

Tourist Development Council

Hilton Orlando/
Altamonte Springs

November 18, 2021

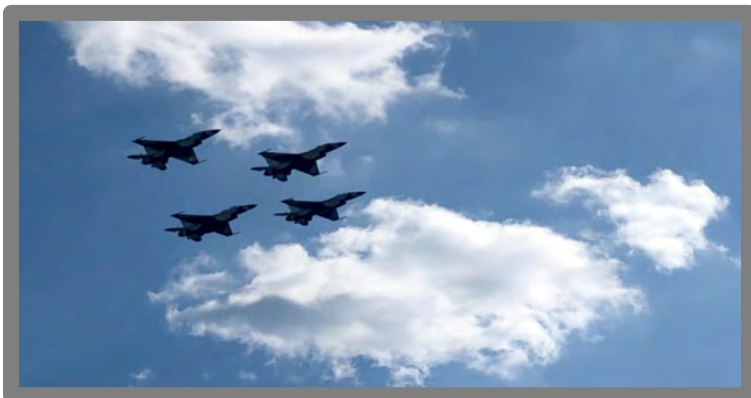


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**Tourist Development Council
Meeting Agenda
November 18, 2021
Hilton Orlando/Altamonte Springs**

- | | | |
|-------|--|-------------------------|
| I. | Call to Order | Chair Frank Cirrincione |
| | Pledge of Allegiance followed by Moment of Silence | |
| II. | Welcome and Introductions | |
| III. | Approval of April 2021 TDC Minutes* | |
| IV. | Orlando North Tourism Updates | |
| | a. Administration | Gui Cunha |
| | b. Leisure Tourism | Karen Aplin |
| | c. Sports Tourism | Danny Trosset |
| VI. | Central Florida Zoo Update | Dino Ferri |
| VII. | evok Advertising Update | Allison Braunstein |
| VIII. | Old Business | Chair Frank Cirrincione |
| IX. | New Business | |
| X. | Adjourn | |

Next Meeting

Thursday, January 20, 2022
Seminole County Services Building Room 3024
1101 East First Street, Sanford, FL 32771

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

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

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

ORLANDO NORTH SEMINOLE COUNTY

TOURIST DEVELOPMENT COUNCIL MEETING THURSDAY, AUGUST 19, 2021

Tourist Development Council meeting called to order by Chairman Frank Cirrincione at 3:01 PM

A quorum was established

In Attendance:

Chairman Frank Cirrincione, General Manager Hilton/Orlando Altamonte Springs
Elizabeth Brown, President, TBI US Operations Inc./OSI Inc. (SFB)
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
Mary Sue Weinaug, Owner, Wekiva Island
Commissioner Patrick Austin, City of Sanford
Brenda Urias-Manager, Travel Marketing Programs, AAA

Excused:

Commissioner Sarah Reece, City of Altamonte Springs CALNO Representative

Pledge of Allegiance and Moment of Silence

Approval of April 15, 2021 TDC Meeting Minutes

Motion: Brenda Urias with minor change added*

Second: Commissioner Patrick Austin

Vote: unanimous

***change added to reflect Brenda Urias' absence during the April TDC**

Sanford Main Street Grant Application Presentation

Christina Hollerbach-President

- Consolidation of several of Sanford's private business entities into one message
- Visitor guide production
- Events/Activities
 - Small Business Saturday
 - Christmas in July
 - Paint the City Purple
- Discussed funding

- Upcoming Events
- Jingle Jam in December

Comment by Gui Cunha- Administrator

A Main Street designation usually takes a year or longer to obtain. Part of our Main Street grant application is investment from municipalities and private businesses. It is a partnership with various revenue streams. All TDC dollars will go towards marketing efforts in attracting visitors to Seminole County.

Question: Frank Cirrincione: Will there ever be a time when you are self-supporting?

Answer: Christina Hollerbach: Yes. We will always look for grants that will be available, but we will become self-supporting.

Motion to Approve Sanford Main Street Grant for \$50,000:

Commissioner Patrick Austin

Second: Rick Donahue

Vote: Unanimous

Tourism Update

Leisure and Administration

Gui Cunha- Administrator

- Continuing NIL student-athlete deals
- Content shoots
- CVent destination welcome letter
- Florida Governor’s Conference
- Growing Play Orlando North social
- Giveaways promotions

Sports Update

Danny Trosset-Sports Tourism Director

Event update

- Perfect Game update
- Discussion about annual funding agreement for next fiscal
- Thanked Leisure Services staff for efforts in June and July
- Updated numbers for June and July at November TDC meeting
- Upcoming events
- FIFA site visit for World Cup 2026
- Connect Sports 2021 Conference

Question: Brenda Urias: Do we have record numbers this year because we are open versus other counties/states, or because we already had those tournaments scheduled?

Answer: Danny Trosset: The record numbers are due to the volume of events on the schedule, especially with PG having been added.

Question: Frank Cirrincione: Moving forward are we going to amend expectations for PG since their actual numbers of room nights fell short of their projected/guaranteed room nights?
And were the lower numbers due to COVID?

Answer: Danny Trosset: We always vet events when they underperform and are always looking for new ones. PG has seen cancellations due to the pandemic.

Gui Cunha: We will be in discussion with PG next month regarding their short fall and how to mitigate that.

Question: Rick Donahue: First off, I want to congratulate the team for all the efforts during these hectic times. On a side note, why are games being played without the use of our state-of-the-art scoreboards?

Answer: Danny Trosset: Our scoreboards are functional. The use of the scoreboards relies on the event organizer's decision.

Occupancy Update

Gui Cunha-Administrator

- Historic June numbers-highest collection ever for Seminole County
- Strong July
- Cautious on August

Question: Brenda Urias: Have we had any cancellations in sports due to Delta Variant?

Answer: Danny Trosset: No cancellations

Question: Frank Cirrincione: Are we seeing slow-downs for corporate travel?

Answer: Gui Cunha: We are hearing of cancellations from our hoteliers but we won't have an accurate view until mid-September when the August STR report is released.

Central Florida Zoo Update

Dino Ferri-CEO

- Made goal of \$2.5 million dollars
- Annual pass holder update
- New ticketing system
- New concessioner-Graze-will offer vegetarian options
- Upcoming events
- Adult Sunset at the Zoo
- Family Sunset at the Zoo
- Brews Around the Zoo
- Zoo Boo Bash
- Asian Lantern Festival-November through January

Evok Update

Allison Braunstein-Account Executive

- Social updates
- Positive number for both DON and PON
- Image extensions through Google
- Airport Installations going-up in the new terminal area

Old Business

- None

New Business

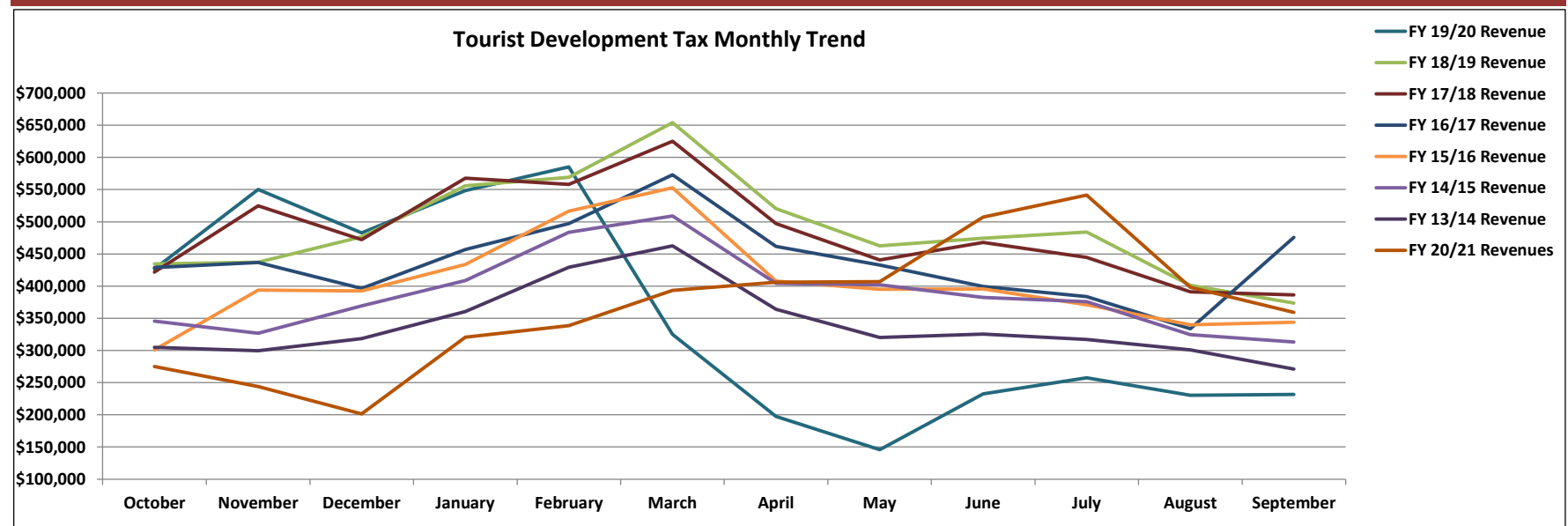
- Next meeting on November 18, 2021 at the Hilton Orlando North/ Altamonte Springs
- BCC sent letter of support to FIFA regarding World Cup 2026
- American Recovery dollars-should have some money headed to local hoteliers

Meeting adjourned 4:18 PM

Seminole County, Florida
TOURIST DEVELOPMENT TAX
 Fiscal Year 2020/21 Revenue Report

Monthly Collections	HISTORY							CURRENT FISCAL YEAR			COMPARISON	
	FY 2013/14	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18	FY 2018/19	FY 2019/20	FY 2020/21			FY 20/21 vs FY 19/20	
	Total Collections	Total Collections	Total Collections	Total Collections	Total Collections	Total Collections	Total Collections	Original 3 Cents	2 Cents	Total Collections	Month Over Month/ YTD Over YTD Change In Collection	
October	304,877	345,553	300,862	428,948	421,671	434,438	426,810	164,943	109,962	274,906	274,906	-35.6%
November	299,750	326,885	393,635	436,732	524,762	436,992	550,273	146,455	97,637	244,092	244,091	-55.6%
December	318,536	369,173	392,605	396,424	472,255	476,548	482,643	120,778	80,519	201,297	201,297	-58.3%
January	360,507	408,691	433,835	456,915	567,724	555,919	548,293	192,242	128,162	320,404	320,404	-41.6%
February	429,247	483,661	516,610	497,136	558,093	569,125	585,371	203,032	135,355	338,387	338,387	-42.2%
March	462,593	509,149	552,988	572,832	625,272	654,013	324,781	236,020	157,346	393,366	393,367	21.1%
April	364,161	404,355	407,783	461,492	497,187	520,483	197,530	243,556	162,370	405,926	405,927	105.5%
May	320,090	401,954	395,282	432,965	440,873	462,655	145,826	244,093	162,728	406,821	406,822	179.0%
June	325,397	382,227	395,373	399,489	467,655	474,337	232,610	304,357	202,905	507,262	507,262	118.1%
July	316,960	375,695	370,960	383,585	444,707	483,878	257,661	324,743	216,495	541,239	541,239	110.1%
August	300,955	324,474	339,798	333,761	391,058	401,322	230,144	238,799	159,199	397,999	397,999	72.9%
September	271,010	313,288	343,950	475,615	386,395	373,474	231,559	215,472	143,648	359,119	359,120	55.1%
Total	4,074,084	4,645,106	4,843,681	5,275,894	5,797,652	5,843,184	4,213,500	2,634,490	1,756,327	4,390,817	4,390,820	260.5%
	11.40%	14.02%	4.27%	8.92%	9.89%	0.79%	-27.89%	Budgeted Revenue				
	% Chg from	% Chg from	% Chg from	% Chg from	% Chg from	% Chg from	% Chg from	2,010,000	1,340,000	3,350,000		
	Prior Year	Prior Year	Prior Year	Prior Year	Prior Year	Prior Year	Prior Year	Estimated Revenue				
								2,183,682	1,455,788	3,639,470		
								% Change From PY				

Revenue Per Penny	814,817	929,021.24	968,736.20	1,055,178.80	1,159,530.40	1,168,636.78	842,700	878,163
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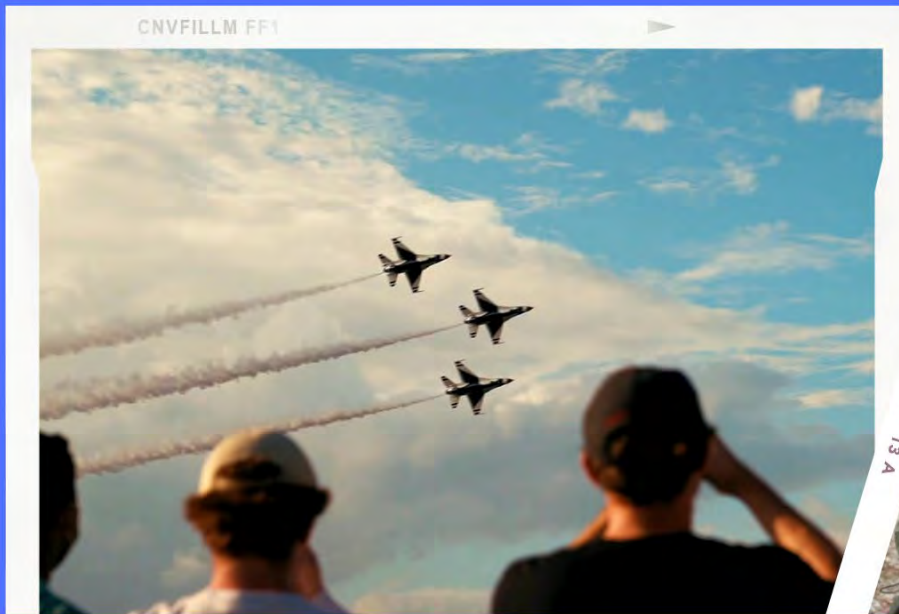
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What's Been Going **ON**?!



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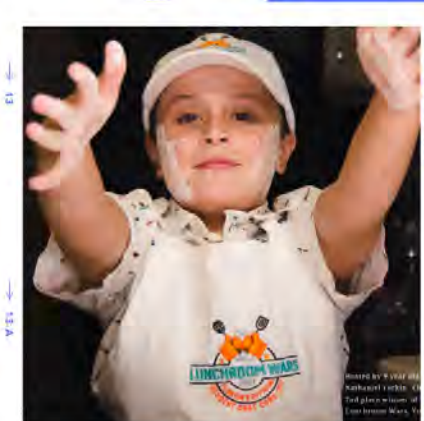
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Tourism Video Place Holder



What's Been Going ON?!

