

# Tourist Development Council

## Top Golf Lake Mary

April 15, 2021



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**Tourist Development Council  
Meeting Agenda  
April 15, 2021  
Top Golf Lake Mary**

- |       |  |                         |
|-------|--|-------------------------|
| I.    | Call to Order                                      | Chair Frank Cirrincione |
|       | Pledge of Allegiance followed by Moment of Silence |                         |
| II.   | Welcome and Introductions                          |                         |
| III.  | Approval of January 2021 TDC Minutes*              |                         |
| IV.   | Central Florida Zoo Grant Presentation*            | Dino Ferri              |
| V.    | Orlando North Tourism Updates                      |                         |
|       | a. FY2021/2022 Budget Presentation*                | Tricia Johnson          |
|       | b. Seminole County Tourism: Leisure                | Gui Cunha               |
|       | c. Seminole County Tourism: Sports                 | Danny Trosset           |
| VI.   | GO Sports Update                                   | Jason Siegel            |
| VII.  | Evok Advertising Update                            | Allison Braunstein      |
| VIII. | Old Business                                       | Chair Frank Cirrincione |
| IX.   | New Business                                       |                         |
| X.    | Adjourn  |                         |

**NEXT MEETING:**

August 19, 2021 Central Florida Zoo

*\* 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

## TOURISM DEVELOPMENT COUNCIL MEETING

Thursday, January 21, 2021

Tourist Development Council meeting called to order by Chairman Frank Cirrincione at 3:03 pm

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

**In Attendance:** Chairman Frank Cirrincione, General Manager Hilton/Orlando Altamonte Springs  
Sarah Reece, City of Altamonte Springs CALNO Representative  
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

**Excused:** Brenda Urias, Tourism Marketing Manager, AAA

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

#### **Election of Vice-Chairman TDC Board**

**Motion:** Commissioner Patrick Austin

**Second:** Commissioner Sarah Reece

**Vote:** Unanimous

#### **Approval of November 19, 2020 TDC Meeting Minutes:**

**Motion:** Commissioner Sarah Reece

**Second:** Commissioner Lee Constantine

**Vote:** Unanimous

#### **Tourism Administration Update**

*Tricia Johnson, Deputy County Manager*

- Discussion of April TDC meeting to include 2021/22 proposed Tourism budget and Zoo and Sanford Main Street Application for Grant Funding

#### **Tourism Leisure Update**

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

- PPE distribution Update

- STR Custom Forecast Virtual Meeting tentatively scheduled for February 16, 2021; Zoom invite to be sent out
- Asking for all partners to participate in Quarterly Giveaways by donating items such as gift cards or gift certificates
- TDT Collections for FY 20/21 using STR projections based on RevPar is approximately \$3.6 million

**Question: Chairman Frank Cirrincione:** What about 'Stay Orlando' versus the 'Do' and 'Play' for advertising?

**Answer: Gui Cunha:** All the marketing is catered to visitors staying overnight through the ads. Attracting the overnight visitor is the goal and the sole focus of all our marketing initiatives.

### **Sports Tourism Update**

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

- Sports Complex/Other Venue
- Upcoming Events

**Question: Rick Donohue:** What about Perfect Game contracted events?

**Answer: Danny Trosset:** PG has their first event next weekend which will be a smaller event, but January usually is the start of travel sports and the events are just getting started.

### **Central Florida Zoo Update**

*Dino Ferri, CEO, Central Florida Zoo*

- Continuing to trend upwards for attendance
- Update on Zoo Capital Projects: completed and in progress
- Sustainability Campaign Update
- Marketing Update
- Upcoming Promotions and Events for Kids Night Out!, Presidents' Day Camp and Teacher Workshops

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

#### **Evok**

*Allison Braunstein, Account Executive, Evok Advertising*

Recovery Campaign Update

- Website Updates
- Content Shoots & Email Marketing

#### **Old Business:**

- Commissioner Constantine remarked how the BCC is working on a proclamation for former President of CFHLA, Rich Maladecki – hopes to have that for February 2021 BCC meeting

#### **New Business:**

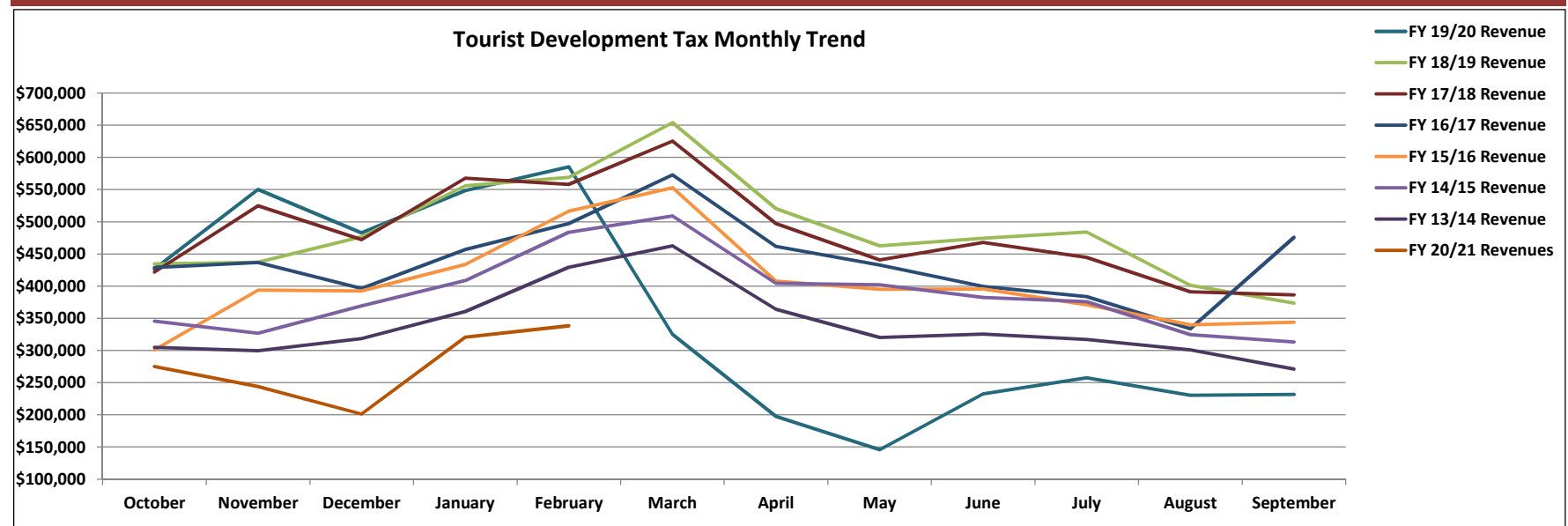
- Chairman Cirrincione discussed how important sports tourism has been for group demand during COVID, and how the facilities need to continue to be updated

***Meeting adjourned 4:00pm –continued Ethics training for TDC Board***

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					
April	364,161	404,355	407,783	461,492	497,187	520,483	197,530					
May	320,090	401,954	395,282	432,965	440,873	462,655	145,826					
June	325,397	382,227	395,373	399,489	467,655	474,337	232,610					
July	316,960	375,695	370,960	383,585	444,707	483,878	257,661					
August	300,955	324,474	339,798	333,761	391,058	401,322	230,144					
September	271,010	313,288	343,950	475,615	386,395	373,474	231,559					
<b>Total</b>	<b>4,074,084</b>	<b>4,645,106</b>	<b>4,843,681</b>	<b>5,275,894</b>	<b>5,797,652</b>	<b>5,843,184</b>	<b>4,213,500</b>	<b>827,451</b>	<b>551,634</b>	<b>1,379,085</b>	<b>1,379,085</b>	<b>81.8%</b>
	11.40%	14.02%	4.27%	8.92%	9.89%	0.79%	-27.89%	<b>Budgeted Revenue</b>				
	% Chg from	% Chg from	% Chg from	% Chg from	% Chg from	% Chg from	% Chg from	<b>2,010,000</b>	<b>1,340,000</b>	<b>3,350,000</b>		
	Prior Year	Prior Year	Prior Year	Prior Year	Prior Year	Prior Year	Prior Year					
								<b>Estimated Revenue</b>				
								<b>2,183,682</b>	<b>1,455,788</b>	<b>3,639,470</b>		
								<b>% Change From PY</b>				

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	275,817
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# Tourism Update

Month 2020	Occupancy (%) (YOY)	ADR (\$) (YOY)	Rev PAR (\$) (YOY)	Rooms Sold (YOY)
December	45.1 (34.6)	74.20 (26.1)	33.45 (51.7)	65,411 (32.8)
Forecast	42.9	80.45	34.48	60,766
January	55.9 (26)	85.11 (23.6)	47.55 (43.5)	82,526 (24.1)
Forecast	51.7	85.54	44.24	74,910
February	58.6 (30.9)	80.76 (33.1)	47.30 (53.7)	77,201 (29.9)
Forecast	55	93.53	51.41	71,811



# Tourism Update

## Current Month - December 2020 vs December 2019

	Occ %		ADR		RevPAR		Percent Change from December 2019					
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
	Alachua County, FL	42.9	53.9	73.68	88.94	31.64	47.98	-20.4	-17.2	-34.1	-30.6	5.2
Flagler County, FL	42.3	51.9	118.43	111.36	50.06	57.81	-18.6	6.3	-13.4	-13.4	0.0	-18.6
Orange County, FL	40.7	78.0	98.94	142.99	40.29	111.56	-47.8	-30.8	-63.9	-67.5	-10.0	-53.0
Osceola County, FL	30.8	64.3	96.43	106.23	29.73	68.36	-52.1	-9.2	-56.5	-59.4	-6.6	-55.3
Polk County, FL	49.2	61.8	82.55	91.51	40.63	56.51	-20.3	-9.8	-28.1	-25.8	3.3	-17.7
Volusia County, FL	40.0	50.3	92.80	95.16	37.09	47.83	-20.5	-2.5	-22.5	-22.3	0.2	-20.4

## Current Month - January 2021 vs January 2020

	Occ %		ADR		RevPAR		Percent Change from January 2020					
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
	Alachua County, FL	47.5	62.7	73.51	90.79	34.89	56.89	-24.3	-19.0	-38.7	-35.5	5.2
Flagler County, FL	42.0	52.6	110.82	107.82	46.54	56.70	-20.1	2.8	-17.9	-17.9	0.0	-20.1
Orange County, FL	35.4	78.5	89.19	144.45	31.61	113.35	-54.8	-38.3	-72.1	-73.4	-4.6	-56.9
Osceola County, FL	27.7	71.8	71.96	95.89	19.94	68.88	-61.4	-25.0	-71.1	-78.5	-25.7	-71.3
Polk County, FL	53.3	61.8	85.79	95.92	45.70	59.32	-13.9	-10.6	-23.0	-20.5	3.1	-11.2
Volusia County, FL	50.2	60.4	105.25	113.71	52.82	68.65	-16.9	-7.4	-23.1	-24.3	-1.6	-18.2





# Tourism Update

Current Month - February 2021 vs February 2020												
	Occ %		ADR		RevPAR		Percent Change from February 2020					
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Alachua County, FL	58.7	71.2	78.64	98.81	46.17	70.33	-17.5	-20.4	-34.3	-30.9	5.2	-13.2
Flagler County, FL	48.2	63.5	128.58	143.03	61.93	90.77	-24.1	-10.1	-31.8	-31.8	0.0	-24.1
Orange County, FL	44.3	86.1	96.11	158.36	42.58	136.31	-48.5	-39.3	-68.8	-70.2	-4.7	-51.0
Osceola County, FL	32.4	80.7	74.81	103.81	24.21	83.80	-59.9	-27.9	-71.1	-78.5	-25.5	-70.1
Polk County, FL	60.8	74.2	101.06	114.35	61.42	84.86	-18.1	-11.6	-27.6	-26.4	1.7	-16.7
Volusia County, FL	59.9	70.6	122.55	149.28	73.39	105.37	-15.2	-17.9	-30.3	-31.3	-1.4	-16.3



# 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

Using the STR RevPAR projections the forecast for FY 20/21 TDT collections is ~\$3.6 Million

FY 20-21 TDT	Actual	Forecast
December	\$201,297	\$242,287
January	\$320,404	\$290,047
February	\$338,387	\$296,198
<b>Current FY 20-21 TDT Variance</b>		<b>\$25,768</b>



## Fiscal Year Recap

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

FY '20/'21 Projections					
Location	# of Events	Teams	Visitors	Room Nights	Eco Impact
Sports Complex	57	4,000	200,000	45,000	\$35,000,000

# Sports Tourism - Sports Complex

October-February 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
<b>Total</b>	<b>18</b>	<b>11,649</b>	<b>\$9,939,561</b>



