stakeholder Interview

2023-2027 Master Tourism Plan for Seminole County

GOAL: *Work to Build the Seminole County Meetings & Conventions Market*

Objectives

- Commission a Feasibility Study to identify whether there is enough demand (and/or current hotel inventory) for the addition of a full-service hotel with conference / convention space
- Identify whether some of that meeting space, if appropriate, could support sports competitions such as dance, cheer and/or academic (Forensics, Creativity, etc.)
- Work with existing hotels and facilities that possess meeting and event space to better understand how Orlando North could target high-value pieces of business

“Weekend business is strong. Our hotels need weekday business...and that’s the meetings market.”

– Stakeholder Interview

Orlando North, Seminole County Market Perception Study

OBJECTIVES & METHODOLOGY

OBJECTIVES & METHODOLOGY

OBJECTIVES:

To assess the market potential for Orlando North, Seminole County by examining awareness and perceptions of Orlando North, Seminole County, assess perceived strengths and weakness, document knowledge about the destination, and to inform future marketing strategies & tactics

METHODOLOGY:

An internet survey of 804 potential visitors in the following 16 key markets was conducted to examine their awareness and perceptions of Orlando North, Seminole County as a vacation destination

- Atlanta
- Tampa
- Daytona Beach
- Jacksonville
- Chicago
- Dallas
- West Palm Beach
- Detroit
- New York City
- Miami
- Gainesville
- Charlotte
- Naples
- Tallahassee
- Washington, D.C.
- Minneapolis



KEY TAKEAWAYS

PULL FACTORS

- Lack of awareness is a paramount obstacle for the brand Orlando North, Seminole County (ONSC). Awareness that exists is blurred with visitors' awareness and perceptions of Orlando. To overcome this, ONSC must continue to rely on its association with Orlando as the main leisure draw and leverage the youth sports sector to bring visitors to the area.
- Lack of awareness hinders potential visitors' ability to *choose* Orlando North, Seminole County as a vacation destination.
- Proximity to the Orlando theme parks and sport tournaments are key factors that *pull* visitors to the area. These should be the focus for attracting potential visitors to the area. Attributes of ONSC can then satisfy the factors that *enhance* the visitors' experience and influence them to choose a destination for leisure.



TRIP ENHANCEMENTS/DIFFERENTIATORS



PULL FACTORS







2023–2027 Master Tourism Plan & Market Perception Study for Orlando North, Seminole County

July 2022

Downs & St. Germain Research
850.906.3111 | www.dsg-research.com
contact@dsg-research.com

DMOproz
608.999.0325 | www.dmoproz.com
info@DMOproz.com



Florida Main Street District TDT Grant Application

Main Street District Name: Sanford Main Street, Inc.

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

2022 Main Street District Director: Christina Pallares

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

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

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

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

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

Important dates/timeline to remember:

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

Tourist Development Council (TDC) Agenda Availability: Grant Applications must be approved by the TDC. Grant applications will be subject to availability among the TDC Agenda. Once approved by the TDC the Grant Application

will then proceed to the Seminole County Board of County Commissioners for final review.

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

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

INTRODUCTION

The purpose of this document is to allow applicants to seek excess Tourist Development Tax (TDT) funding to attract and promote Florida Main Street District(s) held in Seminole County, Florida. Please be aware that excess TDT funding for new Main Street District(s) are NOT always available due to pre-existing funding commitments and changing TDT collections from year to year. Interested groups should contact Karen Aplin (KAplin@DoOrlandoNorth.com) to confirm that the Main Street District grant is available before submitting an application. This application is an evaluation tool only, and despite availability of funds at any given time, the County is not obligated to fund any Main Street District(s) at any time. The Seminole County Board of County Commissioners (BOCC) in consultation with the Seminole County Tourist Development Council (TDC) has goals for the use of TDT: 1) ensure compliance with Florida TDT statutorily allowed uses,

2) support Main Street District(s) that enhance the County economy by raising the profile of the community, attracting overnight visitors, and promoting the Seminole County economy including the vital tourism industry, and 3) provide partnership funding to the Main Street District that best use the TDT funding in connection with funding from other partners to deliver the proposed economic and/or promotional benefits. This application is a tool to evaluate the likelihood that proposals from Main Street District(s) will be able to best achieve the goals forth by the Seminole County BOCC and Seminole County TDC. The use of Florida TDT is governed by Section 125.0104 of the Florida Statutes. Seminole County has a preference for partnerships among Main Street District(s) that are currently partnering with other municipalities and private businesses. The BCC and/or TDC may request further information or clarifications related to information in the application or for issues that arise during the evaluation. Successful applicants will be required to enter into a funding agreement with the County setting forth the terms, conditions, timelines, and deliverables associated with receiving TDT funding from Seminole County. A funding process can take several months or more so please plan accordingly. This application is for Florida Main Street District(s) located in Seminole County seeking TDT funds for their external marketing (over 75 mile radius) efforts.

**Florida Main Street
District TDT Grant
Application**

Main Street District Name	Sanford Main Street, Inc.
Address	230 E 1st St
City	Sanford
State	FL
Zip Code	32771
Contact Person Name	Christina Hollerbach
Contact Person Title	President
Contact Phone Number	407-417-7750
Main Street District Website	www.sanfordmainstreet.com
Do any employees of your organization work in any capacity for Seminole County government? (Any unresolved conflict of interest or conflict not reported in advance may result in termination of funding).	No
Is this a non-profit organization?	Yes, organized as a 501(c)6
Tax Code Status	501(c)6
Is this organization tax exempt?	Yes
What is your Federal ID# as it appears on Form W-9?	59-3191854
What are your target audiences?	Target audiences primarily include FL and GA residents as well as individuals traveling into Sanford via the airlines serviced by Orlando Sanford International Airport and the Amtrak Auto Train
How do you intend to provide a valid estimated count of attendance and room nights at Main Street District's events?	Combination of web traffic data, guest and visitor surveys, hotel surveys and ticket sale information as applicable.
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 2022-2023 budget year from the City of Sanford and CRA should not exceed \$125000</p>
<p>List all other non-governmental contributors, sponsors, and sources of funding for this Main Street District other than government funding provided above and the TDT from Seminole County.</p> <p>NOTE: Failure to disclose other funding sources may result in denying future TDT 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>

In this space, please give other details on your Main Street	Promotion of Sanford Main Street will drive additional business to Sanford thereby increasing the total spend at local
--	--

District that would add additional economic impact in Seminole County.	businesses improving their real estate valuations (and corresponding tax basis), gainful employment of additional residents and better visibility of Seminole County and what it offers.	
What are your marketing, media, and advertising plans (local, regional, national, and/or international)? Will you be partnering for marketing, media, and advertising with another local agency or group?	Plans to include local, regional and national marketing, media and advertising. Some international advertising to the extent materials are included and/or considered by the international airlines serviced by Orlando Sanford International Airport. Target audiences primarily include FL and GA residents as well as individuals traveling into Sanford via the airlines serviced by Orlando Sanford International Airport	
Tourist Development Tax Request	\$50,000	
Contributors, sponsors and other funding sources (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	\$ 110,350
		\$
	\$	
Total Contributor/Sponsor Funds	\$275,000 (including \$50,000 TDT grant); \$225,000 (excluding TDT grant)	
Other income sources (i.e. registration fees, ticket sales, concessions, vendor sales)	Membership Dues	\$1,800
	Event Sponsors	\$103,000
	Annual Donors	\$17,200
	Grants	\$3,000
		\$
		\$
	\$	
Total Other Income	\$ 0	
Total Income	\$275,000 (including TDT grant); \$225,000 (excluding TDT grant)	
Please list ALL Main Street District expenses and indicate which items will utilize TDT funds	Salary and Payroll cost	\$ 74,000
	General & Admin	\$ 6,5000
	Advertising & Public Relations	\$ 145,000
	Contingencies	\$ 7,500
	Reserves	\$ 15,000
	Signature Event	\$ 58,000
Total Expense	\$ 247,050	

Certifications (Pulled from Orange County TDT Grants)

I have reviewed this GRANT APPLICATION hereby submitted to Seminole County. I am in full agreement with the information contained in this application and its attachments as accurate and complete. I further acknowledge

my understanding that Seminole County in making a grant for special promotions or other purposes does not assume any liability or responsibility for the ultimate financial profitability of the Main Street District for which the grant is awarded. The County, unless otherwise specifically stated, is only a financial contributor to the Main Street District and not a promoter or co-sponsor, and will not guarantee or be responsible or liable for any debts or financial liability incurred. All third parties are hereby put on notice that the County will not be responsible for payment of any costs or debts for the Main Street District that are not paid by the grant applicant.

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

Authorized Agent: Christina Hollerbach

Title: President of

Sanford Main Street Board of Directors


Date: _____

08/11/2022

Authorized Agent Signature:

10/28/20

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



FLORIDA MAIN STREET

LETTER OF AGREEMENT

**Florida Main Street Communities
January 2022 – December 2022**

THIS AGREEMENT which incorporates Rule 1A-36 Florida Administrative Code (F.A.C.) is entered into and executed by the Florida Main Street (FMS) Program and the local Main Street program, hereinafter referred to as the Local Program. A copy of Rule 1A-36 may be obtained from the Bureau of Historic Preservation, or online at <https://www.flrules.org/gateway/ChapterHome.asp?Chapter=1A-36>.

THIS AGREEMENT is for the purpose of implementing the Main Street Program in the local community, as well as maintaining the Main Street designation and affiliation with the FMS network.

Local Program not conducted in accordance with the requirements of this agreement, will be notified by the Division in writing of noncompliance and will be allowed 90 days from the date of notification to bring the Local Program back into compliance with cited requirements. All training and technical assistance to the Local Program to be provided pursuant to the Florida Main Street Agreement, will be postponed during this 90-day period or until the Local Program is brought back into compliance. If, after the 90-day period has expired, the Local Program remains in non-compliance, it will be designated inactive and will not be eligible to receive on-site training and technical assistance from the Florida Main Street Program until such time as corrective actions are taken by the Local Program and it is once again conducted in accordance with the cited requirements.

SECTION I

The State agrees to do as follows:

1. Designate a FMS Coordinator to handle all communications between the community, the Florida Department of State Division of Historical Resources and the National Main Street Center (NMSC).
2. Conduct quarterly meetings and workshops to further develop the professional skills of Local Program Executive Directors, board members, and volunteers.
3. Conduct annually two one-day statewide Main Street basic training and orientations that include the Main Street Four Point Approach ® and historic preservation training for all Executive Directors, board members and volunteers.

4. Conduct a one-day annual assessment for the first three years to newly designated Local Programs to (1) assess Local Program's progress, (2) assist with work plan development, and (3) identify necessary training and technical assistance.
5. Communicate with Local Program regularly, including maintain a written Letter of Agreement between FMS and the Local Program, disseminate information from NMSC, and maintain sub-licensing agreements per requirements set forth by NMSC.
6. Collect and publish economic development reinvestment key statistics both statewide and by community.
7. Conduct and participate in local, regional and statewide conferences, training programs, and technical assistance events and conduct on-site visits, as feasible, to monitor local programs and assist the Executive Director, board of directors, and volunteers.
8. Provide on-site technical assistance services by FMS consultants. A total of four (4) technical assistance services will be provided during the first three years to newly designated Local Programs. Accredited Local Programs are eligible for on-site technical assistance services based upon availability of resources.
9. Advance the revitalization and historic preservation goal of Local Programs and of the FMS program through the Secretary of State's FMS awards Program as described in Chapter 1A-36.011 F.A.C.
10. Assist the Local Program, during the first year following designation, to apply for a competitive one-time start-up grant from the Historical Resources Small Matching Grants program to assist initial development of the Local Program.

SECTION II

The Local Program agrees to:

Please read the following items carefully and initial where indicated.

- CH 1. Maintain the Local Program's focus on the revitalization of the downtown/ neighborhood commercial district utilizing the Main Street Four-Point Approach®. This should be reflected in the programs annual work plan, goals and objectives, vision, and mission statement.
- CH 2. Have an annual Resolution of Support passed by the Local Program Board of Directors, stipulating commitment to continue to follow the Main Street Four-Point Approach®.
- CH 3. Maintain broad-based community support for the Local Program with strong support from both the public and private sectors through financial contributions and in-kind support.
- CH 4. Have an annual Resolution of Support passed by the city council, committing financial contributions for a minimum of the first three years, and preferably every year thereafter.
- CH 5. Develop a comprehensive annual work plan, based on the Local Program's vision and mission statements and relevant to the Local Program's organizational stage. Work plan must be electronically submitted on the new online reporting system (www.floridamainstreetreporting.com) by January 6th of each year of this Agreement. This Agreement becomes null and void if a work plan is not received by January 6th.
- CH 6. Possess an historic preservation ethic as evidenced by:
 - a. Having or working towards putting in place an active design assistance program;
 - b. Encouraging building renovation or rehabilitation consistent with the recommended treatments described in The Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings, National Park Service, U.S. Department of the Interior (revised 1990), incorporated by reference, a copy of which may be obtained from the Bureau of Historic Preservation, or online at www.nps.gov/tps/standards.htm
 - c. Encouraging public awareness of the historic properties in the Local Program Area and the importance of their preservation;

- d. Working toward putting in place land use policies that encourage new development within the Local Program Area that is compatible with the historic character of the properties therein; and
 - e. Encouraging the adoption of a Certified Local Government as described in <http://dos.myflorida.com/historical/preservation/certified-local-governments>
- CH 7. Maintain an active board of directors and committees to include, but not limited to, organization, promotion, design, and economic vitality.
- CH 8. Employ a full-time paid professional to serve as the Main Street Executive Director (part-time Executive Director in cities with less than 5,000 population) who will be responsible for the day-to-day administration of the Main Street program in the community. A description of the Executive Director's duties and qualifications shall be agreed upon and executed by the Main Street Executive Director and the Local Program. Executive Director job description for the Local Program must be provided electronically via email to FMS office by January 6th of each year of this Agreement.
- a. In the event the Executive Director's position is vacated during the term of this Agreement, the Local Program agrees to fill the position within a reasonable time with a person meeting the qualifications as attached, and to provide a written timeline to fill this position to the Florida Main Street Program. Florida Main Street reserves the right to suspend or cancel Main Street designation if the position is vacated for more than four (4) months. Upon replacing an Executive Director, the local program will be required to send the new Main Street Executive Director to a comprehensive Main Street basic training and orientation program (the first available).
- CH 9. Have dedicated funding for an annual operating budget sufficient to cover the cost of:
- Executive Director's salary and fringe benefits
 - Rent and general office expenses
 - Travel for participation in FMS Quarterly Meetings and Annual Conference
 - Executive Director's professional development
 - Projects and projects as detailed in the Local Program comprehensive work plan
- CH 10. Maintain a full-time office within the designated boundaries of the Local Program.
- CH 11. Maintain key reinvestment statistics for monitoring the progress of the Local Program; submit FMS quarterly reports using the on-line system provided by FMS on or before the schedule identified on the form; and submit other information requested by FMS on or before the identified deadlines. (Local Programs are not eligible for technical assistance services or Secretary of State Award nomination until up-to-date reports are completed and submitted to the Florida Main Street Program.)
- CH 12. Participate, as required by FMS, in quarterly meetings and the Annual Conference as scheduled throughout the year. To remain in compliance and to be eligible for National Main Street accreditation, the Local Program must have representation on all days, in their entirety. If the Executive Director cannot attend another representative from the Local Program should attend.
- CH 13. Inform FMS of leadership and staff changes within 30 days of a change and provide email and telephone information.
- CH 14. Maintain active membership with the National Main Street Center.
- CH 15. Use the words "Main Street"™ either as an official part of the Local Program's name or as a tagline, such as ... "A Florida Main Street community." Agree to stop using "Main Street"™ name when no longer approved by FMS as a participating Local Program.
- CH 16. Achieve NMSC accreditation at a minimum once every three years. Not achieving NMSC accreditation at a minimum once every three years will result in termination of this agreement and loss of recognition as a FMS Local Program.
- CH 17. Understand National Main Street Center's name use policy, and enter into a sub-license agreement that uses language approved by NMSC to use the Main Street America™ and any other NMSC marks.

SECTION III

Florida Main Street and the Local Program jointly agree that:

1. This agreement may be modified only by written amendment executed by all parties hereto and approved by the FMS Coordinator;
2. This agreement may be terminated by either party by giving written notice to the other, at least 60 days before the effective date of such termination;
3. This agreement shall not be binding upon the parties until it is approved by the Division Director
4. The term of this agreement shall be from January 1, 2022 through December 31, 2022.

IN WITNESS WHEREOF, the parties have executed this agreement.

Sanford Main Street
Name of Local Program

12/27/21
Date

By:

[Signature]
President, signature

Christina Hollerbach
President, print name

Christina M. Pallares
Executive Director, signature

Christina M. Pallares
Executive Director, print name

[Signature]
Director, Division of Historical Resources

7/14/22
Date

Florida Main Street
Bureau of Historic Preservation
R.A. Gray Building, 4th Floor
500 South Bronough Street
Tallahassee, FL 32399

850-245-6333

Floridamainstreet@dos.myflorida.com

www.floridamainstreet.com



Florida Main Street 2021 Annual Evaluation Form

Introduction

The purpose of the annual Florida Main Street Program year-end assessment is to recognize program accomplishments made throughout the year and eliminate barriers to achieving work plan goals and activities. This assessment is not meant to be a qualitative ranking to compare each community's downtown revitalization and management activities with other programs. Main Street communities vary considerably in their downtown revitalization priorities, financial and volunteer resources, as well as the scope and types of downtown revitalization activities each program decides to undertake; therefore, comparison between communities fails to point out their true strengths and weaknesses. Instead, the evaluation examines the effectiveness of the local Main Street program within its own context and circumstances, then recommends a level of activity the organization and community are prepared to undertake in the coming year appropriate to your overall goals and objectives.

To complete the year-end assessment, information will need to be provided from several sources. This information will be integrated into recommendations organized within the context of the ten standards of performance. The National Main Street Center certification program is intended to promote national standards of performance for established Main Street organizations, and annual accreditation for programs meeting the standards. These standards, developed by the National Main Street Center (NMSC), in cooperation with state, city and countywide Main Street coordinating programs, provide benchmarks and guidelines on how a Main Street revitalization program should optimally function, and serve as an incentive for programs to operate more effectively.

In order for a local program to be an Accredited Florida Main Street Program, the organization must meet eligibility requirements and receive a minimum of 6 in each of the first 9 criteria. Criteria 10 must be met to receive National and State accreditation.

Program Name: Sanford Main Street

1. Broad Based Community Support

At its best, a local Main Street program represents and involves organizations, agencies, businesses, and individuals from throughout the community—not just those who own property or businesses in the commercial district or who have a direct economic tie to it, but all members of the community who are interested in the district's overall health. By actively involving a broad range of interests and perspectives from the public and private sectors in the revitalization process, the Main Street program leverages the community's collective skills and resources to maximum advantage.

Indicators (Check all that apply and calculate point total)

Board/ Committee Representation Comes from at least four of the following sources (4 Points):

<input checked="" type="checkbox"/> Local Government	<input checked="" type="checkbox"/> Chamber of Commerce
<input checked="" type="checkbox"/> Preservation Organization	<input checked="" type="checkbox"/> District Property Owners
<input checked="" type="checkbox"/> Developers	<input checked="" type="checkbox"/> Financial Institution
<input checked="" type="checkbox"/> District Merchants	<input checked="" type="checkbox"/> District Resident
<input type="checkbox"/> Real Estate Agent	<input type="checkbox"/> Architects and Building Contractors
<input checked="" type="checkbox"/> Other Community Organization	<input checked="" type="checkbox"/> Regional Planning Group

- Staff spends 15% of their hours per week visiting district stakeholders (1 Point)
- Municipal government demonstrates a commitment to commercial district revitalization (2 Points)
- Organization partnered with at least two other organizations in the previous year (1 Point)
- Volunteers are recognized at least once a year (1 Point)
- Organization maintains an active public relations campaign that includes tools such as a newsletter, website, social media or annual report/ meeting (1 Point)

Point Total: 46
 Evaluator Point Total: _____

2. Vision and Mission Statement

A mission statement communicates the Main Street organization's sense of purpose and overall direction. A vision statement communicates the organization's long-term hopes and intentions for the commercial district. Both should be developed with broad participation by the board, committees, volunteers, and community input. At a minimum, the Main Street organization should have a mission statement in place, reviewed annually (and updated, if appropriate). If the organization does not have a vision statement at the beginning of the revitalization process, it should develop one prior to the organization's transition from the catalyst phase to the growth phase.

Indicators (Check all that apply and calculate point total):

- Current and clear mission statement (2 Points)
- Current and Clear Vision Statement (2 points)
- Organization has reviewed the mission and or vision statement within the past year (2 Points)
- Organization actively promotes mission and or vision statement through website, social media, press releases, etc. (2 Points)
- Florida Main Street Logo is clear and easily identifiable on website (1 Point)
- Organization has a clear and easily identifiable logo that represents the community organization and is used on a variety of promotional materials (1 Point)

Point Total: 8
 Evaluator Point Total: _____

3. Comprehensive Work Plan

A comprehensive annual work plan provides a detailed blueprint for the Main Street program's activities; reinforces the program's accountability both within the organization and also in the broader community; and provides measurable objectives by which the program can track its progress.

Indicators (Check all that apply and calculate point total):

- Strategic/ Annual work plan has updated for the following year (2 Points)

Date Approved: _____

- The work plan contains measurable objectives, including timelines, budgets, desired outcomes and specific responsibilities (2 points)
- The work plan included projects that focused on each of the following four points: Organization, Promotion, Design and Economic Vitality
 - Organization:** Project(s) includes measurable goals, volunteers, specific tasks, completion dates and budget costs, with regular updates to the board (2 Points)
 - Design:** Project(s) includes measurable goals, volunteers, specific tasks, completion dates and budget costs, with regular updates to the board (2 Points)
 - Economic Vitality** Project(s) includes measurable goals, volunteers, specific tasks, completion dates and budget costs, with regular updates to the board (2 Points)
 - Promotion:** Project(s) includes measurable goals, volunteers, specific tasks, completion dates and budget costs, with regular updates to the board (2 Points)

Point Total: 10

Evaluator Point Total: _____

4. Historic Preservation Ethic

Historic preservation is central to the Main Street program's purpose and is what makes historic and traditional commercial districts authentic places. Historic preservation involves saving, rehabilitating, and finding new uses for existing buildings, as well as intensifying the uses of the existing buildings, through building improvement projects and policy and regulatory changes that make it easier to develop property within the commercial district.

Indicators (Check all that apply and calculate point total):

- Organization provides ongoing education to the community on the importance of its historical buildings and resources (2 Points)
- City has a historic Preservation ordinance for the Main Street district (1 Point)
- The program has or is working towards putting in place, an active design management program (1 Point)
- District listed on the National Register of Historic Places (1 Point)
- City maintains an active design review board that includes the Main Street District (1 Point)
- Organization or city applied for a Division of Historical Resources Small Matching or Special Category grant within the past year (1 Point)
- Organization assisted property owner(s) with design assistance by encouraging appropriate building renovation and restoration (1 Point)
- Organization maintains inventory of historic buildings/ resources (1 Point)
- When faced with potential demolition, or substantial structural alteration of a significant or historic building/resource the program actively works to prevent the demolition or alteration, including working with appropriate partners at the state, local, or national level (1 Point)

Point Total: 9

Evaluator Point Total: _____

5. Active Board & Committees

Main Street revitalization by nature is a community-driven process. Therefore, community members must take an active role in leading and implementing positive change. While the executive director is responsible for facilitating the work of volunteers, this staff member is not tasked with single-handedly revitalizing the commercial district. The direct involvement of an active board of directors and committees are keys to success. If a Main Street organization is housed within another entity (e.g., a community development corporation), it is still important to have its own board of directors and committee structure.

