

Tourist Development Council County Services Building

January 17, 2019



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Tourist Development Council

Meeting Agenda

January 17, 2019

Seminole County Board of County Commissioners, Room 3024

- | | | |
|-------|---|------------------------|
| I. | Call to Order | Chairman Bruce Skwarlo |
| | Pledge of Allegiance, Moment of Silence | |
| II. | Pass the gavel to 2019 Chairman George Speake | |
| III. | Welcome and Introductions | Chairman George Speake |
| | 1. Welcome newly appointed TDC members | |
| | 2. Introductions of attendees | |
| IV. | Election of 2019 TDC Vice-Chair* | |
| V. | Approval of November, 2018 Minutes* | |
| VI. | Central Florida Zoo Update | Stephanie Williams |
| VII. | Orlando North Tourism Updates | |
| | 1. Seminole County Tourism | Tricia Johnson |
| | 2. Seminole County Sports | Danny Trosset |
| VIII. | Marketing and Advertising Updates | |
| | 1. Evok – Social Media | |
| | 2. Paradise – Marketing and Public Relations | |
| IX. | Old Business | Chairman George Speake |
| X. | New Business | |
| | 1. Formation of TDC Marketing Committee | |
| | 2. Ethics Training at March TDC Meeting | |
| XI. | Adjourn | |

NEXT MEETING:

Thursday, March 21, 2019

Seminole County Services Building, Room 3024

3:00PM



Tourist Development Council Meeting

November 15, 2018

CSB, Room 3024

In Attendance:

Chairman Bruce Skwarlo

Commissioner Gary Brender

Frank Cirrincione

Don Dougherty

George Speake

Brenda Urias

Mary Sue Weinaug

Not Present: Jeff Triplett

A quorum was present

Meeting commenced at 3:00pm

Invocations and Pledge of Allegiance

Introductions

Approval of September Minutes

Motion: Gary Brender

Second: George Speake

Vote: Unanimous

PARADISE UPDATE:

Rudy Wells

MJ Kolassa

2018/19 Marketing Plan Overview

- Tourism staff worked with Paradise to develop the annual plan;
- 60% geared towards the core group that visits the destination;
- 30% geared towards “outer band” of visitors;
- 10% geared towards “shoot for the moon” visitors;
- Leisure focus on craft food/brew scene, sports will focus on field type (diamond/rectangle) and facilities;
- Various markers drove leisure goals, including 2016 visitor profile study, Google Analytics and other social media data, media partner data, and other partner insights.

Leisure Goals:

- Increase brand awareness;
- Increase consumer engagement across all touchpoints;
- Maximize visitation from established markets;
- Increase weekend visitation in summer and 'shoulder' seasons;
- Influence an increase in ADR;
- Increase partner involvement in marketing initiatives;
- Establish data-driven, segmented audience profiles.

Strategies:

- Evolve brand marketing and creative assets;
- Execute an integrated marketing communications plan across established and emerging markets;
- Target Higher Household Incomes (HHI) in key markets;
- Target established market key segments: families and couples;
- Promote visitation during key time periods across all markets with focus on shoulder and weekend stays;
- Implement a spring/summer campaign targeting families and couples;
- Implement a fall campaign targeting couples;
- Develop content marketing strategy for digital and social channels;
- Conduct custom research against audience segmentation;
- Engage and integrate partners for destination promotion.

Spring/Summer Campaign:

- April 1 – July 28
- Target: Families and Couples
- Utilize the 60/30/10 marketing approach:
 - 60%: Established
 - 30%: Growth
 - 10%: Emerging

Fall Campaign:

- August 19 – September 29
- Target: Couples
- Utilize 60/30/10
 - 60%: Established
 - 30%: Growth
 - 10%: Emerging

Media Strategies:

- Utilize contextual and behavioral targeting to display ads and video;
- Leverage digital zip technology to target geographic neighborhoods that best reflect target audiences;
- Target travel intenders actively searching for flights or accommodations to ONSC;
- Partner with Visit Florida to reach geographic audience through digital placement;
- Leverage social media platforms to target a captivated and interested audience on mobile devices.

Public Relations:

- Gain media exposure through PR initiatives;
- Promote nature-based vs. man-made recreation;
- Heighten awareness of value in lodging, dining in Seminole when enjoying theme parks or beaches;
- Elevate brand and brand positioning for destination.

Highlights:

- Creation of working PR Action Plan inclusive of client additions/modifications and updates of media lists based on the 60/30/10 markets;
- Promote upcoming events and holidays through targeted pitching and releases;
- Research and develop profiles on various local personalities tied to culinary/ale trail scene and eco recreational activities for pitching content;
- Continue to promote destination as go to Central Florida vacation hub;
- Continue to promote destination to journalist for individual media visits;
- Identify list of media to attend May FAM.

Sports Tourism Goals:

- Increase national awareness of ONSC as a premier sports destination;
- Increase overall room nights attributed to sporting events;
- Increase consumer engagement across all touchpoints;
- Develop robust database of sports decision makers.

Strategies:

- Position and promote Boombah Sports Complex and Boombah Soldiers Creek as premium, anchor vendors;
- Evolve and elevate sports marketing and creative assets;
- Execute a sports-centric marketing communications plan;
- Target sporting event decision makers with 500-1000 room night minimum thresholds;
- Develop content marketing for digital and social channels;
- Identify customer database platform built for ongoing CRM.

Tactics:

- Create sports brand assets;
- Effectively target established, growth and emerging markets;
- Identify and target sports events decision makers with higher yield room night potential;
- Execute sports-specific PR plan;
- Deploy year-long social media campaign.

Audience Profiles:

- Established Markets: (Diamond Field Sports);
- Southeast, US; West Coast, US; Northeast, US;
- Consumers familiar with ONSC sports offerings, interested in world-class facilities;
- Growth Markets: (Rectangular Field Sports), Southeast US; Northeast, US, Consumers not familiar with ONSC sports offerings.

- Targeting will include emphasis on lacrosse and field hockey; some soccer and football

Media Strategies:

- NASC Sports Sponsorship Package
- Connect Sports Sponsorship
- PR Supplements

Public Relations:

- Increase awareness of destination's sports tournament facilities and accommodations and things to do for travelers specific to tournaments and sports events;
- Position facilities as some of nation's top sports tournament venues for amateur and student sporting field events;
- Secure speaking/panel opportunities for Danny Trosset at major sports marketing tourism conferences;
- Successfully promote Full Sail University/ONSC Sports broadcast campaign;
- Share positive news of secured tournaments contracts and expected economic impacts.

Highlights:

- Full Sail University and ONSC Sports Campaign;
- Begin development of program plan to commence Jan/Feb 2019 in tandem with their sports broadcasting program;
- Conduct ongoing development of Full Sail/ONSC broadcast program publicity campaign-kickoff in Feb 2019;
- Continue ongoing outreach during duration of program;
- Recap activities and success of the Full Sail campaign for possible award entry.

MJ committed to sending all TDC members articles, even when only one property is mentioned.

Don commented that during the FAM trip, that MJ represented ONSC very well and praised her knowledge of destination.

Question: What will the new messaging be?

Answer: Currently in the process of working on spring campaign messaging with staff.

George commented that he thinks marketing is missing an opportunity to utilize the airline travelers and believes we should try and reach out to those markets/tourism CVBs that fly into Sanford and exchange information on respective markets. The feeder cities-maybe they are visiting but don't know what we have to offer. Cross promotion type things.

With limited marketing dollars, there are some challenges associated with marketing outside of Florida. Paradise is working with Allegiant on potential promotion opportunities, but they are very cost prohibitive.

EVOK

Lisa Fuller

Brian Wilder

Currently in the process of developing a marketing plan with Paradise and staff, as well as a content strategy plan to ensure consistency across all platforms and marketing opportunities. Sports and leisure will be two separate plans.

September Do Orlando North Social Media:

- 350% increase in Instagram impressions;
- 60% increase in Instagram engagements which means more people are interacting on social media;
- 27% increase in Facebook impressions, more people are seeing the content, which helps increase destination awareness;
- Facebook promoted posts (boosted or one off post): Spent \$470 with a total reach of 17,461 with 22,264 impressions. Click rate was 7.3% which is 4 times higher than normal;
- Twitter promoted posts: Spent \$170 with 28,043 impressions;
- Instagram: \$450 on promoted posts resulting in 174,355 impressions;
- Quarterly promotion on Instagram: #How Do You Do Orlando North ended in September and was cross-promoted on Facebook. Spent \$325 but received 370 engagements and only two followers. The low number of new followers is attributed to how the interaction was used-the people used their own accounts via the hashtag. Winner won prizes from the Central Florida Zoo, ZoomAir, concert tickets and some swag from Orlando North.

Question: How many photos did you obtain?

Answer: Will send exact number.

September Play Orlando North Social Media:

- 41% increase in Instagram engagements;
- 38% increase in Twitter engagements;
- Small increases in followers on Instagram - 7.4% and Facebook went up by 2.6%;
- Spent \$195 on Facebook Promoted posts and click through rate was 11.71%. We are trying to build the Play Orlando North platform.

Question: Are you targeting the kids themselves or the event organizers?

Answer: We target both since it is more organic content.

CENTRAL FLORIDA ZOO UPDATE

Stephanie Williams

- Opened the Amur leopard exhibit. We are one of 215 institutions globally that is helping this species. The zoo hopes to bring a female Amur leopard to constitute a breeding program in the future;
- In October the zoo took over the aerial adventure course (Zoom Air);
- Zoo Boo Bash generated 7,000 guests over two weekends;
- Sunset at the Zoo begins again in April;
- The Arrive Orlando app
- A total of 15,142 guests visited the Zoo in September with 1315 out of state visitors and 138 staying at area hotels.

Question: How are you marketing/driving information?

Answer: Primarily organic, the Zoo needs to do a more in-depth analysis of who visits our zoo versus other zoos in the state. Targeting discounts and appropriate audience through texts and social media.

