

# Tourist Development Council County Services Building

November 21, 2019



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**Tourist Development Council  
Meeting Agenda  
November 21, 2019  
Seminole County Government, Room 3024**

- I. Call to Order Chairman George Speake  
Pledge of Allegiance, Moment of Silence
- II. Welcome and Introductions
- III. Approval of September 19, 2019 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
  - 4. Greater Orlando Sports Commission Shalisa Griffin
- V. Central Florida Zoo Update, Dino Ferri and Team
- VI. Paradise, Marketing and Public Relations Update, Danielle Ackerman and MJ Kolassa
- VII. Evok, Social Media Update, Allison Parker
- VIII. Old Business Chairman George Speake
- IX. New Business
- X. Adjourn

**NEXT MEETING:**

*TENATIVE 2020 CALENDAR ATTACHED*

**SAVE THE DATE:**

Orlando North Seminole County Tourism  
Annual Luncheon  
December 17, 2019  
The Hilton Altamonte Springs  
11:30am – 1:30pm



**Tourist Development Council Meeting  
September 19, 2019**

**In Attendance:** Chairman George Speake, Vice-Chair Sarah Reece, Commissioner Amy Lockhart, Commissioner Patrick Austin, Bruce Skwarlo, Mary Sue Weinaug, Don Dougherty, Brenda Urias, Frank Cirrincione

**Excused:** None

**Meeting started 3:02 pm**

**Pledge of Allegiance  
Introductions**

**Approval of July 2019 Minutes:**

**Motion:** Bruce Skwarlo

**Second:** Vice Chair Sarah Reece

**Vote:** Unanimous

**Sanford Main Street Presentation  
Christina Hollerbach**

- Sanford community/business leaders are in the process of starting a Florida Main Street program for Sanford (Sanford Main Street);
- This is a not-for-profit, certified organization;
- They will be seeking support from the City of Sanford, Seminole County (Tourism), and the business community);
- Once a certified Main St. program, a board will be formalized, by-laws will be created, and resources will be unified (e.g. Sanford Office of Tourism will be absorbed);
- A Main St. program promotes economic vitality, entrepreneurship, and markets the community as a tourism destination.

**Next Steps:**

- Receive Main Street Certification
- Secure Funding
- Solicit for marketing services (RFP)
- Executive Director search
- Financial support (public/private)

**Question: *Chairman Speake:*** How does this benefit Sanford?

**Answer: Christina Hollerbach:** Right now, we all have different organizations and the money is distributed everywhere for marketing (e.g. Chambers, tourism office). This Main Street will unify the pool for monies and resources and for branding and marketing.

**Question follow up:** Will they advertise for you?

**Answer:** Yes

**Question: Commissioner Lockhart:** Who does/has Historic Downtown Sanford?

**Answer: Christina Hollerbach:** Will Henao is a marketing professional, this is his program. He is not on the Main St. board, he is a private partner.

**Question follow up:** Is he part of these discussions?

**Answer:** He is not currently on the board but when we put the marketing RFP out he is welcome to respond. We do partner with him often.

**Question follow up:** Is there another competing entity that does as much in terms of what Will does?

**Answer:** The chamber does some marketing, as well as several local magazines, the City of Sanford, and the Welcome Center. We are trying to unify all of these into one marketing effort for all of Sanford (not just downtown).

Brenda Urias commented that Will Henao's efforts are specific to Historic Downtown District while this will be more broad based marketing.

**Question: Frank Cirrincione:** Is it too soon to ask about the fiscal request?

**Answer: Christina Hollerbach:** This was an educational presentation. We do have our first year budget prepared and are currently working on the three year budget. Our first year will focus primarily on hiring an executive director and a marketing firm.

**Question follow up:** Is membership part of your funding?

**Answer:** No, it is not.

Gui Cunha commented that, if the TDC were to award funds to Sanford Main St., the funding will be for services rendered. Sanford Main St. will be required to spend TDT dollars within the parameters of FL Statutes and market outside the required radius. When marketing efforts are complete, we will review how the funding was spent and then award it (or not). Seminole County Tourism will have a seat on the Main St. Board (non-voting) to ensure tourism dollars are being spent appropriately.

**Question: Commissioner Lockhart:** So the support could also be in-kind support?

**Answer: Christina Hollerbach:** Yes, that is correct.

**Question: Bruce Swkarlo:** Do you have a funding model?

**Answer: Christina Hollerbach:** We are not asking for money now, this is preliminary to let you know what we are in the process of forming, but yes, we can provide other models or show other models of funding

Tricia Johnson commented that the catalyst for Main Street in Sanford was the question: "Who is going to own tourism in Sanford?" There are currently several entities that market downtown Sanford, the concept of organizing a Main St. Program was to help combine these entities into one unified efforts.

Sanford Main Street can be used to both promote locally and to promote the area as a tourism destination. Seminole County is not as granular with their funding for their cities. This is an opportunity to create a group to promote this destination and businesses. Marketing efforts will have to promote within boundaries of state statute.

**Question: Bruce Skwarlo:** Do you have any idea, or does board know, how much the first grant will be?

**Answer: Christina Hollerbach:** We are hoping that the first grant will be for \$300k, possibly from the county, the city, and key performance hospitality. We hope to pay the executive director with our own efforts and not via grant funding.

**Question: Bruce Skwarlo:** How are you going to pull community together with so many different small businesses?

**Answer: Christina Hollerbach:** We will include the community's small businesses in some of our efforts, we will promote their business via marketing efforts, but we won't involve them through paid memberships.

**Question: Brenda Urias:** Is the goal to promote Sanford as a destination and not necessarily focus on the businesses?

**Answer: Christina Hollerbach:** That is correct.

**Question: Bruce Skwarlo:** Do you have a contact, or a website, or incorporated?

**Answer: Christina Hollerbach:** We do not have a website, but Christina is the contact person. We are incorporated and have filed all paperwork designating us as a 501c7.

## **Central FL Zoo Presentation**

### **Dino Ferri**

- Asian Lantern Festival
  - The lanterns should be at the Zoo on 10/10/19;
  - The event will run November 20, 2019 - January 12, 2020, Wednesdays – Sundays, 6 – 10pm;
  - Separate ticket price: \$18.50 adults; 4 pack tickets for \$50 (adults or children);
  - Closed Thanksgiving and Christmas Days;
  - [www.centralfloridazoo.org/lanterns](http://www.centralfloridazoo.org/lanterns);
  - Promoted event through billboards, broadcast, print and digital, as well as social media;
  - Will have palm cards available for distribution through local businesses and organizations;
  - Sponsorships are available;
  - Goal of 90,000 attendees.

Don Dougherty suggested contacting Chad Crawford to feature the event.

Brenda Urias commented she was two hours away and was seeing promotions for the event, which was exciting.

- Hurricane Dorian
  - The Zoo was closed for five days and reopened on September 5;

- The Zoo intends to be at the EOC for future storms;
- A discount to guests was offered for one-day, in-person admission (\$13.75).
- Zoo Improvements
  - Perimeter fencing upgrades in process;
  - In-park lighting;
  - Wayne Densch building repainted;
  - Adding new games/courses to Aerial Adventures.
- Wild Affair event sold out (Saturday, 9/21 at Marriott);
- Promoting Hotel Hospitality Days on Tuesdays in October for hotel staff to learn about the Zoo so they can further promote to guests.

**Question: Bruce Skwarlo:** Are we going to get any collateral material for the Asian Lantern Festival?

**Answer: Julia Krall:** Materials are in production now, should have available next week.

**Question: Bruce Skwarlo:** What is the government and support amount of \$88,750 <in the Zoo budget>?

**Answer: Dino Ferri:** That is the quarterly payment to from Seminole County Government to the Zoo.

**Question: Bruce Skwarlo:** Can you provide YTD updates?

**Answer: Dino Ferri:** We will get that to you.

**Question: Commissioner Lockhart:** Are there spots on the Zoo board?

**Answer: Brenda Urias:** Always.

Commissioner Reece invited the Zoo to present at CALNO and would like to have zoo brochures/cards.

**Question: Commissioner Austin:** What is the sell-out per day?

**Answer: Dino Ferri:** Since this is a new event and we aren't sure, we are shooting for 2,500.

## Evok Presentation

**Allison Parker**

## Highlights July 2019

- **Do Orlando North**
  - 566 new Facebook followers;
  - Demographics still skew towards female;
  - Page "like" ads receive 15,000 impressions, CTR (Click Through Rate) 5.1%;
  - Promoted posts reached over 30,000 with over 56,000 impressions;
  - Twitter 282 engagements;
  - Promoted tweets had 27,000 total impressions.

**Question: Commissioner Lockhart:** How do you determine which businesses to promote; from a legal perspective could there ever be an issue that we are promoting the same businesses?

**Answer: Allison Parker:** We use user generated content and CrowdRiff <a program that captures photographs for use on social media> and utilize # posts. We also get permission for all posts.

**Question follow up:** How do you get new businesses?

**Answer:** Karen and Kirsten perform several photo shoots a month with the purpose of generating new content so that we can rotate image out and keep things fresh. We encourage our local businesses to tag Orlando North so that their content can be utilized. Some businesses aren't as savvy with social media or promotions. The tourism team is always happy to work with them on this.

- **Play Orlando North**

- Facebook received 123,000 impressions;
- Demographic split between male/female and age range 25-34;
- Facebook promoted posts reach was 10,000 and over 56,000 impressions;
- Twitter had 333 new followers with promoted posts generating over 24,000 impressions;
- Instagram had 5 new followers;
- Instagram promoted posts reached over 43,000.

**Question: *Chairman Speake:*** So every picture you post is not yours, you have to get permission to use it?

**Answer: *Allison Parker:*** Yes, unless it is one of our own pictures.

## **Paradise Presentation**

***Danielle Ackerman***

***MJ Kolassa***

Annual Marketing Plan for FY2019/20

### **Leisure Objectives**

- Increase brand awareness;
- Research-driven approach for sales and marketing;
- Increase consumer engagement;
- Increase website engagements;
- Increase earned media opportunities.

### **Strategies and Tactics**

- Utilize ON campaign with the seal/stamp;
- Refine brand and creative assets;
- Develop and utilize data-driven audience profiles;
- Implement targeted PR plan;
- 60/30/10:
  - 60% goes to established markets (key markets): Tampa/St. Pete;
  - 30% to growth markets (secondary markets): Jacksonville/Tallahassee;
  - 10% to emerging and test markets;
  - Atlanta showing as emerging with no little paid effort.
- Expand content marketing (videos, imagery, blogs);
- Entertainment as well as providing information.



## **Campaign Overview:**

### **Demographics**

- Skews female
- High earners with degrees
- Families, couples

### **Type of Experience**

- Craft beverages and foodies
- Eco/Nature Enthusiasts
- Authentic Experiences

### **Media Placement**

- Madden Media/Visit Florida Partnership
  - Retargeting efforts showed a CTR of (.23% well above average of .08%)
- Google Paid Ads/Paid Research
- Influencer Marketing (blogs)
- Email Marketing

### **Key Performance Indicators (KPIs)**

- Paid media
- Website Traffic
- Public Relations
- Organizational KPIs

### **Sports Objectives**

- Research-driven approach
- Increase awareness for premier venues
- Influence increase in sales leads, room nights, and economic impact attributed to sporting events
- Expand assets (imagery, sales collateral, videography)
- Increase earned media opportunities

### **Strategies & Tactics**

- Identify and target sports events decision makers-niche markets like field hockey and lacrosse
- Target sporting even decision makers with room night minimum thresholds
- Showcase Boombah Sports Complex and Boombah Soldiers Creek as premium, anchor venues
- Secure sponsorships at tradeshow/ trade events
- Evolve and Elevate creative assets
- Promote Full Sail partnership
- 60/30/10:
  - 60% on diamond sports
  - 30% on rectangular
  - 10% unique, niche sports

### **Sports Campaign Overview**

- Skews male
- Event Organizers
- Showcase turf fields
- Incentives

### **Media Placement**

- NASC Symposium
- Connect Sports
- Sports Event Media Group Relationship Conference - new tradeshow
- Paid search

### **Key Performance Indicators (KPIs)**

- Room Nights
- Economic Impact
- Website

### **Public Relations**

- 400,000 editorial impressions
- Bi-monthly press releases and pitches

**Question: *Brenda Urias:*** Are the micro-influencers already committed?

**Answer: *Danielle Ackerman:*** No, those are proposed ideas we used for the presentation. We will work with the team to vet and finalize who would be the best fit - look at where their audience is based, not where they are located.

**Question: *Bruce Skwarlo:*** The SWAT analysis that was done shows that one of the weakness is a small CVB with a limited budget? Was this something staff asked about?

**Answer: *Danielle Ackerman:*** Compared to other destinations and CVBs in your region, this is a smaller team with a smaller budget - just an acknowledgment that is the case here and that we are competing against larger budgets, staffs, etc.

**Question: *Chairman Speake:*** The Visitor profile study - what is the pool? How many people were in the study?

**Answer: *Danielle Ackerman:*** Don't know off top of head but will provide

### **Tourism Update**

#### ***Gui Cunha***

- Horizon ad in Wall St. Journal;
- Video board ad in Times Square;
- Lake Mary video shoot;
- Where Orlando in-room publication;
- Eco-tourism photo shoot;
- Gathering more for sports since that is our biggest need.

## Occupancy

- June shows common theme: occupancy is staying flat, which is consistent with rest of country (+/- 3% is flat);
- Year-to-Date (YTD) occupancy is flat;
- ADR small increase;
- RevPar flat;
- Weekend versus Weekday flat;
- Small increases in occupancy in July;
- Increase in ADR is common during a slower time. STR believes this will continue - plateau for next 12-18months.

## Comp Set Analytics

- Continued common theme of remaining flat;
- In July, Seminole and Polk were only counties to show positive growth in occupancy.

Worst case scenario is if ADR drops during the plateau  
Can bring STR back for another presentation if you would like

## Sports Update

### *Danny Trosset*

- Best summer and best year for sports tourism;
- Perfect Game was our anchor client: 12 events with 287 teams and generated 5,145 rooms, and a \$5.9 million dollar economic impact;
- Sports complex had 11 events with over 8,200 rooms for \$10.5 million dollar economic impact;
- Other venues had 9 events and 1,500 rooms with \$1.5 million dollar impact;
- Tournaments were held at the Boombah Sports Complex 52/60 days in the summer;
  - Staff credits facility team for turning fields so quickly;
  - 37% of our sports room nights were generated in June and July;
- Staff is currently in the process of finalizing approvals for 2020 events.

FY2019/20 projections will be presented at the November TDC meeting.

FY2018/19 Recap: Still getting numbers for August and September

**Sports Complex:** October 2018 – July 2019: 48 events, 22,169 room nights and over \$24 million dollars in economic impact

**All Other Venues:** October 2018 – July 2019: 48 events, 16,686 room nights and \$16.85 million dollars economic impact

## Upcoming events:

Large lacrosse event in November 22-24: 3d Lacrosse. 30+ of the top teams in the nation along with recruiting coaches. Inside Lacrosse publication will be there as well

- Suncoast/USSSA Summer All-Star Event
- USSSA Fastpitch Elite Select
- Prospect Wire Fall Classic
- USTA Level 3 & Fall Tournament
- Perfect Game Youth CFL Kickoff

**Question: Bruce Skwarlo:** All other venues? Are those county or what does that refer to?

**Answer: Danny Trosset:** Yes, other county facilities, Seminole Soccer Complex, softball complex ...

**Question: Brenda Urias:** When do we max out?

**Answer: Danny Trosset:** Within the next year, but we are more selective about the groups we book so that the tournaments we choose have the greatest room night impact.

**Question: Commissioner Reece:** Will you look booking/renting facilities in the cities?

**Answer: Danny Trosset:** Yes, we are always open to using city facilities – we’ve used Merrill Park and Eastmonte and Kraze Krush uses Central Winds Park.

**Question: Chairman Speake:** I know focus is on travel teams with the hotels and room nights, but you do more at those facilities because local teams need to practice?

**Answer: Danny Trosset:** Yes, absolutely. Obviously we focus on sports tourism, but the complex staff books for their facility to be at capacity, and most of that is local.

**Old Business:**

Made small typo changes to July 2019 Minutes

**New Business:**

Bruce mentioned that Rick Donohue, the GM from the Embassy Suites, is a Seminole County resident and could be considered for a TDC seat since both Bruce and Don’s terms end in 2019.