- New Team Member: **Colby Goncalves**
- 25 photo & video shoots (Sports and Leisure)
 - Encounters with Jim Doby Season 1 Launch
 - What's Cookin' Orlando North
 - SFB Airport commercial Promo
 - NIL Athlete - Izzy Kadzban UF Soccer
- ONSC Podcast Season 3 Wrap
 - Season 4 starts January 5th, 2022
- Conferences
 - Connect Sports 2021 - Tampa
 - The 2021 Florida Governor's Conference on Tourism
 - 2021 Destinations Florida Annual Meeting FADMO
- Q3 Giveaway Campaign
 - Stay for our upcoming Q4 giveaway



Sports Complex Fiscal Year Recap

Sports Complex Actuals					
Fiscal Year	# of Events	Teams	Visitors	Room Nights	Eco Impact
'15/'16	27	1,523	74,458	6,437	\$13,174,148
'16/'17	55	3,493	132,021	11,570	\$18,900,000
'17/'18	64	3,086	146,019	17,093	\$21,820,116
'18/'19	57	3,149	147,854	23,670	\$25,349,765
'19/'20	43	1,811	82,658	17,329	\$16,046,471
'20/'21	54	3,304	125,485	27,160	\$31,145,048
Total	300	16,366	708,495	103,259	\$126,435,548

October-September FY '20/'21 Actuals

Month	# of Events	Room Nights	Eco Impact
October	5	2,677	\$2,625,643
November	3	1,990	\$1,789,938
December	3	3,093	\$1,728,523
January	3	2,270	\$2,165,092
February	4	1,619	\$1,630,365
March	4	1,216	\$1,432,104
April	4	1,238	\$1,251,392
May	5	2,245	\$3,539,881
June	8	2,500	\$3,475,848
July	6	6,522	\$8,655,288
August	4	579	\$892,923
September	5	1,211	\$1,958,051
Total	54	27,160	\$31,145,048

Sports Tourism Update – Sports Complex



Monthly Projections

Month	# of Events	Room Nights	Eco Impact
December	3	2,190	\$2,062,870
January	4	4,268	\$3,383,514

Other Venues Fiscal Year Recap

All Other Venues Actuals

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

Sports Tourism – All Other Venues

October-September FY '20/'21 Actuals

Month	# of Events	Room Nights	Eco Impact
October	6	2,374	\$2,181,680
November	3	1,122	\$971,584
December	4	1,222	\$960,554
January	5	4,401	\$3,895,833
February	4	813	\$616,459
March	5	881	\$670,387
April	6	1,711	\$1,111,162
May	6	2,457	\$1,697,530
June	1	1,006	\$613,280
July	0	0	0
August	2	206	\$469,746
September	8	959	\$843,965
Total	50	17,152	\$14,032,180



Monthly Projections

Month	# of Events	Room Nights	Eco Impact
December	2	1,300	\$857,742
January	7	4,876	\$6,034,219

Fiscal Year Comparison

FY '20/'21 Actuals					
Location	# of Events	Teams	Visitors	Room Nights	Eco Impact
Sports Complex	54	3,304	125,485	27,160	\$31,145,048
All Other Venues	50	1,882	92,023	17,152	\$14,032,180
Total	104	5,186	217,508	44,312	\$45,177,228

FY '21/'22 Projections					
Location	# of Events	Teams	Visitors	Room Nights	Eco Impact
Sports Complex	55	3,882	147,340	46,178	\$38,784,374
All Other Venues	46	2,005	95,906	18,879	\$17,224,343
Total	101	5,887	243,246	65,057	\$56,008,717

2021 Perfect Game Impact

Actuals					
Month	# of Events	Teams	Visitors	Room Nights	Eco Impact
January	1	30	2,019	420	\$328,774
February	2	137	5,206	974	\$1,221,390
March	1	134	5,092	724	\$1,059,288
April	3	129	5,069	1,053	\$1,091,040
May	3	209	8,882	1,528	\$2,997,070
June	8	316	12,008	2,500	\$3,475,848
July	6	437	16,606	6,522	\$8,655,288
August	2	72	2,998	464	\$724,952
September	3	169	6,422	656	\$1,423,502
Total	26	1,633	64,302	14,841	\$20,977,155
Projections					
October	3	208	9,776	2,354	\$1,786,560
November	1	68	3,196	490	\$586,978
December	2	146	6,862	1,840	\$1,021,005
Total	6	422	19,834	4,684	\$3,394,543

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
'20/'21	82	\$808,591.00	\$484,470.37	42,798	\$11.31
Total	377	\$2,828,370.57	\$1,807,505.93	180,043	\$10.04

Seminole County Sports Tourism Fiscal Year Recap

All Venues Actuals					
Fiscal Year	# of Events	Teams	Visitors	Room Nights	Eco Impact
'16/'17	63	3,758	143,359	12,524	\$20,305,465
'17/'18	112	5,025	229,867	34,256	\$38,406,064
'18/'19	110	5,104	238,124	40,741	\$37,549,864
'19/'20	83	3,437	160,748	31,997	\$32,184,955
'20/'21	104	5,186	217,508	44,312	\$45,177,228
Total	472	22,510	989,606	163,830	\$173,623,576

Upcoming Events

Organization	Event	Date	Location	Teams	Visitors	Room Nights	Eco Impact
CFYFL	AYF Southeast Regional	November 20-21, 2021	BOOMBAAH Sports Complex	60	3,420	800	\$630,750
USSSA Fastpitch	States	December 4-5, 2021	Soldiers Creek/Softball	80	2,708	800	\$543,162
Perfect Game, Inc	East Christmas Bash	December 17-22, 2021	BOOMBAAH Sports Complex	72	3,384	1,037	\$1,021,005
ECNL	ECNL Girls/Boys	January 7-9, 2022	Seminole Soccer Complex/ Sylvan Lake Park	176	13,172	2,800	\$2,559,678
		January 21-23, 2022		168	12,296	2,400	\$2,043,013
NFHCA	NFHCA Field Hockey	January 14-16, 2022	BOOMBAAH Sports Complex	90	4,200	1,500	\$2,000,000



Hotel STR Report

Month 2021	Occupancy (%) (YOY)	ADR (\$) (YOY)	Rev PAR (\$) (YOY)
July	76.6 (58.1)	101.05 (28.7)	77.42 (103.4)
<i>Forecast</i>	<i>66.1</i>	<i>86.12</i>	<i>56.91</i>
August	59.6 (35)	88.93 (20.4)	52.96 (62.7)
<i>Forecast</i>	<i>57.3</i>	<i>81.41</i>	<i>46.68</i>
September	56.9 (26.7)	88.39 (19)	50.32 (50.8)
<i>Forecast</i>	<i>56.7</i>	<i>83.26</i>	<i>47.17</i>



Tourism Update

Current Month - July 2021 vs July 2020

	Occ %		ADR		RevPAR		Percent Change from July 2020					
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room	Room	Room
										Rev	Avail	Sold
Alachua County, FL	67.6	48.3	95.41	75.22	64.50	36.30	40.1	26.8	77.7	84.4	3.8	45.4
Flagler County, FL	76.3	58.0	191.25	171.12	146.01	99.29	31.6	11.8	47.1	52.2	3.5	36.2
Orange County, FL	78.0	29.4	140.68	94.96	109.69	27.90	165.4	48.1	293.2	423.8	33.2	253.6
Osceola County, FL	66.8	23.2	109.95	71.22	73.47	16.54	187.8	54.4	344.3	358.8	3.3	197.2
Polk County, FL	70.1	48.3	109.53	81.32	76.75	39.29	45.0	34.7	95.3	97.2	0.9	46.4
Volusia County, FL	80.2	57.4	171.87	119.64	137.85	68.69	39.7	43.6	100.7	105.6	2.4	43.1

Current Month - August 2021 vs August 2020

	Occ %		ADR		RevPAR		Percent Change from August 2020					
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room	Room	Room
										Rev	Avail	Sold
Alachua County, FL	65.2	52.8	106.85	81.06	69.72	42.84	23.5	31.8	62.8	65.8	1.9	25.8
Flagler County, FL	57.5	48.0	166.87	143.46	96.01	68.85	19.9	16.3	39.5	44.4	3.5	24.1
Orange County, FL	52.6	28.9	120.16	88.08	63.18	25.44	82.0	36.4	148.3	216.8	27.6	132.2
Osceola County, FL	47.8	23.2	92.08	66.96	43.99	15.51	106.3	37.5	183.6	221.7	13.4	134.0
Polk County, FL	61.7	47.7	96.21	74.12	59.41	35.35	29.5	29.8	68.1	68.1	0.0	29.5
Volusia County, FL	58.6	50.8	139.86	106.76	81.89	54.26	15.2	31.0	50.9	53.6	1.7	17.2



Tourism Update

Current Month - September 2021 vs September 2020												
	Occ %		ADR		RevPAR		Percent Change from September 2020					
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Alachua County, FL	59.3	46.3	138.71	78.88	82.22	36.55	27.9	75.8	125.0	129.2	1.9	30.3
Flagler County, FL	48.1	45.2	142.76	122.38	68.66	55.33	6.4	16.6	24.1	28.5	3.5	10.1
Orange County, FL	50.3	32.0	120.22	88.30	60.46	28.25	57.2	36.1	114.0	177.1	29.5	103.5
Osceola County, FL	41.4	24.1	85.90	68.45	35.59	16.52	71.7	25.5	115.4	160.3	20.8	107.4
Polk County, FL	60.5	48.9	92.68	74.53	56.08	36.44	23.8	24.3	53.9	51.7	-1.4	22.0
Volusia County, FL	50.2	48.7	120.85	103.56	60.71	50.47	3.1	16.7	20.3	22.3	1.7	4.8



Updated Custom STR Forecast

Next 12 Months	2020			2021								
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Occupancy (%)	52.2	50.2	42.9	51.7	55.0	62.8	56.3	56.1	61.9	66.1	57.3	56.7
Occupancy Percent Change	-30.1	-34.2	-37.6	-31.1	-34.8	16.2	112.3	84.4	52.5	40.6	34.2	29.9
ADR (\$)	79.43	79.37	80.45	85.54	93.53	93.96	87.50	83.20	87.15	86.12	81.41	83.26
ADR Percent Change	-19.4	-21.4	-19.6	-23.2	-22.4	-11.9	19.9	16.3	14.7	9.6	10.2	12.1
RevPAR (\$)	41.48	39.83	34.48	44.24	51.41	58.98	49.27	46.69	53.98	56.91	46.68	47.17
RevPAR Percent Change	-43.7	-48.3	-49.8	-47.1	-49.4	2.4	154.5	114.5	74.9	54.1	47.9	45.6

FY 20-21 TDT	Actual	Forecast
July	\$541,239	\$332,576
August	\$397,999	\$312,797
September	\$359,120	\$305,184
Total	\$4,390,820	

Current FY 20-21 TDT Variance	\$790,820
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Vacation Rental Key Data Report

Month 2021	Occupancy (%) (YOY)	ADR (\$) (YOY)	Rev PAR (\$) (YOY)
July	85 (15.3)	122 (5.7)	40 (5)
August	77 (15.6)	129 (17)	38 (28.9)
September	73 (8.2)	141 (15.6)	32 (0)

Total listings	Total sleeps	Rental channel		
865	3,817	Airbnb 673 (78%)	Vrbo 181 (21%)	Both 11 (1%)



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TDC Funded Events - Funding Analysis FY 20/21

Seminole County - All Venues						
	# of Events	Location	Total Funding Approved Plan	Total Paid-Out YTD	Room Night Plan	Total Room Nights YTD
FY 16/17	56	All Venues	\$297,749.49	\$ 177,047.56	22,597	20,210
FY17/18	52	All Venues	\$348,644.76	\$ 282,761.77	23,249	29,830
FY 18/19	75	All Venues	\$503,319.00	\$ 398,839.91	33,537	39,458
FY 19/20	67	All Venues	\$556,965.00	\$ 300,278.08	36,959	30,085
FY 20/21	82	All Venues	\$808,591.00	\$ 484,470.37	53,916	42,793
TOTAL	332	All Venues	\$2,515,269.25	\$ 1,643,397.69	170,258	162,376