	Monthly Projections		
Month	# of Events	Room Nights	Eco Impact
March	4	1,774	\$2,159,860
April	5	1,891	\$1,437,016

## 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
<b>Total</b>	<b>149</b>	<b>5,785</b>	<b>263,546</b>	<b>49,856</b>	<b>\$46,329,996</b>

FY '20/'21 Projections					
Location	# of Events	Teams	Visitors	Room Nights	Eco Impact
All Other Venues	52	2,850	120,000	19,030	\$17,569,387

# Sports Tourism – All Other Venues

October-February 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	\$3,888,537
February	4	813	\$609,163
<b>Total</b>	<b>22</b>	<b>9,932</b>	<b>\$8,611,518</b>



Monthly Projections			
Month	# of Events	Room Nights	Eco Impact
March	5	919	\$683,152
April	8	1,844	\$1,338,889

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

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

## Seminole County Perfect Game Update



- Perfect Game Preferred Operator Agreement effective January 1, 2021
- 40+ scheduled Perfect Game baseball events to be held in Seminole County at the Sports Complex for 2021
- Projected Impact: 40,000 hotel rooms, 113,000 visitors, \$27.5 million in economic impact
- Four (4) PG events hosted between Jan-March 2021: Over 2,100 hotel rooms booked, \$2.3 million in economic impact generated
- Majority of PG's larger events will take place in summer and fall of 2021
- Transitioning to a quarterly funding model to create more efficiencies



# Upcoming Events

## Upcoming April/May Events

Organization	Event	Date	Location	Teams	Visitors	Room Nights	Eco Impact
Perfect Game, Inc	Florida Elite Championship (10u/12u/14u)	April 9-11, 2021	BOOMBAAH Sports Complex	70	1,680	588	\$457,352
Perfect Game, Inc	Florida Elite Championship (9u/11u/13u)	April 23-25, 2021	BOOMBAAH Sports Complex	72	1,728	588	\$457,352
FHSAA	Tennis State Championships	April 26-30, 2021	Sanlando/Red Bug/Sylvan Lake	64	1,600	400	\$385,837
Seminole State College	JUCO States	May 6-10, 2021	Soldiers Creek	8	492	400	\$176,764
BOOMBAAH, Inc	May Bash	May 8-9, 2021	BOOMBAAH Sports Complex	100	4,300	350	\$481,287
Perfect Game, Inc	PG Florida State Championships (9U-14U)	May 14-16, 2021	BOOMBAAH Sports Complex	172	4,128	860	\$457,352
Florida Rush	Champions Cup	May 22-23, 2021	Moore's Station/Sylvan Lake	55	3,028	500	\$351,933
Perfect Game, Inc	East Memorial Day Classic (9u-14u)	May 28-31, 2021	BOOMBAAH Sports Complex	80	1,920	1,452	\$816,804

**TDC Funded Events - Funding Analysis FY 20/21 Updated April 5, 2021**

<b>Seminole County - All Venues</b>						
	<b># of Events</b>	<b>Location</b>	<b>Total Funding Approved Plan</b>	<b>Total Paid-Out YTD</b>	<b>Room Night Plan</b>	<b>Total Room Nights YTD</b>
<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>FY 19/20</b>	67	<b>All Venues</b>	\$556,965.00	\$ 300,278.08	36,959	30,085
<b>FY 20/21</b>	36	<b>All Venues</b>	\$322,491.00	\$ 180,641.30	21,501	20,998
<b>TOTAL</b>	<b>286</b>	<b>All Venues</b>	<b>\$2,029,169.25</b>	<b>\$ 1,339,568.62</b>	<b>137,843</b>	<b>140,581</b>

<b>Event Name</b>	<b>Dates</b>	<b>Location</b>	<b>Total Funding Approved</b>	<b>Total Funding Paid-Out</b>	<b>Room Night Guarantee</b>	<b>Room Night Final</b>
Perfect Game Youth Fall State Championship	October 3-4, 2020	BOOMBAAH Sports Complex	\$ 7,500.00	\$ 7,335.00	500	489
USSSA FP Elite Select	October 3-4, 2020	Soldiers Creek/Softball	\$ 7,500.00	\$ 6,783.70	500	511
Suncoast/USSSA Florida State Championship	October 17-18, 2020	BOOMBAAH Sports Complex	\$ 5,250.00	\$ 6,044.85	350	657
ProSwings Battle of the Best	October 16-18, 2020	Soldiers Creek/Softball	\$ 9,000.00	\$ 8,031.77	600	732
Florida PGF Gem Invitational	October 23-26, 2020	Soldiers Creek/Softball	\$ 7,500.00	\$ 9,000.00	500	700
Perfect Game, Inc Fall World Series	October 23-26, 2020	BOOMBAAH Sports Complex	\$ 24,900.00	\$ 15,543.72	1660	1193
ISSA Winter Worlds	November 4-8, 2020	BOOMBAAH Sports Complex	\$ 19,500.00	\$ 13,247.54	1300	1,288
ProSwings Power 50 Invitational	November 6-8, 2020	Soldiers Creek/Softball	\$ 7,125.00	\$ 4,177.20	475	409
Perfect Game Youth Fall Nationals	November 14-15, 2020	BOOMBAAH Sports Complex	\$ 7,500.00	\$ 6,825.00	500	455
USSSA FP Winter States Warm-Up	November 14-15, 2020	Soldiers Creek/Softball	\$ 6,300.00	\$ 6,175.84	420	422
3d Lacrosse Southern Retreat	November 20-22, 2020	BOOMBAAH Sports Complex	\$ 4,500.00	\$ 1,497.20	300	247
GoldStar Elite Fall Showcase	November 21-22, 2020	Soldiers Creek	\$ 6,000.00	\$ 4,425.00	400	295
BOOMBAAH USSSA CFL Holiday Classic	December 5-6, 2020	BOOMBAAH Spots Complex	\$ 4,500.00	\$ 4,710.00	300	314
USSSA FP Winter State Championships	December 5-6, 2020	Soldiers/Softball/Red Bug	\$ 12,000.00	\$ 8,105.63	800	806

USSSA/Suncoast Bash 4 Cash	December 12-13, 2020	BOOMBAH Sports Complex	\$ 1,500.00	\$ 1,800.00	100	325
Florida PGF State Championships	December 12-13, 2020	Soldiers Creek/Softball	\$ 4,125.00	\$ 4,950.00	275	380
Athletx Baseball Youth All-American Games	December 31-January 3, 2021	BOOMBAH Sports Complex	\$ 8,100.00	\$ 5,353.60	540	1152
Athletx Softball Youth All-American Games	December 31-January 3, 2021	BOOMBAH Sports Complex	\$ 13,500.00	\$ 9,230.96	900	1302
ECNL Boys	January 8-10, 2021	Sylvan, Seminole Soccer and BOOMBAH Sports Complex	\$ 12,258.00	\$ 7,407.50	818	2,259
NFHCA Winter Escape Showcase	January 14-17, 2021	BOOMBAH Sports Complex	\$ 15,000.00	\$ 7,080.45	1000	1421
Florida PGF National Qualifier	January 16-17, 2021	Soldiers Creek Park	\$ 3,750.00	\$ 2,956.67	250	243
ECNL Girls	January 22-24, 2021	Sylvan, Seminole Soccer and BOOMBAH Sports Complex	\$ 12,258.00	\$ 6,136.00	818	2,301
Perfect Game, Inc East Winter Championship	January 29-31, 2021	BOOMBAH Sports Complex	\$ 7,500.00	\$ 5,824.16	500	420
Perfect Game Frozen Ropes	February 5-7, 2021	BOOMBAH Sports Complex	\$ 3,450.00	\$ 2,850.00	230	190
BOOMBAH, Inc BOOMBAH NIT	February 13-14, 2021	BOOMBAH Sports Complex	\$ 5,250.00	\$ 3,996.89	350	455
USSSA FP Elite Select	February 13-14, 2021	Soldiers/Softball	\$ 6,420.00	\$ 1,091.15	428	426
Perfect Game National PG Florida Select Championship	February 19-21, 2021	BOOMBAH Sports Complex	\$ 12,000.00	\$ 7,513.97	800	540
Seminole State CMI Softball Games	February 20-21, 2021	Soldiers Creek	\$ 2,520.00	\$ 2,580.00	168	172
Florida PGF Iron Girl Event	February 26-27, 2021	Soldiers Creek	\$ 5,625.00	\$ 3,225.00	375	215
Perfect Game National PG Florida Select Championship	February 26-28, 2021	BOOMBAH Sports Complex	\$ 9,750.00		650	
Florida Half Century	March 6-7, 2021	BOOMBAH Sports Complex	\$ 6,000.00	\$ 4,387.50	400	522
USSSA FP Elite Select	March 6-7, 2021	Soldiers Creek	\$ 4,125.00		275	
Florida League High School Invationals	March 8-25, 2021	Various	\$ 7,500.00		500	
Prep Baseball Report Florida Spring Training	March 12-21, 2021	BOOMBAH Sports Complex	\$ 12,000.00	\$ 2,355.00	800	157
Perfect Game, Inc Spring Classic	March 26-28, 2021	BOOMBAH Sports Complex	\$ 9,750.00		650	
Florida PGF 14U Gold Cup	March 27-28, 2021	Soldiers Creek	\$ 3,750.00		250	
<b>Total</b>			<b>\$ 322,491.00</b>	<b>\$ 180,641.30</b>	<b>21,501</b>	<b>20,998</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 Update

April 15, 2021

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Overview of our

# Partnership

- The Partnership between GO Sports and Orlando North/Seminole County began in FY 1993-94.
- GO Sports and Orlando North/Seminole County recently renewed their agreement. The current agreement term is FY 2020/21 through FY 2022/23.
- 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



# Marketing and Promotion of the Destination



2018 OBJ's Business of Sports Panel and Luncheon



2019 ECNL Florida Press Conference



2020 OBJ's Business of Sports Panel and Luncheon



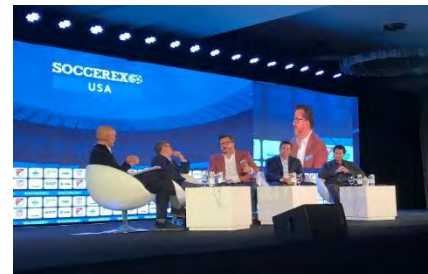
2020 NCAA Convention



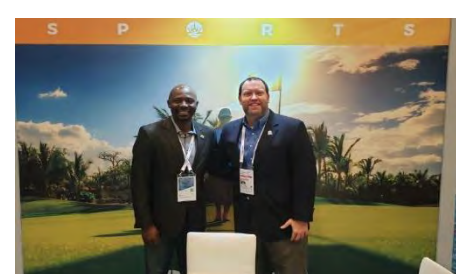
Greater Orlando Regional Stakeholders Meeting



Greater Orlando Regional Best Practices Meeting



2019 Soccerex USA



2019 SportAccord



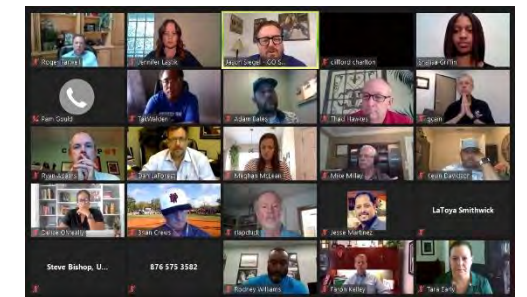
2020 Florida Cup Talks: Youth Development Panel



GO Sports Social Media: ECNL Florida



Weekly Greater Orlando Impact Update



Greater Orlando Youth Sports Task Force



2019 TEAMS Conference and Expo



2019 Celebrating Women in Sports Luncheon



GO Sports Social Media: Seminole County Annual Tourism Luncheon



GO Sports Website: Seminole County Venues



GO Sports Website: NCAA Bid Announcement



2020 #ThankYouORL Video



2019 Sports ETA Chief Executive Summit



2020 Sportys Awards



FHSA Tennis State Championships New Contract Announcement



GO Sports Website: ECNL Headline

- Impact Update Weekly Newsletter
- Greater Orlando Youth Sports Task Force
- Regional Stakeholder Meetings
- Regional Best Practices Meetings
- NCAA 2022-2026 Championship Bid Press Conference
- #ThankYouORL Sports Community Video



National and Regional Board Participation, Affiliations and Membership



Local Board Participation, Affiliations and Membership







# NCAA Update

# Greater Orlando Awarded the Most NCAA Championships in the Country



**NCAA** Championship Events from 2022 - 2026

---

Seminole County

# NCAA Championships

2024

- Division II Festival Men's Tennis (Sanlando Park)
- Division II Festival Women's Tennis (Sanlando Park)
- Division II Festival Softball (Boombah-Soldiers Creek Park)