Indicators (Check all that apply and calculate point total):

- Board is active in fundraising for the organization (1 Point)
- Organization has documented by laws, board member commitment, and board member responsibilities (1 Point)
- Organization has a formal board orientation for new members (1 Point)
- Board met monthly as evidenced by meeting and had a quorum of at least 80% of meetings (1 Point)
- Committee members assume responsibility for implementation of the work plan (1 Points)
- Significant progress was made in each of the four points based on the work plan submitted for the previous year:
 - Economic Vitality: Completed or working on at least two projects, project committee makes regular updates to board on progress (1 Point)
 - Design: Completed or working on at least two projects, project committee makes regular updates to board on progress (1 Point)
 - Organization: Completed or working on at least two projects, project committee makes regular updates to board on progress (1 Point)
 - Promotions: Completed or working on at least two projects, project committee makes regular updates to board on progress (1 Point)
 - Organization has Directors and Officers Insurance (1 Point)

Point Total: 10

Evaluator Point Total: _____

6. Adequate Operating Budget

A sustainable Main Street program has financial resources to carry out its annual and evolving program of work. The size of a program's budget will change as the program matures.

Indicators (Check all that apply and calculate point total):

- Organization is a 501(c)(3) or 501(c)(6) non-profit (1 Point)
- Has an adequate operating budget (2 Points) [Population less than 10,000 has a budget of at least \$40,000. Population greater than 10,000 has a budget of at least \$75,000]
- Program budget contains funds adequate to cover travel expenses to Florida Main Street Annual conference and quarterly meetings (1 Point)
- Funding is derived from at least 3 of the following sources (2 Points):

Membership <input checked="" type="checkbox"/>	In Kind <input checked="" type="checkbox"/>
Sponsorship <input checked="" type="checkbox"/>	Local Government <input checked="" type="checkbox"/>
Grants <input checked="" type="checkbox"/>	Fundraising Events <input checked="" type="checkbox"/>
- Board has adopted comprehensive financial policies and procedures (1 Point)
- Organization has an active treasurer who makes regular financial reports to the board (1 Point)
- Organization had an annual review within the past year (1 Point)
- There is a strategy in place to help maintain stable funding (1 Point)

Point Total: 19

Evaluator Point Total: _____

7. Staff Management & Development

Coordinating a Main Street program requires a trained, professional staff person. Ideally, the Main Street executive director's position is full time (generally 40+ hours per week). In small towns without the resources to hire a full-time executive director, a part-time director may be acceptable (generally 20+ hours per week).

Indicators (Check all that apply and calculate point total):

- Executive Director is full time and paid (or part time if population is less than 10,000) (2 Points)
- Executive Director received a formal evaluation during the previous year which reviewed/revise performance expectations & compensation package of staff (2 Points)
- Executive Director made regular reports to the board (1 Point)
- Organization provided staff with professional development opportunities in the previous year (1 Point)
- Executive Director regularly communicates with the state office (1 Point)
- Executive director has a written job description that correlates with the roles and responsibilities of a Main Street Director (1 Point)
- Executive Director meets monthly with Executive Committee (if not applicable, the president) (2 Points)

Point Total: 10

Evaluator Point Total: _____

8. Program of Ongoing Training

As the Main Street program evolves, staff and volunteers will need to sharpen their skills to meet new challenges. In the catalyst phase, new staff and volunteers will need basic training. As the program matures, new skills will need to be cultivated to tackle more complex projects. Program staff and volunteers should stay current on issues that affect traditional commercial districts and on new revitalization techniques and models. **Regular attendance at Florida Main Street quarterly meetings and annual conference is required for Main Street Executive Directors.**

Indicators (Check all that apply and calculate point total):

- Executive Director attended the most recent Florida Main Street Annual Conference (2 Points) – Preservation on Main Street Conference in New Port Richey (7/21/21 – 7/24/21)
- Executive Director attended Florida Main Street Quarterly meetings and webinars
 - o Winter Quarterly Meeting (1 Point) – Virtual Webinar (1/25/21 – 1/26/21)
 - o Spring Quarterly Meeting (1 Point) – Virtual Webinar (4/26/21 – 4/27/21)
 - o Fall Quarterly Meeting (1 Point) – Crystal River (9/20/21 – 9/21/21)
 - o Webinars (Both National and State) (1 Point)
- Board Member, staff and/or volunteers attended Florida Main Street Conference (1 Point per person) *President*
- Board Member, staff and/or volunteers attended a quarterly meeting (1 Point per person)
- Organization has an orientation process in place to acclimate new volunteers for working within Main Street context (1 Point)
- Executive Director attended the National Main Street Conference (1 Point)

Point Total: 9

Evaluator Point Total: _____

9. Reporting of Key Statistics

Tracking statistics — reinvestment, job and business creation, and so on — provides a tangible measurement of the local Main Street program's progress and is crucial to garnering financial and programmatic support for the revitalization effort. Statistics must be collected on a regular, ongoing basis.

Indicators (Check all that apply and calculate point total):

- Organization Submitted quarterly report through online system on time:
 - Quarter 1: October 31st (2 Points) – July – September 2020
 - Quarter 2: January 31st (2 Points) – October – December 2020
 - Quarter 3: April 30th (2 Points) – January – March 2021
 - Quarter 4: July 31st (2 Points) – April – June 2021
- Organization creates/distributes an annual report promoting work plan accomplishments, reinvestment statistics and economic development value to the community (1 Point)
- Organization displays reinvestment statistics on social media and/or website (1 Point)

Point Total: 9
 Evaluator Point Total: _____

10. Main Street Network Membership

Participation in the Main Street America Network membership program connects local programs to their counterparts throughout the nation, providing them with valuable information resources and creating a sense of community.

Indicators (Check all that apply and calculate point total):

- Organization is a current member of the Main Street America Network Membership program (10 points)

Point Total: 10
 Evaluator Point Total: _____

ASSESSMENT INFORMATION

Program Name: Sanford Main Street Point Total: 139

Christina Hollerbach
 Board President Name

[Signature]
 Board President Signature

Christina M. Pallares
 Executive Director Name

Christina M. Pallares
 Executive Director Signature

For Evaluator Only

Point Total: _____
 Total number of categories receiving 6 or more points: ____/10

Your community's Main Street program IS/IS NOT a Nationally Accredited program

 Signature of Evaluator Date

FUNDING AGREEMENT SANFORD MAIN STREET, INC. WITH THE CITY OF SANFORD AND THE SANFORD COMMUNITY REDEVELOPMENT AGENCY

THIS AGREEMENT is made and entered on the last date below written between the between Sanford Main Street, Inc. (“Mainstreet”), whose address is 111 South Magnolia Avenue, Sanford Florida 32771, a non-profit corporation of the State of Florida; and the City of Sanford, Florida, a municipality of the State of Florida (the “City”), whose address is 300 North Park Avenue, Sanford, Florida 32771; and the Sanford Community Redevelopment Agency, a dependent special district of the State of Florida (hereinafter referred to as the “CRA”) whose address is 300 North Park Avenue, Sanford, Florida 32771.

WITNESETH:

WHEREAS, Mainstreet promotes, markets, organizes and executes events that promote the City of Sanford; and

WHEREAS, Mainstreet is seeking funding for its mission to be accomplished by leasing City property formerly known as the Welcome Center, now renamed the Discover Sanford Information Center, addressed at 230 East First Street, Sanford, Florida; and

WHEREAS, Mainstreet desires that the City and the CRA contribute funding for its activities as specified herein.

NOW, THEREFORE, for and in consideration of the sums paid by City and the CRA to Mainstreet, and other good and valuable considerations, the receipt and sufficiency of which is acknowledged by the parties, it is hereby **AGREED AS FOLLOWS:**

SECTION 1: RECITALS. The parties acknowledge the recitals herein to be true and correct and agree to be bound by each and every of the terms thereof, which recitals and terms are incorporated herein by this reference and which the parties shall perform.

SECTION 2: MAINSTREET DUTIES. Mainstreet agrees to promote tourism and the economic activities of the downtown restaurants and other merchants, as well as general economic activity within the downtown area of the City of Sanford at the Discover Sanford Information Center. With regard to visitors, Mainstreet shall provide a friendly and genuine welcome to first time and repeat visitors, those interested in the history and architecture of the City, persons considering becoming a resident or business operator within the City as well as those persons simply looking for dining and entertainment opportunities. The focus will be on making a great first impression and showcasing the unique character of the City of Sanford. With regard to prospective or existing merchants or businesspersons, Mainstreet shall provide specific and personalized help understanding and maneuvering through City's and the CRA's economic and redevelopment programs and requirements. Mainstreet shall assemble and communicate to appropriate persons a wide array contacts, opportunities, trends and the current business climate with a focus on promoting new business and economic development by providing a facility, information and resources to help small businesspersons navigate the complexities of establishing and maintaining a successful commercial enterprise within the City.

SECTION 3: FUNDING OF MAINSTREET PERSONNEL COSTS.

(a). The City shall pay to Mainstreet the sum of \$24,000.00 per year to fund a share of the personnel costs necessary for Mainstreet to accomplish its duties and to staff the Discover Sanford Information Center continuously during the hours specified in the lease agreement. Payments shall be made on a monthly basis upon receipt of an invoice from Mainstreet.

(b). The CRA shall pay to Mainstreet the sum of \$24,000.00 per year to fund a share of the personnel costs necessary for Mainstreet to accomplish its duties and to staff the Discover Sanford Information Center continuously during the hours specified in the lease agreement. Payments shall be made on a monthly basis upon receipt of an invoice from Mainstreet.

(c). The City and Mainstreet have entered a lease relative to the property at which the services set forth herein will be performed as a headquartered office space. During the review of each report under that lease, an evaluation shall be made as to the funding sources of Mainstreet and the City and the CRA will evaluate the need for continuing financial assistance to Mainstreet by the City and the CRA.

SECTION 4: TERM. The term of this Agreement shall be from the first day of the first month following execution of this Agreement and shall continue month-to-month until terminated.

SECTION 5: RELATIONSHIP OF THE PARTIES.

(a). The parties' relationship is that of independent contractor and no party hereto shall function or operate as the agent of the other.

(b). Mainstreet shall be responsible for performing in a fashion and manner that is acceptable to the City and the CRA.

SECTION 6: TERMINATION OF FUNDING. Mainstreet understands and agrees that the City and the CRA may terminate funding at any time upon 60 days advanced written notice to Mainstreet upon a determination that it would be in the best interests of the public to do so which determination shall be conclusive and without appeal.

SECTION 7: UNDERSTANDING OF THE PARTIES. It is the understanding of the parties that the City and the CRA desire to protect themselves from the liability exposure to claims from the operations of Mainstreet. It is understood that the City and the CRA are providing only funding for the benefit of Mainstreet. It is further understood that it is the responsibility of Mainstreet to keep the City and the CRA apprised of the operations of Mainstreet and the effectiveness thereof.

SECTION 8: COMMUNICATION. The parties hereby commit to the implementation and maintenance of clear and open communication in order to further the purposes of this Agreement.

SECTION 9: COPYRIGHT FEES, ROYALTIES AND OTHER LICENSES. If any material, composition or name to be used or performed is copyrighted or otherwise protected under laws relating to intellectual property, Mainstreet is responsible for securing, before using or employing such material, composition or name, the assent in writing, of the owner or licensee of such copyright. Mainstreet agrees to be fully responsible for any fees, royalties and licensees in connection therewith.

SECTION 10: INDEMNIFICATION AND RELEASE BY MAINSTREET OF CITY AND CRA.

(a). Mainstreet assumes all risk of personal injury or death, and property damage that may arise from the implementation of services contemplated hereunder.

(b). Mainstreet agrees that, on behalf of itself and any and all derivative claimants, of whatsoever type or nature or relationship, it understands that the City and the CRA and their officers, agents and employees assume no liability whatsoever for any personal injury or property damage or loss that Mainstreet or any derivative claimant may suffer, of whatsoever type or nature or cause.

(c). Mainstreet agrees that it will indemnify, hold and save the City and the CRA and their officers, agents, contractors and employees whole and harmless and defend same, from and against all claims, demands, actions, damages, costs, loss, liabilities, expenses and judgments of any nature recover from or asserted against the City or the CRA on account of injury or damage or injury may be incident to, arise out of, or be caused, either proximately or remotely, wholly or in part, by an act, omission negligence or misconduct on the part of Mainstreet or any of its agents, servants, employees, contractors, patrons, guests, or invitees or of any other person involved directly or indirectly with Mainstreet. To that end and to the fullest extent permitted by law, Mainstreet shall indemnify, hold harmless and defend the City and the CRA, their agents, servants, and employees, or any of them, from and against all claims, damages, losses, and expenses including, but not limited to, attorneys' fees and other legal costs such as those for paralegal, investigative, and legal support services, and the actual cost incurred for expert witness testimony, arising out of or resulting from the performance of this Agreement. In accordance with Section 725.06, *Florida Statutes*, adequate consideration has been provided to Mainstreet for this obligation, the receipt

and sufficiency of which is hereby specifically acknowledged. Nothing herein shall be deemed to affect the rights, privileges, and immunities of the City of the CRA as set forth in Section 768.28, *Florida Statutes*.

(d). In claims against any person or entity indemnified under this Section by an employee of Mainstreet or its agents or subcontractors, anyone directly or indirectly employed by them or anyone for whose acts they may be liable, the indemnification obligation under this Section shall not be limited by a limitation on amount or type of damages, compensation or benefits payable by or for Mainstreet or its agents or subcontractors, under Workers' Compensation acts, disability benefits acts, or other employee benefit acts.

SECTION 11: INSURANCE OF APPLICANT. Mainstreet shall provide the CITY such Certificate of Insurance as is necessary to meet the indemnification/hold harmless needs and requirements of the City and the CRA as determined by the City's Risk Manager.

SECTION 12: ASSIGNABILITY/NO THIRD PARTY BENEFICIARIES.

(a). This Agreement is not assignable. No party shall assign this Agreement or the rights and obligation to any other party.

(b). Third parties shall not be the direct or indirect beneficiaries of any of the agreements, terms, covenants or promises herein contained. To that end, this Agreement is solely for the benefit of the formal parties herein, and no right or case of action shall accrue upon or by reason hereon, to or for the benefit of any third party not a formal party hereto.

SECTION 13: NOTICES. All notices or other communication required or permitted to be given pursuant to this Agreement shall be in writing and shall be construed as properly given if mailed by registered or certified mail with return receipt requested. It is agreed that notice so mailed shall be reasonable and effective upon the expiration of three business days after its deposit. Notice given in any other manner shall be effective only if and when received by the addressee. For purposes of notice, the addresses of the parties shall be the address as follows:

For the City:

Norton N. Bonaparte, Jr., ICMA-CM
City Manager
City of Sanford City Hall
300 North Park Avenue
Sanford, Florida 32771

For Mainstreet:

Christina Hollerbach
111 South Magnolia Avenue
Sanford, Florida 32771

For the CRA:

Ms. Sonia Fonseca
CRA Executive Director
City of Sanford City Hall
300 North Park Avenue
Sanford, Florida 32771

SECTION 14: DEFAULT.

(a). In the event of default by Mainstreet, the City and the CRA shall be entitled to any and all legal remedies available under Florida law.

(b). Each of the parties hereto shall give the other party written notice of any defaults hereunder and shall allow the defaulting party 30 days from the date of receipt

to cure such defaults; provided, however, that this provision shall not affect the termination rights of the City or the CRA.

SECTION 15: SEVERABILITY. If any part of this Agreement is found invalid or unenforceable by any court, such invalidity or unenforceability shall not affect the other parts of the Agreement if the rights and obligations of the parties contained therein are not materially prejudiced and if the intentions of the parties can continue to be affected. To that end, the terms of this Agreement is declared severable.

SECTION 16: TIME OF THE ESSENCE. Time is hereby declared essence to the lawful performance of the duties and obligations contained in this Agreement.

SECTION 17: APPLICABLE LAW/VENUE. This Agreement and the provisions contained herein shall be construed, controlled, and interpreted according to the laws of the State of Florida. Venue for any legal proceeding related to this Agreement shall be in the Eighteenth Judicial Circuit Court in and for Seminole County, Florida.

SECTION 18: COMPLIANCE WITH LAWS AND REGULATIONS. Mainstreet shall obtain and possess, throughout the term of this Agreement, all licenses and permits applicable to its operations under Federal, State and local laws and shall comply with all fire, health, and other applicable regulatory codes.

SECTION 19: ATTORNEY FEES. In the event it becomes necessary to institute legal action to enforce any of the terms of this Agreement, the prevailing party shall be entitled to recover all out-of-pocket expenses and costs and all reasonable attorneys fees, paralegal fees and associated fees and costs from the date of filing until the termination of litigation whether incurred at trial, on appeal, or otherwise.

SECTION 20: EFFECTIVE DATE. This Agreement shall take effect when adopted by the City, the CRA and Mainstreet, and fully executed by their duly authorized representatives.

SECTION 21: NONDISCRIMINATION. Mainstreet agrees that it will not discriminate against any person because of race, color, religion, sex, age, national origin, sexual orientation, political persuasion or affinity, or disability and will take affirmative steps to ensure that no such discrimination occurs.

SECTION 22: FAILURE TO ENFORCE NOT WAIVER OF RIGHT. Failure by the City or the CRA to enforce any provision contained herein shall not be deemed a waiver of the right to do so thereafter as to the same breach or as to any breach occurring prior or subsequent thereto. To that end, no waiver of any clause of this Agreement or of the breach thereof shall be taken to constitute a waiver of any subsequent breach of such Agreement, nor to justify or authorize the non-observance of any other occasion of the same or any other agreement nor shall any waiver or indulgence granted by a party to the other be taken as an estoppel against the party.

SECTION 23: CONFLICT OF INTEREST. Mainstreet agrees that it will not engage in any action that would create or cause a conflict of interest in the performance of its obligations pursuant to this Agreement with the City or the CRA, or which would violate or cause others to violate the provisions of Part III, Chapter 112, *Florida Statutes*, relating to ethics in government or create or cause a violation of said provisions of law by and officer, employee or agent of the City or the CRA.

SECTION 24: FURTHER DOCUMENTS. Each of the parties hereto hereby agree that they will execute and deliver such further instruments and do such further

acts and things as may be necessary or desirable to carry out the purpose of this Agreement.

SECTION 25: RECORDS AND AUDITS.

(a). Mainstreet shall maintain books, records, documents, time and costs accounts and other evidence directly related to its performance under this Agreement. All time records and cost data shall be maintained in accordance with generally accepted accounting principles. Mainstreet shall maintain and allow access to the records required under this Section for a period of 5 years after the completion of this Agreement and date of final payment for said services, or date of termination of this Agreement. The City or the CRA may perform, or cause to have performed, an audit of the records of Mainstreet before or after final payment to support final payment hereunder. Any adjustments needed to be taken as a result of the audit shall be implemented by the parties

(b). In order to comply with Section 119.0701, *Florida Statutes*, public records laws, Mainstreet must:

(1). Keep and maintain public records that ordinarily and necessarily would be required by the City.

(2). Provide the public with access to public records on the same terms and conditions that the City would provide the records and at a cost that does not exceed the cost provided in Chapter 119, Florida Statutes, or as otherwise provided by law.

(3). Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law.

(4). Meet all requirements for retaining public records and transfer, at no cost, to the City all public records in possession of Mainstreet upon termination of the contract and destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. All records stored electronically must be provided to the City in a format that is compatible with the information technology systems of the City.

If Mainstreet does not comply with a public records request, the City shall enforce the contract provisions in accordance with this Agreement. Failure by Mainstreet to grant such public access and comply with public records requests shall be grounds for immediate unilateral cancellation of this Agreement by the City. Mainstreet shall promptly provide the City with a copy of any request to inspect or copy public records in possession of Mainstreet and shall promptly provide the City with a copy of Mainstreet's response to each such request.

IF MAINSTREET HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO MAINSTREET'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS AGREEMENT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS AT (407) 688-5012, TRACI HOUCHIN, MMC, FCRM, CITY CLERK, CITY OF SANFORD, CITY HALL, 300 NORTH PARK AVENUE, SANFORD, FLORIDA 32771, TRACI.HOUCHIN@SANFORDFL.GOV.

SECTION 26: CAPTIONS. Sections and other captions contained in this Agreement are for reference purposes only and are in no way intended to describe, interpret, define, or limit the scope, extent or intent of this Agreement, or any provision hereto.

SECTION 27: FORCE MAJEURE. The obligations hereunder shall be subject to the concept of *force majeure*. Accordingly, in the event of Acts of God, riot, weather disturbances, permitting, war, terrorism, civil disobedience, geologic subsidence, electrical failure, malfunctions, epidemic, pandemic, and events of a similar nature, the obligations shall be excused until the cause or causes thereof have been remedied.

SECTION 28: INTERPRETATION. The parties agree that all words, terms and conditions contained herein are to be read in concert, each with the other, and that a provision contained under any heading may be considered to be equally applicable under another in the interpretation of this Agreement. This Agreement is the result of a *bona fide* arm's length negotiations between the parties and all parties have contributed substantially and materially to the preparation of the Agreement. This Agreement shall not be construed more strictly against any party on the basis of being the drafter thereof, and all parties have contributed to the drafting of this Agreement. All provisions of this Agreement shall be read and applied in *para materia* with all other provisions hereof.

SECTION 29: MODIFICATION. This Agreement may not be amended, changed, or modified, and material provisions hereunder may not be waived, except by a written document, of equal dignity herewith executed by all parties to this Agreement.

SECTION 30: COUNTERPARTS. This Agreement may be executed in any number of counterparts, each of which shall be deemed an original, but all of which, taken together, shall constitute one and the same document.

SECTION 31: ENTIRE AGREEMENT: EFFECT ON PRIOR AGREEMENT. This instrument constitutes the entire agreement between the parties and supersedes all

previous discussions, understandings, and agreements between parties relating to the subject matter of this Agreement. Amendments to and waivers of the provisions herein shall be made by the parties in writing by formal amendment.

SECTION 32: NO GENERAL CITY OBLIGATION. In no event shall any obligation of the City or the CRA under this Agreement be or constitute a general obligation or indebtedness of the City or the CRA, a pledge of the *ad valorem* taxing power of the City or a general obligation or indebtedness of the City or the CRA within the meaning of the *Constitution of the State of Florida* or any other applicable laws, but shall be payable solely from legally available revenues and funds. Neither the CRA or Mainstreet nor any other person or entity shall ever have the right to compel the exercise of the *ad valorem* taxing power of the City.

IN WITNESS WHEREOF, the parties hereto have entered this Agreement and executed and delivered this instrument on the days and year indicated below and the signatories below hereby represent that they have full authority to execute this Agreement and to bind the parties set forth herein.

SIGNATURE BLOCKS FOLLOW:

ATTEST:

SANFORD MAIN STREET, INC.

