

Tourist Development Council County Services Building

January 16, 2020

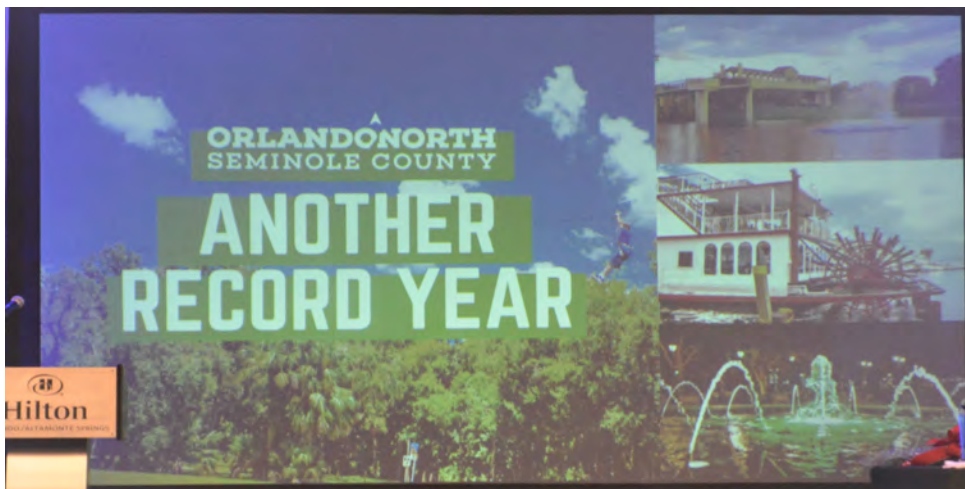


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**Tourist Development Council
Meeting Agenda
January 16, 2020
Seminole County Government, Room 3024**

- I. Call to Order Chair Sarah Reece
Pledge of Allegiance followed by Moment of Silence
- II. Welcome and Introductions
 - New TDC Members:
 - Commissioner Lee Constantine, District 3, Seminole County BCC
 - Rick Donohue, General Manager, Embassy Suites Orlando North
 - Jamie Ross, General Manager, Residence Inn Orlando Lake Mary
 - Returning TDC members and meeting attendees
- III. Election of 2020 TDC Vice-Chair*
- IV. Approval of November 21, 2019 Minutes*
- V. Central Florida Zoo Update
- VI. Paradise, Marketing and Public Relations Update
- VII. Evok, Social Media Update
- VIII. Orlando North Tourism Updates
 - 1. Seminole County Tourism: Administration Tricia Johnson
 - 2. Seminole County Tourism: Leisure Gui Cunha/Karen Aplin
 - 3. Seminole County Tourism: Sports Danny Trosset
- IX. Old Business Chair Sarah Reece
- X. New Business
- XI. Adjourn

NEXT MEETING:

March 19, 2020

Seminole County Government, County Services Building, Room 3024
Ethics Training & Zoo Annual Grant Presentation

ORLANDO NORTH SEMINOLE COUNTY

Tourist Development Council Meeting November 21, 2019

In Attendance: Vice-Chair Sarah Reece, Commissioner Amy Lockhart, Commissioner Patrick Austin, Mary Sue Weinaug, Brenda Urias, Frank Cirrincione, Don Dougherty

Excused: Chairman George Speake, Bruce Skwarlo

Meeting called to order at 3:02pm

Pledge of Allegiance
Introductions

Approval of September 2019 Minutes

Motion: Commissioner Amy Lockhart

Second: Commissioner Patrick Austin

Vote: Unanimous

Orlando North, Seminole County Tourism Updates

Administration

Tricia Johnson, Deputy County Manager

- Draft calendar for 2020 TDC meetings presented;
- Budget preparation process has been moved up by one month at BCC request:
 - Zoo presentation will shift from May to March;
 - Tourism FY20/21 budget presentation will shift from July to May;
- New vice chairman will be elected at January 2020 TDC meeting – per state statute next Chairman to be an hotelier;
- 4 seat vacancies/changes for 2020:
 - CALNO representative is appointed. Request to have Commissioner Sarah Reece reappointed since she completed Commissioner Gary Brender’s term. CALNO must recommend reappointment and BCC approves recommendation at 12/10 BCC meeting;
 - District 2 Seat: Commissioner Jay Zembower has appointed Jamie Ross, General Manager at the Residence Inn Lake Mary;
 - District 5 Seat: Commissioner Carey will appoint at December 10 BCC meeting;
 - District 3 Seat: Commissioner Constantine will appoint at December 10 BCC meeting.

- Visitor Study Scope complete; this will be a year-long study;
- 5 year Strategic Plan:
 - Staff directed to hire consultant to assist with preparation of strategic plan;
 - Currently drafting scope of services;
 - Staff recommending three-year rather than five-year plan. Will work with consultant to determine appropriate plan length;
- Greater Orlando Sports Commission and Marketing/Advertising/PR/Social Media contracts up for renewal (run through 9/2020):
 - Purchasing requested marketing scope by end of February, 2020 due to length of process. Contract will be put out to bid for about a month, followed by presentations by firms for selected staff and TDC committee, followed by a presentation to the Board of County Commissioners (July/August timeframe);
 - Currently working with GOSC on contract discussions.

Question: Frank Cirrincione: With the zoo being asked to move up their budget request, are they ready to do so?

Answer: Dino Ferri: Yes, we will make that work.

Tricia commented that if we need a special meeting called, we can arrange that.

Leisure

Gui Cunha, Tourism Manager

Karen Aplin, Tourism Marketing Coordinator

- Attended Destinations Florida Annual Meeting in Weeki Wachee Springs;
- 31 photo shoots/25 video shoots and vlog casts;
- Head shots for TDC members for website at next TDC meeting (January 2020);
- New content tie-in with Orlando Marriott and Cycle Bar;
- Attended HTMP (Hospitality and Tourism Management Program) Hospitality Workgroup
 - Premier curriculum for Florida and US. We were invited to review the proposed curriculum refresh discussions;
- Seminole County will be first to have a virtual hospitality program in both Florida and the nation:
 - Virtual school to SSC and UCF Direct Connect;
 - Will become a NAFT: National Academy of Hospitality and Tourism;
 - Virtual school is flexible;
 - Brenda Urias was chair of the Central Florida NAFT board;
- Marketing Committee recap:
 - Submitted scopes for Events Grant and Visitor Profile Study;
 - December Marketing Committee meeting will review strategic plan consultant and marketing scopes;
- Space and Air Show meeting hosted at Sports Complex:
 - Airshow will be at the Orlando Sanford International Airport in October 2020;
 - Sponsorships, in-kind support, room night generation discussed;
- Awards Luncheon at the Hilton Altamonte - Stan Van Gundy is keynote speaker;

Occupancy

- Closing fiscal with all-time high of \$5.8 million TDT dollars
- Seminole County is reaching capacity

Weekend V Weekday: August

YTD: 74% occupancy \$105.03 ADR \$77.75 RevPAR

Weekend V Weekday: September

YTD: 73% occupancy \$104.13 ADR \$76.01 RevPAR

Comp Sets

- Flagler and Volusia had tough August;
- Volusia and Flagler September numbers lower due to Hurricane Dorian;
- YTD (Year to Date) strong ADR. This is the first time Seminole County will have back-to-back ADR in triple digits;
- Trailing Orange County by about \$15-20, small but we do have room to grow.

Sports

Danny Trosset, Sports Tourism Manager

Shalisa Griffin, GO Sports

- Best fiscal year in Seminole County;
- Sports Complex Actuals:
 - 203 events;
 - 58,770 room nights;
 - \$79.24 economic impact;
- July was largest month due to Perfect Game and other travel baseball events;
- Will be hosting 3D Lacrosse (Nov 22-24). Elite high schools teams from all over the Country will participate, as well as Division I college teams;
- Soldiers Creek Actuals:
 - 60 events;
 - 11,620 room nights;
 - \$10.7 million dollar economic impact;
- All Other Venue Actuals:
 - 49 events;
 - 23,568 room nights;
 - \$25.7 million dollar economic impact;
- ECNL Boys in December;
- ECNL Girls in January;
- Sports Tourism Top 10 Events based on room nights:
 - ECNL Girls and Boys;
 - NFHCA Field Hockey;
 - Perfect Game;
 - Florida League HS Invitational (high school baseball at Sanford Stadium, Boombah Sports Complex);
 - Softball Youth All-American Games;
 - Baseball Youth All-American Games;

- NCAA DII Tennis;
- Prospect Wire Southeast Championship;
- Every event will be returning to Seminole County except NCAA DII Tennis Championships.

FY 18/19 Actuals for all venues

110 events 41,180 room nights \$42.8 million dollar economic impact

FY 19/20 Projections for all venues

104 events 44,500 room nights \$46.1 million dollar economic impact

- Breakdown of TDC funding analysis:
 - 75 events were funded through TDC incentive program at \$10/night acquisition;
 - Important to continue to provide incentives to stay competitive within the market;
 - Since 2016: 228 events generating more than 107,000 room nights.

Recent and Upcoming Events:

- Perfect Game - preliminary projected room nights: 700;
- ISSA Winter World Championship - preliminary projected room nights: 1,200;
- Hosted Youth Tackle Football Event;
- ECNL Girls and Boys;
- Baseball and Softball Youth All-American Games;
- Field Hockey.

New Events:

- Prospect Dugout: 140 baseball players who are trying to make it into the majors. This is a showcase event at the Sports Complex;
- Perfect Game;
- The Spring Games: Division I college softball teams: 30-40 practice games, Kentucky, FSU and others;
- 3D Lacrosse.

Question: Frank Cirrincione: Incentives are important to continue, but what about the facilities? Aren't other people building facilities to compete? Who should be in on that conversation about up-keep, conditions, and maintenance?

Answer: Danny Trosset: Yes, it is important to continue to provide incentives, and we continue to invest in newer and better technology in trying to set the Sports Complex apart. Continuous upgrades and updating.

Comment/discussion on the entrance to Sports Complex on side of facility by the National Guard facility. Specifically, it needs to be more presentable.

- Finalized contract with Full Sail University Dan Patrick School of Journalism:
 - Allow students interested in sports broadcasting to attend events, handle interviews, videography practice, possible announce games, etc. – very hands-on experience;
 - Content will be a dual partnership with County;
 - Should launch early-2020.

Shalisa Griffin

FY 18/19 Recap

- Current partnership with Seminole County runs through FY 19/20 (9/30/20);
- Go Sports manages and pursues business in professional, collegiate, high school, club, and created events markets;
- Attended many conferences and sports summits on behalf of Seminole County;
- Nine major events (December 2018 - May 2019) came to Seminole County.
-

Economic Impact in FY 18/19

- Room nights: 8,323
- Eco Impact: \$6,582,784
- Average Room Rate: \$131.48
- Bed Tax Generated \$54,715.40
- Return on Investment (net) 237x
- Room night goal (contracted) is 7,000. GOSC exceeded that by 1,323

- ECNL room nights in Seminole County increased;
- ECNL contract extension through 2023;
- NCAA DII Men's and Women's Tennis Championship;
- Florida High School Tennis State Championships will remain in Seminole through 2022.

FY 19/20 Highlights

- ECNL Boy's and Girl's
- Hogan Lacrosse
- FHSAA
- Purdue University at Historic Sanford Memorial Stadium

Upcoming Regional Opportunities

- NCAA bid cycle- 4 year cycle that rotates locations
- Special Olympics: June 2022 USA Games
- FIFA 2026 World Cup

Question: Brenda Urias: What counties do you serve besides Seminole County?

Answer: Shalisa Griffin: Seminole, Osceola, Orange and Lake counties

Question: Commissioner Patrick Austin: Why did we lose college tennis?

Answer: Shalisa Griffin: We didn't lose college tennis. The bid cycle is every four years and we were selected for two out of the four in 2017. They rotate locations between Seminole County and other locations.

Follow up: Go Sports will be bidding on the 2022-26 years as well. One of those years is a festival year that will include Men's and Women's golf, tennis, lacrosse, softball.

Question: Brenda Urias: When are they going to make the announcement if Central Florida wins World Cup?

Answer: Brent Nelson, Go Sports: No answer as of yet since we are still going through the bid cycle. Still one of the 17 finalists. Once they do a site visit that will make decision easier and hopefully have a better timeline.

Question Vice-Chair Sarah Reece: Will Special Olympics use a lot of venues between Orange and Seminole Counties?

Answer: Shalisa Griffin: There won't have any venues used for the finals in Seminole but the influx of people will spill over for rooms into Seminole.

Zoo Update

Dino Ferri

- Asian Lantern Festival begins on November 20th and runs through January, evenings only;
 - Preview night on 11/19;
 - Ticket sales increasing after social media influence grew, as well as marketing efforts:
 - Advertising;
 - Billboards;
 - Print;
 - Digital
 - Social Media;
 - \$18.50 per person or a 4 pack for \$50;
 - 2446 individual tickets sold as of November 21;
 - Different audience: not necessarily just typical zoo guests.

Brenda Urias commented that they are looking for corporations to do volunteer nights to be greeters. Usually 10-15 people needed. Can be a team building experience, or family/friends can volunteer.

Paradise Update

Danielle Ackerman

MJ Kolassa

Fiscal Year 2019

- Website Optimizations: Do Orlando North
 - Both Food and Beverage and Nature & Outdoor pages we put content links to partners; and other pages on site; featured blogs;
 - Updated social galleries powered by Crowd Riff;
 - Callouts for hotels and visitor guides;
 - Partner listings powered by Trip Advisor;
 - Global footer which links to Social Media;
- Website Performance:
 - 30% increase in overall sessions;
 - 25% Bounce rate decrease;
 - 30% increase in Pages/Sessions;
 - 40% increase in Session Duration;
 - These are 4 of the key metrics in determining the success of the site.

Question: Commissioner Amy Lockhart: Why is there such a dramatic difference in the numbers?

Answer: Danielle Ackerman: Coincided with seasonality of launching a campaign. We shifted our focus from traditional platforms and more strongly focused on the search; saw the results increase which was due to the planned timing of the campaign.

- Year-long search campaign;
- Content planning meeting scheduled with tourism staff;
- Ongoing optimization for Play Orlando North;
- Quarterly email blasts for Leisure;
- Sports lead generation landing page;
- Content shooting planning stages.

Public Relations

- End of summer was festival outreach and long leads for the 1st and 2nd quarters;
- Press releases and mass pitches:
 - Caba Yoga (horse yoga);
 - Oktoberfest in Sanford;
 - Spectral Sights in Central Florida;
 - Holiday happenings in Seminole County;
 - Entrepreneurs buoy county's appeal;
- Media Highlights:
 - Travel Channel on Haunted Seminole;
 - WESH TV on Oktoberfest;
 - Caba Yoga event;
- September 2019 Metrics:
 - 839.69 million Impressions;
 - \$695.7 thousand dollars in ad value;
 - 1 FAM;
 - 2 Press Releases;
 - 65 editorials;
- October 2019 Metrics:
 - 755.39 million Impressions;
 - \$757.9 thousand dollars in ad value;
 - 1 FAM;
 - 7 press releases;
 - 65 editorials.

Evok

Allison Parker

Do Orlando North

- Increases for all platforms: Facebook, Twitter, Instagram;
- Facebook:
 - 14,166 total likes, 162,407 impressions, 5,629 engagements;
 - Demographics continue to skew female and 35-44 age range;
 - Click-to-Web: spent \$560.00;
 - Total link clicks: 1,455;

2.28% CTR (Click Through Rate);

- Twitter:
 - 5,241 followers;
 - 24,262 organic impressions;
 - 283 engagements;
 - Promoted Tweets spent \$152.64;
- Instagram:
 - 1,719 followers;
 - 21,588 engagements;
 - 60,172 organic impressions;
 - Promoted posts spent \$325.76 and increased engagement by 162.5% from September 2019;
 - Food and beverage postings and adventure type postings, like airboats, get great engagements.

Play Orlando North

- Increases across all platforms;
- Facebook:
 - 3,034 likes;
 - 67,220 impressions;
 - 2,343 organic engagements;
 - Skews 50/50 male to female with 25-34 age range;
 - Promoted posts spent \$300.00 with CTR of 7.73%;
- Twitter:
 - 346 followers;
 - 2,017 organic impressions;
 - 176 engagements;
 - Promoted posts spent \$250.00;
- Instagram
 - 209 followers-increased by 14;
 - 4,025 engagements;
 - Spent \$175.00 on promoted posts.

Question: Commissioner Lockhart: If you increase spend on promoted posts, what is the proportion of increasing clicks and engagements? What is the thought process?

Answer: Allison Parker: We want to be good stewards of the budget and money we spend, and not throw money at something that won't have a return investment, and we have a monthly budgeted spend.

Follow up question: Commissioner Amy Lockhart: Would it be a benefit to increase that budget? Is there a breaking point where spending more doesn't match the return?

Answer: Allison Parker: Being that our metrics do increase month-over-month, there is only 'up' to go. So an increase in budget would definitely help increase performance and engagement

Answer: Larry Meador: We haven't been able to spend enough to hit a regression. As we continue to spend, it continues to rise.

Old Business:

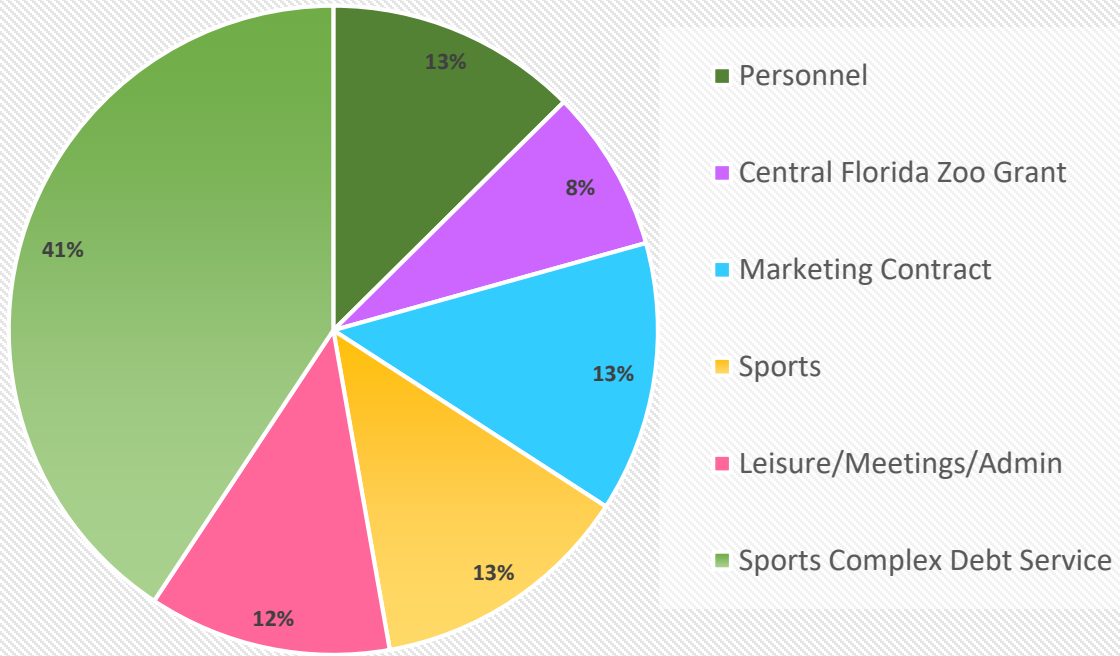
None

New Business:

Minor adjustment made to the September 2019 minutes-were approved by board unanimously.