Question: How will you sell tickets for the aerial course - at the front gate or at the start of the course?

Answer: People will still purchase the ticket for the aerial course at the front booth, but the total monies will now go back to the zoo.

Question: In August you had a total of 15 additional visitors to the zoo, are you happy with that number?

Answer: The numbers aren't as high as we would like, but we have to consider the hurricanes and recognize that in August kids go back to school and the weather is hot.

Commission Constantine commented that it will be a good thing that the aerial course is now under direct control by the zoo. The company before stopped promoting and didn't put effort into the course. The zoo team is responsive and engaging the County and the new goals and changes that are planned will be positive for the Zoo.

Question: The online ticketing, is it just Grey Line?

Answer: No, now that the zoo offers online ticket purchases which has been popular.

Question: Can you use a discount online?

Answer: With the current system, there is no way to utilize a discount, but you can still use the discount when you purchase tickets in-person at the gate. We do offer a military discount but need to see the card at the gate. If guests show their hotel key or bring the hotel rack card, they will also receive a discount at the gate. A hurricane promotion was also in place for those coming from outside of the area due to storms.

TOURISM UPDATE

Tricia Johnson

- Orlando City Soccer Club is moving to Osceola County in summer, 2019. Both the men's and women's teams will be moving. They are taking over the old Astros baseball facility. We do not have an exact date at this time. The youth soccer program will stay in the county.

Chairman Skwarlo commented that the professional teams generate more economic impact for the full-service hotels since they bought packages for all their meals, rooms, etc. versus youth groups that usually stay at the limited service hotels.

- TDC Seats:
 - Commissioners Henley and Horan have retired and Commissioner Brender is leaving as the CALNO representative. Three seats total are open, one of which will be an appointed representative of the BCC, one of which will be recommended by CALNO, and one elected official representing the largest city (Sanford). State statute and County Code dictate that three elected officials will serve on the TDC;
 - Two new commissioners will be joining the BCC on November 20th: Amy Lockhart and Jay Zembower. The new commission will also elect a new Chairman;

- In terms of the BCC seat on the TDC, that appointment will be made by the new Chairman and will most-likely take place sometime in December.
- George Speake is our next TDC Chairman. A Vice-Chair will be elected at our January meeting. The next Chairman, per County Administrative Code, will need to be an elected official;
- Seminole State is in the process of hiring a dean for their new hospitality program. Once chosen, they will work with that individual to establish the focus of the program, curriculum, etc;
- The Annual Tourism Luncheon is December 12 and nominations for the awards portion are due on Wednesday, November 21;
- The recommendation for the 2018/19 Zoo funding of \$355k was approved by the BCC in October. Chairman Skwarlo recommended a more “formulaic” approach to funding for annual increases;
- The Sports Complex team hosted the current Leadership Seminole class during the Economic Development and Preservation session. This year, Danny’s presentation scored the highest on the class evaluations;
- Interviews for the Tourism Executive Manager position will be held on 11/19 and 11/26. Once complete, the pool will be narrowed to three-to-four individuals who will move onto the final round.

SPORTS UPDATE

Danny Trosset

Sports Complex Performance 17/18

PROJECTED	59 events	15,000 room nights	\$21.5 million dollar impact
ACTUAL	64 events	17,093 room nights	\$21.8 million dollar impact

Other Venue Performance 17/18

PROJECTED	40 events	12,000 room nights	\$14.1 million dollar impact
ACTUAL	44 events	17,163 room nights	\$17.8 million dollar impact

Combined 17/18 Performance

PROJECTED	108 events	34,286 room nights	\$39.6 million dollar impact
ACTUAL	106 events	41,100 room nights	\$48.2 million dollar impact

Actuals are below projections by two events. Our focus is quality not quantity – events that bring more room nights and increased economic impact.

- Baseball is the largest sport played at the Sports Complex, but the complex can host several different sports;
- June/July are the busiest months, December/January are second (due to ECNL and Field Hockey). August remains slow with school starting and field maintenance;
- Economic impact is based on a formula that takes into account where a team is coming from (local/non-local multipliers). Hoteliers utilize a different formula to determine economic impact;
- The top-producing event in 2018 was the National Field Hockey event, which is returning to Seminole County next year. It generated more than 2,500 room nights, ECNL Girls and Boys were second and third in terms of room nights;
- In terms of incentives, Tourism supported 53 events in FY2017/18. We did not expend our entire incentives budget, as the incentive is based on actual room nights produced, not projected;

- ECNL Boys returns to the County in December and the girl's event returns in mid-January. The All American Games and Corrigan Sports Field Hockey events return in January.

Question: Are we good with ECNL coming back? Are they happy?

Answer: Yes they are. We are in year two of a three-year agreement. Shalisa Griffin (with the Greater Orlando Sports Commission) and I are in constant communication with them.

LEISURE UPDATE

Rosangela Parker

- Raw Travel aired the Seminole County episode which was the highest show viewership – more than 872,000 viewers. The episode will be replayed on December 1-2 and January 19-20. The second episode will air February 18-19;
- *How to Do Florida* with Chad Crawford 2019 episode will feature the Little Econ;
- We are now utilizing CrowdRiff to manage user generated content (social media) and Cision is our new media clip generation service.

OLD BUSINESS:

Frank Cirrincione asked for the status of comp. analytics for weekday versus weekend (STR) from other counties. Tricia said this would be an additional \$3,600 annually. Frank agreed that we did not need to proceed with this change due to the cost increase.

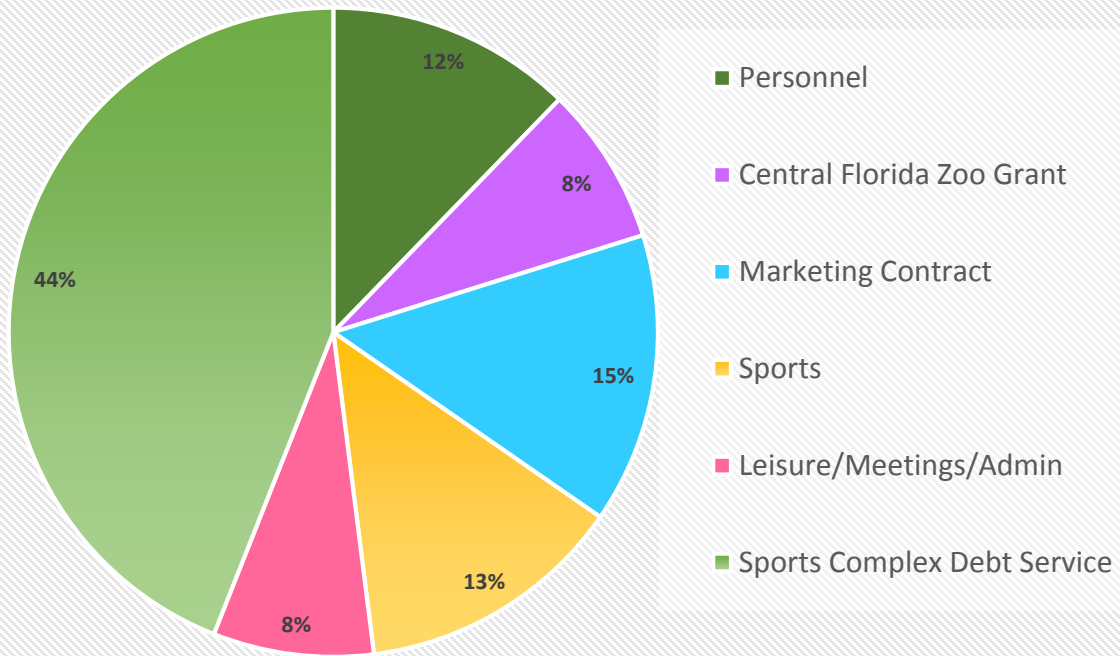
Will ONSC host another STR presentation similar to what CFHLA hosted last year?

Tricia said that we would be happy to host again, we'd prefer to piggy-back on a CFHLA program. Tricia will discuss with Rich Maladecki (CFHLA President) to see what their plans are with a presentation in 2019.

NEW BUSINESS: None

Meeting adjourned: 4:53 pm

Orlando North Seminole County Tourism 2018/19 Budget YTD



Description	2018/19 Budget	YTD Expenditures	Available Balance
Personnel	\$550,876	\$100,605	\$450,271
Central Florida Zoo Grant	\$355,000	\$88,750	\$266,250
Marketing Contracts	\$650,000	\$58,566	\$591,434
Sports	\$600,295	\$138,083	\$462,212
Leisure/Meetings/Admin	\$359,400	\$75,129	\$284,271
Total Budget	\$2,515,571	\$461,133	\$2,054,438