**Meeting Adjourned 4:45pm**

**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	26245.59	326517.23
		011051 SPORTS	254320.22	21093.28	233226.94
			<b>607083.04</b>	<b>47338.87</b>	<b>559744.17</b>

**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	0	390500

**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	8333.33	91666.67
		3100110502 MARKETING SERVICES - PARADISE	550000	27080.5	522919.5
		011051 SPORTS			
		3100110502 MARKETING SERVICES - PARADISE	0	0	0
			<b>650000</b>	<b>35413.83</b>	<b>614586.17</b>

**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	80,338	551,119

**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	44,019	539,616

**SPORTS COMPLEX DEBT SERVICE**

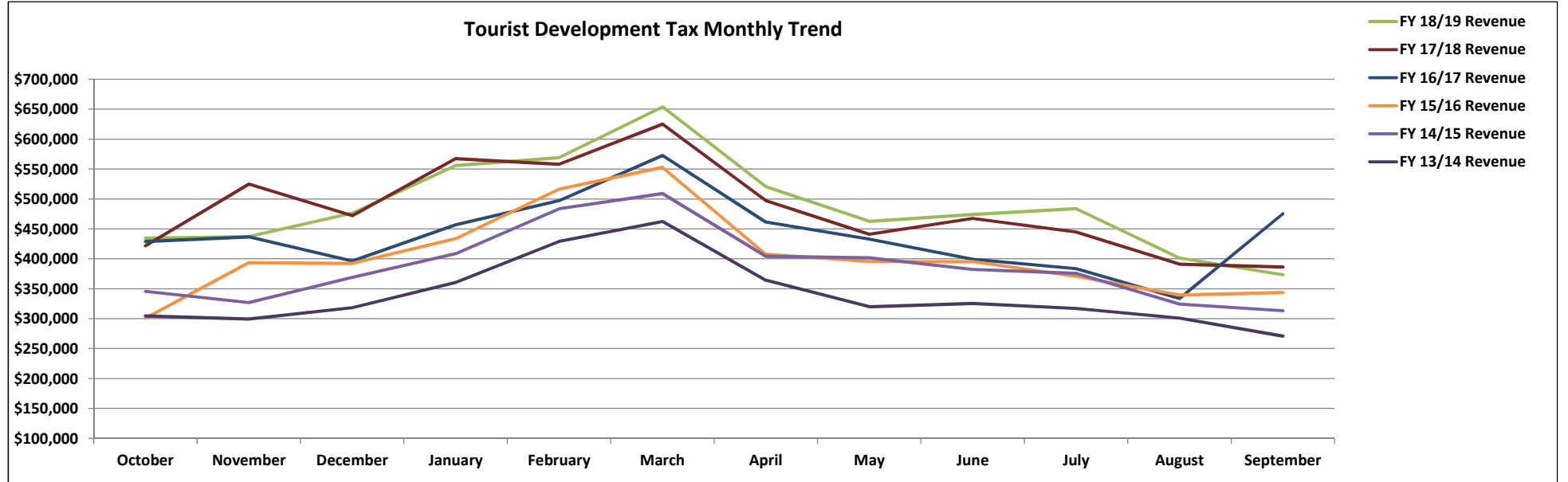
FUND NAME	PROGRAM	BUSINESS UNIT NAME	FY20 CURRENT BUDGET	FY20 ACTUALS	FY20 AVAIL NO ENCUMB
11000 TOURISM PARKS 1,2,3 CENT FUND	01 TOURIST DEVELOPMENT	00234720 SPORTS COMPLEX			
		7100903411 SPORTS COMPLEX LIGHTING LOAN	56000	0	56000
		7209999901 INTEREST	0	0	0
		011030 TOURIST DEV MNT 1,2,3 CENT			
		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
			<b>1964033</b>	<b>0</b>	<b>1964033</b>

<b>TOTAL BUDGET FOR TOURISM DASHBOARD</b>			<b>4,826,707</b>	<b>207,109</b>	<b>4,619,599</b>
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Seminole County, Florida  
**TOURIST DEVELOPMENT TAX**  
 Fiscal Year 2018/19 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 18/19 vs FY 17/18	
	Total Collections	Total Collections	Total Collections	Total Collections	Total Collections	Original 3 Cents	2 Cents	Total Collections	Month Over Month/ YTD Over YTD Change In Collection	
October	304,877	345,553	300,862	428,948	421,671	260,663	173,775	434,438	12,767	3.0%
November	299,750	326,885	393,635	436,732	524,762	262,195	174,797	436,992	(87,770)	-16.7%
December	318,536	369,173	392,605	396,424	472,255	285,929	190,619	476,548	4,293	0.9%
January	360,507	408,691	433,835	456,915	567,724	333,551	222,368	555,919	(11,805)	-2.1%
February	429,247	483,661	516,610	497,136	558,093	341,475	227,650	569,125	11,032	2.0%
March	462,593	509,149	552,988	572,832	625,272	392,408	261,605	654,013	28,741	4.6%
April	364,161	404,355	407,783	461,492	497,187	312,290	208,193	520,483	23,296	4.7%
May	320,090	401,954	395,282	432,965	440,873	277,593	185,062	462,655	21,782	4.9%
June	325,397	382,227	395,373	399,489	467,655	284,602	189,735	474,337	6,682	1.4%
July	316,960	375,695	370,960	383,585	444,707	290,327	193,551	483,878	39,171	8.8%
August	300,955	324,474	339,798	333,761	391,058	240,793	160,529	401,322	10,264	2.6%
September	271,010	313,288	343,950	475,615	386,395	224,084	149,390	373,474	(12,921)	-3.3%
<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>3,505,910</b>	<b>2,337,274</b>	<b>5,843,184</b>	<b>45,532</b>	<b>0.8%</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	<b>Budgeted Revenue</b> 3,360,000      2,240,000      5,600,000				
						<b>Estimated Revenue</b> 3,480,000      2,320,000      5,800,000				
						<b>% Change From PY</b> 0.0%				

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



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

**Tourist Development Council  
2020 Calendar**

<p><b>JANUARY</b></p> <ul style="list-style-type: none"> <li>• 1/16 TDC Meeting, 3pm County Services Bld, Room 3024             <ul style="list-style-type: none"> <li>○ Election of 2020 TDC Chair and Vice Chair (in accordance with F.S. 125.0104(4)(e))</li> </ul> </li> </ul>	<p><b>FEBRUARY</b></p>
<p><b>MARCH</b></p> <ul style="list-style-type: none"> <li>• 3/19 TDC Meeting, 3pm County Services Bld, Room 3024             <ul style="list-style-type: none"> <li>○ Central Florida Zoo Grant Presentation – TDC Vote</li> </ul> </li> </ul>	<p><b>APRIL</b></p> <ul style="list-style-type: none"> <li>• 4/28 National Travel and Tourism Week Proclamation presentation at BCC Meeting</li> </ul>
<p><b>MAY</b></p> <ul style="list-style-type: none"> <li>• 5/3 – 9 National Travel and Tourism Week</li> <li>• 5/21 TDC Meeting, 3pm County Services Bld, Room 3024             <ul style="list-style-type: none"> <li>○ FY2020/21 Tourism Budget Presentation – TDC Vote</li> </ul> </li> </ul>	<p><b>JUNE</b></p> <ul style="list-style-type: none"> <li>• Budget Book Distributed to BCC</li> </ul>
<p><b>JULY</b></p> <ul style="list-style-type: none"> <li>• 7/16 TDC Meeting, 3pm County Services Bld, Room 3024</li> <li>• BCC Budget Work Sessions with Staff Begin</li> </ul>	<p><b>AUGUST</b></p>
<p><b>SEPTEMBER</b></p> <ul style="list-style-type: none"> <li>• 9/17 TDC Meeting, 3pm County Services Bld, Room 3024</li> <li>• BCC Public Hearings for Final Approval of FY2020/21 Budget</li> </ul>	<p><b>OCTOBER</b></p> <ul style="list-style-type: none"> <li>• Central Florida Zoo Grant Recommendation to BCC for Vote (Tentative 10/27)</li> </ul>
<p><b>NOVEMBER</b></p> <ul style="list-style-type: none"> <li>• 11/19 TDC Meeting, 3pm County Services Bld, Room 3024</li> </ul>	<p><b>DECEMBER</b></p> <ul style="list-style-type: none"> <li>• Annual Tourism Luncheon Date and Location TBD</li> </ul>

# ORLANDO NORTH SEMINOLE COUNTY TOURISM UPDATE

- Destinations Florida Annual Meeting
- Content Shoots
- HTMP Hospitality Workgroup
- Marketing Committee Recap
- Space & Air Show Meeting, Tuesday (11/19)
- Holiday Awards Luncheon, Tuesday (12/17)





# ORLANDO NORTH SEMINOLE COUNTY Occupancy Analytics

*\*Based on Smith Travel Research*

Year	Month	Occupancy	ADR	RevPAR
2019	August	65.6%	\$94.10	\$61.76
2018	August	65.2%	\$90.95	\$59.28
%	Variance	0.7%	3.5%	4.2%
Year	Month	Occupancy	ADR	RevPAR
2019	September	64.6%	\$95.77	\$61.91
2018	September	64.6%	\$92.57	\$59.83
%	Variance	0%	3.5%	3.5%
YTD	Occupancy	ADR	RevPAR	
2019	73%	\$104.13	\$76.01	
% Variance	-0.4%	1.4%	75.29%	

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

# August Weekend/Weekday Analytics

*\*Based on Smith Travel Research*

Weekday / Weekend		Occupancy (%)		ADR		RevPAR	
Weekday (Sun-Thu)	Current Month	68.4	4.0	97.08	4.4	66.37	8.6
	Year To Date	73.2	-0.1	106.01	1.3	77.60	1.1
	Running 12 Month	70.7	-3.0	103.26	0.9	73.06	-2.1
Weekend (Fri-Sat)	Current Month	59.9	-6.2	86.97	1.3	52.06	-5.0
	Year To Date	76.1	-1.4	102.70	1.1	78.13	-0.3
	Running 12 Month	75.2	-2.9	100.44	0.3	75.56	-2.6
Total	Current Month	65.6	0.7	94.10	3.5	61.76	4.2
	Year To Date	74.0	-0.5	105.03	1.2	77.75	0.7
	Running 12 Month	72.0	-2.9	102.42	0.7	73.78	-2.2

## September Weekend/Weekday Analytics

*\*Based on Smith Travel Research*

Weekday / Weekend		Occupancy (%)		ADR		RevPAR	
Weekday (Sun-Thu)	Current Month	65.2	3.9	98.37	4.5	64.15	8.6
	Year To Date	72.3	0.2	105.23	1.5	76.08	1.7
	Running 12 Month	70.9	-1.9	103.54	1.3	73.43	-0.6
Weekend (Fri-Sat)	Current Month	63.1	-8.6	88.37	-1.1	55.72	-9.6
	Year To Date	74.7	-2.0	101.46	1.2	75.83	-0.8
	Running 12 Month	74.8	-3.1	100.55	0.7	75.24	-2.5
Total	Current Month	64.6	0.0	95.77	3.5	61.91	3.5
	Year To Date	73.0	-0.4	104.13	1.4	76.01	1.0
	Running 12 Month	72.0	-2.3	102.66	1.1	73.95	-1.1

# Comp Set Analytics

*\*Based on Smith Travel Research*

Current Month - August 2019 vs August 2018												
	Occ %		ADR		RevPAR		Percent Change from August 2018					
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Alachua County, FL	65.3	66.4	96.96	100.74	63.27	66.93	-1.8	-3.7	-5.5	3.8	9.7	7.8
Flagler County, FL	49.5	57.6	129.27	132.30	63.95	76.20	-14.1	-2.3	-16.1	-16.1	-0.1	-14.2
Orange County, FL	71.8	74.0	112.82	109.51	81.04	81.00	-2.9	3.0	0.1	2.8	2.7	-0.2
Osceola County, FL	55.6	58.5	76.71	75.85	42.65	44.34	-4.9	1.1	-3.8	-0.1	3.9	-1.2
Polk County, FL	58.4	58.4	84.17	88.01	49.17	51.36	0.1	-4.4	-4.3	-0.7	3.7	3.8
Volusia County, FL	56.8	63.7	101.38	103.20	57.54	65.73	-10.9	-1.8	-12.5	-8.5	4.5	-6.9

Current Month - September 2019 vs September 2018												
	Occ %		ADR		RevPAR		Percent Change from September 2018					
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Alachua County, FL	63.8	58.1	112.01	111.82	71.41	64.94	9.8	0.2	10.0	17.7	7.1	17.5
Flagler County, FL	38.6	48.0	106.12	117.98	40.97	56.59	-19.5	-10.1	-27.6	-27.7	-0.1	-19.6
Orange County, FL	64.0	70.7	109.53	113.92	70.11	80.50	-9.4	-3.9	-12.9	-10.7	2.6	-7.1
Osceola County, FL	47.8	53.4	80.31	80.44	38.35	42.96	-10.6	-0.2	-10.7	-8.7	2.3	-8.5
Polk County, FL	55.1	52.9	83.61	88.27	46.09	46.71	4.2	-5.3	-1.3	3.0	4.4	8.8
Volusia County, FL	44.8	55.0	93.12	98.64	41.74	54.25	-18.5	-5.6	-23.1	-19.6	4.5	-14.8

## Fiscal Year Recap

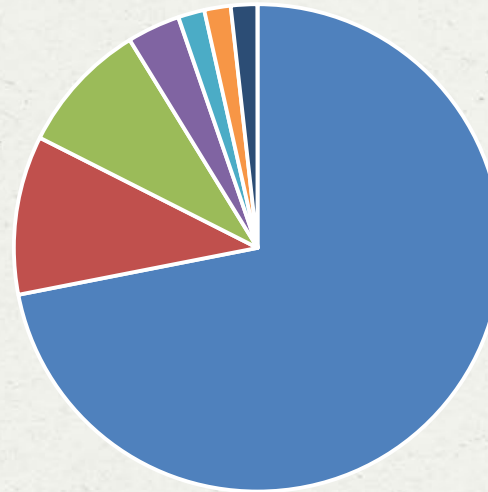
Sports Complex Actuals					
Fiscal Year	# of Events	Teams	Visitors	Room Nights	Eco Impact
'15/'16	27	1,523	74,458	6,437	\$13,174,148
'16/'17	55	3,493	132,021	11,570	\$18,900,000
'17/'18	64	3,086	146,019	17,093	\$21,820,116
'18/'19	57	3,149	147,854	23,670	\$25,349,765
<b>Total</b>	<b>203</b>	<b>11,251</b>	<b>500,352</b>	<b>58,770</b>	<b>\$79,244,029</b>

FY '18/'19 Projections					
Location	# of Events	Teams	Visitors	Room Nights	Eco Impact
Sports Complex	55	3,843	161,980	21,600	\$26,200,000

Sports Complex FY '18/'19 Actuals			
Month	# of Events	Room Nights	Eco Impact
October	5	1,277	\$2,067,526
November	3	1,383	\$1,027,018
December	3	345	\$725,245
January	5	4,722	\$3,691,866
February	4	681	\$988,868
March	7	3,787	\$2,777,339
April	5	667	\$1,138,754
May	5	1,450	\$1,262,046
June	4	2,886	\$3,891,201
July	7	5,354	\$6,664,940
August	5	417	\$479,152
September	4	701	\$648,245
<b>Total</b>	<b>57</b>	<b>23,670</b>	<b>\$25,349,765</b>

## FY '18/'19 Events (by Sport) Sports Complex

Sports Complex



■ Baseball (41) ■ FP Softball (6) ■ SP Softball (5) ■ Soccer (2) ■ Field Hockey (1) ■ Football (1) ■ Lacrosse (1)

## Fiscal '18/'19 Year Recap

Soldiers Creek Actuals					
Fiscal Year	# of Events	Teams	Visitors	Room Nights	Eco Impact
'16/'17	8	265	11,338	954	\$1,405,465
'17/'18	26	820	28,313	4,846	\$4,352,766
'18/'19	26	856	36,883	5,820	\$4,966,917
<b>Total</b>	<b>60</b>	<b>1,941</b>	<b>76,534</b>	<b>11,620</b>	<b>\$10,725,148</b>

All Other Venues Actuals					
Fiscal Year	# of Events	Teams	Visitors	Room Nights	Eco Impact
'17/'18	22	1,119	55,535	12,317	\$13,463,769
'18/'19	27	1,099	53,387	11,251	\$12,233,182
<b>Total</b>	<b>49</b>	<b>2,218</b>	<b>108,922</b>	<b>23,568</b>	<b>\$25,696,951</b>

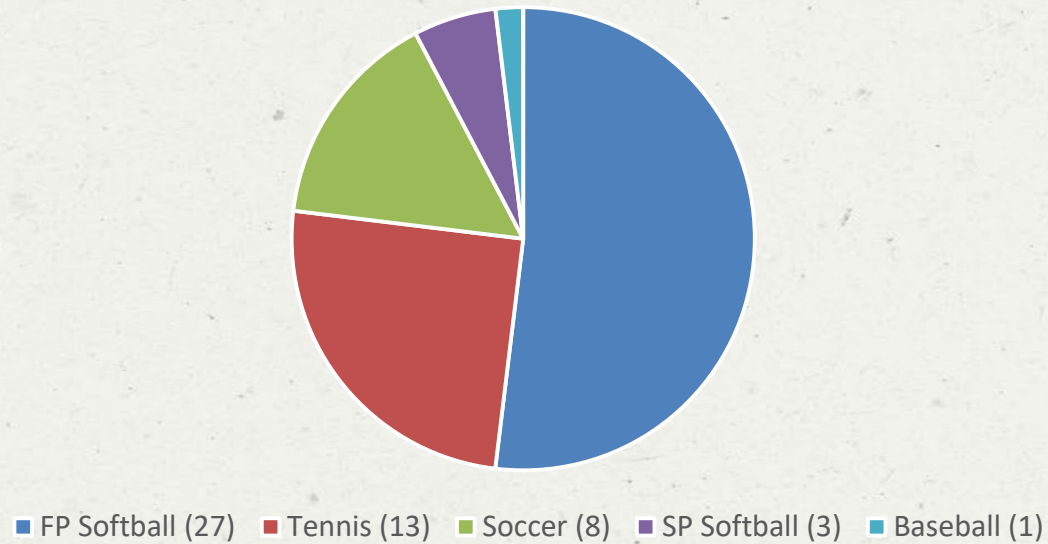
FY '18/'19 Projections					
Location	# of Events	Teams	Visitors	Room Nights	Eco Impact
Soldiers Creek/Other Venues	51	2,109	86,872	19,500	\$22,000,000