2025

- Division II Men's Tennis (Sanlando Park)
- Division II Women's Tennis (Sanlando Park)

---

# 2021 Girls and Boys ECNL Florida National Events

January 8-10, 2021 and January 22-24, 2021  
Seminole Soccer Complex, Sylvan Lake Park, Boombah Sports Complex  
280+ Teams  
5,100+ Athletes



---

Looking Ahead to

# Future Events

---



HoganLax  
Florida Team Training  
Cancelled



FHSAA Tennis  
State Championships  
April 26-30



Florida Rush  
Champions Cup  
May 22-23



NCAA DII Tennis  
Championships  
May 17-21, 2022

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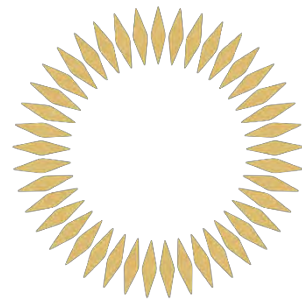
Seminole County

# Business Development

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Soccer Scouting Event  
Fall of 2021



**Concacaf**

U-17 World Cup Qualifier  
Spring/Summer of 2022

**PREMIER SOCCER SERVICES**

*"Experience the Cup"*

International Youth Soccer Tournament  
Fall of 2022, 2023, 2024



U-16 Fastpitch Nationals  
Summer of 2023



SPECIAL OLYMPICS  
**USA GAMES**  
ORLANDO 2022  
#ShineAsOne

# Special Olympics Update





SPECIAL OLYMPICS  
**USA GAMES**  
ORLANDO 2022

The USA Games will showcase the remarkable abilities of athletes with intellectual disabilities, promote the ideals of acceptance and inclusion through sport, and celebrate the transformative power of Special Olympics.

# GAMES NUMBERS

**20**

Sports

**5,500+**

Athletes & Coaches

**10,000+**

Volunteers

**22,000**

Athlete Hotel Nights

**125,000+**

Family, Friends & Fans

**210**

Sporting Events

**1,400+**

Medal Ceremonies

**15,000+**

Health Exams

**20,000+**

Athletic Performances

**187,000**

Athlete Meals & Snacks







# 2022 Special Olympics USA Games is Hosted at World-Class Venues



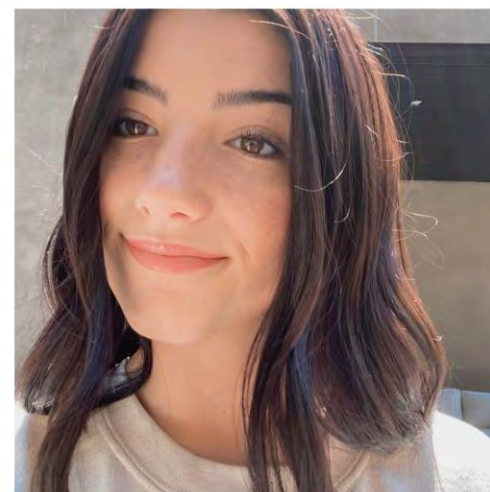
## Games Ambassadors

The USA Games Ambassador roster touts seven Hall of Famers, 14 Olympic medal winners and sports heroes that have played in more than 80 All-Star games, Pro Bowls and other championship games.

Additionally, the Ambassadors come with a profound number of entertainment awards and accolades with more than 200 major award nominations, three Oscars, and more than 125 Grammys, Emmys, Golden Globes, Tony and SAG awards.

These Ambassadors represent a huge presence on social media with more than 500 million followers and 15 billion content views. This includes the number one star of TikTok, Charli D'Amelio and her more than 110 million followers.

**View all members:**  
**[2022usagames.org/ambassador](https://2022usagames.org/ambassador)**





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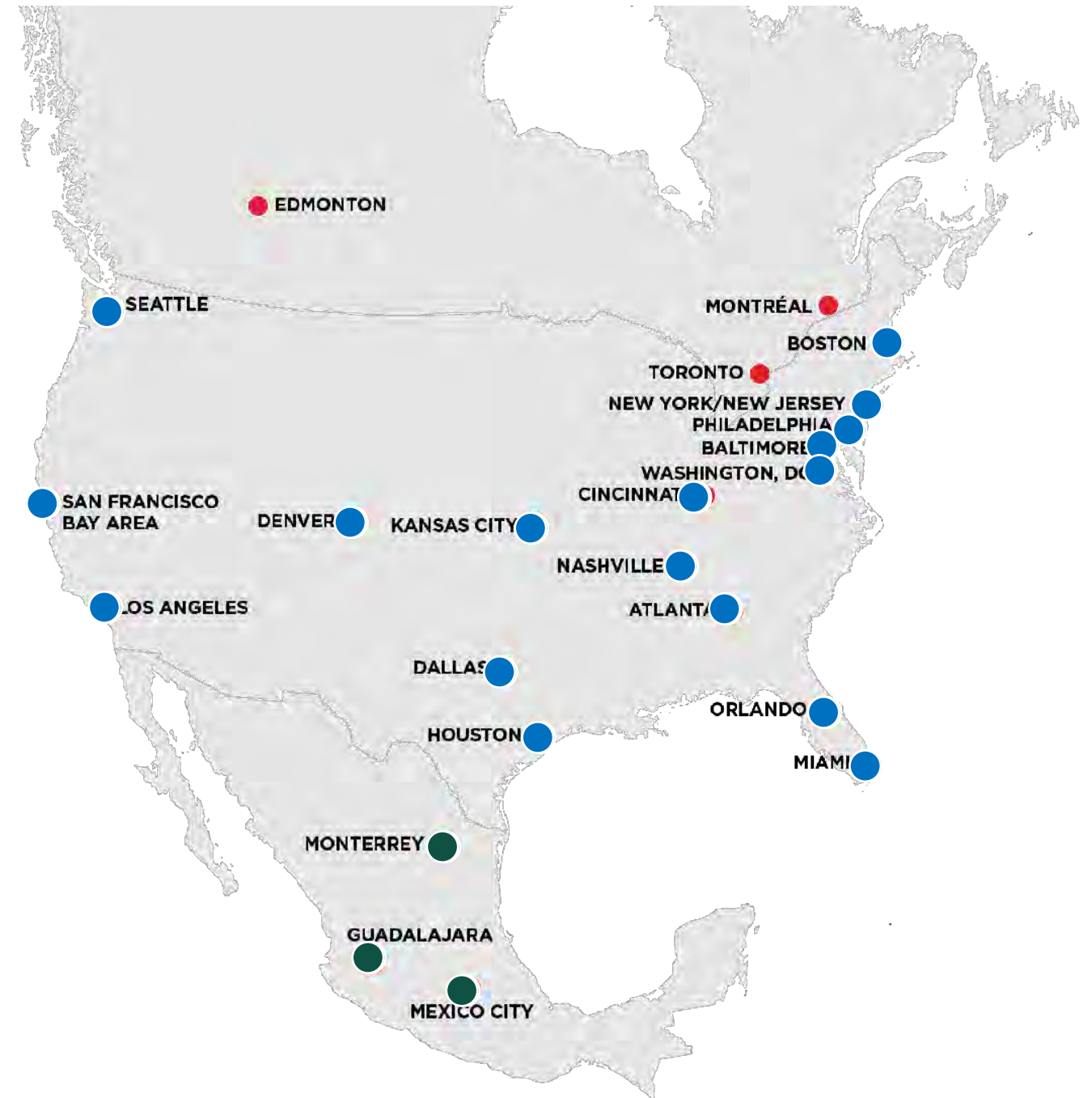
# World Cup Update

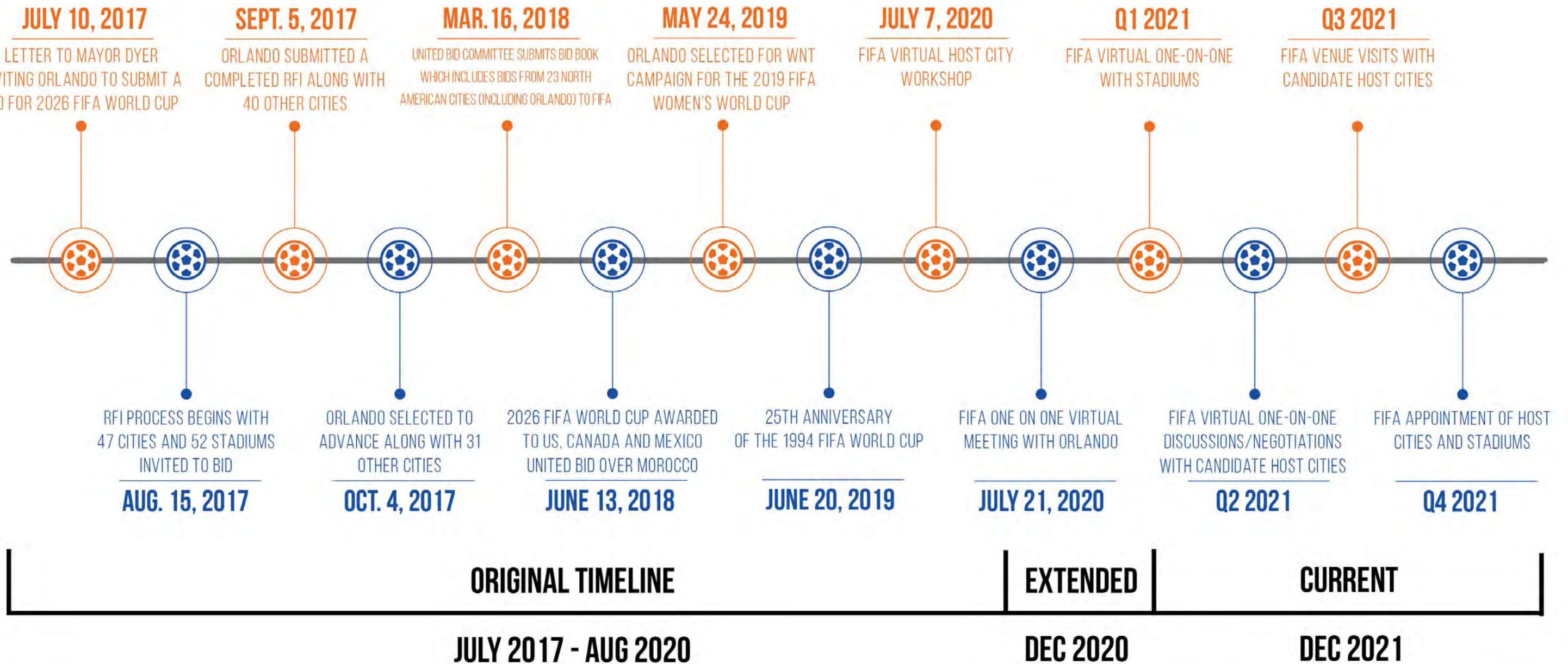
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**3 CANADA**

**10 UNITED STATES**

**3 MEXICO**







**ORLANDO THE US 'CENTER OF LIVE SPORT' IN 2020**

**CONCACAF'S latest decision highlights the Florida city's hosting credentials as a 2026 FIFA World Cup™ destination**

- Orlando chosen to host 2026 League finals
- Groundbreaking 'Disrupt' the go-to city for major sports events

The city of Orlando is preparing as FIFA prepares to decide which city will host the 2026 World Cup™.

Concacaf has announced that Orlando will host the NWSL's Orlando Pride, will host the Champions League (SCCL).

**SportsPro**  
 News Insights SportsPro Magazine Podcasts Playbook Most Marketable Events Shop

**'It will forever be known as the Disney model': How Orlando made the NBA and MLS bubbles a reality**

When two of North America's major leagues announced plans to restart in the same location, many doubted whether it could be done safely. As it turned out, no cases were recorded inside the NBA and MLS bubbles in Orlando, a city now synonymous with sport's post-Covid recovery.

By Sam Carp | Posted: November 11 2020



**SportBusiness**  
 HOME NEWS MARKETS SECTORS SPORTS

Home > Events

**Jason Siegel | 48-team Fifa World Cup raises the stakes for 2026 host cities**

Jason Siegel, president and chief executive of Greater Orlando Sports Commission, argues that the city's experience in staging closed-door NBA and MLS games puts it in a strong position to host matches at the 2026 Fifa World Cup

Jason Siegel January 21, 2021

**W**ith hindsight, we can quantify the economic impact of the 1994 Fifa World Cup on the City of Orlando. We have the data. Many millions of dollars in community benefits – full hotels, buoyant retail, busy restaurants, record-setting beer sales, and increased inflows of visitors. We have lived the legacy – an explosion in soccer growth.

