

# Tourist Development Council

Hilton Orlando/Altamonte Springs

November 19, 2020



**Table of Contents**

**Agenda** .....3

**Approval of September 2020 Minutes**.....4

**Staff Reports**

    TDT Collection Update.....8

    Tourism Update/Hotel Occupancy.....9

    Sports Event Performance .....13

    Greater Orlando Sports Commission.....20

**TDT Supported Grants**

    Central Florida Zoo & Botanical Gardens.....27

**Marketing, Advertising, and Social Media Reports**

    Evok Summary Report.....42

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

**Tourist Development Council**

**Meeting Agenda**

**November 19, 2020**

***Hilton Orlando/Altamonte Springs***

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

**NEXT MEETING:**

January 21, 2020 TBD

# ORLANDO NORTH SEMINOLE COUNTY

## TOURISM DEVELOPMENT COUNCIL MEETING (VIRTUAL)

Thursday, September 17, 2020

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

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

**In Attendance:** Chairman Sarah Reece, City of Altamonte Springs CALNO Representative  
Vice-Chairman Frank Cirrincione, General Manager Hilton/Orlando Altamonte Springs  
Diane Crews, President, Orlando Sanford International Airport  
Commissioner Lee Constantine, Seminole County Board of County Commissioners,  
District 3  
Rick Donohue, General Manager, Embassy Suites Orlando North  
Jamie Ross, General Manager, Residence Inn Orlando Lake Mary  
Brenda Urias, Tourism Marketing Manager, AAA  
Mary Sue Weinaug, Owner, Wekiva Island  
Commissioner Patrick Austin, City of Sanford

**Excused:** None

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

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

**Motion:** Commissioner Patrick Austin

**Second:** Commissioner Lee Constantine

**Vote:** Unanimous

### **Tourism Administration Update**

*Tricia Johnson, Deputy County Manager*

- Cares Act Update
- Marketing Contract in procurement-recommendation to the BCC. Will share once we receive that information
- Diane Crews, OSIA, will be retiring and therefore no longer be on TDC board. Commissioner Carey will appoint the seat ('attraction'-a non TDT collection)

### **Tourism Leisure Update**

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

- Content update
- Occupancy update

- Will place an order to STR to acquire an update forecast

**Question: Frank Cirrincione:** Why did the forecast numbers jump up 20 points from March 2020 vs March 2020?

**Answer: Gui Cunha:** The numbers are generated by an STR custom report; they did a year-to-year comparison.

**Follow up:** How often do they send a custom report?

**Answer:** We can always request a custom report, but we will have to pay extra for that.

\*Frank requested a custom report for December 2020, which Tourism has agreed to request from STR.

### **Sports Tourism Update**

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

- Sports Complex/Other Venue
- Upcoming Events
- Go Sports Agreement: finalizing-goal to go before BCC on October 13<sup>th</sup>
- Perfect Game MOU (Memorandum of Understanding) has been executed; awaiting final contract and approval

### **Sanford Main Street Grant Presentation/Application**

*Christina Hollerbach, President, Main Street Sanford*

- Certified as a Main Street with Florida Main Street and Main Street America
- Engaged public/private partnerships
- Secured funding for Executive Director
- Sanford Information Center
- Main Street will be housed in Tourist Center
- Act as a visitor center and business resource center for businesses and community

**Question: Chairman Reece:** Where is the grant money coming from? Are you hiring an executive director?

**Answer: Christina Hollerbach:** Yes, we will hire an executive director and our board is a volunteer board. The money we have currently budgeted is from donations from our board members and partnerships we have made, and money raised from fundraising efforts.

**Follow up:** What is the grant for?

**Answer: Tricia Johnson:** Originally, tourism was asked for a special program to help assist and support tourism efforts by the cities in Seminole County. We had \$200,000 in the budget for this program. This is a pilot grant with Sanford Main Street with the hopes that other cities will want to organize their own Main Streets.

If the TDC recommends this grant, then the recommendation will go before the BCC for approval. (Similar to the Central Florida Zoo grant request)

**Question: Frank Cirrincione:** When we reallocated money for the budget, is this money coming from the 2020 fiscal year or the 2021 fiscal?

**Answer:** From the 2021 budget

**Follow up:** Should we move the money going back into reserves into the new budget if any other projects of this nature come up?

**Answer:** No, it is too late to make changes to the current budget. If anything comes before the TDC, we would do a Budget Amendment Request (BAR) and move funds from reserves at that point.

### **TDC Recommendation for \$50,000 Sanford Main Street Grant**

**Motion to approve:** Brenda Urias

**Second:** Commissioner Patrick Austin

**Vote:** Chairman Sarah Reece: Yes  
Vice-Chairman Frank Cirrincione: Yes  
Diane Crews: Yes  
Commissioner Lee Constantine: Yes  
Rick Donohue: Yes  
Jamie Ross: Yes  
Brenda Urias: Yes  
Mary Sue Weinaug: Yes  
Commissioner Patrick Austin: Yes

**Motion passes unanimously**

### **Lockheed Martin Space and Air Show Update**

*George Speake, Executive Vice President & COO Airport Security Coordination, OSIA*

- Night show and Family Day canceled
- Dates: October 31 – November 1, 2020
- Tickets and parking are pre-purchase only-no cash at event
- Social distancing and masks guidelines in effect
- Streaming on air.show
- Gates open at 8 am
- Tickets on sale at spaceandairshow.com

### **Central Florida Zoo Update**

*Dino Ferri, CEO, Central Florida Zoo*

- Continued fundraising efforts
- Upcoming Education programs
  - Family and Teacher Workshops
  - Kids programs
- Upcoming Events
  - Sunset at the Zoo (adults only)
  - Family Sunset at the Zoo
- Charity Bingo: Buster's Bistro and Blue Springs Brewery

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

#### **Paradise**

*Danielle Ackerman, Account Director, Paradise Advertising*

Recovery Campaign Update

- Launched Interim Recovery Campaign with this fiscal budget
- Approved for CARES Act Funding to continue Recovery Campaign

**Evok**

*Allison Parker, Account Executive, Evok Advertising*

- Recovery Campaign Update

**Old Business:** None

**New Business:**

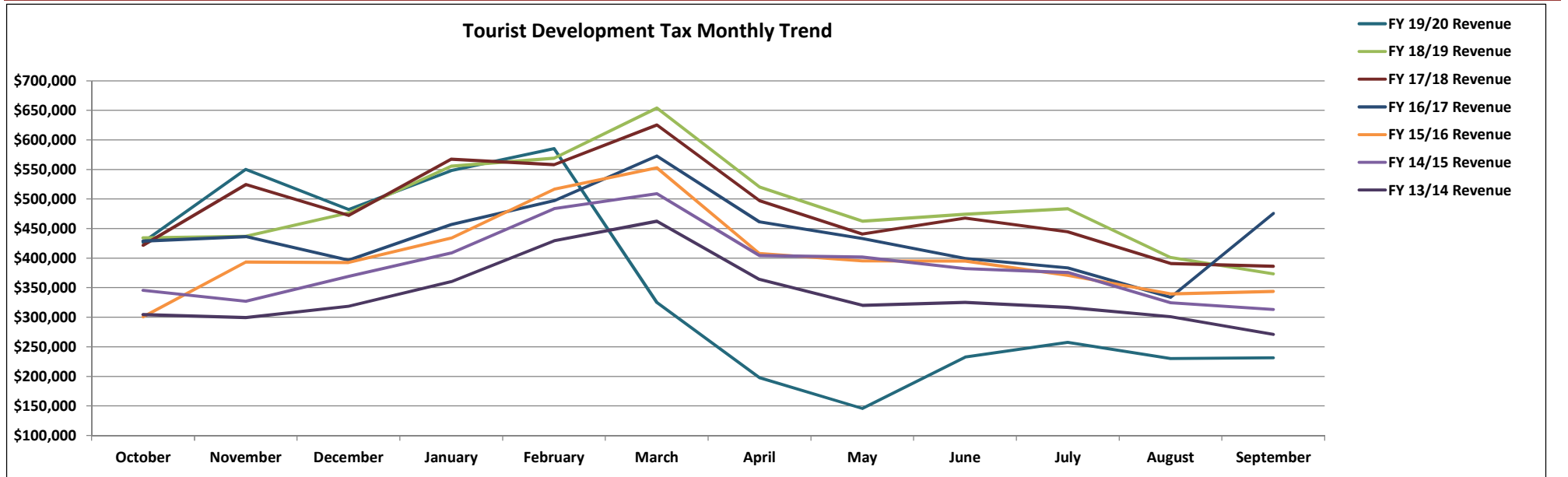
- November TDC meeting TBD if in-person or zoom