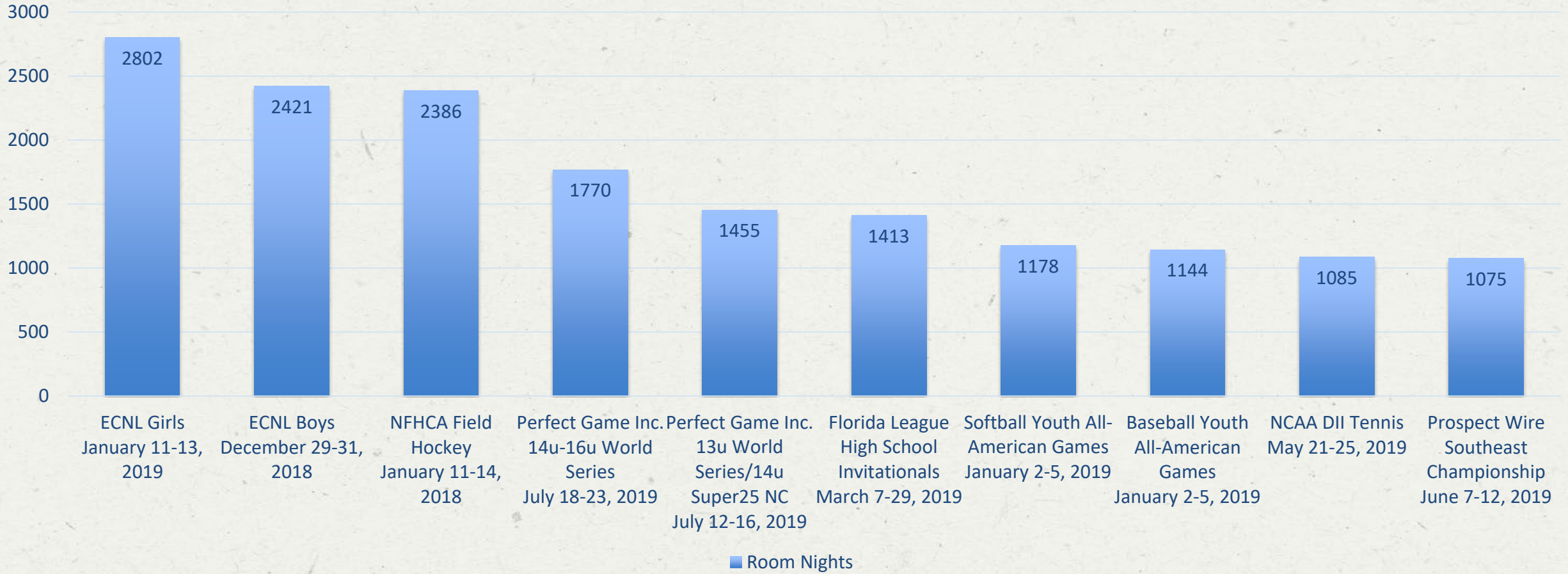
All Other Venues FY '18/'19 Actuals			
Month	# of Events	Room Nights	Eco Impact
October	5	1,145	\$1,777,252
November	2	620	\$441,247
December	7	3,735	\$3,205,408
January	5	3,278	\$2,978,491
February	7	2,223	\$3,990,371
March	3	749	\$534,313
April	5	1,080	\$1,162,187
May	5	2,264	\$1,299,581
June	6	1,346	\$1,308,194
July	3	246	\$157,947
August	0	0	\$0
September	4	385	\$345,108
<b>Total</b>	<b>52</b>	<b>17,071</b>	<b>\$17,200,099</b>

## FY '18/'19 Events (by Sport) All Other Venues

All Other Venues



## Sports Tourism Top Ten Events



FY '18/'19 Actuals					
Location	# of Events	Teams	Visitors	Room Nights	Eco Impact
Sports Complex	57	3,149	147,854	23,670	\$25,349,765
All Other Venues	53	1,938	87,941	17,510	\$17,482,319
<b>Total</b>	<b>110</b>	<b>5,087</b>	<b>235,795</b>	<b>41,180</b>	<b>\$42,832,084</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
All Other Venues	52	2,799	111,348	19,000	\$19,100,000
<b>Total</b>	<b>104</b>	<b>6,199</b>	<b>252,084</b>	<b>44,500</b>	<b>46,100,000</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
<b>Total</b>	<b>228</b>	<b>\$1,462,814.57</b>	<b>\$1,022,757.48</b>	<b>107,160</b>	<b>\$9.54</b>

## Upcoming Events

Organization	Event	Date	Location	Teams	Visitors	Room Nights	Eco Impact
Perfect Game, Inc	11u-14u Fall World Series	October 25-27, 2019	BOOMBAAH Sports Complex	80	2,800	700	\$1,015,488
ISSA	Winter Worlds and USA Championships	November 1-3, 2019	BOOMBAAH Sports Complex	75	1,225	1,000	\$721,791
CFYFL	AYF Southeast Regional	November 15-17, 2019	BOOMBAAH Sports Complex	38	2,204	500	\$630,750
Athletx	Baseball/Softball Youth All-American Games	January 2-5, 2020	BOOMBAAH Sports Complex	140	5,040	2,000	\$2,334,638
ECNL	ECNL Boys/Girls	December 28-30, 2020 January 10-12, 2020	Seminole Soccer Complex/ Sylvan Lake Park	168 176	12,296 13,172	2,400 2,800	\$2,043,013 \$2,559,678
NFHCA	NFHCA Field Hockey	January 17-20, 2020	BOOMBAAH Sports Complex	90	4,200	1,500	\$2,000,000

## New Events FY '19/'20



**TDC Funded Events - Funding Analysis FY 18/19 Updated September 27, 2019**

Seminole County - All Venues						
	# of Events	Location	Total Funding Approved Plan	Total Paid-Out YTD	Room Night Plan	Total Room Nights YTD
<b>FY 16/17</b>	56	<b>All Venues</b>	\$297,749.49	\$ 177,047.56	22,597	20,210
<b>FY17/18</b>	52	<b>All Venues</b>	\$348,644.76	\$ 282,761.77	23,249	29,830
<b>FY 18/19</b>	75	<b>All Venues</b>	\$503,319.00	\$ 398,839.91	33,537	39,458
<b>TOTAL</b>	<b>183</b>	<b>All Venues</b>	<b>\$1,149,713.25</b>	<b>\$ 858,649.24</b>	<b>79,383</b>	<b>89,498</b>

Event Name	Dates	Location	Total Funding Approved	Total Funding Paid-Out	Room Night Guarantee	Room Night Final
Proswings Power 50	October 12-14, 2018	Soldiers/Sports Complex	\$ 8,900.00	\$ 9,048.71	594	620
Diamond 9 Fall Sun Classic	October 26-28, 2018	Soldiers Creek, SB Complex, Sports Complex	\$ 16,500.00	\$ 13,620.00	1100	908
Proswings Power 50	November 2-4, 2018	Soldiers Creek/Softball	\$ 6,750.00	\$ 7,020.00	450	468
Perfect Game Youth Fall Nationals	November 3-4	BOOMBAH Sports Complex	\$ 3,000.00	\$ 3,600.00	200	558
Headfirst Honor Roll Camp	November 10-11, 2018	Soldiers Creek	\$ 3,750.00	\$ 1,390.80	250	152
A-Game CFL Fall Championship	November 10-11, 2018	BOOMBAH Sports Complex	\$ 2,250.00	\$ 1,860.00	150	124
CFYFL AYF Southeast Regional	November 16-18	BOOMBAH Sports Complex	\$ 6,000.00	\$ 2,943.20	400	701
Nations Baseball Winter Bat Freeze	December 1-2, 2018	BOOMBAH Sports Complex	\$ 1,500.00	\$ -	100	0
A-Game CFL Elite Championship	December 8-9, 2018	BOOMBAH Sports Complex	\$ 2,250.00	\$ 32.40	150	18
USSSA Fastpitch State Tournament	December 8-9, 2018	Soldiers Creek, SB Complex, Merrill, Red Bug	\$ 9,000.00	\$ 5,998.41	600	725
Suncoast Florida All-Star Games	December 14-16, 2018	BOOMBAH Sports Complex	\$ 5,250.00	\$ 2,818.40	350	327
PGF State Championships	December 15-16, 2018	Soldiers Creek, SB	\$ 5,250.00	\$ 2,554.47	350	259
ECNL Boys	December 29-31, 2018	Seminole Soccer/Sylvan/Central	\$ 7,385.00	\$ 7,347.00	493	2,421
ECNL SE Conf. League Games	December 29-May 5, 2019	Central Winds	\$ 7,560.00	\$ 7,650.00	504	808
Baseball Youth All-American Games	January 3-5, 2019	BOOMBAH Sports Complex	\$ 15,000.00	\$ 17,160.00	1000	1144
Softball Youth All-American Games	January 3-5, 2019	BOOMBAH Sports Complex	\$ 15,000.00	\$ 17,670.00	1000	1178
ECNL Girls	January 11-13, 2019	Seminole Soccer/Sylvan/Central	\$ 7,190.00	\$ 5,637.00	480	2802



Corrigan Sports NFCA Winter Escape	January 18-20, 2019	BOOMBAH Sports Complex	\$ 15,000.00	\$ 14,877.93	1000	2386
Florida PGF Gold Cup #1	January 26-27, 2019	Seminole Softball Complex	\$ 1,800.00	\$ 1,824.73	120	176
January Greater USSSA Events	Jan. 2019	BOOMBAH Sports Complex/Sanford Memorial/Chase Park	\$ 6,000.00	\$ 7.35	400	14
Florida Half Century February 50s-60s	February 2-3, 2019	Boombah Sports Complex	\$ 4,500.00	\$ 4,785.00	300	319
USSSA Fastpitch Seminole Blast 25	February 9-10, 2019	Seminole Softball Complex	\$ 2,475.00	\$ 2,495.18	165	309
Florida PGF Gold Cup #2	February 9-10, 2019	Soldiers Creek	\$ 1,500.00	\$ 331.35	100	47
Perfect Game Youth Frozen Ropes Classic	February 9-10, 2019	BOOMBAH Sports Complex	\$ 3,375.00	\$ 4,050.00	225	320
Spring Break Sports Spring Break Tennis	February 14-March 31, 2019	Sanlando Park, Red Bug, Sylvan Lake	\$ 13,875.00	\$ 10,035.00	925	669
February Greater USSSA Events	Feb. 2019	BOOMBAH Sports Complex/Sanford Memorial/Chase Park	\$ 4,500.00	\$ 88.20	300	42
Seminole State Invitational	February 22-24, 2019	Soldiers Creek	\$ 2,220.00	\$ 2,265.00	148	151
Florida Half Century February 50s-60s	March 2-3, 2019	Boombah Sports Complex	\$ 4,500.00	\$ 4,604.24	300	383
USSSA Elite Select	March 2-3, 2019	Soldiers Creek/Softball	\$ 5,475.00	\$ 4,608.85	365	454
Florida League High School Invitational	March 7-29, 2019	BOOMBAH Sports Complex	\$ 15,600.00	\$ 16,261.12	1040	1413
Prep Baseball Report Canadian Spring Training	March 9-15, 2019	BOOMBAH Sports Complex	\$ 9,000.00	\$ 6,201.81	600	516
HoganLax, LLC Florida Team Training	March 10-28, 2019	BOOMBAH Sports Complex	\$ 12,600.00	\$ 11,550.00	700	770
Perfect Game Youth Florida Elite Invitational	March 23-24, 2019	BOOMBAH Sports Complex	\$ 7,500.00	\$ 6,644.85	500	502
PGF Gold Cup #3	March 23-24, 2019	Soldiers Creek	\$ 2,700.00	\$ 2,880.00	180	192
USSSA Fastpitch Rawlings Invitational	March 30-31, 2019	Soldiers Creek/Softball	\$ 1,500.00	\$ 1,545.00	100	103
March Greater USSSA Events	Mar. 2019	BOOMBAH Sports Complex/Sanford Memorial/Chase Park	\$ 6,000.00	\$ 1,693.35	400	213
Perfect Game Youth CFL Super25 Qualifier	April 6-7, 2019	BOOMBAH Sports Complex	\$ 4,875.00	\$ 4,095.00	325	273
USSSA Fastpitch Bownet Frenzy	April 13-14, 2019	Soldiers Creek/Softball	\$ 1,500.00	\$ 1,950.00	100	132
UAA Tennis Championship	April 24-29, 2019	Sanlando	\$ 5,220.00	\$ 5,100.00	348	341
Prospect Wire NextGen Youth Championships	April 26-28, 2019	BOOMBAH Sports Complex	\$ 2,250.00	\$ 396.90	150	63
FHC April 50s-60s	April 27-28, 2019	Sports Complex/Softball	\$ 4,500.00	\$ 3,784.96	300	430

April Greater USSSA Events	Apr. 2019	BOOMBAH Sports Complex/Sanford Memorial/Chase Park	\$ 6,000.00	\$ 367.53	400	99
FHSAA Tennis State Championship	April 29-May 3, 2019	Sanlando, Red Bug, Sylvan Lake	\$ 6,750.00	\$ 5,973.00	450	409
Junior College State Softball Championship	May 2-5, 2019	Boombah Soldiers Creek Park	\$ 4,554.00	\$ 4,547.53	304	436
Perfect Game Youth Florida State Championship	May 11-12, 2019	BOOMBAH Sports Complex	\$ 6,375.00	\$ 4,872.89	425	412
USSSA Fastpitch Elite Select	May 18-19, 2019	Soldiers/Softball	\$ 3,150.00	\$ 2,125.00	350	390
Softball Factory Spring Classic	May 18-19, 2019	Sports Complex	\$ 3,675.00	\$ 3,515.00	275	243
Champions Cup Soccer Tournament	May 18-19, 2019	BOOMBAH Sports Complex/Sylvan Lake Park	\$ 3,750.00	\$ 2,912.00	250	502
NCAA DII Tennis Championship	May 20-25, 2019	Sanlando Park	\$ 6,000.00	\$ 5,812.50	400	1085
D9 Power 32 Showcase	May 25-27, 2019	Soldiers Creek	\$ 7,500.00	\$ 306.00	500	102
May Greater USSSA Events	May. 2019	BOOMBAH Sports Complex/Sanford Memorial/Chase Park	\$ 6,000.00	\$ 66.15	400	42
Atlantic Coast Baseball Cap Classic	May 31-June 2, 2019	BOOMBAH Sports Complex	\$ 7,800.00	\$ 5,860.05	520	542
ProSwings Futures	June 1-2, 2019	Soldiers Creek	\$ 3,525.00	\$ 3,525.00	235	324
Greater USSSA June Events	Jun. 2019	BOOMBAH Sports Complex/Sanford Memorial/Chase Park	\$ 1,500.00	\$ 18.15	100	11
Prospect Wire Southeast Championship	June 7-12, 2019	BOOMBAH Sports Complex	\$ 18,000.00	\$ 13,596.87	1200	1075
Perfect Game Youth Tucci Lumber Wood Bat Championship	June 13-17, 2019	BOOMBAH Sports Complex	\$ 6,750.00	\$ 6,225.00	450	415
USA Softball Big South Qualifier	June 14-16, 2019	Softball Complex	\$ 1,875.00	\$ 2,250.00	125	166
Perfect Game, Inc 16U WS Qualifier/9U-12U Super25 NC	June 20-24, 2019	BOOMBAH Sports Complex	\$ 13,500.00	\$ 10,513.79	900	904
USSSA Fastpitch State Tournament	June 22-24, 2019	Soldiers/Softball	\$ 12,000.00	\$ 13,564.64	700	957
Legacy Alex Wilcox Classic	June 25-28, 2019	Soldiers/Boombah	\$ 17,250.00	\$ 8,733.00	1150	820
Athletx Youth Nations	June 29-July 4, 2019	BOOMBAH Sports Complex	\$ 5,250.00	\$ 932.40	350	148
Perfect Game, Inc Super25 NC 13U/15U	July 5-9, 2019	BOOMBAH Sports Complex	\$ 11,250.00	\$ 8,812.83	750	1016
Florida Half Century	July 6-7, 2019	Boombah Sports Complex	\$ 4,500.00	\$ 1,950.30	300	197
Perfect Game, Inc 14U Super25 NC/13U World Series	July 12-16, 2019	BOOMBAH Sports Complex/Lyman HS/Lake Mary HS	\$ 20,250.00	\$ 18,596.23	1350	1455
Perfect Game, Inc 14U-16U World Series	July 18-25, 2019	BOOMBAH Sports Complex	\$ 20,250.00	\$ 23,685.16	1350	1770
Florida Half Century	July 20-21, 2019	Boombah Sports complex/Softball	\$ 4,500.00	\$ 3,673.58	350	349
Greater USSSA Summer Slugfest	July 20-21, 2019	BOOMBAH Sports Complex	\$ 1,500.00	\$ -	100	0

Prospect Wire Florida State Championship	July 26-30, 2019	BOOMBAH Sports Complex	\$ 12,990.00	\$ 7,680.75	866	665
Suncoast Florida Summer All-Star Games	August 2-4, 2019	BOOMBAH Sports Complex	\$ 5,250.00	\$ 2,358.20	350	272
Perfect Game Youth FTB Instructional Camp	August 16-18, 2019	BOOMBAH Sports Complex	\$ 1,500.00	\$ 360.15	100	49
Nations Baseball, LLC August Events	Aug. 2019	BOOMBAH Sports Complex/Sanford Memorial/Chase Park	\$ 1,500.00	\$ 1,440.00	100	96
USSSA Elite Select	September 7-8, 2019	Boombah Sports Complex/Softball/Soldiers Creek	\$ 6,000.00	\$ 7,020.00	400	468
Prospect Wire Fall Classic	September 13-15, 2019	BOOMBAH Sports Complex	\$ 1,500.00	\$ 1,680.00	100	112
Perfect Game Youth CFL Kickoff	September 21-22, 2019	BOOMBAH Sports Complex	\$ 5,625.00	\$ 5,535.00	375	369
Suncoast/USSSA Super Regional	September 28-29, 2019	BOOMBAH Sports Complex	\$ 2,250.00	\$ 1,905.00	150	127
Nations Baseball, LLC September Events	Sept. 2019	BOOMBAH Sports Complex/Sanford Memorial/Chase Park	\$ 2,250.00		150	
<b>Total</b>	<b>75</b>		<b>\$ 503,319.00</b>	<b>\$ 398,839.91</b>	<b>33537</b>	<b>39458</b>



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 FY 2018-19 Recap

November 21, 2019

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Overview of our

# Partnership

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- The Partnership between GO Sports and Orlando North/Seminole County began in FY 1993-94.
- The current agreement term is FY 2017-18 through FY 2019-20.
- GO Sports manages and pursues business in the following markets: professional, collegiate, high school, club, and created events.
- GO Sports' scope of services include:
  - Business Development
  - Event Management
  - Economic Impact Reporting
  - Marketing of the Destination
  - Hotel Sourcing