But sport is about more than data.

My mind goes to Ireland v Holland on the fourth of July, 1994, and The Citrus Bowl (now Camping World Stadium) is a sea of orange and green. Dennis Bergkamp and the imperious Holland team were proving too good for Jack Charlton's Ireland, who'd become local heroes inside and outside the stadium, adorning our city with their wit and friendship.

...ord-setting 75 million tourists, but for a f... itates made a success out of shutting its... me the epicentre of the resurrection of pr... Typically accustomed to hosting everythi... d the backdrop to two of the more enterp... ) and the National Basketball Association... ex to return to action in their now-notorio...

**Sportico**  
**World Cup '26 Host City Hopefuls Finding Selection Process Cloaked in Mystery**

**JohnWallStreet**  
 Tue, January 12, 2021, 5:55 AM · 5 min read



FIFA awarded World Cup 2026 (WC26) to the United States, Canada and Mexico in June 2022. The selection process was highly competitive and has still yet to...



...Canada (Edmonton, ave long been s the lack of dged. Conversations paked in mystery. i, even that] has mission) explained.

**ORLANDO LIGHTS THE WAY FOR SPORT DURING COVID YEAR**

*Accolades and awards for Orlando as the media reflect on 2020's outstanding sporting success stories*

**ORLANDO, Fla. (January 21, 2021)** – As 2020 came to a close, sports journalists and publications reflected on the major storylines, as well as the many challenges the industry faced throughout the year. Though Greater Orlando faced its share of hardships, as all major tourism destinations have during the COVID-19 pandemic, it was also the region that many leagues and event owners turned to when they were ready to safely return to play. Four leading sports industry publications recently recognized Orlando's unique contributions to the reopening of lives sports during the difficult year.

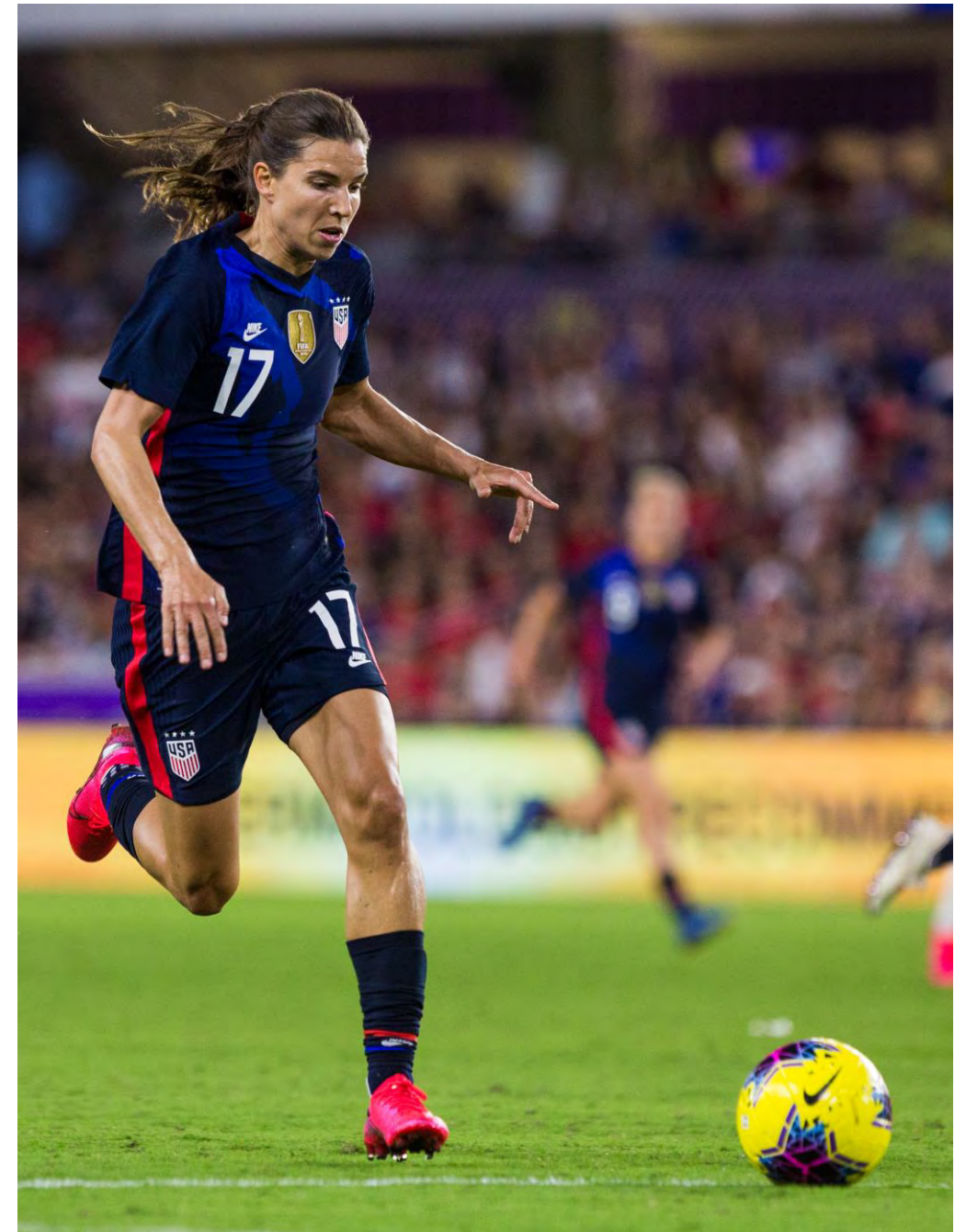
**65** EXPERT  
LEADERS  
Serving on Human Rights  
Committee

ACROSS **6**  
SUB COMMITTEES

OVER **15**  
COMMITTEE MEETINGS

## COMMITTEES INCLUDE:

- Human Trafficking
- Safety and Security
- Housing Rights
- Workers Rights
- Migrants
- LGBTQI Rights



**TERRAIN**

**FOR**

**EVERY**

**GAME**



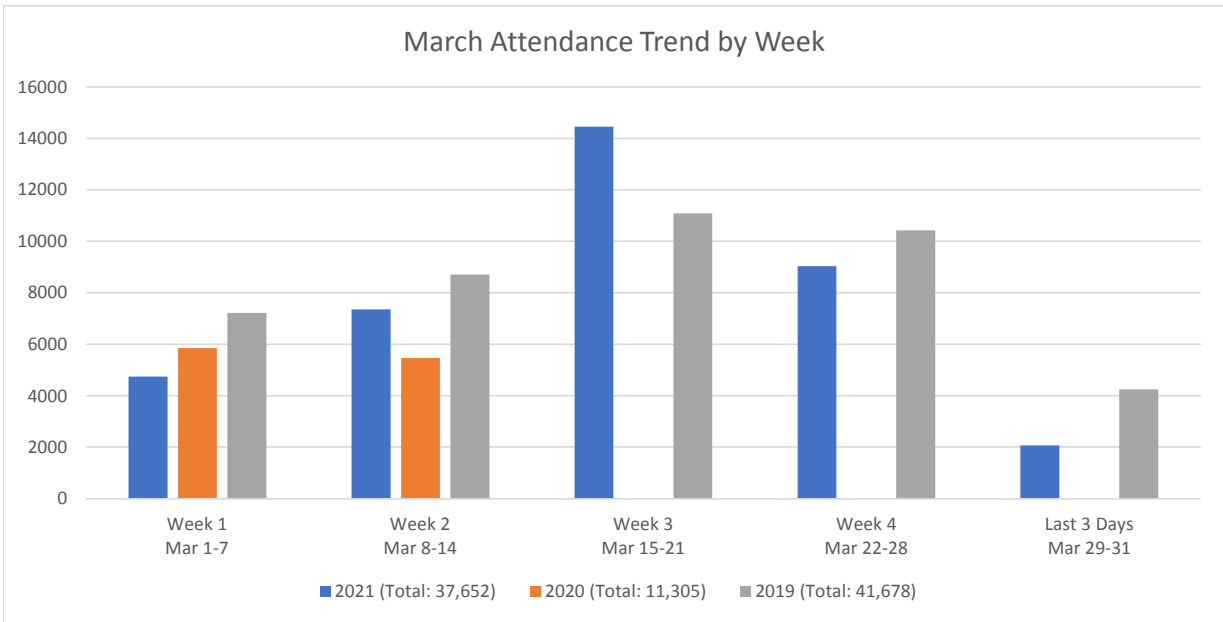
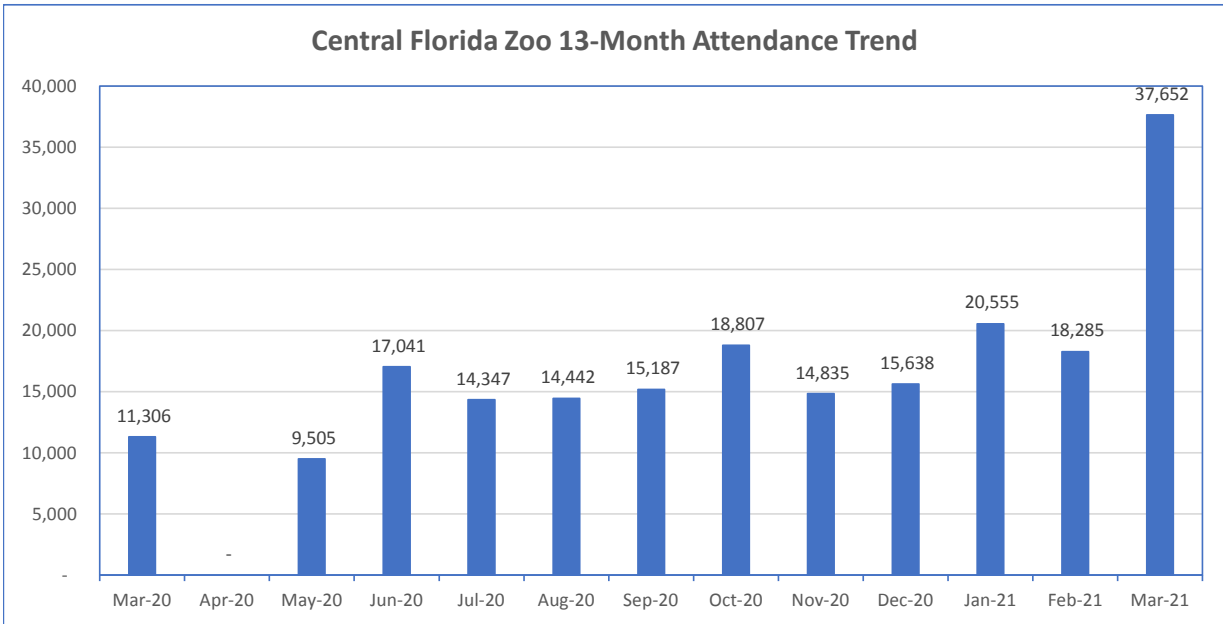
CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.  
 UNAUDITED MONTHLY RESULTS AS OF MARCH 31, 2021

	<b>Mar-21</b>	<b>Feb-21</b>	<b>M-O-M</b>	<b>%</b>
	<b>Unaudited Actuals</b>	<b>Unaudited Actuals</b>	<b>Mar/Feb</b>	<b>Change</b>
Revenues				
Annual passholders	\$ 47,916	\$ 41,059	\$ 6,857	14%
Gate	469,308	\$ 203,611	\$ 265,697	57%
Group sales	827	\$ -	\$ 827	100%
Concessions	15,076	\$ 5,547	\$ 9,529	63%
Gift shop	65,281	\$ 26,842	\$ 38,440	59%
Government support	-	\$ 11,321	\$ (11,321)	0%
Education	55,904	\$ 18,486	\$ 37,418	67%
WMD net rental	5,434	\$ 2,787	\$ 2,647	49%
Public support	124,373	\$ 71,973	\$ 52,400	42%
Net event revenues	(5,568)	\$ 4,822	\$ (10,390)	187%
Zipline	28,140	\$ 12,126	\$ 16,014	57%
Train/Carousel	10,055	\$ 3,305	\$ 6,750	67%
Other revenues	30,341	\$ 14,446	\$ 15,895	52%
<b>Total revenues</b>	<b>\$ 847,087</b>	<b>416,325</b>	<b>\$ 430,762</b>	<b>51%</b>
Operating expenses				
Payroll	\$ 230,307	\$ 204,908	\$ 25,399	11%
Animal care	16,589	\$ 17,037	\$ (448)	-3%
Facilities repair and maintenance	7,512	\$ 5,521	\$ 1,991	27%
Advertising	1,272	\$ 12,060	\$ (10,788)	-848%
Insurance	53,043	\$ 42,985	\$ 10,058	19%
Utilities	11,359	\$ 15,606	\$ (4,247)	-37%
Professional fees	600	\$ 4,260	\$ (3,661)	-610%
Employee expenses	2,798	\$ 4,493	\$ (1,695)	-61%
Office expenses/website/credit card fees	21,330	\$ 14,998	\$ 6,332	30%
Project Expenses	1,995	\$ 10,199	\$ (8,204)	-411%
Printing	2,154	\$ 392	\$ 1,762	82%
Supplies	12,022	\$ 5,227	\$ 6,795	57%
Other operating expenses	6,716	\$ 10,446	\$ (3,730)	-56%
<b>Total operating expenses</b>	<b>\$ 367,698</b>	<b>348,134</b>	<b>\$ 19,564</b>	<b>5%</b>
<b>Net operating income before depreciation</b>	<b>\$ 479,389</b>	<b>\$ 68,191</b>	<b>\$ 411,198</b>	<b>86%</b>