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

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	289,586	193,057	482,643	6,095	1.3%
January	360,507	408,691	433,835	456,915	567,724	555,919	328,976	219,317	548,293	(7,626)	-1.4%
February	429,247	483,661	516,610	497,136	558,093	569,125	351,223	234,148	585,371	16,246	2.9%
March	462,593	509,149	552,988	572,832	625,272	654,013	194,869	129,912	324,781	(329,232)	-50.3%
April	364,161	404,355	407,783	461,492	497,187	520,483	118,518	79,012	197,530	(322,953)	-62.1%
May	320,090	401,954	395,282	432,965	440,873	462,655	87,495	58,330	145,826	(316,829)	-68.5%
June	325,397	382,227	395,373	399,489	467,655	474,337	139,566	93,044	232,610	(241,727)	-51.0%
July	316,960	375,695	370,960	383,585	444,707	483,878	154,597	103,064	257,661	(226,217)	-46.8%
August	300,955	324,474	339,798	333,761	391,058	401,322	138,086	92,057	230,144	(171,178)	-42.7%
September	271,010	313,288	343,950	475,615	386,395	373,474	138,936	92,624	231,559	(141,915)	-38.0%
<b>Total</b>	<b>4,074,084</b>	<b>4,645,106</b>	<b>4,843,681</b>	<b>5,275,894</b>	<b>5,797,652</b>	<b>5,843,184</b>	<b>2,528,100</b>	<b>1,685,400</b>	<b>4,213,500</b>	<b>(1,629,684)</b>	<b>-28.1%</b>
	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	<b>Budgeted Revenue</b> <b>3,420,000</b>				
							<b>Estimated Revenue</b> <b>2,305,633</b>				
							<b>% Change From PY</b> <b>1,537,088</b>			<b>-34.24%</b>	

Revenue Per Penny      814,817      929,021.24      968,736.20      1,055,178.80      1,159,530.40      1,168,636.78      768,544





# Tourism Update

- Agency Transition Update
- New Tourism Coordinator: Jessica Pickering
- CARES Act Update
  - PPE Distribution
  - Hotel Grants
  - Content Development
- Updated STR Custom Forecast
- Quarterly Giveaways



# Tourism Update

Month 2020	Occupancy (%) (YOY)	ADR (\$) (YOY)	Rev PAR (\$) (YOY)
August	43.6 (33.5)	73.84 (21.5)	32.19 (47.8)
Forecast	34.2	74.02	25.35
September	44.5 (31.2)	74.27 (22.4)	33.01 (46.6)
Forecast	34.8	75.73	26.33



# Tourism Update

## Current Month - August 2020 vs August 2019

	Occ %		ADR		RevPAR		Percent Change from August 2019					
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
	Alachua County, FL	53.7	64.6	81.59	96.61	43.79	62.44	-16.9	-15.6	-29.9	-26.9	4.3
Flagler County, FL	48.0	49.3	145.06	129.72	69.57	63.91	-2.7	11.8	8.9	1.7	-6.6	-9.1
Orange County, FL	28.3	71.7	87.70	112.79	24.84	80.90	-60.5	-22.2	-69.3	-76.1	-22.0	-69.2
Osceola County, FL	23.1	55.2	67.57	76.43	15.63	42.16	-58.1	-11.6	-62.9	-66.2	-8.9	-61.8
Polk County, FL	48.2	58.4	74.55	84.17	35.91	49.18	-17.5	-11.4	-27.0	-23.6	4.6	-13.7
Volusia County, FL	51.3	56.3	107.02	101.91	54.88	57.42	-9.0	5.0	-4.4	-4.2	0.2	-8.8

## Current Month - September 2020 vs September 2019

	Occ %		ADR		RevPAR		Percent Change from September 2019					
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
	Alachua County, FL	46.2	63.3	79.15	111.32	36.58	70.48	-27.0	-28.9	-48.1	-45.9	4.3
Flagler County, FL	45.4	38.6	122.78	106.20	55.80	40.95	17.9	15.6	36.3	27.3	-6.6	10.1
Orange County, FL	31.6	63.9	88.56	109.74	28.01	70.14	-50.5	-19.3	-60.1	-69.0	-22.4	-61.6
Osceola County, FL	24.1	48.1	68.72	80.46	16.56	38.71	-49.9	-14.6	-57.2	-60.4	-7.4	-53.6
Polk County, FL	49.2	55.4	75.00	83.66	36.92	46.31	-11.1	-10.4	-20.3	-17.7	3.2	-8.2
Volusia County, FL	49.2	44.6	103.79	93.19	51.04	41.56	10.3	11.4	22.8	23.0	0.1	10.4



# Custom STR Forecast

Next 12 Months	2020						2021					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Occupancy (%)	27.1	27.8	30.8	35.5	34.2	34.8	38.1	39.1	37.6	38.6	48.8	68.2
Occupancy Percent Change	-63.6	-59.5	-58.9	-52.1	-47.8	-46.2	-49.0	-48.7	-45.3	-48.6	-42.1	26.2
ADR (\$)	73.35	73.39	76.82	75.39	74.02	75.73	77.85	80.28	80.15	89.66	97.50	90.32
ADR Percent Change	-29.5	-25.6	-23.4	-23.2	-21.3	-20.9	-21.0	-20.5	-19.9	-19.5	-19.1	-15.3
RevPAR (\$)	19.91	20.37	23.63	26.77	25.35	26.33	29.66	31.40	30.12	34.59	47.60	61.58
RevPAR Percent Change	-74.3	-69.9	-68.5	-63.2	-58.9	-57.4	-59.7	-59.2	-56.2	-58.6	-53.2	6.9

Using the STR RevPAR projections the forecast for FY 19/20 TDT collections is ~\$3.8 Million

2020 TDT	Actual	Forecast
August	\$230,144	\$164,943
September	\$231,559	\$159,100
Total YTD	\$4,213,501	\$3,842,721
TDT Variance		\$370,780



## Fiscal Year Recap

Sports Complex Actuals					
Fiscal Year	# of Events	Teams	Visitors	Room Nights	Eco Impact
'15/'16	27	1,523	74,458	6,437	\$13,174,148
'16/'17	55	3,493	132,021	11,570	\$18,900,000
'17/'18	64	3,086	146,019	17,093	\$21,820,116
'18/'19	57	3,149	147,854	23,670	\$25,349,765
'19/'20	43	1,811	82,658	17,329	\$16,046,471
<b>Total</b>	<b>246</b>	<b>13,062</b>	<b>583,010</b>	<b>76,099</b>	<b>\$95,290,500</b>

FY '19/'20 Projections					
Location	# of Events	Teams	Visitors	Room Nights	Eco Impact
Sports Complex	52	3,400	140,736	25,500	\$27,000,000