Mary Moskowitz
Secretary

By: _____
Christina Hollerbach
President

ATTEST:

CRA

Cynthia Lindsay
Treasurer

Charles Davis
Chairman
Date: _____

Approved as to form and legality:

David Hall, CRA Attorney

ATTEST:

CITY OF SANFORD

Traci Houchin, MMC, FCRM

Art Woodruff

Mayor

Date: _____

Approved as to form and legality:

William L. Colbert, City Attorney

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
 UNAUDITED MONTHLY RESULTS AS OF JULY 31, 2022

	<u>Jul-22</u> <u>Unaudited Actuals</u>	<u>Jun-22</u> <u>Unaudited Actuals</u>	<u>M-O-M</u> <u>July/June</u>	<u>%</u> <u>Change</u>
Revenues				
Annual passholders	\$ 59,676	\$ 59,883	\$ (207)	0%
Gate	\$ 298,545	\$ 232,768	\$ 65,777	28%
Group sales	\$ 26,532	\$ 23,457	\$ 3,075	13%
Concessions	\$ 12,582	\$ 6,416	\$ 6,165	96%
Gift shop	\$ 49,649	\$ 30,353	\$ 19,296	64%
Government support	\$ -	\$ 18,899	\$ (18,899)	-100%
Education	\$ 51,090	\$ 62,765	\$ (11,674)	-19%
WMD net rental	\$ 3,637	\$ 11,371	\$ (7,734)	-68%
Public support	\$ 117,613	\$ 57,196	\$ 60,417	106%
Net event revenues	\$ 3,008	\$ 44	\$ 2,964	6677%
Zipline	\$ 14,408	\$ 14,381	\$ 27	0%
Train/Carousel	\$ (21)	\$ -	\$ (21)	
Other revenues	\$ 28,909	\$ 21,838	\$ 7,071	32%
Total revenues	<u>\$ 665,628</u>	<u>\$ 539,370</u>	<u>\$ 126,258</u>	23%
Operating expenses				
Payroll	\$ 279,894	\$ 271,143	\$ 8,750	3%
Animal care	\$ 18,230	\$ 34,546	\$ (16,316)	-47%
Facilities repair and maintenance	\$ 15,474	\$ 13,956	\$ 1,518	11%
Advertising	\$ 1,592	\$ 15,351	\$ (13,759)	-90%
Insurance	\$ 61,398	\$ 58,106	\$ 3,292	6%
Utilities	\$ 18,104	\$ 19,074	\$ (970)	-5%
Professional fees	\$ 4,000	\$ 10,491	\$ (6,491)	-62%
Employee expenses	\$ 4,864	\$ 3,483	\$ 1,382	40%
Office expenses/website/credit card fees	\$ 25,413	\$ 14,581	\$ 10,831	74%
Project Expenses	\$ -	\$ -	\$ -	
Printing	\$ 56	\$ 388	\$ (332)	-85%
Supplies	\$ 11,573	\$ 9,737	\$ 1,836	19%
Other operating expenses	\$ 16,426	\$ 23,749	\$ (7,323)	-31%
Total operating expenses	<u>\$ 457,023</u>	<u>\$ 474,607</u>	<u>\$ (17,583)</u>	-4%
Net operating income before depreciation	<u>\$ 208,604</u>	<u>\$ 64,763</u>	<u>\$ 143,841</u>	222%

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
 UNAUDITED MONTHLY RESULTS AS OF JULY 31, 2022

	<u>Jul-22</u> <u>Unaudited Actuals</u>	<u>Jul-21</u> <u>Unaudited Actuals</u>	<u>Y-O-Y</u> <u>2022/2021</u>	<u>%</u> <u>Change</u>
Revenues				
Annual passholders	\$ 59,676	\$ 63,628	\$ (3,952)	-6%
Gate	\$ 298,545	\$ 316,478	\$ (17,933)	-6%
Group sales	\$ 26,532	\$ 9,327	\$ 17,205	184%
Concessions	\$ 12,582	\$ 7,008	\$ 5,573	80%
Gift shop	\$ 49,649	\$ 49,192	\$ 458	1%
Government support	\$ -	\$ -	\$ -	
Education	\$ 51,090	\$ 9,589	\$ 41,502	433%
WMD net rental	\$ 3,637	\$ 2,270	\$ 1,367	60%
Public support	\$ 117,613	\$ 16,554	\$ 101,059	610%
Net event revenues	\$ 3,008	\$ 6,396	\$ (3,388)	-53%
Zipline	\$ 14,408	\$ 25,468	\$ (11,060)	-43%
Train/Carousel	\$ (21)	\$ 5,673	\$ (5,693)	-100%
Other revenues	\$ 28,909	\$ 31,435	\$ (2,526)	-8%
Total revenues	<u>\$ 665,628</u>	<u>543,016</u>	<u>\$ 122,612</u>	23%
Operating expenses				
Payroll	\$ 279,894	\$ 236,826	\$ 43,068	18%
Animal care	\$ 18,230	\$ 19,060	\$ (830)	-4%
Facilities repair and maintenance	\$ 15,474	\$ 19,285	\$ (3,811)	-20%
Advertising	\$ 1,592	\$ 1,047	\$ 545	52%
Insurance	\$ 61,398	\$ 52,673	\$ 8,725	17%
Utilities	\$ 18,104	\$ 14,622	\$ 3,482	24%
Professional fees	\$ 4,000	\$ 3,000	\$ 1,000	33%
Employee expenses	\$ 4,864	\$ 3,511	\$ 1,353	39%
Office expenses/website/credit card fees	\$ 25,413	\$ 16,573	\$ 8,840	53%
Project Expenses	\$ -	\$ 52,444	\$ (52,444)	-100%
Printing	\$ 56	\$ 34	\$ 23	67%
Supplies	\$ 11,573	\$ 5,533	\$ 6,040	109%
Other operating expenses	\$ 16,426	\$ 9,248	\$ 7,178	78%
Total operating expenses	<u>\$ 457,023</u>	<u>433,855</u>	<u>\$ 23,169</u>	5%
Net operating income before depreciation	<u>\$ 208,604</u>	<u>\$ 109,162</u>	<u>\$ 99,443</u>	48%

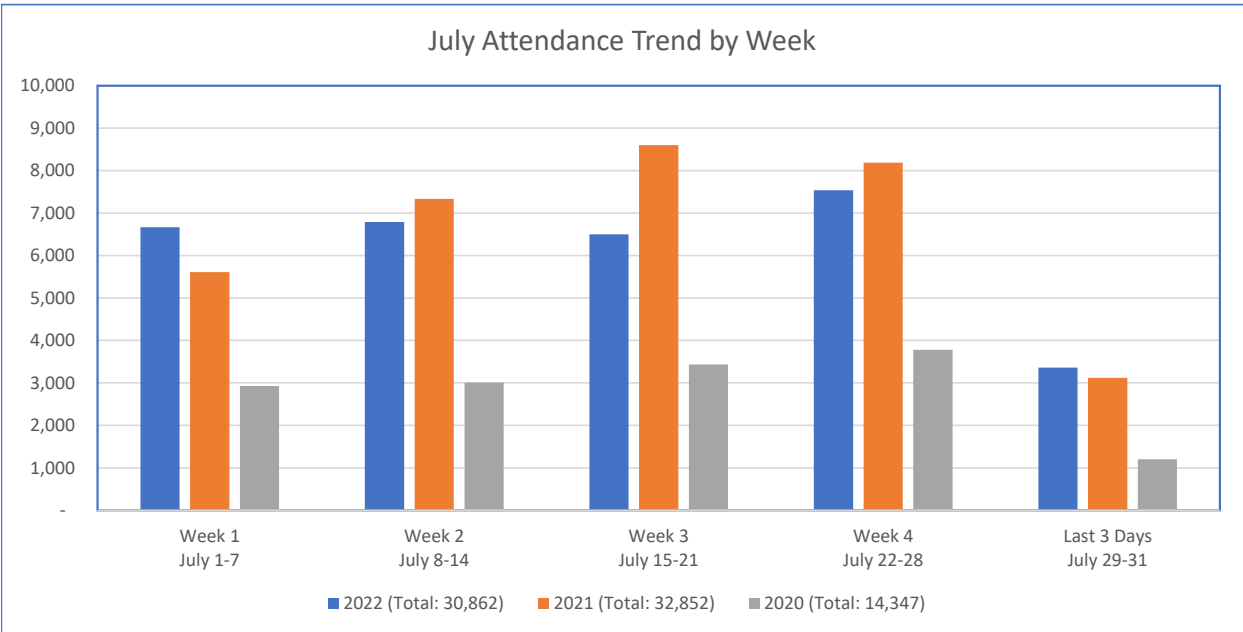
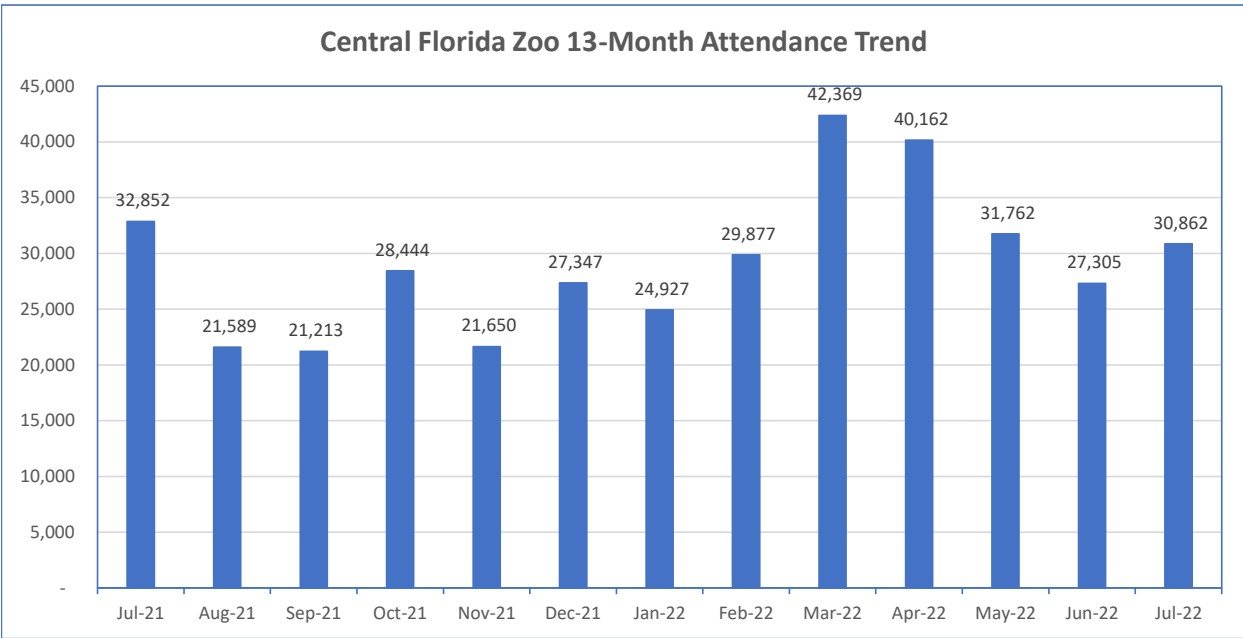
CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
 UNAUDITED MONTHLY RESULTS AS OF JULY 31, 2022

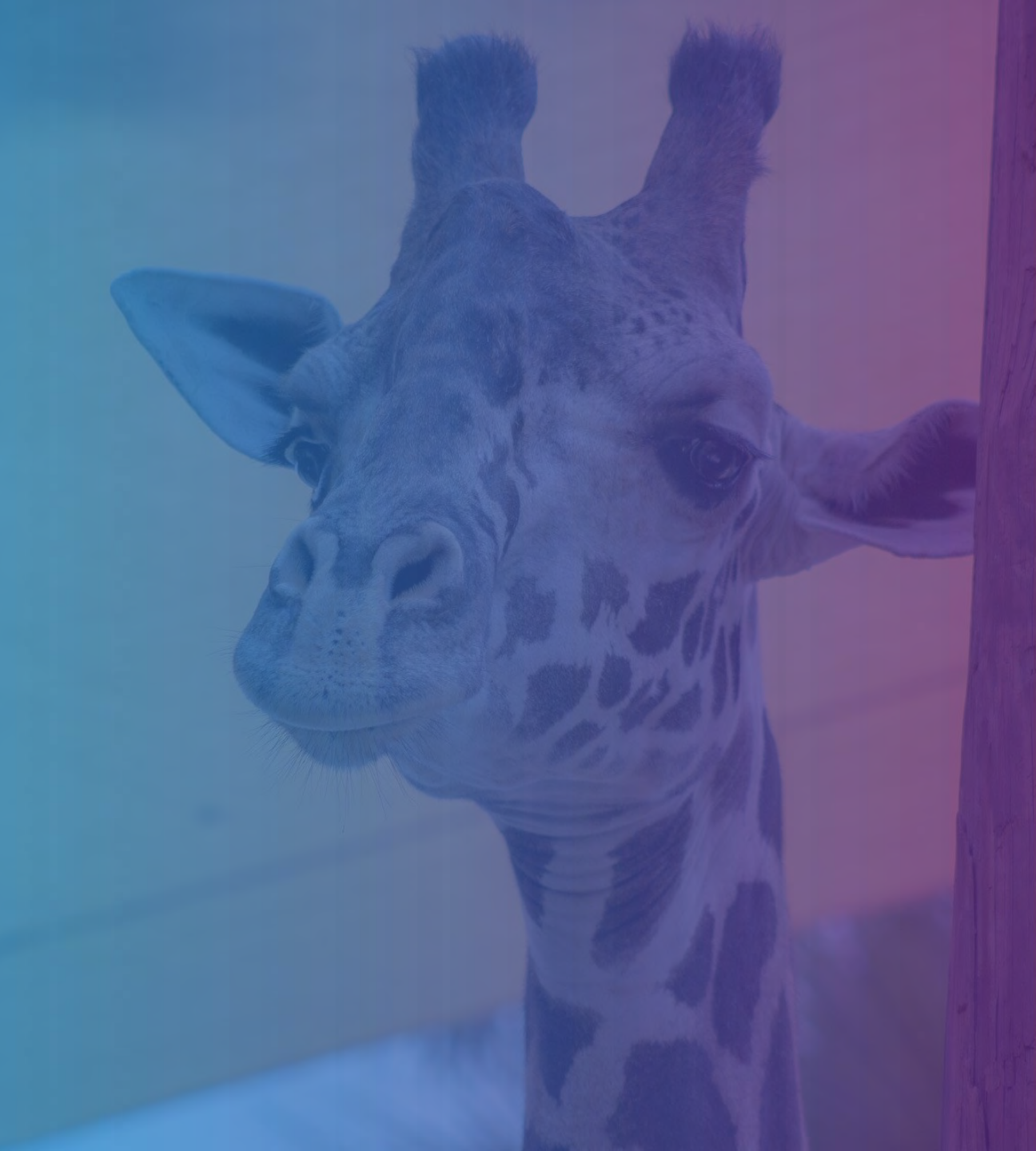
	Jul-22 Unaudited Actuals	Jul-22 Budget	Actual to Budget	Actual to Budget %
Revenues				
Annual passholders	\$ 59,676	\$ 61,874	\$ (2,199)	96%
Gate	\$ 298,545	\$ 347,706	\$ (49,161)	86%
Group sales	\$ 26,532	\$ 8,350	\$ 18,182	318%
Concessions	\$ 12,582	\$ 12,092	\$ 490	104%
Gift shop	\$ 49,649	\$ 36,476	\$ 13,173	136%
Government support	\$ -	\$ 3,333	\$ (3,333)	0%
Education	\$ 51,090	\$ 46,063	\$ 5,028	111%
WMD net rental	\$ 3,637	\$ 5,667	\$ (2,030)	64%
Public support	\$ 117,613	\$ 122,675	\$ (5,062)	96%
Net event revenues	\$ 3,008	\$ 4,600	\$ (1,592)	65%
Zipline	\$ 14,408	\$ 27,238	\$ (12,830)	53%
Train/Carousel	\$ (21)	\$ -	\$ (21)	0%
Other revenues	\$ 28,909	\$ 29,169	\$ (261)	99%
Total revenues	\$ 665,628	\$ 705,242	\$ (39,615)	94%
Operating expenses				
Payroll	\$ 279,894	\$ 334,313	\$ (54,419)	84%
Animal care	\$ 18,230	\$ 22,976	\$ (4,746)	79%
Facilities repair and maintenance	\$ 15,474	\$ 26,299	\$ (10,825)	59%
Advertising	\$ 1,592	\$ 12,083	\$ (10,491)	13%
Insurance	\$ 61,398	\$ 67,471	\$ (6,073)	91%
Utilities	\$ 18,104	\$ 15,680	\$ 2,424	115%
Professional fees	\$ 4,000	\$ 14,583	\$ (10,583)	27%
Employee expenses	\$ 4,864	\$ 9,001	\$ (4,137)	54%
Office expenses/website/credit card fees	\$ 25,413	\$ 16,445	\$ 8,967	155%
Project Expenses	\$ -	\$ -	\$ -	
Printing	\$ 56	\$ 1,197	\$ (1,140)	5%
Supplies	\$ 11,573	\$ 7,733	\$ 3,840	150%
Other operating expenses	\$ 16,426	\$ 28,640	\$ (12,214)	57%
Total operating expenses	\$ 457,023	\$ 556,421	\$ (99,397)	82%
Net operating income before depreciation	\$ 208,604	\$ 148,821	\$ 59,783	140%

Fiscal Year 2022-2023 Capital Budget

Project	Projected Cost	Spend YTD	Remaining	Funding Source	Status
Necropsy Building	\$ 400,000	\$ 68,285	\$ 331,715	Cash Reserves	In Progress
AZA Repairs	\$ 96,899	\$ -	\$ 96,899	Cash Reserves	In Progress
Train Purchase and track repair	\$ 255,155	\$ 222,372	\$ 32,784	Cash Reserves/Donor Funding	In Progress
Animal Enclosures to Sewer	\$ 160,000	\$ 15,011	\$ 144,990	Cash Reserves; Reimbursed Grant	In Progress
Master Plan	\$ 160,000	\$ 51,464	\$ 108,536	Cash Reserves	In Progress
PAC Private Encounters Upgrade	\$ 4,000		\$ 4,000	Enterprise Holding Grant	Not Started
Boardwalk Repair (Cotton Top to Eagle)	\$ 85,000		\$ 85,000	Cash Reserves	Not Started
Amur Leopard Expansion	\$ 300,000		\$ 300,000	\$230k Cash on Hand	Not Started

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
UNAUDITED MONTHLY RESULTS AS OF JULY 31, 2022

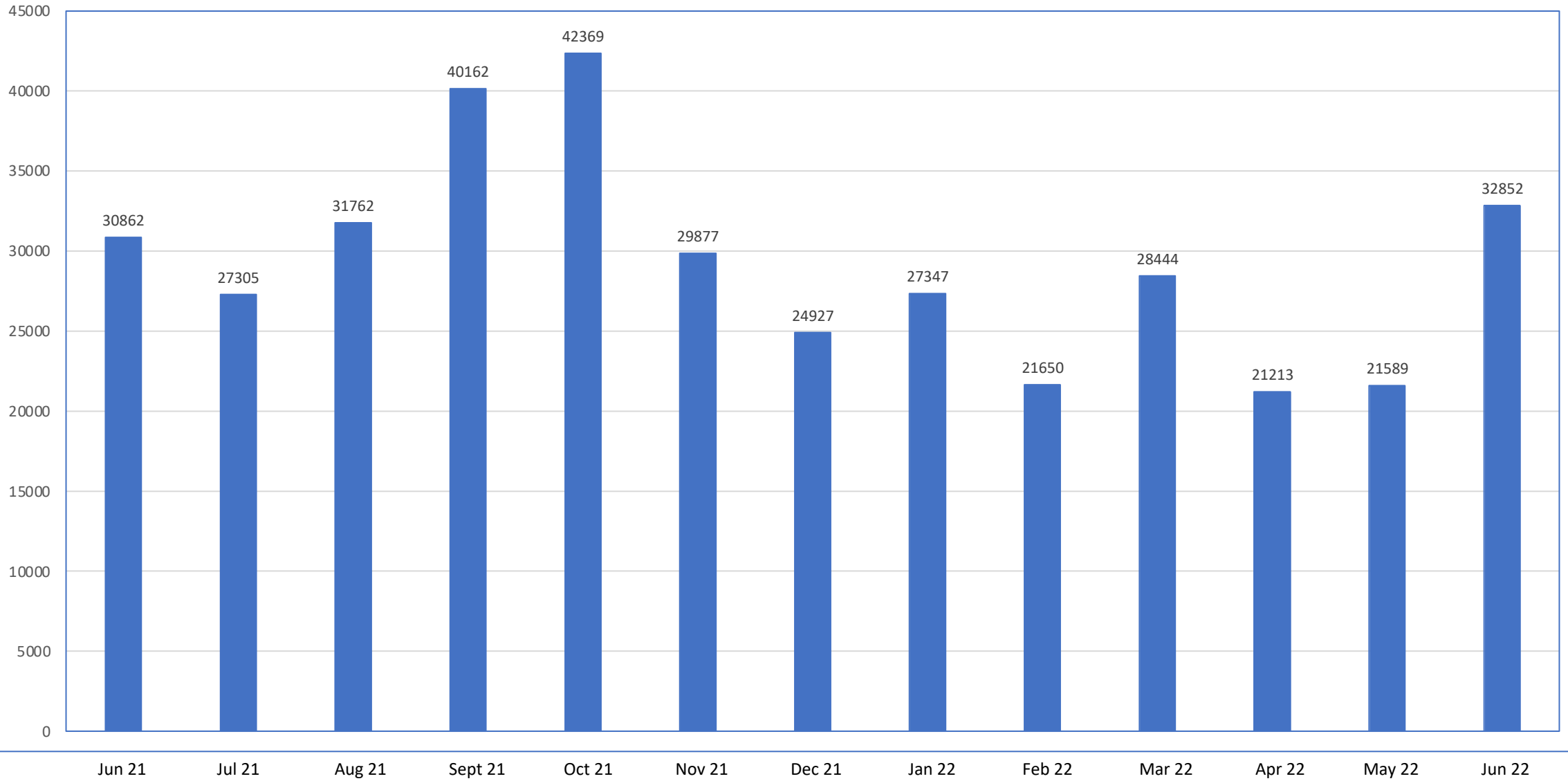




August TDC Report

www.centralfloridazoo.org

Central Florida Zoo 13-Month Attendance Trend



EOFY ATTENDANCE RESULTS

July 1 – June 30, 2022

440,349

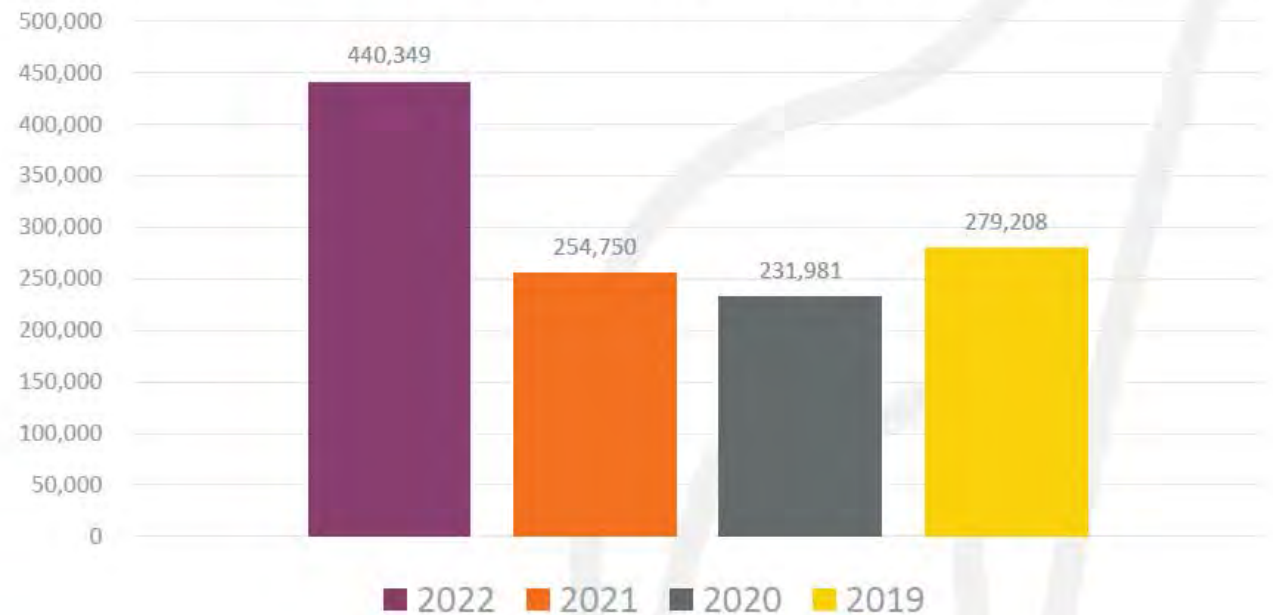
Without ALF: 357,693

VS 2021: 186k / 73%

VS 2020: 208k / 90%

VS 2019: 161k / 58%

EOFY Attendance



Choo-Choo To The Zoo

Final Results (June 6 – July 29)

- \$21,564 in revenue
- \$5,391 in discounts
- 1417 Tickets
 - Adults: 649
 - Children: 538
 - Senior: 230
- Per Capita: \$15.22



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 SunRail to the Sanford Station.