Event Name	Dates	Location	Total Funding Approved	Total Funding Paid-Out	Economic Impact	Room Night Guarantee	Room Night Final	Projected Room Night	Projected Funding
Perfect Game Youth Fall State Championship	October 3-4, 2020	BOOMBAH Sports Complex	\$ 7,500.00	\$ 7,335.00	\$ 293,088.00	500	489	489	\$ 7,335.00
USSSA FP Elite Select	October 3-4, 2020	Soldiers Creek/Softball	\$ 7,500.00	\$ 6,783.70	\$ 511,686.00	500	511	500	\$ 7,500.00
Suncoast/USSSA Florida State Championship	October 17-18, 2020	BOOMBAH Sports Complex	\$ 5,250.00	\$ 6,044.85	\$ 371,733.10	350	657	350	\$ 5,250.00
ProSwings Battle of the Best	October 16-18, 2020	Soldiers Creek/Softball	\$ 9,000.00	\$ 8,031.77	\$ 559,323.00	600	732	600	\$ 9,000.00
Florida PGF Gem Invitational	October 23-26, 2020	Soldiers Creek/Softball	\$ 7,500.00	\$ 9,000.00	\$ 458,083.00	500	700	500	\$ 7,500.00
Perfect Game, Inc Fall World Series	October 23-26, 2020	BOOMBAH Sports Complex	\$ 24,900.00	\$ 15,543.72	\$ 1,580,277.40	1660	1,193	1660	\$ 24,900.00
ISSA Winter Worlds	November 4-8, 2020	BOOMBAH Sports Complex	\$ 19,500.00	\$ 13,247.54	\$ 1,088,843.00	1300	1,288	700	\$ 10,500.00
ProSwings Power 50 Invitational	November 6-8, 2020	Soldiers Creek/Softball	\$ 7,125.00	\$ 4,177.20	\$ 441,728.00	475	409	475	\$ 7,125.00
Perfect Game Youth Fall Nationals	November 14-15, 2020	BOOMBAH Sports Complex	\$ 7,500.00	\$ 6,825.00	\$ 356,792.20	500	455	500	\$ 7,500.00
USSSA FP Winter States Warm-Up	November 14-15, 2020	Soldiers Creek/Softball	\$ 6,300.00	\$ 6,175.84	\$ 288,551.00	420	422	420	\$ 6,300.00
3d Lacrosse Southern Retreat	November 20-22, 2020	BOOMBAH Sports Complex	\$ 4,500.00	\$ 1,497.20	\$ 344,303.00	300	247	400	\$ 6,000.00
GoldStar Elite Fall Showcase	November 21-22, 2020	Soldiers Creek	\$ 6,000.00	\$ 4,425.00	\$ 241,305.00	400	295	350	\$ 5,250.00
BOOMBAH Toys for Tots	December 5-6, 2020	BOOMBAH Spots Complex	\$ 4,500.00	\$ 4,710.00	\$ 300,551.30	300	314	350	\$ 5,250.00
USSSA FP Winter State Championships	December 5-6, 2020	Soldiers/Softball/Red Bug	\$ 12,000.00	\$ 8,105.63	\$ 443,162.00	800	806	600	\$ 9,000.00
USSSA/Suncoast Bash 4 Cash	December 12-13, 2020	BOOMBAH Sports Complex	\$ 1,500.00	\$ 1,800.00	\$ 219,338.10	100	325	350	\$ 5,250.00
Florida PGF State Championships	December 12-13, 2020	Soldiers Creek/Softball	\$ 4,125.00	\$ 4,950.00	\$ 314,580.00	275	380	450	\$ 6,750.00
Athletx Baseball Youth All-American Games	December 31-January 3, 2021	BOOMBAH Sports Complex	\$ 8,100.00	\$ 5,353.60	\$ 486,661.90	540	1,152	500	\$ 7,500.00
Athletx Softball Youth All-American Games	December 31-January 3, 2021	BOOMBAH Sports Complex	\$ 13,500.00	\$ 9,230.96	\$ 721,972.60	900	1,302	500	\$ 7,500.00
ECNL Girls	January 8-10, 2021	Sylvan, Seminole Soccer and BOOMBAH Sports Complex	\$ 12,258.00	\$ 7,407.50	\$ 1,936,643.30	818	2,259	503	\$ 7,089.00
NFHCA Winter Escape Showcase	January 14-17, 2021	BOOMBAH Sports Complex	\$ 15,000.00	\$ 7,080.45	\$ 1,454,933.40	1000	1,421	1000	\$ 15,000.00
Florida PGF National Qualifier	January 16-17, 2021	Soldiers Creek Park	\$ 3,750.00	\$ 2,956.67	\$ 205,794.00	250	243	250	\$ 3,750.00
ECNL Boys	January 22-24, 2021	Sylvan, Seminole Soccer and BOOMBAH Sports Complex	\$ 12,258.00	\$ 6,136.00	\$ 2,007,293.20	818	2,301	503	\$ 9,248.00
Perfect Game, Inc East Winter Championship	January 29-31, 2021	BOOMBAH Sports Complex	\$ 7,500.00	\$ 5,824.16	\$ 328,774.40	500	420	423	\$ 6,345.00
Perfect Game Frozen Ropes	February 5-7, 2021	BOOMBAH Sports Complex	\$ 3,450.00	\$ 2,850.00	\$ 124,733.20	230	190	290	\$ 4,350.00
BOOMBAH, Inc President's Day Super NIT	February 13-14, 2021	BOOMBAH Sports Complex	\$ 5,250.00	\$ 3,996.89	\$ 284,241.00	350	455	350	\$ 5,250.00

USSSA FP Elite Select	February 13-14, 2021	Soldiers/Softball	\$ 6,420.00	\$ 1,091.15	\$ 244,061.00	428	426	428	\$ 6,420.00
Perfect Game, Inc PG Florida Select Championship	February 19-21, 2021	BOOMBAH Sports Complex	\$ 12,000.00	\$ 7,513.97	\$ 627,572.40	800	540	800	\$ 12,000.00
Seminole State CMI Softball Games	February 20-21, 2021	Soldiers Creek	\$ 2,520.00	\$ 2,580.00	\$ 161,356.00	168	172	150	\$ 2,250.00
Florida PGF Iron Girl Event	February 26-27, 2021	Soldiers Creek	\$ 5,625.00	\$ 3,225.00	\$ 147,298.00	375	215	400	\$ 6,000.00
Perfect Game, Inc PG Florida Select Championship	February 26-28, 2021	BOOMBAH Sports Complex	\$ 9,750.00	\$ 6,510.00	\$ 593,818.50	650	434	659	\$ 9,885.00
Florida Half Century	March 6-7, 2021	BOOMBAH Sports Complex	\$ 6,000.00	\$ 5,639.77	\$ 329,085.00	400	459	315	\$ 4,725.00
USSSA FP Elite Select	March 6-7, 2021	Soldiers Creek	\$ 4,125.00	\$ 2,664.64	\$ 165,738.00	275	178	300	\$ 4,125.00
Florida League High School Invitationals	March 8-25, 2021	Various	\$ 7,500.00	\$ 6,285.00	\$ 264,719.00	500	419	999	\$ 14,985.00
Prep Baseball Report Florida Spring Training	March 12-21, 2021	BOOMBAH Sports Complex	\$ 12,000.00	\$ 2,355.00	\$ 138,877.90	800	157	1000	\$ 15,000.00
Perfect Game, Inc Spring Classic	March 26-28, 2021	BOOMBAH Sports Complex	\$ 9,750.00	\$ 10,860.00	\$ 1,059,288.00	650	724	659	\$ 9,885.00
Florida PGF 14U Gold Cup	March 27-28, 2021	Soldiers Creek	\$ 5,625.00	\$ 4,620.00	\$ 165,094.00	250	308	300	\$ 4,500.00
Perfect Game, Inc Florida Elite Championship	April 9-11, 2021	BOOMBAH Sports Complex	\$ 8,820.00	\$ 6,572.49	\$ 511,278.00	588	756	588	\$ 8,820.00
USSSA FP Elite Select	April 10-11, 2021	Soldiers Creek/Softball	\$ 3,375.00	\$ 4,050.00	\$ 148,900.00	350	270	350	\$ 3,375.00
Florida Half Century	April 17-18, 2021	BOOMBAH Sports Complex	\$ 5,250.00	\$ 4,999.80	\$ 291,551.00	350	336	315	\$ 4,725.00
Perfect Game, Inc 14u Florida Showcase	April 17-18, 2021	BOOMBAH Sports Complex	\$ 3,000.00	\$ 780.04	\$ 53.00	200	53	200	\$ 3,000.00
Florida PGF RIP IT Safety Awareness	April 17-18, 2021	Soldiers Creek	\$ 5,250.00	\$ 2,520.65	\$ 158,054.00	350	211	350	\$ 5,250.00
Perfect Game, Inc Florida Elite Championship	April 23-25, 2021	BOOMBAH Sports Complex	\$ 8,820.00	\$ 8,212.07	\$ 538,657.00	588	558	588	\$ 8,820.00
USSSA FP B Championships	April 24-25, 2021	Soldiers Creek/Softball	\$ 7,950.00	\$ 8,108.52	\$ 255,168.00	530	541	500	\$ 7,950.00
FHSAA Tennis State Championships	April 26-30, 2021	Sanlando/Red Bug/ Sylvan Lake	\$ 6,645.00	\$ 6,198.00	\$ 407,780.00	443	638	450	\$ 6,750.00
Perfect Game Youth Florida State Championship	April 30-May 2, 2021	BOOMBAH Sports Complex	\$ 6,000.00	\$ 6,510.00	\$ 325,623.00	400	434	500	\$ 7,500.00
Florida JUCO State Championships	May 6-10, 2021	Soldiers Creek	\$ 4,560.00	\$ 4,369.30	\$ 198,592.00	304	526	304	\$ 4,560.00
BOOMBAH, Inc May Bash	May 8-9, 2021	BOOMBAH Sports Complex	\$ 5,250.00	\$ 4,245.00	\$ 217,188.00	350	283	350	\$ 5,250.00
Perfect Game, Inc 2nd Quarter Events (11 events)	May 14-June 30, 2021	BOOMBAH Sports Complex	\$ 171,615.00	\$ 60,420.00	\$ 6,472,918.00	11,441	4,028	11,441	\$ 171,615.00
Florida PGF High School Championships	May 15-16, 2021	Soldiers Creek/Softball	\$ 4,725.00	\$ 4,185.00	\$ 161,064.00	315	234	315	\$ 4,725.00
Softball Factory Spring Showcase	May 22-23, 2021	Soldiers/Softball	\$ 5,250.00	\$ 3,510.00	\$ 242,451.00	350	234	350	\$ 5,250.00
USSSA FP Summer State Championships	June 19-20, 2021	Soldiers/Softball/Red Bug	\$ 9,525.00	\$ 9,426.61	\$ 613,280.00	635	1,006	635	\$ 9,525.00
Perfect Game, Inc 3rd Quarter Events (11 events)	July 1-Sept 30, 2021	BOOMBAH Sports Complex	\$ 222,405.00	\$ 114,630.00	\$ 10,803,743.00	14,827	7,642	14,827	\$ 222,405.00
City of Altamonte Springs Babe Ruth Southeast Regional	July 13-18, 2021	Eastmonte Park	\$ 2,500.00	\$ 2,500.00	\$ 97,390.00	175	304	175	\$ 2,500.00
ProSwings College Exposure Camp	August 6-8, 2021	Soldiers Creek	\$ 1,500.00	\$ 1,800.00	\$ 145,633.00	100	205	100	\$ 1,500.00
Perfect Game Youth FTB Fall Tryout	August 21-22, 2021	BOOMBAH Sports Complex	\$ 1,500.00	\$ 570.00	\$ 60,672.00	100	38	100	\$ 1,500.00
BOOMBAH, Inc BOOMBAH SlugFest	August 28-29, 2021	BOOMBAH Sports Complex	\$ 2,025.00	\$ 1,155.00	\$ 107,299.00	135	77	350	\$ 5,250.00
USSSA Fastpitch Double Double 80	September 11-12, 2021	Softball Complex	\$ 1,800.00	\$ 1,455.00	\$ 115,674.00	120	97	120	\$ 1,800.00
Southeastern Softball Big Dog Classic	September 11-12, 2021	Soldiers Creek	\$ 1,500.00	\$ 1,605.00	\$ 135,134.00	100	107	100	\$ 1,500.00
Florida Half Century	September 18-19, 2021	Boombah Sports Complex/Softball Complex	\$ 4,500.00	\$ 1,481.25	\$ 231,876.00	300	280	300	\$ 4,500.00
Florida PGF 99% Fall Showcase	September 18-19, 2021	Soldiers Creek	\$ 5,490.00	\$ 2,033.93	\$ 214,902.00	366	241	300	\$ 4,500.00
USSSA FP Elite Qualifier	September 25-26, 2021	Soldiers/Softball/Merrill	\$ 7,005.00	\$ 5,220.00	\$ 212,086.00	467	348	500	\$ 7,500.00

Suncoast/USSSA Super NIT	September 25-26, 2021	BOOMBAAH Sports Complex	\$ 5,250.00	\$ 5,079.50	\$ 407,107.00	350	348	350	\$ 5,250.00
Total			\$ 808,591.00	\$ 484,470.37	\$ 42,335,371.90	53,916	42,793	53,481	\$ 801,537.00



Greater Orlando Sports Commission - Seminole County TDC Report

Updated: November 4, 2021

FY 21/22 Calendar							
Event	Contract Status	Contract Term	Event Date	Athletes	Total Visitors	Projected Room Nights	Projected Eco Impact
Girls ECNL Florida	Recurring	2021-2023	January 7-9, 2022	1,404	5,253	2,301	\$1,936,643
Boys ECNL Florida	Recurring	2021-2023	January 22-24, 2022	1,476	5,508	2,599	\$2,007,293
USA Ultimate World Games Tryout	Contracting	2022	January 29-30, 2022	70	76	60	\$13,837
USA Ultimate World Junior Ultimate Championships East Coast Tryout	Contracting	2022	February 12-13, 2022	100	112	120	\$21,186
HoganLax Florida Team Training	Recurring	2020-2022	March 5-26, 2022	80	124	117	\$107,559
FHSAA Tennis State Championships	Recurring	2021-2023	April 25-29, 2022	512	1,612	638	\$407,780
NCAA DII Men's & Women's Tennis Championships	Recurring	2019, 2022	May 16-22, 2022	288	836	1,085	\$636,046
Florida Rush Champions Cup	Renewing	2022-2026	May 20-22, 2022	1,888	6,175	785	\$603,424
Totals				5,818	19,696	7,705	\$5,733,768

Business Development Status			
Event	Dates/Years	Possible Venue(s)	Status
USA Touch Rugby Nationals	October of 2021	Boombah Sports Complex, Sylvan Lake Park, Moore's Station Road, Central Winds Park, Seminole Soccer Complex	No Field Availability Event Awarded to Osceola County
Copa Rayados Internacional	Thanksgiving Week of 2021, 2022, 2023, 2024	Seminole Soccer Complex, Sylvan Lake Park, Boombah Sports Complex	Not Awarded Event Awarded to the Woodlands-Houston
Concacaf U-17 Pre Qualifier	Various Dates in 2022	Seminole Soccer Complex, Sylvan Lake Park	Postponed in 2020 and 2021 Researching Dates in 2022
USA Softball U-16 National Championships	July of 2022	Boombah-Soldiers Creek Park, Seminole County Softball Complex, Merrill Park	Event Awarded to Polk County
USA Artistic Swimming Convention	September of 2022, 2023, 2024	Orlando Marriott Lake Mary, Westin Lake Mary	Bid Submitted
USA Artistic Swimming FINA Judges School	October of 2022, 2023, 2024	Orlando Marriott Lake Mary, Westin Lake Mary	Bid Submitted
USA Field Hockey Festival	Thanksgiving Week of 2022	Boombah Sports Complex	Awaiting RFP
USA Artistic Swimming National Judges School	December of 2022, 2023, 2024	Orlando Marriott Lake Mary, Westin Lake Mary	Bid Submitted
Flag Football World Championship Tour	Various Dates in 2023	Boombah Sports Complex, Seminole Soccer Complex, Sylvan Lake Park	No Field Availability in 2022 Researching Dates in 2023
NCAA DII Women's Tennis Festival Championship	May of 2024	Sanlando Park	Bid Awarded
NCAA DII Men's Tennis Festival Championship	May of 2024	Sanlando Park	Bid Awarded
NCAA DII Softball Festival Championship	May of 2024	Boombah-Soldiers Creek Park	Bid Awarded
NCAA DII Women's Tennis Championship	May of 2025	Sanlando Park	Bid Awarded
NCAA DII Men's Tennis Championship	May of 2025	Sanlando Park	Bid Awarded
World Cup 2026	Summer of 2026	TBD	Ongoing Bid Process

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
 UNAUDITED MONTHLY RESULTS AS OF OCT 31, 2021

	<u>Oct 31, 2021</u>	<u>Sep 30, 2021</u>
CASH		
FW Share 0825	5	5
FW New Opp Acct 5311	72,981	233,060
FW Payroll Acct 9869	8,565	13,042
FW ACH/Grow Checking 1344	4,505	8,945
FW Savings 9969	2,807,169	2,824,190
Balance in Banks	2,893,226	3,079,241
Donor/grantor/mgmt restricted funds	(1,707,700)	(2,204,837)
Board restricted general reserve	(75,000)	(75,000)
Provision for Winter Reserve	(150,000)	(150,000)
Winter Reserve deficit / (surplus)	-	-
Balance owed on Line of Credit	-	-
Accounts Payable	(114,834)	(146,632)
Other Short-Term Liabilities (taxes, vendors, payroll-related)	(10,939)	(37,475)
Unrestricted Cash Balance	<u>834,753</u>	<u>465,298</u>