## Sports Tourism - Sports Complex

October 2019 – September 2020 Actuals			
Month	# of Events	Room Nights	Eco Impact
October	4	1,215	\$1,477,108
November	4	3,026	\$1,803,183
December	3	750	\$658,912
January	7	4,300	\$3,795,185
February	5	1,362	\$1,553,989
March	4	587	\$646,791
April	0	0	\$0
May	0	0	\$0
June	1	400	\$411,100
July	5	3,861	\$3,668,950
August	5	447	\$757,203
September	5	1,381	\$1,274,043
<b>Total</b>	<b>43</b>	<b>17,329</b>	<b>\$16,046,464</b>



Monthly Projections			
Month	# of Events	Room Nights	Eco Impact
October	5	1,500	\$2,123,481
November	3	2,400	\$1,420,432

## Fiscal '19/'20 Year Recap

All Other Venues Actuals					
Fiscal Year	# of Events	Teams	Visitors	Room Nights	Eco Impact
'16/'17	8	265	11,338	954	\$1,405,465
'17/'18	48	1,939	83,848	17,163	\$16,585,948
'18/'19	53	1,955	90,270	17,071	\$12,200,099
'19/'20	40	1,626	78,090	14,668	\$16,138,484
<b>Total</b>	<b>143</b>	<b>5,785</b>	<b>263,546</b>	<b>49,856</b>	<b>\$46,329,996</b>

FY '19/'20 Projections					
Location	# of Events	Teams	Visitors	Room Nights	Eco Impact
Soldiers Creek/Other Venues	52	2,799	111,348	19,000	\$19,100,000

## Sports Tourism – All Other Venues

### October 2019 – September 2020 Actuals

Month	# of Events	Room Nights	Eco Impact
October	5	1,651	\$1,628,310
November	5	1,113	\$1,316,228
December	6	2,952	\$2,683,799
January	2	2,189	\$2,277,087
February	9	2,594	\$4,394,102
March	4	1,136	\$781,216
April	1	1,118	\$1,527,537
May	0	0	\$0
June	0	0	\$0
July	3	839	\$674,687
August	3	596	\$626,642
September	2	480	\$228,876
<b>Total</b>	<b>40</b>	<b>14,668</b>	<b>\$16,138,484</b>



### Monthly Projections

Month	# of Events	Room Nights	Eco Impact
October	6	2,038	\$1,905,522
November	3	1,400	\$1,281,321



FY '19/'20 Actuals					
Location	# of Events	Teams	Visitors	Room Nights	Eco Impact
Sports Complex	43	1,811	82,658	17,329	\$16,046,471
All Other Venues	40	1,938	87,941	14,668	\$16,138,484
<b>Total</b>	<b>83</b>	<b>3,749</b>	<b>170,599</b>	<b>31,997</b>	<b>\$32,184,955</b>

FY '20/'21 Projections					
Location	# of Events	Teams	Visitors	Room Nights	Eco Impact
Sports Complex	57	4,000	200,000	45,000	\$35,000,000
All Other Venues	52	2,850	120,000	19,030	\$17,569,387
<b>Total</b>	<b>109</b>	<b>6,850</b>	<b>320,000</b>	<b>64,030</b>	<b>\$52,569,387</b>

## TDC Funding Analysis

Fiscal Year	# of Events	Approved Spend	Total Spent	Room Nights	Cost Per Room Night
'15/'16	43	\$315,351.32	\$164,108.24	17,662	\$9.29
'16/'17	57	\$297,749.49	\$177,047.56	20,210	\$8.76
'17/'18	53	\$348,644.76	\$282,761.77	29,830	\$9.47
'18/'19	75	\$501,069.00	\$398,839.91	39,458	\$10.10
'19/'20	67	\$556,965.00	\$300,278.08	30,085	\$9.98
<b>Total</b>	<b>295</b>	<b>\$2,019,779.57</b>	<b>\$1,323,035.56</b>	<b>137,245</b>	<b>\$9.63</b>

## Upcoming Events

Organization	Event	Date	Location	Teams	Visitors	Room Nights	Eco Impact
ISSA	Winter Worlds ad USA Championships	November 6-8, 2020	BOOMBAAH Sports Complex	80	1,800	1,000	\$721,791
Southern Retreat	3d Lacrosse	November 20-22, 2020	BOOMBAAH Sports Complex	28	2,016	800	\$468,711
Athletx	Baseball/Softball Youth All-American Games	January 2-5, 2020	BOOMBAAH Sports Complex	40	1,385	730	\$500,000
ECNL	ECNL Girls/Boys	January 8-10, 2021	Seminole Soccer Complex/ Sylvan Lake Park	176	13,172	2,800	\$2,559,678
		January 22-24, 2021		168	12,296	2,400	\$2,043,013
NFHCA	NFHCA Field Hockey	January 15-17, 2021	BOOMBAAH Sports Complex	90	4,200	1,500	\$2,000,000



G R E A T E R  
O R L A N D O  
S P O R T S C O M M I S S I O N

# Seminole County TDC Meeting

Greater Orlando Sports Commission Update

November 19, 2020

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Overview of our

# Partnership

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- The GO Sports and Orlando North/Seminole County agreement has been extended through FY 2022/23.
- The Partnership between GO Sports and Orlando North/Seminole County began in FY 1993/94.
- GO Sports manages and pursues business in the following markets: Professional, Collegiate, High School, Club, Created Events, E-Sports and Governing Bodies of Sport.
- GO Sports' scope of services include:
  - Business Development
  - Event Management
  - Economic Impact Reporting
  - Marketing of the Destination
  - Hotel Sourcing



# Business Development

## SEMINOLE COUNTY TO HOST FIVE NCAA CHAMPIONSHIPS FROM 2022-2026

2024 DII Spring Championships Festival Men's Tennis (Sanlando Park)

2024 DII Spring Championships Festival Women's Tennis (Sanlando Park)

2024 DII Spring Championships Festival Softball (BOOMBAAH-Soldiers Creek Park)

2025 DII Men's Tennis Championship (Sanlando Park)

2025 DII Women's Tennis Championship (Sanlando Park)



SPORTS

Looking Ahead to

# Future Events



Girls ECNL

Florida

January 8-10



Boys ECNL

Florida

January 22-24



HoganLax

Florida Team Training

March 6-28



FHSAA Tennis

State Championships

April 26-30



Florida Rush

Champions Cup

May 22-23



NCAA DII Tennis

Championships

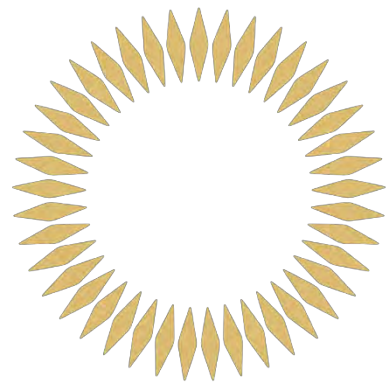
May 17-21, 2022

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Upcoming

# Regional Opportunities

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**Concacaf**



SPECIAL OLYMPICS  
**USA GAMES**  
ORLANDO 2022







# GO SPORTS JOINED BY OVER 40 REGIONAL LEADERS IN CREATION OF GREATER ORLANDO YOUTH SPORTS TASK FORCE

**TERRAIN**

**FOR**

**EVERY**

**GAME**

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

	<u>Oct 31, 2020</u>	<u>Sep 30, 2020</u>
<b>CASH</b>		
FW Share 0825	5	5
FW New Opp Acct 5311	41,696	79,625
FW Payroll Acct 9869	1,816	2,304
FW ACH/Grow Checking 1344	809	364
FW Money Market 9969	2,084,164	2,238,933
PNC Checking 9641	1,162	1,172
<b>Balance in Banks</b>	2,129,651	2,322,403
Donor/grantor/mgmt restricted funds	(572,334)	(505,723)
Board restricted general reserve	(75,000)	(75,000)
Provision for Winter Reserve	(75,000)	(75,000)
Winter Reserve deficit / (surplus)	27,340	37,857
Balance owed on Line of Credit	-	(46,924)
Accounts Payable	(94,226)	(189,628)
Other Short-Term Liabilities (taxes, vendors, payroll-related)	(67,809)	(60,382)
<b>Unrestricted Cash Balance</b>	<u>1,272,622</u>	<u>1,407,602</u>