3) Board the Zoo trolley.

The trolley will be located in the bus drop off area and will have Choo-Choo to the Zoo graphics on the side.



SunRail Arrival Times		Trolley Departs SunRail	Trolley Departs Zoo
SB 9:06	NB 9:10		
	NB 9:40	9:45	10:00
SB 10:06	NB 10:10	10:15	10:30
SB 11:36		11:45	12:00
	NB 12:10	12:15	12:30
SB 12:36		12:45	1:00
SB 1:36	NB 1:35	1:45	2:00
		2:15	2:30
	NB 2:35	2:45	3:00
SB 3:06		3:15	3:30

GET 20% OFF

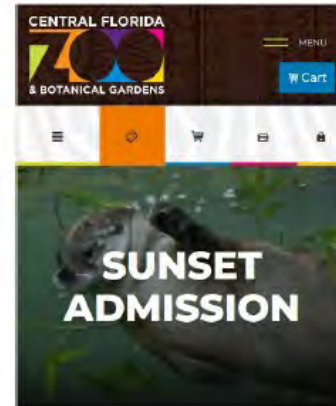
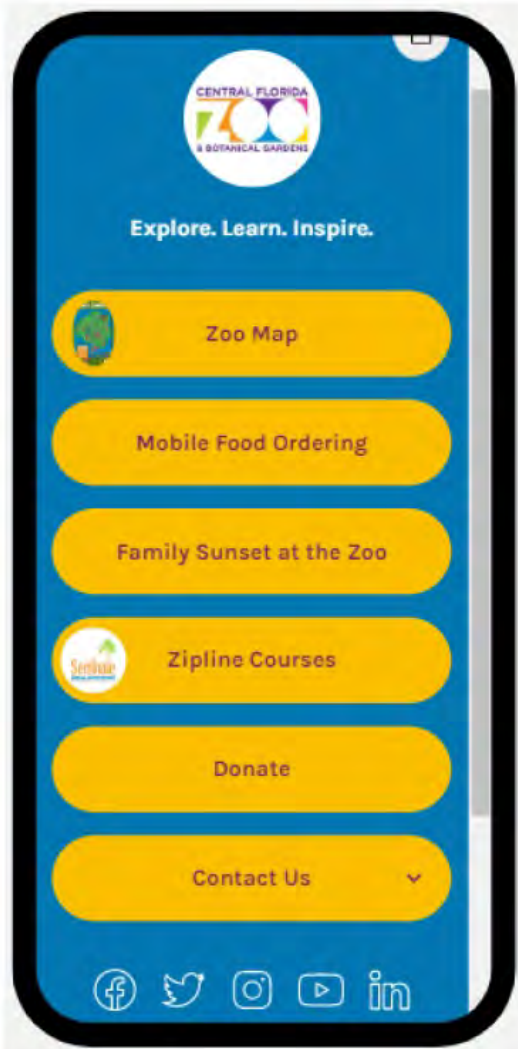
Zoo admission with your ticket or Suncard!

**Trolley waits for passengers arriving on SunRail*

Visit CentralFloridaZoo.org for information on Zoo times & exhibits

Linktree Ticket Barcode

<https://linktr.ee/cfzbg>



Popular Items

Double Tenders
Two signature hand-dipped tenders
\$11.99

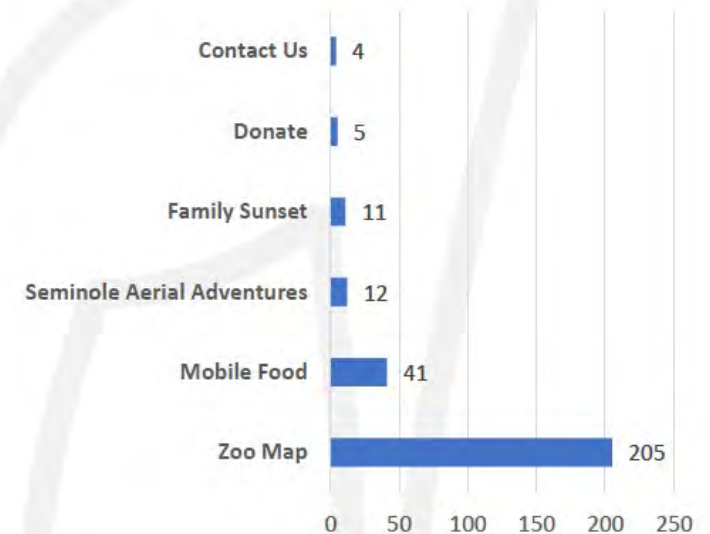
Fries
Vegetarian. Gluten Free.
\$3.99

Kid's Dog
All beef hot dog. Served with applesauce, animal crackers and juice.
\$8.99

Linktree Results

356 Views / 287 Clicks

Linktree Click Breakdown



Program Review - Cartstack



July 2022 Results

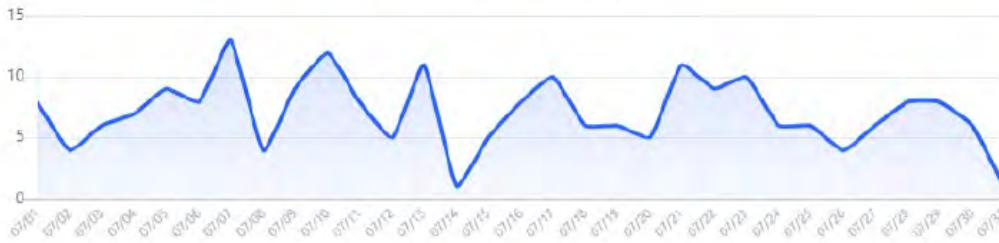
RECOVERED REVENUE

\$2,273.90

All Campaigns

12 Month Projection: \$27,286.80

ABANDONED BOOKINGS



Total Recovered Revenue: \$9,257

Recovery & Email Stats

220 Abandons

35 Recovered Bookings

15.9% Conversion Rate

220 Emails Sent

52.5% Open Rate

5.0% Click Through

.5% Unsubscribe



Biologists Release 25 Threatened Eastern Indigo Snakes in Alabama Forest



It's been a busy time in the world of snakes!

On the heels of the successful removal of a record-breaking Burmese python from the Florida Everglades, biologists in Alabama are celebrating a very different kind of snake-related victory.

The Central Florida Zoo & Botanical Gardens' Orianne Center for Indigo Conservation (OCIC) successfully released 25 eastern indigo snakes in Conecuh National Forest over the weekend as part of the ongoing effort to reintroduce the threatened species to its native territory.

Read the full article, [here](#).

Wild Wednesday: Meet Spot the Turtle



Watch the full segment, [here](#).

Family Sunset Presented by



FAMILY SUNSET

Next Event Date:

July 22

Event Sales	05/27	06/24	07/22	08/26
Online Tickets	402	414	499	28
Meal Packages	26 (104 tickets)	28 112 (tickets)	26 104 (tickets)	2 8 (tickets)
Walkups	42	6	67	0
Comp	7	41	5	0
TOTAL	555	573	675	36

Attendance:

May 27 – 485 (13% no show)

June 24 – 223 (*65% no show)

July 22 – 621 (8% no show)

*Heavy rain affected event attendance

*****On average 87% of ticket sales occur within 4 days of event*****



Zoo Boo Bash



October 22, 23, 29, and 30
9:00 am to 4:00 pm
Tickets on sale September 1st



Asian Lantern Festival: Into the Wild

NOVEMBER 2022

M	T	W	T	F	S	S
			17	18	19	20
21	22	23	24	25	26	27
28	29	30				

DECEMBER 2022

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

JANUARY 2023

M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15

General Dates
VIP/Media Event
Corporate/Group Buyouts (Closed)
Holiday (Closed)

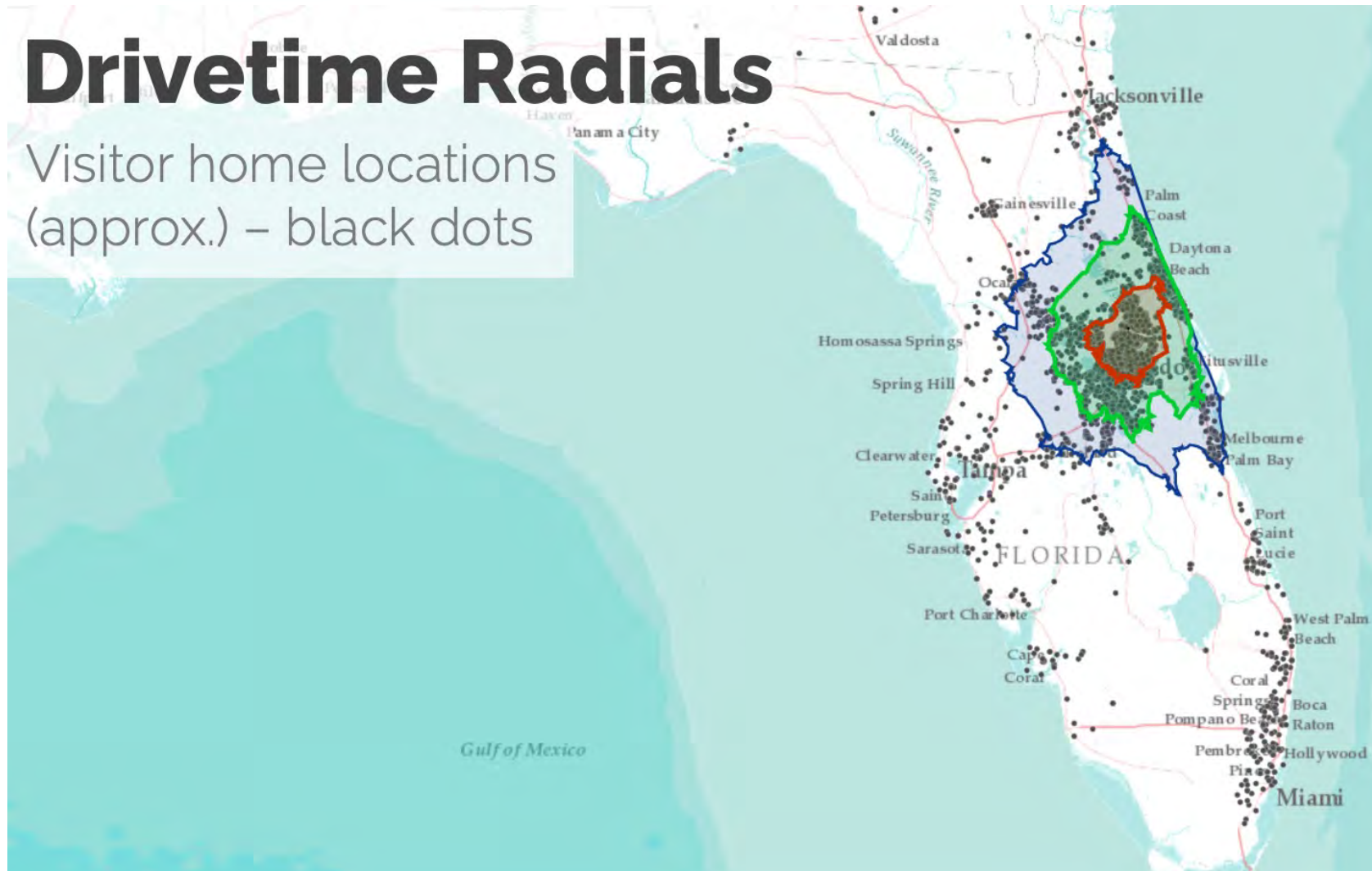
Category	Pre-Sale	Standard
General Admission (3+)	\$19.99	\$21.99
4 Pack	\$59.99 <small>(Approx. \$14.99 per ticket)</small>	\$69.99 <small>(Approx. \$17.49 per ticket)</small>
2 & Under	Free	Free
Member	\$14.99	\$17.49
Group <small>(Not advertised)</small>	\$15.99	\$15.99
Employee/Volunteer	\$9.99	\$12.49



Visitor Trends

Drivetime Radials

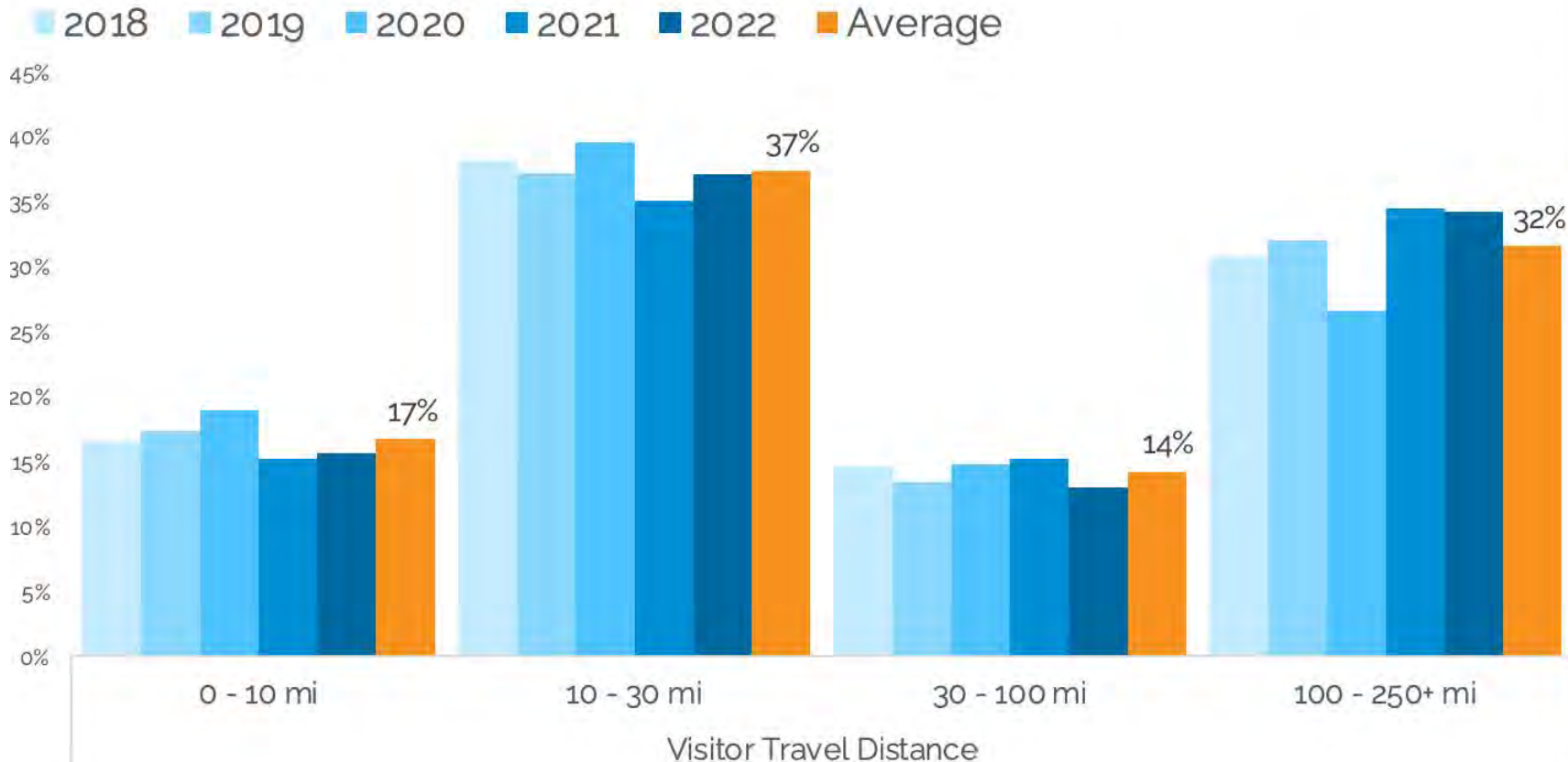
Visitor home locations (approx.) – black dots



Visitor Trends

Local vs Distant Visitors

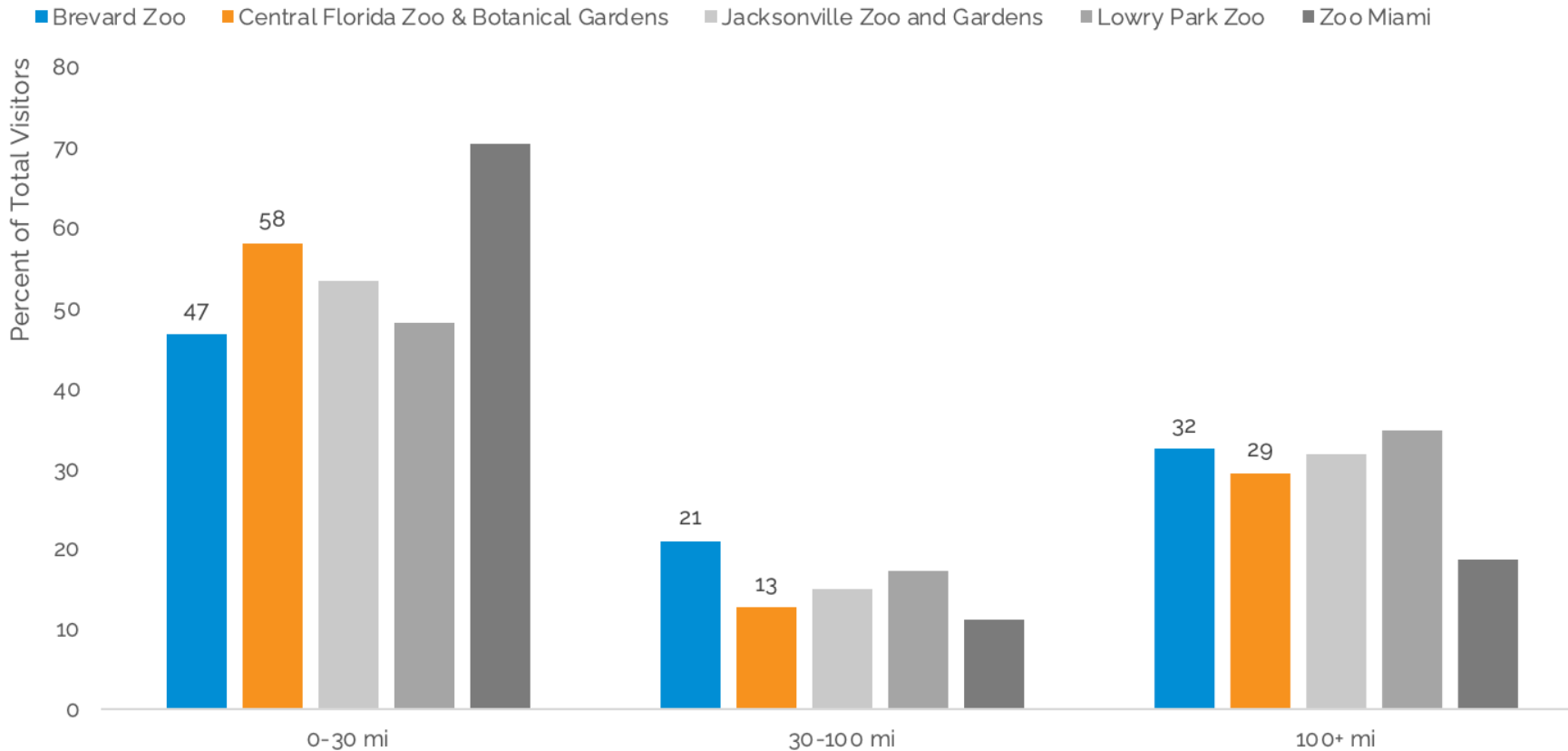
On average, 68% of visitors come from within 100 miles



Visitor Trends

Visitor Distance Benchmarks

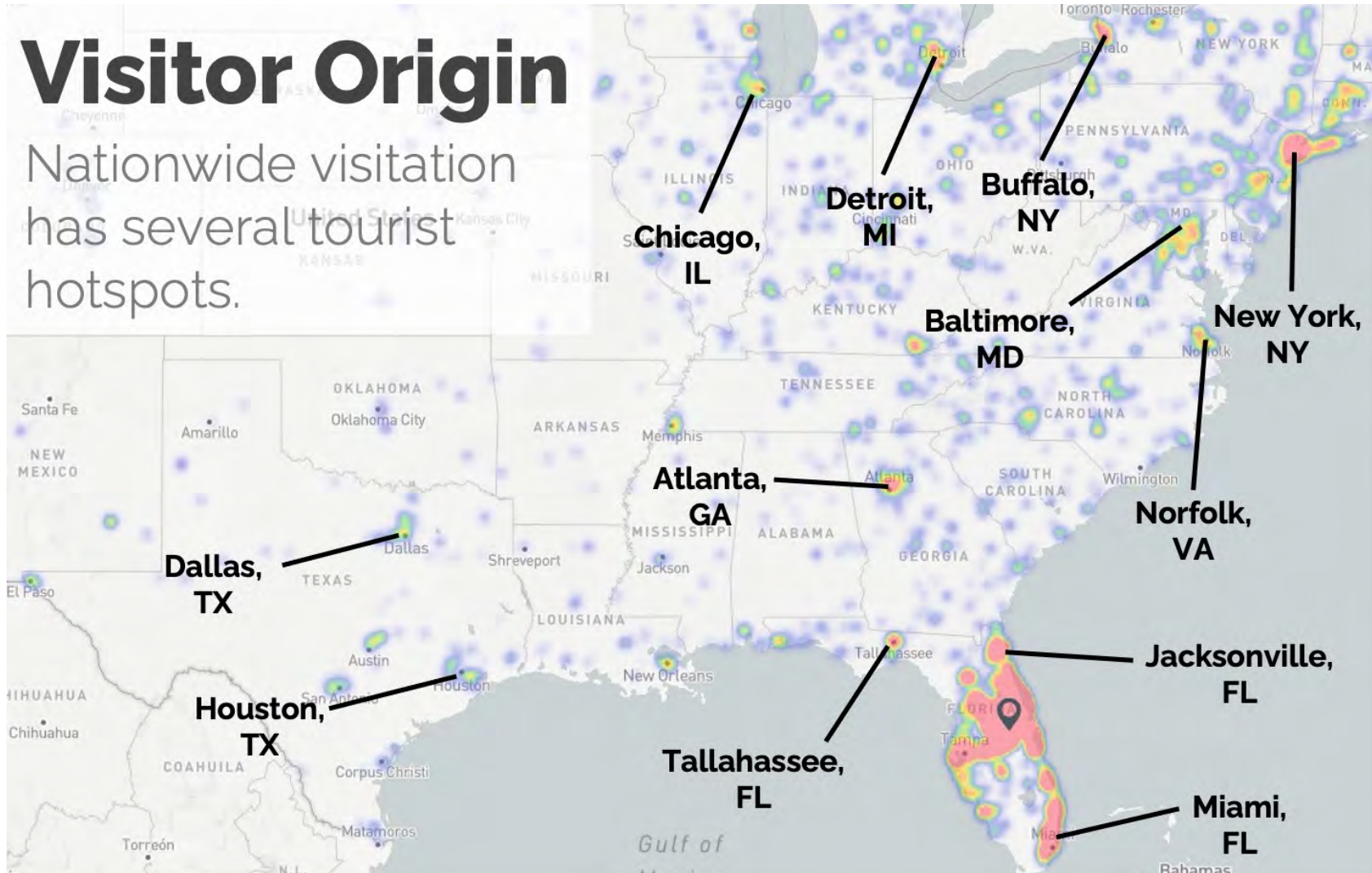
CFZ gets more of its visitation from within 30 miles, whereas Brevard gets more from 30-100 miles



Visitor Trends

Visitor Origin

Nationwide visitation has several tourist hotspots.