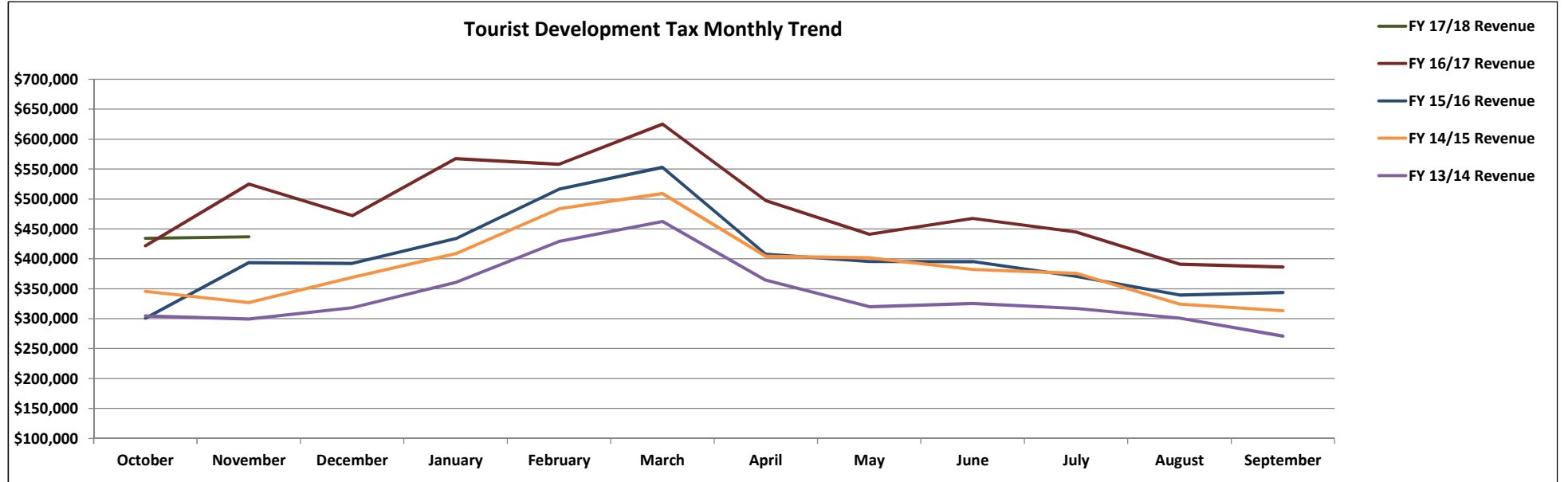
Sports Complex Debt Service

Description	2018/19 Budget	YTD Expenditures	Available Balance
Sports Complex Debt Service	\$1,976,450	\$270,8333.33	\$1,718,366.67

Seminole County, Florida
TOURIST DEVELOPMENT TAX
 Fiscal Year 2018/19 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 18/19 vs FY 17/18	
	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	260,663	173,775	434,438	12,767	3.0%
November	299,750	326,885	393,635	436,732	524,762	262,195	174,797	436,992	(87,770)	-16.7%
December	318,536	369,173	392,605	396,424	472,255					
January	360,507	408,691	433,835	456,915	567,724					
February	429,247	483,661	516,610	497,136	558,093					
March	462,593	509,149	552,988	572,832	625,272					
April	364,161	404,355	407,783	461,492	497,187					
May	320,090	401,954	395,282	432,965	440,873					
June	325,397	382,227	395,373	399,489	467,655					
July	316,960	375,695	370,960	383,585	444,707					
August	300,955	324,474	339,798	333,761	391,058					
September	271,010	313,288	343,950	475,615	386,395					
Total	4,074,084	4,645,106	4,843,681	5,275,894	5,797,652	522,858	348,572	871,430	(75,003)	-7.9%
	11.40% % Chg from Prior Year	14.02% % Chg from Prior Year	4.27% % Chg from Prior Year	8.92% % Chg from Prior Year	9.89% % Chg from Prior Year	Budgeted Revenue 3,360,000 2,240,000 5,600,000				
						Estimated Revenue 3,360,000 2,240,000 5,600,000				
						% Change From PY -3.4%				

Revenue Per Penny	814,817	929,021.24	968,736.20	1,055,178.80	1,159,530.40	1,120,000
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Occupancy Analytics

**Based on Smith Travel Research*

Year	Month	Occupancy	ADR	RevPAR
2018	October	72.1%	\$97.02	\$69.94
2017	October	77.5%	\$97.37	\$75.44
%	Variance	-7.0%	-0.4%	-7.3%

Year	Month	Occupancy	ADR	RevPAR
2018	November	68.6%	\$97.11	\$66.65
2017	November	74.2%	\$97.76	\$72.51
%	Variance	-7.5%	-0.7%	-8.1%

Weekday/Weekend Analytics

**Based on Smith Travel Research*

October Weekday/Weekend		Occupancy (%)		ADR		RevPAR	
Weekday (Sun-Thu)	Current Month	69.6	-7.3	97.46	1.0	67.79	-6.4
	Year To Date	71.9	-2.2	103.05	8.3	74.07	6.0
	Running 12 Month	71.8	-1.2	102.29	8.4	73.47	7.1
Weekend (Fri-Sat)	Current Month	79.3	-6.1	95.92	-3.8	76.10	-9.6
	Year To Date	76.5	-2.0	99.86	6.2	76.44	4.1
	Running 12 Month	76.8	-0.6	99.59	7.4	76.51	6.7
Total	Current Month	72.1	-7.0	97.02	-0.4	69.94	-7.3
	Year To Date	73.2	-2.1	102.11	7.7	74.74	5.4
	Running 12 Month	73.2	-1.0	101.48	8.1	74.34	7.0

Weekday/Weekend Analytics

**Based on Smith Travel Research*

November Weekday/Weekend		Occupancy (%)		ADR		RevPAR	
Weekday (Sun-Thu)	Current Month	65.5	-8.7	97.43	-0.3	63.80	-9.0
	Year To Date	71.3	-2.7	102.60	7.6	73.17	4.6
	Running 12 Month	71.3	-2.2	102.32	7.6	72.97	5.3
Weekend (Fri-Sat)	Current Month	76.0	-6.2	96.45	-1.3	73.29	-7.4
	Year To Date	76.5	-2.4	99.54	5.5	76.14	3.0
	Running 12 Month	76.4	-1.3	99.47	6.4	76.03	4.9
Total	Current Month	68.6	-7.5	97.11	-0.7	66.65	-8.1
	Year To Date	72.8	-2.6	101.69	6.9	74.02	4.2
	Running 12 Month	72.8	-1.9	101.46	7.2	73.85	5.2

Comp Analytics

**Based on Smith Travel Research*

Current Month - October 2018 vs October 2017												
	Occ %		ADR		RevPAR		Percent Change from October 2017					
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Alachua County, FL	73.0	75.3	115.44	128.25	84.26	96.60	-3.1	-10.0	-12.8	3.0	18.1	14.4
Flagler County, FL	48.6	58.6	122.96	111.27	59.82	65.16	-16.9	10.5	-8.2	-8.2	0.0	-16.9
Orange County, FL	77.3	82.1	136.13	129.65	105.26	106.39	-5.8	5.0	-1.1	2.5	3.6	-2.4
Osceola County, FL	58.9	69.8	90.68	86.35	53.42	60.28	-15.6	5.0	-11.4	-9.0	2.7	-13.3
Polk County, FL	60.6	71.6	97.51	97.58	59.08	69.85	-15.4	-0.1	-15.4	-13.9	1.8	-13.9
Volusia County, FL	54.3	62.8	106.46	104.83	57.77	65.88	-13.7	1.6	-12.3	-7.3	5.7	-8.8
Seminole County, FL	72.1	77.5	97.02	97.37	69.94	75.44	-7.0	-0.4	-7.3	-7.3	0.0	-7.0

Current Month - November 2018 vs November 2017												
	Occ %		ADR		RevPAR		Percent Change from November 2017					
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Alachua County, FL	57.9	69.4	117.38	112.71	67.98	78.25	-16.6	4.1	-13.1	2.6	18.1	-1.5
Flagler County, FL	48.6	53.3	120.67	110.20	58.63	58.77	-8.9	9.5	-0.2	-0.2	0.0	-8.9
Orange County, FL	76.5	79.3	127.30	124.64	97.39	98.90	-3.6	2.1	-1.5	1.9	3.5	-0.2
Osceola County, FL	58.3	68.3	89.08	87.20	51.89	59.53	-14.7	2.2	-12.8	-10.5	2.7	-12.4
Polk County, FL	59.2	63.8	94.52	95.22	55.94	60.78	-7.3	-0.7	-8.0	-6.3	1.8	-5.6
Volusia County, FL	51.3	55.9	100.12	99.91	51.41	55.83	-8.1	0.2	-7.9	-2.7	5.6	-2.9
Seminole County, FL	68.6	74.2	97.11	97.76	66.65	72.51	-7.5	-0.7	-8.1	-8.1	0.0	-7.5

Rentals Analytics

**Air DNA (est. Oct. 2014)*

Year	Month	Occupancy	Listing Supply	ADR
2018	October	53.3%	425	\$124.37
2017	October	28.9%	240	\$143.14
%	Variance	84.4%	77.1%	-13.1%

Year	Month	Occupancy	Listing Supply	ADR
2018	November	53.3%	428	\$134.66
2017	November	28.2%	245	\$143.96
%	Variance	89.0%	75.7%	-6.5%

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
Total	146	8,102	352,498	35,100	\$53,894,264

FY '18/'19 Projections					
Location	# of Events	Teams	Visitors	Room Nights	Eco Impact
Sports Complex	55	3,843	161,980	21,600	\$26,200,000
All Other Venues	51	2,109	86,872	19,500	\$22,000,000
Total	106	5,952	248,852	41,100	\$48,200,000

Sports Tourism - Sports Complex

October/November Actuals			
Month	# of Events	Room Nights	Eco Impact
October	5	1,122	\$1,951,536
November	3	1,383	\$1,027,018
Total	8	2,505	\$2,978,554



Monthly Projections			
Month	# of Events	Room Nights	Eco Impact
December	3	675	\$833,339
January	4	4,200	\$4,998,542

Sports Tourism – All Other Venues

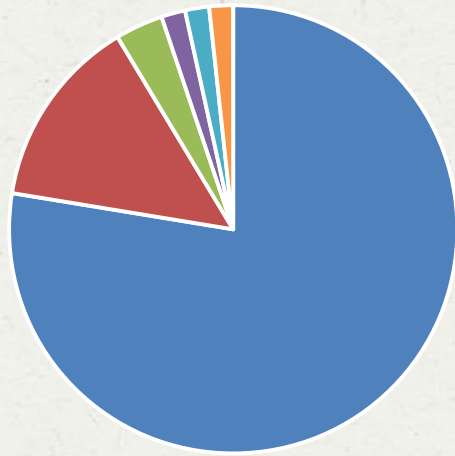
October/November Actuals			
Month	# of Events	Room Nights	Eco Impact
October	5	1,300	\$1,805,203
November	2	620	\$441,247
Total	7	1,920	\$2,246,450