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Recap of our

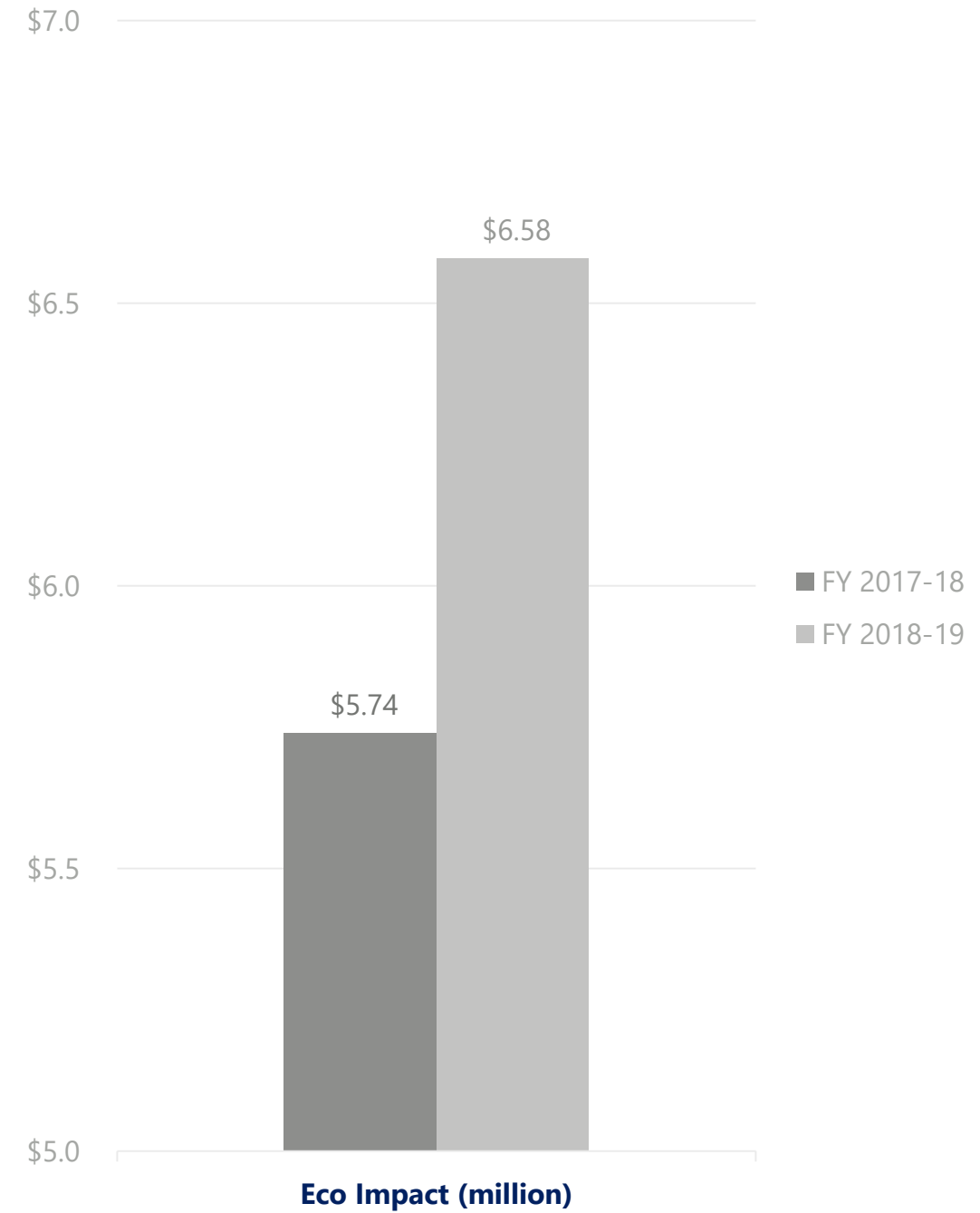
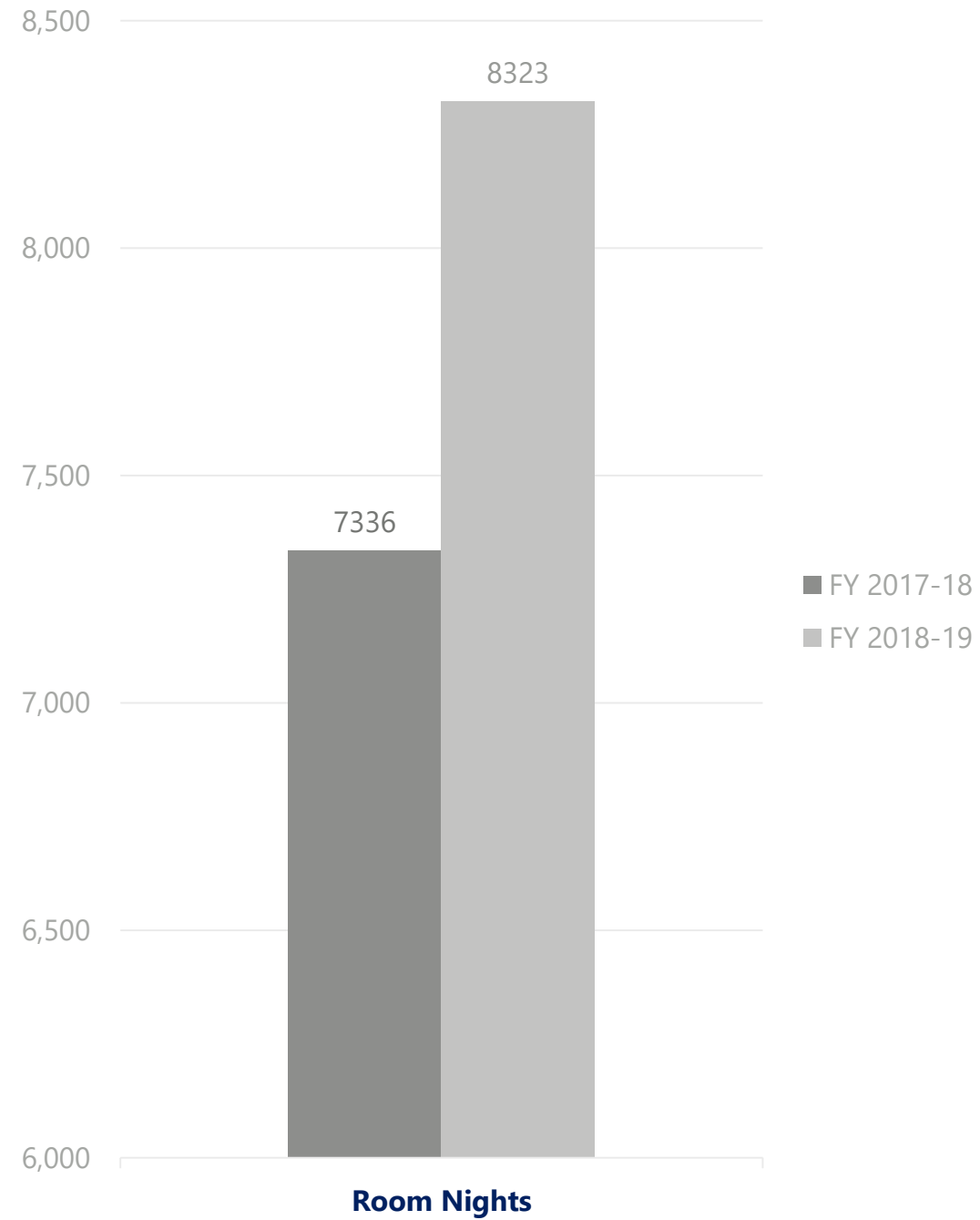
# Business Travel

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- Connect Sports Marketplace Conference
- Sports ETA 4S Summit
- Sports ETA Annual Symposium
- Sports ETA Chief Executive Summit
- National Association of Collegiate Directors of Athletics (NACDA)
- NCAA Bid Cycle Symposium
- NCAA Annual Convention
- Soccerex USA
- TEAMS Conference & Expo

DATE	EVENT	FINAL ROOM NIGHTS	FINAL ECO IMPACT
December 5-6, 2018	FHSAA Football State Championships - Baker High School	27	\$ 22,577
December 8-9, 2018	Southampton Cup Florida	205	\$ 373,086
December 28, 2018	ECNL Referee Development Program	102	\$ 56,004
December 29-31, 2018	Boys ECNL Florida	2,421	\$ 2,043,014
January 11-13, 2019	Girls ECNL Florida	2,802	\$ 2,559,679
March 10-29, 2019	HoganLax Florida Team Training	770	\$ 279,219
April 29-May 3, 2019	FHSAA Tennis State Championships	409	\$ 385,837
May 18-19, 2019	Florida Rush Champions Cup	502	\$ 351,934
May 20-25, 2019	NCAA DII Tennis Championships	1,085	\$ 511,435
	<b>TOTAL</b>	<b>8,323</b>	<b>\$6,582,784</b>

# FY 2017-18 to 2018-19 Comparison





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FY 2018-19

# Economic Impact Summary

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Room Nights: 8,323

Eco Impact: **\$6,582,784**

Average Room Rate: \$131.48

Return on Investment (Gross): 79X

Bed Tax Generated= \$54,715.40

Return on Investment (Net): 237X



Closer look at

# ECNL Florida National Events

	15-16 GIRLS ECNL	16-17 GIRLS ECNL	17-18 BOYS & GIRLS	18-19 BOYS & GIRLS
<b>Total Teams</b>	<b>170</b>	<b>176</b>	<b>342</b>	<b>342</b>
<b>Total Room Nights</b>	<b>6,376</b>	<b>6,278</b>	<b>11,270</b>	<b>10,601</b>
<b>Room Nights in Seminole County</b>	<b>2,637</b>	<b>2,883</b>	<b>4,759</b>	<b>5,325</b>
<b>% of Room Nights in Seminole County</b>	<b>41%</b>	<b>46%</b>	<b>42%</b>	<b>50%</b>

Total Room Nights are inclusive of ECNL teams, scouts and referees.

“BOYS & GIRLS ECNL AGREE TO CONTRACT EXTENSION WITH GREATER ORLANDO SPORTS COMMISSION TO HOST NATIONAL YOUTH SOCCER EVENTS IN SEMINOLE COUNTY THROUGH 2023”



# NCAA DII Men's & Women's Tennis Championships



**FLORIDA HIGH SCHOOL ATHLETIC ASSOCIATION 100 YEARS**

Search:  **GO!**

Home | Sports | About FHSAA | For Schools | For Students & Parents | For Contest Officials

**Florida High School Tennis State Championships to remain in Seminole County through 2022**

Posted October 2nd, 2019

**GAINESVILLE, Fla. (10/2/19)** – The Florida High School Athletic Association and the Greater Orlando Sports Commission have reached an agreement for Seminole County to continue serving as host of the Florida High School Tennis State Championships through the 2022 school year. Sanlando Park, Red Bug Lake Park and Sylvan Lake Park will each remain the designated host sites.

“On behalf of our partners at Orlando North Seminole County, Seminole County Leisure Services, and our regional hoteliers, we are pleased to extend our agreement with the FHSAA as Seminole County continues to serve as home for the Boys and Girls Tennis State Championships through 2022,” said Jason Siegel, CEO of the Greater Orlando Sports Commission. “We look forward to creating an incredibly positive experience for the participating teams as we welcome their coaches, student-athletes and families from around the State of Florida for many years to come.”

“The FHSAA is pleased to continue holding its tennis state championships in Seminole County,” said FHSAA Executive Director George Tomyn. “Together, Seminole County and the Greater Orlando Sports Commission have consistently provided a tremendous championship event experience for our student-athletes at each of these three complexes.”

The 2020 state tennis tournament is scheduled for April 27 – May 1, with four classification tournaments played over two separate three-day periods. 2021 dates are scheduled for April 26-30 and 2022 dates are April 25-29.

**ABOUT THE FHSAA**

The Florida High School Athletic Association supervises and regulates interscholastic athletic programs for high

**HEADLINES**

- + [Tickets for multiple FHSAA events this week are available on GoFan](#) 11/5/2019 > READ MORE
- + [Mandatory Submissions on MaxPreps \(Football\)](#) 10/31/2019 > READ MORE
- + [Mandarin High School to Host 2020 Flag Football State Championships](#) 10/22/2019 > READ MORE
- + [Gian Zumpano Aquatic Center at Belen Jesuit to Host 2020 & 21 Water Polo State Championships](#) 10/14/2019 > READ MORE
- + [Student Enrollment \(Population\) Form now ready to be filled out](#) 10/6/2019 > READ MORE

**QUICK LINKS**

- + [FHSAA General FAQ's](#)
- + [Championship records](#)
- + [FHSAA Office map/directions](#)
- + [Internship Program](#)
- + [Member school directory](#)



December 28-30



January 10-12



February 14-15



March 7-27



April 27-May 1



May 16-17

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# UPCOMING REGIONAL OPPORTUNITIES



2022-26 NCAA Bid Cycle

*Special  
Olympics*



2022 Special Olympics USA Games



2026 World Cup

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

	<b>Oct-19</b>	<b>Sep-19</b>	<b>M-O-M</b>	<b>%</b>
	<b>Unaudited Actuals</b>	<b>Unaudited Actuals</b>	<b>Oct/Sept</b>	<b>Change</b>
<b>Revenues</b>				
Annual passholders	\$ 48,234	\$ 49,376	\$ (1,142)	-2%
Gate	149,530	129,688	\$ 19,841	13%
Group sales	3,285	664	\$ 2,621	80%
Concessions	6,154	5,749	\$ 405	7%
Gift shop	8,879	16,394	\$ (7,514)	-85%
Government support	18,273	11,300	\$ 6,973	0%
Education	16,009	11,894	\$ 4,115	26%
WMD net rental	11,199	6,038	\$ 5,161	46%
Public support	2,708	1,918	\$ 791	29%
Net event revenues	5,552	61,152	\$ (55,600)	-1002%
Zipline	10,588	9,299	\$ 1,288	12%
Train/Carousel	14,405	14,567	\$ (161)	-1%
Other revenues	24,843	7,751	\$ 17,091	69%
<b>Total revenues</b>	<b>\$ 319,658</b>	<b>\$ 325,788</b>	<b>\$ (6,130)</b>	<b>-2%</b>
<b>Operating expenses</b>				
Payroll	\$ 310,489	\$ 238,535	\$ 71,955	23%
Animal care	17,665	8,879	\$ 8,786	50%
Facilities repair and maintenance	14,815	2,679	\$ 12,136	82%
Advertising	7,238	5,263	\$ 1,976	27%
Insurance	47,616	42,371	\$ 5,245	11%
Utilities	18,132	16,664	\$ 1,468	8%
Professional fees	9,500	7,500	\$ 2,000	21%
Employee expenses	3,793	2,544	\$ 1,249	33%
Office expenses/website/credit card fees	12,364	16,601	\$ (4,237)	-34%
Project Expenses	24,451	48,981	\$ (24,531)	-100%
Printing	490	645	\$ (155)	-32%
Supplies	6,073	3,136	\$ 2,937	48%
Other operating expenses	19,060	11,773	\$ 7,287	38%
<b>Total operating expenses</b>	<b>\$ 491,687</b>	<b>\$ 405,570</b>	<b>\$ 86,116</b>	<b>18%</b>
<b>Net operating income before depreciation</b>	<b>\$ (172,028)</b>	<b>\$ (79,782)</b>	<b>\$ (92,246)</b>	<b>54%</b>

**Revenue Notes:**

Gate: Large attendance dip due to Zoo Boo day rainout (first Saturday)

Government Support: received DCA grant (\$11.1k) and FWC reimbursement grants for OCIC (\$7k)

Net Event Revenues: BTWS final payment of \$21k net against revenue streams from ALF

**Expense Notes:**

Project Expenses: Zoo lights & electrical upgrades

Professional fees: billed for audit & 990 prep

Payroll: October had 3 bi-weekly payrolls hit, Sept had 2



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

	<u>Oct-19</u> <u>Unaudited Actuals</u>	<u>Oct-19</u> <u>Budget</u>	<u>Actual to</u> <u>Budget</u>	<u>Actual to</u> <u>Budget %</u>
<b>Revenues</b>				
Annual passholders	\$ 48,234	\$ 51,500	\$ (3,266)	94%
Gate	149,530	175,600	\$ (26,070)	85%
Group sales	3,285	6,183	\$ (2,898)	53%
Concessions	6,154	4,350	\$ 1,804	141%
Gift shop	8,879	13,850	\$ (4,971)	64%
Government support	18,273	4,167	\$ 14,107	439%
Education	16,009	18,750	\$ (2,741)	85%
WMD net rental	11,199	11,575	\$ (376)	97%
Public support	2,708	26,338	\$ (23,630)	10%
Net event revenues	5,552	9,305	\$ (3,753)	60%
Zipline	10,588	19,975	\$ (9,388)	53%
Train/Carousel	14,405	12,096	\$ 2,309	119%
Other revenues	24,843	10,690	\$ 14,153	232%
<b>Total revenues</b>	<u>\$ 319,658</u>	<u>\$ 364,378</u>	<u>\$ (44,720)</u>	88%
<b>Operating expenses</b>				
Payroll	\$ 310,489	\$ 278,063	\$ 32,426	112%
Animal care	17,665	17,752	\$ (87)	100%
Facilities repair and maintenance	14,815	16,561	\$ (1,746)	89%
Advertising	7,238	5,794	\$ 1,444	125%
Insurance	47,616	45,461	\$ 2,155	105%
Utilities	18,132	15,727	\$ 2,406	115%
Professional fees	9,500	5,050	\$ 4,450	188%
Employee expenses	3,793	3,701	\$ 92	102%
Office expenses/website/credit card fees	12,364	14,782	\$ (2,418)	84%
Project Expenses	24,451	500	\$ 23,951	4890%
Printing	490	1,928	\$ (1,438)	25%
Supplies	6,073	5,185	\$ 888	117%
Other operating expenses	19,060	15,341	\$ 3,719	124%
<b>Total operating expenses</b>	<u>\$ 491,687</u>	<u>\$ 425,845</u>	<u>\$ 65,842</u>	115%
<b>Net operating income before depreciation</b>	<u>\$ (172,028)</u>	<u>\$ (61,467)</u>	<u>\$ (110,562)</u>	280%

**Revenue Notes:**

Gate: Large attendance dip due to Zoo Boo day rainout (first Saturday)

Government Support: received DCA grant (\$11.1k) and FWC reimbursement grants for OCIC (\$7k)