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

	<b>Mar-21</b>	<b>Mar-20</b>	<b>Y-O-Y</b>	<b>%</b>
	<b>Unaudited Actuals</b>	<b>Unaudited Actuals</b>	<b>2021/2020</b>	<b>Change</b>
Revenues				
Annual passholders	\$ 47,916	\$ 45,088	\$ 2,828	6%
Gate	469,308	127,646	\$ 341,663	73%
Group sales	827	8,129	\$ (7,302)	0%
Concessions	15,076	3,678	\$ 11,398	76%
Gift shop	65,281	6,851	\$ 58,431	90%
Government support	-	97,625	\$ (97,625)	#DIV/0!
Education	55,904	38,704	\$ 17,200	31%
WMD net rental	5,434	5,654	\$ (220)	-4%
Public support	124,373	49,420	\$ 74,953	60%
Net event revenues	(5,568)	7,578	\$ (13,146)	236%
Zipline	28,140	9,481	\$ 18,659	66%
Train/Carousel	10,055	2,269	\$ 7,786	77%
Other revenues	30,341	15,827	\$ 14,514	48%
<b>Total revenues</b>	<b>\$ 847,087</b>	<b>\$ 417,949</b>	<b>\$ 429,138</b>	<b>51%</b>
Operating expenses				
Payroll	\$ 230,307	\$ 242,332	\$ (12,025)	-5%
Animal care	16,589	18,644	\$ (2,055)	-12%
Facilities repair and maintenance	7,512	13,492	\$ (5,980)	-80%
Advertising	1,272	3,900	\$ (2,628)	-207%
Insurance	53,043	45,695	\$ 7,348	14%
Utilities	11,359	11,571	\$ (212)	-2%
Professional fees	600	36,116	\$ (35,516)	-5921%
Employee expenses	2,798	1,566	\$ 1,232	44%
Office expenses/website/credit card fees	21,330	16,780	\$ 4,550	21%
Project Expenses	1,995	141,609	\$ (139,614)	-6998%
Printing	2,154	919	\$ 1,235	57%
Supplies	12,022	4,716	\$ 7,306	61%
Other operating expenses	6,716	8,380	\$ (1,663)	-25%
<b>Total operating expenses</b>	<b>\$ 367,698</b>	<b>\$ 545,720</b>	<b>\$ (178,022)</b>	<b>-48%</b>
<b>Net operating income before depreciation</b>	<b>\$ 479,389</b>	<b>\$ (127,771)</b>	<b>\$ 607,160</b>	<b>127%</b>

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



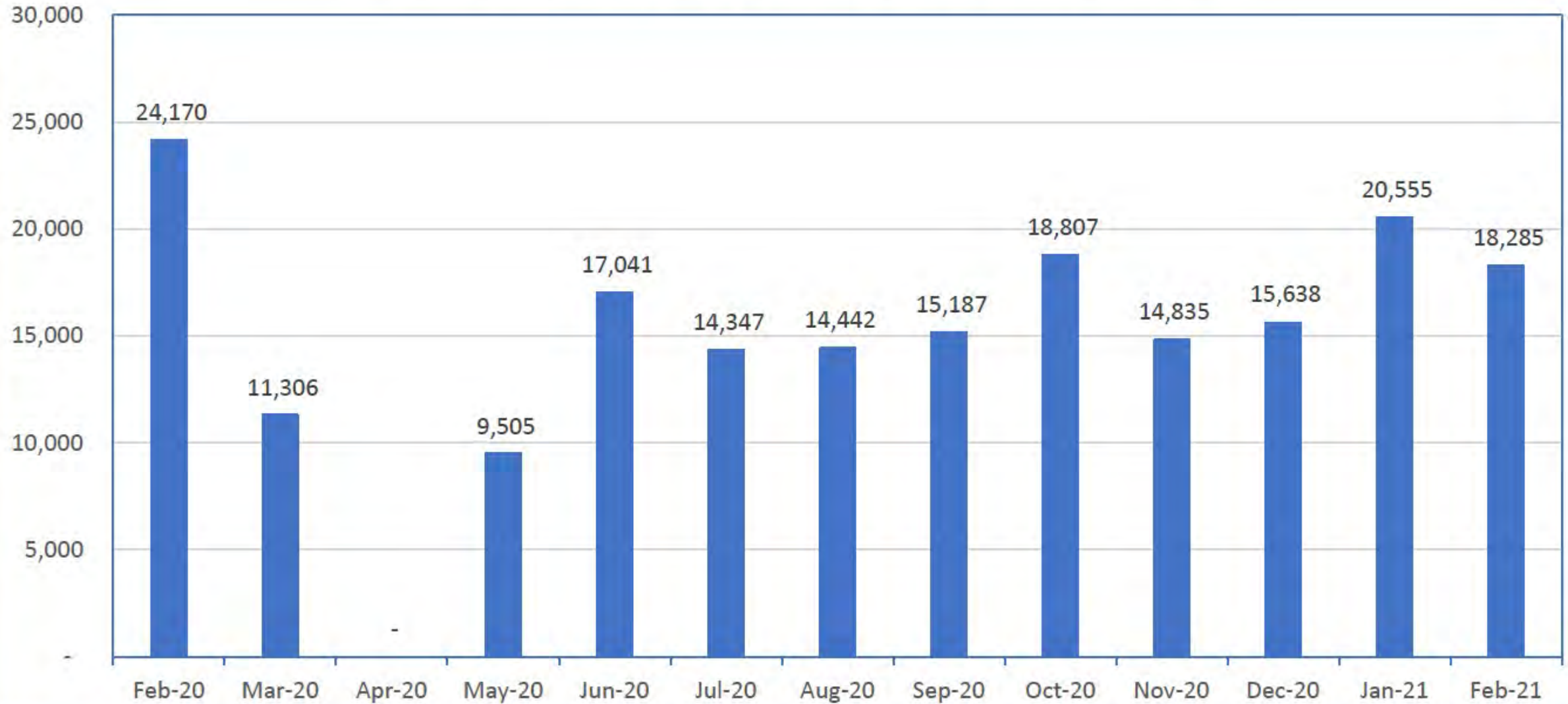


**THERE'S  
NO ZOO  
WITHOUT YOU**



**[WWW.CENTRALFLORIDAZOO.ORG/YOU](http://WWW.CENTRALFLORIDAZOO.ORG/YOU)** <sup>44</sup>

## Central Florida Zoo 13-Month Attendance Trend



# Spring Break and Hippity Hop

March 13-18, 2021

Attendance – 27,734  
Revenue – \$220,359.00

March 16-31, 2019

Attendance – 24,418  
Revenue - \$243,254.00



Presented by



Entertainment and activities  
presented by Publix Charities

**Saturday, April 3rd, 2021**

# Sustainability Campaign Update

Operational Cash Inflow/Outflow:

January Revenue - \$352,973; Expenses - \$342,299

February Revenue - \$416,665; Expenses - \$348,120

Seminole  
County CARES  
Act

• \$1.55 million

Seminole  
County TDC

• \$300,000

Individual and  
Corporate  
Giving

• \$383,337

City of Sanford

• \$25,000

Goal: \$2.5 Million

Raised to date:  
\$2,258,337

Need: \$241,663

CENTRAL FLORIDA



& BOTANICAL GARDENS

# SOCIAL & PR REPORT



**WELLONS**  
communications

*January 2021*



# EXECUTIVE SUMMARY

January was a month of transition as the Wellons team prepared to step into a larger role for the Zoo and welcome a new key player on the Zoo's marketing team. We worked closely with the Zoo team on strategy for the upcoming year and creating a good synergy with the new roles in mind.

Social media was a strong focus as always, with posts going out on all platforms daily. This month we incorporated several more animal photos along with our guest photos and it resulted in growth across the board for Facebook and growth in followers and engagement on Instagram. We also integrated an animal video and a quiz-style post, which both performed extremely well and gave us insight on how to continue to grow our numbers moving forward.

In February, we will be stepping fully into the director of marketing role and will be focused on helping position the Zoo for a successful 2021 on all fronts.

We look forward to working with you and value our relationship. If you have any questions, please do not hesitate to reach out to a member of our team.



## Cheap things to do with kids in Orlando

There is so much more to Orlando than Disney. If you search beyond the theme park district, you will discover plenty of cheap things to do with kids in Orlando. We've curated a long list of kids' activities in Orlando that are free or cheap (less than \$25 each).

Whether you are looking for playdate destinations with little ones or exciting adventures for older kids, we have plenty of ideas for fun and inexpensive things to do in Orlando.

### ORLANDO ATTRACTIONS FOR KIDS & FAMILIES

Central Florida Zoo is home to more than 500 animals and has a splash pad for your little ones to cool off after a day of animal adventures.



To view the full article, click [here](#).

## Best Things to Do in Orlando in February with Kids

Things to Do Valentine's Day/President's Day Weekend in Orlando

Kids Night Out at the Central Florida Zoo

Sanford

February 13

Drop your kids off for a kids-only adventure at the Zoo. Kids will get to meet animals up close, take a flashlight tour of the zoo, play games and make a craft. A snack will also be provided.

Kids are required to wear a face covering, and temperature checks will take place at check-in. Registration is required.



To view the full article, click [here](#).

# SOCIAL GROWTH



LIKES  
**46,745**  
Up .4%

REACH  
**25,014**  
Up 24%

ENGAGEMENT  
**15,241**  
Up 23%



FOLLOWERS  
**10,887**  
Down 8

IMPRESSIONS  
**19.9K**  
Down 6.2%

MENTIONS  
**13**  
Down 1



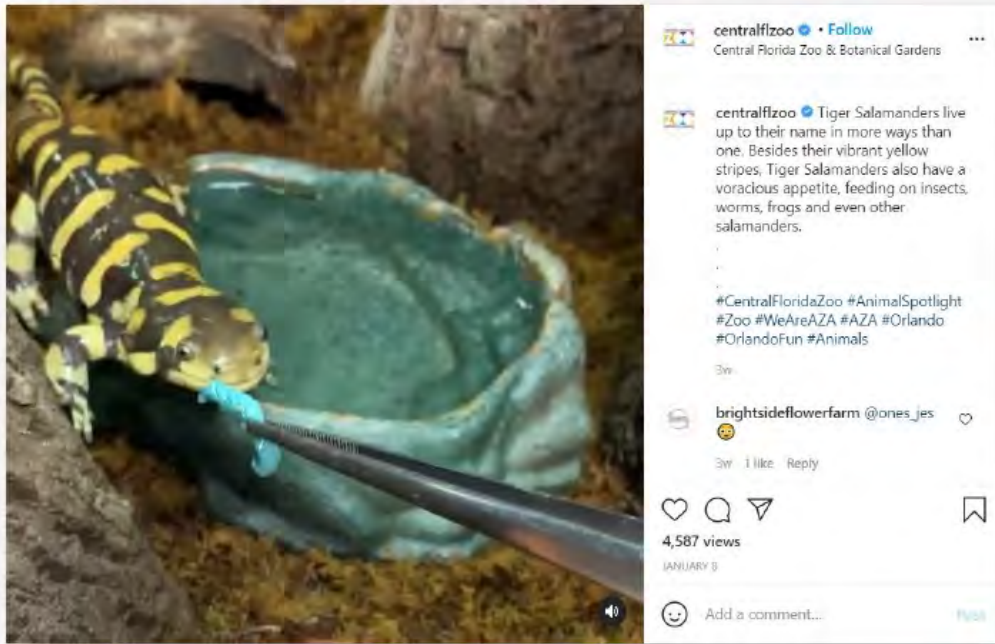
FOLLOWERS  
**9,257**  
Up 2.8%

REACH  
**19,737**  
Down 6.4%

ENGAGEMENT  
**3,690**  
Up 14.4%



# Top Performing Social Media Posts



Reached 7,208 people with 19 profile visits on Instagram. Received 212 likes, 2 comments, 13 shares and 17 saves.