Monthly Projections			
Month	# of Events	Room Nights	Eco Impact
December	6	3,300	\$3,074,002
January	5	3,055	\$2,429,101

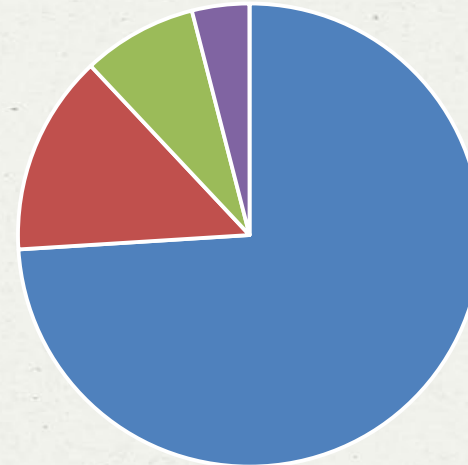
FY '18/'19 Events (by Sport)

Sports Complex



■ Baseball (45) ■ Softball (8) ■ Soccer (2)
■ Lacrosse (1) ■ Field Hockey (1) ■ Football (1)

All Other Venues



■ Softball (37) ■ Tennis (7) ■ Soccer (4) ■ Baseball (2)

Kicking Off 2019

Events							
Organization	Event	Date	Location	Teams	Visitors	Room Nights	Eco Impact
ECNL	ECNL Florida Boys	Dec. 29-31	Seminole Soccer Sylvan Lake Central Winds	165	4,640	2,600	\$2,975,455
Baseball Youth/Softball Youth	All-American Games	Jan. 3-5	Sports Complex	80	3,000	2,000	\$1,292,526
ECNL	ECNL Florida Girls	Jan. 11-13	Seminole Soccer Sylvan Lake Central Winds	175	4,940	2,800	\$2,975,455
Corrigan Sports	NFHCA Field Hockey	Jan. 17-20	Sports Complex	90	4,200	2,000	\$2,000,000
Total				510	16,780	9,400	\$9,243,436

TDC Funded Events - Funding Analysis FY1718 Updated 10/19/2018

Seminole County - All Venues						
	# of Events	Location	Total Funding Approved Plan	Total Paid-Out YTD	Room Night Plan	Total Room Nights YTD
FY 16/17	56	All Venues	\$297,749.49	\$ 177,047.56	22,597	20,210
FY17/18	52	All Venues	\$348,644.76	\$ 282,761.77	23,249	29,830
FY 18/19	10	All Venues	\$137,535.00	\$ 46,573.87	9,171	4256
TOTAL	118	All Venues	\$783,929.25	\$ 506,383.20	55,017	54,296

Event Name	Dates	Location	Total Funding Approved	Total Funding Paid-Out	Room Night Guarantee	Room Night Final
Proswings Power 50	October 12-14, 2018	Soldiers/Sports Complex	\$ 8,900.00	\$ 9,048.71	594	620
Diamond 9 Fall Sun Classic	October 26-28, 2018	Soldiers Creek, SB Complex, Sports Complex	\$ 16,500.00	\$ 13,620.00	1100	908
Proswings Power 50	November 2-4, 2018	Soldiers Creek/Softball	\$ 6,750.00	\$ 7,020.00	450	468
Perfect Game Youth Fall Nationals	November 3-4	BOOMBAAH Sports Complex	\$ 3,000.00	\$ 3,600.00	200	558
Headfirst Honor Roll Camp	November 10-11, 2018	Soldiers Creek	\$ 3,750.00	\$ 1,390.80	250	152
A-Game CFL Fall Championship	November 10-11, 2018	BOOMBAAH Sports Complex	\$ 2,250.00	\$ 1,860.00	150	124
CFYFL AYF Southeast Regional	November 16-18	BOOMBAAH Sports Complex	\$ 6,000.00	\$ 2,943.20	400	701
Nations Baseball Winter Bat Freeze	December 1-2, 2018	BOOMBAAH Sports Complex	\$ 1,500.00		100	
A-Game CFL Elite Championship	December 8-9, 2018	BOOMBAAH Sports Complex	\$ 2,250.00		150	
USSSA Fastpitch State Tournament	December 8-9, 2018	Soldiers Creek, SB Complex, Merrill, Red Bug	\$ 9,000.00	\$ 7,091.16	600	725
Suncoast Florida All-Star Games	December 14-16, 2018	BOOMBAAH Sports Complex	\$ 5,250.00		350	
PGF State Championships	December 15-16, 2018	Soldiers Creek, SB	\$ 5,250.00		350	
ECNL Boys	December 29-31, 2018	Seminole Soccer/Sylvan/Central	\$ 7,385.00		493	
ECNL SE Conf. League Games	December 29-May 5, 2019	Central Winds	\$ 7,560.00		504	
Baseball Youth All-American Games	January 3-5, 2019	BOOMBAAH Sports Complex	\$ 15,000.00		1000	
Softball Youth All-American Games	January 3-5, 2019	BOOMBAAH Sports Complex	\$ 15,000.00		1000	
ECNL Girls	January 11-13, 2019	Seminole Soccer/Sylvan/Central	\$ 7,190.00		480	
Corrigan Sports NFHCA Winter Escape	January 18-20, 2019	BOOMBAAH Sports Complex	\$ 15,000.00		1000	
Total			\$ 137,535.00	\$ 46,573.87	9171	4256



Greater Orlando Sports Commission - Seminole County TDC Report
Updated: January 7, 2019



FY18/19 Calendar									
Event	Contract Status	Contract Term	Event Date	Athletes	Total Visitors	Projected Room Nights	Actual Room Nights	Projected Eco Impact	Actual Eco Impact
Southampton Cup Florida	Renewal	2018	December 8-9, 2018	720	2,469	257	205	\$ 155,755	\$ 373,086
ECNL Referee Development Program	Renewal	2018	December 27-28, 2018	-	17	55	TBD	\$ 5,301	TBD
Boys ECNL Florida	Recurring	2017 - 2019	December 29-31, 2018	1,440	5,334	2,100	TBD	\$ 1,960,547	TBD
Girls ECNL Florida	Recurring	2018 - 2020	January 11-13, 2019	1,420	5,662	2,500	TBD	\$ 2,060,031	TBD
HoganLax Florida Team Training	New	2019	March 10-29, 2019	448	782	700	TBD	\$ 232,489	TBD
FHSAA Tennis State Championships	Recurring	2017 - 2019	April 29-May 3, 2019	512	1,623	450	TBD	\$ 395,574	TBD
Champions Cup	Recurring	2017 - 2019	May 18-19, 2019	1,054	2,777	423	TBD	\$ 401,400	TBD
NCAA DII Tennis Championships	Renewal	2019, 2022	May 20-25, 2019	256	872	921	TBD	\$ 527,171	TBD
Totals				5,850	19,536	7,406	205	\$ 5,738,268	\$ 373,086

Color Key:

Event has not occurred
Event occurred, not closed out
Event closed out

Business Development Status			
Event	Dates	Possible Venue(s)	Status
USA Baseball Futures Series	September 5 - 8, 2019	Boombah Sports Complex	Finalizing Agreement
FHSAA Cross Country State Championships	2019, 2020, 2021	Researching	Reviewing RFP
USA Ultimate	Various dates in 2020	Various Seminole County Venues	Reviewing RFPs
USA Rugby Club 15's Eastern Regionals	May of 2020	Various Seminole County Venues	Awaiting RFP
USA Rugby Men's & Women's Collegiate Fall Championships	December of 2020	Various Seminole County Venues	Awaiting RFP
USA Pickleball Southeast Regionals	2020, 2021	Sanlando Park	Awaiting RFP

2018 - 2019 Attendance demographic breakdown:

	<u>Nov-18</u>	<u>YTD</u>
Seminole	7813	37057
Volusia	3254	15992
Orange	3501	17642
Lake	933	4307
Brevard	192	884
Flagler	90	503
Osceola	316	1696
Other Florida Counties	1087	7650
Out of State	1819	9832
Canada	75	220
France	0	3
Germany	0	22
Great Britain	35	153
Other Countries	115	521
TOTAL Nov 2018	19230	96482
TOTAL Nov 2017	16297	87439
Difference	2933	9043
Hotels	100	513

Central Florida Zoo & Botanical Gardens
Unaudited Balance Sheet Quick information
As of November 30, 2018

	<u>November 30, 2018</u>	
Assets:		
Unrestricted cash	\$15,100	
General Reserve	\$75,000	
Winter Reserve	\$0	
Liabilities:		
Accounts payable	\$108,440	
Long term debt - fairwinds loan	\$613,230	monthly payment \$ 8,040
Long term debt - hvac loan	\$65,650	monthly payment \$ 1,240
Vehicle loans	\$68,760	monthly payment \$ 1,350
Other short term liabilities	\$98,060	payroll taxes, sales taxes and other accruals
Line of credit	\$75,000	

As of 11-30-2018 the line of credit had a balance of \$75,000 - (\$125,000 available)

As of 12-31-2018 the line of credit had a balance of \$150,000 - (\$50,000 available)