Long Term Debt	Balance	Balance	Monthly Payment
Payroll Protection Program (PPP)	-	621,100	
Seminole Aerial Adventures	207,285	212,038	5,640
Education Vehicle Loans (2)	30,615	31,862	1,350
Real Estate Loan	445,556	458,441	8,050
WMD A/C Loan	19,751	20,991	1,240
	<u>703,207</u>	<u>1,344,432</u>	<u>16,280</u>

*As of early October all Payroll Protection Program (PPP) loans have been forgiven

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
 UNAUDITED MONTHLY RESULTS AS OF OCT 31, 2021

	Oct-21	Sep-21	M-O-M	%
	Unaudited Actuals	Unaudited Actuals	Oct/Sep	Change
Revenues				
Annual passholders	\$ 65,769	\$ 64,231	\$ 1,537	2%
Gate	\$ 162,630	\$ 161,710	\$ 920	1%
Group sales	\$ 2,396	\$ 9,241	\$ (6,845)	-74%
Concessions	\$ 6,383	\$ 4,929	\$ 1,455	30%
Gift shop	\$ 29,864	\$ 1,562	\$ 28,302	1812%
Government support	\$ 17,577	\$ 17,577	\$ -	0%
Education	\$ 14,970	\$ 5,212	\$ 9,758	187%
WMD net rental	\$ 5,318	\$ 2,823	\$ 2,494	88%
Public support	\$ 29,170	\$ 79,600	\$ (50,430)	-63%
Net event revenues	\$ 137,872	\$ 63,430	\$ 74,442	117%
Zipline	\$ 11,373	\$ 9,726	\$ 1,646	17%
Train/Carousel	\$ 6,242	\$ 4,579	\$ 1,662	36%
Other revenues	\$ 21,682	\$ 19,285	\$ 2,397	12%
Total revenues	511,243	443,905	\$ 67,338	15%
Operating expenses				
Payroll	\$ 238,126	\$ 286,797	\$ (48,671)	-17%
Animal care	\$ 12,672	\$ 42,066	\$ (29,394)	-70%
Facilities repair and maintenance	\$ 12,791	\$ 17,756	\$ (4,965)	-28%
Advertising	\$ 52,613	\$ 19,540	\$ 33,073	169%
Insurance	\$ 57,791	\$ 56,836	\$ 955	2%
Utilities	\$ 14,474	\$ 15,746	\$ (1,272)	-8%
Professional fees	\$ 10,050	\$ 3,000	\$ 7,050	235%
Employee expenses	\$ 34,530	\$ 2,790	\$ 31,741	1138%
Office expenses/website/credit card fees	\$ 13,852	\$ 20,445	\$ (6,593)	-32%
Project Expenses	\$ 7,204	\$ 800	\$ 6,404	800%
Printing	\$ -	\$ 311	\$ (311)	0%
Supplies	\$ 9,307	\$ 8,314	\$ 993	12%
Other operating expenses	\$ 7,720	\$ 13,870	\$ (6,150)	-44%
Total operating expenses	471,130	488,270	\$ (17,140)	-4%
Net operating income before depreciation	\$ 40,113	\$ (44,366)	\$ 84,478	-190%

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
 UNAUDITED MONTHLY RESULTS AS OF OCT 31, 2021

	Oct-21 Unaudited Actuals	Oct-20 Unaudited Actuals	Y-O-Y 2021/2020	% Change
Revenues				
Annual passholders	\$ 65,769	\$ 40,663	\$ 25,105	62%
Gate	\$ 162,630	169,933	\$ (7,303)	-4%
Group sales	\$ 2,396	238	\$ 2,158	908%
Concessions	\$ 6,383	5,910	\$ 474	8%
Gift shop	\$ 29,864	22,655	\$ 7,209	32%
Government support	\$ 17,577	-	\$ 17,577	0%
Education	\$ 14,970	2,980	\$ 11,989	402%
WMD net rental	\$ 5,318	1,448	\$ 3,870	267%
Public support	\$ 29,170	50,032	\$ (20,862)	-42%
Net event revenues	\$ 137,872	17,966	\$ 119,906	667%
Zipline	\$ 11,373	7,814	\$ 3,559	46%
Train/Carousel	\$ 6,242	2,584	\$ 3,658	142%
Other revenues	\$ 21,682	7,344	\$ 14,338	195%
Total revenues	<u>511,243</u>	<u>\$ 329,566</u>	<u>\$ 181,677</u>	55%
Operating expenses				
Payroll	\$ 238,126	\$ 201,237	\$ 36,889	18%
Animal care	\$ 12,672	19,417	\$ (6,745)	-35%
Facilities repair and maintenance	\$ 12,791	4,730	\$ 8,061	170%
Advertising	\$ 52,613	2,468	\$ 50,145	2032%
Insurance	\$ 57,791	64,951	\$ (7,160)	-11%
Utilities	\$ 14,474	14,327	\$ 147	1%
Professional fees	\$ 10,050	7,688	\$ 2,362	31%
Employee expenses	\$ 34,530	3,078	\$ 31,453	1022%
Office expenses/website/credit card fees	\$ 13,852	14,272	\$ (420)	-3%
Project Expenses	\$ 7,204	15,767	\$ (8,563)	-54%
Printing	\$ -	314	\$ (314)	-100%
Supplies	\$ 9,307	5,458	\$ 3,849	71%
Other operating expenses	\$ 7,720	19,297	\$ (11,577)	-60%
Total operating expenses	<u>471,130</u>	<u>\$ 373,005</u>	<u>\$ 98,125</u>	26%
Net operating income before depreciation	<u>\$ 40,113</u>	<u>\$ (43,439)</u>	<u>\$ 83,551</u>	208%

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
 UNAUDITED MONTHLY RESULTS AS OF OCT 31, 2021

	Oct-21 Unaudited Actuals	Oct-21 Budget	Actual to Budget	Actual to Budget %
Revenues				
Annual passholders	\$ 65,769	\$ 42,230	\$ 23,539	156%
Gate	\$ 162,630	\$ 138,520	\$ 24,110	117%
Group sales	\$ 2,396	\$ 5,000	\$ (2,604)	48%
Concessions	\$ 6,383	\$ 2,809	\$ 3,574	227%
Gift shop	\$ 29,864	\$ 18,000	\$ 11,864	166%
Government support	\$ 17,577	\$ 18,899	\$ (1,322)	
Education	\$ 14,970	\$ 8,752	\$ 6,218	171%
WMD net rental	\$ 5,318	\$ (1,250)	\$ 6,568	-425%
Public support	\$ 29,170	\$ 60,833	\$ (31,663)	48%
Net event revenues	\$ 137,872	\$ 22,500	\$ 115,372	613%
Zipline	\$ 11,373	\$ 11,651	\$ (278)	98%
Train/Carousel	\$ 6,242	\$ 2,460	\$ 3,782	254%
Other revenues	\$ 21,682	\$ 11,565	\$ 10,117	187%
Total revenues	511,243	341,969	\$ 169,274	149%
Operating expenses				
Payroll	\$ 238,126	\$ 251,339	\$ (13,213)	95%
Animal care	\$ 12,672	\$ 20,877	\$ (8,205)	61%
Facilities repair and maintenance	\$ 12,791	\$ 23,205	\$ (10,414)	55%
Advertising	\$ 52,613	\$ 3,900	\$ 48,713	1349%
Insurance	\$ 57,791	\$ 62,120	\$ (4,329)	93%
Utilities	\$ 14,474	\$ 16,194	\$ (1,720)	89%
Professional fees	\$ 10,050	\$ 3,000	\$ 7,050	335%
Employee expenses	\$ 34,530	\$ 3,188	\$ 31,342	1083%
Office expenses/website/credit card fees	\$ 13,852	\$ 8,050	\$ 5,801	172%
Project Expenses	\$ 7,204	\$ -	\$ 7,204	
Printing	\$ -	\$ 1,080	\$ (1,080)	
Supplies	\$ 9,307	\$ 4,730	\$ 4,577	197%
Other operating expenses	\$ 7,720	\$ 16,316	\$ (8,596)	47%
Total operating expenses	471,130	413,999	\$ 57,131	114%
Net operating income before depreciation	\$ 40,113	\$ (72,030)	\$ 112,143	-56%

Fiscal Year 2021-2022 Capital Budget

All Project funds are currently on hand and reserved

Project	Projected Cost	Spend YTD	Remaining	Funding Source
Cheetah Boardwalk/Hornbill	\$ 200,000	\$ 181,303	\$ 18,697	December 2020 TDC
Qualtrax Software	\$ 9,000	\$ 9,000	\$ -	June 21 DCA
Main Entrance Bridge	\$ 100,000	\$ 100,000	\$ -	Cash Reserves
Master Plan	\$ 150,000	\$ -	\$ 150,000	Cash Reserves
Necropsy Building	\$ 200,000	\$ -	\$ 200,000	Cash Reserves
WMD Painting/Flooring*	\$ 86,685	\$ 76,783	\$ 9,902	Cash Reserves
Rainforest Pavillion Repair*	\$ 86,685	\$ -	\$ 86,685	Cash Reserves
Boardwalk Repair*	\$ 86,685	\$ 9,000	\$ 77,685	Cash Reserves
Train Purchase and track repair	\$ 150,000	\$ 59,308	\$ 90,692	Cash Reserves/Donor Funding
PAC Private Encounters Upgrade	\$ 4,000	\$ -	\$ 4,000	Enterprise Holding Grant
OCIC projects	\$ 46,307	\$ 7,127	\$ 39,180	OCIC Capital Fund Cash Reserves

Oct 21

OPERATING ACTIVITIES

Net Income	643,770.98
Adjustments to reconcile Net Income to net cash provided by operations:	
1200 · Accounts Receivable:1210 · Accounts Rec-General	-3,244.02
1700 · Prepaid Expenses:1710 · Prepaid-Workers Comp	-0.01
1700 · Prepaid Expenses:1720 · Prepaid-Insurance	-1,359.65
2000 · Accounts Payable:2010 · Trade Accounts Payable	-9,538.64
2015 · Chase Ink Business Card-4575	-21,490.86
2016 · Fairwinds Credit Card	-2.56
2050 · FL Sales Taxes Payable	410.19
2200 · Employee Deductions Payable:2210 · Group Ins Deductions	-540.53
2200 · Employee Deductions Payable:2250 · Other Deductions	-45.03
2200 · Employee Deductions Payable:2260 · 403(b) Plan Payable	-478.93
2400 · Reserved Funds:2410 · Keeper Conf. Fund	10.00
2400 · Reserved Funds:2430 · Employee Benefit Fund	89.00
2500 · Deferred Membership Fees	-5,066.36
2800 · Note Payable short term	-1,240.60
Net cash provided by Operating Activities	<u>601,272.98</u>

INVESTING ACTIVITIES

1900 · Other Assets:1920 · Work In Progress	-46,693.83
Net cash provided by Investing Activities	<u>-46,693.83</u>

FINANCING ACTIVITIES

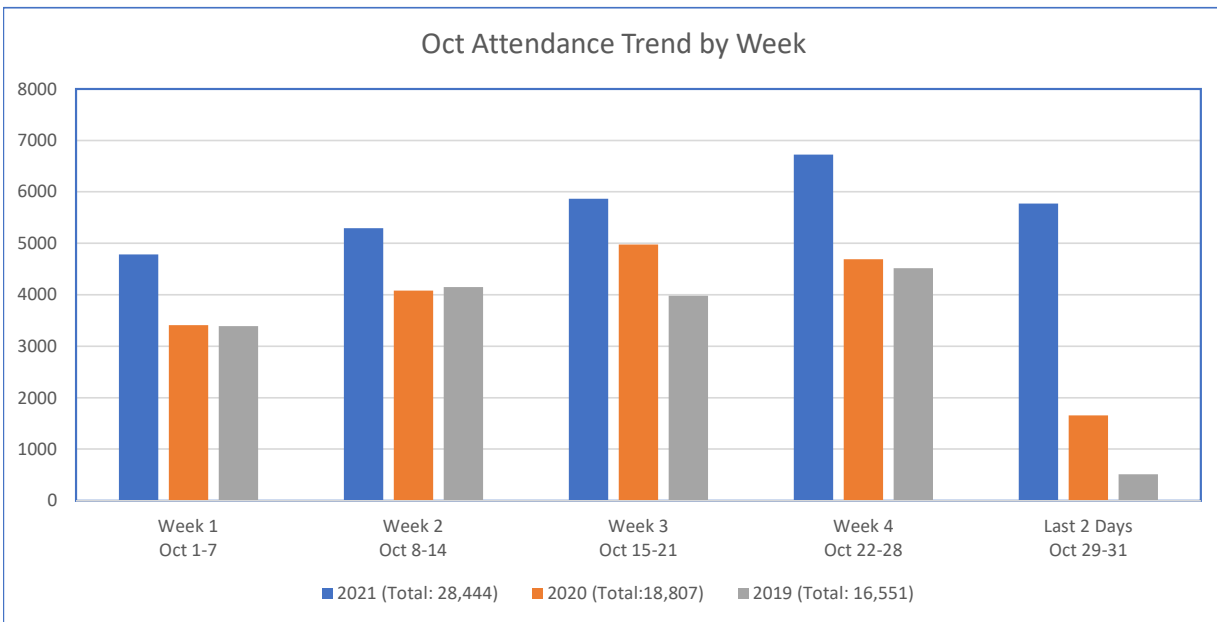
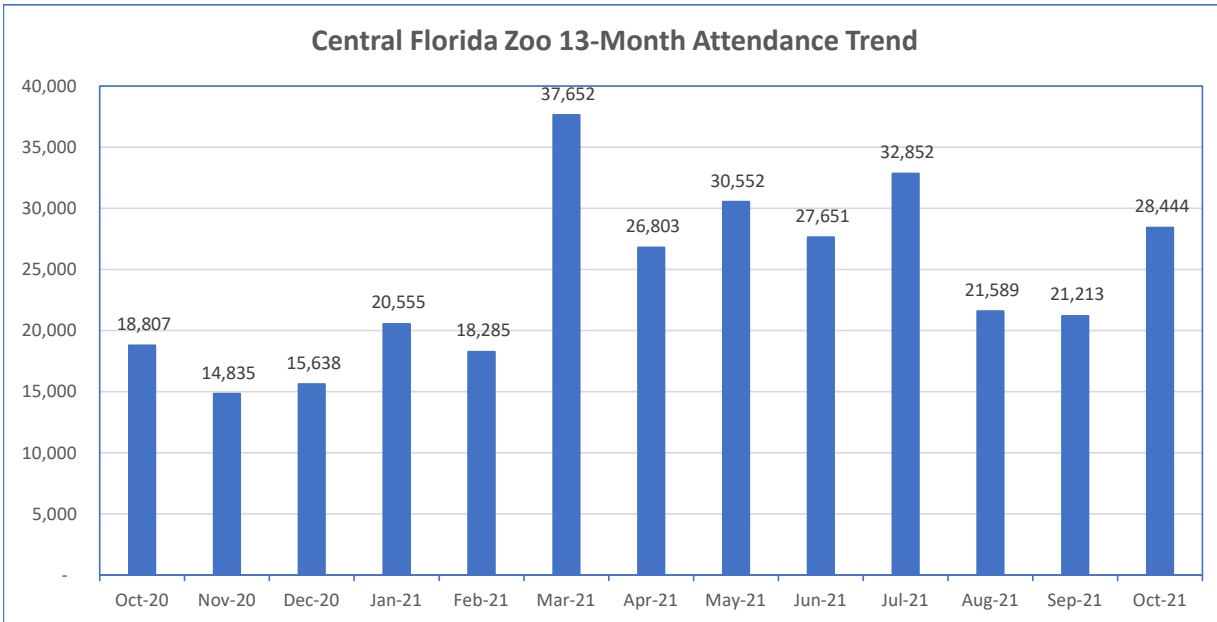
2850 · Note Payable	-4,753.24
2851 · Education Vehicle Loan -1 9952	-622.58
2852 · Education Vehicle Loan - 2 9994	-624.65
2853 · SBA Loans	-621,100.00
2900 · Long Term Bank Loan	-6,479.78
Net cash provided by Financing Activities	<u>-633,580.25</u>