<b>Long Term Debt</b>	Balance	Balance	Monthly Payment
Economic Injury Disaster Loan (SBA)	159,900	159,900	
Payroll Protection Program (SBA)	639,900	639,900	
Seminole Aerial Adventures	267,562	272,065	5,640
Education Vehicle Loans (2)	45,197	45,799	1,350
Real Estate Loan	516,890	516,890	8,050
WMD A/C Loan	34,638	35,878	1,240
	<u>1,664,087</u>	<u>1,670,432</u>	<u>16,280</u>

Payroll Protection Program (SBA) subject to forgiveness provisions for use on Payroll/Utilities

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

	<b>Oct-20</b>	<b>Sep-20</b>	<b>M-O-M</b>	<b>%</b>
	<b>Unaudited Actuals</b>	<b>Unaudited Actuals</b>	<b>Oct/Sep</b>	<b>Change</b>
Revenues				
Annual passholders	\$ 40,663	\$ 39,538	\$ 1,125	3%
Gate	169,933	133,771	\$ 36,163	21%
Group sales	238	460	\$ (222)	-93%
Concessions	5,910	4,727	\$ 1,183	20%
Gift shop	22,655	21,496	\$ 1,159	5%
Government support	-	1,563,677	\$ (1,563,677)	0%
Education	2,980	(8,857)	\$ 11,837	397%
WMD net rental	1,448	1,375	\$ 73	5%
Public support	50,032	33,657	\$ 16,374	33%
Net event revenues	17,966	(854)	\$ 18,820	105%
Zipline	7,814	6,804	\$ 1,010	13%
Train/Carousel	2,584	1,434	\$ 1,150	45%
Other revenues	7,344	10,239	\$ (2,895)	-39%
<b>Total revenues</b>	<b>\$ 329,566</b>	<b>\$ 1,807,466</b>	<b>\$ (1,477,900)</b>	<b>-448%</b>
Operating expenses				
Payroll	\$ 201,237	\$ 196,836	\$ 4,401	2%
Animal care	19,417	13,340	\$ 6,078	31%
Facilities repair and maintenance	4,730	6,426	\$ (1,695)	-36%
Advertising	2,468	2,212	\$ 257	10%
Insurance	64,951	47,134	\$ 17,817	27%
Utilities	14,327	13,597	\$ 731	5%
Professional fees	7,688	4,516	\$ 3,172	41%
Employee expenses	3,078	1,996	\$ 1,082	35%
Office expenses/website/credit card fees	14,272	14,423	\$ (152)	-1%
Project Expenses	15,767	36,108	\$ (20,342)	-129%
Printing	314	1,449	\$ (1,135)	-362%
Supplies	5,458	2,493	\$ 2,965	54%
Other operating expenses	19,297	2,542	\$ 16,755	87%
<b>Total operating expenses</b>	<b>\$ 373,005</b>	<b>\$ 343,072</b>	<b>\$ 29,933</b>	<b>8%</b>
<b>Net operating income before depreciation</b>	<b>\$ (43,439)</b>	<b>\$ 1,464,393</b>	<b>\$ (1,507,832)</b>	<b>3471%</b>

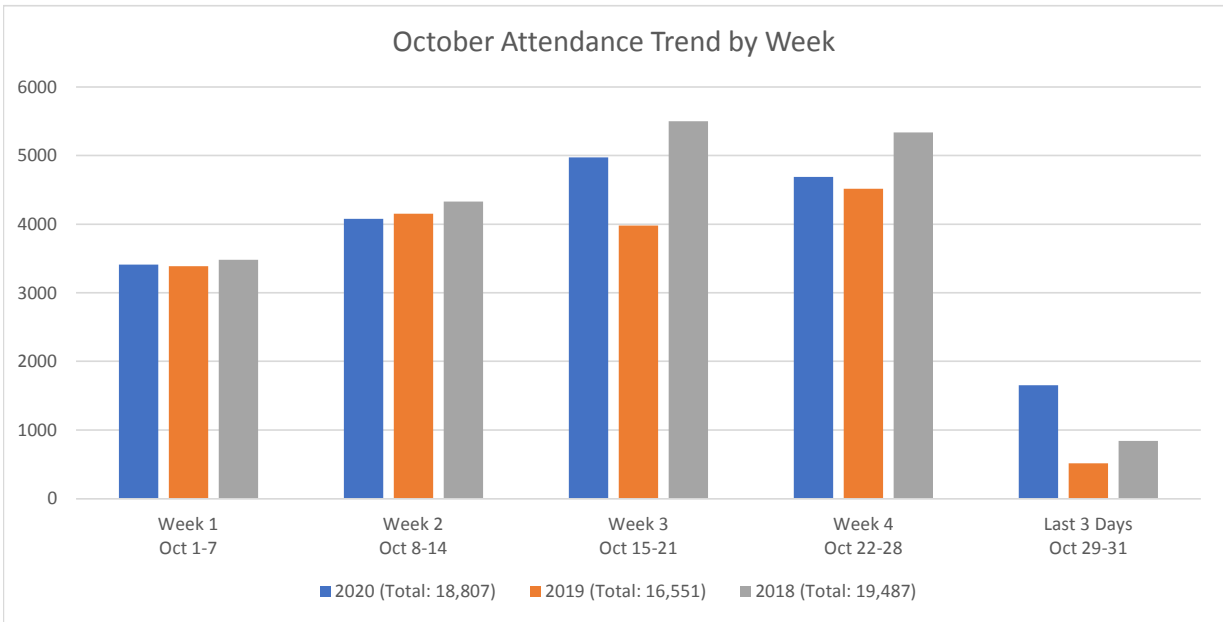
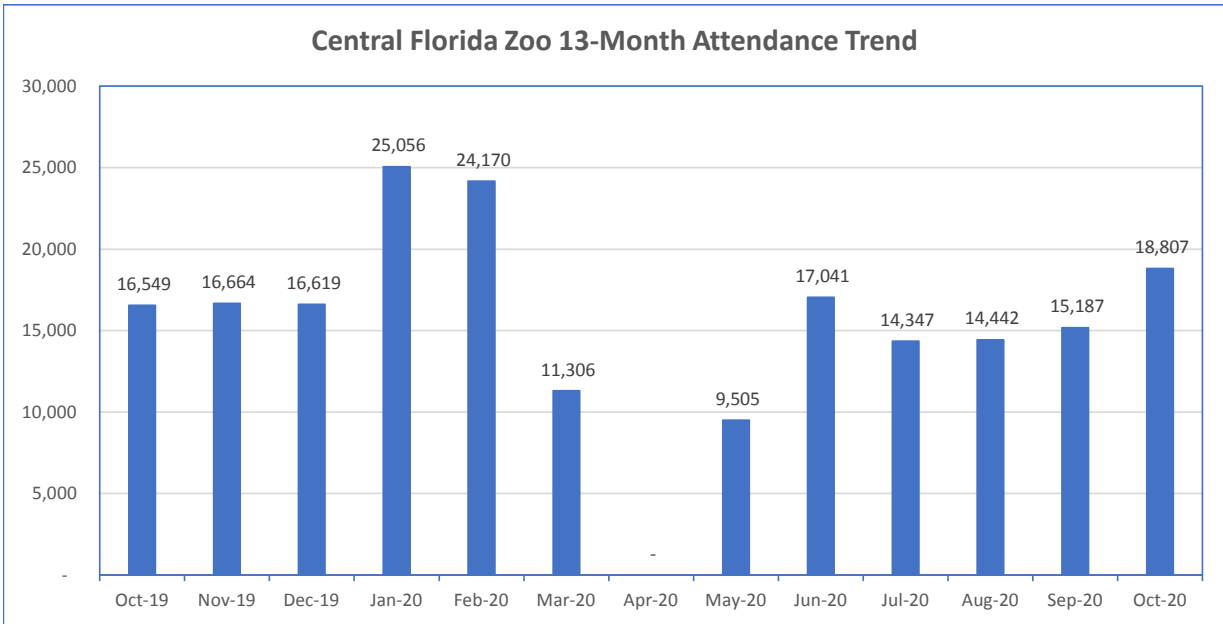
\*Sept Education revenue reflects final summer camp refund recognition