Meeting adjourned at 4:27 pm

Orlando North Seminole County Tourism FY2019/2020 Budget



Description	FY2017-18 Adopted
Personnel	\$607,083
Central Florida Zoo Grant	\$390,500
Marketing Contracts	\$650,000
Sports	\$631,456
Leisure/Meetings/Admin	\$583,635
Total Budget	\$2,862,674

Sports Complex Debt Service

Description	2018/19 Budget
Sports Complex Debt Service	\$1,964,033

PERSONNEL

FUND NAME	PROGRAM	BUSINESS UNIT NAME	FY20 CURRENT BUDGET	FY20 ACTUALS	FY20 AVAIL NO ENCUMB
11001 TOURISM SPORTS 4 & 6 CENT FUND	01 TOURISM ADMINISTRATION	011050 TOURISM ADMINISTRATION 11001	352762.82	77190.76	275572.06
		011051 SPORTS	254320.22	69144.05	185176.17
			607083.04	146334.81	460748.23

CENTRAL FL ZOO

FUND NAME	PROGRAM	BUSINESS UNIT NAME	FY20 CURRENT BUDGET	FY20 ACTUALS	FY20 AVAIL NO ENCUMB
11000 TOURISM PARKS 1,2,3 CENT FUND	01 TOURIST DEVELOPMENT	011030 TOURIST DEV MNT 1,2,3 CENT			
		8210110201 CENTRAL FLORIDA ZOOLOGICAL SOC	390500	195250	195250

MARKETING CONTRACTS

FUND NAME	PROGRAM	BUSINESS UNIT NAME	FY20 CURRENT BUDGET	FY20 ACTUALS	FY20 AVAIL NO ENCUMB
11001 TOURISM SPORTS 4 & 6 CENT FUND	01 TOURISM ADMINISTRATION	011050 TOURISM ADMINISTRATION 11001			
		3100110501 MARKETING SERVICES - EVOK	100000	24999.99	75000.01
		3100110502 MARKETING SERVICES - PARADISE	550000	73278.72	476721.28
		011051 SPORTS			
		3100110502 MARKETING SERVICES - PARADISE	0	0	0
			650000	98278.71	551721.29

SPORTS

FUND NAME	PROGRAM	BUSINESS UNIT NAME	FY20 CURRENT BUDGET	FY20 ACTUALS	FY20 AVAIL NO ENCUMB
11001 TOURISM SPORTS 4 & 6 CENT FUND	01 TOURISM ADMINISTRATION	011051 SPORTS	631,456	110,569	520,888

LEISURE / MEETINGS / ADMIN

FUND NAME	PROGRAM	BUSINESS UNIT NAME	FY20 CURRENT BUDGET	FY20 ACTUALS	FY20 AVAIL NO ENCUMB
11001 TOURISM SPORTS 4 & 6 CENT FUND	01 TOURISM ADMINISTRATION	011050 TOURISM ADMINISTRATION 11001	583,635	77,728	505,907

SPORTS COMPLEX DEBT SERVICE

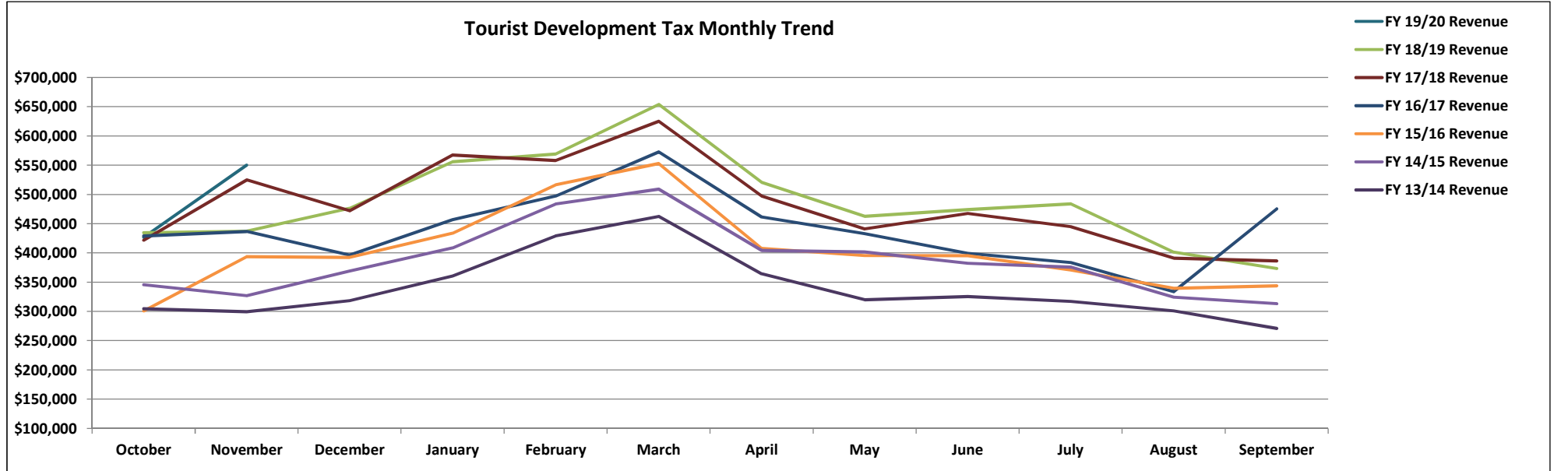
FUND NAME	PROGRAM	BUSINESS UNIT NAME	FY20 CURRENT BUDGET	FY20 ACTUALS	FY20 AVAIL NO ENCUMB
11000 TOURISM PARKS 1,2,3 CENT FUND	01 TOURIST DEVELOPMENT	00234720 SPORTS COMPLEX			
		7100903411 SPORTS COMPLEX LIGHTING LOAN	56000	0	56000
		7209999901 INTEREST	0	0	0
		011030 TOURIST DEV MNT 1,2,3 CENT			
		7100903411 SPORTS COMPLEX LIGHTING LOAN	0	0	0
		7209999901 INTEREST	0	0	0
	99-REVENUES-RESERVES-TRANSFERS	014004 INTERFUND TRANSFER - 11000			
		7100903403 SPECIAL OBLIGATION BOND 2014	1637200	0	1637200
		7100903411 SPORTS COMPLEX LIGHTING LOAN	270833	0	270833
			1964033	0	1964033

TOTAL BUDGET FOR TOURISM DASHBOARD			4,826,707	628,161	4,198,547
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Seminole County, Florida
TOURIST DEVELOPMENT TAX
 Fiscal Year 2019/20 Revenue Report - Year End

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 19/20 vs FY 18/19	
	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	256,086	170,724	426,810	(7,628)	-1.8%
November	299,750	326,885	393,635	436,732	524,762	436,992	330,164	220,109	550,273	113,281	25.9%
December	318,536	369,173	392,605	396,424	472,255	476,548					
January	360,507	408,691	433,835	456,915	567,724	555,919					
February	429,247	483,661	516,610	497,136	558,093	569,125					
March	462,593	509,149	552,988	572,832	625,272	654,013					
April	364,161	404,355	407,783	461,492	497,187	520,483					
May	320,090	401,954	395,282	432,965	440,873	462,655					
June	325,397	382,227	395,373	399,489	467,655	474,337					
July	316,960	375,695	370,960	383,585	444,707	483,878					
August	300,955	324,474	339,798	333,761	391,058	401,322					
September	271,010	313,288	343,950	475,615	386,395	373,474					
Total	4,074,084	4,645,106	4,843,681	5,275,894	5,797,652	5,843,184	586,250	390,833	977,083	105,653	1.8%
	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	0.79% % Chg from Prior Year	Budgeted Revenue 3,420,000				
							Estimated Revenue 3,480,000				
							% Change From PY -0.7%				

Revenue Per Penny	814,817	929,021.24	968,736.20	1,055,178.80	1,159,530.40	1,168,636.78	1,160,000
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TOURISM UPDATE

- Holiday Luncheon Recap
- Seminole Virtual Workforce Development Update
- Marketing Committee Recap
- Tourism Day, Tuesday (1/22/2020)
- AOHT Regional Competition, Wednesday (1/23/2020)
- STR Forecasting Meeting, Tuesday (2/26/2020)

Hotel Occupancy Analytics

**Based on Smith Travel Research*

Year	Month	Occupancy	ADR	RevPAR
2019	October	74.7%	\$98.57	\$73.68
2018	October	72.2%	\$96.98	\$69.98
%	Variance	3.6%	1.6%	5.3%
Year	Month	Occupancy	ADR	RevPAR
2019	November	76.3%	\$101.13	\$77.15
2018	November	68.7%	\$97.06	\$66.70
%	Variance	11%	4.2%	15.7%
YTD	Occupancy	ADR	RevPAR	
2019	73.5%	\$103.33	\$75.90	
% Variance	0.9%	1.6%	2.5%	

**2019 STR Forecast: Occ 0.1% ADR 2.3% RevPAR 2.4%*

October Weekend/Weekday Analytics

**Based on Smith Travel Research*

Weekday / Weekend		Occupancy (%)		ADR		RevPAR	
Weekday (Sun-Thu)	Current Month	72.2	3.7	98.52	1.1	71.12	4.9
	Year To Date	72.3	0.6	104.53	1.4	75.56	2.0
	Running 12 Month	71.2	-0.9	103.62	1.3	73.73	0.3
Weekend (Fri-Sat)	Current Month	82.1	3.3	98.68	2.9	81.03	6.4
	Year To Date	75.4	-1.5	101.18	1.3	76.31	-0.2
	Running 12 Month	75.0	-2.3	100.77	1.2	75.62	-1.2
Total	Current Month	74.7	3.6	98.57	1.6	73.68	5.3
	Year To Date	73.2	0.0	103.55	1.4	75.77	1.4
	Running 12 Month	72.3	-1.4	102.78	1.3	74.27	-0.1

November Weekend/Weekday Analytics

**Based on Smith Travel Research*

Weekday / Weekend		Occupancy (%)		ADR		RevPAR	
Weekday (Sun-Thu)	Current Month	73.9	12.7	101.67	4.4	75.15	17.7
	Year To Date	72.4	1.5	104.28	1.6	75.52	3.2
	Running 12 Month	71.8	0.7	103.92	1.6	74.64	2.3
Weekend (Fri-Sat)	Current Month	81.1	6.5	100.14	3.9	81.17	10.7
	Year To Date	76.0	-0.6	101.07	1.5	76.82	0.9
	Running 12 Month	75.5	-1.2	101.08	1.6	76.34	0.4
Total	Current Month	76.3	11.0	101.13	4.2	77.15	15.7
	Year To Date	73.5	0.9	103.33	1.6	75.90	2.5
	Running 12 Month	72.9	0.1	103.07	1.6	75.13	1.7

Comp Set Analytics

**Based on Smith Travel Research*

Current Month - October 2019 vs October 2018												
	Occ %		ADR		RevPAR		Percent Change from October 2018					
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Alachua County, FL	62.9	72.4	109.37	115.30	68.79	83.42	-13.1	-5.1	-17.5	-14.0	4.2	-9.4
Flagler County, FL	48.7	48.7	114.06	122.96	55.54	59.82	0.1	-7.2	-7.2	-7.2	-0.1	0.0
Orange County, FL	78.2	78.4	136.57	135.69	106.76	106.35	-0.3	0.6	0.4	2.7	2.3	2.1
Osceola County, FL	59.4	57.9	86.77	90.33	51.58	52.35	2.6	-3.9	-1.5	0.2	1.7	4.3
Polk County, FL	61.9	60.4	91.63	97.77	56.72	59.05	2.5	-6.3	-3.9	0.2	4.3	6.9
Volusia County, FL	53.6	54.4	103.30	106.49	55.33	57.88	-1.5	-3.0	-4.4	-1.0	3.6	2.1
Current Month - November 2019 vs November 2018												
	Occ %		ADR		RevPAR		Percent Change from November 2018					
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Alachua County, FL	64.6	57.5	115.73	117.79	74.80	67.70	12.4	-1.7	10.5	16.8	5.8	18.9
Flagler County, FL	51.5	48.5	113.11	120.93	58.28	58.63	6.3	-6.5	-0.6	-0.7	-0.1	6.2
Orange County, FL	79.5	77.4	133.36	126.41	106.08	97.80	2.8	5.5	8.5	10.9	2.3	5.1
Osceola County, FL	61.7	57.9	87.87	88.06	54.22	50.95	6.6	-0.2	6.4	8.2	1.7	8.5
Polk County, FL	62.5	59.1	89.78	94.63	56.13	55.95	5.7	-5.1	0.3	4.6	4.3	10.3
Volusia County, FL	55.8	51.3	99.58	99.97	55.60	51.28	8.9	-0.4	8.4	11.4	2.7	11.8

Vacation Rental Occupancy Analytics

**Based on All The Rooms*

Airbnb				
Year	Month	Occupancy	ADR	Listings
2019	October	31.8%	\$81.21	549
2018	October	33%	\$73.56	421
%	Variance	-3.54%	10.40%	30.42%
Year	Month	Occupancy	ADR	Listings
2019	November	33.5%	\$87.62	562
2018	November	37%	\$85.18	421
%	Variance	-9.38%	2.88%	33.34%

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
Total	203	11,251	500,352	58,770	\$79,244,029

FY '19/'20 Projections					
Location	# of Events	Teams	Visitors	Room Nights	Eco Impact
Sports Complex	52	3,400	140,736	25,500	\$27,000,000
All Other Venues	52	2,799	111,348	19,000	\$19,100,000
Total	104	6,199	252,084	44,500	46,100,000

Sports Tourism - Sports Complex

October/November Actuals			
Month	# of Events	Room Nights	Eco Impact
October	4	1,215	\$1,477,108
November	4	3,026	\$1,803,182
Total	8	4,241	\$3,280,290



Monthly Projections			
Month	# of Events	Room Nights	Eco Impact
December	3	1,056	\$949,248
January	7	3,832	\$4,212,399

Sports Tourism – All Other Venues

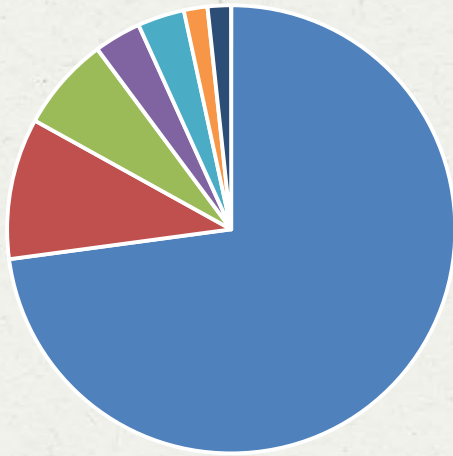
October/November Actuals			
Month	# of Events	Room Nights	Eco Impact
October	5	1,651	\$1,628,310
November	5	990	\$1,267,883
Total	10	2,641	\$2,896,193



Monthly Projections			
Month	# of Events	Room Nights	Eco Impact
December	6	3,219	\$2,715,069
January	5	3,083	\$3,032,376

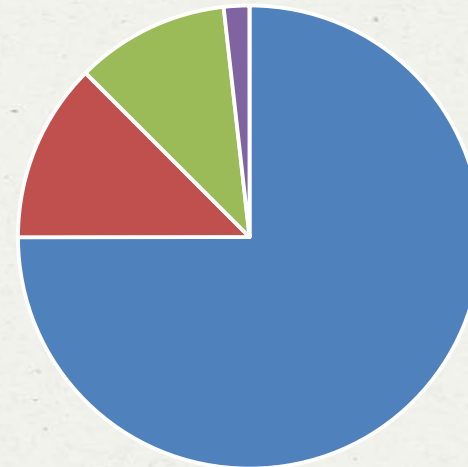
FY '19/'20 Events (by Sport)

Sports Complex



■ Baseball (43) ■ SP Softball (6) ■ Soccer (4) ■ FP Softball (2)
■ Lacrosse (2) ■ Field Hockey (1) ■ Football (1)

All Other Venues



■ Softball (42) ■ Tennis (7) ■ Soccer (6) ■ Baseball (1)

Kicking Off 2019

Events							
Organization	Event	Date	Location	Teams	Visitors	Room Nights	Eco Impact
ECNL	ECNL Florida Boys	Dec. 28-30	Seminole Soccer Sylvan Lake Sports Complex	168	12,296	2,400	\$2,043,013
Baseball Youth/Softball Youth	All-American Games	Jan. 2-5	Sports Complex	50	2,550	1,000	\$900,000
ECNL	ECNL Florida Girls	Jan. 10-12	Seminole Soccer Sylvan Lake Sports Complex	176	13,172	2,800	\$2,559,678
3 Step Sports	NFHCA Field Hockey	Jan. 16-19	Sports Complex	90	4,200	1,800	\$2,000,000
Total				484	32,218	8,000	\$7,502,691

TDC Funded Events - Funding Analysis FY 19/20 Updated January 8, 2020

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	75	All Venues	\$503,319.00	\$ 398,839.91	33,537	39,458
FY 19/20	21	All Venues	\$123,210.00	\$ 70,873.01	8,009	7,120
TOTAL	183	All Venues	\$1,149,713.25	\$ 858,649.24	79,383	89,498