Public Support: General Zoo donations are still well below budgeted amounts

**Expense Notes:**

Project Expenses: Zoo lights almost complete, clouded leopard in progress

Professional fees: billed for audit & 990 prep

Payroll: October had 3 bi-weekly payrolls hit, Sept had 2

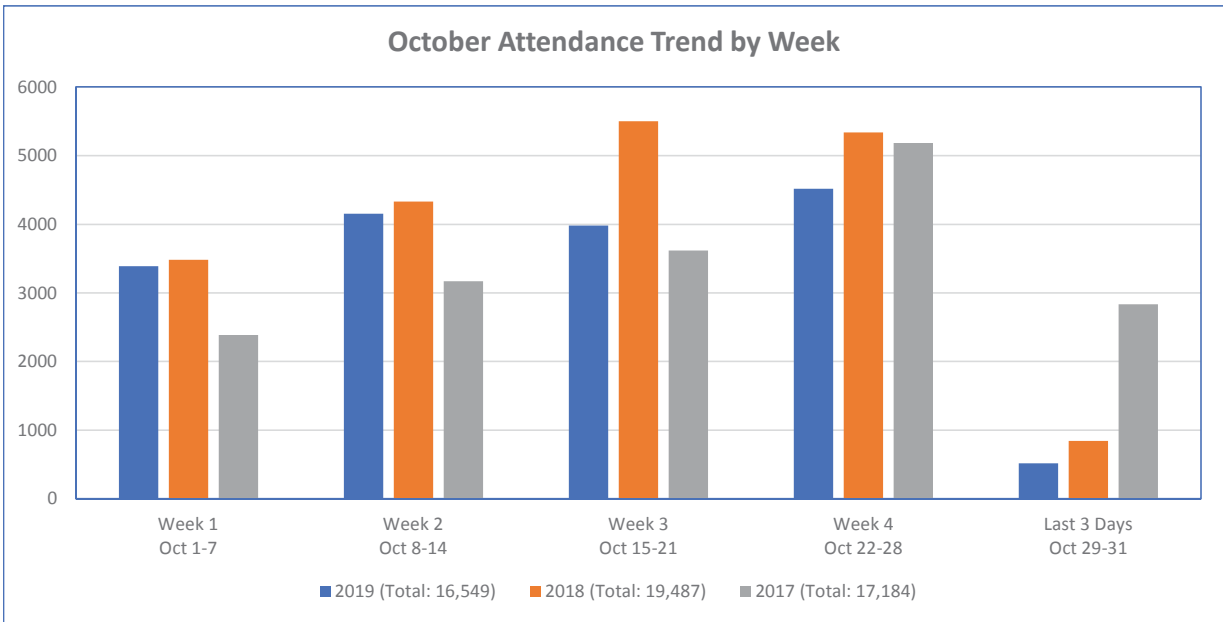
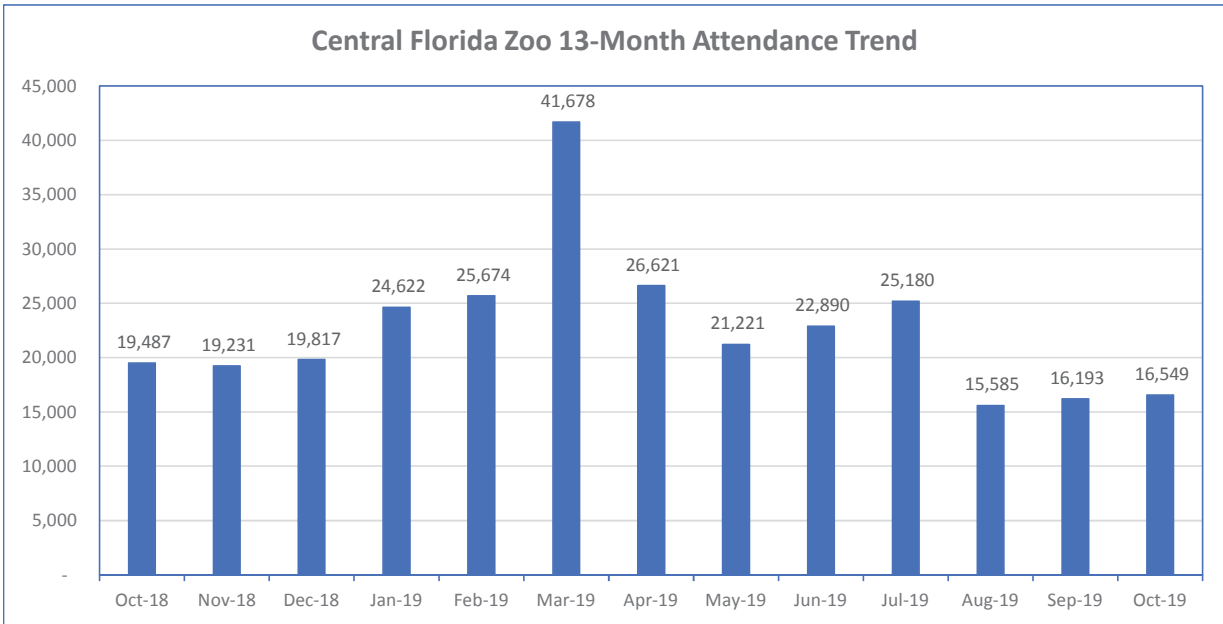
CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.  
 UNAUDITED YEAR-TO-DATE RESULTS AS OF OCT 31, 2019

	YTD 10/31/2019 Unaudited Actuals	YTD 10/31/2019 Budget	Actual to Budget	Actual to Budget %
<b>Revenues</b>				
Annual passholders	\$ 198,229	\$ 206,000	\$ (7,771)	96%
Gate	663,842	727,700	\$ (63,858)	91%
Group sales	24,280	17,311	\$ 6,969	140%
Concessions	24,849	23,925	\$ 924	104%
Gift shop	57,196	50,160	\$ 7,036	114%
Government support	118,323	26,667	\$ 91,657	444%
Education	59,394	67,930	\$ (8,536)	87%
WMD net rental	30,459	46,300	\$ (15,841)	66%
Public support	24,797	79,810	\$ (55,013)	31%
Net event revenues	87,521	111,405	\$ (23,884)	79%
Zipline	67,596	82,754	\$ (15,158)	82%
Train/Carousel	57,606	57,456	\$ 150	100%
Other revenues	56,419	49,849	\$ 6,571	113%
<b>Total revenues</b>	<u>\$ 1,470,510</u>	<u>\$ 1,547,267</u>	<u>\$ (76,757)</u>	95%
<b>Operating expenses</b>				
Payroll	\$ 1,052,250	\$ 1,112,567	\$ (60,318)	95%
Animal care	94,082	87,009	\$ 7,073	108%
Facilities repair and maintenance	75,213	74,345	\$ 868	101%
Advertising	29,963	23,176	\$ 6,787	129%
Insurance	170,533	180,814	\$ (10,281)	94%
Utilities	71,271	62,307	\$ 8,965	114%
Professional fees	28,297	40,200	\$ (11,903)	70%
Employee expenses	14,128	22,147	\$ (8,019)	64%
Office expenses/website/credit card fees	65,880	61,441	\$ 4,439	107%
Project Expenses	84,824	2,000	\$ 82,824	4241%
Printing	7,976	9,936	\$ (1,960)	80%
Supplies	22,620	20,865	\$ 1,755	108%
Other operating expenses	80,985	62,925	\$ 18,060	129%
<b>Total operating expenses</b>	<u>\$ 1,798,021</u>	<u>\$ 1,759,732</u>	<u>\$ 38,289</u>	102%
<b>Net operating income before depreciation</b>	<u>\$ (327,512)</u>	<u>\$ (212,466)</u>	<u>\$ (115,046)</u>	154%

\*Government support includes \$88,750k of 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 OCT 31, 2019**



# PARADISE



**Monthly Report:** September 2019

**Client:** Orlando North, Seminole County

**Table of Contents:**

- Account Management Services
- Public Relations
- Website
- Google AdWords
- Facebook Pages
- Facebook Video
- Facebook Ad
- Instagram
- YouTube
- STR
- TDT

## Account Management Services

September 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.
- Managed Fall 2019 media buys, including optimizing.
- Continued work on PlayOrlandoNorth website development, including development.
- Finalized FY20 Marketing Plan, including media recommendations.
- Rudy Webb, Danielle Ackerman, Tony Karasek, Emily Broaddus and Mary Jane Kolloso attended the September TDC Meeting on Thursday, September 19, where we presented the FY20 Marketing Plan.

### Project List

- SEM 5109 Asset and Analytics Management Systems
- SEM 5208 Website Maintenance & Management
- SEM 0375 Vimeo
- SEM 0476 PlayOrlandoNorth.com Website Development Updates
- SEM 0606 Fall 2019 Website Content
- SEM 0656 - Expression Engine Update on DoOrlandoNorth.com and PlayOrlandoNorth.com
- SEM 0684 - Plugin License Updates for DoOrlandoNorth.com and PlayOrlandoNorth.com
- SEM 0694 - Sports Planning Guide's Florida State Guide - Full Page Ad



## Public Relations

### *Press Releases & Media Activity*

### Press Releases/Mass Pitches

- Drafted Q1 2020 festivals and events release
- Developed and distributed Catsino Royale release
- Developed and distributed CabaYoga Media Alert
- Developed Equestrian release . Media Activity
- Liaison with Caitlin Terry of CabaYoga to coordinate media alert and attending media
- Liaison with the following media for coverage on CabaYoga
  - Producer of News Channel 6; covered event*
  - Editor of Sanford Herald; pending coverage*
  - Journalist with Orlando Sentinel; covered event*
  - Editor of Golf Central; pending coverage*
  - News crew with Fox; covered event*

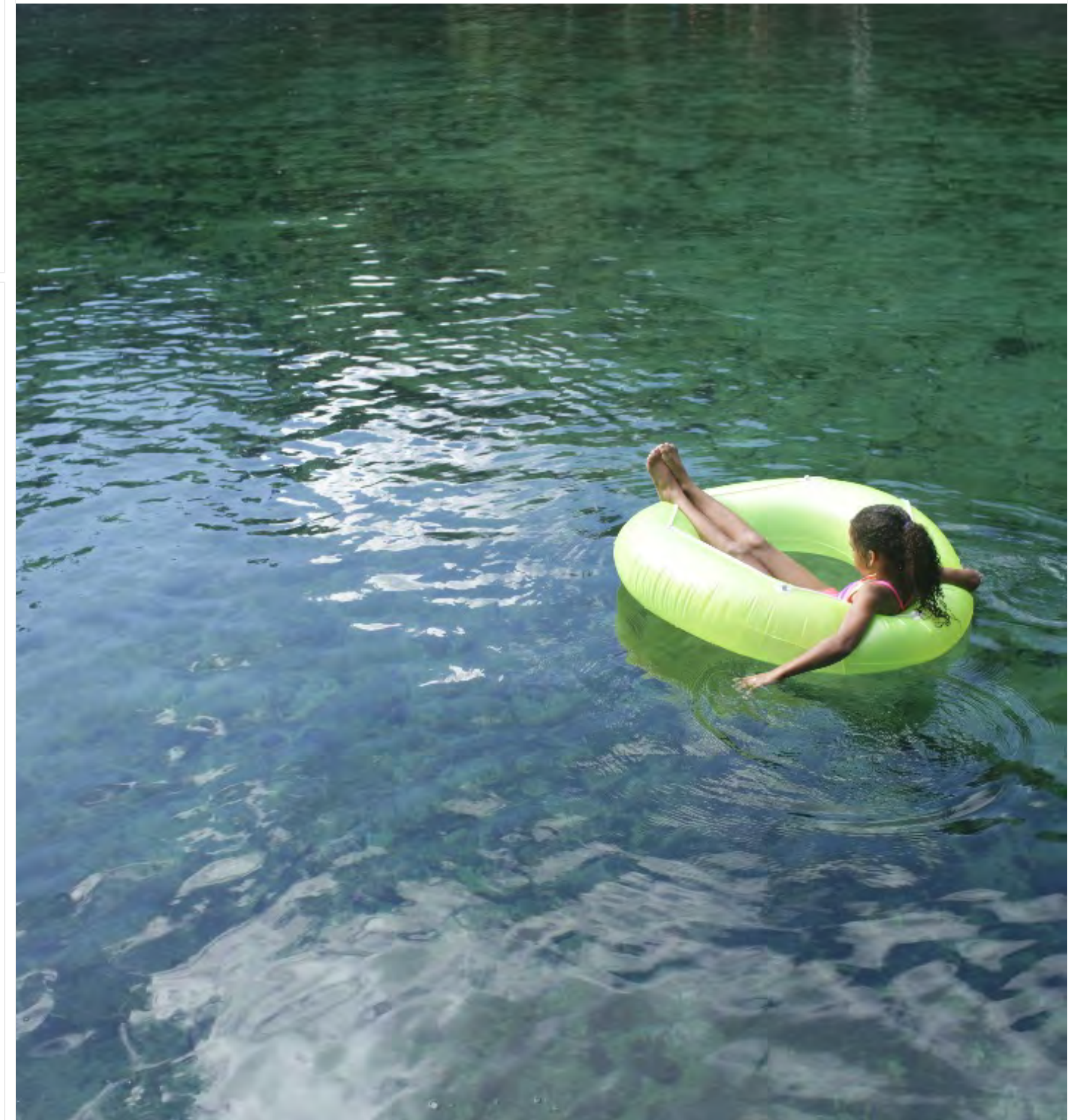


## Public Relations

*Misc.*

### **Misc.**

- Conducted a review of Press Kit releases and updated accordingly
- Liaison with tourism partners for release info and images
- Provided info to Visit Florida for media outreach
- Participated in Conference Calls as scheduled



## Public Relations

*Feature Clip*

# Central Florida Zoo lantern festival will feature 200-foot dragon

Over 30 LED lantern creatures coming to Central Florida Zoo

**SANFORD, Fla.** - The Central Florida Zoo & Botanical Gardens will be welcoming a few mythical creatures this November.

"Asian Lantern Festival: Into the Wild" is an Asian-inspired nighttime event featuring LED lantern plants and animals. The biggest of them, will be a 200-foot-long dragon lantern display. In total, there will be more than 30 of these creatures added to the nighttime landscape of the zoo.

"The festival perfectly integrates cultural traditions of China with the animals and gardens found at the zoo," Central Florida Zoo & Botanical Gardens CEO Dino Ferri said.

The festival will run a total of 40 nights from Nov. 20 through Jan. 12, 2020, on Wednesday through Sunday nights from 6-10 p.m, and will be closed for both Christmas and Thanksgiving days.

Festival guests can also expect Asian and American food choices for sale to enjoy while gazing upon handmade flowers, cranes, rhinos and other internally LED lit creations.

Tickets for the event will go on purchase in early October, and general admission pricing starts at \$18.50 per person.

For more information, click [here](#).



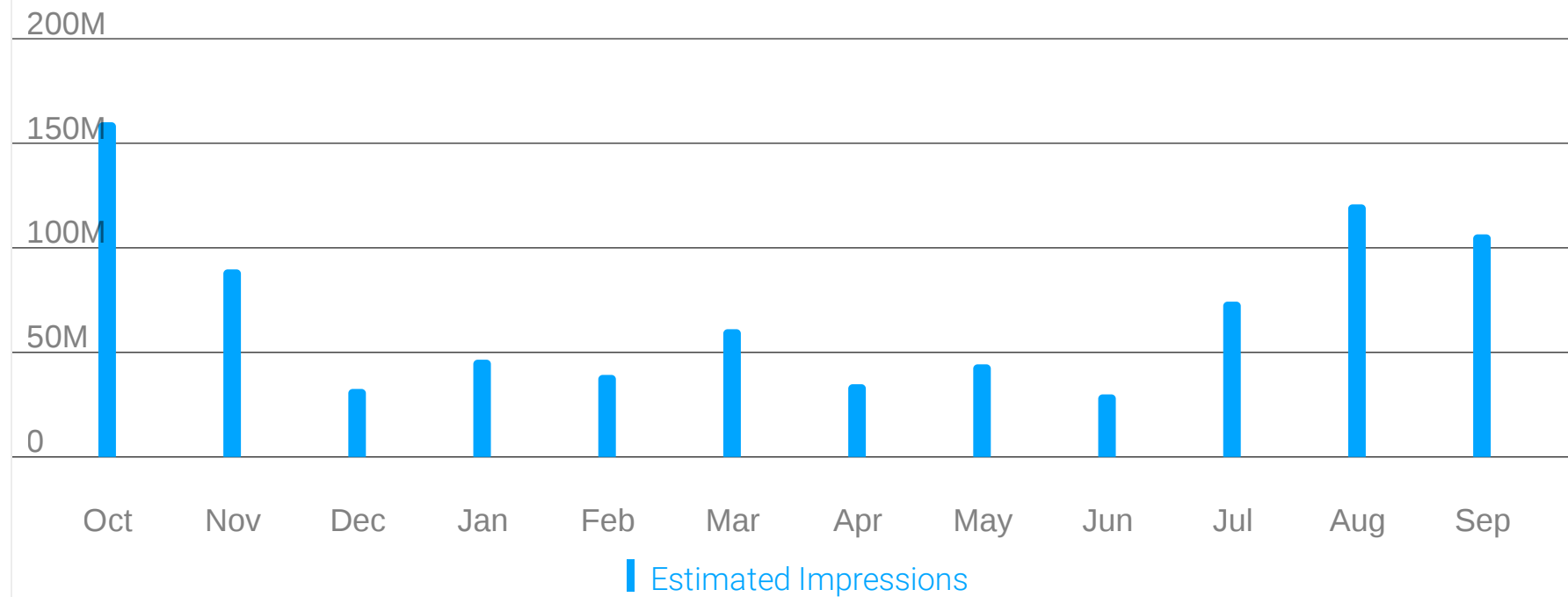


## Public Relations

### Metrics

ESTIMATED IMPRESSIONS Last 12 Months (2018 - 2019) ▾

# 839.69M




## 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 (Sep) ▾

 \$695.7k

FAM TRIPS This Year (2019)