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

	Oct-20 <u>Unaudited Actuals</u>	Oct-19 <u>Unaudited Actuals</u>	Y-O-Y <u>2020/2019</u>	% <u>Change</u>
Revenues				
Annual passholders	\$ 40,663	\$ 48,234	\$ (7,571)	-19%
Gate	169,933	149,530	\$ 20,404	12%
Group sales	238	3,285	\$ (3,047)	-1283%
Concessions	5,910	6,154	\$ (244)	-4%
Gift shop	22,655	8,879	\$ 13,776	61%
Government support	-	18,273	\$ (18,273)	0%
Education	2,980	16,009	\$ (13,029)	-437%
WMD net rental	1,448	11,199	\$ (9,751)	-673%
Public support	50,032	2,708	\$ 47,323	95%
Net event revenues	17,966	5,552	\$ 12,415	69%
Zipline	7,814	10,588	\$ (2,774)	-35%
Train/Carousel	2,584	14,405	\$ (11,822)	-458%
Other revenues	7,344	24,843	\$ (17,499)	-238%
Total revenues	<u>\$ 329,566</u>	<u>\$ 319,658</u>	<u>\$ 9,908</u>	3%
Operating expenses				
Payroll	\$ 201,237	\$ 310,489	\$ (109,252)	-54%
Animal care	19,417	17,665	\$ 1,752	9%
Facilities repair and maintenance	4,730	14,815	\$ (10,085)	-213%
Advertising	2,468	7,238	\$ (4,770)	-193%
Insurance	64,951	47,616	\$ 17,335	27%
Utilities	14,327	18,132	\$ (3,805)	-27%
Professional fees	7,688	9,500	\$ (1,812)	-24%
Employee expenses	3,078	3,793	\$ (716)	-23%
Office expenses/website/credit card fees	14,272	12,364	\$ 1,908	13%
Project Expenses	15,767	24,451	\$ (8,684)	-55%
Printing	314	490	\$ (176)	-56%
Supplies	5,458	6,073	\$ (615)	-11%
Other operating expenses	19,297	19,060	\$ 237	1%
Total operating expenses	<u>\$ 373,005</u>	<u>\$ 491,687</u>	<u>\$ (118,682)</u>	-32%
Net operating income before depreciation	<u>\$ (43,439)</u>	<u>\$ (172,028)</u>	<u>\$ 128,590</u>	-296%