As of 12-31-2018 the winter reserve had a balance of \$ 0

Aerial Adventure Loan Balance as of 11-30-2018 was \$ 345,820

Central Florida Zoo & Botanical Gardens
Unaudited Net Operating Income Summary

	<u>Nov 2018</u>	<u>Budget</u>	<u>Nov 2017</u>
Revenues			
Annual passholders	\$ 41,420	54,000	40,760
Gate	175,930	137,950	144,360
Government support	-	-	
Public support ²	4,120	18,000	19,500
Concessions	3,840	3,100	5,280
Gift shop	12,490	11,460	9,180
Education programs	28,920	22,600	15,650
WMD rentals - net	5,050	5,700	9,340
Train income	13,400	13,000	11,970
Other revenues	12,940	12,700	8,060
Net event revenues	(1,560)	-	1,500
	<hr/>	<hr/>	<hr/>
Total revenues	296,550	278,510	265,600
Operating expenses			
Payroll	232,160	238,570	223,670
Animal care	15,620	18,780	13,470
Facilities repair and maintenance	20,460	14,100	11,140
Advertising	790	10,900	8,750
Office, Technology, Credit card expenses	11,030	13,090	9,400
Utilities	13,590	14,220	13,660
Insurance	40,790	38,970	34,810
Professional expenses	300	1,000	6,160
Printing	310	2,320	260
Supplies	3,960	5,820	3,650
Other operating expenses	16,920	14,090	11,310
	<hr/>	<hr/>	<hr/>
Total operating expenses	355,930	371,860	336,280
	<hr/>	<hr/>	<hr/>
Net operating income	\$ (59,380)	\$ (93,350)	\$ (70,680)
	<hr/>	<hr/>	<hr/>
<i>Aerial Adventure Totals</i>	(3,150)	2,400	-
	<hr/>	<hr/>	<hr/>
TOTAL ZOO OVERALL	(62,530)	(90,950)	(70,680)

We have a separate report for Seminole Aerial Adventure as this venture was not in the original zoo budget process
There are now totals for the zoo , the aerial adventure and for the zoo overall

Total monthly loan payments (not including Aerial adventure) is \$ 10,630 and are not included in the numbers above
Total budgeted monthly loan payments (not including Aerial Adventure) is \$ 9,370

Central Florida Zoo & Botanical Gardens
Unaudited Net Operating Income Summary

	<u>July - Nov 2018</u>	<u>Budget</u>
Revenues		
Annual passholders	\$ 215,480	264,000
Gate	914,410	766,750
Government support	56,250	56,250
Public support ²	31,000	67,000
Concessions	21,560	18,200
Gift shop	51,010	58,650
Education programs	95,190	68,000
WMD rentals - net	13,530	28,500
Train income	68,780	60,000
Other revenues	72,400	62,300
Net event revenues	88,100	69,100
	<hr/>	<hr/>
Total revenues	1,627,710	1,518,750
Operating expenses		
Payroll	1,142,700	1,180,780
Animal care	92,220	93,900
Facilities repair and maintenance	78,490	77,800
Advertising	14,050	54,500
Office, Technology, Credit card expenses	59,980	65,950
Utilities	66,630	70,700
Insurance	181,830	189,170
Professional expenses	8,750	10,000
Printing	15,790	11,600
Supplies	23,620	29,100
Other operating expenses	69,090	67,650
	<hr/>	<hr/>
Total operating expenses	1,753,150	1,851,150
Net operating income	<u>\$ (125,440)</u>	<u>\$ (332,400)</u>
<i>Aerial Adventure Totals</i>	<u>(20,510)</u>	<u>(2,000)</u>
<u>TOTAL ZOO OVERALL</u>	<u>(145,950)</u>	<u>(334,400)</u>

We have a separate report for *Seminole Aerial Adventure* as this venture was not in the original zoo budget process
There are now totals for the zoo , the aerial adventure and for the zoo overall

Total monthly loan payments (*not including Aerial adventure*) is \$ 10,630 and are not included in the numbers above
Total budgeted monthly loan payments (*not including Aerial Adventure*) is \$ 9,370

PLEASE NOTE - this report is a work in progress and subject to change

Central Florida Zoo & Botanical Gardens
Unaudited Net Operating Income Summary
Seminole Aerial Adventure

	<u>Nov 2018</u>	<u>Budget</u>	<u>Oct - Nov 2018</u>
Revenues			
Gate admissions	21,420	30,200	41,330
Other revenues	-	-	-
	<u>21,420</u>	<u>30,200</u>	<u>41,330</u>
Total revenues			
Operating expenses			
Payroll	14,860	16,800	32,460
Facilities repair and maintenance	1,420	1,000	4,380
Advertising	270	4,200	270
Office, Technology, Credit card expenses	720	900	1,390
Utilities	100	-	200
Insurance see note below	6,620	3,100	13,370
Professional expenses	530	-	2,030
Printing	-	-	-
Supplies	-	-	70
Other operating expenses - see below	50	800	7,670
	<u>24,570</u>	<u>26,800</u>	<u>61,840</u>
Total operating expenses			
Net operating income	<u>\$ (3,150)</u>	<u>\$ 3,400</u>	<u>\$ (20,510)</u>

Other operating expenses detail:

Inspection - common ground	2,210
Inspection - adp & assoc	1,850
Fla Dept of Agriculture	<u>3,210</u>
	7,270

These expenses are not a monthly occurrence

Monthly loan payments of \$5,640 are not included in the numbers above

The zoo is making three monthly installment payments for six months coverage of the aerial adventure course
In the original budget we were expecting to make monthly payments



ORLANDO NORTH, SEMINOLE COUNTY TOURISM

NOVEMBER 2018 REPORT

PARADISEADV.COM

ADVERTISING & MARKETING

Advertising & Marketing

- Presented the FY19 marketing plan to client and at the TDC November meeting.
- Completed Brand Campaign Creative Concept.
- Held internal meetings for “ON” Brand Campaign Pre-Production & Production.
- Held kick-off meeting for Sports Campaign Advertising Assets Creation project. Creative team began working on deliverables.
- Started review of existing video assets for the FY19 Additional Content Video Topics project.
- Started planning and reporting for Sports Website Discovery & Kick Off Meeting project.
- Continued media planning/buying & finalization of FY 2018-2019 media plan.
 - Communication with vendors
 - Evaluation of proposals
 - Development of media recommendations
- Continued development of budget for fiscal year 2018-2019.
- Ongoing website maintenance, including adding events and PDF documents.

PUBLIC RELATIONS - NOVEMBER

Press Releases / Mass Pitches

- Updated the press release boilerplates for both Leisure and Sports.
- Marketing releases and reviewed/revised press kit releases for 2019.
- Distributed and posted to website press page CF Zoo's release on America Recycles Day event.
- Developed and distributed release on holiday events : IT'S THE HOLIDAY SEASON, SO MAY THE CALENDAR KEEP BRINGING, HAPPY HOLIDAYS TO YOU.
- Began research on Q1 2019 Sports Tournaments for December press release.

Media Activity

- Pitched John Edge, Garden & Gun magazine on Willow Tree's authentic German cuisine.
- Provided Brooke Fehr with our most recent press releases for WHERE Orlando magazine.
- Provided Kara Franker, contributor to Coastal Living online with info and images of holiday events. Magazine selected Wekiva Island to include in this editorial.

PUBLIC RELATIONS - NOVEMBER cont'd

Media Activity (cont'd)

- Provided Kara Franker, contributor to Coastal Living online with info and images of holiday events. Magazine selected Wekiva Island to include in this editorial.
- Liaison with Brittany Minor, local blogger at Clumpsof mascara.com, regarding holiday events info.
- Provided anonymous writer with information for article on “New in 2019 – Restaurants, Hotels, Attractions.”
- Provided Mary Helen Sprecher, editor at Sports Destination Management, with background and learned of deadline (Nov) for 2019 Champions of Economic impact in Sports Tourism Award.
- Provided Jennifer Juergens with meetings info for Meetings Today article on Central Florida.
- Liaison with freelance writer Susan Breslow.
- Provided Mary Lou Janson with info/images of Sanford boat bungalows for possible inclusion in the Jan/Feb issue of DuPont Registry (Tampa) magazine as an example of a romantic getaway within easy driving distance of Tampa.

PUBLIC RELATIONS - NOVEMBER cont'd

Miscellaneous

- Liaison with Visit Florida to participate in a sponsored FAM Trip in Feb 2019.
- Participated in Cision media clip report training call.
- Liaison with Brandon Meixcell, seeking contact info for soccer field rentals, passed along to Danny Trosset.
- Completed development of a list of Top Target Media for FY 2018/2019 that PR is pitching.
- Participated in November TDC meeting.
- Liaison with tourism partners providing them with publicity clips citing them as a result of FAM trip participation and other media outreach.

Feature Clip



HOME • TRAVEL • TOP 10

The 20 Best Christmas Towns in Florida



19 of 20 Photo courtesy of Seminole County

Wekiva Island

Go off the beaten path this holiday season. Little known [Wekiva Island](#), located north of Orlando, gets decked out in holiday spirit with snow slides, Christmas movies, train rides and visits from Santa. This charming Florida town also hosts the Wekiva Island Boat Parade featuring vessels illuminated in festive décor.

Nearby, share family traditions and deck the halls at the annual [Festival of Trees at the Lake Mary Museum](#), where you can vote on the most creative Christmas tree.

PUBLIC RELATIONS

Calendar Year 2018

GOAL	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	TOTAL
250* print editorials	16	9	4	12	10	5	4	15	2	Transition to Cision N/A	21		98
250* online editorials (Including 5-6 features in top feeder market publications)	31	15	23	79	20	15	28	55	12	Transition to Cision N/A	58***		336
Editorial/Broadcast Impressions	25,873,351	75,729,604	46,150,489	41,696,234	87,594,489	9,062,354	16,354,700	19,884,509	7,094,398	160,061,838	89,715,786		579,217,752
Media \$ Value	\$6,239,606.03	\$18,189,562.33	\$5,840,070.79	\$909,813.78	\$10,532,478.53	\$550,600.37	\$819,955.84	\$850,047.40	\$196,305.42	\$430,818.90	\$669,681.70		\$45,228,941.09
Host 1 Group FAM and up to Six Individual Media Visits				Group FAM (4 pax)					Sept 6-9 Group FAM (4 pax)				2 FAM, total 8 media
Write, Edit & Distribute 20-25 Press Release	5	4	5	1	2	3	2	5	4	2			33

* Combined print/online editorial to total 500. Note these numbers do not include those nationally syndicated articles which ran in over 50 newspapers per article. There were 3 nationally syndicated articles in FY 2018.