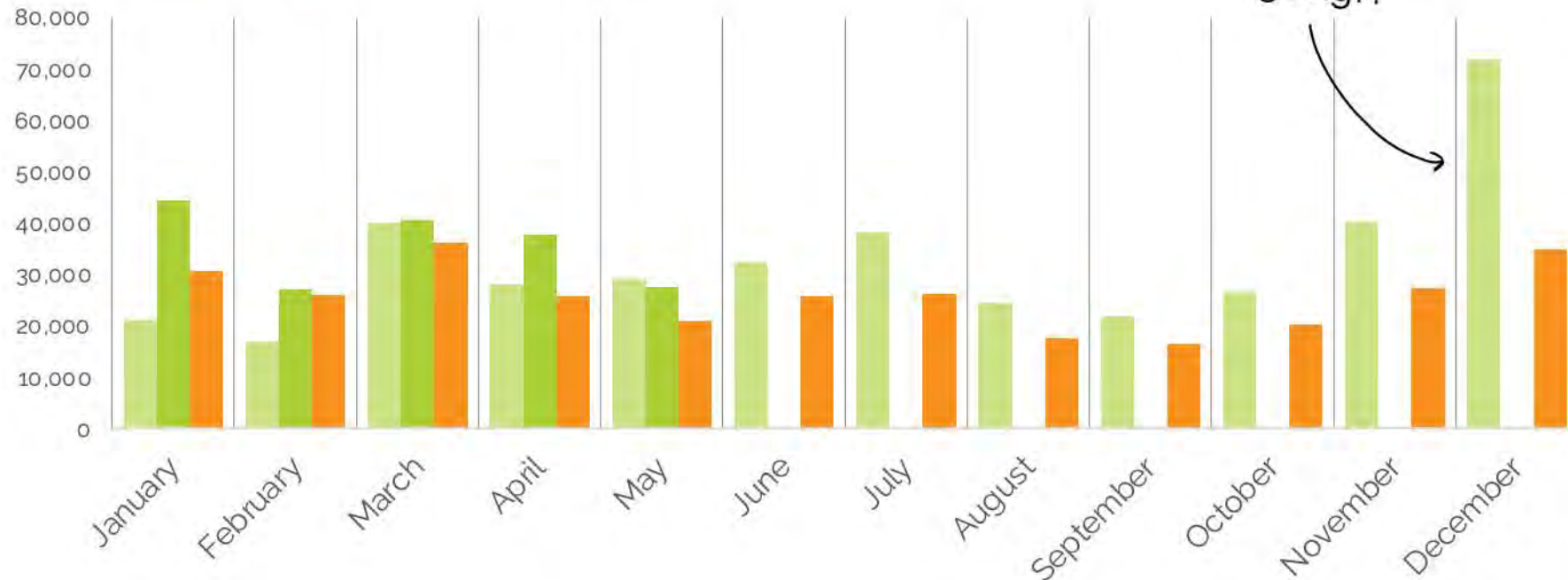


Visitor Trends

Monthly Visits Trend

2021 was above average for every month except Jan/Feb. 2022 has been above average

■ 2021 ■ 2022 ■ 5-Year Average

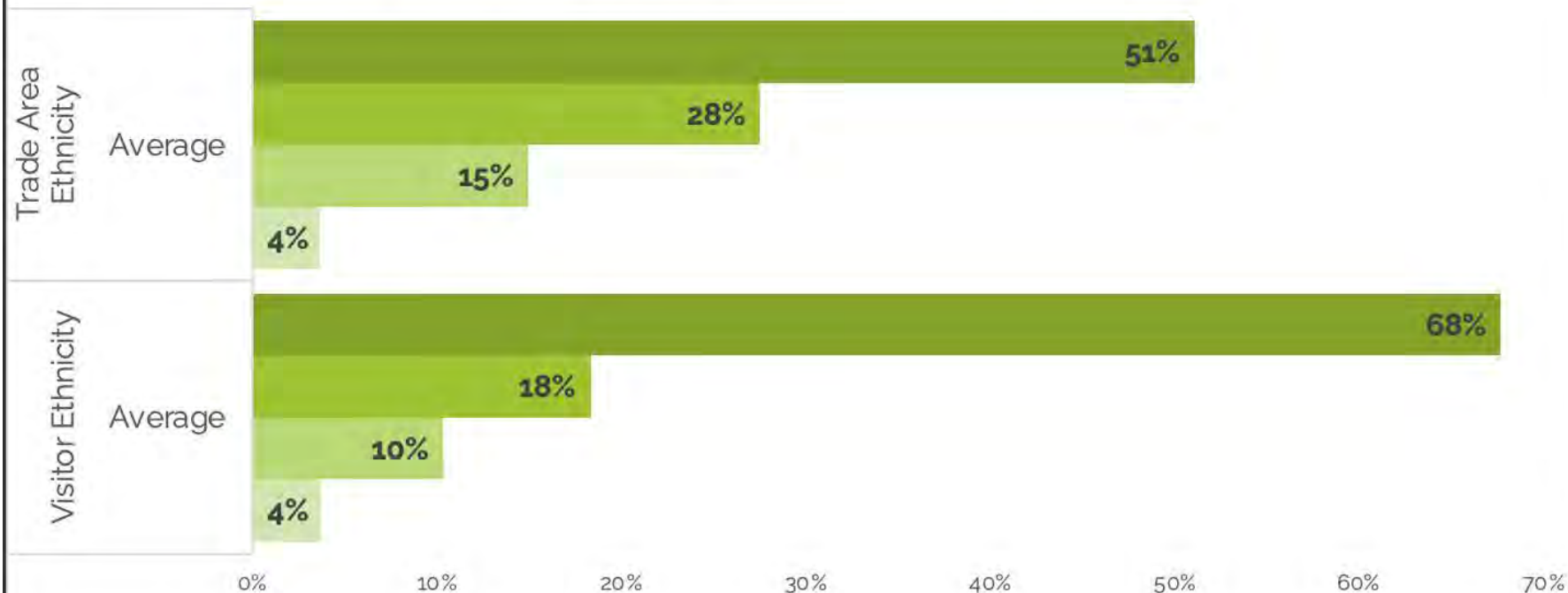


Visitor Trends

Visitor Ethnicity

Compared to the census blocks they come from, white visitors are over-represented

■ White ■ Hispanic ■ African American ■ Asian





Thank You

evok Reporting

IDEAS
WORKS
RESULTS

Seminole CVB
July 2022

Executive Summary

The data reflected in this report is based on July 1st to July 31st, 2022.

(DON) Search Engine Optimization (SEO)

Keyword Volume increased by 5.7% MoM.

This metric is the number of keywords bringing users to the website via Google's top 100 organic search results.

Search Volume increased by 34.63% MoM.

This metric is the number of potential searches for ranking keywords.

New Backlinks 15,425.

This metric is the total number of new links leading to your website.

New Referring Domains 143.

This metric is the total number of new websites with at least one link pointing to your website.

Organic Website Sessions increased 63.4% MoM and decreased 36.1% YoY.

Website sessions are any user that interacted with the website and stayed on the page for longer than 10 seconds.

New Organic Website Sessions increased 59.4% MoM and decreased 28.9% YoY.

New Sessions are users that have not previously visited the website within the past 90 days.

Top 5 Non-Branded Search Terms by Volume

- willow tree cafe (1st page)
- haunted places in florida (1st page)
- black hammock airboat (1st page)
- central florida zoo (1st page)
- st johns river cruise (1st page)

Top 5 Non-Branded Search Terms by Growth

- paddlewheel riverboat cruises (+53) (1st page)
- historic sanford fl (+17) (1st page)
- willow tree cafe (+14) (1st page)
- haunted houses in orlando (+13) (1st page)
- seminole events (+12) (1st page)

● Fewer people clicked the website in regards to searching for [nearby restaurants] in July, resulting in lowering YoY traffic. However, [halloween] related search queries started expanding with an early interest evident from the organic search patterns. We recommend putting some early content out related to Halloween to help increase this traffic.

(PON) Search Engine Optimization (SEO)

Keyword Volume increased by 0.68% MoM.

This metric is the number of keywords bringing users to the website via Google's top 100 organic search results.

Search Volume increased by 8.82% MoM.

This metric is the number of potential searches for ranking keywords.

New Backlinks 12,715.

This metric is the total number of new links leading to your website.

New Referring Domains 141.

This metric is the total number of new websites with at least one link pointing to your website.

Organic Website Sessions increased 26.6% MoM and decreased 15.9% YoY.

Website sessions are any user that interacted with the website and stayed on the page for longer than 10 seconds.

New Organic Website Sessions increased 23.1% MoM and decreased 14.8% YoY.

New Sessions are users that have not previously visited the website within the past 90 days.

Top 5 Non-Branded Search Terms by Volume

- boombah sports complex (1st page)
- boombah sports complex events (1st page)
- seminole soccer complex (1st page)
- sanlando park (1st page)
- central winds park (1st page)

Top 5 Non-Branded Search Terms by Growth

- parks with racquetball courts near me (+56) (1st page)
- bomba bash (+19) (1st page)
- memorial stadium baseball (+9) (1st page)
- public soccer fields in orlando (+6) (1st page)
- perfect game fields (+4) (1st page)

● [baseball] and [boombah] related search queries dramatically improved in organic impressions, clicks, and CTR this month. We still recommend producing some sports-related SEO blog content for the site to help create additional tractions for the less mobile search queries.

Executive Summary

The data reflected in this report is based on July 1st to July 31st, 2022.



Pay-Per-Click (PPC)

Search PPC overall is constant, up 0.60% in impressions MoM and up 5.35% in clicks MoM.

The impressions and clicks were up MoM because CPCs were down 4.99% overall MoM as keywords were less competitive. CTR increased 4.72% MoM to 8.59% CTR.

The Leisure(Do) campaign is up 3.74% in impressions MoM from 71,721 in June to 74,402 in July and up 5.96% in clicks MoM, from 5,167 in June to 5,475 in July. The CTR increased 2.14% MoM from 7.20% in June to 7.36% CTR in July.

The Parks and Food Ad Groups in the Leisure campaign have the most clicks, with 3,169 clicks for Parks and 1,730 for Food. There were 5,475 clicks in all of the Leisure campaign ad groups.

The Leisure(Do) Skippable CPV Youtube campaign had 20,767 impressions, up 22.69% MoM and 11,237 views, up 26.00% MoM as CPV decreased 23.96% MoM. The view rate is 54.11%, above the industry avg. of 15%.

The Leisure(Do) Non-Skippable CPM Youtube campaign had 23,497 impressions/views, down 2.38% MoM from 24,070 impressions/views in June as the campaign spent 4.40% less MoM.

The Sports(Play) campaign is down 10.97% in impressions MoM to 17,348 impressions and up 3.97% in clicks MoM to 2,407 clicks, as the campaign continued to optimize towards maximum clicks. The CTR was up 16.78% MoM with a 13.87% CTR and the CPC decreased 3.75% MoM to a \$0.63 Avg. CPC.

The Sports, Baseball, and Soccer Ad Groups had the most clicks for the Sports(Play) campaign, with 2,407 total clicks in July.

The Sports(Play) Skippable CPV Youtube campaign had 30,733 impressions, up 22.19% MoM, 16,976 views, up 31.18% MoM as CPV decreased 21.76% MoM. The view rate is 55.24%, above the industry avg. of 15%.

The Sports(Play) Non-Skippable CPM Youtube campaign had 46,068 impressions/views, up, 15.69% MoM, and 8 clicks.

Top keywords include "parks in Orlando", "orlando restaurants", and "orlando hiking trails" for the Leisure campaign, and "sports event", "Baseball event", and "Soccer Event" for the Sports(Play) campaign.

Social Media

Do Orlando North Facebook and Instagram

In July, we continued running the Website traffic campaign with the Influencers' creatives and the Booking campaigns. For the Booking campaign, link clicks increased by 6.7%, CTR increased by 0.4%, and CPM decreased by 5.99%.

For the Website Traffic campaign, link clicks decreased by 15.28%. There was an issue with Facebook and the campaign did not fully spend the monthly budget. The platform continues to go through changes and new updates causing technical issues. We will allocate the rollover budget to the August campaign. As a way to optimize link clicks and CTR, we highlighted 5 influencers' creatives instead of the original 8 creatives. We focus on the creatives with the strongest CTR's and the most amount of link clicks. This new strategy caused CTR to increase by 20% and CPC to decrease by 3.85%. The Ad with the most link clicks was Taryn's video with 2,224 link clicks, followed by Eddie's carousel ad with 751 link clicks. Chantel's carousel ad is the ad with the least link clicks with 447 link clicks. Our overall CPC is still below the average industry CPC of \$0.63, with a \$0.25 CPC. Our overall CTR is above the average industry CTR of 0.90%, with a 2.40%.

Pinterest

In July, the campaign had a total of 867 link clicks, that's an increase of 22.28%. CPM decreased by 18.52%. CTR increased by 0.6%. Metrics are become more stable after last month's extreme competition in the platform. According to third party reports, the average CPC on Pinterest is \$1.5. The average CPC of the leisure campaign is still below the average with a \$0.49 CPC.

Play Orlando North

In July, our reach and impressions increased as our CPM decreased. This is due to a decrease in CPM on the platform. Less advertisers are competing for our same target audience. This also caused an increased in link clicks by 2.3% and a decrease in CPC by 2.3%. According to third-party reporting, the average industry CPC for the fitness industry is \$1.90, and the CTR is 1.01%. Our CPC is below the average with a \$0.24 CPC. Our CTR is still above average, with a 4.20% CTR. We did not run any promoted posts since we reallocated that budget for the Do Orlando's Website Traffic campaign.

Pinterest

In July, our link clicks increased by 22.5% and our CTR increased by 28.2%. Metrics are become more stable after last month's extreme competition in the platform. According to third party reports, the average CPC on Pinterest is \$1.5. The average CPC of the leisure campaign is still below the average with a \$1.43 CPC.

Executive Summary

The data reflected in this report is based on July 1st to July 31st, 2022.

Digital Media

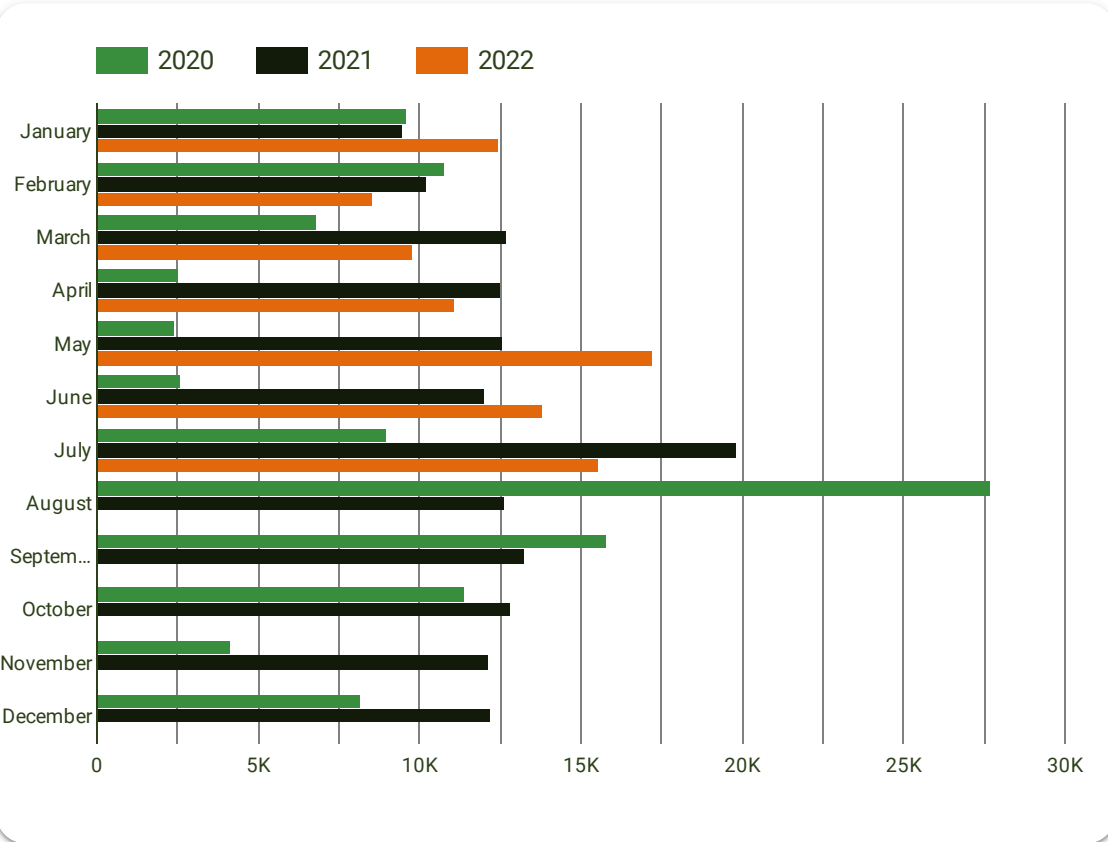
- In July we concluded our campaign with Sojern. Based on top origination markets within Sojern's data set for North Orlando and Sanford airport within the US, we recommend targeting Philadelphia, New York, Detroit, Chicago, Newark, Dallas, Boston, Cleveland, Baltimore, Hartford, Charlotte and Atlanta with the ability to expand into other top markets based on performance. For Canada, we recommend targeting travelers looking to depart from Toronto, Montreal, Vancouver, Calgary, and Edmonton. Sojern optimized towards the best performing markets to ensure we are maximizing reach and driving the best performance.

We are also able to use a mix of Keyword Contextual, Behavioral, Demographic and Category targeting to identify travelers looking for travel to Florida vacations, outdoor activities, theme park enthusiasts, nature, etc. and layer that on top of the destination portion.

Overall in July we had over 800,000 impressions over 1,300 clicks. The CTR improved to .16%. Although this campaign ended we will keep it as a consideration for 2022-23 planning.