Reached 3,968 people with 29 profile visits on Instagram. Received 196 likes, 9 comments, 3 shares and 2 saves.

# Top Performing Social Media Posts

**Central Florida Zoo & Botanical Gardens**  
Published by Wellons Communications (7) · January 12 ·

We are saddened to share the news of the passing of Elmo, one of the Zoo's green-winged macaws.

We are so thankful to have been Elmo's home for the past 20 years, where she became a guest favorite and was beloved by her dedicated keepers. She could often be seen hanging out with other macaws in the Bird Perching area of the Zoo or taking the Parrot Express back to her night house.

Elmo was 29 years old and will be deeply missed.



**Get More Likes, Comments and Shares**  
When you boost this post, you'll show it to more people.

<b>8,937</b> People Reached	<b>952</b> Engagements	<b>Boost Post</b>
--------------------------------	---------------------------	-------------------

Sue Johnson, Tyra Burkholder and 315 others · 34 Comments · 12 Shares

Like Comment Share

Reached 8,937 people with 952 engagements on Facebook. Received 124 likes, 65 comments and 13 shares.

**Central Florida Zoo & Botanical Gardens**  
Published by Wellons Communications (7) · January 15 ·

Have you ever thought about becoming a Zookeeper? Our Zookeepers are an essential part of the Central Florida Zoo. They are responsible for maintaining the health and wellness of our animal residents, as well as keeping things clean and safe for both our animals and our visitors. We're so thankful for all they do!



**Get More Likes, Comments and Shares**  
When you boost this post, you'll show it to more people.

<b>5,630</b> People Reached	<b>363</b> Engagements	<b>Boost Post</b>
--------------------------------	---------------------------	-------------------

TJ Baumgardner, Valdon Eidsmore and 113 others · 9 Comments · 6 Shares

Like Comment Share

Reached 5,630 people with 363 engagements on Facebook. Received 100 likes, 9 comments and 6 shares.

CENTRAL FLORIDA



& BOTANICAL GARDENS

# SOCIAL & PR REPORT



**WELLONS**  
communications

*February 2021*

# EXECUTIVE SUMMARY

February has been a great month for the Central Florida Zoo as Wellons has successfully stepped into the role of marketing director. This month has been a heavy planning month, as we've strategized and prepared to support the Zoo team on upcoming events like Hippity Hop, Sunset at the Zoo, Family Sunset and the potential 5K event.

Additionally, the Zoo has entered its final push in its No Zoo Without You campaign, and a priority has been getting the word out to the local community and aiding the Zoo's fundraising efforts. Wellons Communications wrote, distributed and personally pitched a milestone release, securing inclusion in Seminole County Chamber's monthly newsletter and feature articles in local publications The Seminole Source and Touring Central Florida.

Looking ahead to March, Wellons is ready for an energetic push to get the word out about Hippity Hop through a release, targeted pitching and blogger collaborations. Additionally, we're preparing for distribution of the Toro release, brainstorming new ways to garner donations and continuing to keep up our strong social media presence.





## Enormous diamondback rattlesnake has social media freaking out. Just how big is it?

A photo of [one of the world's largest rattlesnakes](#) was shared days ago on Facebook, and it's safe to say social media about lost its mind.

The super-sized snake lives in captivity in Florida, so the data is solid.

“Edgar was born at the Central Florida Zoo in 2001 and is currently around 19 years old. Diamondback rattlesnakes are the largest venomous snakes in North America and Edgar does an amazing job at showing off just how big they can get!” according to the [Orienne Center For Indigo Conservation](#), which works in partnership with the zoo.

“He currently weighs around 20 pounds and is over 7 feet long, making him one of the largest living eastern diamondbacks in the world.”

To be completely accurate, Edgar is 7-feet, 4 inches, the center says. For comparison purposes, 20 pounds is about the weight of a full-grown beagle, and 7.4 feet is just over the length of a queen size bed.

Aside from his unusual size, Edgar sticks out for another reason – he is albino.

While Edgar was born at the Central Florida Zoo & Botanical Gardens, he resides at the Orienne Center, which is a private facility not open to the public.

Eastern diamondback rattlesnakes typically grow to [no more than 6 feet and 10 pounds](#), the zoo says.

The Orienne Center For Indigo Conservation shared the photo Feb. 4, and the post has racked up nearly 3,000 reactions, comments and shares. This includes a lot of commenters surprised to see a bare-handed [center staffer holding the snake](#), even if he was using metal hook.



To view the full article, click [here](#).



## Central Florida Zoo Celebrates Campaign Milestone

Even as COVID-19 vaccines roll out, businesses everywhere are still recovering from the impact of the pandemic. The Central Florida Zoo is no different.

The Zoo recently celebrated a milestone in its No Zoo Without You sustainability campaign, but it still needs help.

With incredible support from the community, the Zoo is proud to announce today that it has raised more than \$2 million of its \$2.5 million goal. Now, the sustainability effort has entered its final push: to raise \$300,000 by June 30 and finish the campaign.

To combat the spread of COVID-19, the Zoo closed in March for eight weeks, right during its busiest season. During the closure, it amassed a huge—and growing—deficit. After the closure, the Zoo launched the sustainability campaign in an effort to keep the doors open for the community institution.

“Laying off staff and finding new homes for the animals was never an option for us at the Central Florida Zoo,” said Dino Ferri, the Zoo’s CEO. “We could not be more thankful for the organizations, entities and individuals who have rallied around us and helped us keep the Central Florida Zoo open for our community.”

Ferri specifically thanked the Seminole County Board of Commissioners, Seminole County Tourism Development Council, and the City of Sanford. He added that community support is vital to the Zoo’s future.

Those who wish to help the Zoo have several options:

Donate. Every little bit helps, and the Zoo is thankful for all donations. [Give now.](#)

Visit and make memories with family. [Learn more here.](#)

Purchase an Annual Pass. Learn more about Annual Passes [here.](#)

Participate in education programs, including virtually. The Central Florida Zoo hosts an array of events every month, including classes for various ages, teacher workshops, Kids Night Out and more. Learn more about upcoming events [here.](#)

Become a partner. For those interested in doing more, the Zoo has a variety of ways for corporations to partner. Learn more about partnerships [here.](#)

For more information about the Central Florida Zoo, visit [www.centralfloridazoo.org](http://www.centralfloridazoo.org).

To view the full article, click [here.](#)



## Central Florida Zoo aiming to raise \$300,000 by June 30th

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## Summer Camps Guide 2021 - North Orlando

\*[Central Florida Zoo](#): The Central Florida Zoo & Botanical Gardens has the wildest summer camp in town! Each day, campers will meet animals up close while learning about wildlife and conservation. Half day and full day camps available, May-August, Monday-Friday. Become a Central Florida Zoo Annual Passholder and receive a discount on summer camp! Summer camps are offered for **children ages 5-12**.



To view the full article, click [here](#).

## Central Florida Zoo & Botanical Gardens Aims to Raise \$300,000 by June 30 for COVID-19 Recovery

SANFORD, Fla. (February 11, 2021) – Even as COVID-19 vaccines roll out, businesses everywhere are still recovering from the impact of the pandemic. The Central Florida Zoo is no different.

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# SOCIAL GROWTH



LIKES

46,849

Up .2%

REACH

32,110

Up 28%

ENGAGEMENT

16,135

Up 6%



FOLLOWERS

10,915

Up 28

IMPRESSIONS

19.6K

Down 1.2%

MENTIONS

11

Down 2



FOLLOWERS

9,415

Up 1.7%

REACH

52,237

Up 170%

ENGAGEMENT

3,171

Down 14%



# Top Performing Social Media Posts



**Reached 3,745 people with 17 profile visits on Instagram. Received 308 likes, 1 comment, 7 shares and 2 saves.**



**Reached 4,068 people with 22 profile visits on Instagram. Received 235 likes, 6 comments, 11 shares and 2 saves.**

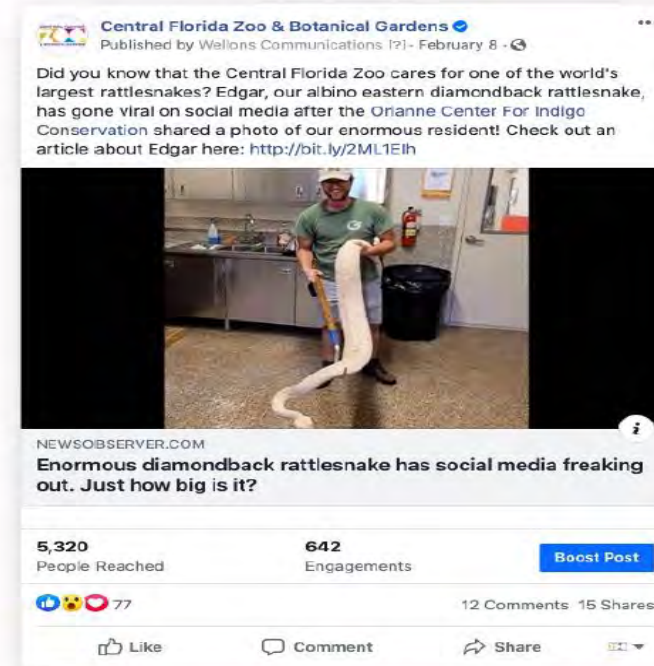
Our top performing social posts on Instagram were of the bride and groom and the young girl feeding the giraffe. We think these performed so well because they were both fun, feel-good photos. We will continue to find posts similar to these to include in our social lineup.



# Top Performing Social Media Posts



Reached 5,518 people with 236 engagements on Facebook. Received 134 likes, 6 comments and 5 shares.



Reached 5,320 people with 642 engagements on Facebook. Received 77 likes, 12 comments and 16 shares.

The posts that performed best on Facebook were the same married couple and our share of News and Observer's article on Edgar the snake. The Edgar post shed light on the giant snake that many people didn't know the Central Florida Zoo cared for, so we were excited to see such a positive reaction. This tells us that animal spotlights and posts with fun facts are popular among our audience.





# Spectrum – 30 Second Commercial

## Reach

Targeted Television March Flight  
4,341 :30 Commercials  
574,316 Impressions

Streaming TV March Flight  
20 Mile Radius.  
Target Family and Kids Networks  
40,540 Impressions

Targeted Television Apr-May Flight  
4,422 :30 Commercials  
583,252 Impressions






























Streaming TV  
Apr-May Flight  
20 Mile Radius  
Target Family and Kids Networks  
40,540 Impressions

## Geographic/Zone Targeting




























# Spectrum – Television Network Schedule

## Targeted Television Networks – March Schedule

							
50	1	408	114	424	278	181	
							
4	381	212	53	165	67	117	
							
508	35	144	125	218	72	228	
							
96	90	16	62	194	34	32	32

Spectrum  
REACH

## Targeted Television Networks – April/May Schedule

						
32	90	369	247	494	328	174
						
3	317	180	60	151	360	145
						
308	17	144	121	259	216	133
						
89	66	71	48			

Spectrum  
REACH

# Upcoming Events - May

## Sunset at the Zoo & Family Sunset at the Zoo

An Adults-Only Evening at the Zoo!

Take happy hour outside at the Central Florida Zoo & Botanical Gardens. On the third Thursday of each month, we'll reopen the gates at 5:30 p.m. and for just \$7 admission, adults over the age of 21 can stroll through the Zoo enjoying live music, purchase some refreshing beer and wine, and meet animals up-close!

Enjoy a summer evening with the family at the Central Florida Zoo & Botanical Gardens. Join us on the fourth Friday of each month for Family Sunset at the Zoo, presented by

[VyStar Credit Union](#).

We'll reopen the gates at 5:30 p.m. and for \$7 admission per person, guests can enjoy exploring the Zoo at sunset and music at the Wharton-Smith Tropical Splash Ground!



QUESTIONS?