Net cash increase for period -79,001.10

Cash at beginning of period 3,247,573.26

Cash at end of period 3,168,572.16

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
UNAUDITED MONTHLY RESULTS AS OF OCT 31, 2021

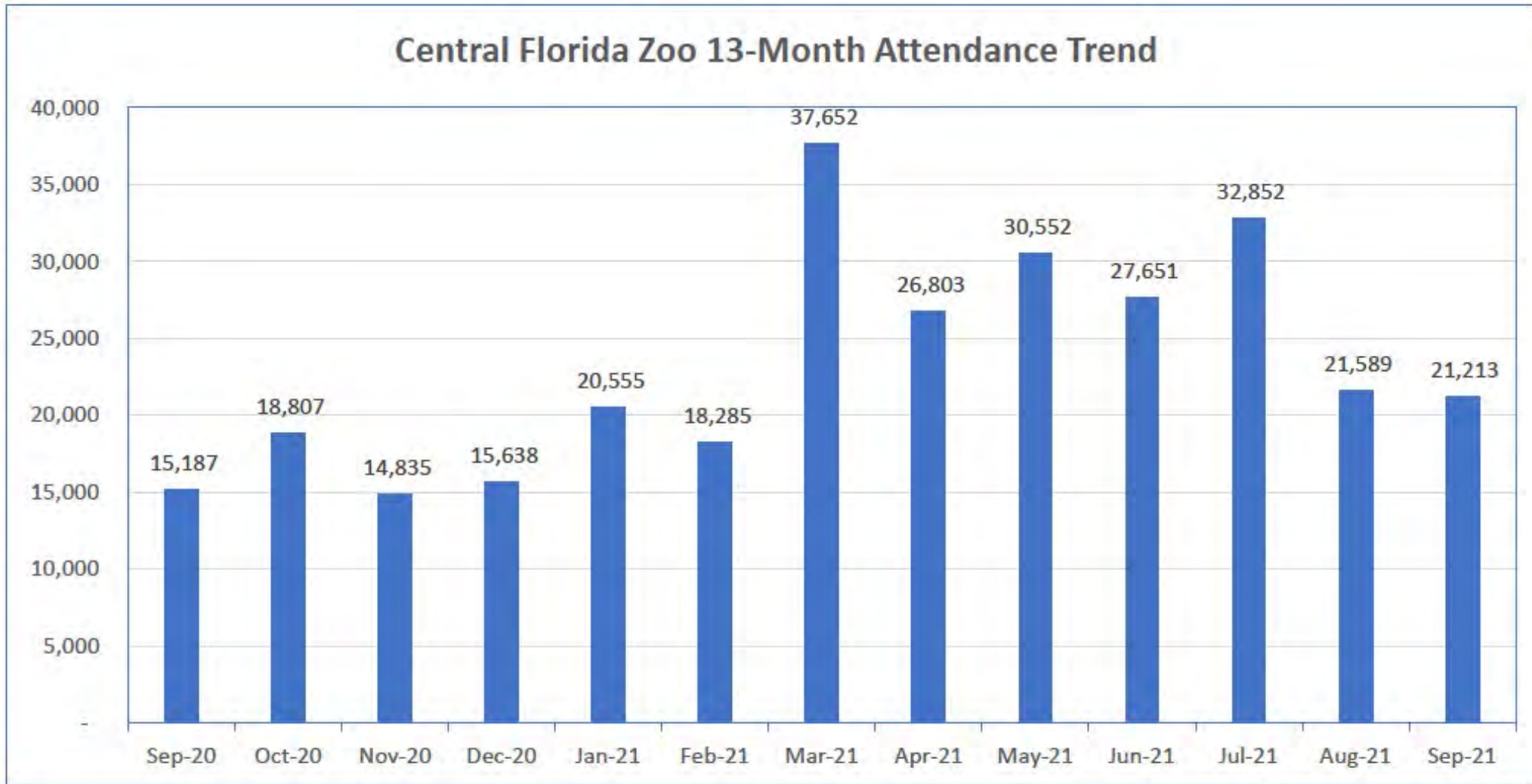




There's No Zoo Without You

www.centralfloridazoo.org

13-Month Attendance Trend



September Attendance

SEPTEMBER, 2021

21,213

VS 2020

+6.0k

+40%

VS 2019

+5.0k

+31%

VS 2018

+5.9k

+39%

October Attendance Results

OCTOBER 1 TO 26, 2021

22,175

VS 2020

+5.3k

+31%

VS 2019

+6.4k

+40%

VS 2018

+5.2k

+31%

Fiscal Attendance Results

JULY 1 TO OCTOBER 26, 2021

97,829

VS 2020

+36.9k

+61%

VS 2019

+25.1k

+34%

VS 2018

+22.9k

+31%

Annual Pass Update

Pass Level	Expiration Year/Month																				Never Expires	Total
	2021				2022												2023					
	10	11	12	Total	1	2	3	4	5	6	7	8	9	10	12	Total	1	3	6	Total		
Family	284	282	332	898	469	396	787	404	562	513	459	286	334	388	1	4,599	1	1		2		5,499
Premier Family	60	64	119	243	123	104	205	117	134	124	97	61	95	98		1,158					1	1,402
Senior Plus	12	24	38	74	45	41	47	39	44	43	44	31	31	56		421			1	1		496
Single	59	68	81	208	129	108	142	90	166	96	68	61	91	77	1	1,029						1,237
GGWS: Animal Ambassador												1				1						1
GGWS: Keeper's Circle						1							2	1		4						4
SAA: Fun Pass Adult		3	1	4	2	4	9	6								21						25
SAA: Fun Pass Child							1									1						1
Lifetime Premier Family																					119	119
Premier Family (EE)																					71	71
Grand Total	415	441	571	1,427	768	654	1,191	656	906	776	668	440	553	619	3	7,234	1	1	1	3	190	8,855

Annual Pass Base Change vs. 10/14/2021, up 295 pass holders

- Family up 179 pass holders or 3%
- Premier Family up 59 pass holders or 4%
- Single up 32 pass holders or 3%
- Senior Plus up 21 pass holders or 4%
- Seminole Aerial Adventure Fun Passes up 4 pass holder or 19%



HITS

Asian Lantern Festival

[Step Out](#)

[Fun 4 Orlando Kids](#)

[Pulse of Central Florida](#)

[My Central Florida Family](#)

[AARP](#)

[Attractions Magazine](#)

Boo Bash

[Orlando Weekly](#)

[Orlando on the Cheap](#)

[Mommy Poppins](#)

[Orlando Magazine](#)

[Playground Magazine](#)

[Playground Magazine](#)

[Orlando Sentinel](#)

[Orlando at Play](#)

[95.3](#)

[Fun 4 Daytona Kids](#)

[Hula Frog](#)

[Sanford 365](#)

[Fun 4 Seminole](#)

[407 Area](#)

[Otown Fun](#)

[407 Area](#)

[Orlando on the Cheap](#)

[Fox 35](#)

[Orlando Weekly](#)

Top Performing Social Media Posts

 **Central Florida Zoo & Botanical Gardens** ✓
October 1 · 🌐

The most unique display in Central Florida is coming back to the Zoo for the holidays! Experience the Zoo like never before at Asian Lantern Festival: Into the Wild on select dates November 19 through January 16, 2022. 🏮🎆 Purchase your tickets now: <https://www.centralfloridazoo.org/lanterns/>



Central Florida Zoo & Botanical Gardens
Zoo [Learn More](#)

62,326 People Reached **9,323** Engagements [Boost Post](#)

 1.6K 139 Comments 465 Shares

Reached 62,326 people with 9,323 engagements on Facebook. Received 1.6K likes, 139 comments, 465 shares.

 **Central Florida Zoo & Botanical Gardens** ✓
October 6 · 🌐

Looking for something not-so-scary for the whole family to enjoy? Join us at Zoo Boo Bash! 🎃 Guests of all ages can participate in Halloween fun on October 23, 24, 30 and 31 from 9 a.m. to 3 p.m. Don't forget to wear your costume! Learn more: <https://bit.ly/2XSERjt>



15,933 People Reached **1,901** Engagements [Boost Post](#)

 673 18 Comments 92 Shares

Reached 15,933 people with 1,901 engagements. Received 673 likes, 18 comments, and 92 shares.

Top Performing Social Media Posts



Reached 4,469 people with 64 profile visits on Instagram.
Received 384 likes, 11 comments, 94 shares and 21 saves.



Reached 4,469 people with 35 profile visits on Instagram.
Received 386 likes, 6 comments, 72 shares and 22 saves.

2021 Media & Market Plan

Media Type	Vendor	Budget
Broadcast TV	Spectrum (On-air & Streaming Across Central Florida)	\$35,000
	Production	\$1,400
Billboards	Clear Channel	\$13,600
Radio	The Wolf	\$3,200
	Cox Radio	\$13,500
Digital	I-4 Corridor, Jacksonville, South Florida	\$8,000
	Tampa Boost with Historic Sanford	\$5,000
	Influencer Posts	\$1,500
Local Print	Volusia Paper	\$400
	Lake Mary Life	\$500
	Sanford Herald	\$500
Signage & Printer	Street Banners	\$1,750
	Zoo Banners and Signage	\$2,000
	Flyers and Rack Cards	\$1,000
Public Relations	Media Event	\$1,000
	Multiple Releases & Ongoing Pitching	
	Pro Photography	\$500
	Video	\$1,000
	Media Tickets	\$1,250
	Agency Staff Time (Events, PR, Digital, Social)	\$8,000
	Zoo Staff Time (PR)	\$3,500
	Wire Costs	\$500
Owned Media	Zoo Website/Top Banner	\$10,000
	Zoo E-blasts 3x /Month	
	SEO Blog Featuring Festival	
	Zoo Social Media Channel	
		\$113,100



THE CENTRAL FLORIDA ZOO & BOTANICAL GARDENS PRESENTS

ASIAN LANTERN FESTIVAL



SPONSORED BY **T-Mobile**



November 19, 2021 – January 16, 2022

6:00 PM to 10:00 PM

Buy Tickets in Advance Online at
Centralfloridazoo.org



Asian Lantern Festival



ZOO ANNUAL PASS HOLDERS:

**NON-PEAK
PRICING:
\$15.50 USD**

PER PERSON

**PEAK PRICING:
\$17.00 USD**

PER PERSON

GENERAL ADMISSION:

**NON-PEAK
PRICING:
\$18.50 USD**

PER PERSON

**PEAK PRICING:
\$20.00 USD**

PER PERSON

FAMILY 4-PACK:

**NON-PEAK
PRICING:
\$50.00 USD**

**PEAK PRICING:
\$60.00 USD**

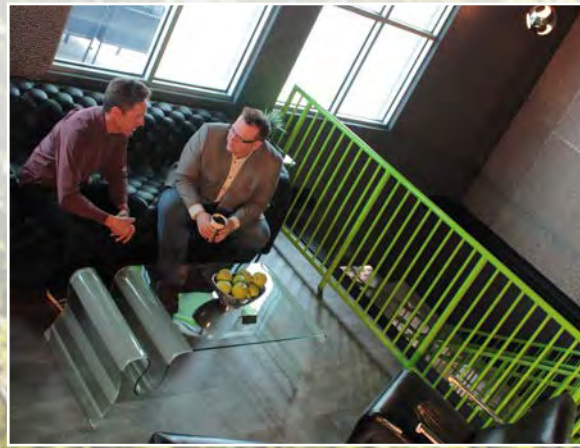
CHILDREN 2 AND UNDER:

FREE

TICKET STILL REQUIRED FOR
EVENT ADMISSION



Thank You



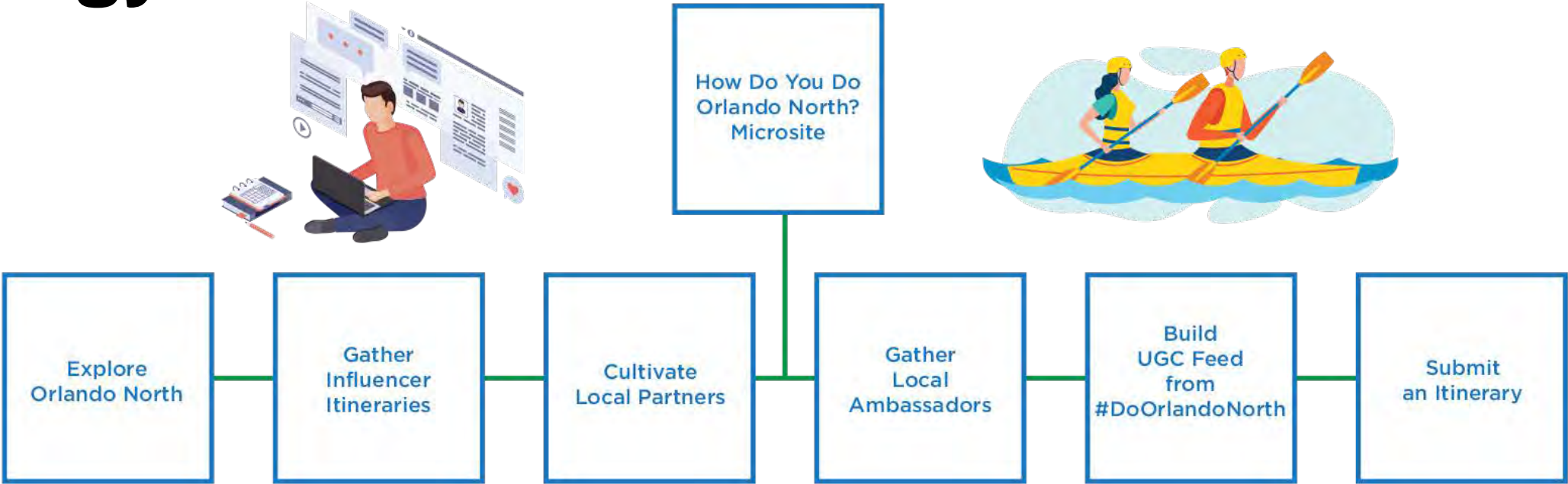
New Campaign

Do Orlando North like **the locals.**

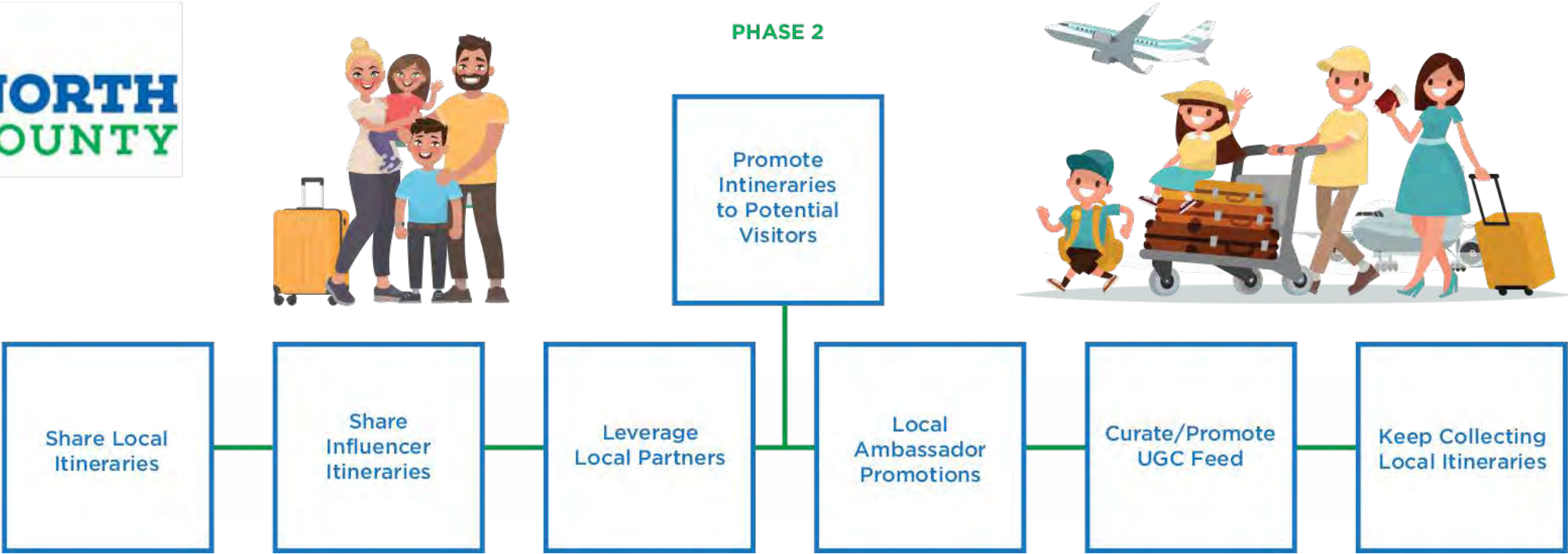


Promotion Strategy

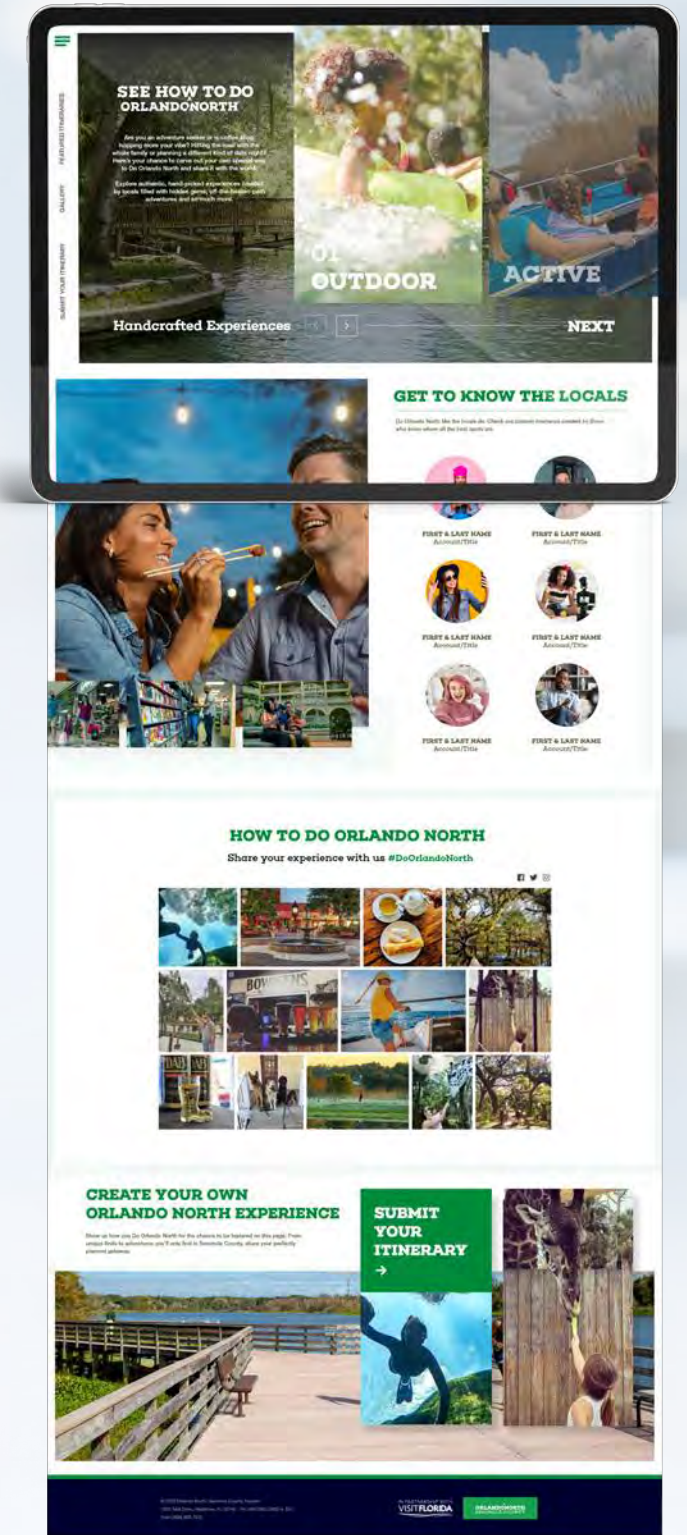
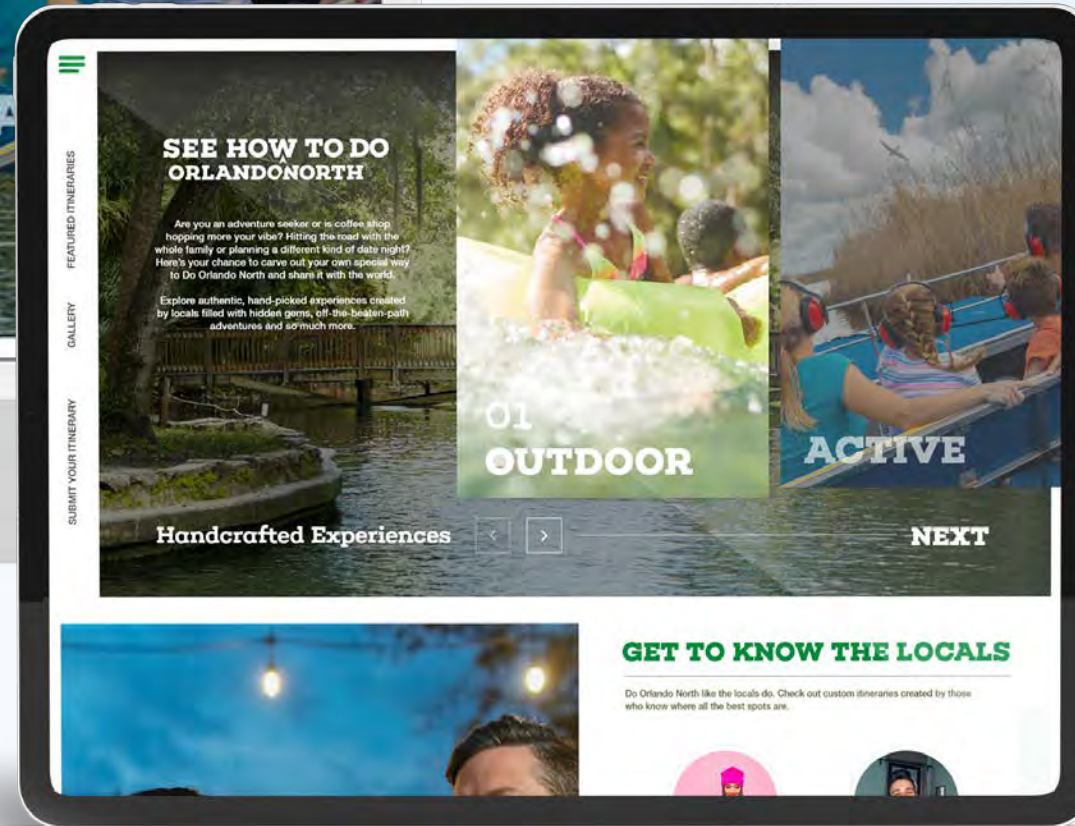
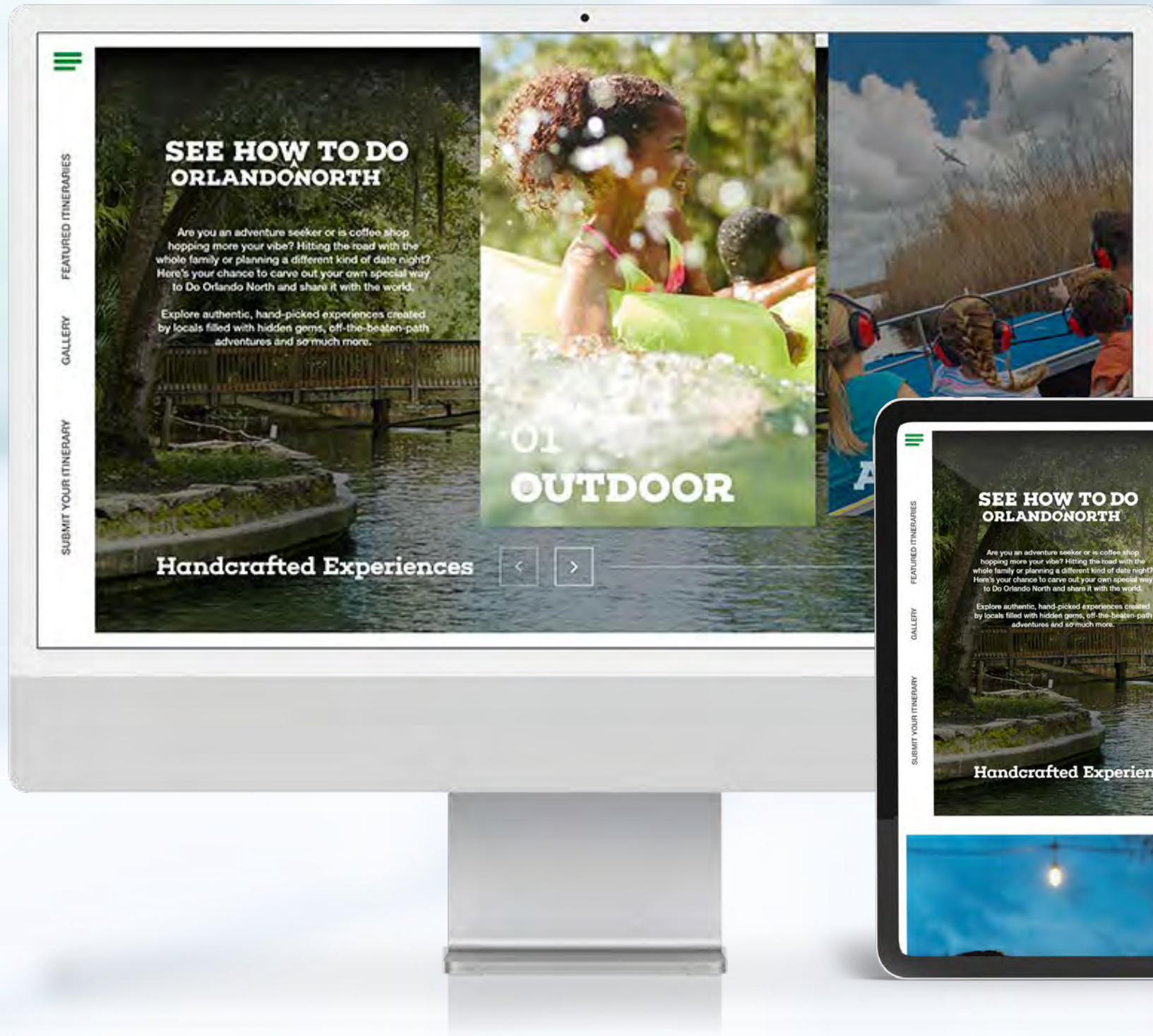
PHASE 1