 1

33% Goal: 3

PRESS RELEASES / PITCHES

Last Month (Sep) ▾

 2

EDITORIALS Last Month (Sep) ▾

 65

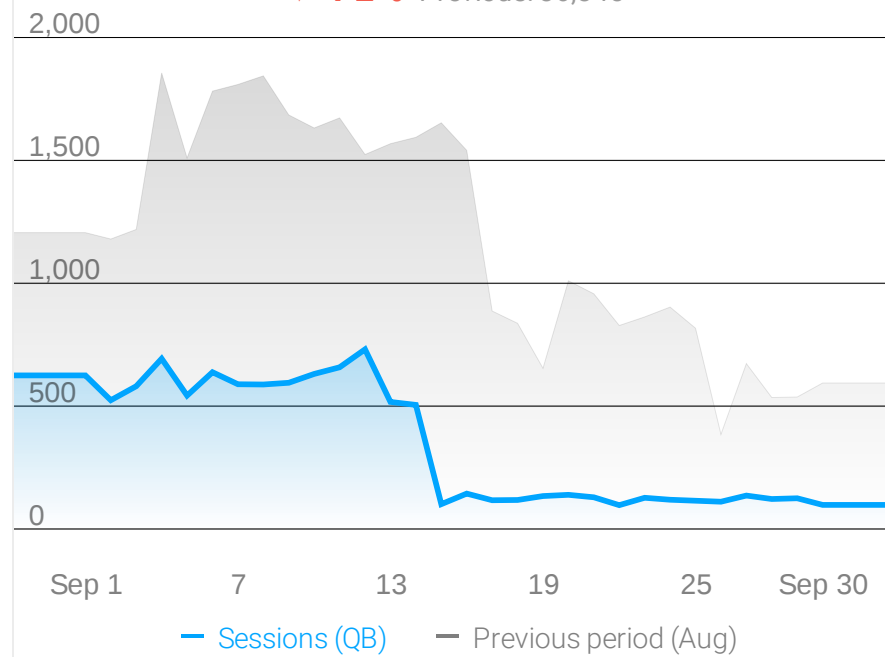
# Website

DoOrlandoNorth

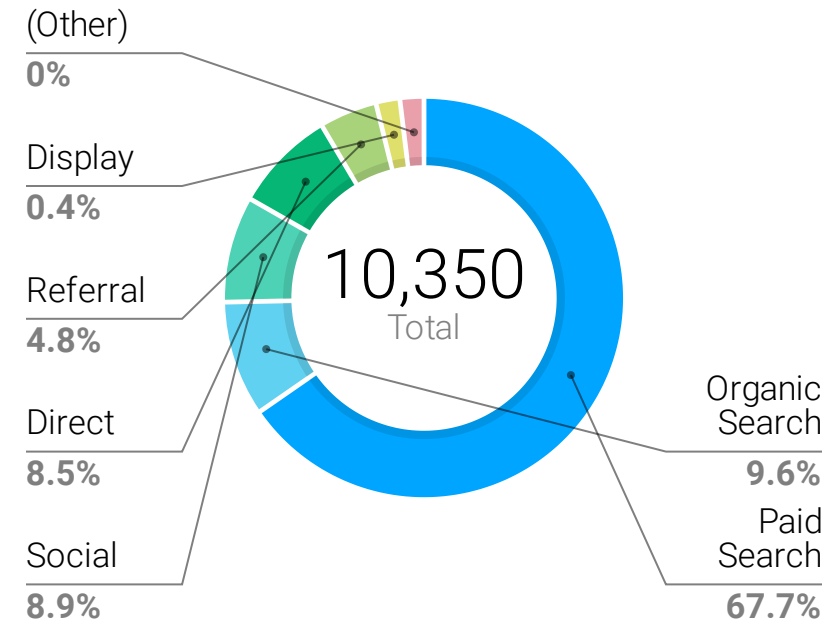
## SESSIONS Last Month (Sep) ▾

10,350

▼ 72% Previous: 36,345



## SESSIONS BY CHANNEL Last Month (Sep) ▾



## AUDIENCE OVERVIEW Last Month ▾

Metrics	Last Month	Δ
Users	8,993	▼ 71%
Sessions	10,350	▼ 72%
% New Sessions	85.39%	▲ 1%
Pages / Sessions	2.53	▲ 4%
Avg Session Duration	1m 28s	▲ 12%
Bounce Rate	50.61%	▲ 1%
Pageviews	26,233	▼ 70%

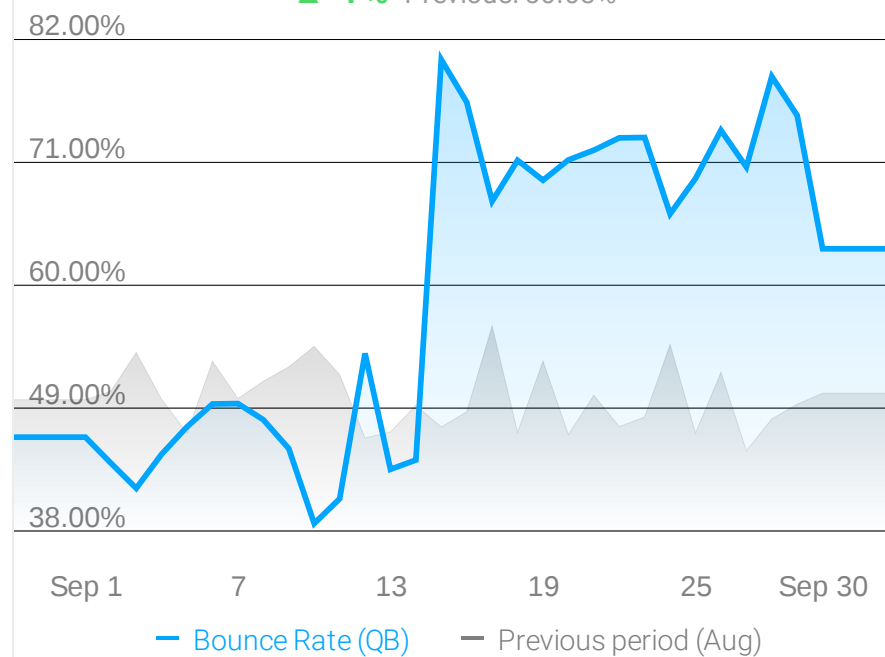
## TOP PAGES BY PAGEVIEWS Last Month ▾

Metrics	Last Month	Δ
/things-to-do	8,061	▼ 71%
/things-to-do/attractions	2,334	▼ 73%
/things-to-do/nature-and-outdoors	2,056	▼ 80%
/default.aspx	1,649	▼ 9%
/things-to-do/theme-parks	1,462	▼ 74%
/things-to-do/nightlife-and-entertainment	924	▼ 71%
/things-to-do/attractions/P6	834	▼ 73%
/things-to-do/arts-and-culture	830	▼ 73%

## BOUNCE RATE Last Month (Sep) ▾

50.61%

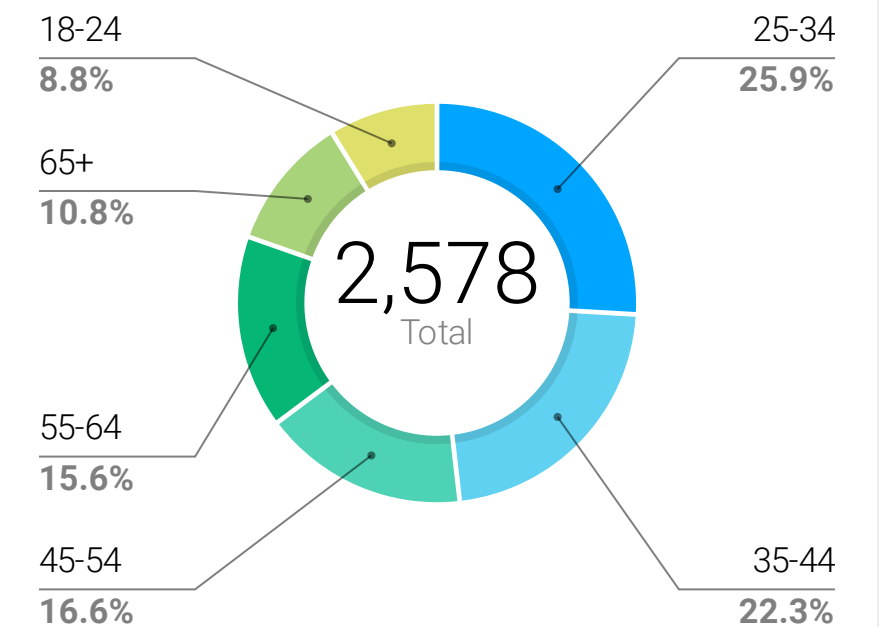
▲ 1% Previous: 50.03%



## USERS BY REGION Last Month ▾

Metrics	Last Month	Δ
Florida	5,545	▼ 73%
Georgia	395	▼ 60%
Illinois	235	▼ 64%
Tennessee	225	▼ 43%
Texas	210	▼ 73%
(not set)	207	▼ 5%
New York	187	▼ 81%
California	180	▼ 70%

## USERS BY AGE Last Month (Sep) ▾



# PARADISE



**Monthly Summary Report:** October 2019

**Client:** Orlando North, Seminole County

**Table of Contents:**

- Account Management Services
- Public Relations
- Website

## Account Management Services

October 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.
- Finalized media buys for the FY19/20 year, including media estimates and insertion orders.
- Started audit of the DoOrlandoNorth.com website as part of the search engine optimization (SEO) campaign.

### 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 0890 Sports Events Media Group - Dec 2019 Annual Planner Guide - Half-Page Print Ad
- SEM 0895 Sports Events Media Group - April 2020 Annual Soccer & Lacrosse Sourcebook - Half Page Print Ad
- SEM 0899 Sports Events Media Group - Relationship Conference Program - Full Page Print Ad
- SEM 0987 Leisure Email Template
- SEM 1041 My Sanford Magazine - Full-page Print Ad
- SEM 1049 Sports Lead Generation Page
- SEM 1084 SEO



## Public Relations

### *Press Releases & Media Activity*

#### **Press Releases/Mass Pitches**

- Distributed Q1 2020 festivals and events release
- Distributed Equestrian offerings release
- Distributed release: Florida High School Tennis State Championships to remain in Seminole County through 2022
- Drafted and distributed release: Count Down to Oktoberfest in Sanford
- Drafted and distributed release: Where to Encounter Real Spectral Sights in Central Florida's
- Drafted and distributed to long leads release: A Christmas Story, A Christmas Carol And So Many More Holiday Happenings Throughout Seminole County
- Drafted and distributed to long leads release: A New Year Brings New Festivals & Events to Seminole County January – April 2020
- Drafted and distributed mass pitch: Entrepreneurs Buoy County's Tourism Appeal
- Drafted and distributed release: From World Celery Capital to Millennial Hot Spot, Check out Sanford, FL

#### **Media Activity**

- Liaison with the following media regarding Horse Yoga event:
- Shannon Delaney, NewsChannel13
- Allison Walker Torres, NewsChannel13
- Caitlin Wilson, "Florida on a Tankful" NewsChannel13
- Erin Dobryzyn, News Channel 6
- Jennifer Jolly, Golf Central Mag
- Susan Wenner, Sanford Herald
- Patrick Connolly, Orlando Sentinel



## Public Relations

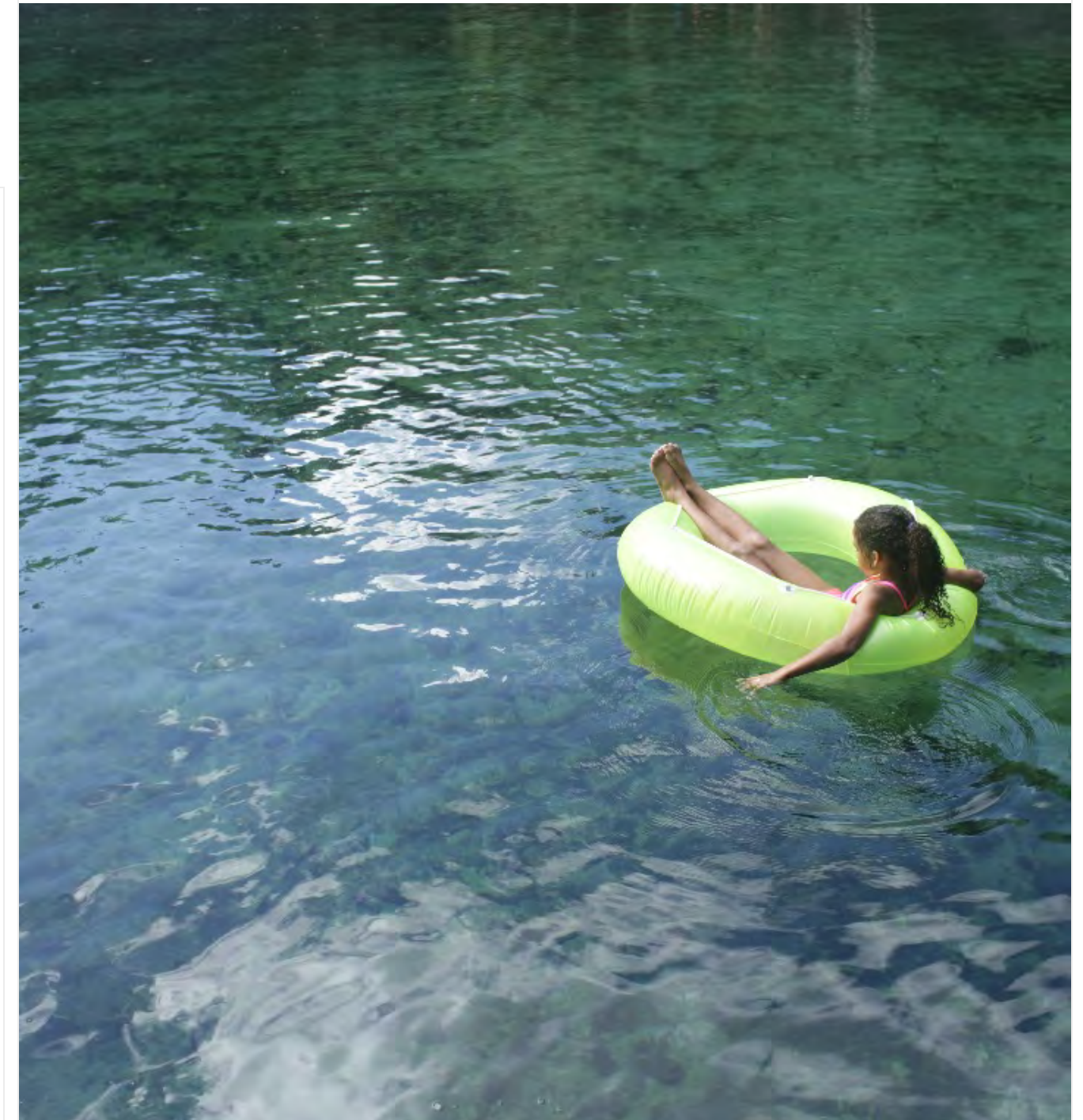
*Misc.*

### Media Activity (continued)

- Pitched Erin Gifford, TravelChannel.com, on Haunted Seminole. She requested and we provided accompanying imagery
- Liaison with Deborah Roberts, Jim Colbert Show. She will be interviewing Caitlin with Horse Yoga.
- Liaison with Jason Guy, Anchor at WESH TV, for in studio interview by Christina Hollerbach on Oktoberfest
- Liaison with Hildi Brooks, WMMO-FM on Oktoberfest
- Liaison with Jeff Senas, WORL-AM on Oktoberfest
- Pitched SATW member Jayne Wooldrige, Miami Herald
- Pitched SATW member, Lavany Sunkara contributor to: USA Today, Forbes, Yahoo!, FODOR'S TRAVEL, Far & Wide
- Pitched SATW member Suzanne Kenzer, contributor to Orbitz, Travelocity and PBS
- Pitched SATW member Diana Lambdin Meyer contributor to AAA World, Fodors.com, familyvacationcritic.com
- Pitched SATW member Christine Hinz, contributor to CNN Travel, National Geo Traveler, American Way
- Pitched SATW member Robert Annis, contributor to National Geographic Traveler, AARP Bulletin, Journey, Indianapolis At Home, NUVO, Antique Week, Cyclocross
- Magazine. He will be in Central Florida Dec/Jan, we should offer to host him a night or two to cycle some of our trails.
- Pitched Travel + Leisure contributor Megan Murphy on Wekiva Island's eco elements
- Pitched Kathy Haan, Idyllic Pursuit, on Danville BnB, for article on the world's most unusual AirBnBs
- Pitched David Landsel, Conde Nast Traveler, on ONSC best brunch venues
- Pitched Gwen Pratesi, contributor to MSN and US News and World Report on First Street, Sanford

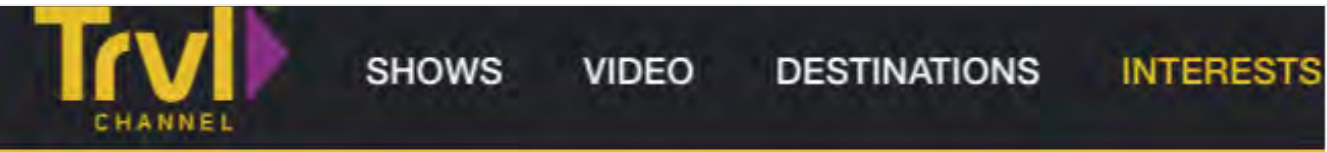
### Misc.

- Provided client with info on Red, Hot & Boom and Star Spangled Sanford July 4th events
- Liaison with tourism partners for release info and images
- Provided info to Visit Florida for media outreach with "What's New," "Equestrian," "QuirkyLodging," "secret and Sustainable Wekiva Island," and "Fun Facts" info
- Participated in Conference Calls as scheduled



## Public Relations

Feature Clip



HOME / INTERESTS / HAUNTED / PHOTOS

# 10 Unexpectedly Haunted Southern Road Trips

## Orlando, Florida

You could visit **Orlando** to see Disney's spooky, yet whimsical Haunted Mansion at the **Magic Kingdom**. Or, you could explore **Orlando North**, including the towns of Oviedo, Longwood and Sanford for real-life haunted attractions, like the **Inside-Outside House**. Once owned by a retired sea captain, it's said that voices and footsteps of the captain and his cat can be heard inside this prefab house. Settle in for a drink at **Wop's Hops Brewing Company** where mediums have reported the presence of five spirits (four of which have names). At the Oviedo Sports Complex, keep your eyes open for the apparition of a Native American man walking into the woods in the early evening.