# Client Reporting

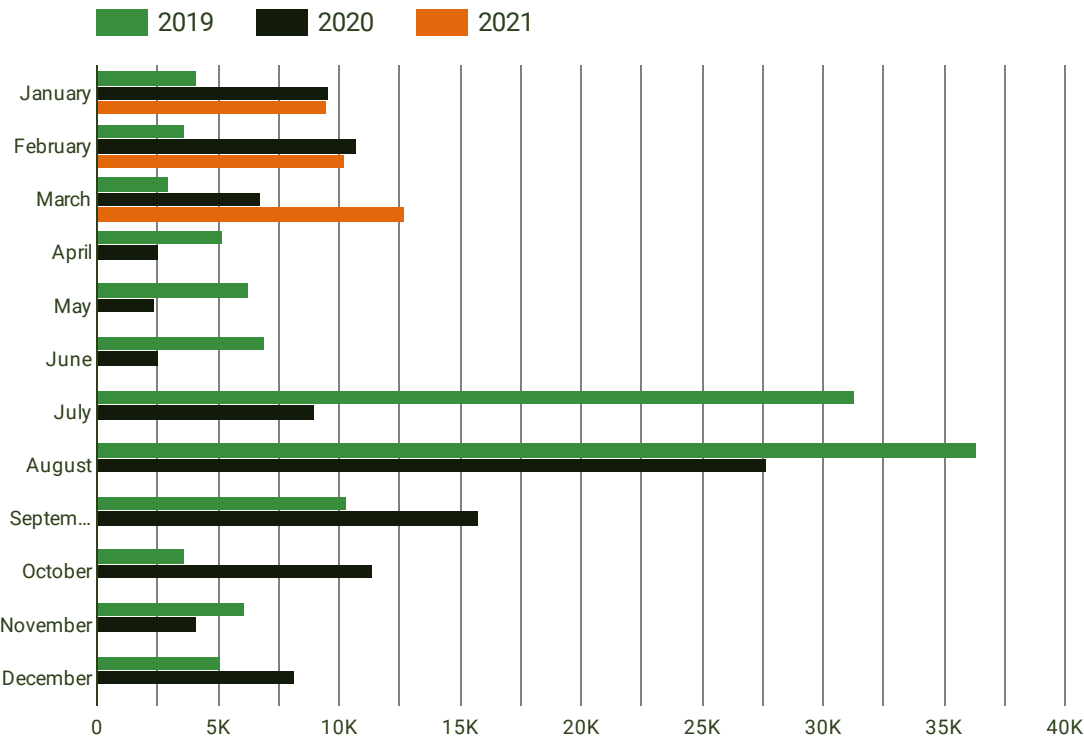
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IDEAS  
WORKS  
RESULTS

Seminole CVB  
March 2021

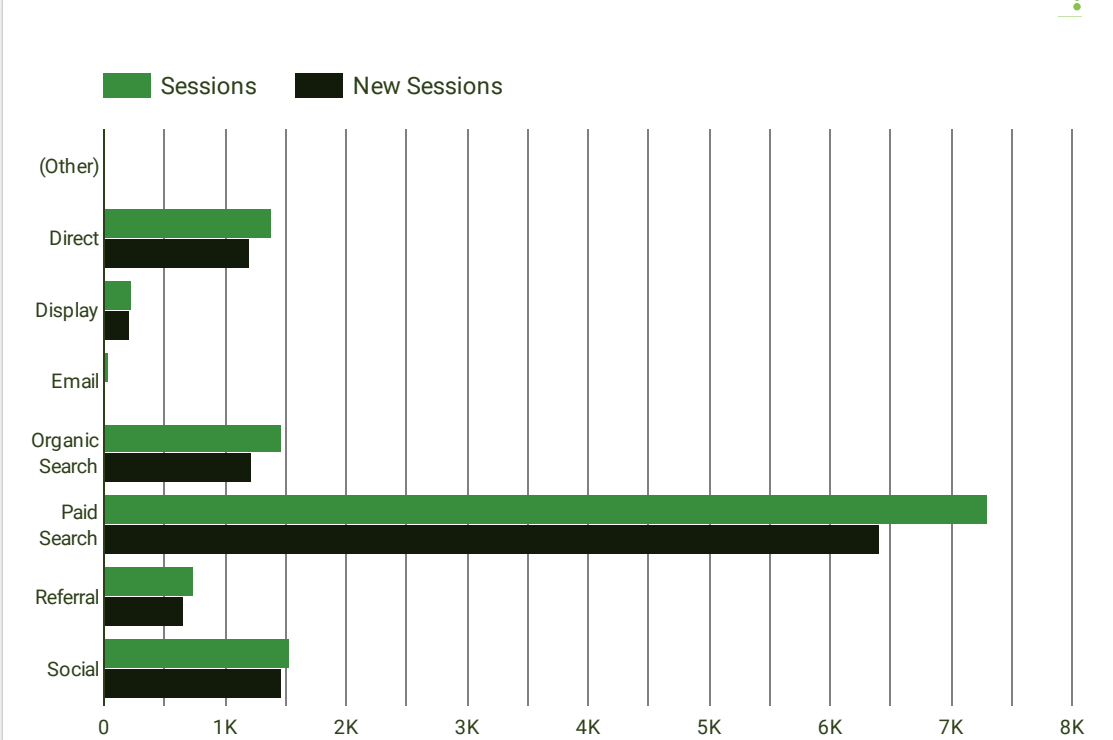
### Traffic Trends: Total Sessions

Objective: Increase New Sessions YoY



### Traffic by Channel: Sessions & New Sessions

Objective: Comparison of Sessions and New Sessions by Channel



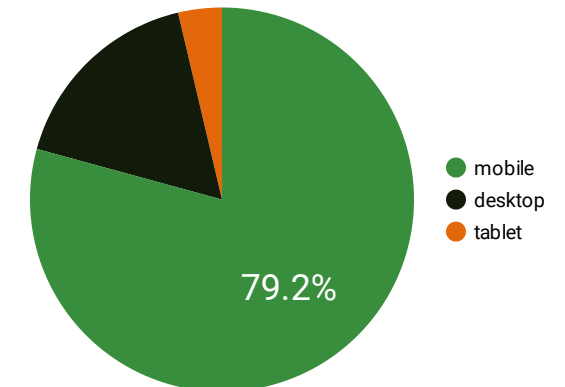
### Traffic by Source: Sessions and Engagement Metrics

Objective: Comparison YoY of New Sessions, Sessions and Engagement by Traffic Source

Source / Medium	New Sessions	% Δ	Sessions	Bounce Rate	Avg. Session
1. google / cpc	5,968	122.4% ↑	6,790	37.7%	00:01:17
2. m.facebook.com / referral	1,341	39.0% ↑	1,410	74.47%	00:00:20
3. (direct) / (none)	1,206	48.7% ↑	1,390	79.06%	00:00:51
4. google / organic	1,172	97.0% ↑	1,413	68.79%	00:01:09
5. facebook / cpc	438	-	521	76.01%	00:00:26

### Traffic by Device: Total Sessions

Objective: Comparison of Traffic by Device



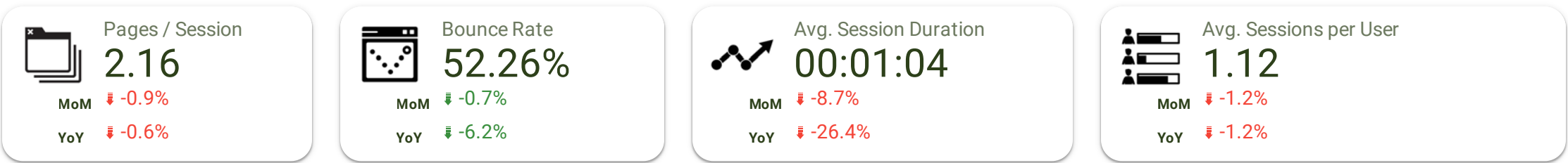
### Website Score Cards: Site Traffic Metrics

Objective: Increase Traffic Metrics to gain more visitors to website



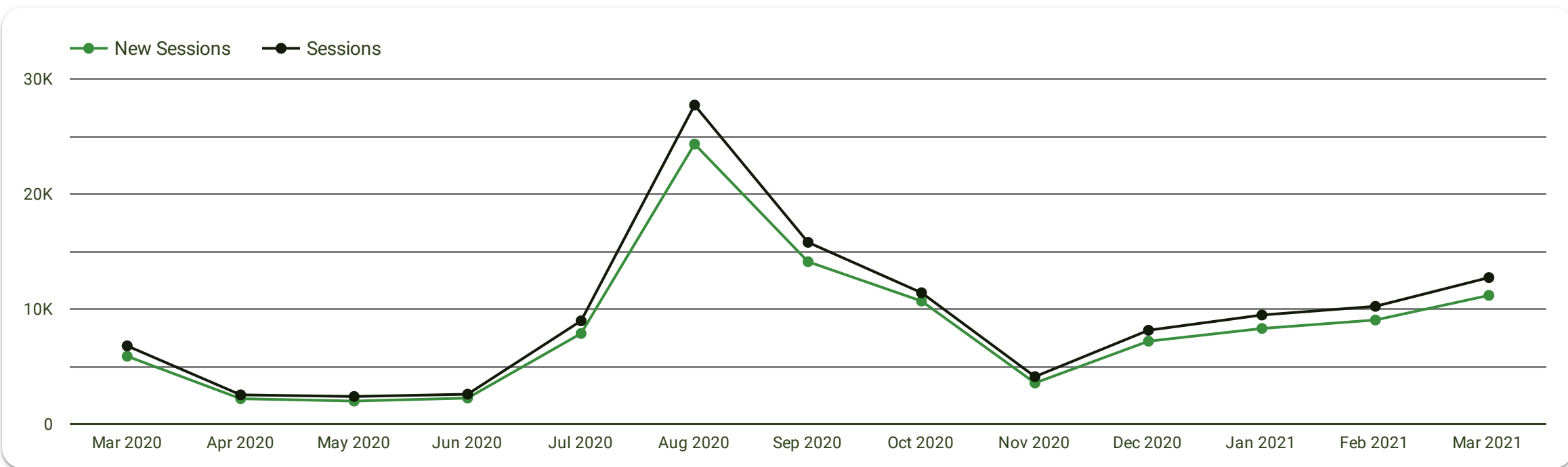
### Website Score Cards: Site Engagement Metrics

Objective: Increase Engagement Metrics to deliver a better user experience to website visitors



### Top Traffic Metrics: 12-Month Running Trend

Objective: Shows Yearly Growth Trend of New Sessions & Total Sessions



## Top Landing Pages: Traffic and Engagement Metrics

Objective: Increase Sessions, Pages/Session and Session Duration while lowering Bounce Rates

Landing Page	New Users	% Δ	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
/things-to-do	5,646	103.8% ↑	6,003	30.27%	2.75	00:01:26
/default.aspx	1,113	-26.7% ↓	1,282	47.97%	2.13	00:01:01
/blog/post/a-wheelie-fun-day-altamonte-springs	545	-	614	87.46%	1.2	00:00:30
/things-to-do/nature-and-outdoors/default.aspx	380	-	418	91.39%	1.18	00:00:15
/calendar/event/27th-annual-taste-of-oviedo	203	-	229	77.73%	1.55	00:00:36
/things-to-do/attractions	89	85.4% ↑	191	68.59%	1.8	00:01:09
/request-a-visitors-guide	87	17.6% ↑	95	60%	2.23	00:00:53
/things-to-do/hotels	74	29.8% ↑	88	36.36%	2.31	00:02:28
/calendar	66	-18.5% ↓	79	60.76%	2.3	00:01:32
/things-to-do/nature-and-outdoors	59	-58.2% ↓	148	77.7%	1.53	00:01:30