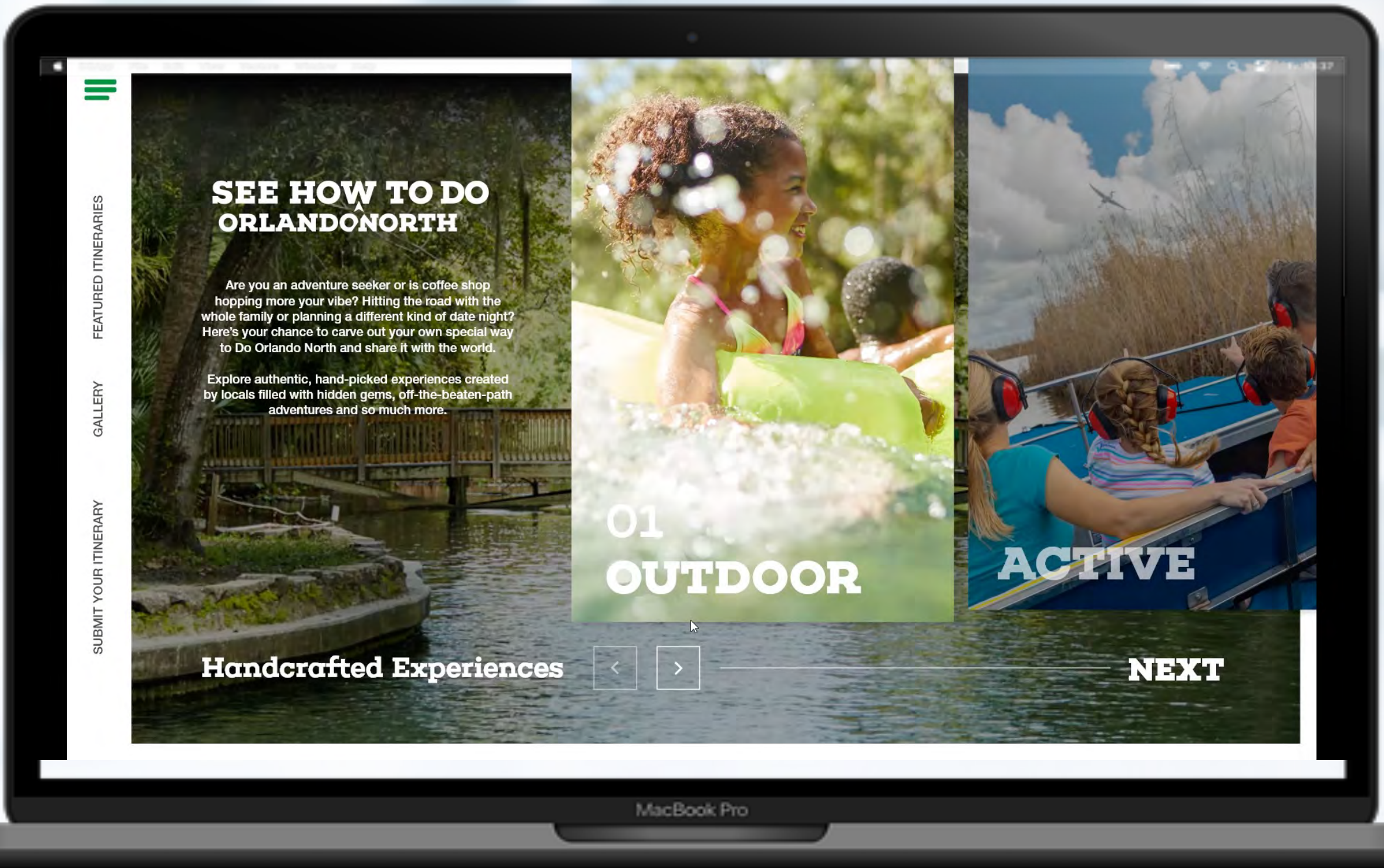
PHASE 2



Microsite

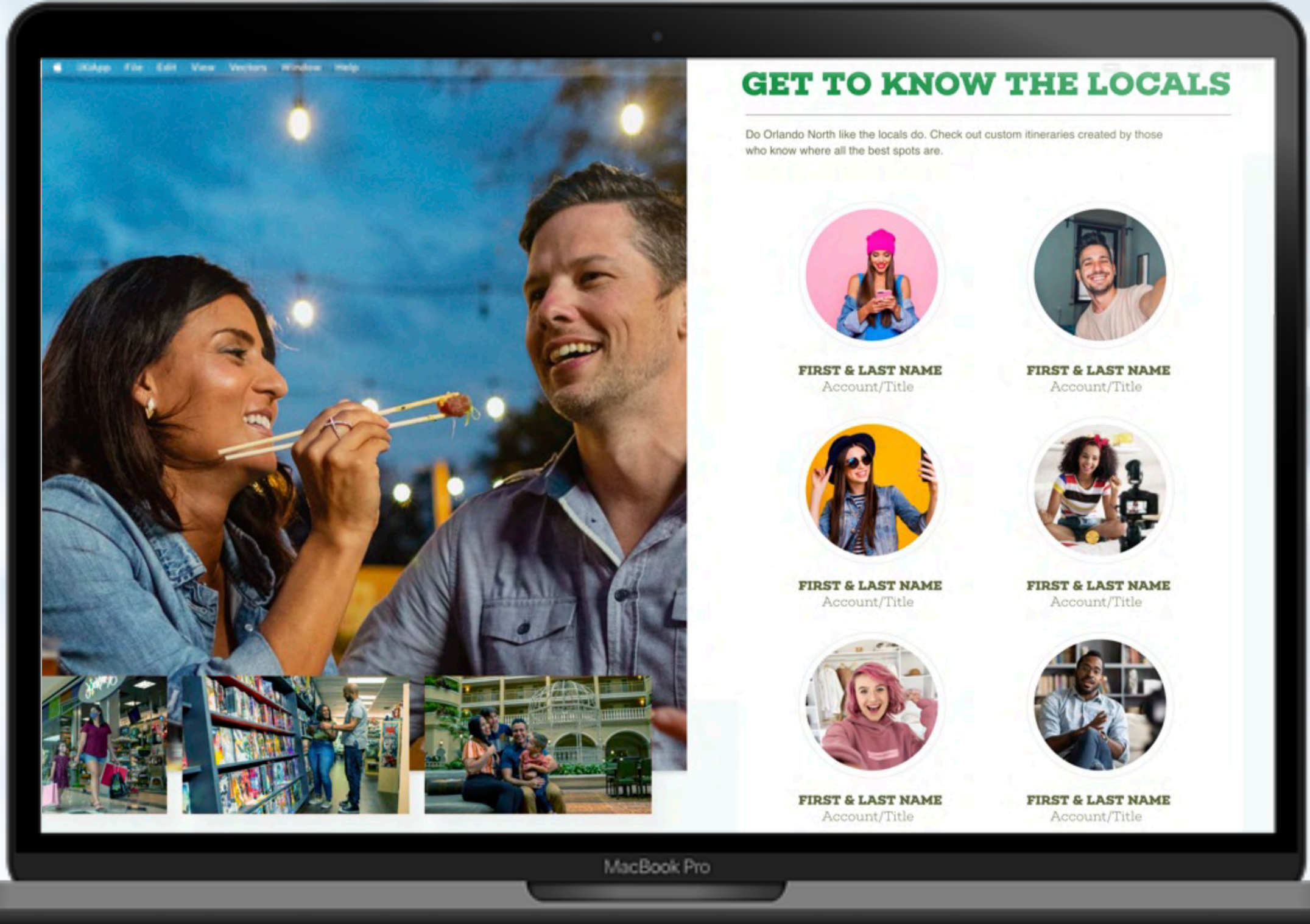


Landing Page



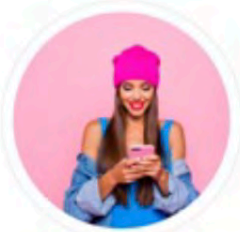
MacBook Pro

Microsite



GET TO KNOW THE LOCALS

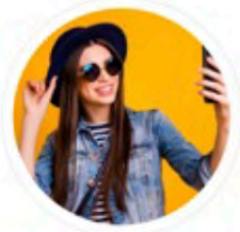
Do Orlando North like the locals do. Check out custom itineraries created by those who know where all the best spots are.



FIRST & LAST NAME
Account/Title



FIRST & LAST NAME
Account/Title



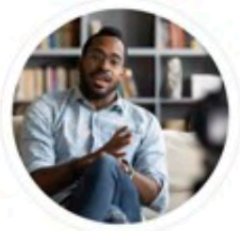
FIRST & LAST NAME
Account/Title



FIRST & LAST NAME
Account/Title



FIRST & LAST NAME
Account/Title



FIRST & LAST NAME
Account/Title

Microsite

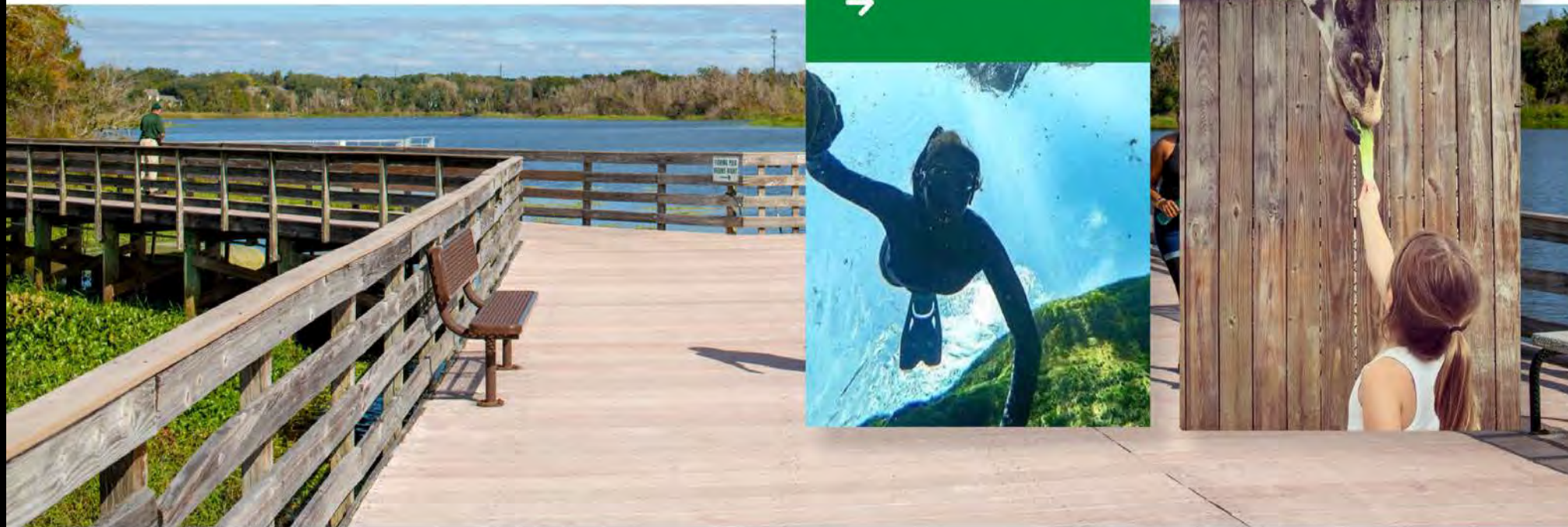


MacBook Pro

Microsite

CREATE YOUR OWN ORLANDO NORTH EXPERIENCE

Show us how you Do Orlando North for the chance to be featured on this page. From unique finds to adventures you'll only find in Seminole County, share your perfectly planned getaway.



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1055 AAA Drive, Heathrow, FL 32746 - Ph: (407) 665-2900 or Toll
Free: (800) 800-7832