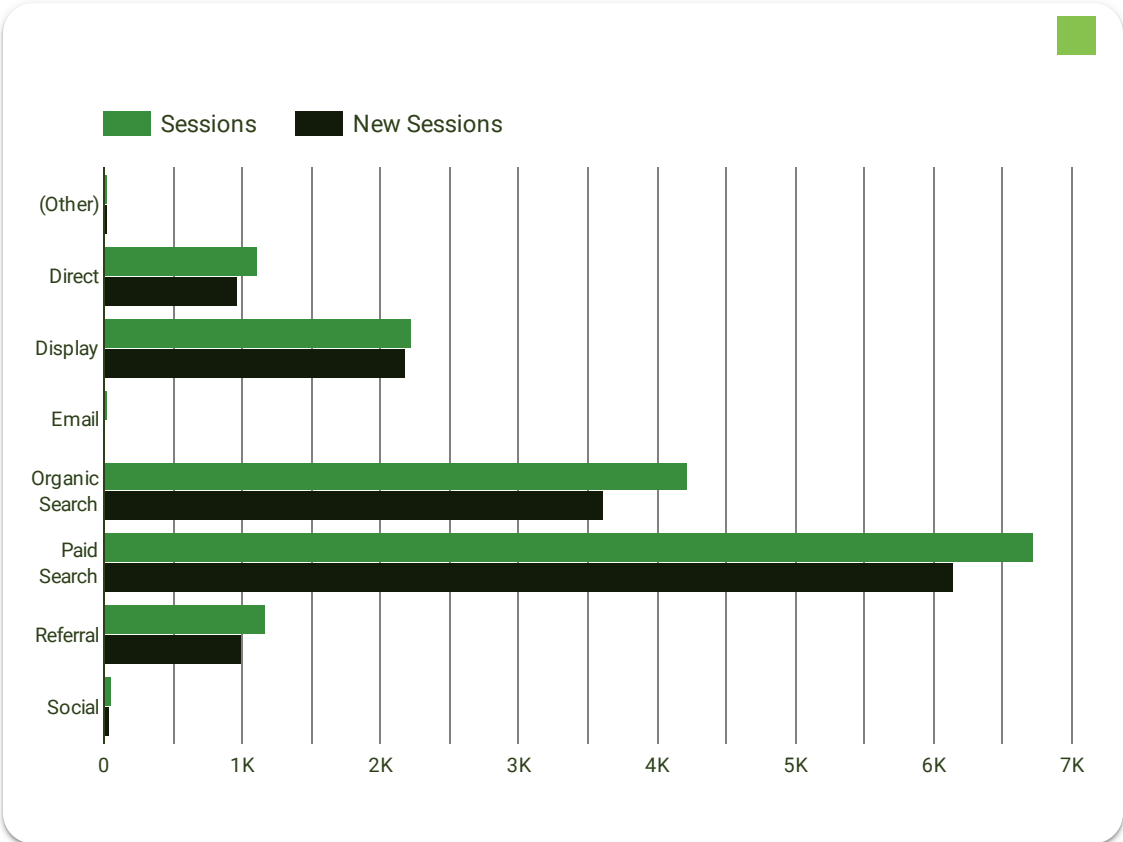
Traffic Trends: Total Sessions

Objective: Increase New Sessions YoY



Traffic by Channel: Sessions & New Sessions

Objective: Comparison of Sessions and New Sessions by Channel



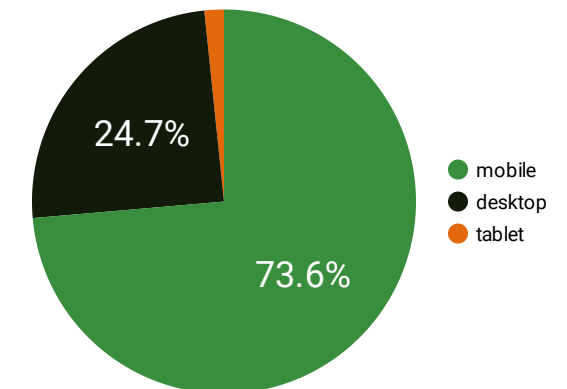
Traffic by Source: Sessions and Engagement Metrics

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

Source / Medium	New Sessions	% Δ	Sessions	Bounce Rate	Avg. Session
1. google / cpc	4,880	-42.1% ↓	5,324	81.65%	00:00:35
2. google / organic	3,572	-29.1% ↓	4,166	83.7%	00:00:34
3. sojern / banner	2,184	-	2,221	95.68%	00:00:07
4. facebook / cpc	1,190	1,406.3% ↑	1,316	90.96%	00:00:08
5. (direct) / (none)	972	3.1% ↑	1,120	84.38%	00:00:32

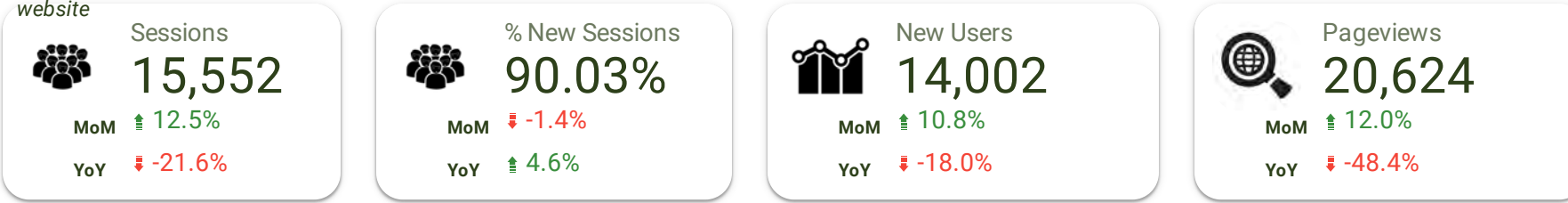
Traffic by Device: Total Sessions

Objective: Comparison of Traffic by Device



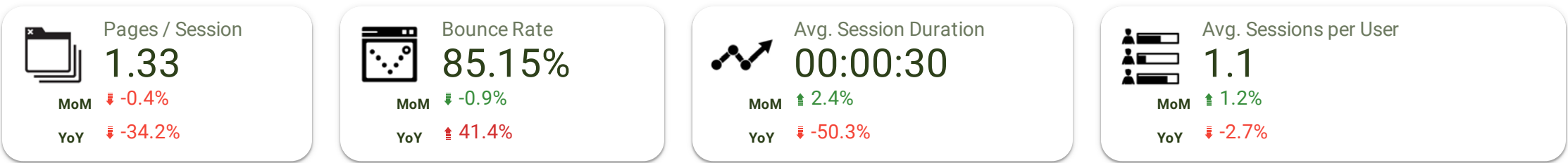
Website Score Cards: Site Traffic Metrics

Objective: Increase Traffic Metrics to gain more visitors to website



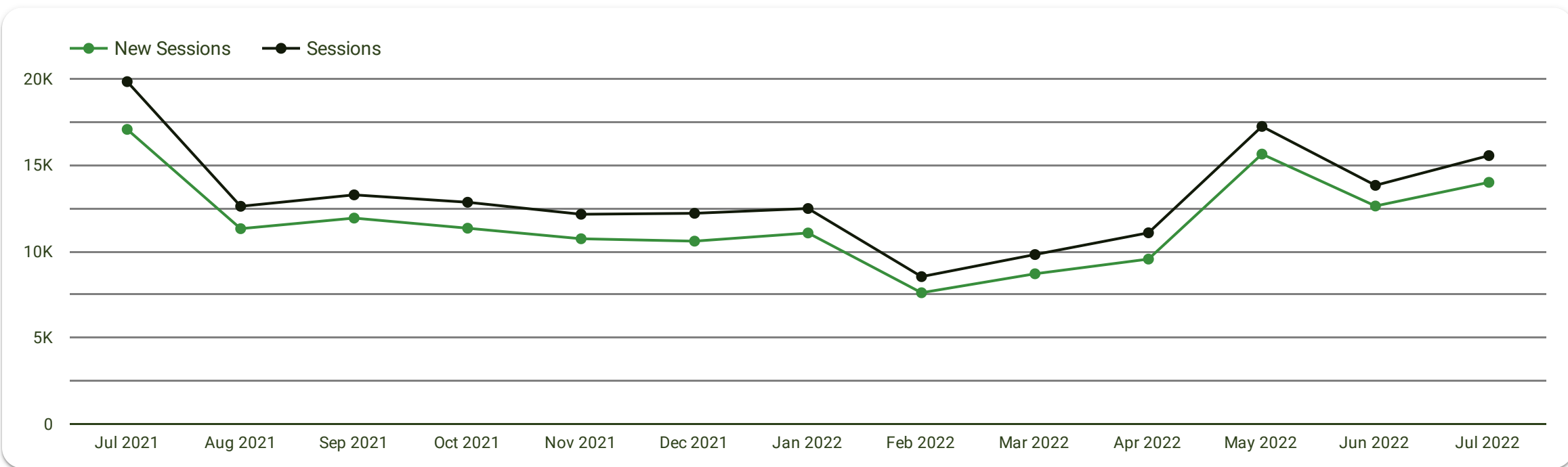
Website Score Cards: Site Engagement Metrics

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/nature-and-outdoors/default.aspx	2,757	685.5% ↑	2,954	78.33%	1.43	00:00:40
/default.aspx	2,692	216.7% ↑	2,870	87.21%	1.39	00:00:32
/calendar/event/red-hot-and-boom	1,681	-	1,975	87.24%	1.22	00:00:24
/things-to-do/restaurants/default.aspx	1,570	131.6% ↑	1,651	84.13%	1.33	00:00:26
/itineraries/default.aspx	904	-	977	93.55%	1.21	00:00:18
/blog/post/most-haunted-places-orlando-north-seminole-cou...	705	-	784	93.37%	1.08	00:00:28
/blog/post/orlando-north-seminole-county-has-everything-yo...	202	312.2% ↑	216	93.06%	1.09	00:00:23
/blog/post/3-top-hidden-nature-trails-in-orlando-north/defaul...	172	91.1% ↑	211	92.89%	1.08	00:00:29
/default.aspx?ppinv=1	139	-	139	99.28%	1.01	00:00:00
/calendar/event/the-king-of-pop-live-experience-michael-jack...	103	-	115	76.52%	1.45	00:00:25

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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
New York	New York	1,728	1,442.9% ↑	2,053	80.22%	1.39	00:00:41
Florida	Orlando	1,147	-65.6% ↓	1,291	83.81%	1.39	00:00:34
Georgia	Atlanta	864	267.7% ↑	987	83.69%	1.28	00:00:33
Florida	Sanford	860	-30.1% ↓	991	87.18%	1.33	00:00:34
(not set)	(not set)	562	244.8% ↑	584	93.49%	1.13	00:00:09

1 - 5 / 1594 < >

Select date range



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. food near me	22,326	-30.3% ↓	4	0.0%	0.02%	43.5% ↑	11.14
2. restaurants near me	16,219	-24.8% ↓	3	-57.1% ↓	0.02%	-43.0% ↓	11.53
3. places to eat near me	3,247	11.0% ↑	0	-100.0% ↓	0%	-100.0% ↓	11.57
4. restaurants	2,534	96.7% ↑	1	0.0%	0.04%	-49.2% ↓	13.5
5. orlando	1,970	-3.5% ↓	1	-	0.05%	-	76.34
6. food places near me	1,969	15.1% ↑	0	-100.0% ↓	0%	-100.0% ↓	10.36
7. haunted places in florida	1,290	-23.4% ↓	13	18.2% ↑	1.01%	54.2% ↑	8.05
8. wekiva island photos	1,065	3,335.5% ↑	2	-	0.19%	-	8.93
9. orlando restaurants	1,042	16.2% ↑	2	-	0.19%	-	45.49
10. things to do in orlando	996	298.4% ↑	0	-	0%	-	84.3

1 - 10 / 13573 < >

Google Search Console: Organic Traffic Queries Compared YoY

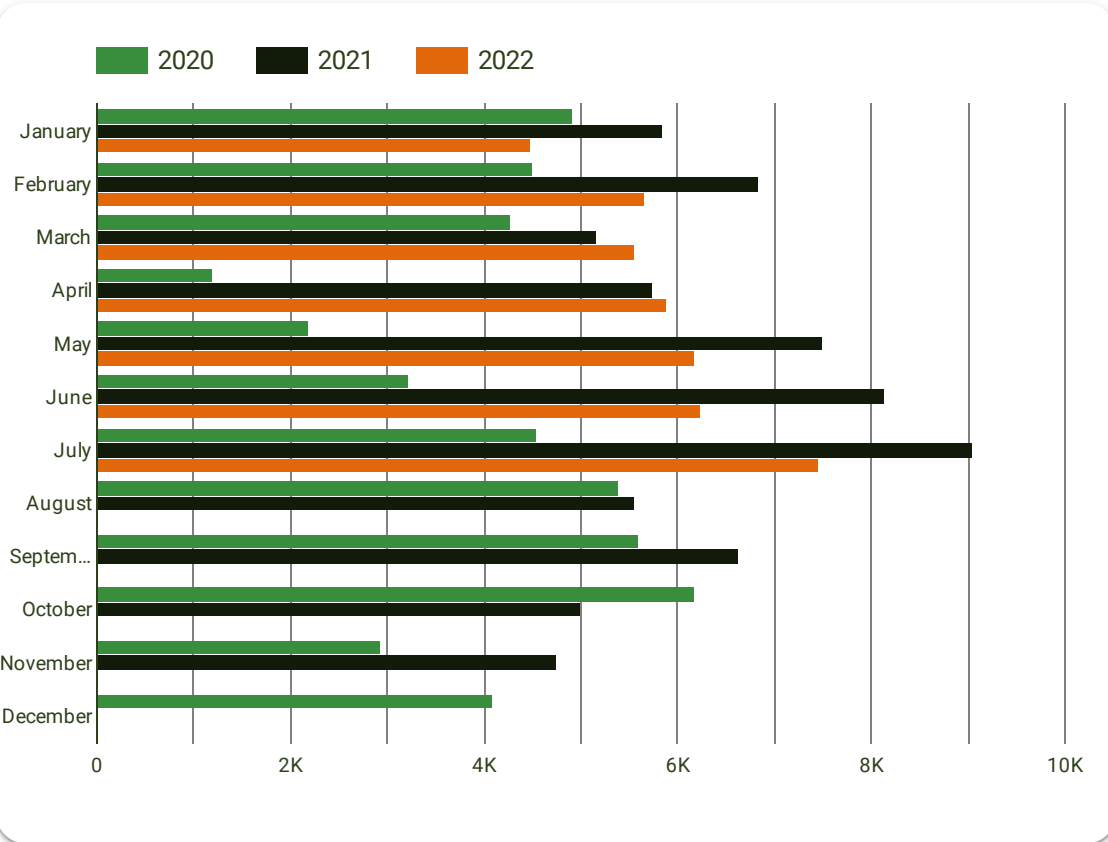
Objective: Show Organic Search Traffic by Search Query

Organic Search Term	Impressions	% Δ	Clicks	% Δ	Site CTR	% Δ	Average Position
1. food near me	22,326	-21.8% ↓	4	100.0% ↑	0.02%	155.6% ↑	11.14
2. restaurants near me	16,219	-36.6% ↓	3	0.0%	0.02%	57.7% ↑	11.53
3. places to eat near me	3,247	4,287.8% ↑	0	-	0%	-	11.57
4. restaurants	2,534	-40.6% ↓	1	0.0%	0.04%	68.5% ↑	13.5
5. orlando	1,970	170.6% ↑	1	-	0.05%	-	76.34
6. food places near me	1,969	206.7% ↑	0	-	0%	-	10.36
7. haunted places in florida	1,290	-	13	-	1.01%	-	8.05
8. wekiva island photos	1,065	4,740.9% ↑	2	-	0.19%	-	8.93
9. orlando restaurants	1,042	131.6% ↑	2	-	0.19%	-	45.49
10. things to do in orlando	996	-23.3% ↓	0	-	0%	-	84.3

1 - 10 / 13573
112 < >

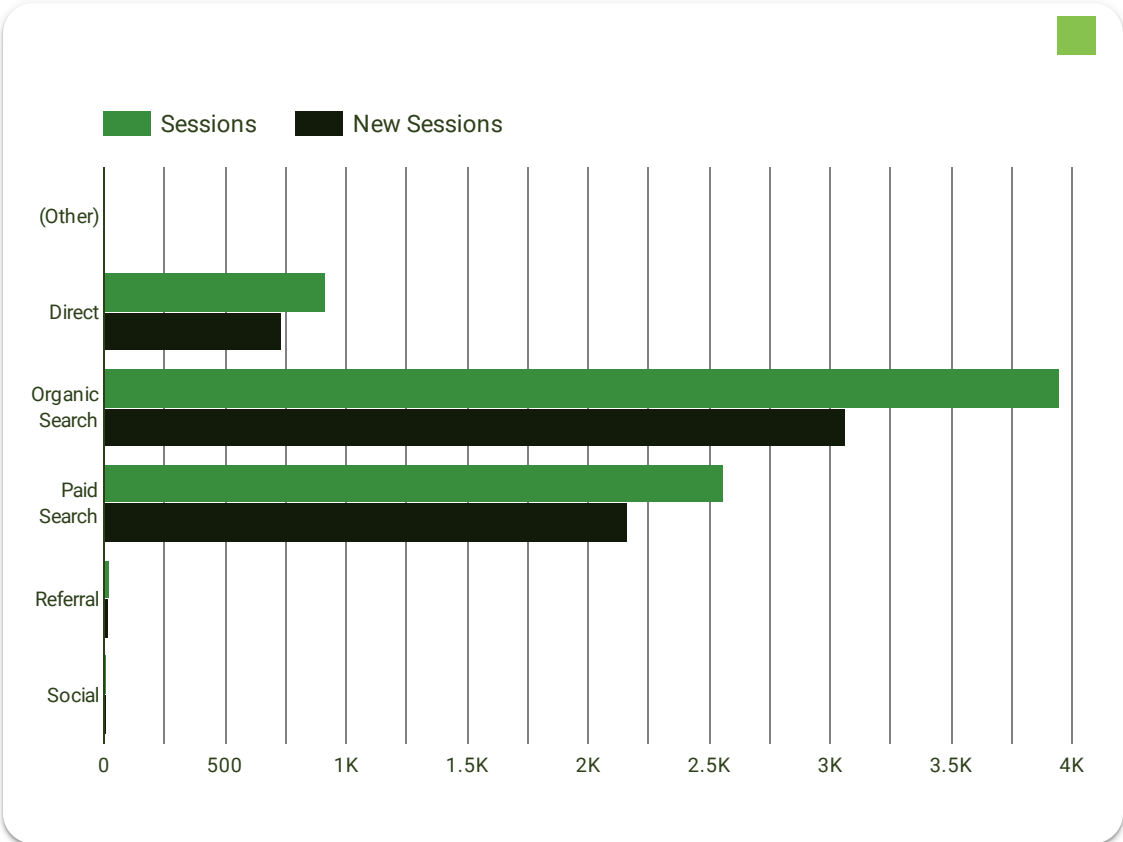
Traffic Trends: Total Sessions

Objective: Increase New Sessions YoY



Traffic by Channel: Sessions & New Sessions

Objective: Comparison of Sessions and New Sessions by Channel



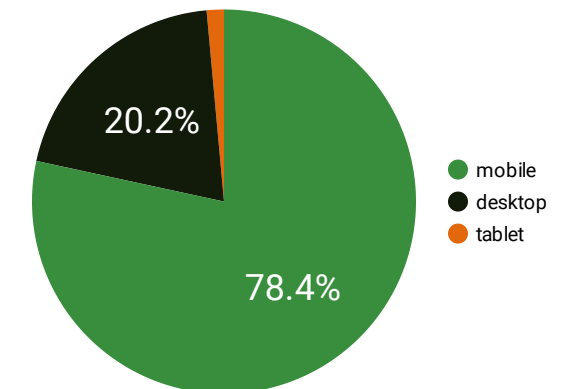
Traffic by Source: Sessions and Engagement Metrics

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

	Source / Medium	New Sessions	% Δ	Sessions	Bounce Rate	Avg. Session
1.	google / organic	2,827	-14.2% ↓	3,626	57.64%	00:01:22
2.	google / cpc	1,706	-14.6% ↓	2,048	79.59%	00:00:16
3.	(direct) / (none)	739	19.6% ↑	918	73.09%	00:00:49
4.	facebook / cpc	446	193.4% ↑	495	97.98%	00:00:02
5.	bing / organic	132	-6.4% ↓	185	55.14%	00:01:42

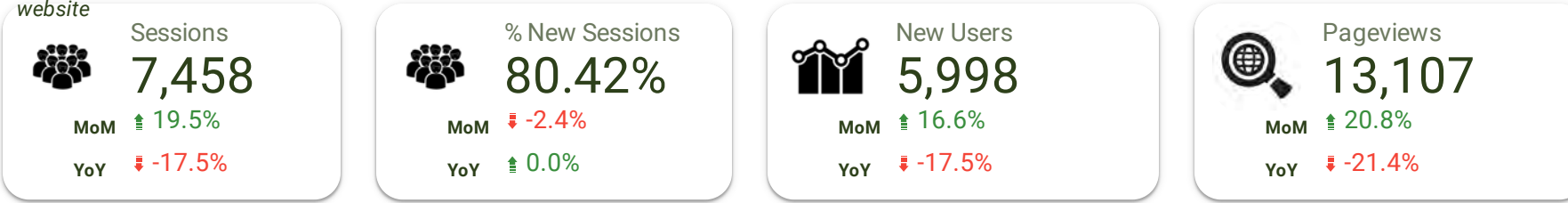
Traffic by Device: New Sessions

Objective: Comparison of Traffic by Device



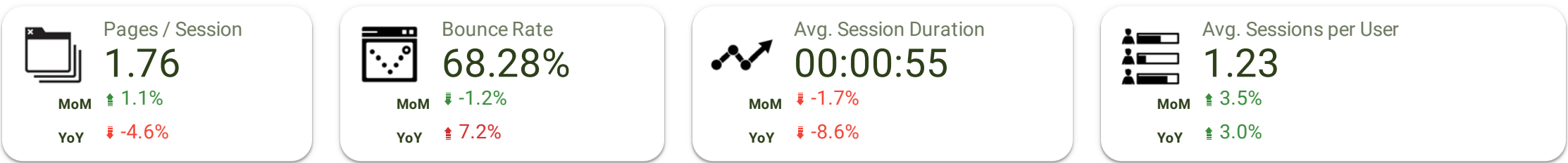
Website Score Cards: Site Traffic Metrics

Objective: Increase Traffic Metrics to gain more visitors to website



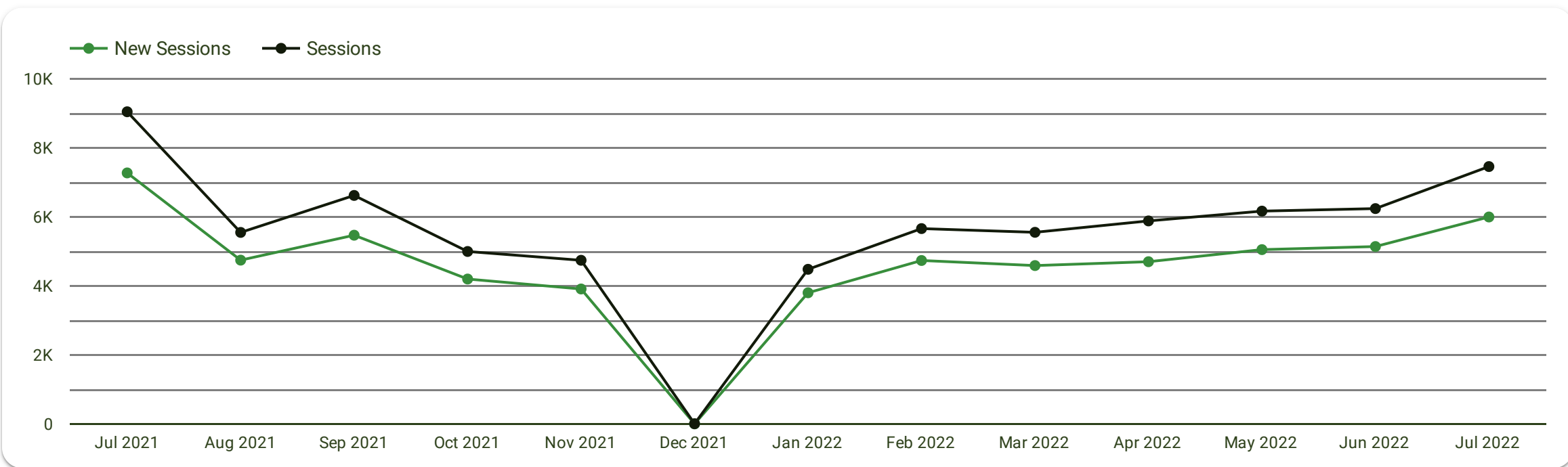
Website Score Cards: Site Engagement Metrics

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...	2,461	34.8% ↑	3,137	41.0% ↑	53.27%	2.6% ↑	2.19	-2.9% ↓	00:01:30	-9.8% ↓
/facilities	1,160	-1.0% ↓	1,317	-1.8% ↓	88.15%	0.1% ↑	1.22	-2.5% ↓	00:00:14	-31.2% ↓
/events	584	19.7% ↑	741	19.9% ↑	60.05%	-1.6% ↓	1.71	4.7% ↑	00:00:41	13.6% ↑
/	158	-4.2% ↓	184	-12.8% ↓	82.07%	6.2% ↑	1.49	2.4% ↑	00:00:22	-25.9% ↓
/facilities/details/lake...	141	9.3% ↑	168	25.4% ↑	83.33%	2.4% ↑	1.29	-11.6% ↓	00:00:51	40.8% ↑
/sports	109	17.2% ↑	166	20.3% ↑	51.81%	0.7% ↑	1.8	-4.0% ↓	00:00:16	-29.9% ↓
/facilities/details/sem...	86	8.9% ↑	89	-18.3% ↓	83.15%	14.7% ↑	1.38	-19.4% ↓	00:00:27	-57.6% ↓
/facilities/details/boo...	58	-25.6% ↓	76	-12.6% ↓	60.53%	9.7% ↑	2.2	8.0% ↑	00:01:56	23.0% ↑
/facilities/details/lake...	52	26.8% ↑	58	38.1% ↑	91.38%	1.0% ↑	1.12	-1.9% ↓	00:00:13	38.6% ↑
/facilities/details/sem...	50	-35.9% ↓	57	-32.9% ↓	50.88%	-27.9% ↓	2.39	37.0% ↑	00:02:44	168.9% ↑