Event Name	Dates	Location	Total Funding Approved	Total Funding Paid-Out	Room Night Guarantee	Room Night Final
Perfect Game Youth Fall State Championship	October 5-6, 2019	BOOMBAAH Sports Complex	\$ 5,625.00	\$ 4,884.90	375	346
USSSA FP Elite Select	October 5-6, 2019	Soldiers Creek/Softball	\$ 3,450.00	\$ 3,120.00	230	208
ProSwings Battle of the Best	October 12-13, 2019	Soldiers Creek/Softball	\$ 6,750.00	\$ 5,445.00	450	363
Nations Baseball October Events	Oct. 2019	Various	\$ 1,500.00		100	
The Gem Invitational	October 25-27, 2019	Soldiers Creek/Softball	\$ 8,625.00	\$ 8,514.74	575	699
Perfect Game, Inc 10u-14u Fall World Series	October 25-27, 2019	BOOMBAAH Sports Complex	\$ 10,500.00	\$ 8,370.00	700	558
Nations Baseball November Events	Nov. 2019	Various	\$ 1,500.00		100	
ProSwings Power 50 Invitational	November 1-3, 2019	Soldiers Creek/Softball	\$ 9,300.00	\$ 8,793.42	450	603
ISSA Winter Worlds	November 1-3, 2019	BOOMBAAH Sports Complex	\$ 11,850.00	\$ 10,269.01	780	1189
Perfect Game Youth Fall Nationals	November 9-10, 2019	BOOMBAAH Sports Complex	\$ 8,625.00	\$ 8,620.54	575	612
Headfirst SE Honor Roll Camp	November 9-10, 2019	Soldiers Creek	\$ 1,875.00	\$ 504.60	100	58
CFYFL AYF Southeast Regional	November 15-17, 2019	BOOMBAAH Sports Complex	\$ 3,600.00	\$ 3,704.64	240	895
GoldStar Elite Fall Showcase	November 16-17, 2019	Soldiers Creek/Softball	\$ 6,000.00	\$ 5,370.00	400	358
3d Lacrosse Southern Retreat	November 23-24, 2019	BOOMBAAH Sports Complex	\$ 3,285.00	\$ 3,276.16	219	336
USSSA FP State Championships	December 7-8, 2019	Soldiers Creek/Softball	\$ 10,500.00		700	646
Florida Half Century	December 7-8, 2019	BOOMBAAH Sports Complex	\$ 4,725.00	\$ 2,950.65	315	249
USSSA/Suncoast Winter All-Stars	December 12-13, 2019	BOOMBAAH Sports Complex	\$ 1,500.00		100	
Florida PGF State Championships	December 14-15, 2019	Soldiers Creek/Softball	\$ 8,250.00		550	435
Nations Baseball December Event	Dec. 2019	Various	\$ 1,500.00		100	
Athletx Baseball Youth All-American Games	January 2-5, 2020	BOOMBAAH Sports Complex	\$ 7,500.00		500	
Athletx Softball Youth All-American Games	January 2-5, 2020	BOOMBAAH Sports Complex	\$ 6,750.00		450	
Total			\$ 123,210.00	\$ 70,873.01	8009	7120



Greater Orlando Sports Commission - Seminole County TDC Report

Updated: January 6, 2020



FY19/20 Calendar				Athletes	Total Visitors	Projected Room Nights	Actual Room Nights	Actual Eco Impact
Event	Contract Status	Contract Term	Event Date					
ECNL Referee Development Program	Recently Renewed	2019	December 28-30, 2019	-	TBD	102	TBD	TBD
Boys ECNL Florida	Recurring	2017 - 2019	December 28-30, 2019	1,480	TBD	2,421	TBD	TBD
Girls ECNL Florida	Recurring	2018 - 2020	January 10-12, 2020	1,640	TBD	2,802	TBD	TBD
Purdue Baseball Season Opener	New	2020	February 14-16, 2020	60	TBD	172	TBD	TBD
HoganLax Florida Team Training	Recently Renewed	2020	March 7-27, 2020	770	TBD	770	TBD	TBD
FHSAA Tennis State Championships	Recently Renewed	2020-2022	April 27-May 1, 2020	512	TBD	409	TBD	TBD
Champions Cup	Recurring	2017 - 2020	May 16-17, 2020	1,054	TBD	502	TBD	TBD
Totals				5,516	-	7,178	-	\$ -

Color Key:

<i>Event has not occurred</i>
<i>Event occurred, not closed out</i>

Business Development Status			
Event	Dates/Years	Possible Venue(s)	Status
Purdue Baseball Season Opener	February of 2020	Historic Sanford Memorial Stadium	Contracted
USA Ultimate 2020 Tryouts	February of 2020	Various Seminole County Venues	Researching
HoganLax Florida Team Training	March of 2020	Boombah Sports Complex, Sylvan Lake Park, Moore's Station	Recently Renewed
USA Pickleball Series	April of 2020	Sanlando Park	Reviewing RFP
FHSAA Tennis Championships	April of 2020, 2021, 2022	Sanlando Park, Red Bug Lake Park, Sylvan Lake Park	Recently Renewed
USA Baseball Futures Series	Spring of 2020	Boombah Sports Complex	Reviewing RFP
USA Softball Olympic Team Tour	Spring of 2020	Boombah Soldiers Creek Park	Awaiting RFP
USA Field Hockey Summer Bash Series	Summer of 2020	Boombah Sports Complex	Awaiting RFP
USA Touch Nationals	October of 2020	Researching	Awaiting RFP
Boys ECNL Florida	December of 2020, 2021, 2022	Seminole Soccer Complex, Sylvan Lake Park, Central Winds Park, Boombah Sports Complex	Recently Renewed
Girls ECNL Florida	January of 2021, 2022, 2023	Seminole Soccer Complex, Sylvan Lake Park, Central Winds Park, Boombah Sports Complex	Recently Renewed
USA Pickleball Southeast Regionals	Various Dates in 2020, 2021	Sanlando Park	Awaiting RFP
NCAA Women's College Cup Youth Showcase	December of 2022, 2023, 2024, 2025	Seminole Soccer Complex, Sylvan Lake Park, Central Winds Park, Boombah Sports Complex	Reviewing RFPs
NCAA Bid Cycle	Fall of 2022-Spring of 2026	Various Seminole County Venues	Reviewing RFPs
World Cup 2026	Summer of 2026	TBD	Ongoing Bid Process



SEMINOLE COUNTY SPORTS TOURISM ANNOUNCES PARTNERSHIP WITH FULL SAIL UNIVERSITY'S DAN PATRICK SCHOOL OF SPORTSCASTING

SEMINOLE COUNTY, Fla. (Dec. 17, 2019) – Beginning in January 2020, Full Sail University's Dan Patrick School of Sportsbroadcasting, in collaboration with Seminole County's Sports Tourism Division, will provide students with hands-on opportunities to research, report and get on the field to cover youth athletic events held at the Boombah Sports Complex, Boombah Soldiers Creek Park, Sylvan Lake Park, Sanlando Park and other County facilities.

Students enrolled in Full Sail's Sportsbroadcasting degree program will cover baseball, softball, soccer, tennis, lacrosse, field hockey, football, and other various youth national tournaments and championship while learning the fundamentals of sports reporting in one of the most rapidly expanding segments in sports tourism. This partnership allows students to practice the technical elements they are learning in the classroom including: content creation, interviewing, methods of storytelling on multimedia platforms, vocal training for sportsbroadcasting, sportsbroadcasting at live sporting events both on camera and behind the scenes, press conference organization, broadcast technology, and creation of innovative multi-media communication content.

Once assignments are completed, Full Sail will provide the County with event recap videos and still images captured and created by the students, some of which may be used in marketing collateral for Seminole County's Sports Tourism Division.

The partnership also provides visiting teams and coaches a glimpse of media exposure in addition to the educational value for Full Sail students.

"We are extremely excited about the partnership with Orlando North Seminole County Sports and Full Sail University's Dan Patrick School of Sportsbroadcasting," said Danny Trosset, Director of Sports Tourism for Seminole County. "It's all about creating a memorable experience for the athletes, coaches, and fans, all while enhancing educational opportunities for the next generation of sportsbroadcasters. This unique partnership will allow us to do exactly that. The content gathered by the students from events will help us further showcase our destination and our state-of-the-art facilities, in addition to showcasing the talented students being educated right here in Central Florida. This is a game changer for Seminole County, and we are thrilled to be at the forefront of this initiative."

"Providing our students with real-world educational opportunities is at the very core of our university and our Sportsbroadcasting degree program," said Gus Ramsey, Program Director of Full Sail University's Dan Patrick School of Sportsbroadcasting. "By allowing our students to have access to cover a wide variety of youth sports at the Boombah Sports Complex, we are enabling the next generation of sportsbroadcasters to hone their skills in real time while turning around edited highlight packages under a deadline. This truly reflects the kind of experience one has working in local markets and for other entities (websites, etc). For me that's the big win for our students. They get to experience a day that will actually replicate a day in the industry."

About Seminole County Sports Tourism Division

Since the Boombah Sports Complex opened in fiscal year 2015/16, the county has hosted an overarching total of 200 events there alone, bringing in more than 500,000 visitors to the complex which has generated over 58,000 hotel rooms and \$80 million dollars in economic impact to Seminole County over the past 3½ years. In the 2019/2020 fiscal year, these numbers are projected to increase even more, with an anticipated 100+ sports tournaments at the Complex and various Parks countywide contributing to an additional estimated economic impact of more than \$46 million dollars.

Find an up-to-date schedule of sports tournament events for 2020 here:
<http://playorlandonorth.com/events>.

For more information about Seminole County and its game changing sports venues, please call 407-665-2902 or visit www.PlayOrlandoNorth.com.

About Orlando North, Seminole County:

Teeming with old Florida charm and young Florida vibrancy, Orlando North, Seminole County serves up nationally-recognized venues for youth, collegiate and amateur sports tournaments, along with nature-based recreation, eclectic dining, a booming micro brew scene, plus a year round calendar of festivals, events and sports tournaments. With over 2,000 waterways, visitors discover a wide array of thrilling outdoor pursuits from paddling in clear freshwater springs and rivers, to air boating among alligators, or zooming through an aerial zip line course. Recipient of the 2018 Excellence in Sports Tourism Award from the Florida Parks and Recreation Association, Seminole County proudly presents an array of sports and training facilities for amateur tournament play, including the 102-acre Boombah Sports Complex at Seminole County in Sanford. And getting here is easy via Orlando Sanford International Airport (SFB), Orlando International Airport (MCO), aboard the Amtrak Auto Train, or via auto on I-95 and I-4. Here overnight guests save 30% on accommodations compared to Orlando and nearby beachfront hotels. All this, and it's less than an hour's drive to area theme parks and beaches. 1-800-800-7832 or 407-665-2900 or visit: www.PlayOrlandoNorth.com

About Full Sail University:

Full Sail University is an award-winning educational leader for those pursuing careers in entertainment, media, arts and technology. Founded in 1979, Full Sail has received accolades throughout its 40-year history, including most recently: One of the 2019 "Top Graduate & Undergraduate Schools to Study Game Design" by The Princeton Review, one of the 2019 "Top 50 Film Schools" by The Wrap Magazine, and the Florida Association of Postsecondary Schools and Colleges also named Full Sail the 2019 "School/College of the Year."

Full Sail University is a graduate and undergraduate degree-granting institution offering on-campus and online degree programs in areas related to Art & Design, Business, Film & Television, Games, Media & Communications, Music & Recording, Sports, and Technology. With over 70,000+ graduates worldwide, Full Sail alumni have worked on countless award-winning projects with individual recognition including OSCAR®, Emmy®, GRAMMY®, ADDY®, MTV Video Music Award, and Video Game Award honors.

For more information, visit FullSail.edu or join the conversation on social at Facebook.com/FullSailUniversity and Twitter.com/FullSail.

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SEMINOLE COUNTY'S SPORTS TOURISM HITS IT OUT OF THE BALLPARK
Over \$43 million in Actualized Economic Impact FY 2018/2019

SEMINOLE COUNTY, Fla. (Jan. 3, 2020) – As a result of filling Seminole County's five major tournament facilities with youth, collegiate and amateur sports events throughout 2019, sports tourism has become one of the destination's most lucrative draws.

In recently closed fiscal year 2018/2019, the county hosted a grand total of 110 youth, collegiate and amateur sporting events that generated more than 41,000 hotel room nights and resulted in a substantial economic impact. The economic impact endures long after the final whistle blows and teams with their families celebrate their wins over dinner at a wide variety of visitor entertainment venues. During the fiscal year alone, the county's sporting arenas actualized an economic impact of \$42,549,864.00, exceeding the previous year's revenue impact by \$2.9+ million. Seminole County Parks hosted everything from the ECNL national soccer events, to the NHFCA woman's national field hockey winter showcase, to the All-American youth baseball and softball games and the NCAA men's and women's DII National Tennis Championships.

The county's top sports tournament venues consist of:

- Boombah Sports Complex Seminole County (15 fields)
- Boombah Soldiers Creek Park (6 premier girls fast-pitch softball fields)
- Sylvan Lake Park (6 soccer fields, 9 tennis courts)
- Sanlando Park (25 tennis courts)
- Seminole County Softball Complex (5 fields)

Since the Boombah Sports Complex opened in fiscal year 2015/16, the county has hosted an overarching total of 203 events there alone, bringing in more than 500,000 visitors to the complex which has generated over \$97 million dollars in economic impact over the past 3 ½ years.

In the 2019/2020 fiscal year, these numbers are projected to increase even more, with an anticipated 104 sports tournaments at the Complex and various Parks countywide, contributing to an estimated economic impact of more than \$46 million dollars and over 44,000 hotel rooms occupied.

The Orlando North/Seminole County Sports Tourism team has worked diligently with Seminole County Leisure Services and its partners at the Greater Orlando Sports Commission to form a strong team to help fortify the local economy by hosting sporting events that bring in visitors to the destination. In doing so, hoteliers, local tourist attractions and restaurants are seeing a healthy increase in revenue from traveling athletes and their families, coaches, scouts and spectators when these events take place.

Attached is a link to a schedule of sports tournament events for 2020:

<http://playorlandonorth.com/events>. In January don't miss the ECNL Girls soccer event on Jan. 10-12, 2020 and the NHFCA Girls National Field Hockey tournament Jan. 17-20 which combined will bring in nearly 12,000 players, coaches, and spectators to Seminole County. Details on the website.

For more information about Seminole County and its game changing sports venues, please call 407-665-2902 or visit www.PlayOrlandoNorth.com.

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About Orlando North, Seminole County:

Teeming with old Florida charm and young Florida vibrancy, Orlando North, Seminole County serves up nationally-recognized venues for youth, collegiate and amateur sports tournaments, along with nature-based recreation, eclectic dining, a booming micro brew scene, plus a year round calendar of festivals, events and sports tournaments. With over 2,000 waterways, visitors discover a wide array of thrilling outdoor pursuits from paddling in clear freshwater springs and rivers, to air boating among alligators, or zooming through an aerial zip line course. Recipient of the *2018 Excellence in Sports Tourism Award* from the Florida Parks and Recreation Association, Seminole County proudly presents an array of sports and training facilities for amateur tournament play, including the 102-acre Boombah Sports Complex at Seminole County in Sanford. And getting here is easy via Orlando Sanford International Airport (SFB), Orlando International Airport (MCO), aboard the Amtrak Auto Train, or via auto on I-95 and I-4. Here overnight guests save 30% on accommodations compared to Orlando and nearby beachfront hotels. All this, and it's less than an hour's drive to area theme parks and beaches. 1-800-800-7832 or 407-665-2900 or visit: www.PlayOrlandoNorth.com

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CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
UNAUDITED MONTHLY RESULTS AS OF DEC 31, 2019

	Dec-19	Nov-19	M-O-M	%
	Unaudited Actuals	Unaudited Actuals	Dec/Nov	Change
Revenues				
Annual passholders	\$ 49,755	\$ 48,548	\$ 1,208	2%
Gate	172,403	180,904	\$ (8,501)	-5%
Group sales	1,365	1,792	\$ (427)	-31%
Concessions	6,743	7,775	\$ (1,031)	-15%
Gift shop	18,009	7,282	\$ 10,727	60%
Government support	99,125	-	\$ 99,125	0%
Education	10,937	23,056	\$ (12,119)	-111%
WMD net rental	5,299	10,509	\$ (5,210)	-98%
Public support	26,558	86,394	\$ (59,836)	-225%
Net event revenues	135,365	69,853	\$ 65,512	48%
Zipline	20,229	17,982	\$ 2,247	11%
Train/Carousel	2,086	15,573	\$ (13,487)	-647%
Other revenues	27,801	137,811	\$ (110,009)	-396%
Total revenues	\$ 575,676	\$ 607,478	\$ (31,802)	-6%
Operating expenses				
Payroll	\$ 245,158	\$ 248,607	\$ (3,448)	-1%
Animal care	17,025	22,511	\$ (5,486)	-32%
Facilities repair and maintenance	11,727	14,386	\$ (2,658)	-23%
Advertising	6,417	36,250	\$ (29,834)	-465%
Insurance	46,910	47,404	\$ (493)	-1%
Utilities	16,779	14,169	\$ 2,610	16%
Professional fees	3,846	4,869	\$ (1,023)	-27%
Employee expenses	4,073	2,480	\$ 1,594	39%
Office expenses/website/credit card fees	23,231	16,442	\$ 6,789	29%
Project Expenses	60,914	8,554	\$ 52,361	86%
Printing	675	2,388	\$ (1,714)	-254%
Supplies	2,901	7,072	\$ (4,170)	-144%
Other operating expenses	21,357	20,826	\$ 530	2%
Total operating expenses	\$ 461,014	\$ 445,957	\$ 15,058	3%
Net operating income before depreciation	\$ 114,662	\$ 161,522	\$ (46,860)	-41%

Revenue Notes:

Gate: Rainout on 12.22 (Sunday) and rain on weekend's hurt Dec attendance #'s

Net Event Revenues: includes ticket revenues from Asian Lantern Festival

Public Support: Dec (\$17.5k donation for Fossa & \$7.8k for annual fund/giving Tuesday), Nov (PAC \$79k)

Other Revenues: includes FEMA payout of \$126k from Hurricane Irma claims

Expense Notes:

Advertising: Spend is predominantly ALF related (funded by TDC money and sponsorship revenue)

Project Expenses: Keeper Trailer deposit (\$22.5k) & Fossa (\$37.5k)

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
UNAUDITED MONTHLY RESULTS AS OF DEC 31, 2019