\*Sept Education revenue reflects final summer camp refund recognition

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



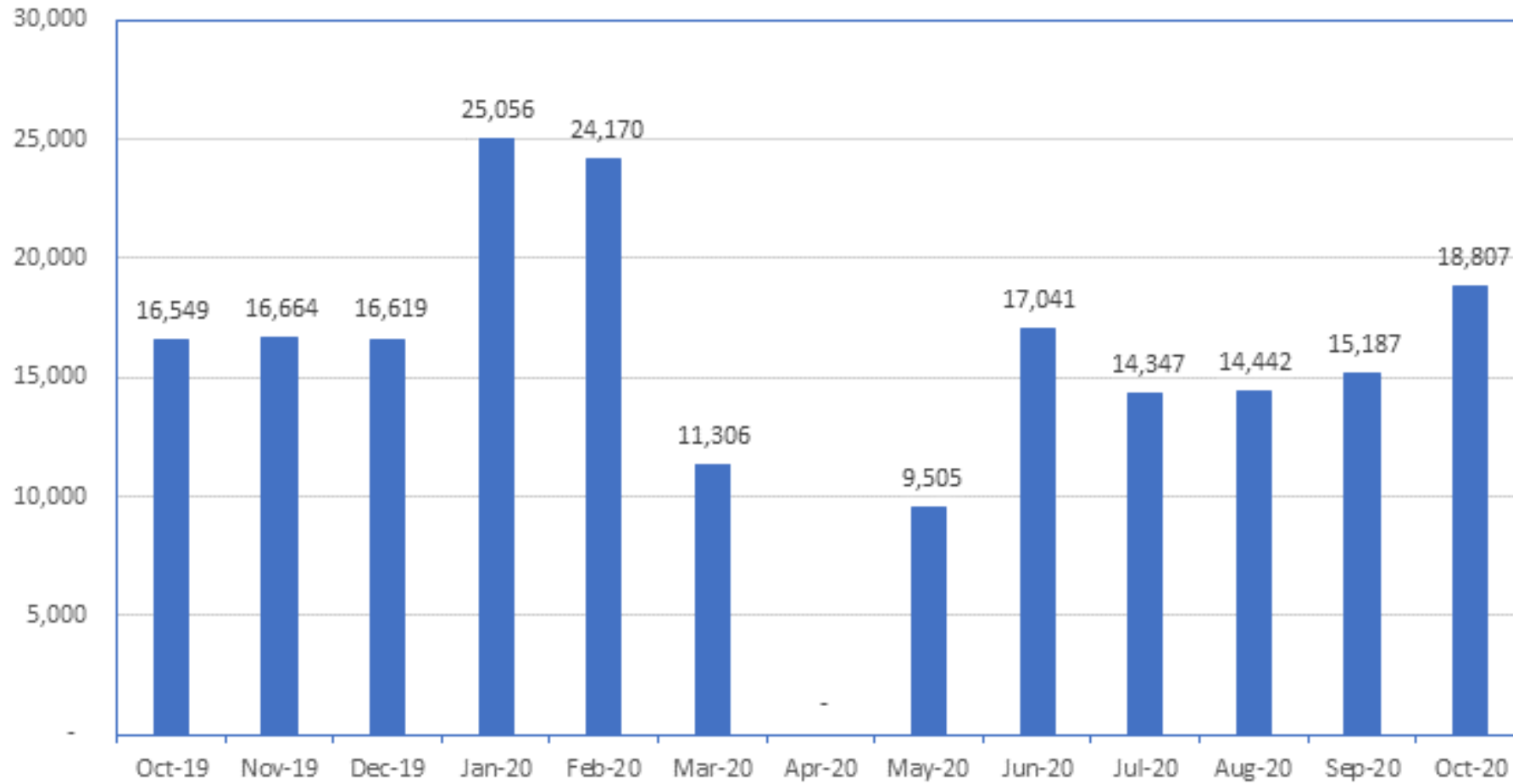


# THERE'S NO ZOO WITHOUT YOU



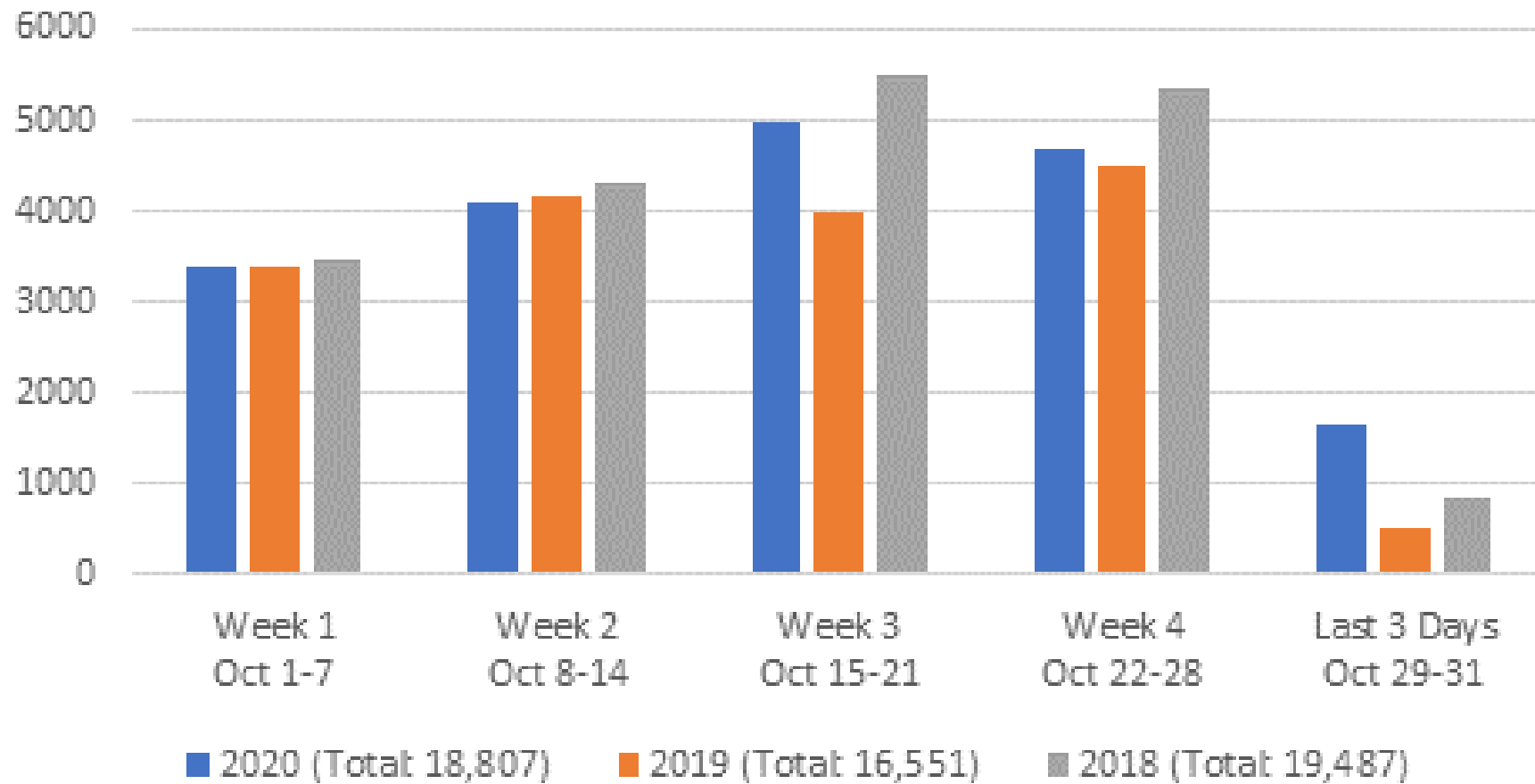
[WWW.CENTRALFLORIDAZOO.ORG/YOU](http://WWW.CENTRALFLORIDAZOO.ORG/YOU)<sup>31</sup>

### Central Florida Zoo 13-Month Attendance Trend





## October Attendance Trend by Week



# ZOO BOO BASH, presented by Orlando Health

Held October 17, 18, 24, & 25  
6,517 attendance  
\$87,275.00



# Zoo Projects / COVID-19 Updates

## Deferred Capital Projects:

- ▶ Program Animal Complex (PAC) – completed - \$34,280
- ▶ Bear Pool Filtration Repairs – in progress - \$50,000
- ▶ Remaining Pole Barn Construction – in progress - \$41,000
- ▶ Keeper Building Replacement – in progress - \$28,000

Total Deferred Capital Projects: \$153,280

## Pay cuts, Raises, Staffing Holds, and 403b Contributions.

- ▶ The cost saving measures will not be reversed until February / March 2021

# Zoo Projects / COVID-19 Updates

- ▶ As of November 1, 2020 we no longer require timed ticketing. To date we have not reached our 50% capacity at any given time. Additionally, Annual Pass Holders will not be required to reserve their tickets online.
- ▶ We will continue to require face coverings for anyone 13 and older. When social distancing during certain activities cannot be maintained between participants and staff/volunteers, anyone age 2 and older are required to wear a face covering. These activities include education programs, giraffe feedings, and rhino encounters.

# Sustainability Campaign Update

## Projected Operational Cash Inflow/Outflow:

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

September Revenue (not including CARES Act) = \$244,081; Expenses = \$334,014

October Revenue = \$329,566; Expenses = \$373,005

- ▶ Seminole County CARES Act

- ▶ \$1.55 million

- ▶ Individual Giving

- ▶ Over \$113,245 raised through Zoo web site, Facebook, PayPal, Donations made at the Zoo (Admissions/Gift Shop), Community Events, and gifts from individual donors

- ▶ Corporate Giving

- ▶ Over \$68,500 raised through Corporate and Foundation Requests, Conversion of Asian Lantern Sponsorships, and Conversion of Gala Sponsorships

# Phase 2 – Sustainability Campaign

Facebook Campaign Part 2:      Goal - \$5,000

Mid-November launch

Individuals will have a chance to donate to the Zoo by voting for a specific habitat they want to see Dino clean. Choose from Macaws, Rhino, or Otters.

Giving Tuesday                      Goal - \$2,500

December 1, 2020

Holiday Fundraiser                Goal - \$2,500

December

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

Year End Appeal Mailing          Goal - \$40,000

# Marketing Plan

- ▶ iHeart Media Campaign
  - ▶ November 2020 – February 2021
  - ▶ IHM Streaming Audio
    - ▶ Ad runs 11/15/20 – 2/14/21
    - ▶ Target Orlando Market
  - ▶ Over-the-top (OTT) media service
    - ▶ Roku, Amazon FireTV, Apple TV, etc.
    - ▶ Ad runs 11/15/20 – 2/14/21
    - ▶ Orlando DMA
- ▶ Targeted Email
  - ▶ Dates TBD
  - ▶ Custom 100% dedicated email built out and served to:
    - ▶ A25-54
    - ▶ Parents/Family
    - ▶ Orlando DMA
- ▶ Local Lock
  - ▶ 100+ Digital Publishers (Sites, Apps, Navigation Systems, AI Powered Devices including Alexa and Siri, etc.)
- ▶ Rack Card Distribution

# Upcoming Promotions / Events

- ❖ In honor of Veterans Day, the Central Florida Zoo & Botanical Gardens is offering FREE single-day admission to active and retired military members. Saturday, November 7, 2020 through Veterans Day, Wednesday, November 11, 2020.
- ❖ Enrichment Day – November 28, 2020 – Zoo visitors will learn about the daily enrichment we provide the animals to help them be physically and psychologically stimulated, have choices, and exhibit natural behaviors.
- ❖ Santa at the Zoo – December 12, 2020 – Santa will be making an appearance, COVID safe photo Op, Holiday Activities, and a Candy Cane Hunt.







3755 West Seminole Blvd. | Sanford, FL

Open Daily 9 AM – 3 PM  
*Closed Thanksgiving and Christmas*

[www.CentralFloridaZoo.org](http://www.CentralFloridaZoo.org)

QUESTIONS?