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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
New York	New York	1,075	38.7% ↑	1,398	68.17%	1.68	00:00:50
Georgia	Atlanta	512	1.4% ↑	637	71.59%	1.54	00:00:48
Florida	Orlando	408	2.0% ↑	540	66.67%	1.77	00:01:11
Illinois	Chicago	275	65.7% ↑	358	68.99%	1.73	00:00:55
England	London	236	47.5% ↑	278	80.58%	1.29	00:00:15

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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	3,489	21.2% ↑	787	30.3% ↑	22.56%	7.5% ↑	1
2.	boombah sports complex sanford fl	178	33.8% ↑	37	48.0% ↑	20.79%	10.6% ↑	1.01
3.	boombah sports complex photos	328	2,086.7% ↑	32	700.0% ↑	9.76%	-63.4% ↓	2.16
4.	boombah complex	128	-4.5% ↓	21	0.0%	16.41%	4.7% ↑	1
5.	boombah sports complex tournaments	29	-46.3% ↓	18	-28.0% ↓	62.07%	34.1% ↑	1.62
6.	seminole soccer complex	272	-15.3% ↓	18	20.0% ↑	6.62%	41.6% ↑	2.49
7.	lake brantley aquatic center	129	-17.8% ↓	17	-10.5% ↓	13.18%	8.9% ↑	3.09
8.	boombah sanford	43	-41.1% ↓	17	-10.5% ↓	39.53%	51.9% ↑	1
9.	boombah sports complex tournament	24	-	15	-	62.5%	-	1.5
10.	boombah	23,806	7.1% ↑	12	-7.7% ↓	0.05%	-13.8% ↓	7.39
11.	orlando city cup 2022	154	5,033.3% ↑	12	-	7.79%	-	4.42
12.	orlando baseball tournaments 2022	68	-17.1% ↓	11	450.0% ↑	16.18%	563.2% ↑	4.54
13.	sanford fl baseball tournament	29	-	10	-	34.48%	-	3.1
14.	boombah sports complex field map	69	91.7% ↑	10	900.0% ↑	14.49%	421.7% ↑	2.49
15.	boombah sports complex sanford	72	14.3% ↑	10	66.7% ↑	13.89%	45.8% ↑	1
16.	boombah sports complex map	201	53.4% ↑	10	0.0%	4.98%	-34.8% ↓	3
17.	boombah baseball complex	33	32.0% ↑	9	-10.0% ↓	27.27%	-31.8% ↓	1
18.	boombah fields	36	5.9% ↑	8	0.0%	22.22%	-5.6% ↓	1
19.	lake monroe fl	892	-18.5% ↓	7	-30.0% ↓	0.78%	-14.1% ↓	4.88
20.	proswings power 50	245	198.8% ↑	7	133.3% ↑	2.86%	-21.9% ↓	4.93



Amount spent
\$1,259.66
↓ -16.0%

Impressions
196,587
↓ -24.9%

CPM
\$6.41
↑ 11.9%

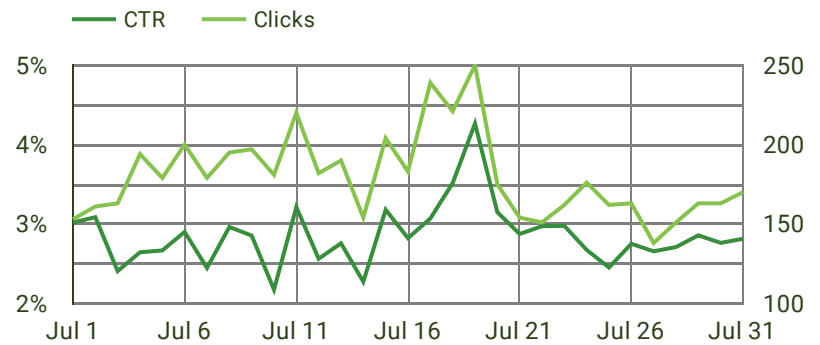
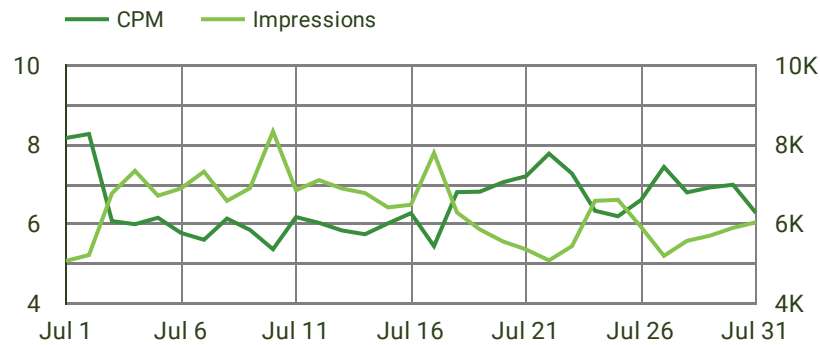
Link clicks
4,710
↓ -12.2%

CPC
\$0.27
↓ -4.4%

CTR (link click-through rate)
2.40%
↑ 17.0%



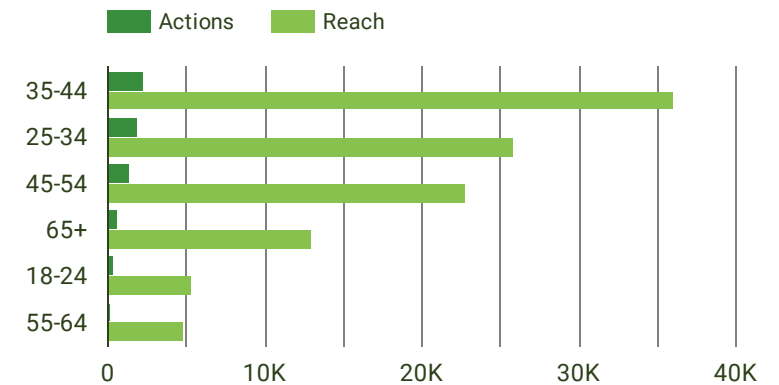
Reach
108,032
↓ -24.0%



Top Campaigns

Ads: by Age - (Actions and Reach)

Campaign na...	Cost	CPC (link)	Reach	Imp. ▾	CTR (link clic...	Link clicks
2022 - Website Traffic	\$960	0.2	89.9K	162.5K	2.4%	3.9K
2022 - Hotel Booking LC	\$299.66	0.4	20.4K	34.1K	2.38%	812





Amount spent
\$500.00
0.0%

Impressions
48,776
↑ 2.8%

CPM
\$10.25
↓ -2.7%

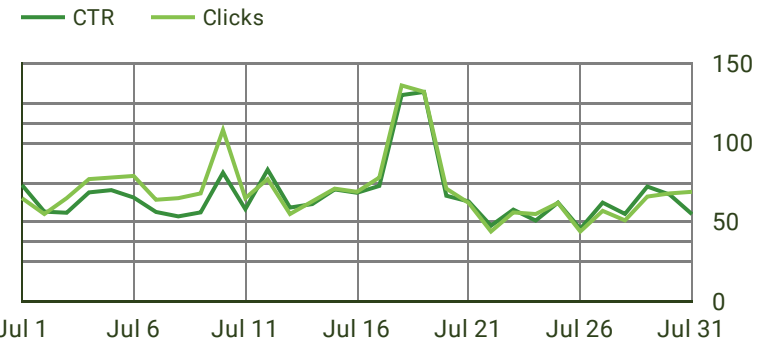
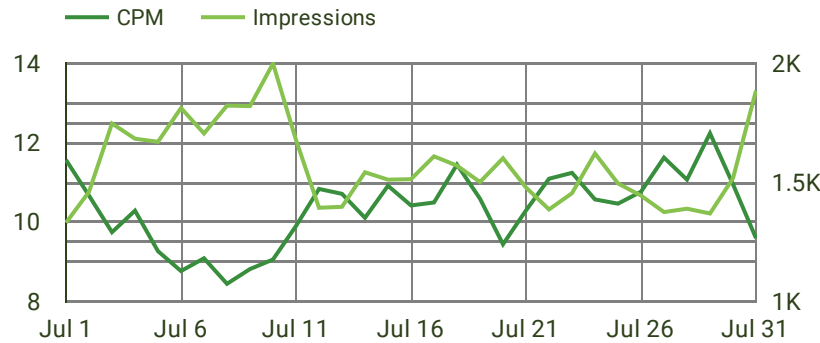
Link clicks
2,051
↑ 2.3%

CPC
\$0.24
↓ -2.3%

CTR (link click-through rate)
4.20%
↓ -0.4%



Impressions
48,776
↑ 2.8%

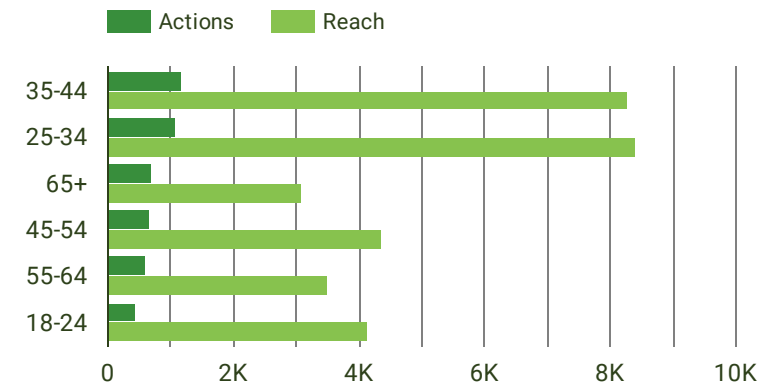


Reach
31,832
↑ 6.3%

Top Campaigns

Ads: by Age - (Actions and Reach)

Campaign na...	Cost	CPC (link)	Reach	Imp. ▾	CTR (link clic...	Link clicks
2022 - Website Traffic	\$500	0.2	31.8K	48.8K	4.2%	2.1K



Campaign Name	Media Type	Ad Type	Impressions	Clicks	CTR	CPC	CPM	CPR
1. Web Traffic Sports July	Pinterest	Digital	46,502	234	0.5%	\$1.44	\$7.23	\$1.44
2. Web Traffic Leisure July (Videos)	Pinterest	Digital	52,854	867	1.64%	\$0.49	\$8.08	\$0.49

Grand total 99,356 1,101 1.11% \$0.69 \$7.68 \$0.69

Google AdWords: Monthly Summary of All PPC Metrics

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

Impressions
91,750
↑ 0.60%



Clicks
7,882
↑ 5.35%



CTR
8.59%
↑ 4.72%



Cost
\$3,072.64
↑ 0.09%



CPC
\$0.39
↓ -4.99%



Google AdWords: Summary of Search Campaigns this Month

Objective: Increase Impressions, Clicks and CTR.

Campaign	Impressions	Clicks	CTR
1. Do Orlando - Leisure	74,402	5,475	7.36%
2. Play Orlando - Sports	17,348	2,407	13.87%

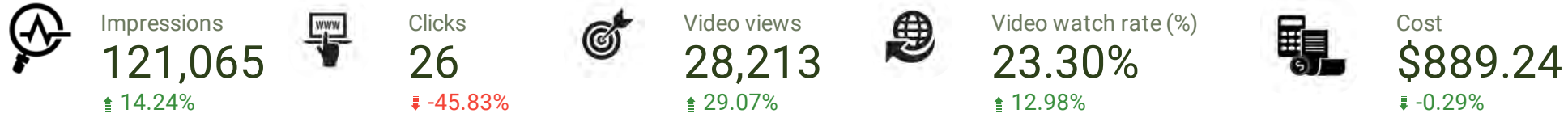
Google AdWords: Summary of Search Campaigns this Month

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	Parks	38,477	3,164	8.22%
2. Responsive search ad	Do Orlando - Leisure	FOOD	26,913	1,730	6.43%
3. Responsive search ad	Play Orlando - Sports	Sports	5,245	980	18.68%
4. Responsive search ad	Play Orlando - Sports	Baseball	4,817	571	11.85%
5. Responsive search ad	Play Orlando - Sports	Soccer	3,713	460	12.39%
6. Responsive search ad	Play Orlando - Sports	Football	1,870	259	13.85%
7. Responsive search ad	Do Orlando - Leisure	Family	4,212	233	5.53%
8. Responsive search ad	Do Orlando - Leisure	Nature Trails	1,689	187	11.07%
9. Responsive search ad	Do Orlando - Leisure	Things to Do/Planning MS	2,447	128	5.23%
10. Responsive search ad	Play Orlando - Sports	Tennis	811	98	12.08%

Google Ads: Summary of All Youtube Metrics

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



Google Ads: Summary of Do Orlando North Youtube Campaigns

Objective: Increase Impressions, Clicks and CTR.

Campaign	Impressions	Clicks	CTR	Video views	Video watch rate (%)
1. Do 15 Sec Non-Skippable CPM - Youtube	23,497	8	0.03%	0	
2. Do 30 Sec Skippable CPV - Youtube	20,767	2	0.01%	11,237	54.11%
Grand total	44,264	10	0.02%	11,237	54.11%

Google Ads: Summary of Play Orlando North Youtube Campaigns

Objective: Increase Impressions, Clicks and CTR.

Campaign	Impressions	Clicks	CTR	Video views	Video watch rate (%)
1. Play 15 Sec Non-Skippable CPM - Youtube	46,068	8	0.02%	0	
2. Play 30 Sec Skippable CPV - Youtube	30,733	8	0.03%	16,976	55.24%
Grand total	76,801	16	0.02%	16,976	55.24%

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	Parks	parks in Orlando	2,228	30,037	7.42%
2.	Do Orlando - Leisure	FOOD	orlando restaurants	1,410	20,832	6.77%
3.	Play Orlando - Sports	Sports	Sports Event	685	2,879	23.79%
4.	Do Orlando - Leisure	Parks	Orlando hiking trails	361	2,230	16.19%
5.	Play Orlando - Sports	Baseball	Baseball Event	269	1,509	17.83%
6.	Do Orlando - Leisure	Parks	Orlando natural springs	203	2,196	9.24%
7.	Play Orlando - Sports	Soccer	Soccer Event	197	1,243	15.85%
8.	Play Orlando - Sports	Soccer	Soccer Tournament	188	1,952	9.63%
9.	Play Orlando - Sports	Baseball	Baseball Tournament	176	2,360	7.46%
10.	Do Orlando - Leisure	Parks	parks in central Florida	174	2,238	7.77%
11.	Play Orlando - Sports	Football	Football Event	166	892	18.61%
12.	Do Orlando - Leisure	FOOD	orlando takeout	161	3,818	4.22%
13.	Do Orlando - Leisure	FOOD	best food in Orlando	144	1,883	7.65%
14.	Do Orlando - Leisure	Family	orlando family fun	127	2,187	5.81%
15.	Play Orlando - Sports	Sports	Sports Tournament	125	1,161	10.77%
16.	Play Orlando - Sports	Sports	Sports Complex	124	891	13.92%
17.	Do Orlando - Leisure	Nature Trails	florida hiking trails	120	1,140	10.53%
18.	Do Orlando - Leisure	Parks	nature parks in Orlando	97	417	23.26%
19.	Play Orlando - Sports	Baseball	Baseball Field	69	539	12.8%
20.	Play Orlando - Sports	Tennis	Tennis Tournament	65	416	15.63%

Paid Media: Summary of Campaigns


Objective: Summarize Impressions, Clicks and CTR by Keyword


Campaign Name ▾	Media Type	Ad Type	Impressions	Clicks	CTR
1. Seminole County	Digital Banner Ads	Digital	822,649	1,317	0.16%
		Grand total	822,649	1,317	0.16%


1 - 1 / 1 < >

Digital Banner Ads: YTD

Objective: Increase Impressions, Clicks and CTR.


 Impressions
2,529,018

 Clicks
2,845


 CTR
0.11%

Email Metrics Compared MoM


Open rate
24.10%




Click rate
1.23%




Bounce rate
0.93%




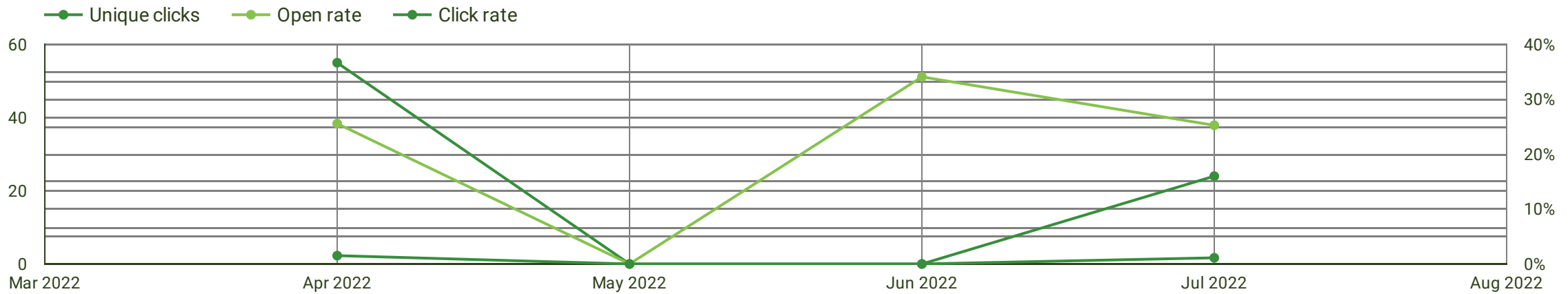
Unique clicks
22



Total clicks
24

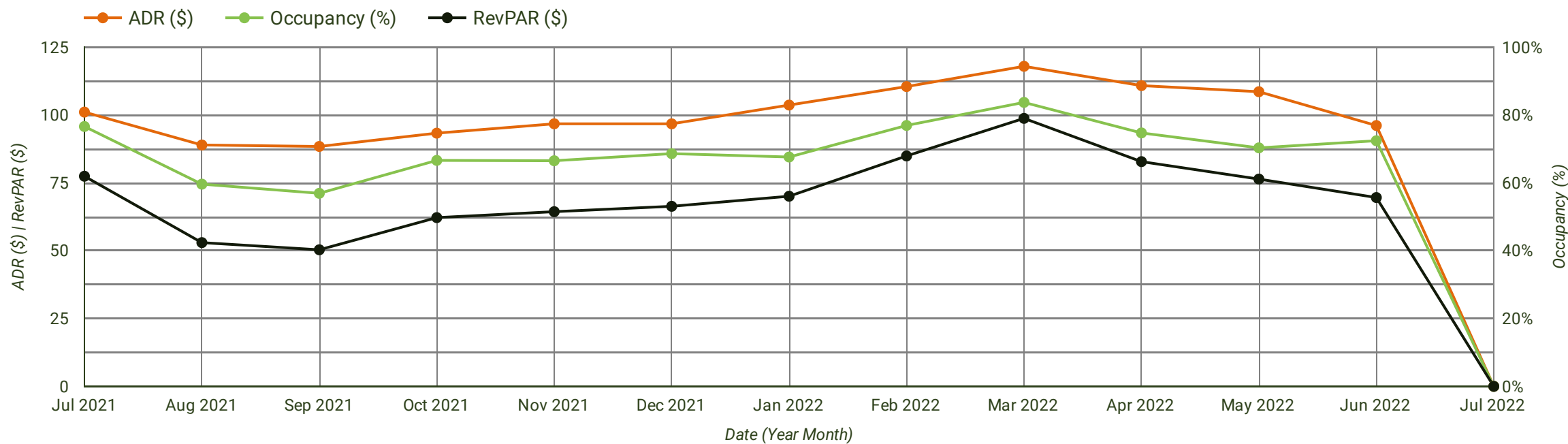


Unsubscribes
5

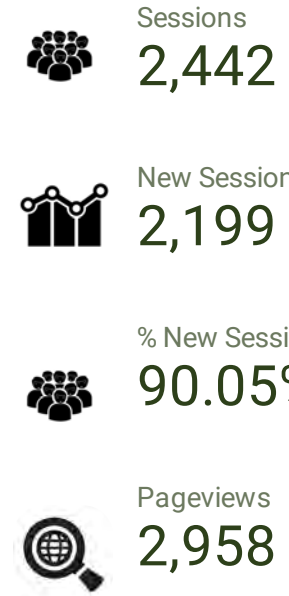



Campaign name	Emails sent	Unique opens	Unsubscribes	Open rate	Click rate	Unique clicks
1. May 2022 Newsletter	1,395	333	5	24.1%	1.23%	22