** Burrelle's clip service has been eliminated. Cision clip service to be activated early Nov. and will retroactively capture clips from Sept/Oct.

***Cision now also captures TV clips whose counts are included with online values for Nov/Dec

WEBSITE OVERVIEW

DoOrlandoNorth.com (October 2018 - November 2018)

WEBSITE	FISCAL YEAR-TO-DATE	GOAL
Sessions	6,263	87,000
Pages Viewed (per Session)	2.01	1.75
Duration of Session	01:08	00:55
Bounce Rate	71.71%	>75%

PlayOrlandoNorth.com (October 2018 - November 2018)

WEBSITE	FISCAL YEAR-TO-DATE	GOAL
Sessions	7,098	28,000
Pages Viewed (per Session)	2.13	2.25
Duration of Session	01:21	1.25
Bounce Rate	59.95%	>57%



ORLANDO NORTH, SEMINOLE COUNTY TOURISM

DECEMBER 2018 REPORT

PARADISEADV.COM

ADVERTISING & MARKETING

Advertising & Marketing

- Managed day-to-day client and internal communications and project management, including weekly internal traffic meetings and bi-monthly status calls, to ensure projects are moving forward.
- Managed ongoing website maintenance, including adding events and PDFs.
- Held internal meetings for “ON” Brand Campaign Pre-Production & Production. Opened production jobs and worked on estimating each project.
- Continued work on creative deliverables for Sports Campaign Advertising Assets Creation project.
- Completed review of existing video assets for the FY19 Additional Content Video Topics project.
- Participated in call with client to review the annual content calendars for leisure and sports. Worked on filling in Paradise’s portion of the calendars.
- Continued media planning/buying and vendor negotiations for the FY 2018-2019 media plan.
 - *NASC Sponsorship Media Buy - coordinated between client and vendor to finalize the details of this year’s sponsorship package.*
- Finalized budget for fiscal year 2018-2019.

PUBLIC RELATIONS - DECEMBER

Press Releases & Mass Pitches

- Drafted and distributed press release: 2019 WINTER LINEUP OF YOUTH AND COLLEGIATE SPORTS TOURNAMENTS.
- Drafted and awaiting client feedback on release recapping successes of Sports Marketing Economic Impact in 2018.
- Distributed and posted on website pressroom the press release: SEMINOLE COUNTY DEVELOPS MULTI-YEAR PARTNERSHIP WITH PERFECT GAME, INC.

Media Activity

- Pitched Meredith Rosenberg, Travel Channel, on Wekiva Island for consideration as an “eco-friendly destination.”
- Provided Kevin Chippindale, OrlandoAttractions.com with “3 interesting and unusual factoids about ONSC.”
- Liaison with Leigh Neely, Lake & Sumter Style magazines.
- Liaison with writer Rona Gindin working on an article about renovated hotels in ONSC for BizBash.
- Pitched Jennifer Juergens, Meetings Today magazine on renovated properties.

PUBLIC RELATIONS - DECEMBER cont'd

Media Activity (continued)

- Liaison with Meghan Laurie, blogger interested in a media visit. As she is based out of Chicago and requires transportation, we declined.
- Pitched Mia Taylor, Cheapism blog, on Sanford as a “Best New Place to Vacation in 2019.”
- Provided press kit and images to editor at New Jersey Family, Dina El Nabli, a participant in the upcoming February Visit Florida FAM.

Miscellaneous

- Ongoing liaison with client to develop an itinerary for the Visit Florida for sponsored FAM Trip in Feb 2019.
- Liaison with tourism partners providing them with publicity clips citing them as a result of FAM trip participation.

PUBLIC RELATIONS - DECEMBER cont'd

Feature Clip:

Naples Daily News
PART OF THE USA TODAY NETWORK

Sanford: A surprising Florida find in Central Florida

Nestled 20 miles northeast of Orlando, an artistic community awaits in Sanford.

It presents travelers with a dedicated historic district, a walkable riverfront on the southern shores of Lake Monroe at the head of the beautiful St. Johns River, and the celebrated Hollerbach's Willow Tree Café. It is a town not to miss.

Sanford is also home to Florida's Auto Train, which you can hop on in Orlando and be in Sanford in under an hour.

Experience the charm and ambiance of Sanford's 19th-century buildings, pristine waterfront, unique shops and restaurants. The downtown Riverwalk features antique and collectible shops, all located within a two-block radius of Magnolia Square. And, for entertainment, visit the restored Wayne Densch Performing Arts Center, one of Florida's newest facilities for the performing arts.

Unlike Orlando, Sanford has a slow, Southern-style stroll. During the past decade, the area has built a reputation as an artistic, bohemian enclave with a dollop of Florida history.

Museum choices: Historical and artist emporiums

Some top picks to put on your bucket list while traveling to the area include:

- Jeanne Taylor Folk Art Museum, located at 211 E. First St., is a bohemian chic art museum where local artists display their works. Visitors will be delighted as onsite artists actively create works of art right before your eyes.

Full Story: <https://www.naplesnews.com/story/travel/2018/12/14/sanford-surprising-florida-find/2282709002/>



PUBLIC RELATIONS

Calendar Year 2018

GOAL	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	TOTAL
250* print editorials	16	9	4	12	10	5	4	15	2	Transition to Cision N/A	21	26	124
250* online editorials (Including 5-6 features in top feeder market publications)	31	15	23	79	20	15	28	55	12	Transition to Cision N/A	58***	45	381
Editorial/Broadcast Impressions	25,873,351	75,729,604	46,150,489	41,696,234	87,594,489	9,062,354	16,354,700	19,884,509	7,094,398	160,061,838	89,715,786	32,533,314	611,751,066
Media \$ Value	\$6,239,606.03	\$18,189,562.33	\$5,840,070.79	\$909,813.78	\$10,532,478.53	\$550,600.37	\$819,955.84	\$850,047.40	\$196,305.42	\$430,818.90	\$669,681.70	\$714,612.79	\$45,943,553.88
Host 1 Group FAM and up to Six Individual Media Visits				Group FAM (4 pax)					Sept 6-9 Group FAM (4 pax)				2 FAM, total 8 media
Write, Edit & Distribute 20-25 Press Release	5	4	5	1	2	3	2	5	4	2		4	36

* Combined print/online editorial to total 500. Note these numbers do not include those nationally syndicated articles which ran in over 50 newspapers per article. There were 3 nationally syndicated articles in FY 2018.

** Burrelle's clip service has been eliminated. Cision clip service to be activated early Nov. and will retroactively capture clips from Sept/Oct.

***Cision now also captures TV clips whose counts are included with online values for Nov/Dec

WEBSITE OVERVIEW

DoOrlandoNorth.com (October 2018 - December 2018)

WEBSITE	FISCAL YEAR-TO-DATE	GOAL
Sessions	10,100	87,000
Pages Viewed (per Session)	2.10	1.75
Duration of Session	01:111	00:55
Bounce Rate	69.82%	>75%

PlayOrlandoNorth.com (October 2018 - December 2018)


WEBSITE	FISCAL YEAR-TO-DATE	GOAL
Sessions	7,926	28,000
Pages Viewed (per Session)	2.12	2.25
Duration of Session	01:23	1.25
Bounce Rate	59.88%	>57%

**Thank you for your
partnership!**

Paradise Advertising
150 Second Avenue North, Suite 800
St. Petersburg, FL 33701
Tel. (727) 821-5155

A man wearing a red life vest and a tan cap is kayaking on a calm lake. The water is dark blue and reflects the surrounding greenery. A semi-transparent green rectangular box is overlaid on the right side of the image, containing the text 'ORLANDO NORTH SEMINOLE COUNTY' in white, bold, sans-serif capital letters. The word 'ORLANDO' is on the top line, 'NORTH' is on the second line, and 'SEMINOLE COUNTY' is on the third line. A small white triangle points upwards from the top of the letter 'O' in 'NORTH'.

ORLANDO
NORTH
SEMINOLE COUNTY



2019 Social Media Plan Orlando North

2019 Social Media Goals

- Overall Goals
 - Increase online brand awareness
 - Improved social engagements and interactions
 - Build relationships with new and existing visitors
 - Influence visitation

2019 Social Media Goals

- What we do to achieve these goals
 - Post engaging content and promotions to encourage visitor interest
 - Organic posts on area events and activities
 - Targeted paid advertisements to generate new followers and clicks to the websites
 - Monitoring relevant conversations in the social arena
 - Replying to comments and questions from users
 - Developing an annual Content Strategy Plan with specific goals



**November 2018
Social Media Report
Do Orlando North**

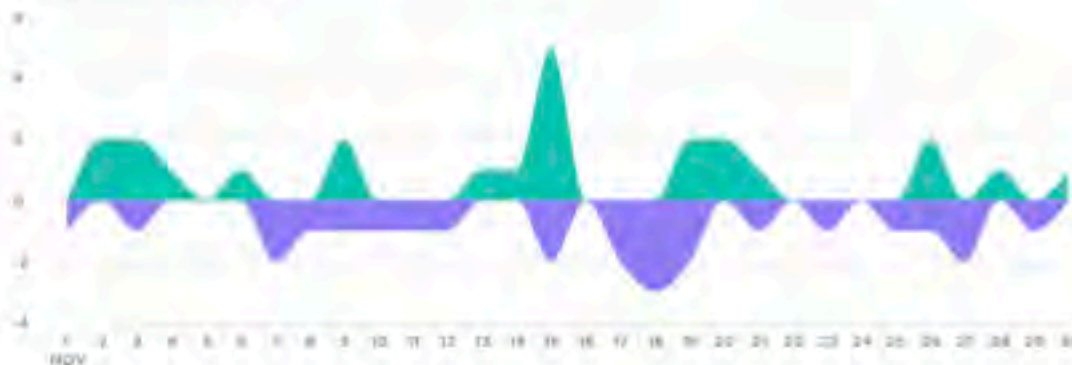
Facebook

- Total Page Likes: 13,623
- Total Page Impressions: 187,081
- Total Post Engagements: 1,695