**October 2020  
Social Media Report  
Do Orlando North**

# COVID Recovery Campaign Overview

## Facebook/Instagram

- 1,440,134 total paid social impressions
- 508,947 in total paid social reach
- 9,447 in total paid social link clicks
- 2,842 in total landing page views
- Total Ad Spend: \$8,500.00

## Twitter

- 361,729 total paid social impressions
- 2,636 in total paid social link clicks
- 130,277 in total video views
- Total Ad Spend: \$1,500.00

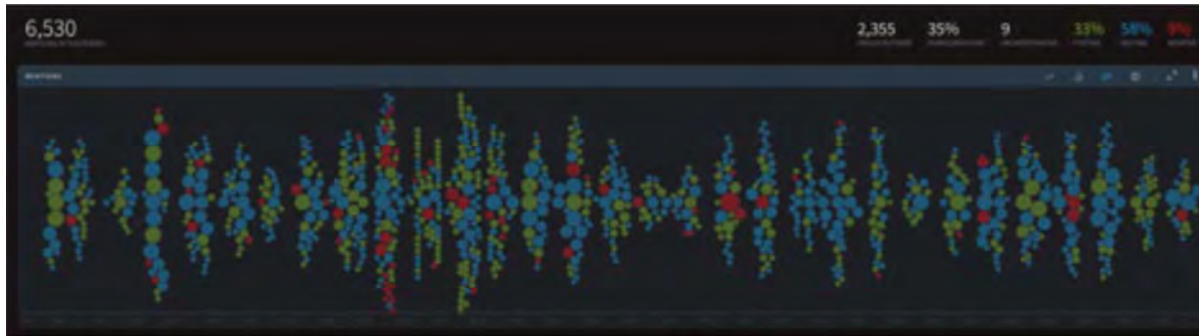
## NUVI

- 36% Positive Sentiment
- 56% Neutral Sentiment
- 8% Negative Sentiment



## Nuvi Social Listening – October COVID Recovery Campaign

As we continued to optimize our social listening tool month-over-month to understand the campaign's current sentiment, we utilized specific hashtags, usernames, and locations to do so. Some of these optimizations included toning down unrelated trending keywords and political content that mentions the county or different attractions.



# #WeAreON – Overview Influencer Campaign

IMPRESSIONS

67+K

REACH

97+K

LIKES

16.7K

COMMENTS

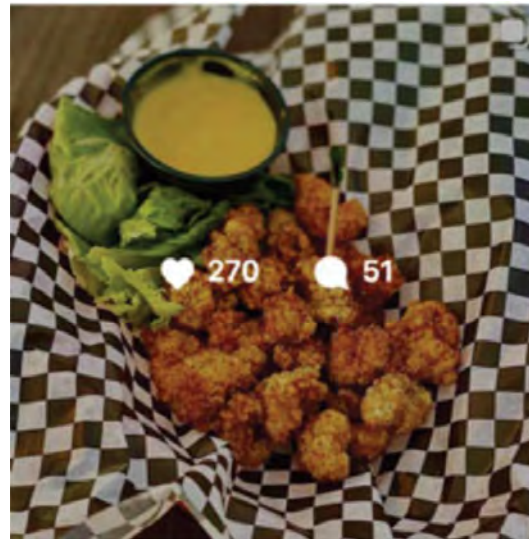
1.6K

SAVES

2.7K

SHARES

465



# #WeAreON – October Influencer Campaign

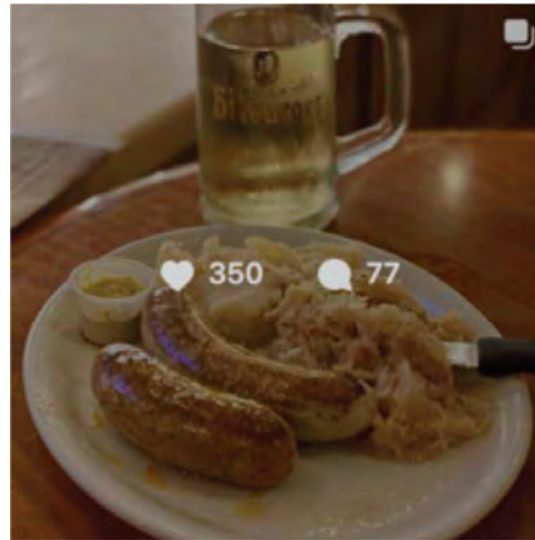
## Influencer Segments:

- 4 - Food & Beverage
- 4 - Lifestyle
- 2 - Outdoor & Wellness

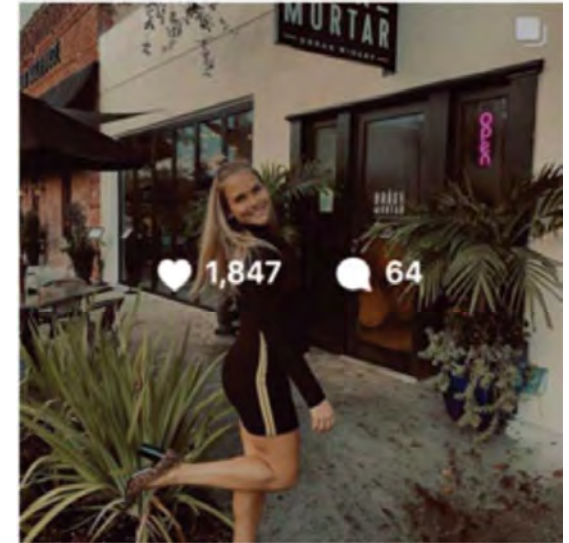
## October Metrics:

- 5,220 Likes
- 496 Comments
- 407 Saves

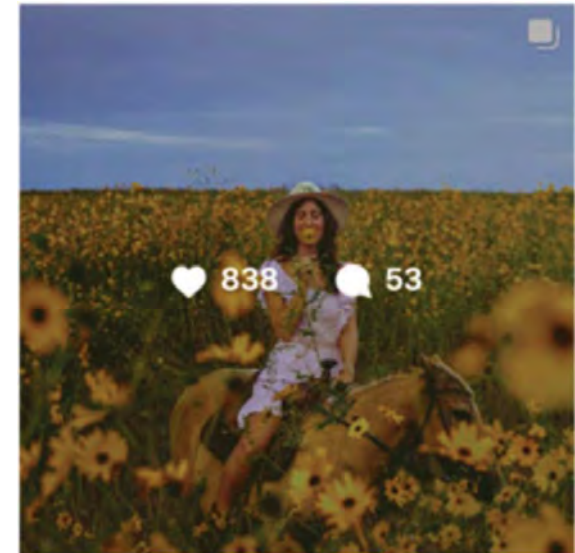
Food & Beverage



Lifestyle



Outdoor & Wellness



## Facebook/Instagram: COVID Recovery – Video Views

- Spend: \$1,000.04
- Total Reach: 44,576
- Total Impressions: 119,563
- Total Link Clicks: 206
- CPR: \$0.01
- Thru-Plays: 118,007



A screenshot of a Facebook post from the page 'Do Orlando North'. The post features a video thumbnail showing three people in colorful inflatable tubes floating on a lake. The text of the post reads: 'It's time to get out of the house and explore more of Florida's great outdoors. Plan your safe escape to a not-so-distant destination.' Below the video is a link to 'DOORLANDONORTH.COM' with the text 'Do Orlando North Discover outdoor fun' and a 'LEARN MORE' button.

**Do Orlando North**   
Sponsored · 

It's time to get out of the house and explore more of Florida's great outdoors. Plan your safe escape to a not-so-distant destination.

[DOORLANDONORTH.COM](https://www.doorlandonorth.com)  
**Do Orlando North**  
Discover outdoor fun

[LEARN MORE](#)

## Facebook/Instagram: COVID Recovery – Static

- Spend: \$500.00
- Total Reach: 44,985
- Total Impressions: 70,772
- Total Landing Page Views: 405
- CPC: \$1.02
- CTR: 0.69%



**Do Orlando North** Sponsored · 🌐

Put away the recipe cards and let Orlando North's chefs plate up something special. Plan your trip to grab your table.