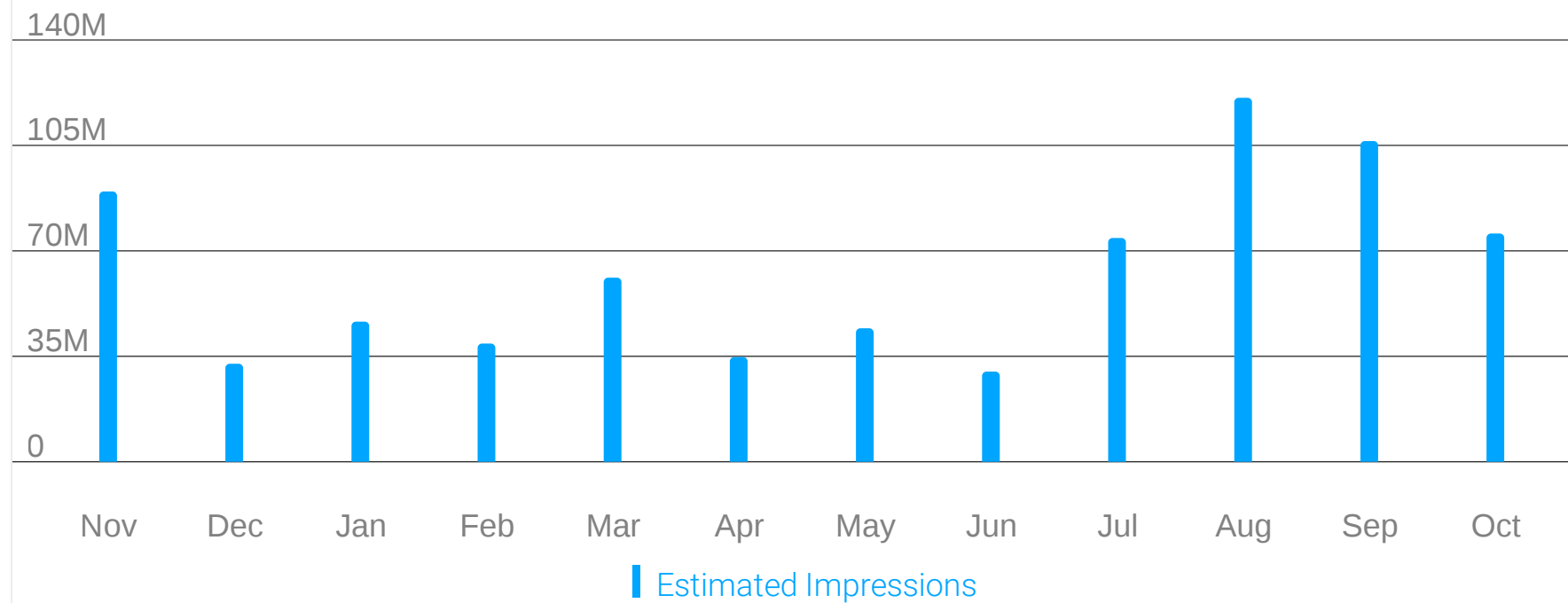
Photo By: Orlando North Seminole County Tourism

## Public Relations

### Metrics

ESTIMATED IMPRESSIONS Last 12 Months (2018 - 2019) ▾

# 755.39M



## 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 (Oct) ▾

# \$757.9k

FAM TRIPS This Year (2019)

# 1

33% Goal: 3

PRESS RELEASES / PITCHES

Last Month (Oct) ▾

# 7

EDITORIALS Last Month (Oct) ▾

# 65



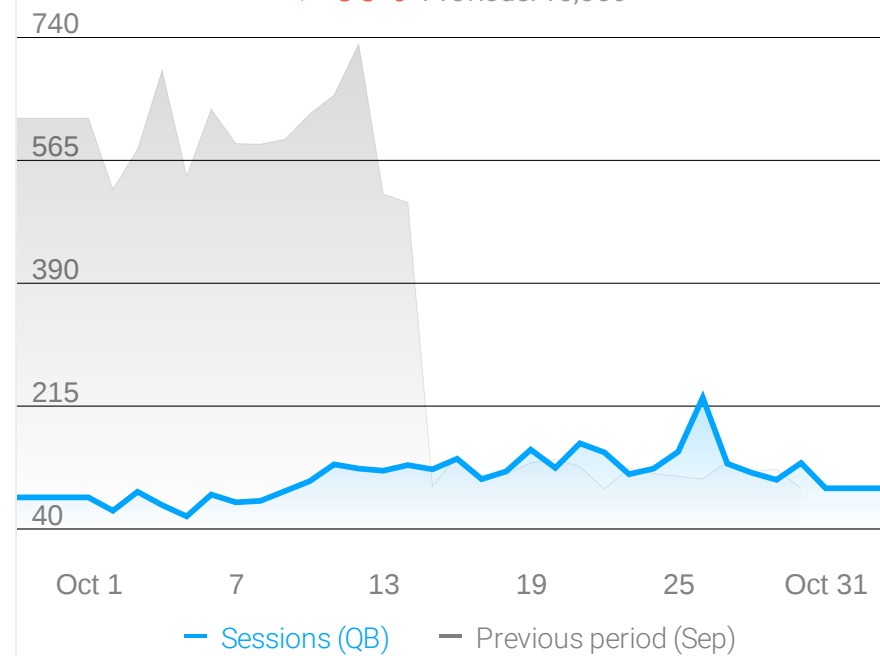
# Website

DoOrlandoNorth

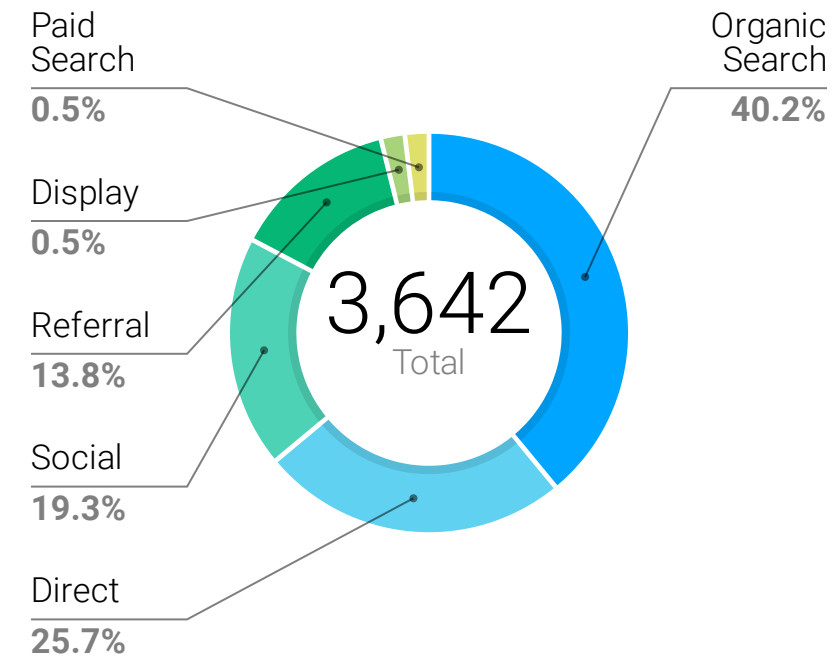
## SESSIONS Last Month (Oct) ▾

3,642

▼ 65% Previous: 10,350



## SESSIONS BY CHANNEL Last Month (Oct) ▾



## AUDIENCE OVERVIEW Last Month ▾

Metrics	Last Month	Δ
Users	3,242	▼ 64%
Sessions	3,642	▼ 65%
% New Sessions	84.98%	0%
Pages / Sessions	1.83	▼ 28%
Avg Session Duration	0m 56s	▼ 36%
Bounce Rate	72.38%	▲ 43%
Pageviews	6,679	▼ 75%

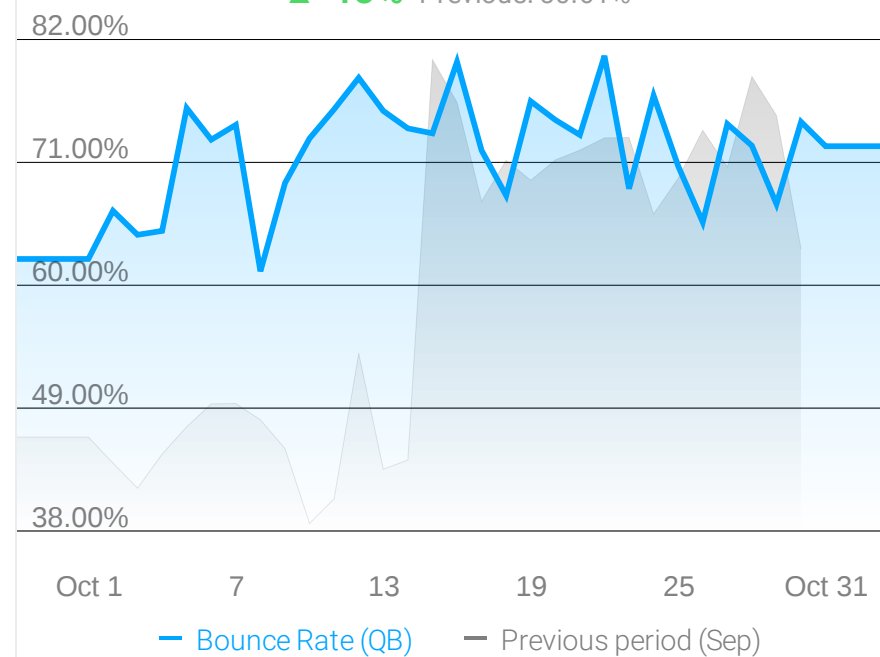
## TOP PAGES BY PAGEVIEWS Last Month ▾

Metrics	Last Month	Δ
/default.aspx	1,172	▼ 29%
/things-to-do	455	▼ 94%
/calendar/event/colonial-town-center-halloween-block-party	395	▲ 1,062%
/calendar	257	▼ 32%
/calendar/event/winter-springs-festival-of-the-arts-presents-a-roberfest	204	▲ 538%
/things-to-do/nature-and-outdoors	200	▼ 90%

## BOUNCE RATE Last Month (Oct) ▾

72.38%

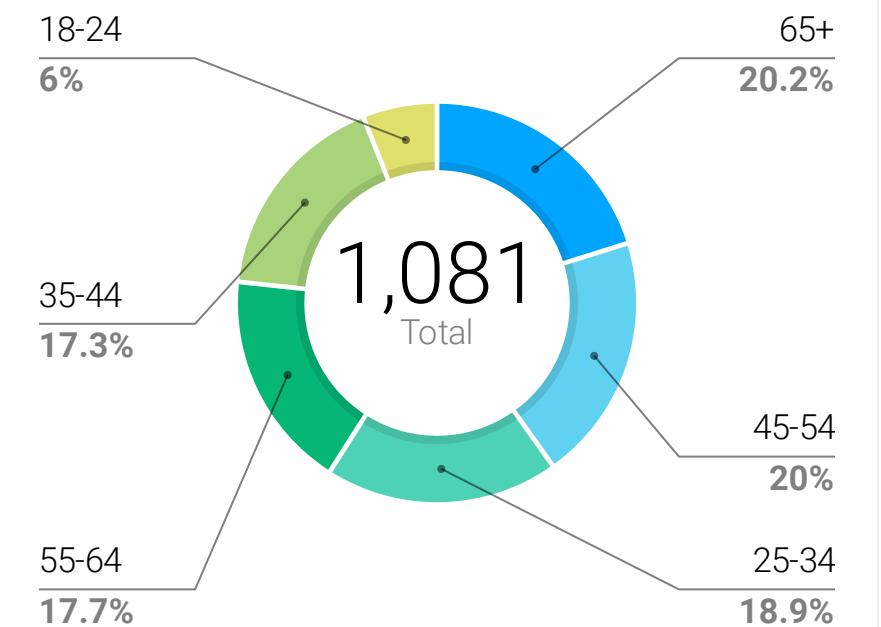
▲ 43% Previous: 50.61%



## USERS BY REGION Last Month ▾

Metrics	Last Month	Δ
Florida	1,813	▼ 67%
Illinois	268	▲ 14%
Georgia	186	▼ 53%
Tennessee	122	▼ 46%
Virginia	88	▼ 19%
(not set)	76	▼ 63%
South Carolina	76	▼ 34%
California	66	▼ 63%

## USERS BY AGE Last Month (Oct) ▾



A man wearing a red life vest and a tan cap is kayaking on a calm lake. The water is still, reflecting the surrounding greenery. A large green rectangular overlay is positioned in the center of the image, containing white text. The text reads "ORLANDO NORTH" on the top line and "SEMINOLE COUNTY" on the bottom line. A small white triangle points upwards from the letter 'O' in "NORTH".

**ORLANDO<sup>▲</sup>NORTH**  
**SEMINOLE COUNTY**



October 2019  
Social Media Report  
Do Orlando North

## Social Highlights

- 151% increase in Instagram promoted post engagements
- 65% increase in Facebook promoted post engagements
- 24% increase in Twitter promoted post impressions
- 15 new followers on Instagram
- 14 new followers on Twitter
- 9% increase in Instagram promoted post reach
- 8.8% increase in Instagram promoted post impressions
- 7.5% increase in Twitter Followers campaign

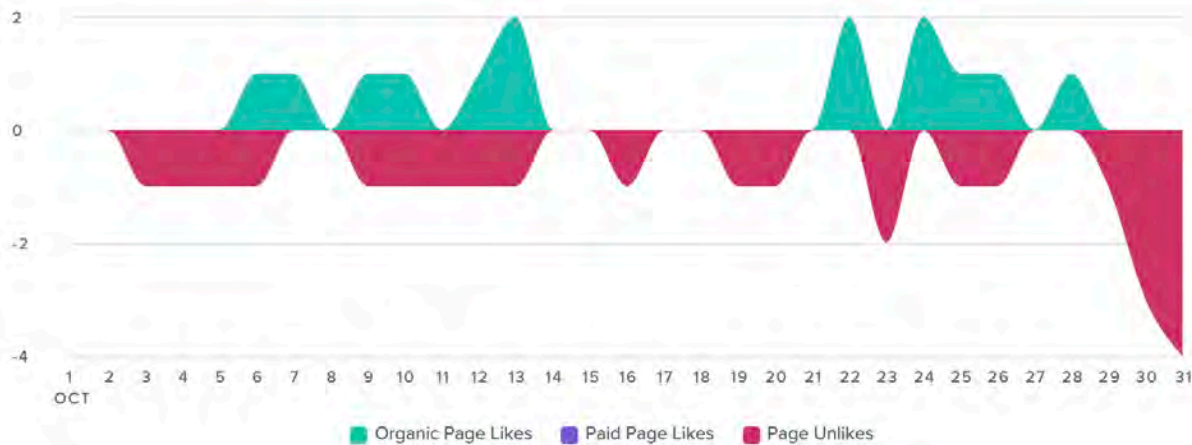
# Facebook

- Total Page Likes: 14,166
- Total Page Impressions: 162,407
- Total Post Engagements: 5,629

## Facebook Audience Growth

See how your audience grew during the reporting period.

### Net Page Likes Breakdown, by Day



# 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

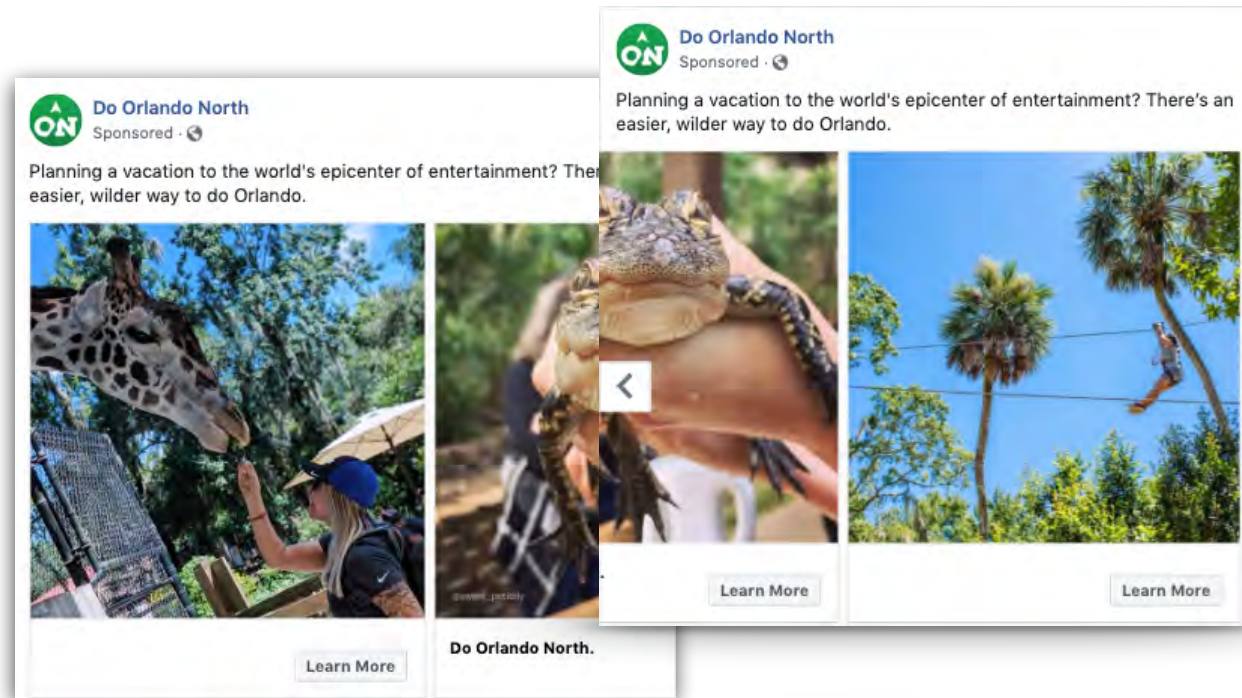
United States	13,351
Puerto Rico	162
Brazil	57
Mexico	53
Vietnam	51

### Audience Top Cities

Orlando, FL	1,740
Jacksonville, FL	1,104
Tampa, FL	536
Sanford, FL	283
Saint Petersburg, FL	281