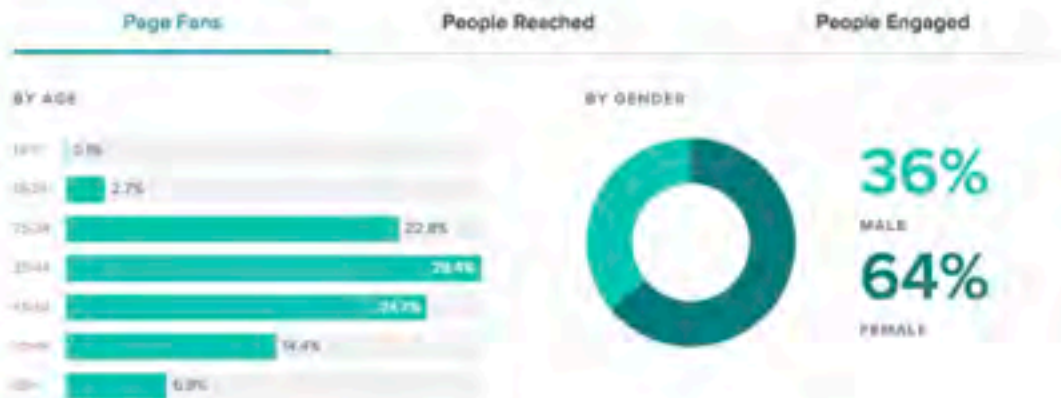
Audience Growth Metrics	Totals
Total Fans	13,623
Organic Likes	24
Unlikes	25
Net Likes	-1

Facebook Audience Growth

LIKES BREAKDOWN, BY DAY



Facebook Audience Demographics



Women between the ages of 25-44 appear to be the leading force among your fans.

Top Countries

United States	12,801
Puerto Rico	171
Brazil	83
Mexico	80
Vietnam	50

Top Cities

Orlando, FL	1,621
Jacksonville, FL	1,040
Tampa, FL	589
Saint Petersburg, FL	273
Sanford, FL	248

Facebook - Clicks to Web Ad

- Spend: \$649.98
- Total Reach: 67,802
 - 52% increase
- Total Impressions: 98,113
 - 51% increase
- Total Link Clicks: 2,009
 - 29% increase
- CPC: \$0.32
 - 5% decrease
- CTR: 2.05%
 - 53% increase

Do Orlando North
Sponsored · 🌐

Planning a vacation to the world's epicenter of entertainment? There's an easier, wilder way to do Orlando.

Experience Outdoor Adventure. [Learn More](#)

Explore

Natural Side. [Learn More](#)

Do Orlando North. [Learn More](#)

Facebook - Promoted Posts

- Spend: \$336.49
- Total Reach: 8,950
- Total Impressions: 14,819
- CPC: \$0.26
- CTR: 8.73%



Do Orlando North

Sponsored · 🌐



Ready for takeoff? Come bring your little ones to Boing Fun Center Orlando, where they'll have a huge arcade, rock wall and bounce floor to keep them entertained for hours!

📍: boingfuncenter



Do Orlando North

Sponsored · 🌐



Antica Pizzeria and mozzarella bar offers up perfectly authentic Italian cuisine without ever having to leave #AltamonteSpringsFL! Besides, what could satisfy your craving more than cheese? 🍕

📍: instinigrams




Twitter

- Total Twitter Followers: 4,612
- Total Organic Impressions: 15,823
 - *27% increase*
- Total Engagements: 177
 - *156% increase*

Twitter Activity Overview

 **15.8k**
Organic Impressions

 **177**
Total Engagements

 **3**
Link Clicks

Twitter Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



51%

FEMALE FOLLOWERS

49%

MALE FOLLOWERS

Women and people between the ages of 35-44 appear to be the leading force among your followers.

Twitter - Promoted Tweets

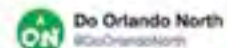
- Total Spent: \$200.00
- Total Impressions: 36,977
- Cost Per Engagement: \$1.02



Do Orlando North
@DoOrlandoNorth

A8: Revel in the views at Lake Monroe, a must see in #DoOrlandoNorth. Is anything better than channeling your inner-Moana on a boat during sunset? We didn't think so. 🇺🇸

☀️ #FLTravelChat



Do Orlando North
@DoOrlandoNorth

Travel the world through food and check out @BustersBistroFL for traditional Belgian fare and drink. Oh, and don't forget to reply with your favorite drink of choice!

#DoOrlandoNorth

📷: maltymaiden



Instagram

- Total Followers: 1,583
- Total Engagements: 7,155
 - *1,297% increase*
- Total Impressions: 71,245
 - *22% increase*

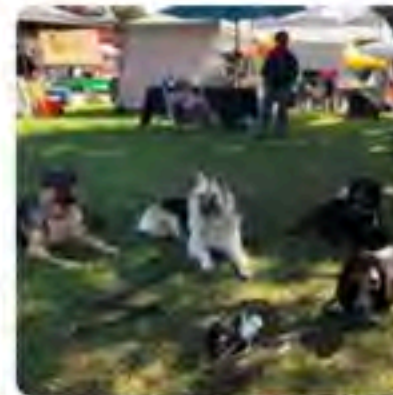
Instagram Top Posts



@doorlandonorth
4776 Engagements



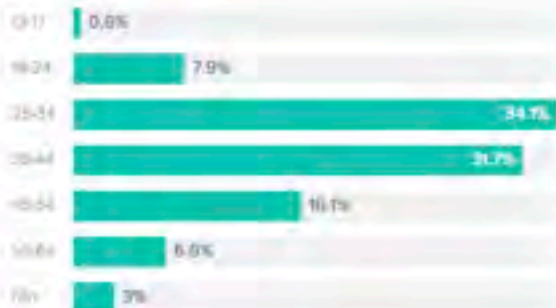
@doorlandonorth
2227 Engagements



@doorlandonorth
183 Engagements

Instagram Audience Demographics

BY AGE



BY GENDER



Women between the ages of 25-34 appear to be the leading force among your fans.

Top Countries

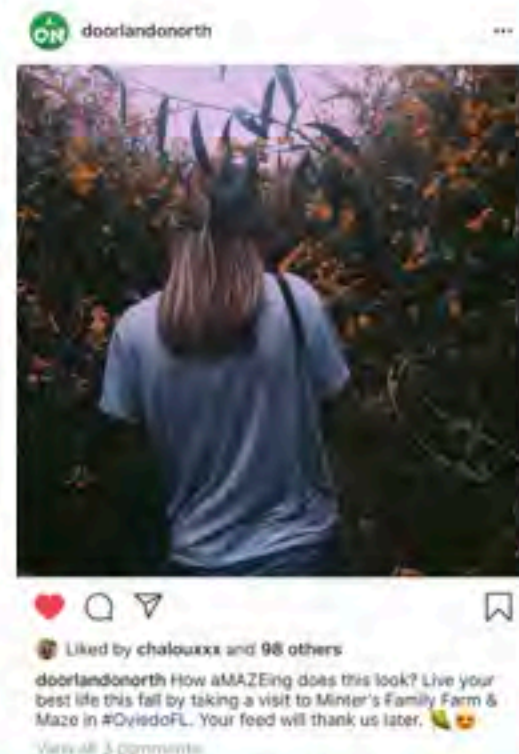
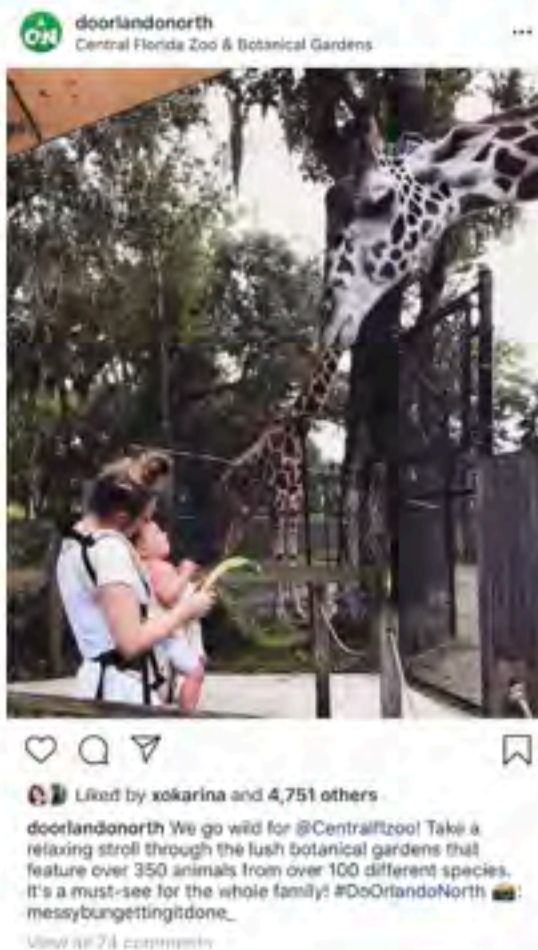
United States	1,459
Brazil	37
United Kingdom	10
Canada	6
Venezuela	5

Top Cities

Orlando, Florida	377
Sanford, Florida	109
Lake Mary, Florida	51
Tampa, Florida	50
Longwood, Florida	29

Instagram - Promoted Posts

- Total Spent: \$205.82
- Total Promoted Reach: 37,205
- Total Promoted Impressions: 40,999
- Total Promoted Engagements: 7,286





**November 2018
Social Media Report
Play Orlando North**

Facebook

- Total Page Likes: 353
 - *1% increase*
- Total Page Impressions: 6,003
- Total Page Engagements: 547

Facebook Activity Overview

 **6,003**
Impressions

 **547**
Engagements

 **3**
Clicks

Facebook Audience Demographics

Page Fans

People Reached

People Engaged

BY AGE



BY GENDER



Men between the ages of 55+ appear to be the leading force among your fans.