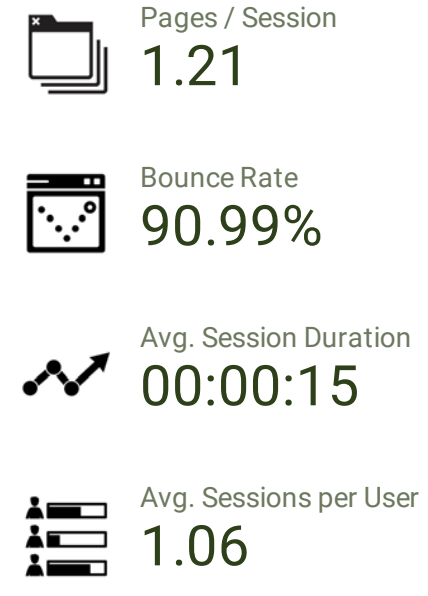
STR Report



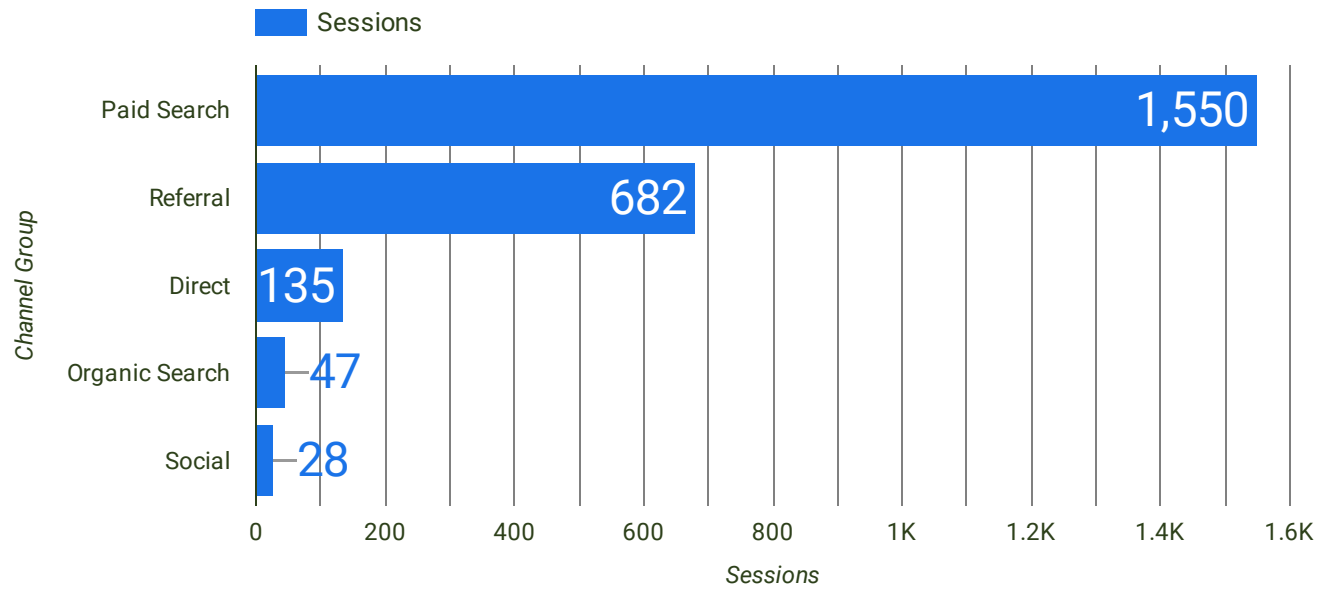
Traffic Metrics



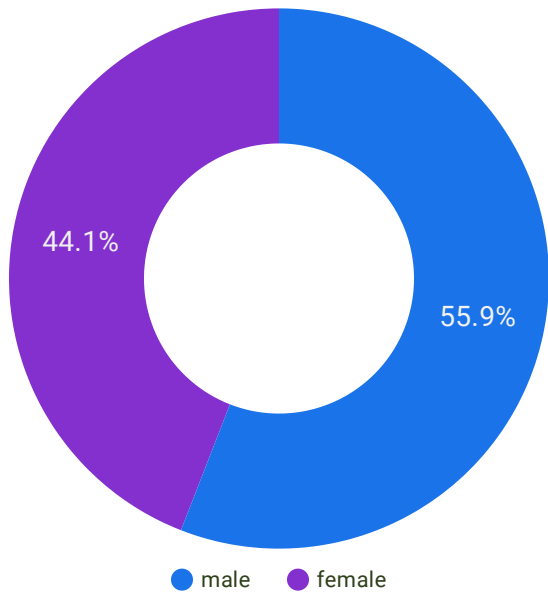
Engagement Metrics



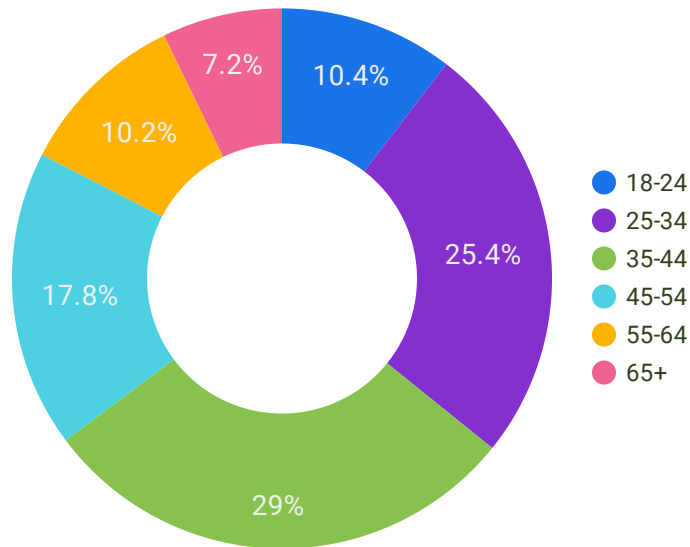
Traffic Source Visualization



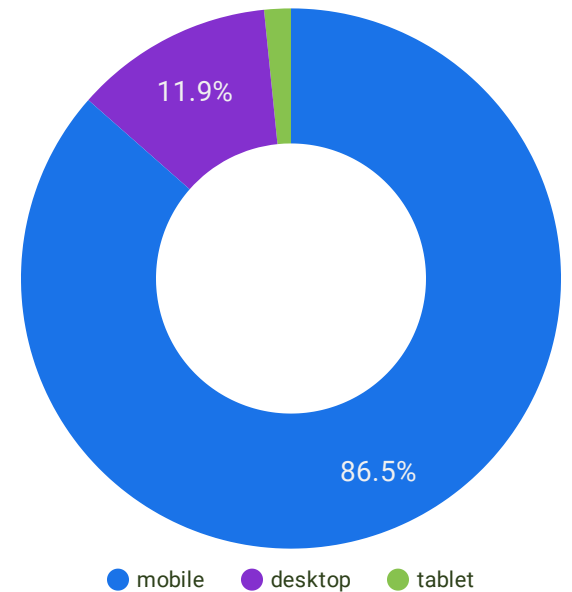
Gender Demographics



Age Demographics



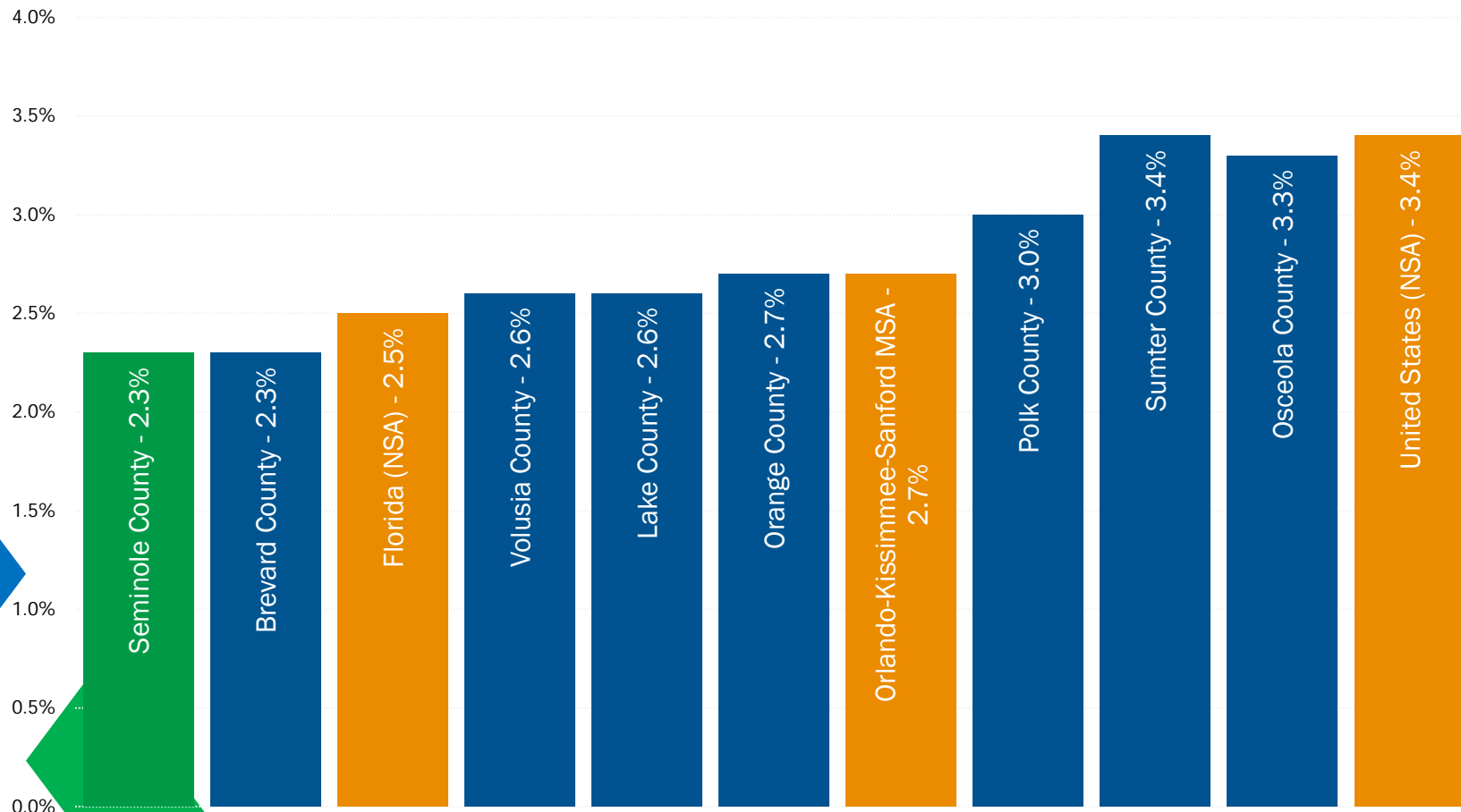
Device Demographics



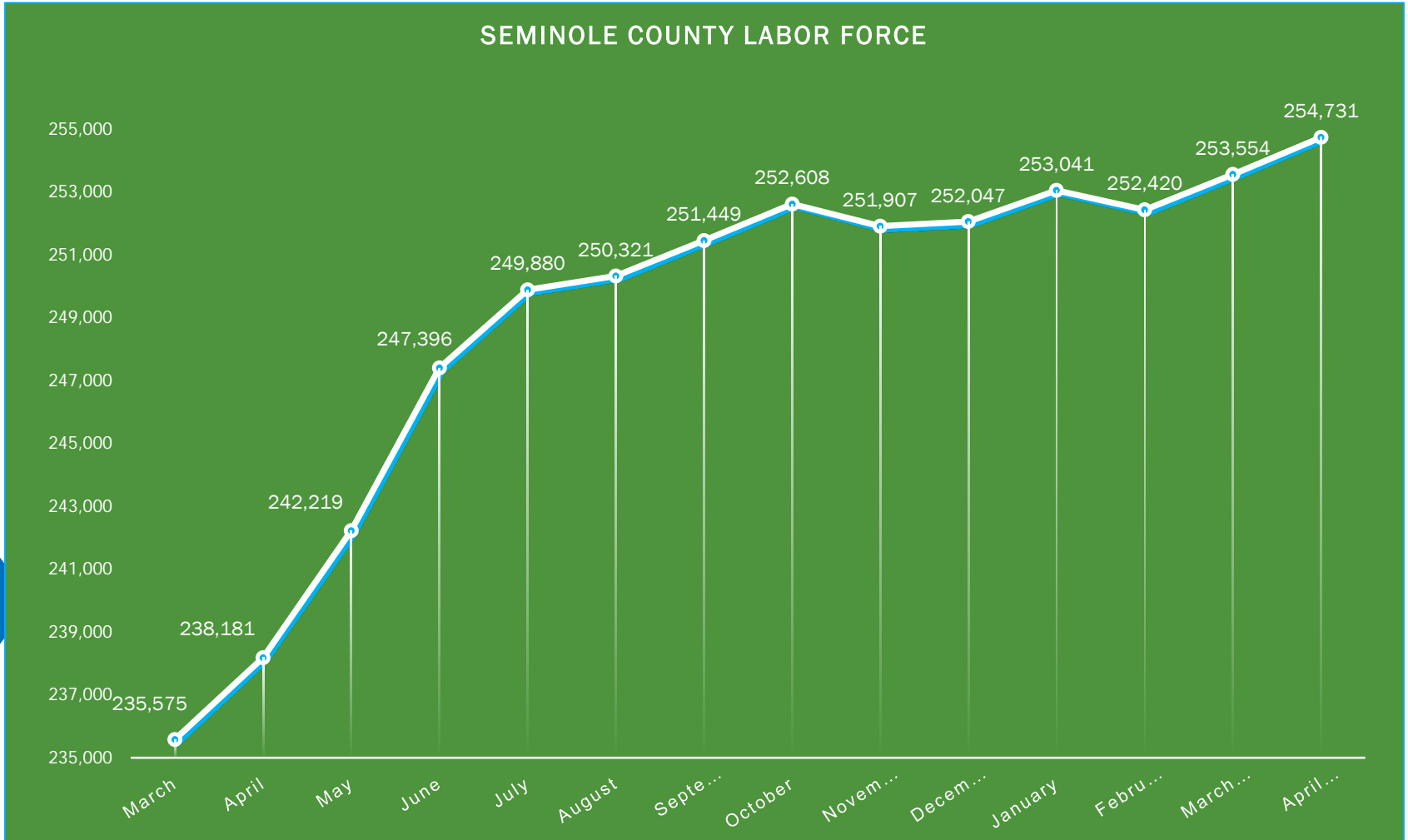
Esteban Saldarriaga Economic Development

Unemployment

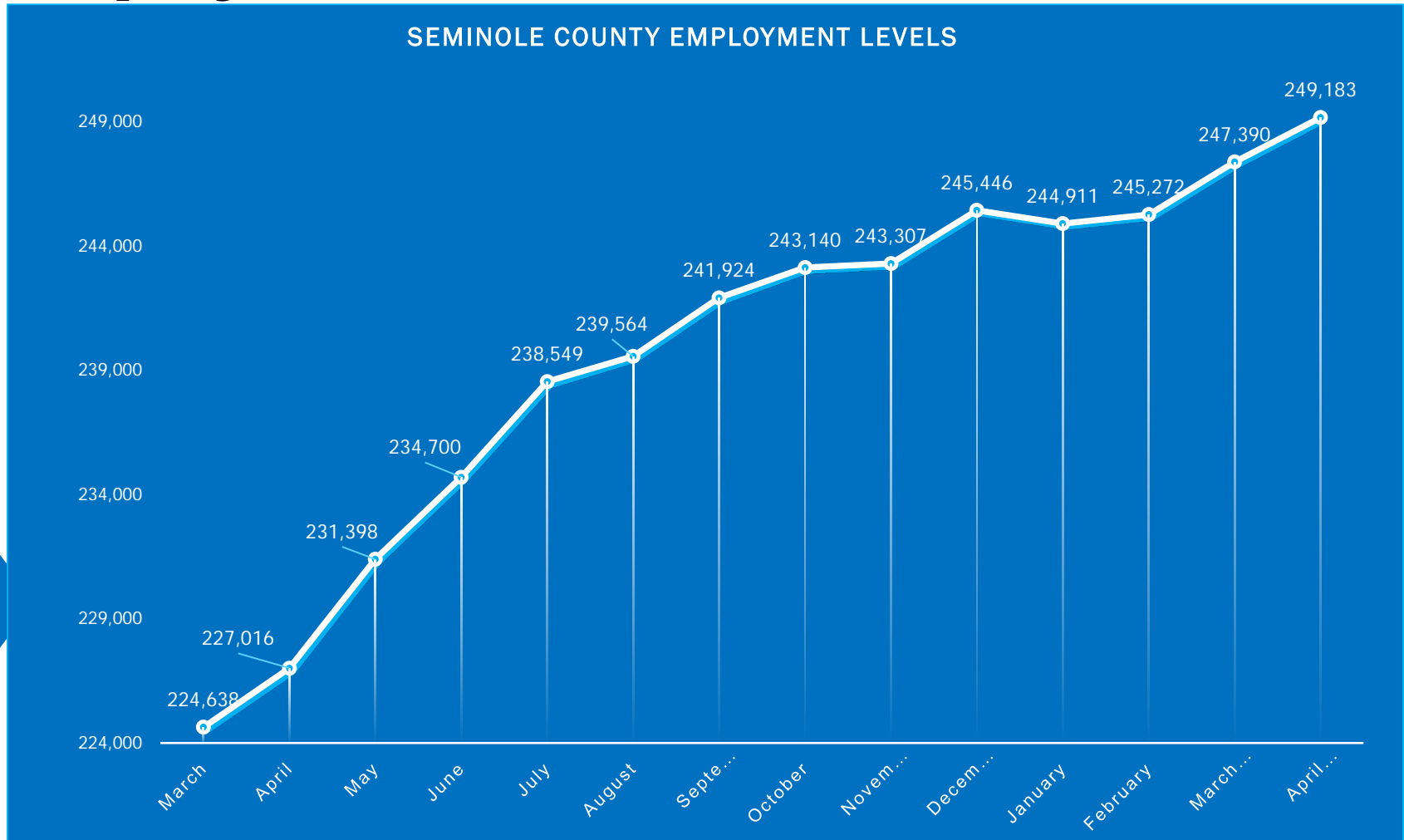
UNEMPLOYMENT RATE MAY 2022



Labor Force

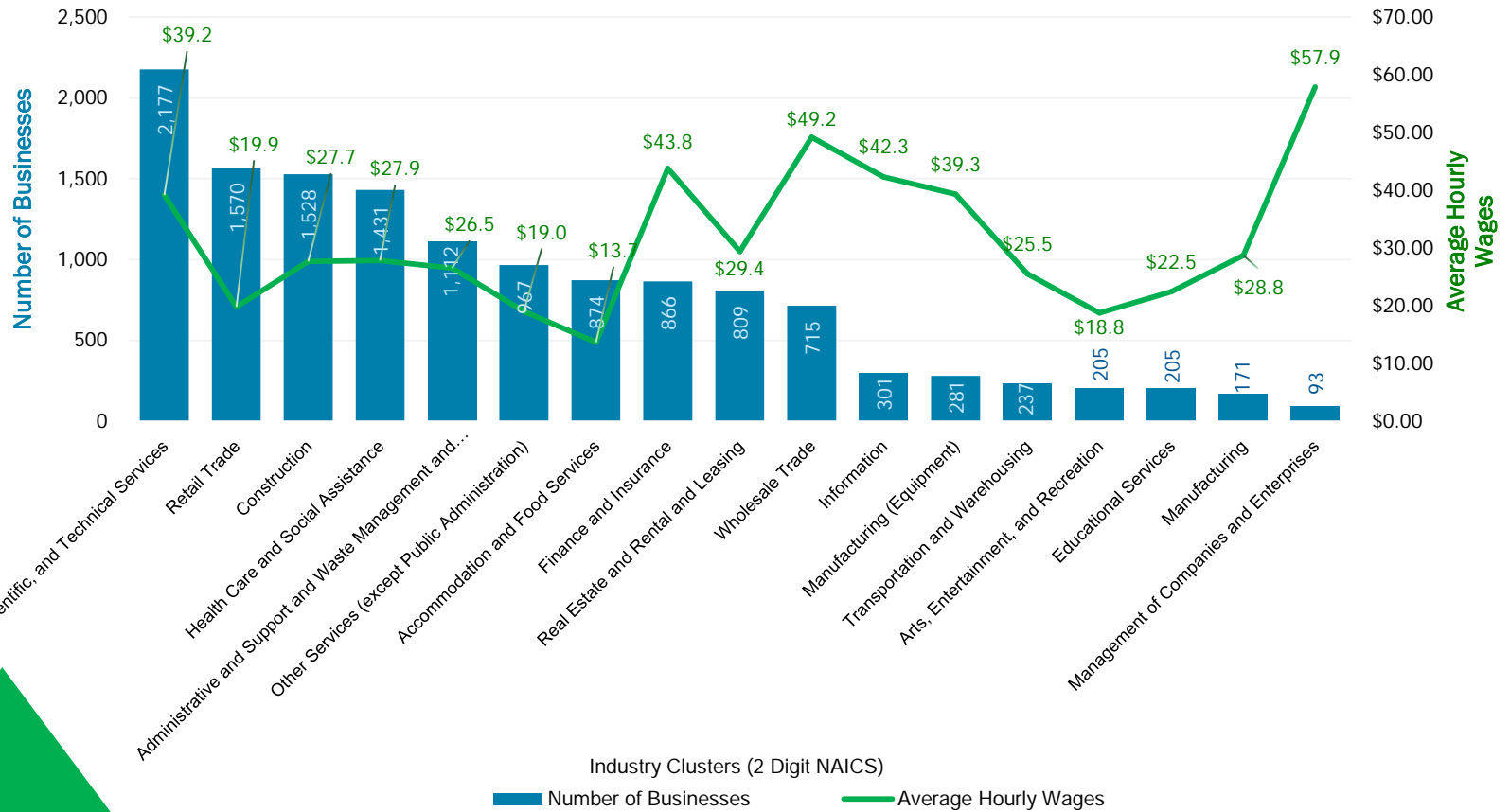


Employment



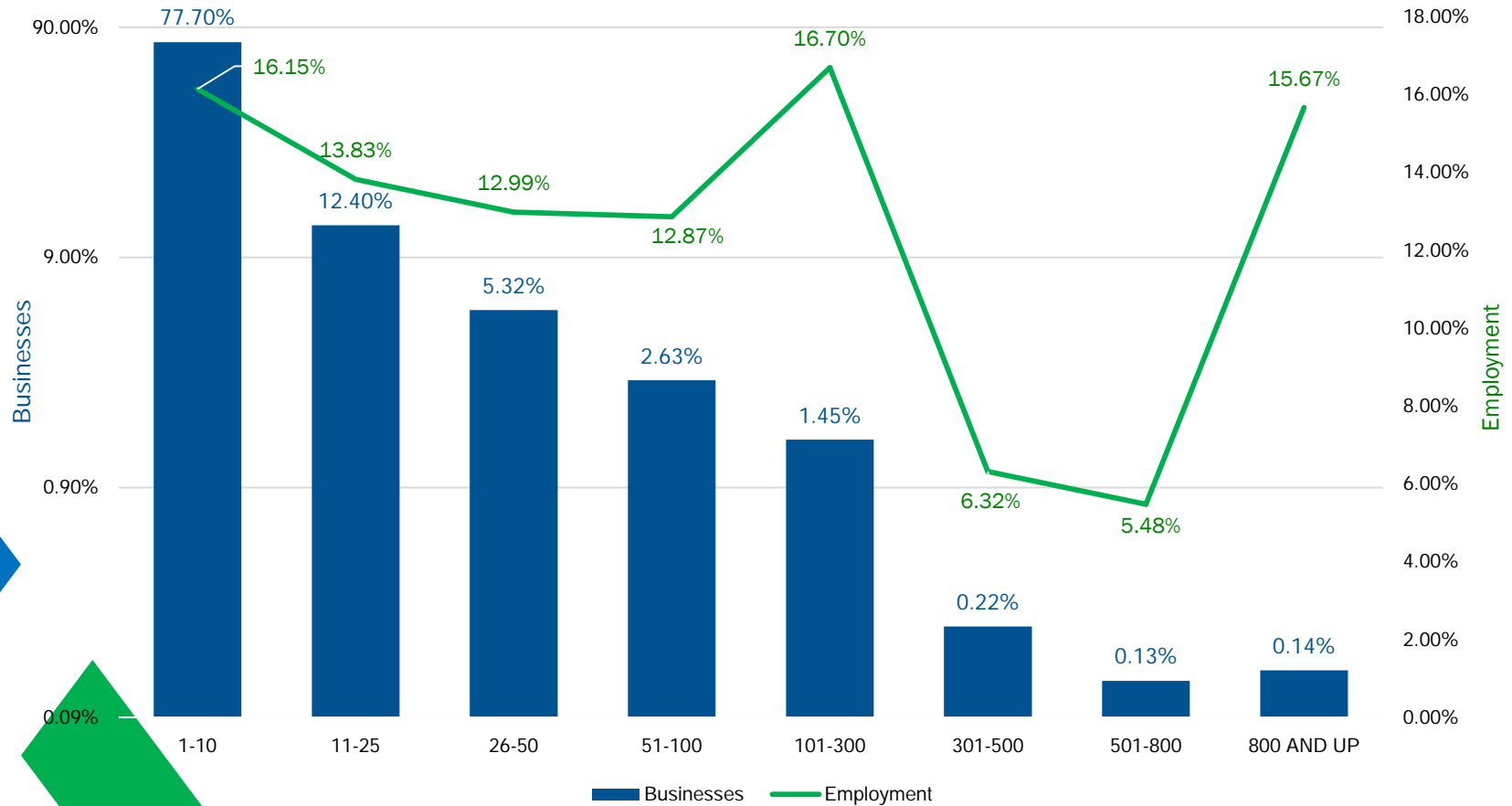
Seminole County's Industries

BUSINESSES AND AVERAGE HOURLY WAGES PER INDUSTRY CLUSTER - Q4 2021



Seminole's Businesses by Employment Size

BUSINESS AND TOTAL EMPLOYMENT PER BUSINESS SIZE RANGE - Q4 2021



Trends in Employment by Industry