	<u>Dec-19</u> <u>Unaudited Actuals</u>	<u>Dec-19</u> <u>Budget</u>	<u>Actual to</u> <u>Budget</u>	<u>Actual to</u> <u>Budget %</u>
Revenues				
Annual passholders	\$ 49,755	\$ 51,500	\$ (1,745)	97%
Gate	172,403	180,500	\$ (8,097)	96%
Group sales	1,365	4,946	\$ (3,581)	28%
Concessions	6,743	4,350	\$ 2,393	155%
Gift shop	18,009	15,100	\$ 2,909	119%
Government support	99,125	4,167	\$ 94,958	2379%
Education	10,937	19,860	\$ (8,923)	55%
WMD net rental	5,299	11,575	\$ (6,276)	46%
Public support	26,558	57,622	\$ (31,064)	46%
Net event revenues	135,365	(520)	\$ 135,885	-26032%
Zipline	20,229	20,546	\$ (317)	98%
Train/Carousel	2,086	12,096	\$ (10,010)	17%
Other revenues	27,801	14,257	\$ 13,544	195%
Total revenues	<u>\$ 575,676</u>	<u>\$ 395,999</u>	<u>\$ 179,678</u>	145%
Operating expenses				
Payroll	\$ 245,158	\$ 278,063	\$ (32,905)	88%
Animal care	17,025	17,752	\$ (727)	96%
Facilities repair and maintenance	11,727	16,761	\$ (5,034)	70%
Advertising	6,417	5,794	\$ 623	111%
Insurance	46,910	45,461	\$ 1,449	103%
Utilities	16,779	18,027	\$ (1,248)	93%
Professional fees	3,846	5,050	\$ (1,204)	76%
Employee expenses	4,073	4,131	\$ (58)	99%
Office expenses/website/credit card fees	23,231	15,414	\$ 7,817	151%
Project Expenses	60,914	500	\$ 60,414	12183%
Printing	675	1,928	\$ (1,253)	35%
Supplies	2,901	5,135	\$ (2,234)	57%
Other operating expenses	21,357	15,654	\$ 5,703	136%
Total operating expenses	<u>\$ 461,014</u>	<u>\$ 429,670</u>	<u>\$ 31,344</u>	107%
Net operating income before depreciation	<u>\$ 114,662</u>	<u>\$ (33,672)</u>	<u>\$ 148,334</u>	-341%

Revenue Notes:

Gate: Rainout on 12.22 (Sunday) and rain on weekend's hurt Dec attendance #'s
Net Event Revenues: includes ticket revenues from Asian Lantern Festival
Government support: \$97k TDC payout (used to offset capital project expenses)
Public Support: includes \$17.5k donation for Fossa, \$5k Annual fund (\$25k was budget target), & \$2.6k general donations
Train/Carousel: revenue has dropped significantly with train out of service

Expense Notes:

Advertising: Spend is predominantly ALF related (funded by TDC money and sponsorship revenue)
Credit card fees: large increase due to ALF ticket sales
Project Expenses: Keeper Trailer deposit (\$22.5k) & Fossa (\$37.5k)
Other Operating Expenses: includes \$8.3k of rental equipment used for ALF

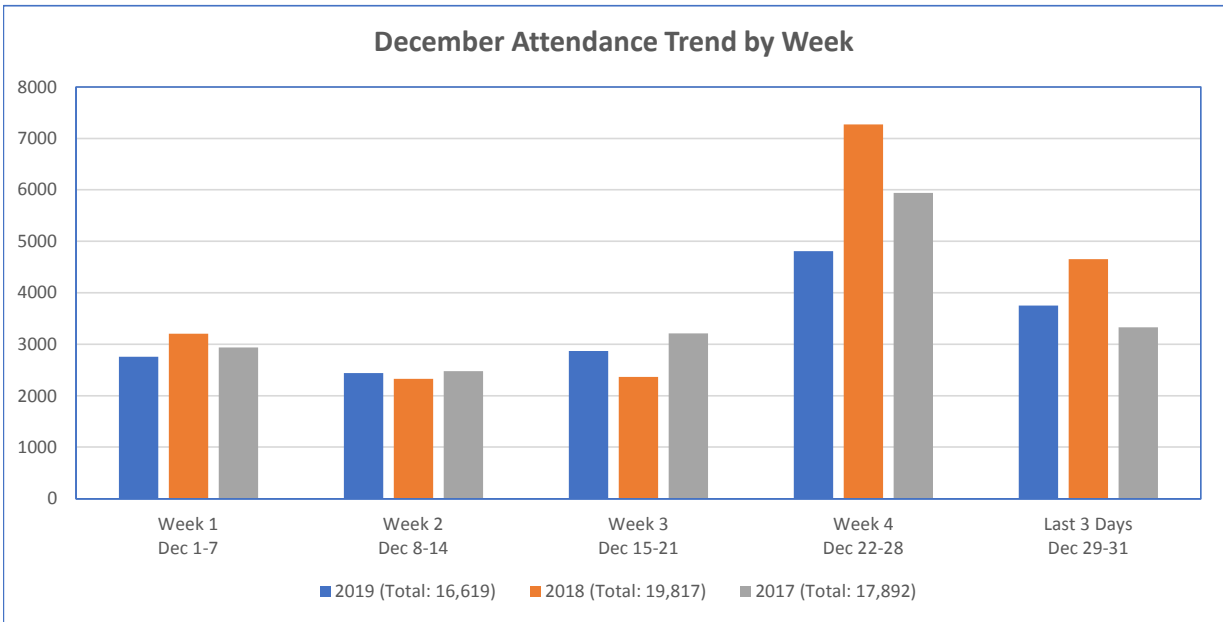
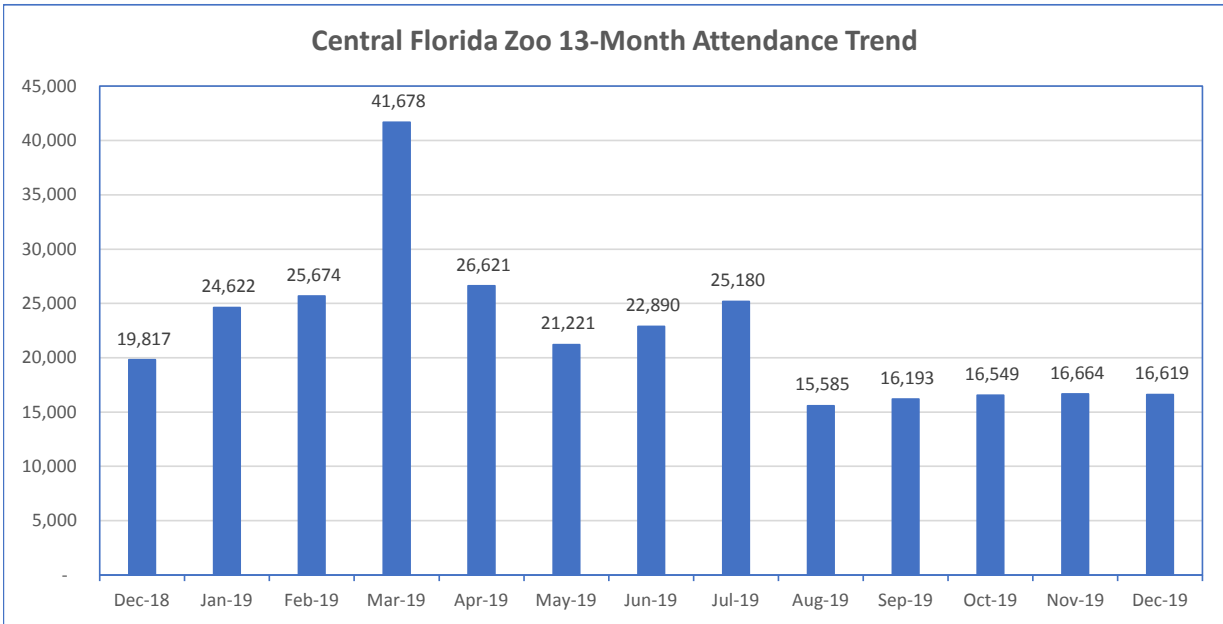
CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
 UNAUDITED YEAR-TO-DATE RESULTS AS OF DEC 31, 2019

	YTD 12/31/2019 Unaudited Actuals	YTD 12/31/2019 Budget	Actual to Budget	Actual to Budget %
Revenues				
Annual passholders	\$ 296,532	\$ 309,000	\$ (12,468)	96%
Gate	1,017,149	1,073,700	\$ (56,551)	95%
Group sales	27,438	32,149	\$ (4,711)	85%
Concessions	39,367	32,625	\$ 6,742	121%
Gift shop	80,397	80,460	\$ (63)	100%
Government support	217,448	35,000	\$ 182,448	621%
Education	93,335	113,410	\$ (20,075)	82%
WMD net rental	45,821	69,450	\$ (23,629)	66%
Public support	137,749	155,253	\$ (17,504)	89%
Net event revenues	292,739	111,215	\$ 181,524	263%
Zipline	106,253	122,134	\$ (15,881)	87%
Train/Carousel	75,264	81,648	\$ (6,384)	92%
Other revenues	221,164	76,796	\$ 144,368	288%
Total revenues	\$ 2,650,655	\$ 2,292,840	\$ 357,815	116%
Operating expenses				
Payroll	\$ 1,545,743	\$ 1,668,693	\$ (122,951)	93%
Animal care	135,783	122,513	\$ 13,270	111%
Facilities repair and maintenance	101,433	107,668	\$ (6,235)	94%
Advertising	89,089	34,764	\$ 54,325	256%
Insurance	264,847	271,736	\$ (6,889)	97%
Utilities	102,237	96,660	\$ 5,577	106%
Professional fees	38,512	50,300	\$ (11,788)	77%
Employee expenses	22,365	29,959	\$ (7,594)	75%
Office expenses/website/credit card fees	105,948	91,701	\$ 14,246	116%
Project Expenses	200,472	3,000	\$ 197,472	6682%
Printing	12,925	13,792	\$ (867)	94%
Supplies	32,859	31,135	\$ 1,724	106%
Other operating expenses	123,598	95,973	\$ 27,625	129%
Total operating expenses	\$ 2,775,810	\$ 2,617,894	\$ 157,916	106%
Net operating income before depreciation	\$ (125,155)	\$ (325,054)	\$ 199,900	39%

*Government support includes TDC Funds used to offset capital projects (not included in operating budget)

*Project expenses includes amounts that will be capitalized upon completion (TDC capital projects, not included in operating budget)

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
UNAUDITED MONTHLY RESULTS AS OF DEC 31, 2019



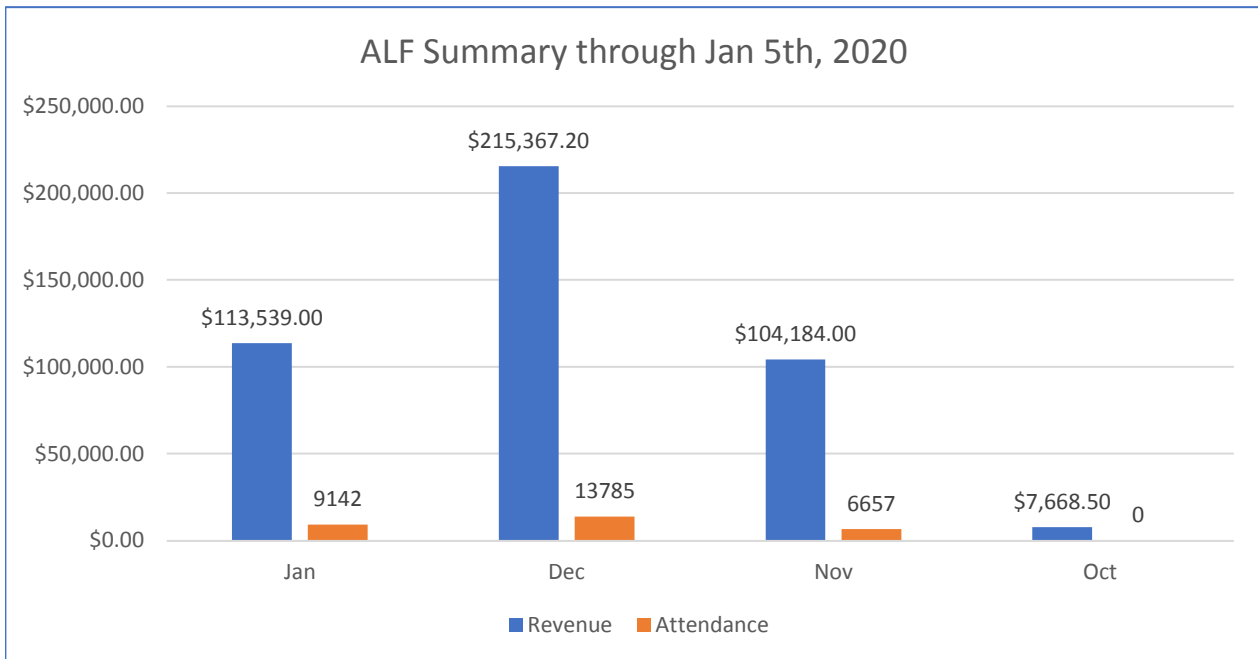
Asian Lantern Festival Key Numbers through Jan 5th, 2020:

Ticket Revenue: \$ 440,759

Gift Shop Sales: \$ 8,890

Concessions Sales: \$ 40,776
 Zoo %: \$ 5,301

Attendance: 29,584



PARADISE



Monthly Summary Report: November 2019

Client: Orlando North, Seminole County

Table of Contents:

- Account Management Services
- Public Relations
- Website

Account Management Services

November 2019

- Managed day-to-day client and internal communications and projects, including weekly internal traffic meetings and bi-monthly status calls to ensure plans and projects are moving forward.
- Managed ongoing website maintenance.
- Continued work on PlayOrlandoNorth website development, including development.
- Started landing page for the PlayOrlandoNorth website as part of the lead generation campaign.
- Started optimizing high-traffic pages with additional copy and blog posts.
- Started audit of the DoOrlandoNorth.com website as part of the search engine optimization (SEO) campaign.
- Started concepting for the FY19/20 Content Shoot

Project List

- SEM 0476 PlayOrlandoNorth.com Website Development Updates
- SEM 0846 Asset and Analytics Management
- SEM 0848 Website Management (Maintenance) - FY20
- SEM 0849 Website Management (Content and Development) - FY20
- SEM 0987 Leisure Email Template
- SEM 1049 Sports Lead Generation Page
- SEM 1084 SEO
- SEM 1151 FY19/20 Content Shoot - Concepting
- SEM 1042 FY19/20 Content Shoot - Pre-Production
- SEM 1154 Dec 2019 Annual Planners Guide
- SEM 1041 My Sanford Magazine Full-page Print Ad
- SEM 0987 Leisure Email Template



Public Relations

Press Releases & Media Activity

Press Releases/Mass Pitches

- Drafted and distributed release: A Visit to Eclectic Sanford Beats a Trip to the Beach
- Updated and distributed press release on history of Goldsboro, sending to long lead publications as a Black History Month (Feb) story idea
- Included Seminole County Holiday events in Cluster release distribution
- Drafted announcement press release on launch of Full Sail program, awaiting partner input

Media Activity**•

- Provided Erin Gifford, TravelChannel.com, with general destination information (she used Haunted Seminole info/ imagery for her Halloween slide show)
- Liaison with the following Florida-based influencers who received “Sanford Instead of the Beach” and whom are interested in Individual Media Visits and/or FAM participation:
 - Howard Blount, Backroad Planet (biking/hiking interest)
 - Betsi Hill, Betsi’s World blog, Lost Treasure Magazine, Links & Libations Luxury Travel Magazine, Travel Dreams Magazine



Public Relations

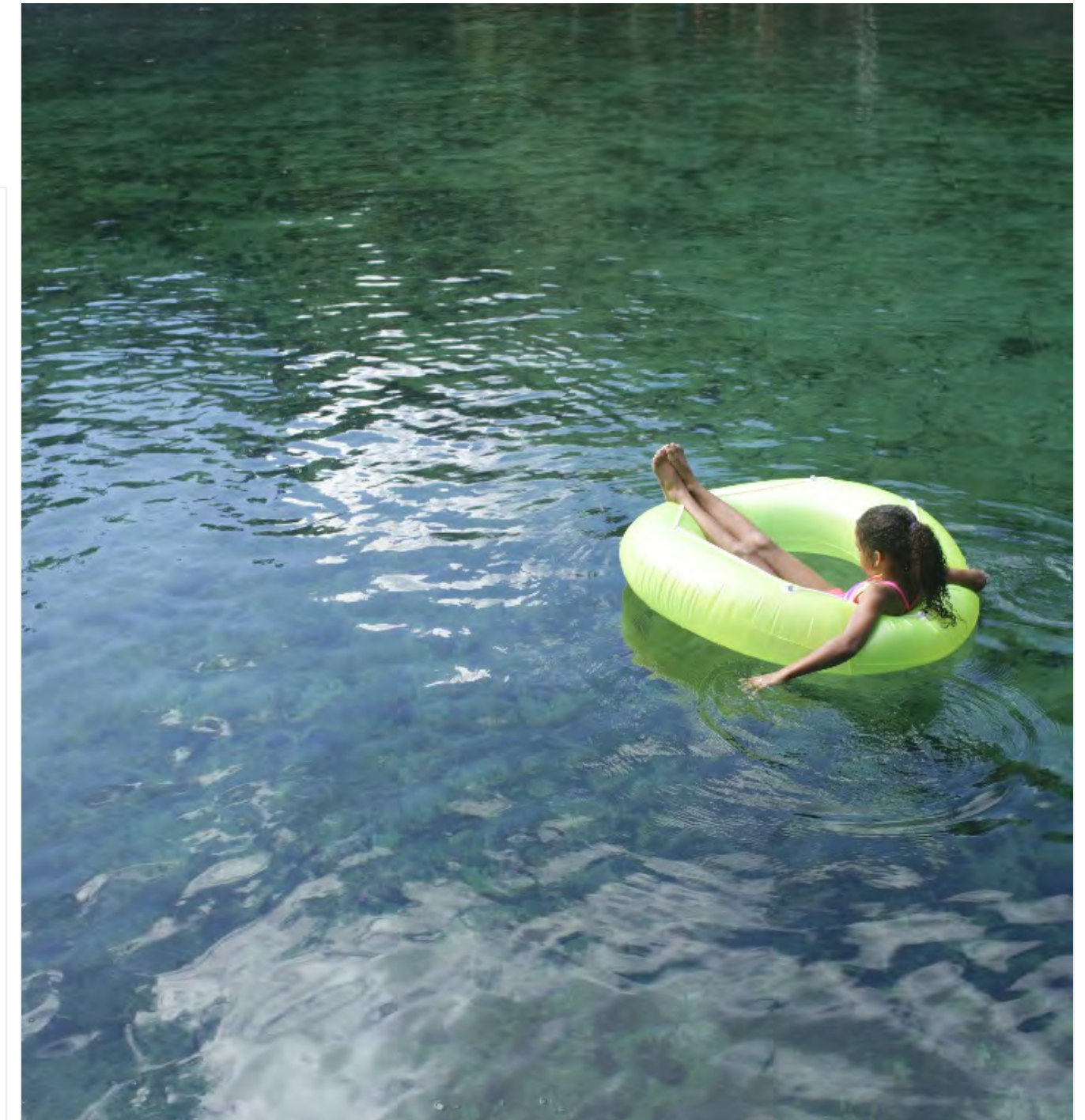
Press Releases and Misc.