Top Countries

United States	339
India	4
Indonesia	3
Italy	1
Mexico	1

Top Cities

Miami, FL	11
Atlanta, GA	8
Memphis, TN	8
Orlando, FL	7
Tampa, FL	7

Facebook - Promoted Posts

- Spend: \$162.00
- Total Reach: 4,814
- Total Impressions: 5,279
- CPC: \$0.31
- CTR: 9.95%



Play Orlando North

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We aren't afraid to take a walk on the wild side and neither is Black Hammock Adventures & Airboat Rides! Click here to book an airboat ride for the whole team. ➡ <http://bit.ly/2PkLjtd>



Play Orlando North

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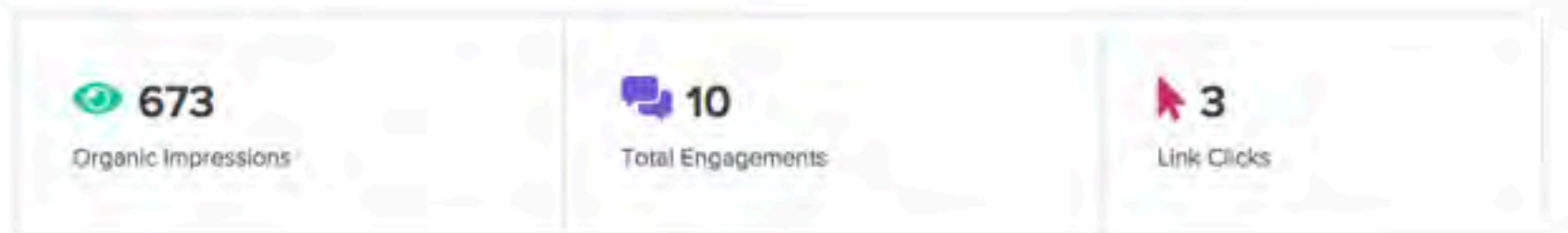
Team chants are what bring spirit to any sport's game. Click below to find out what the top 10 best sports chants are. Oh, and don't forget to like if one of your team's favorites made the list! 😊👉 <https://bit.ly/2CC7gNv>



Twitter

- Total Twitter Followers: 222
- Total Organic Impressions: 673
- Total Engagements: 10

Twitter Activity Overview



Twitter Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



37%

FEMALE FOLLOWERS

63%

MALE FOLLOWERS

Men and people between the ages of 45-54 appear to be the leading force among your followers.

Instagram

- Total Followers: 140
 - *4.5% increase*
- Total Engagements: 59
 - *50% increase*

Instagram Activity Overview

 140

Total Followers

 56

Likes Received

 3

Comments Received

Instagram Top Posts



@playorlandonorth
24 Engagements



@playorlandonorth
19 Engagements



@playorlandonorth
18 Engagements



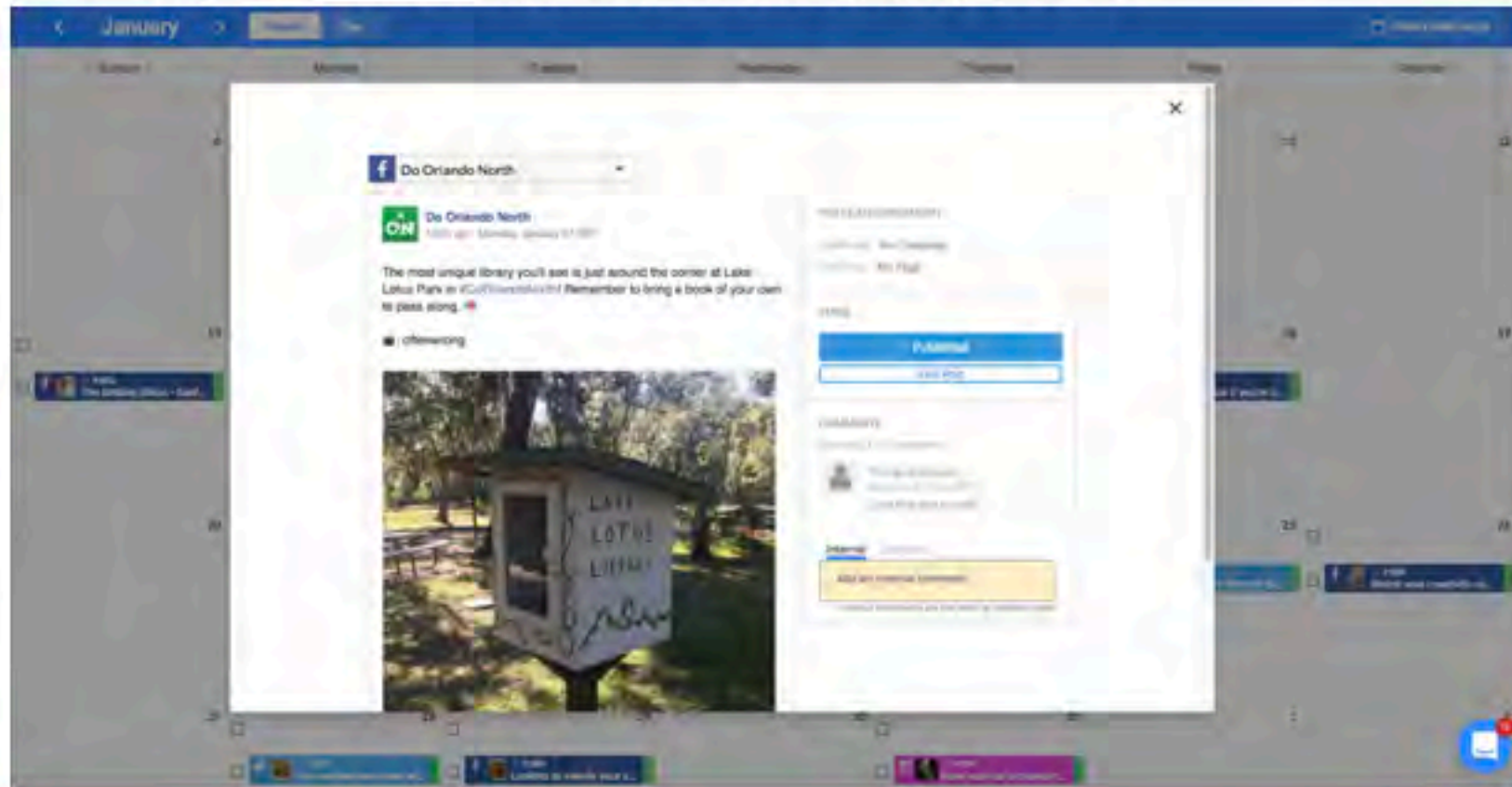
2019 Content Strategy Plan Do Orlando North

Do Orlando North Social Plan

- Target Audience
 - Adventure-seeking families or individuals
 - Interested in outdoor activities and authentic experiences
 - Live within a 4-hour radius of the destination
 - Visiting for vacation, staying with family or business travel

Do Orlando North Social Plan

- Monthly content calendars with timely posts



Do Orlando North Social Plan

- Quarterly Promotions
 - Q1: Show your love for #DoOrlandoNorth
 - Q2: Spring at the Springs
 - Q3: Summertime Scavenger Hunt (using Geocaching app)
 - Q4: #DoOrlandoNorth Costume Party
- Social Ad Spend Budget - \$1,600 total per month
 - Clicks to Web Ad: \$600-\$800
 - Facebook/Instagram promoted posts: \$400-\$500
 - Twitter promoted posts: \$200-\$300

Do Orlando North Goals

- 2019 Social Media Goals by Platform
 - Facebook
 - Monthly content frequency of 8 posts per month
 - 1,250 total Facebook Clicks to Web link clicks
 - 200,000 total monthly Facebook impressions
 - 1,650 monthly Facebook engagements
 - Twitter
 - Monthly content frequency of 4 posts per month
 - 200 total annual Twitter followers
 - 24,500 total monthly Twitter impressions
 - 200 total monthly Twitter engagements

Do Orlando North Goals

- 2019 Social Media Goals by Platform (con't)
 - Instagram
 - Monthly content frequency of 4 posts per month
 - 37,000 impressions
 - 3,500 total monthly Instagram engagements



2019 Content Strategy Plan Play Orlando North

Play Orlando North Social Plan

- Target Audiences
 - Families visiting the area for their child's sporting event
 - Interested in finding outdoor activities and authentic experiences for their families while they are here
 - Sports event planners
 - Looking for state-of-the-art facilities to host their event
 - Interested in locations with the accommodations and local attractions to increase attendance for the events

Play Orlando North Social Plan

- Monthly content calendars with timely posts
- Promotions
 - #Trophy Tuesday
 - Team Photo and/or Video Contests
 - Team Scavenger Hunts
- Full Sail Content
- Social Ad Spend Budget - \$833 total per month
 - Page Likes Ad: \$400-\$500
 - Facebook/Instagram promoted posts: \$100-\$133
 - Twitter promoted posts: \$100-\$200

Play Orlando North Goals

- 2019 Social Media Goals by Platform
 - Facebook
 - Monthly content frequency of 8 posts per month
 - 135 total monthly Facebook Page Likes
 - 1,500 total monthly Facebook impressions
 - 650 monthly Facebook engagements
 - Twitter
 - Monthly content frequency of 4 posts per month
 - 75 total annual Twitter followers
 - 4,000 total monthly Twitter impressions
 - 50 total monthly Twitter engagements

Play Orlando North Goals

- 2019 Social Media Goals by Platform (con't)
 - Instagram
 - Monthly content frequency of 4 posts per month
 - 300 impressions
 - 200 total monthly Instagram engagements