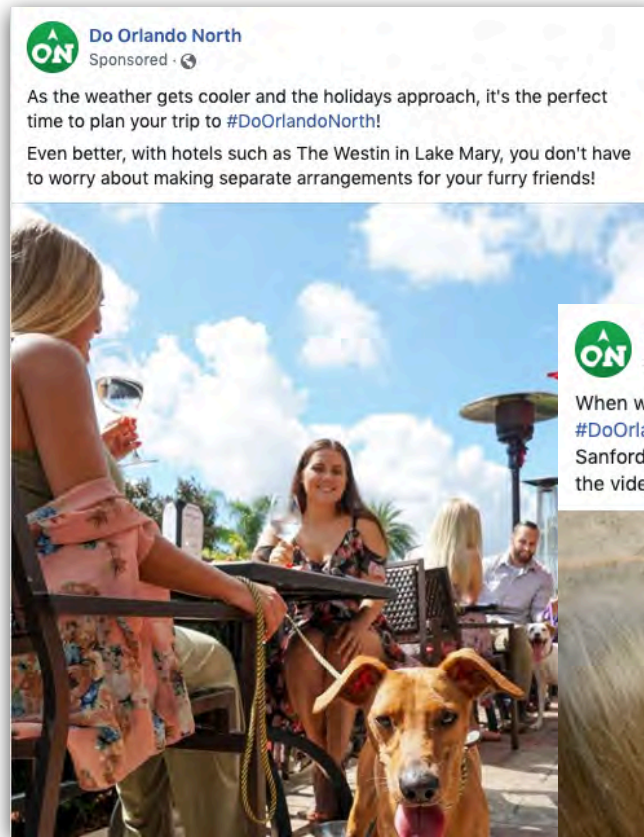
# Facebook - Clicks-to-Web Ad

- Spend: \$560.00
- Total Reach: 34,472
- Total Impressions: 66,440
- Total Link Clicks: 1,455
- CPC: \$0.37
- CTR: 2.28%



# Facebook - Promoted Posts

- Spend: \$375.00
- Total Reach: 17,527
- Total Impressions: 41,252
- Total Engagements: 17,527
- CPC: \$0.16
- CTR: 5.59%





# Twitter

- Total Twitter Followers: 5,241
- Total Organic Impressions: 24,262
- Total Engagements: 283

## Twitter Activity Overview



# Twitter - Promoted Tweets

- Total Spend: \$152.64
- Total Impressions: 23,847
- Cost Per Engagement: \$0.10

**Do Orlando North**  
@DoOrlandoNorth

In search of a family-friendly Halloween celebration for when you #DoOrlandoNorth? Come on out to Concord Park for Spooktoberfest on October from 5:00 - 8:00 p.m. [bit.ly/2mTlimU](https://bit.ly/2mTlimU)



12:00 PM · Oct 5, 2019 · HeyOrca

**Do Orlando North**  
@DoOrlandoNorth

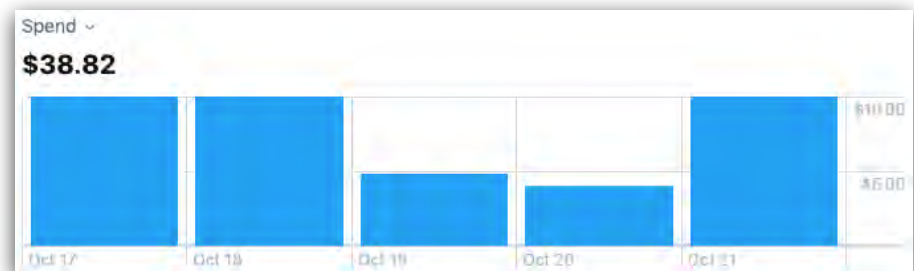
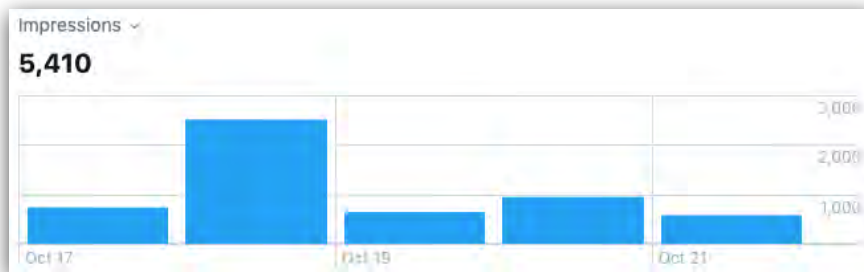
Winter Springs is hosting its 12th annual #ARToberFEST on October 19-20. There will be tasty German food, entertainment, kids crafts and more! #DoOrlandoNorth Click here to learn more about the event: [bit.ly/2mpyDV9](https://bit.ly/2mpyDV9)



12:00 PM · Oct 11, 2019 · HeyOrca

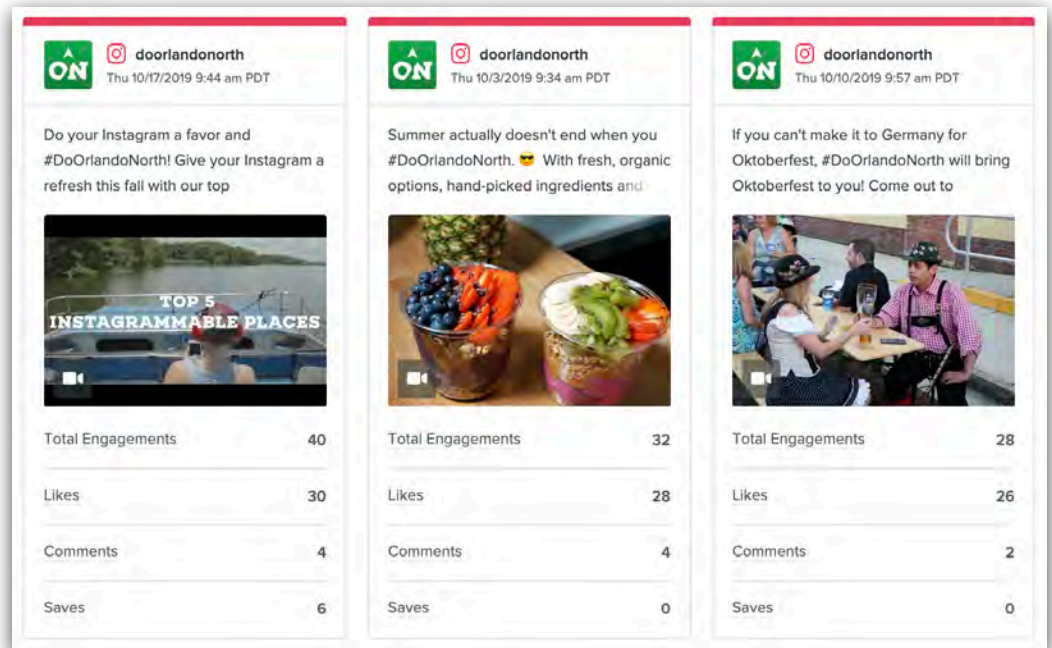
# Twitter Followers Campaign

- Total Spend: \$38.82
- Total Impressions: 5,410
- Cost Per Result: \$3.88
- Total Follows: 14



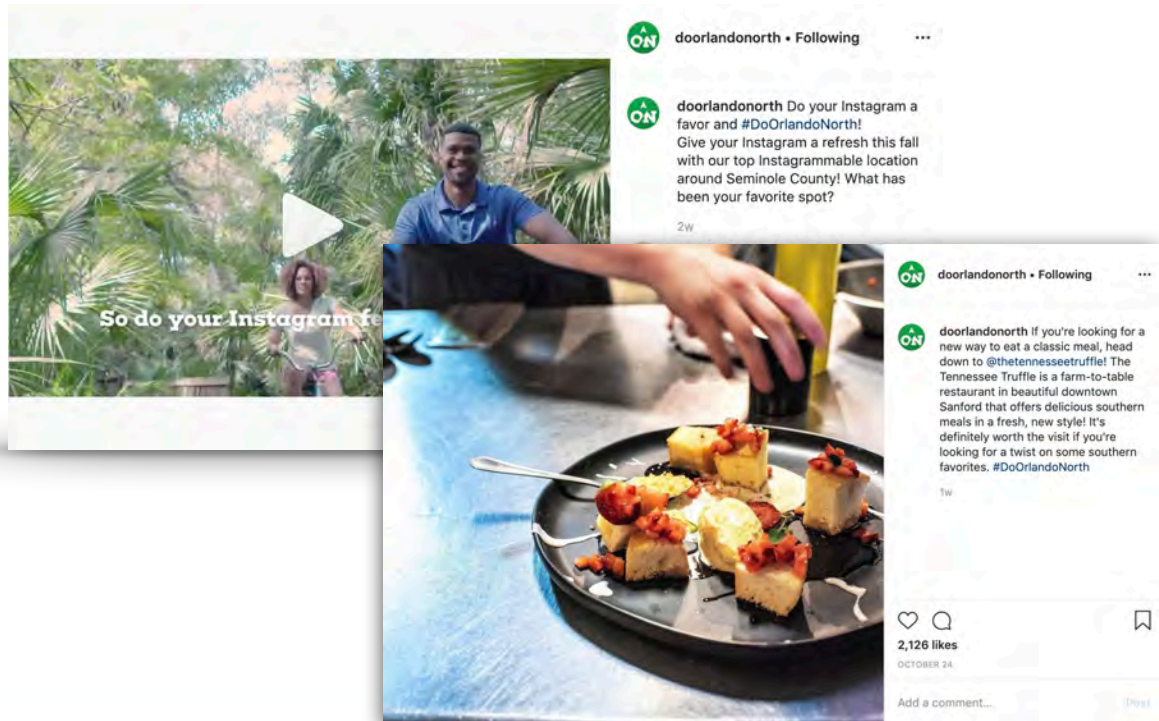
# Instagram

- Total Followers: 1,719
- Total Engagements: 21,588
- Total Organic Impressions: 60,172



# Instagram - Promoted Post

- Total Spend: 325.76
- Total Engagements: 21,588
  - 162.5% increase from Sept.
- Total Impressions: 49,193
- Total Reach: 40,944





October 2019  
Social Media Report  
Play Orlando North

## Social Highlights

- 452 new followers on Facebook
- 119% increase in Twitter promoted post impressions
- 71% increase in Facebook Page Likes ad impressions
- 60% increase in Facebook Pages Likes ad reach
- 52% increase in Twitter promoted post engagement rate
- 50% increase in Facebook Page Likes CTR
- 29% increase in Facebook promoted post impressions
- 26% increase in Facebook promoted post reach
- 9.8% increase in Facebook promoted post engagements

# Facebook

- Total Page Likes: 3,034
- Total Page Impressions: 67,220
- Total Page Organic Engagements: 2,343

## Facebook Performance Summary

View your key profile performance metrics from the reporting period.

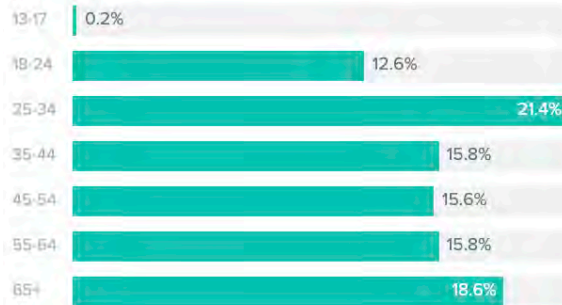
Impressions <b>67,220</b> ↘ 35.4%	Engagements <b>2,343</b> ↗ 14.3%	Message Link Clicks <b>24</b> ↗ 2,300%
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## Facebook Page Fan Demographics

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

### Audience By Age



### Audience by Gender



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

### Audience Top Countries

United States	2,981
Puerto Rico	7
Mexico	6
India	4
Colombia	3

### Audience Top Cities

Miami, FL	117
Atlanta, GA	70
Memphis, TN	59
Jacksonville, FL	58
Orlando, FL	58


# Facebook - Promoted Posts

- Spend: \$300.00
- Total Reach: 15,355
- Total Impressions: 23,331
- CPC: \$0.17
- CTR: 7.73%


 **Play Orlando North**  
Sponsored · 🌐

A crucial part of any physical activity is giving your body the right fuel! With plenty of fresh veggies and protein to choose from, anyone can get a meal that's right for them at [Salata](#). Whether you're looking for protein to build muscle or energy to [#PlayOrlandoNorth](#) all day, you can eat a meal that's equally nutritious and delicious!




 **Play Orlando North**  
Sponsored · 🌐

You've got a tournament to win, we've got the field to help you win it. 🏆  
👉 Come see for yourself when you [#PlayOrlandoNorth!](#)

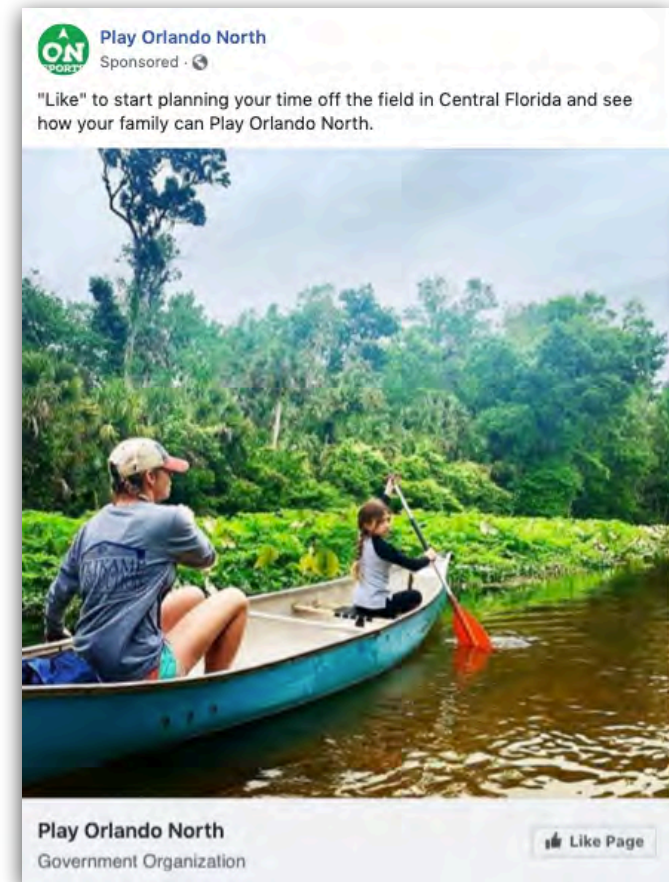


THE BEST LOCATION



## Facebook - Page Likes Ad

- Spend: \$300.00
- Total Likes: 452
- Total Reach: 7,940
- Total Impressions: 13,568
- CPC: \$0.47
- CTR: 4.70%



# Twitter

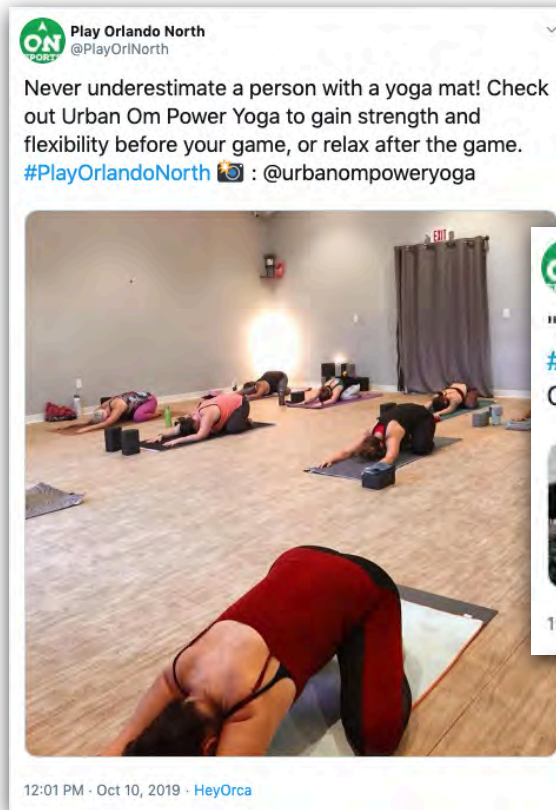
- Total Twitter Followers: 346
- Total Organic Impressions: 2,017
- Total Organic Engagements: 176

## Twitter Activity Overview



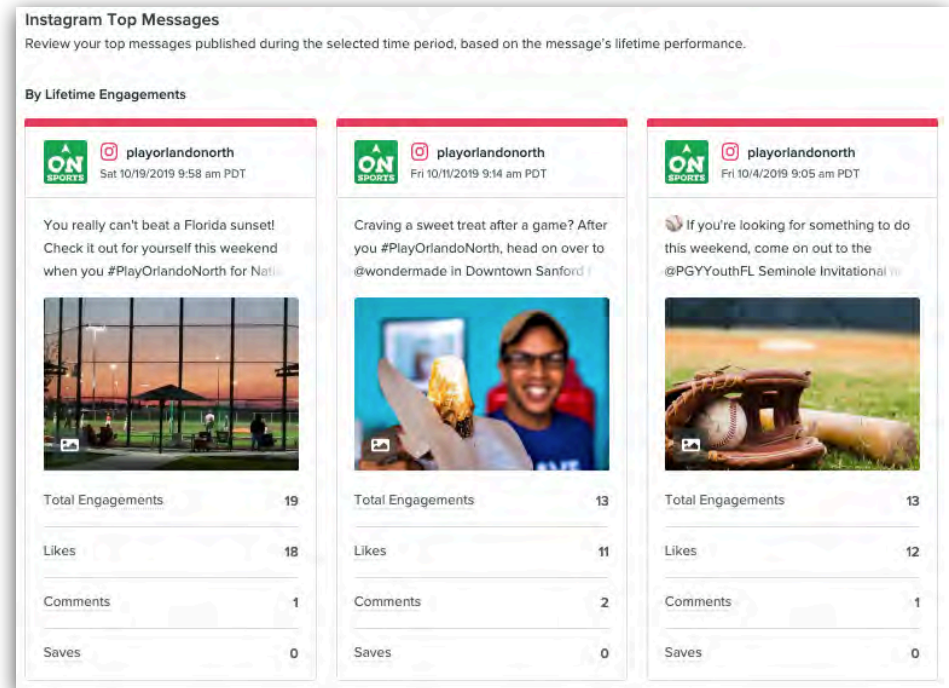
# Twitter - Promoted Posts

- Total Spend: \$250.00
- Total Impressions: 25,854
- Cost Per Engagement: \$0.06
- Engagement Rate: 15.67%



# Instagram

- Total Followers: 209
- Total Increase in Instagram Followers: 14
- Total Engagements: 4,025



# Instagram - Promoted Posts

- Total Spend: \$175.00
- Total Promoted Reach: 18,431
- Total Promoted Impressions: 23,691
- Total Promoted Engagements: 2,671