Press Releases (continued)

- Terry Ward contributor to MSN.com, Endless Vacation and FamilyVacationCritic.com
- Danielle Faust, OKDANI.com
- Nancy Zimmerman, NanKnowsTravel.com and The Travel Magazine
- Melody Pittman, Wherever I May Roam blog and Charleston Home & Living Magazine's Marla Zickefoose, JustMarla.com blog
- Jennifer Bugica, The FoodiePatootie blog
- Liaison with FOX 35 on CabaYoga Coverage
- Coordinated Jim Colbert show interview with the founder of CabaYoga

Misc. .

- Liaison with tourism partners for release info and images
- Provided info to Visit Florida for media outreach with 2020 Festivals + Danville BnB
- Preparation and presentation at Nov. TDC meeting
- Participated in Conference Calls as scheduled



Public Relations

Feature Clip

DAILY KOS

Photo Diary: Central Florida Zoo

The Central Florida Zoo is located in Sanford, about 20 miles from Orlando. It's a nice little zoo. Alas, like most small zoos, it uses a lot of wire mesh in its enclosures, which makes photography difficult.

Some photos from a visit.

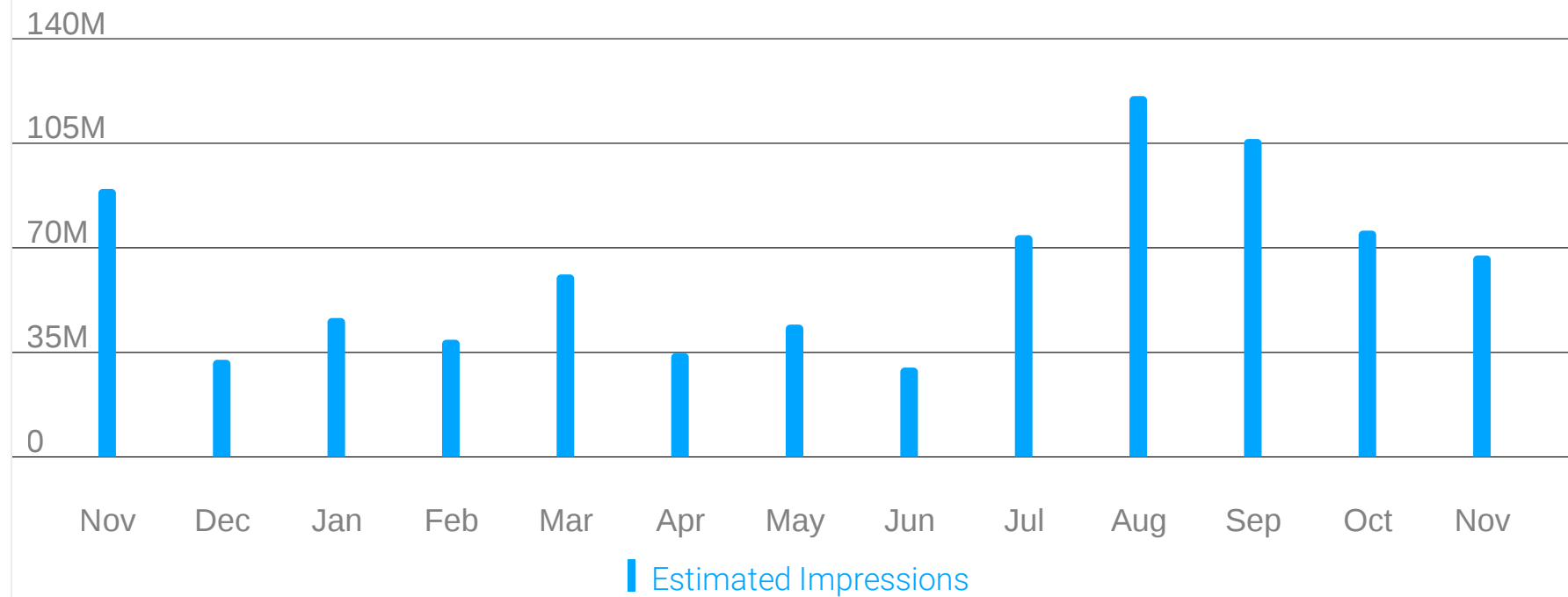


Public Relations

Metrics

ESTIMATED IMPRESSIONS Last 12 Months (2018 - 2019) ▾


733.13M



Notes/Insights

The natural bounty of Orlando North Seminole County, combined with the varied recreation and food/craft beer scene continue to impress travel writers from near and far.

ESTIMATED AD VALUE Last Month (Nov) ▾

 \$321.8k

FAM TRIPS This Year (2019)

 1

33% Goal: 3

PRESS RELEASES / PITCHES

Last Month (Nov) ▾

 4

EDITORIALS Last Month (Nov) ▾

 46

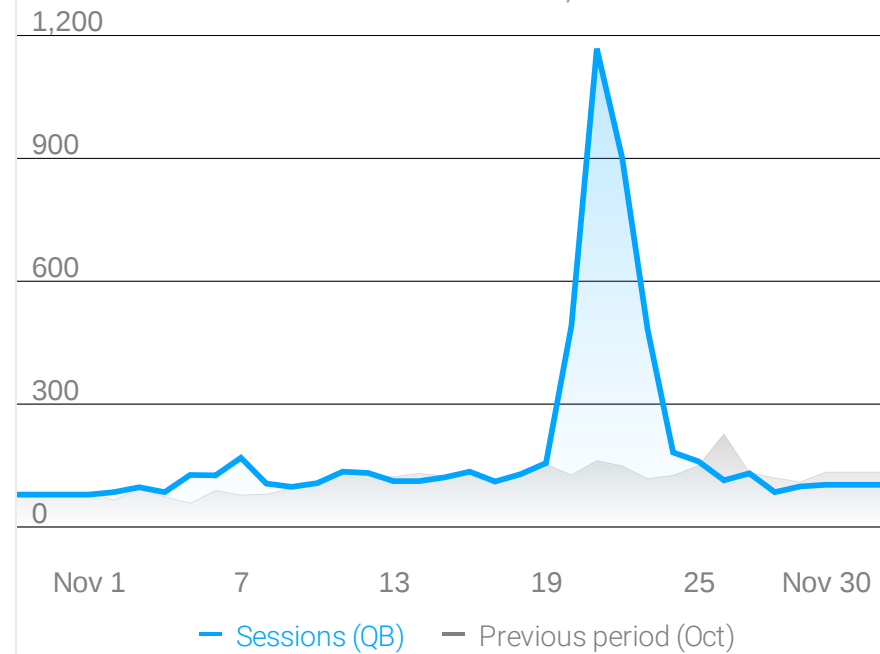
Website

DoOrlandoNorth

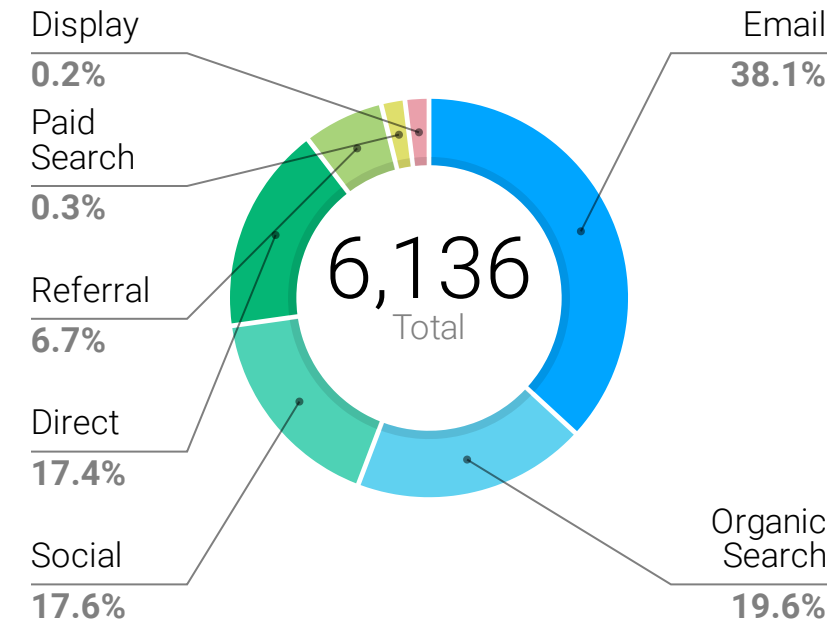
SESSIONS Last Month (Nov) ▾

6,136

▲ 68% Previous: 3,642



SESSIONS BY CHANNEL Last Month (Nov) ▾



AUDIENCE OVERVIEW Last Month ▾

Metrics	Last Month	Δ
Users	5,800	▲ 79%
Sessions	6,136	▲ 68%
% New Sessions	92.41%	▲ 9%
Pages / Sessions	2.73	▲ 49%
Avg Session Duration	1m 20s	▲ 44%
Bounce Rate	49.09%	▼ 32%
Pageviews	16,766	▲ 151%

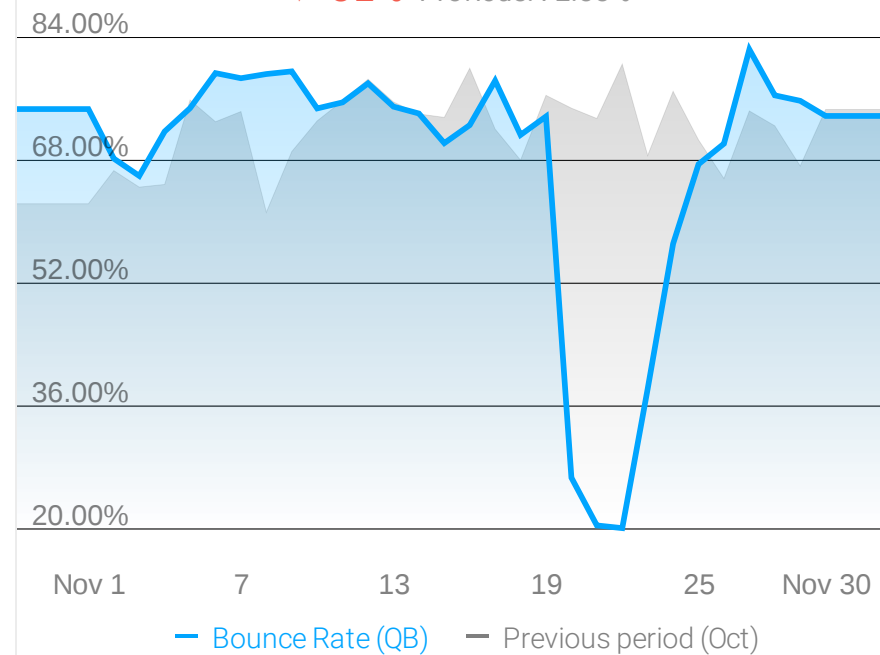
TOP PAGES BY PAGEVIEWS Last Month ▾

Metrics	Last Month	Δ
/default.aspx	9,298	▲ 693%
/things-to-do	846	▲ 86%
/blog/post/do-the-theme-parks-the-orlando-north-seminole-county-way	796	▲ 11,271%
/blog/post/do-real-florida-at-black-hammock-adventures	550	▲ 2,795%
/calendar	252	▼ 2%
/things-to-do/hotels	238	▲ 25%
/blog/post/the-central-florida-	198	▲ 2,375%

BOUNCE RATE Last Month (Nov) ▾

49.09%

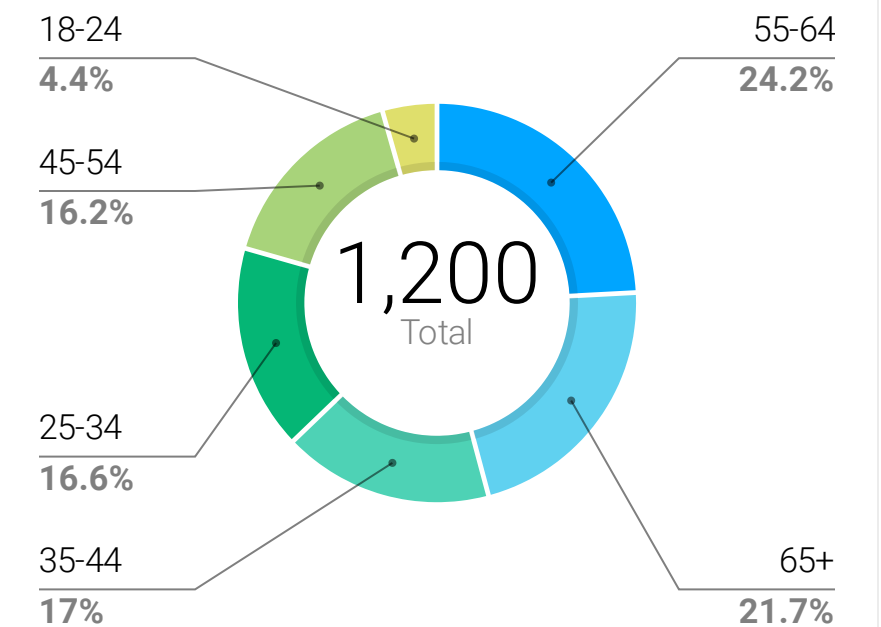
▼ 32% Previous: 72.38%



USERS BY REGION Last Month ▾

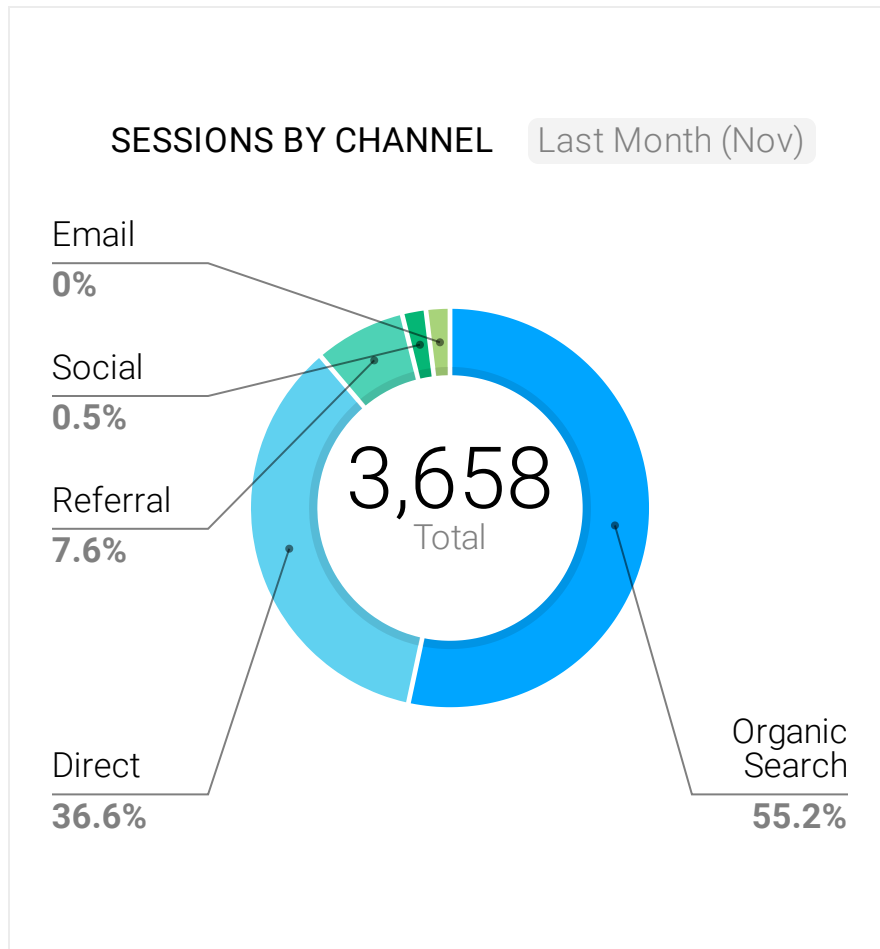
Metrics	Last Month	Δ
Florida	4,209	▲ 132%
Illinois	240	▼ 10%
Georgia	238	▲ 28%
Tennessee	163	▲ 34%
California	110	▲ 67%
South Carolina	97	▲ 28%
(not set)	67	▼ 12%
Mississippi	58	▲ 23%

USERS BY AGE Last Month (Nov) ▾



Website

PlayOrlandoNorth

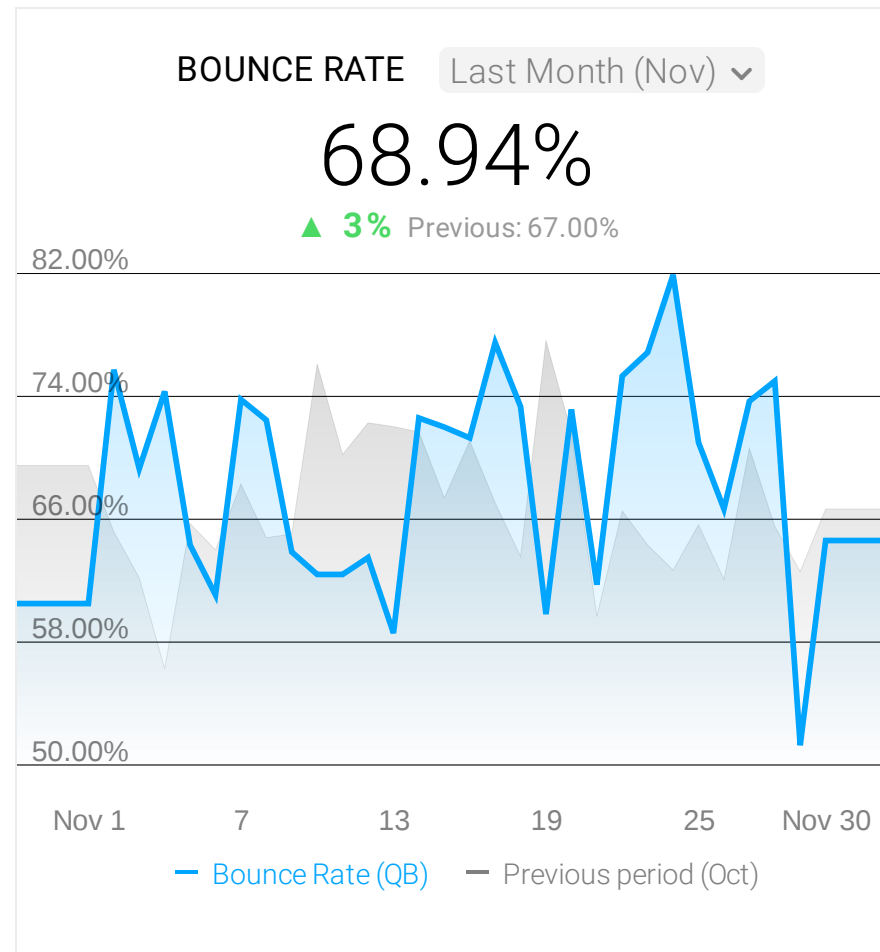


AUDIENCE OVERVIEW Last Month

Metrics	Last Month	Δ
Users	3,163	▼ 23%
Sessions	3,658	▼ 27%
% New Sessions	83.46%	▲ 4%
Pages / Sessions	1.84	▼ 2%
Avg Session Duration	1m 6s	▼ 7%
Bounce Rate	68.94%	▲ 3%
Pageviews	6,743	▼ 28%