**GET ON WITH DATE NIGHT.**

DOORLANDONORTH.COM  
**Find a new favorite**  
Explore Orlando North restaura... [LEARN MORE](#)



**Do Orlando North** Sponsored · 🌐

It's time to get out of the house and explore more of Florida's great outdoors. Plan your safe escape to a not-so-distant destination.




**GET ON WITH THE ADVENTURE.**

DOORLANDONORTH.COM  
**Explore Open Air Activities**  
Discover outdoor fun [LEARN MORE](#)





## Facebook/Instagram: COVID Recovery – Booking LP

- Spend: \$833.32
- Total Reach: 115,775
- Total Impressions: 215,199
- Total Link Clicks: 1,922
- CPC: \$0.43
- CTR: 0.89%

 **Do Orlando North**   
Sponsored · 

When you're ready to travel again, plan a getaway to Orlando North. Where it's the perfect place to embrace your wild side, in a spacious, wide-open environment you can feel good about visiting.



**Explore Your Wild Side** [Book Now](#) **Discover Wide Open Spaces**

## Facebook/Instagram: COVID Recovery – Stories

- Spend: \$500.00
- Total Reach: 45,666
- Total Impressions: 70,772
- Landing Page Views: 337
- CPC: \$1.36
- Thru-Plays: 1,695



## Twitter: COVID Recovery – Website Traffic

- Total Spend: \$250.00
- Total Impressions: 25,640
- Total Link Clicks: 726
- CPC: \$0.34



## Twitter: COVID Recovery – Video Views

- Total Spend: \$250.00
- Total Impressions: 85,631
- Total Link Clicks: 81
- Video View Rate: 44.58%
- CPC: \$3.09
- CPR: \$0.0065





**October 2020  
Social Media Report  
Play Orlando North**

## COVID Recovery Campaign Overview

### Facebook/Instagram

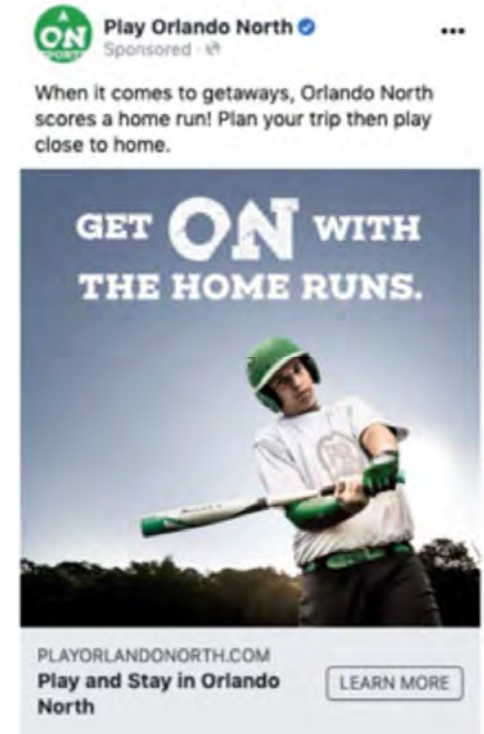
- 1,809,651 total paid social impressions
- 540,959 in total paid social reach
- 8,305 in total paid social link clicks
- 2,476 in total landing page views
- Total Ad Spend: \$8,500.00

### Twitter

- 331,614 total paid social impressions
- 2,552 in total paid social link clicks
- 102,734 in total video views
- Total Ad Spend: \$1,500.00

## Facebook/Instagram: COVID Recovery – Static

- Spend: \$500.00
- Total Reach: 51,617
- Total Impressions: 139,431
- Total Landing Page Views: 376
- CPC: \$0.83
- CTR: 0.43%



## Facebook/Instagram: COVID Recovery – Bookings

- Spend: \$833.32
- Total Reach: 80,512
- Total Impressions: 171,059
- Total Link Clicks: 1,245
- CPC: \$0.67
- CTR: 0.73%



**Play Orlando North**   
Sponsored · 

Start planning your time on and off the field in Orlando North. Our state-of-the-art fields are waiting for you, along with family-friendly activities around the corner. See how your team can Play Orlando North!

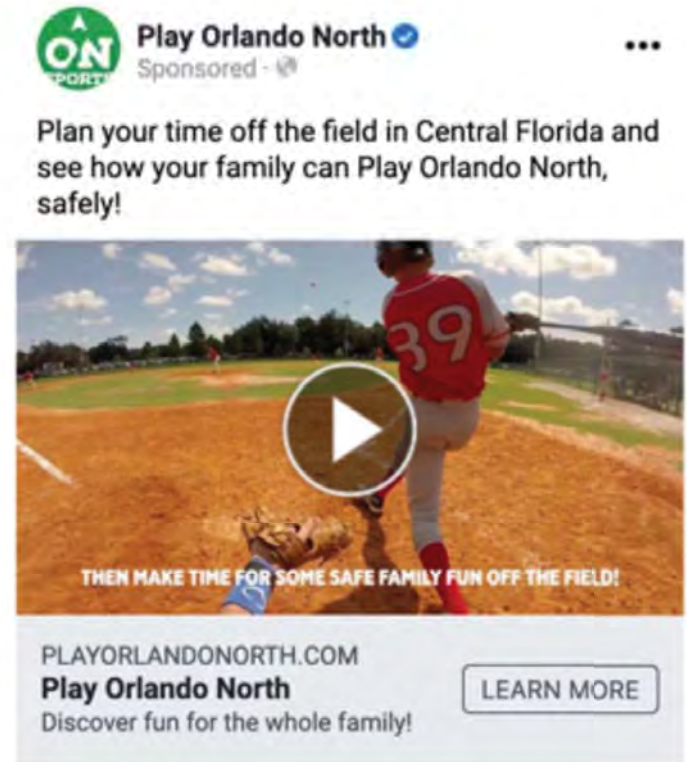
**Play and Stay in Orlando North** [Book Now](#)

**State-Of-The-Art Facilities**



## Facebook/Instagram: COVID Recovery – Video Views

- Spend: \$2,000.02
- Total Reach: 69,727
- Total Impressions: 334,951
- Total Link Clicks: 623
- CPR: \$0.01
- Thru-Plays: 331,801



A screenshot of a Facebook post from the verified page 'Play Orlando North'. The post is sponsored and features a video thumbnail. The video shows a baseball player in a red jersey with the number 39 on the back, standing on a baseball field. A dog is lying on the ground in front of him. The text on the video thumbnail reads 'THEN MAKE TIME FOR SOME SAFE FAMILY FUN OFF THE FIELD!'. Below the video, the URL 'PLAYORLANDONORTH.COM' is displayed, followed by the page name 'Play Orlando North' and the tagline 'Discover fun for the whole family!'. A 'LEARN MORE' button is located at the bottom right of the post.

**Play Orlando North** Sponsored

Plan your time off the field in Central Florida and see how your family can Play Orlando North, safely!

THEN MAKE TIME FOR SOME SAFE FAMILY FUN OFF THE FIELD!

PLAYORLANDONORTH.COM  
**Play Orlando North**  
Discover fun for the whole family!

LEARN MORE

## Facebook/Instagram: COVID Recovery – Stories

- Spend: \$1000.02
- Total Reach: 68,673
- Total Impressions: 186,997
- Landing Page Views: 506
- CPC: \$1.45
- Thru-Plays: 3,730



## Twitter: COVID Recovery – Website Traffic

- Total Spend: \$255.48
- Total Impressions: 25,956
- Total Link Clicks: 726
- CPC: \$0.35



## Twitter: COVID Recovery – Video Views

- Total Spend: \$374.01
- Total Impressions: 136,951
- Total Link Clicks: 120
- Video View Rate: 42.47%
- CPC: \$3.12
- CPR: \$0.0064