IN PARTNERSHIP WITH
VISITFLORIDA

ORLANDO NORTH
SEMINOLE COUNTY

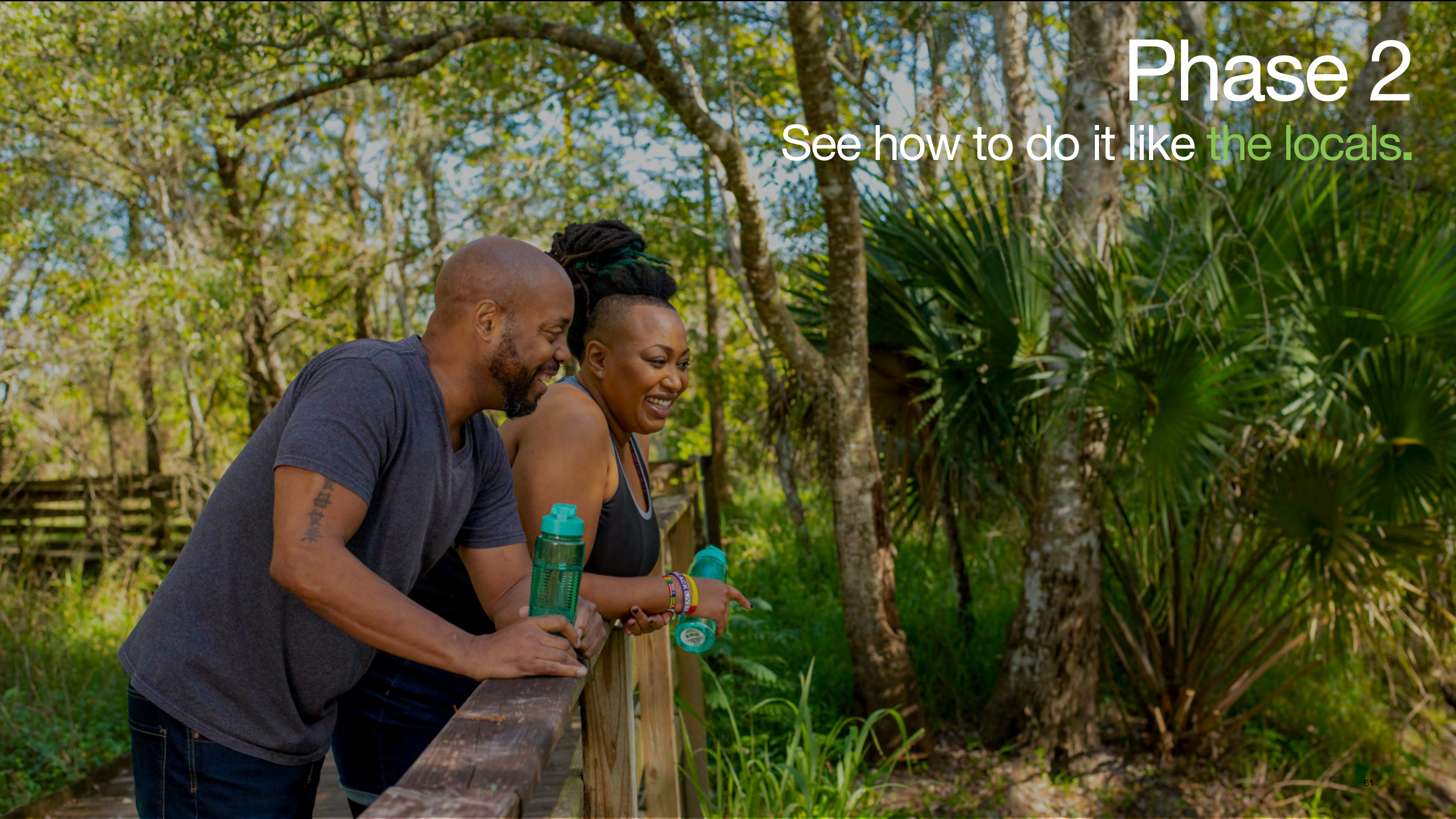
MacBook Pro

Instagram & Pinterest ads





Phase 2


See how to do it like **the locals.**






Carousel Ad

 **Do Orlando North** shared a link.
Sponsored · 

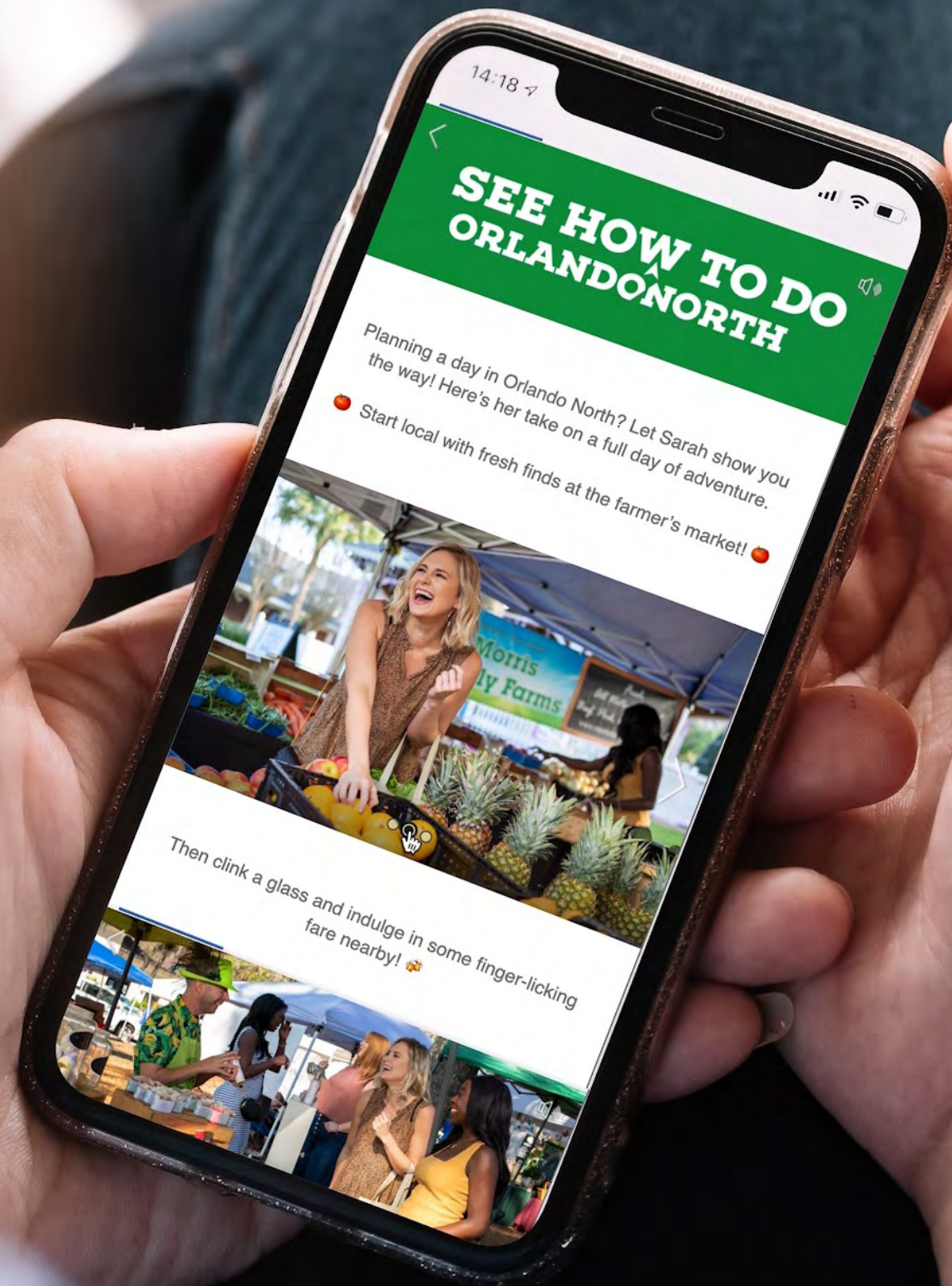
This is Alexis, and this is her perfect day in Orlando North. Here's her take on a flavor-filled itinerary where every stop is more delicious than the last. Follow her lead and [#DoOrlandoNorth](#) like a foodie.



Get a Tasty Start to Your Day [Learn More](#) **Get Together for a Round**

 Like  Comment  Share

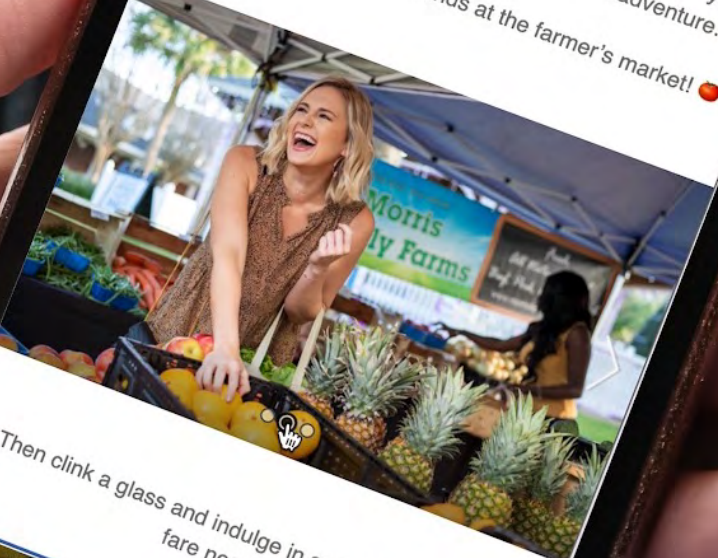
Instant Experiences Ad




SEE HOW TO DO ORLANDO NORTH

Planning a day in Orlando North? Let Sarah show you the way! Here's her take on a full day of adventure.

- Start local with fresh finds at the farmer's market!



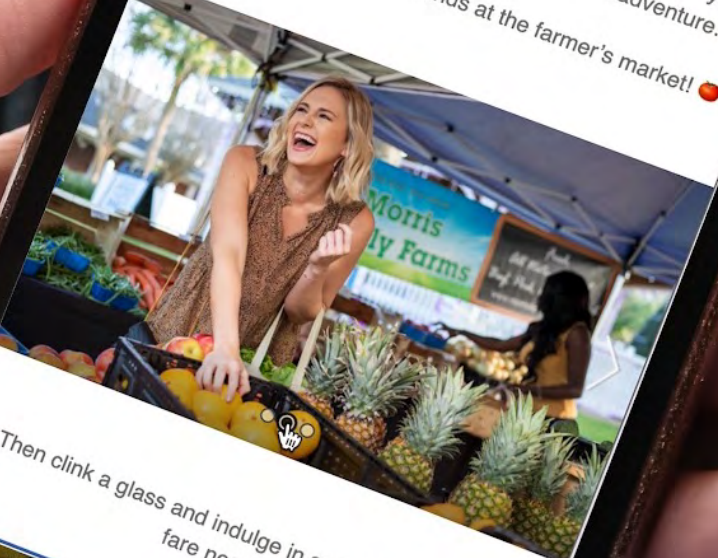
Then click a glass and indulge in some finger-licking fare nearby!




SEE HOW TO DO ORLANDO NORTH

Planning a day in Orlando North? Let Sarah show you the way! Here's her take on a full day of adventure.

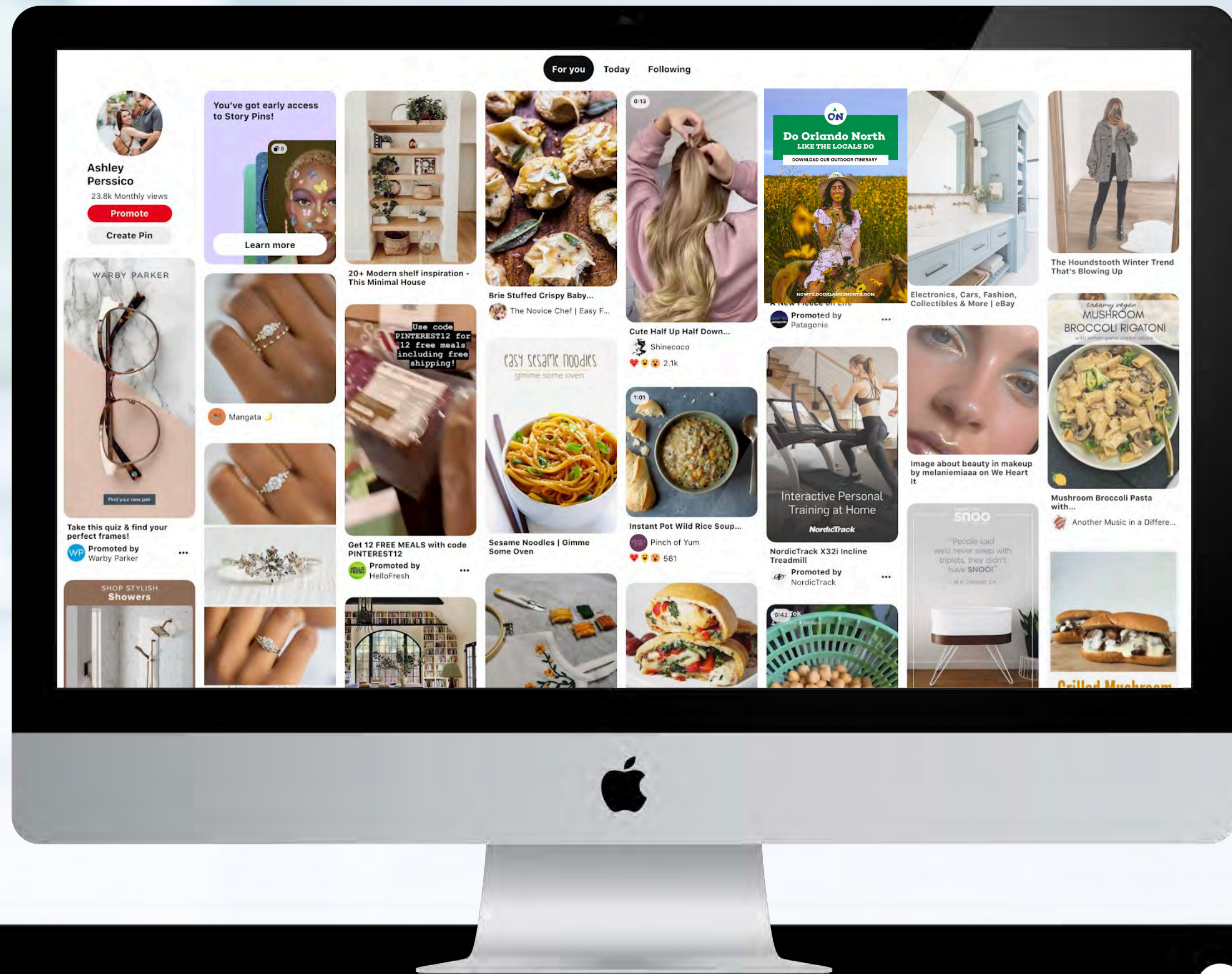
- Start local with fresh finds at the farmer's market!



Then click a glass and indulge in some finger-licking fare nearby!



Pinterest Ad




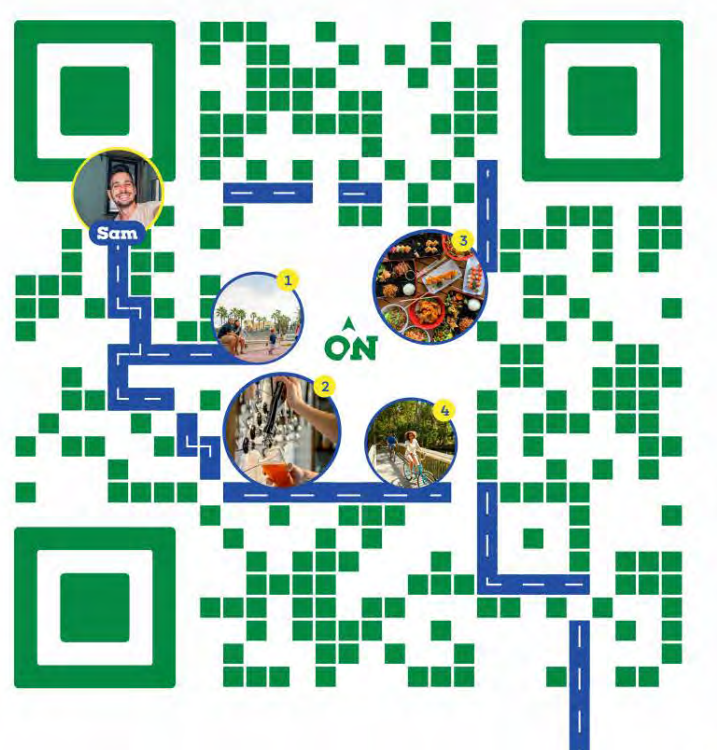
Pinterest Ad



QR codes

SEE HOW TO DO ORLANDONORTH

LIKE A LOCAL



Congrats! You found a local gem. This spot is part of Sam's "Outdoor Adventure" Orlando North itinerary. Want to see what else makes up Sam's day? Scan the QR code and see how to **#DoOrlandoNorth**.

Check out more handcrafted experiences from locals at [HowTo.DoOrlandoNorth.com](https://www.HowTo.DoOrlandoNorth.com)

ORLANDONORTH
SEMINOLE COUNTY

SEE HOW TO DO ORLANDONORTH

LIKE A LOCAL



Congrats! You found a local gem. This spot is part of Sam's "Outdoor Adventure" Orlando North itinerary. Want to see what else makes up Sam's day? Scan the QR code and see how to **#DoOrlandoNorth**.

Check out more handcrafted experiences from locals at [HowTo.DoOrlandoNorth.com](https://www.HowTo.DoOrlandoNorth.com)

ORLANDONORTH
SEMINOLE COUNTY

QR codes





Goals

We're aiming for **results.**

Goals

- Increase awareness of Seminole County and reasons to visit
- Drive visitation to Seminole County – Orlando North
- KPI benchmarks and trends
 - Media and website reporting
 - Occupancy
 - Average Daily Rate
 - Revenue Per Available Room
 - TDT Collections
- Secondary potential expansion, possibly including Toronto/Canada

A blue pontoon boat is docked at a wooden pier on a lake. The boat has a metal cage structure at the front and several yellow chairs with blue covers. A red flag is visible on a pole. The background shows a calm lake, distant trees, and a cloudy sky. In the foreground, there are green plants and a tree on the right side.

Questions?

IDEAS.
WORK.
RESULTS.