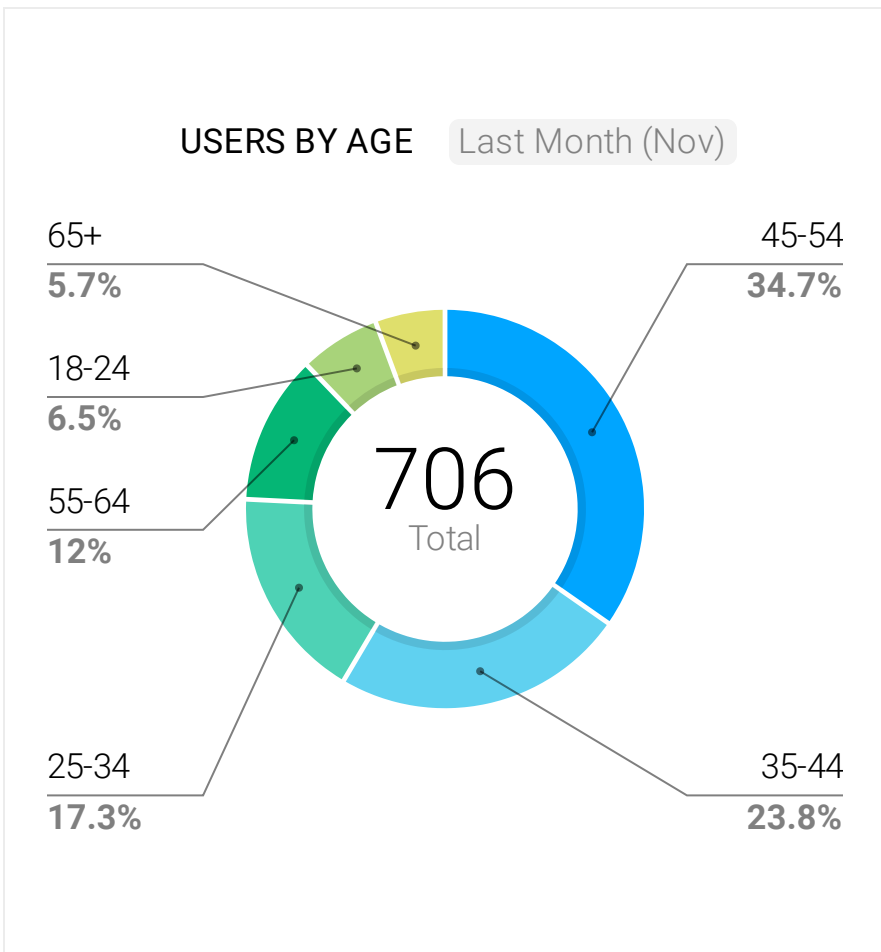
TOP PAGES BY PAGEVIEWS Last Month

Metrics	Last Month	Δ
/facilities/details/boombah-sports-complex	2,581	▼ 30%
/events	522	▼ 19%
/facilities	446	▼ 23%
/facilities/details/boombah-soldiers-creek-park	265	▼ 12%
/facilities/details/seminole-soccer-complex	247	▼ 34%
/	209	▼ 33%
/team-orlando-north-overview	172	▲ 2%



USERS BY REGION Last Month

Metrics	Last Month	Δ
Florida	1,336	▼ 32%
Illinois	730	▲ 17%
Georgia	109	▼ 37%
New York	95	▼ 28%
North Carolina	70	▼ 38%
New Jersey	68	▼ 21%
Massachusetts	64	▲ 23%
Virginia	64	▼ 43%



PARADISE



Monthly Summary Report: December 2019

Client: Orlando North, Seminole County

Table of Contents:

- Account Management Services
- Public Relations
- Website

Account Management Services

December 2019

- Managed day-to-day client and internal communications and projects, including weekly internal traffic meetings and bi-monthly status calls to ensure plans and projects are moving forward.
- Managed ongoing website maintenance.
- Completed the PlayOrlandoNorth website development, including development.
- Continued work on landing page for the PlayOrlandoNorth website as part of the lead generation campaign.
- Continued optimizing high-traffic pages with additional copy and blog posts.
- Tagged, delivered and set-up digital campaigns (includes optimization of running campaigns).
- Completed audit of the DoOrlandoNorth.com website as part of the search engine optimization (SEO) campaign.
- Continued concepting for the FY19/20 Content Shoot.

Project List

- SEM 0476 PlayOrlandoNorth.com Website Development Updates
- SEM 0846 Asset and Analytics Management
- SEM 0848 Website Management (Maintenance) - FY20
- SEM 0849 Website Management (Content and Development) - FY20
- SEM 1311 Restaurant Highlight Blog
- SEM 1049 Sports Lead Generation Page
- SEM 1084 SEO
- SEM 1151 FY19/20 Content Shoot - Concepting
- SEM 1042 FY19/20 Content Shoot - Pre-Production
- SEM 1132 Leisure Email Blast #2 - Food and Beverage
- SEM 0893 Sports Event Media Group - Leaderboard Banner Ad .
- SEM 0898 Sports Event Media Group - E-Newsletter Banner Ad



Public Relations

Press Releases & Media Activity

Press Releases/Mass Pitches

- Drafted and distributed Cluster pitch including ONSC January Events
- Reviewed and updated press kit releases for 2020 distributions
- Distributed announcement press release on launch of Full Sail program
- Drafted release on economic impact of sports marketing success in FY 2018/19
- Drafted and distributed Sounds of Solstice media alert

Media Activity

- Provided Jeanette Zinno, Budget Travel with info on Sanford for consideration of article on “second cities,” citing Sanford as a great alternative to Orlando
- Provided Erica Lamberg, USA Today with info on Sanford as an alternative spring break destination “free of spring breakers”
- Provided info/images on Full Sail partnership to Jason Hendrix PlayInFlorida.com
- Provided Mary Shoemaker, Macaroni Kid National, with family fun info
- Provided Mia Taylor, Cheapism, with info for Spring Family Vacations story
- Liaison with Eric Wright, Space Coast Magazines
- Liaison with Allison Torres and Bryan Karrick, News 13, on Solstice Yoga Event
- Liaison with Vanessa Echols, WFTV, on Solstice Yoga Event



Public Relations

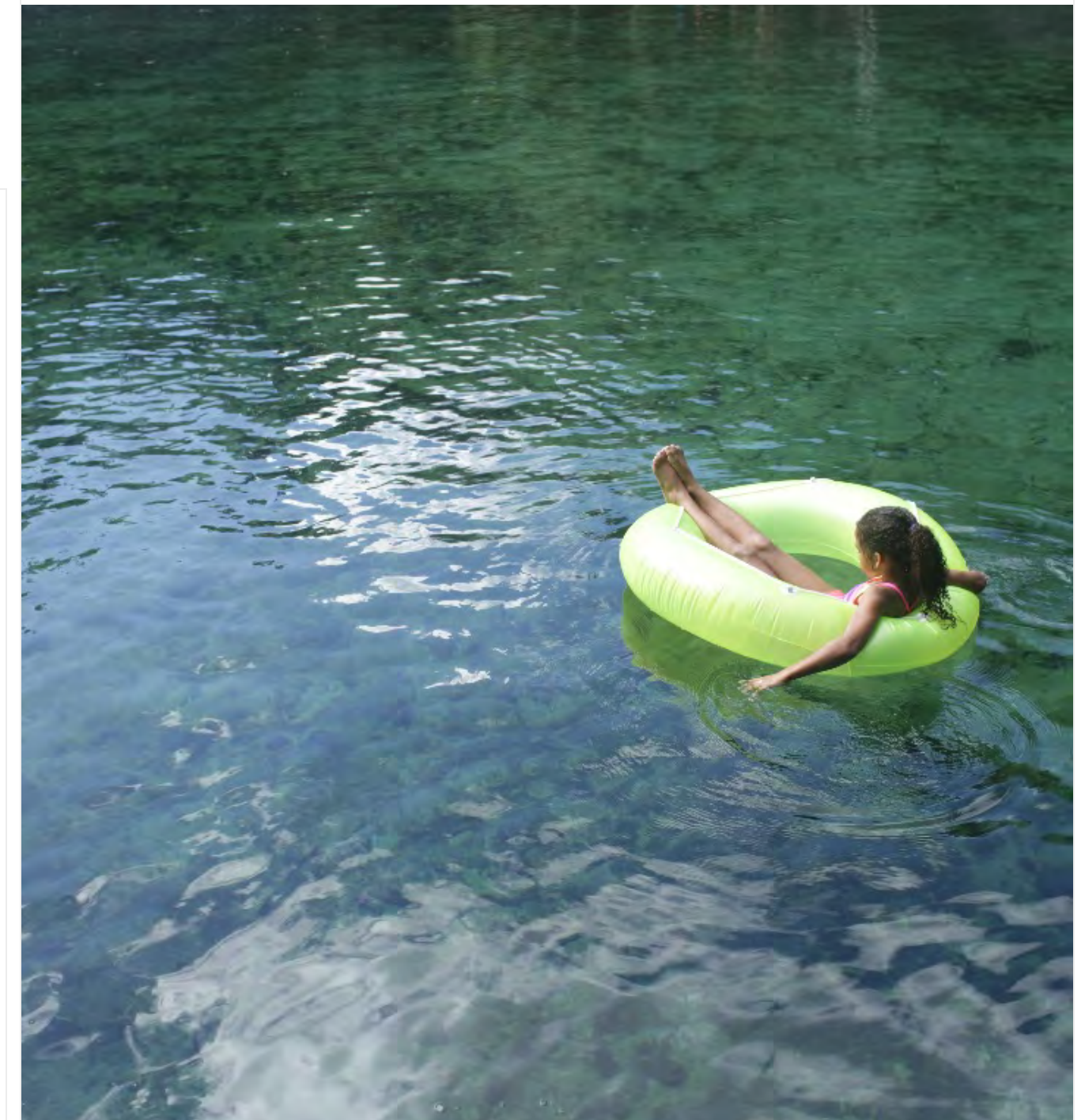
Press Releases and Misc.

Media Activity (continued)

- Liaison with Barb Shepherd, West Volusia Beacon, on Solstice Yoga Event
- Liaison with outdoor writer Sandra Friend, on Solstice Yoga Event
- Liaison with Myrah Duque, Mamacita on the Move blogger, on Solstice Yoga Event
- Liaison with Leslye Gale, iheart media, on Solstice Yoga Event

Misc.

- Participation in conference calls as scheduled
- Monitored Cision clips
- Attended Holiday Tourism Awards Luncheon



Public Relations

Feature Clip

Orlando Sentinel

College and university students who show their school spirit can receive discounted admission to the Asian Lantern Festival at Central Florida Zoo & Botanical Gardens.

Valid on Jan. 2 only, guests who wear apparel from any college or university or who show their student ID can enter the festival for \$15.50, a \$3 discount compared with standard admission. Discounted tickets are available in-person the night of the event only.



Asian Lantern Festival at Central Florida Zoo in Sanford

Lighted swans are displayed during the Asian Lantern Festival at the Central Florida Zoo & Botanical Gardens in Sanford on Nov. 20, 2019. The event runs through Jan. 12, 2020. (Stephen M. Dowell/Orlando Sentinel)

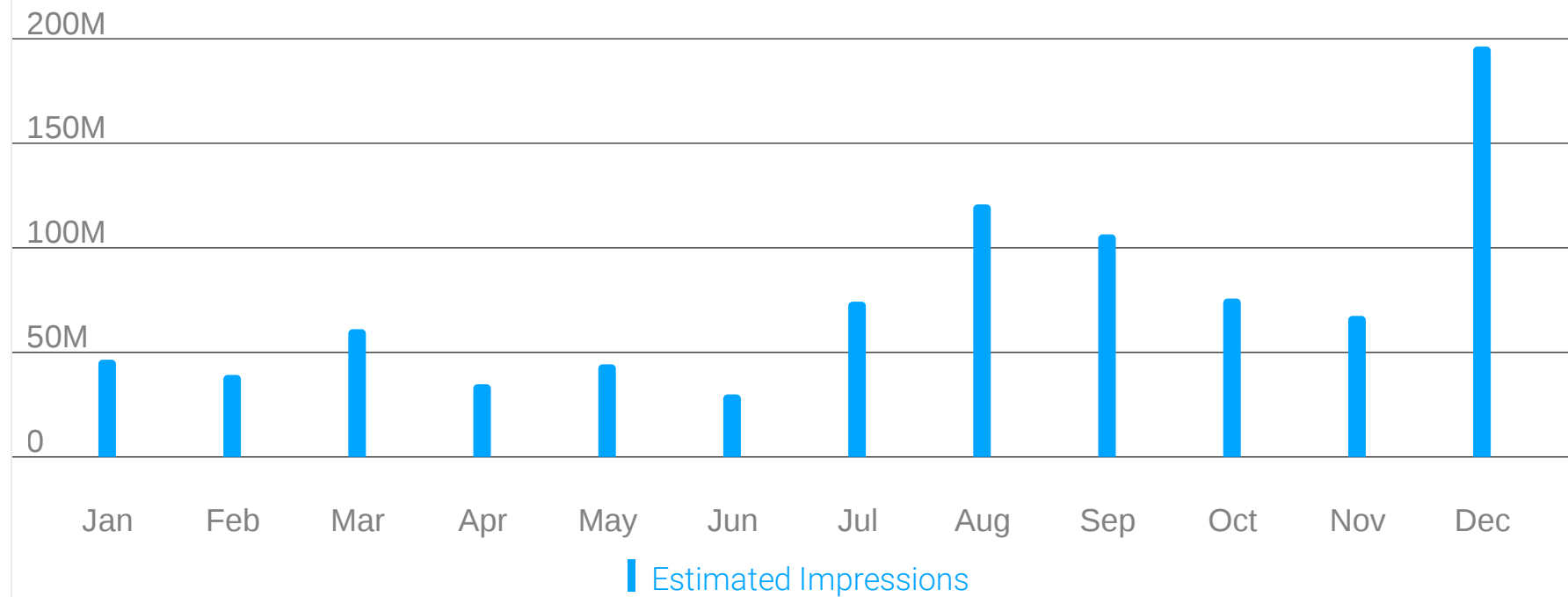
1 / 31

Public Relations

Metrics

ESTIMATED IMPRESSIONS Last 12 Months (2019 - 2020) ▾

896.89M



Notes/Insights

The natural bounty of Orlando North Seminole County, combined with the varied recreation and food/craft beer scene continue to impress travel writers from near and far.

ESTIMATED AD VALUE

Last Month (2019 Dec) ▾

\$ 207k

FAM TRIPS This Year (2020)

-

PRESS RELEASES / PITCHES

Last Month (2019 Dec) ▾

3

EDITORIALS Last Month (2019 Dec) ▾

141

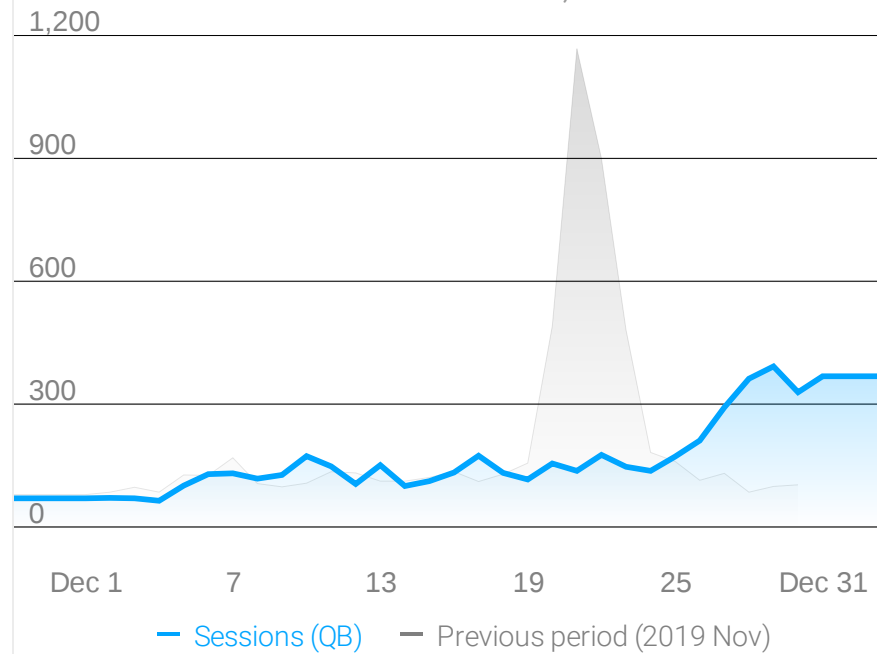
Website

DoOrlandoNorth

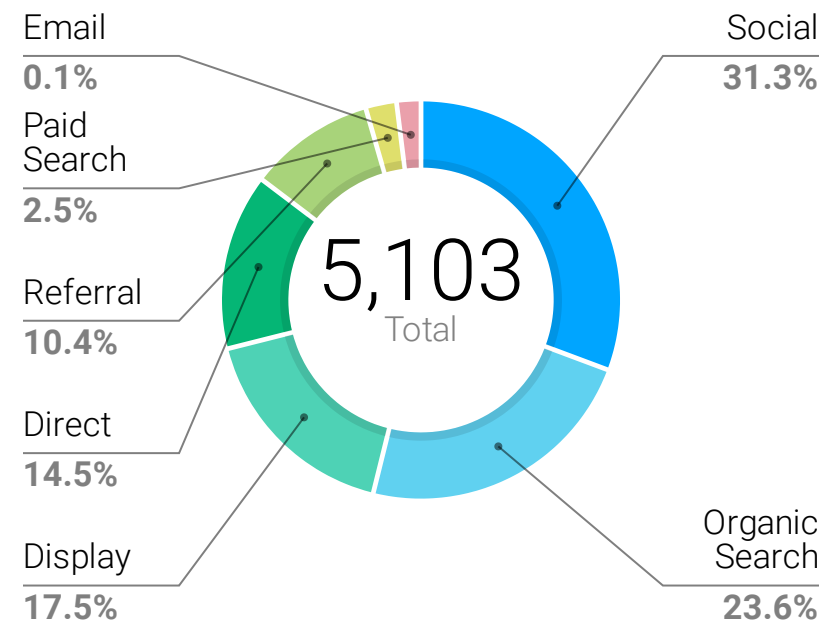
SESSIONS Last Month (2019 Dec) ▾

5,103

▼ 17% Previous: 6,136



SESSIONS BY CHANNEL Last Month (2019 Dec) ▾



AUDIENCE OVERVIEW Last Month ▾

Metrics	Last Month	Δ
Users	4,608	▼ 21%
Sessions	5,103	▼ 17%
% New Sessions	88.24%	▼ 5%
Pages / Sessions	1.73	▼ 37%
Avg Session Duration	1m 9s	▼ 15%
Bounce Rate	73.27%	▲ 49%
Pageviews	8,819	▼ 47%

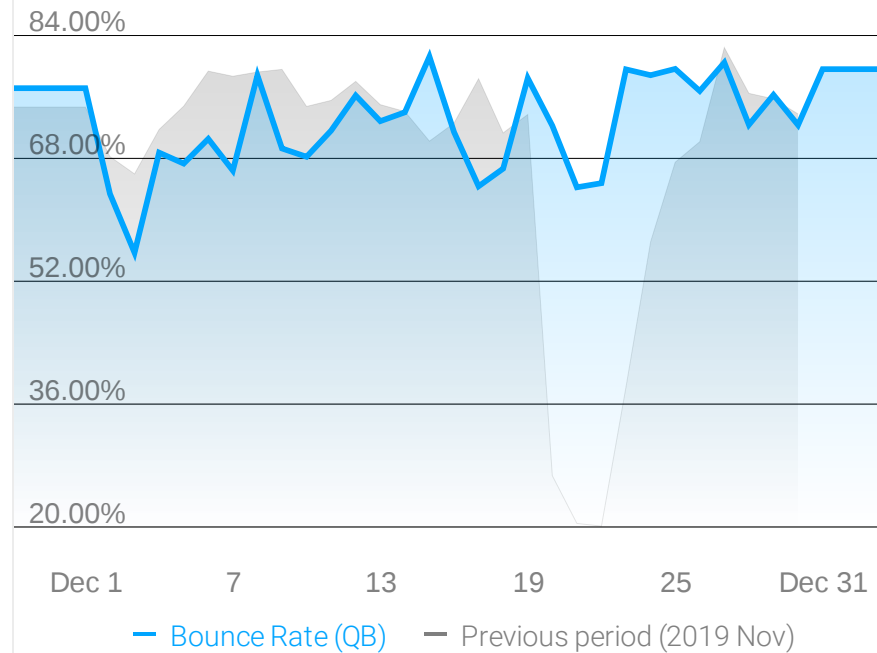
TOP PAGES BY PAGEVIEWS Last Month ▾

Metrics	Last Month	Δ
/default.aspx	2,659	▼ 71%
/things-to-do/restaurants	677	▲ 779%
/things-to-do/nature-and-outdoors	629	▲ 266%
/things-to-do	445	▼ 47%
/things-to-do/attractions	366	▲ 136%
/calendar	277	▲ 10%
/calendar/event/lake-mary-new-years-eve-block-party	208	
/things-to-do/attractions/D6	143	▲ 165%

BOUNCE RATE Last Month (2019 Dec) ▾

73.27%

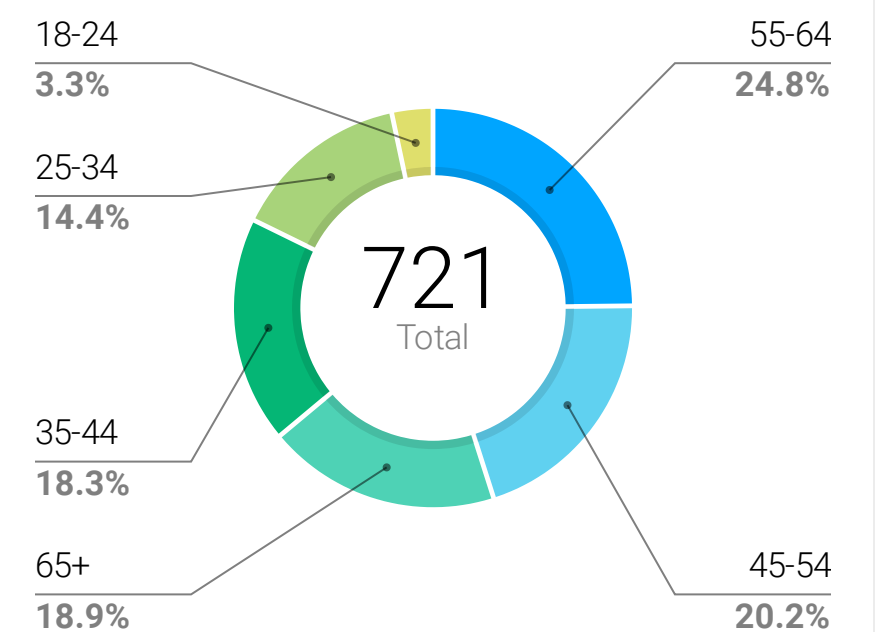
▲ 49% Previous: 49.09%



USERS BY REGION Last Month ▾

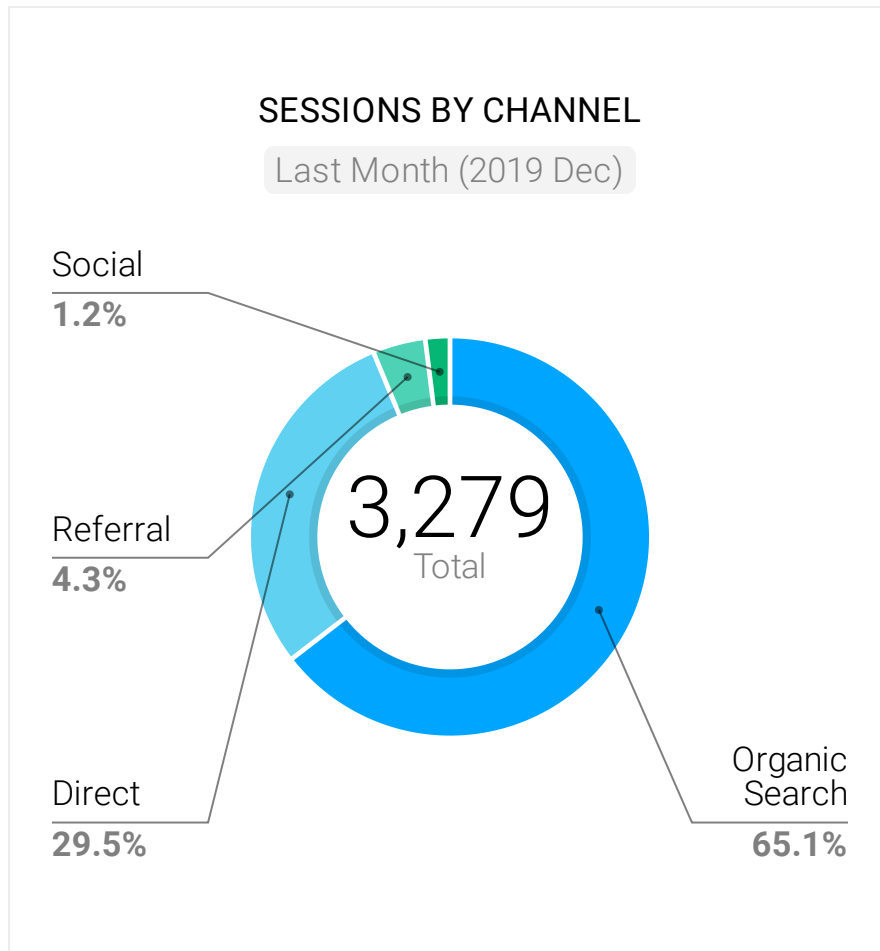
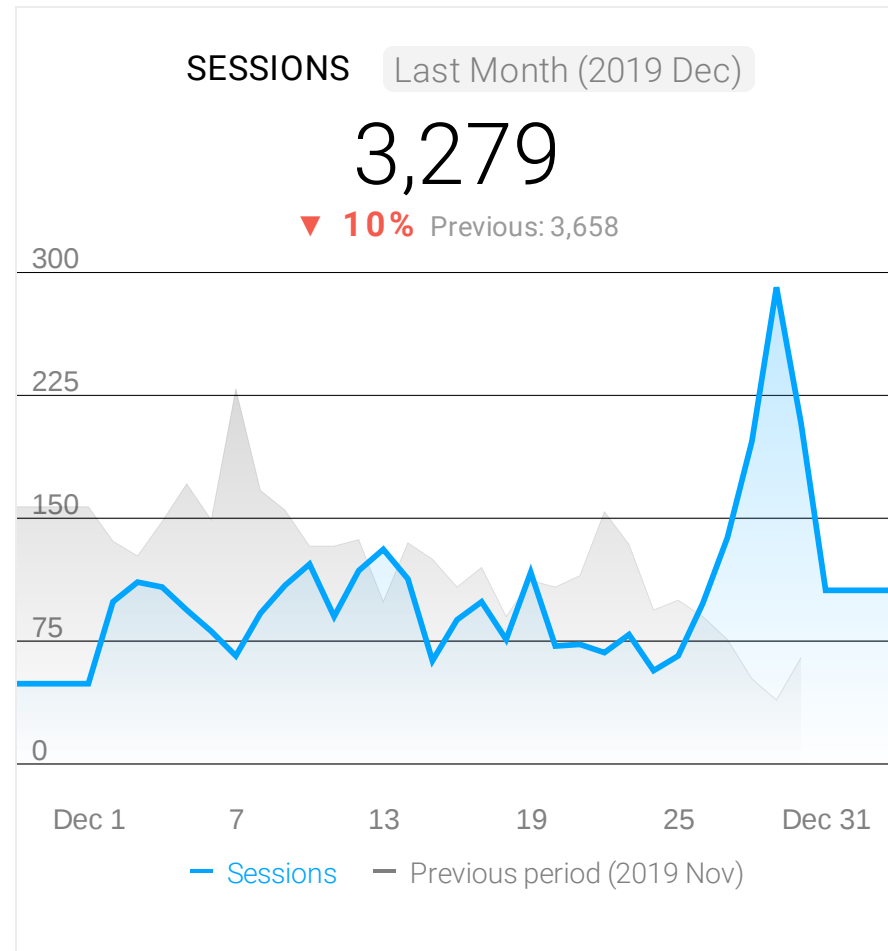
Metrics	Last Month	Δ
Florida	2,295	▼ 45%
Illinois	311	▲ 30%
Georgia	285	▲ 20%
Tennessee	197	▲ 21%
South Carolina	143	▲ 47%
California	123	▲ 12%
North Carolina	79	▲ 46%
Mississippi	72	▲ 24%

USERS BY AGE Last Month (2019 Dec) ▾



Website

PlayOrlandoNorth

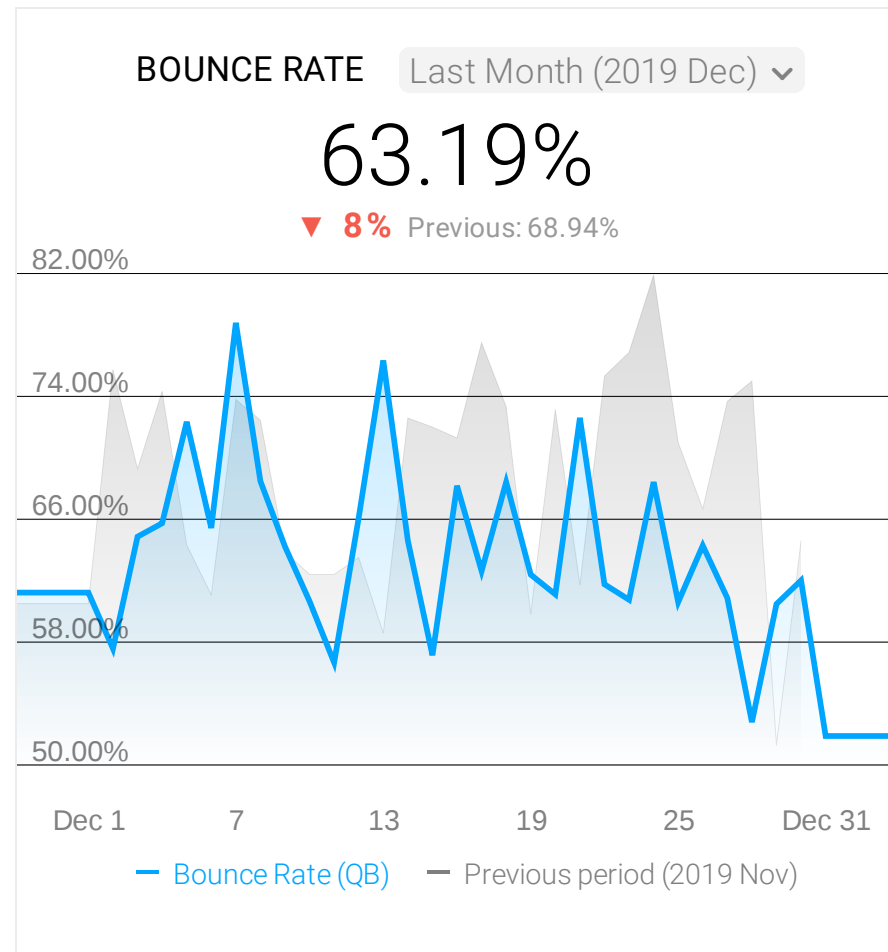


AUDIENCE OVERVIEW Last Month

Metrics	Last Month	Δ
Users	2,827	▼ 11%
Sessions	3,279	▼ 10%
% New Sessions	83.99%	▲ 1%
Pages / Sessions	1.99	▲ 8%
Avg Session Duration	1m 19s	▲ 19%
Bounce Rate	63.19%	▼ 8%
Pageviews	6,534	▼ 3%

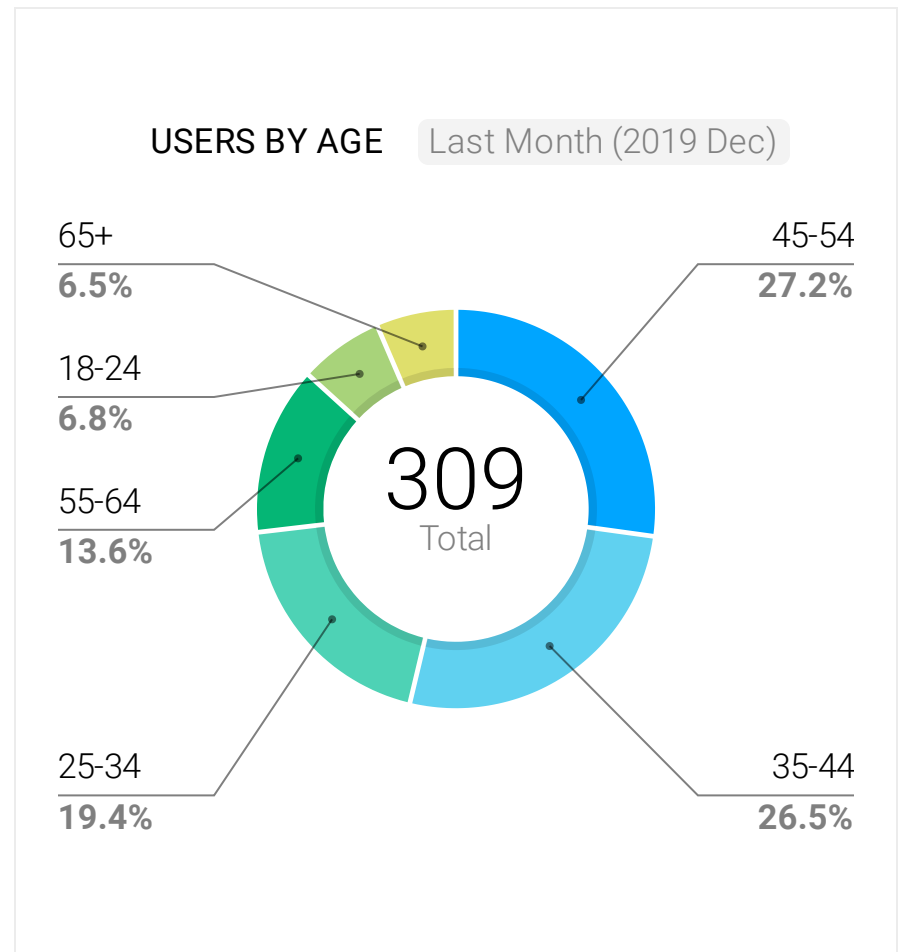
TOP PAGES BY PAGEVIEWS Last Month

Metrics	Last Month	Δ
/facilities/details/boombah-sports-complex	2,255	▼ 13%
/events	607	▲ 16%
/facilities	532	▲ 19%
/facilities/details/seminole-soccer-complex	515	▲ 109%
/	272	▲ 30%
/events/details/baseball-softball-youth-all-american-games	220	▲ 412%
/facilities/details/sylvan-lake-park	194	▲ 62%



USERS BY REGION Last Month

Metrics	Last Month	Δ
Florida	1,112	▼ 17%
Illinois	583	▼ 20%
Virginia	103	▲ 61%
New York	99	▲ 4%
Georgia	83	▼ 24%
North Carolina	78	▲ 11%
Pennsylvania	77	▲ 57%
New Jersey	60	▼ 12%



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 large green rectangular overlay is positioned in the center 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**



**November 2019
Social Media Report
Do Orlando North**

Social Highlights

- 66 new followers on Instagram
- 64% increase in Facebook promoted post engagements
- 46% increase in Facebook Clicks-to-Web link clicks
- 34% increase in Facebook Clicks-to-Web reach
- 33% increase in Facebook promoted post CTR
- 22% increase in Facebook Clicks-to-Web impressions
- 17% increase in Twitter followers campaign impressions
- 14% increase in Facebook Clicks-to-Web CTR
- 12% increase in Facebook promoted post reach

Facebook

- Total Page Likes: 14,172
- Total Page Impressions: 155,214
- Total Post Engagements: 4,791

Facebook Audience Growth

See how your audience grew during the reporting period.

Net Page Likes Breakdown, by Day



Audience Metrics

Fans

Totals

14,172

% Change

↗ 0.04%

Net Page Likes

16

↗ 260.00%

Facebook - Q4 Promotion

Evök conducted the final quarterly promotion for the 2019, titled #DoOrlandoTogether. This was an Instagram promotion in which user were asked to tag a friend they'd like to experience an activity in Orlando North with. Both users were required to "like" the Do Orlando North Instagram page.

Promotion goals are outlined below along with the social posts used each week.

Goals

- 30 new Instagram followers
- 500 engagements
- 8,000 people reached

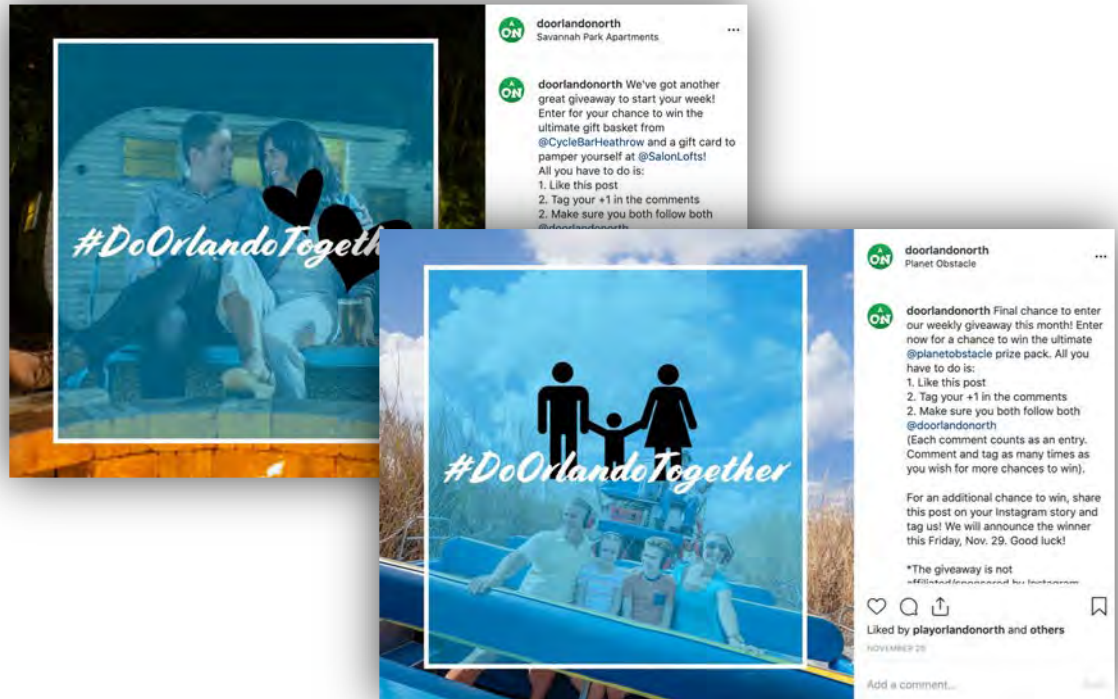


Facebook - Q4 Promotion - Results

This was an Instagram-based promotion optimized for engagement. That said, we exceeded our goals pertaining to engagements - followers, comments, likes, etc. This shows that our targeted audiences expressed interest in the promotional content as well as our community partner giveaways.

Goals

- 30 new Instagram followers
 - Obtained 60+ new followers
- 500 engagements
 - Obtained 2,000+ engagements
- 8,000 people reached
 - 5,128 people reached

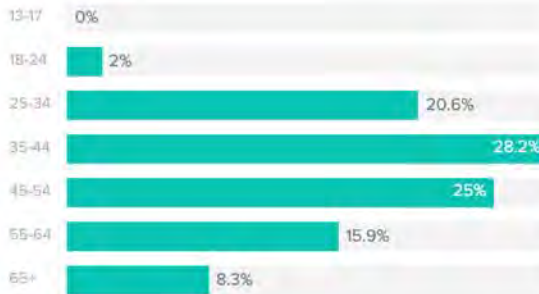


ORLANDO NORTH SEMINOLE COUNTY

Facebook Page Fan Demographics

Review your audience demographics as of the last day of the reporting period.

Audience By Age



Audience by Gender



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

Audience Top Countries

United States	13,348
Puerto Rico	163
Brazil	56
Mexico	53
Vietnam	52

Audience Top Cities

Orlando, FL	1,770
Jacksonville, FL	1,099
Tampa, FL	537
Sanford, FL	291
Saint Petersburg, FL	281

Facebook - Clicks-to-Web Ad

- Spend: \$650.00
- Total Reach: 46,272
- Total Impressions: 81,019
- Total Link Clicks: 2,120
- CPC: \$0.31
- CTR: 2.62%


 Do Orlando North
Sponsored · 

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




Do Orlando North. [Learn More](#)

Do Orlando North. [Learn More](#)

Do Orlando North


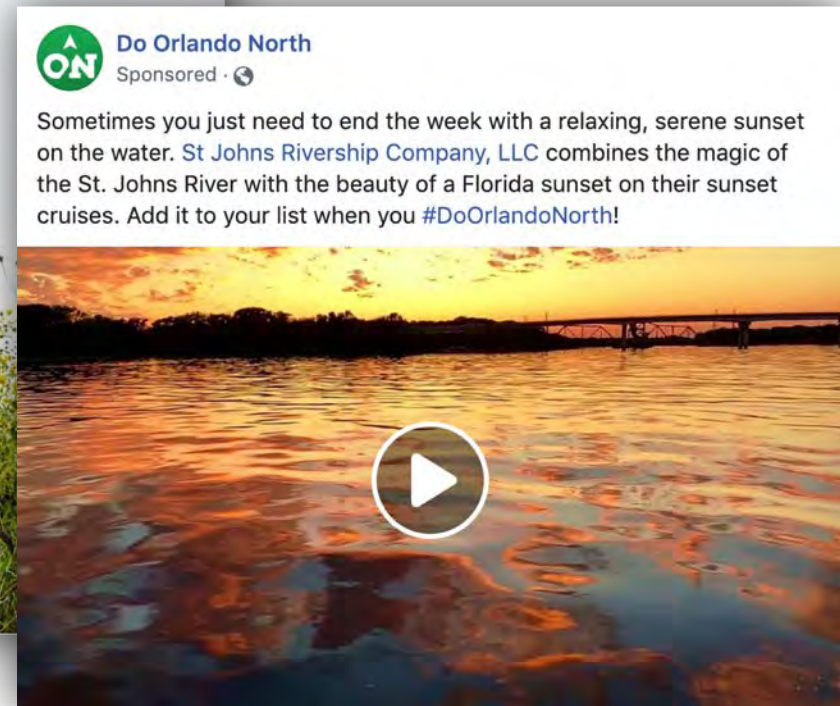
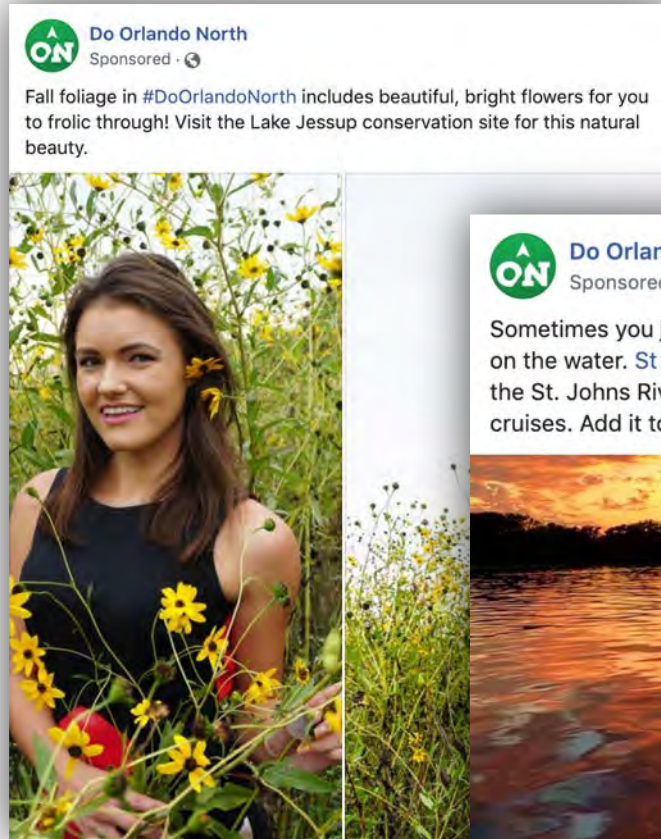
on to the world's epicenter of entertainment this holiday season. There's an easier, wilder way to do Orlando.



[Learn More](#) [Learn More](#)

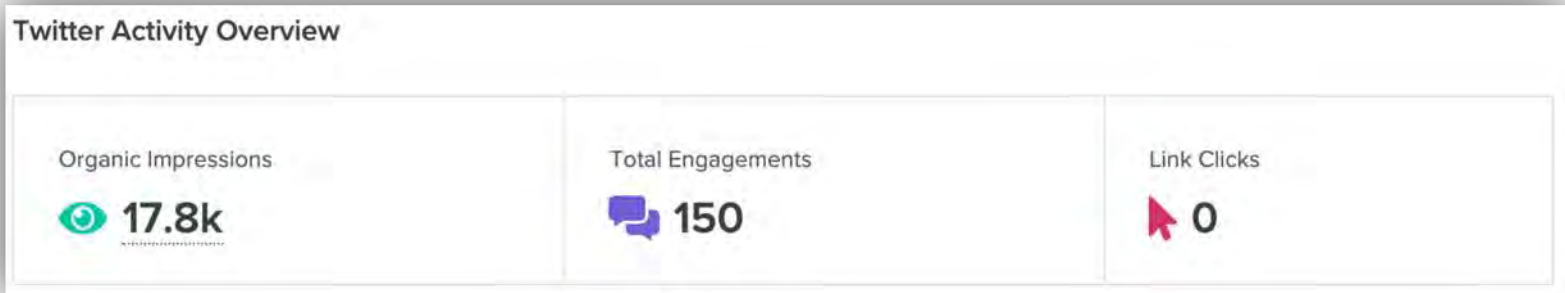
Facebook - Promoted Posts

- Spend: \$749.99
- Total Reach: 19,640
- Total Impressions: 28,685
- Total Engagements: 1,703
- CPC: \$0.26
- CTR: 7.45%



Twitter

- Total Twitter Followers: 5,245
- Total Organic Impressions: 17,805
- Total Engagements: 150



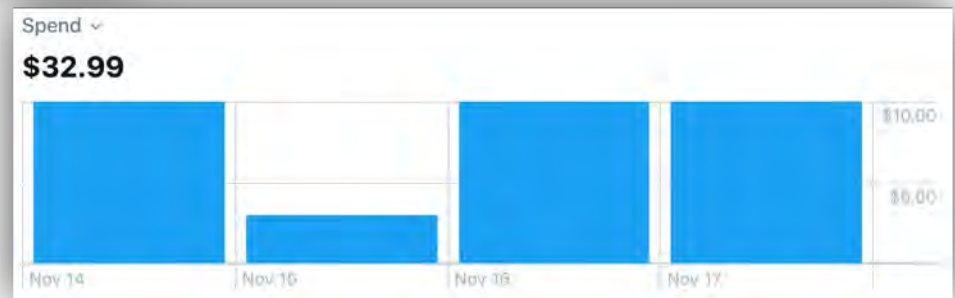
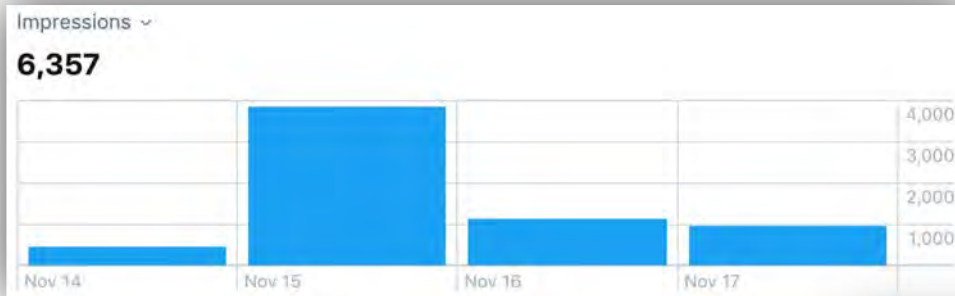
Twitter - Promoted Tweets

- Total Spend: \$140.57
- Total Impressions: 16,665
- Cost Per Engagement: \$0.85



Twitter Followers Campaign

- Total Spend: \$37.06
- Total Impressions: 6,357
- Cost Per Result: \$3.00
- Total Follows: 11






Instagram

- Total Followers: 1,785
- Total Engagements: 7,980
- Total Organic Impressions: 55,194

Instagram Top Messages

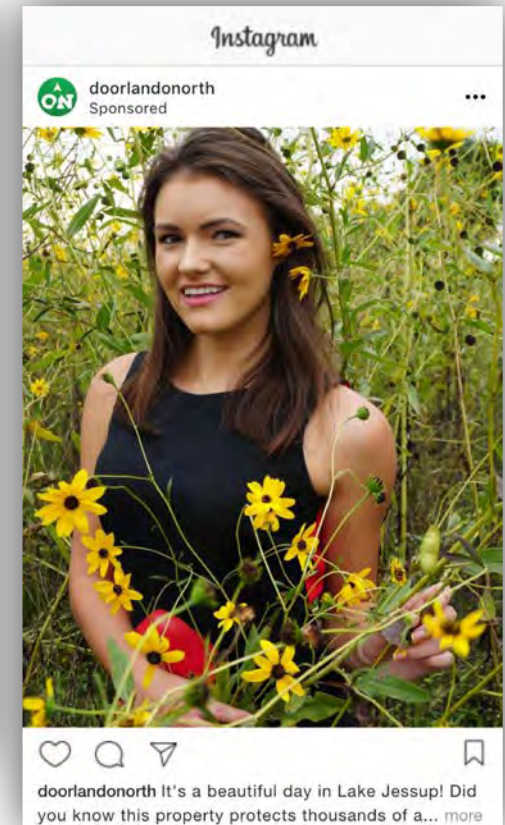
Review your top messages published during the selected time period, based on the message's lifetime performance.

By Lifetime Engagements

Message Content	Total Engagements	Likes	Comments	Saves
<p>doorlandonorth Mon 11/25/2019 12:34 pm PST</p> <p>Cool weather, even cooler springs. With the upcoming holiday season, there are a ton of events happening at</p> 	54	52	1	1
<p>doorlandonorth Mon 11/4/2019 12:25 pm PST</p> <p>New month, new giveaway! 🎉 Enter for your chance to win a bioluminescence tour courtesy of our friends at</p> 	48	26	21	1
<p>doorlandonorth Mon 11/11/2019 7:22 am PST</p> <p>Enter for your chance to win a paddleboat ride and a gift card to @delavegaoviedo thanks to our friends</p> 	35	14	21	0

Instagram - Promoted Post

- Total Spend: \$200.00
- Total Engagements: 6,052
- Total Impressions: 34,915
- Total Reach: 28,048





**November 2019
Social Media Report
Play Orlando North**

Social Highlights

- 428 new followers on Facebook
- 8 new followers on Instagram
- 5 new followers on Twitter
- 99% increase in Facebook promoted post CTR
- 53% increase in Instagram promoted post impressions
- 48% increase in Twitter organic impressions
- 26% increase in total Facebook engagements
- 22% increase in Instagram promoted post reach
- 15% increase in Twitter organic engagements

Facebook

- Total Page Likes: 3,439
- Total Page Impressions: 65,974
- Total Page Organic Engagements: 2,961

Facebook Performance Summary

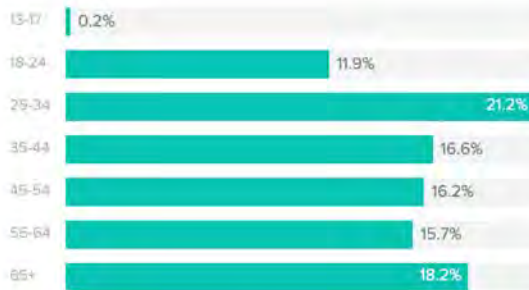
View your key profile performance metrics from the reporting period.

Impressions 65,974 ↘ 1.9%	Engagements 2,961 ↗ 26.4%	Message Link Clicks 8 ↘ 66.7%
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Facebook Page Fan Demographics

Review your audience demographics as of the last day of the reporting period.

Audience By Age



Audience by Gender



Male
49%

Female
51%

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

Audience Top Countries

United States	3,379
Puerto Rico	9
Mexico	6
India	5
Colombia	3

Audience Top Cities

Miami, FL	134
Orlando, FL	82
Atlanta, GA	72
Jacksonville, FL	71
Memphis, TN	64

Facebook - Promoted Posts

- Spend: \$334.37
- Total Reach: 10,976
- Total Impressions: 15,027
- CPC: \$0.14
- CTR: 15.39%



Facebook - Page Likes Ad

- Spend: \$300.00
- Total Likes: 428
- Total Reach: 7,502
- Total Impressions: 12,762
- CPC: \$0.50
- CTR: 4.72%



Twitter

- Total Twitter Followers: 350
- Total Organic Impressions: 2,982
- Total Organic Engagements: 176

Twitter Activity Overview

Organic Impressions  2,982	Total Engagements  202	Link Clicks  0
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Twitter - Promoted Posts

- Total Spend: \$165.00
- Total Impressions: 12,121
- Cost Per Engagement: \$0.11
- Engagement Rate: 12.49%



Instagram

- Total Followers: 217
- Total Increase in Instagram Followers: 8
- Total Engagements: 2,673

Instagram Top Messages

Review your top messages published during the selected time period, based on the message's lifetime performance.

By Lifetime Engagements

ON SPORTS playorlandonorth
Fri 11/15/2019 10:58 am PST

@SSTrehab in Lake Mary understands the importance of receiving proper physical care when it comes to sports



Total Engagements	19
Likes	16
Comments	2
Saves	1

ON SPORTS playorlandonorth
Thu 11/7/2019 9:21 am PST

#ThrowbackThursday to when former MLB 9-time all-star Gary Sheffield cheered on his boys at the Boombah



Total Engagements	9
Likes	9
Comments	0
Saves	0

ON SPORTS playorlandonorth
Sat 11/30/2019 9:14 am PST

Tomorrow is the first day of December and while the weather's getting cooler, that doesn't mean you won't get any



Total Engagements	5
Likes	5
Comments	0
Saves	0

Instagram - Promoted Posts

- Total Spend: \$300.00
- Total Promoted Reach: 22,504
- Total Promoted Impressions: 36,369
- Total Promoted Engagements: 2,697