1 - 10 / 2227 < >

## Geographical Breakdown of Audience: Region & City based on Geolocation IP

Objective: Increase demographic insights of future visitors to the website

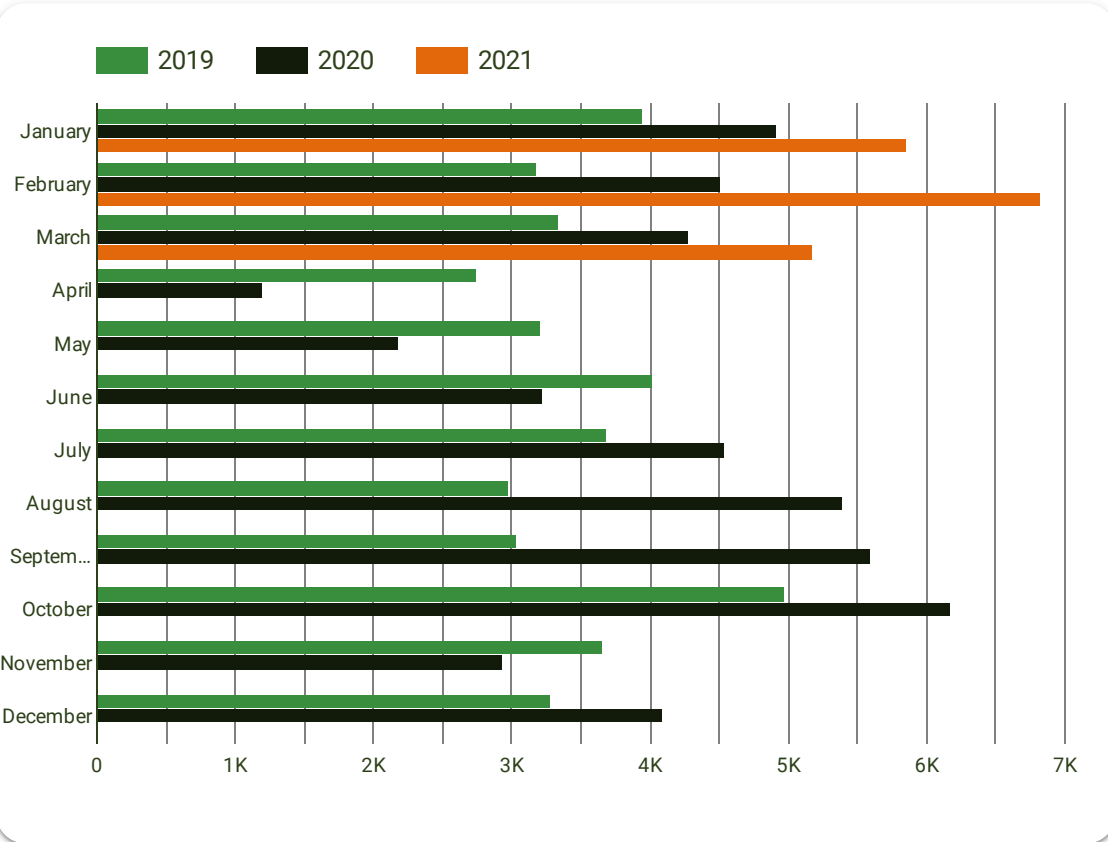
Region	City	New Users	% Δ	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
Florida	Orlando	960	151.3% ↑	1,106	56.06%	2.07	00:00:58
Florida	Miami	536	148.1% ↑	611	57.77%	1.9	00:00:50
San Juan	San Juan	249	857.7% ↑	280	63.93%	1.97	00:00:43
Florida	Sanford	204	88.9% ↑	294	58.5%	2.52	00:02:44
New York	New York	202	512.1% ↑	227	39.21%	2.46	00:01:32

1 - 5 / 2552 < >



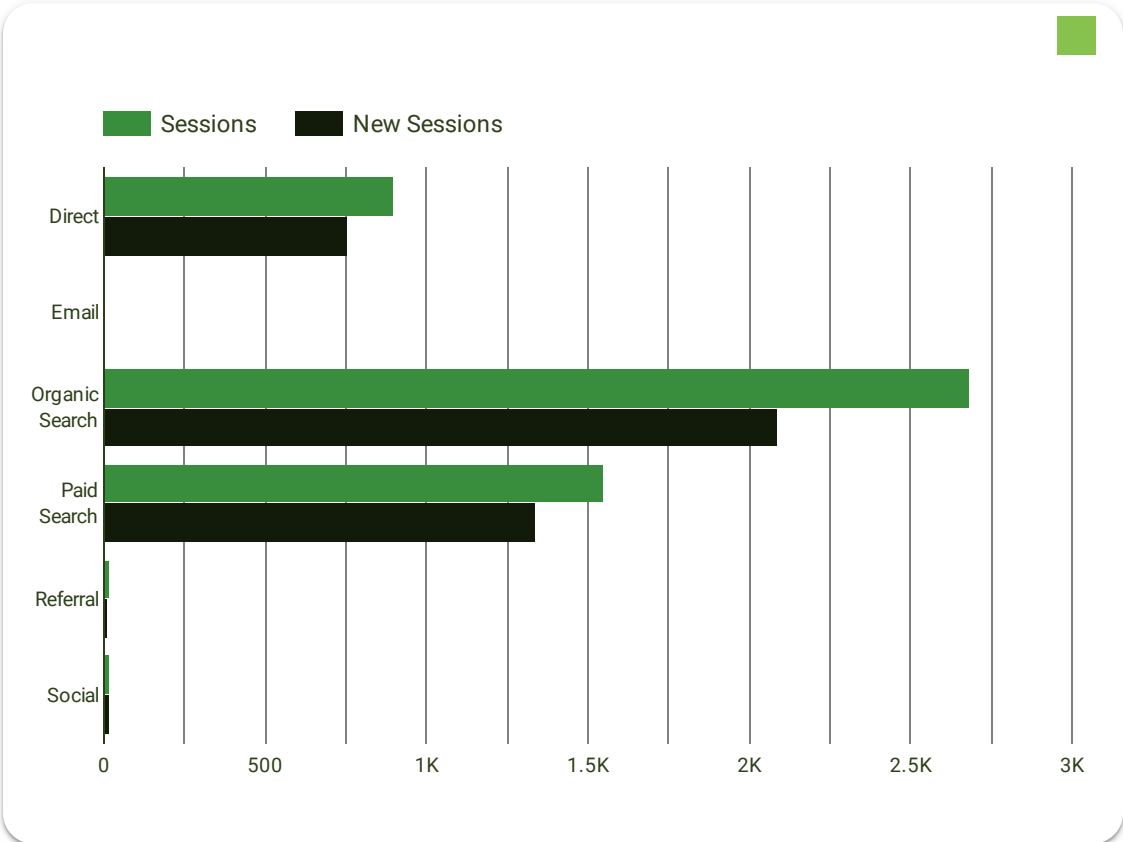
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### Traffic by Channel: Sessions & New Sessions

Objective: Comparison of Sessions and New Sessions by Channel



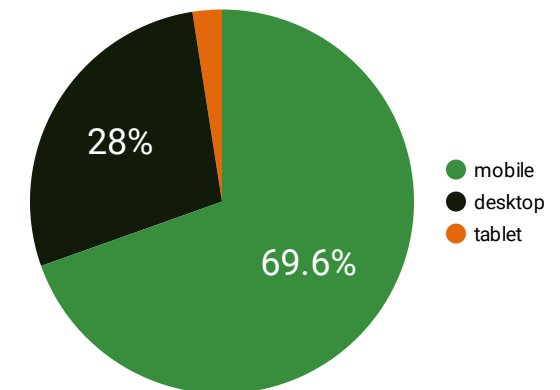
### Traffic by Source: Sessions and Engagement Metrics

Objective: Comparison of New Sessions, Sessions and Engagement by Traffic Source

Source / Medium	New Sessions	% Δ	Sessions	Bounce Rate	Avg. Session
1. google / organic	1,862	60.4% ↑	2,402	54.29%	00:01:37
2. google / cpc	968	-20.1% ↓	1,114	82.05%	00:00:24
3. (direct) / (none)	759	-26.7% ↓	901	41.4%	00:00:46
4. facebook / cpc	368	-	436	89.68%	00:00:14
5. bing / organic	86	100.0% ↑	115	53.91%	00:01:20

### Traffic by Device: New Sessions

Objective: Comparison of Traffic by Device



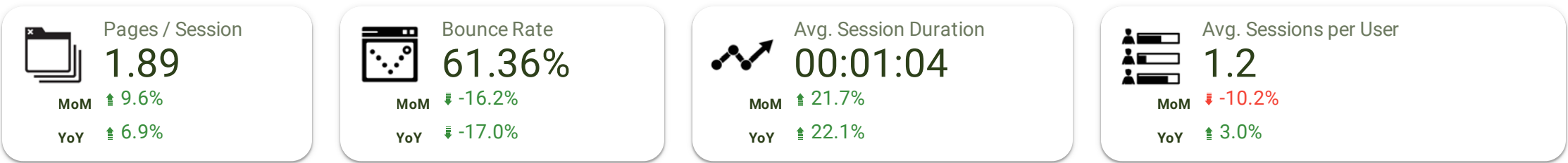
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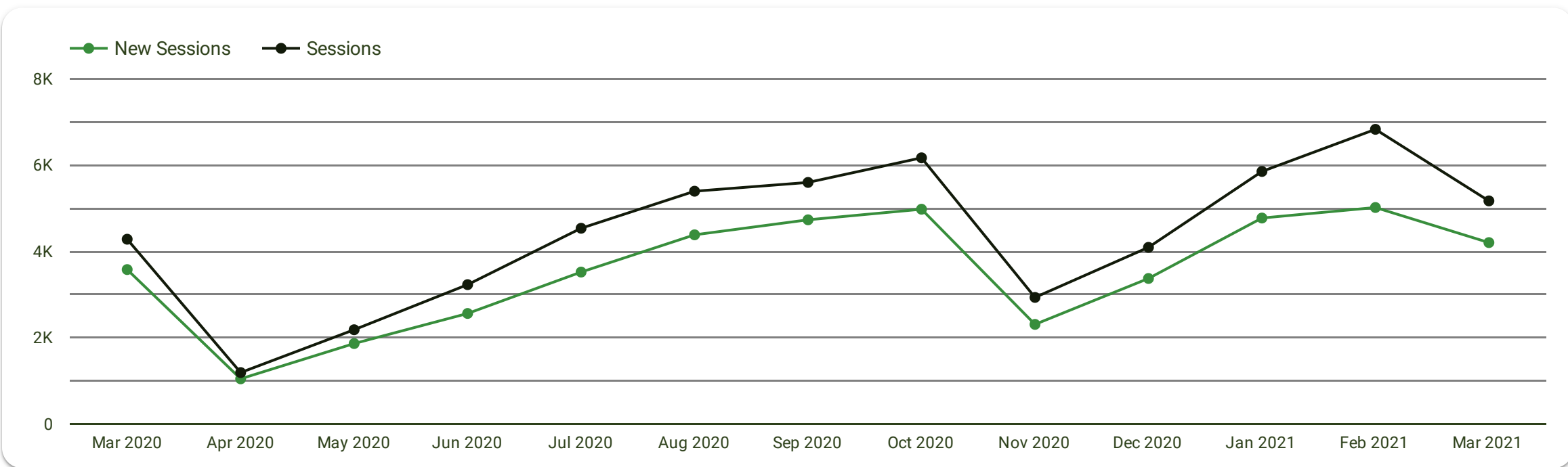
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### Top Traffic Metrics: 12-Month Running Trend

Objective: Shows Yearly Growth Trend of New Sessions & Total Sessions



## Top Landing Pages: Traffic and Engagement Metrics

Objective: Increase Sessions, Pages/Session and Session Duration while lowering Bounce Rates

Landing Page	New Users	% Δ	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
/facilities/details/boombah-sports-complex	1,422	50.3% ↑	1,813	45.5%	2.46	00:01:45
/facilities	1,077	1,110.1% ↑	1,277	81.21%	1.43	00:00:38
/	479	85.7% ↑	538	24.16%	1.89	00:00:24
/facilities/details/seminole-soccer-complex	130	128.1% ↑	161	65.84%	1.75	00:00:58
/facilities/details/lake-brantley-aquatic-center	66	127.6% ↑	69	69.57%	1.62	00:00:37
/facilities/details/seminole-county-softball-complex	57	-10.9% ↓	66	62.12%	2.23	00:01:13
/facilities/details/central-winds-park	54	170.0% ↑	66	77.27%	1.38	00:00:18
/facilities/category/softball	53	194.4% ↑	58	60.34%	2.12	00:01:36
/facilities/details/sanlando-park	51	-33.8% ↓	61	73.77%	1.59	00:01:12
/facilities/details/red-bug-lake-park	45	-16.7% ↓	47	59.57%	1.87	00:01:38

1 - 10 / 523 < >

## Geographical Breakdown of Audience: Region & City based on Geolocation IP

Objective: Increase demographic insights of future visitors to the website

Region	City	New Users	% Δ	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
Florida	Orlando	557	155.5% ↑	676	70.41%	1.62	00:00:45
Florida	Miami	273	105.3% ↑	373	68.1%	1.73	00:00:52
Florida	Sanford	133	92.8% ↑	183	51.91%	2.09	00:01:28
Florida	Tampa	129	-16.2% ↓	158	61.39%	2	00:01:26
Georgia	Atlanta	102	-17.7% ↓	125	69.6%	1.51	00:00:41

1 - 5 / 1053 < >

### Google AdWords: Monthly Summary of All PPC Metrics

Objective: Increase Impressions, Clicks and CTR. Lower Cost and CPC.

Impressions  
**111,313**  
↑ 3.45%



Clicks  
**7,777**  
↑ 4.32%



CTR  
**6.99%**  
↑ 0.84%



Cost  
**\$4,271.62**  
↑ 8.68%



CPC  
**\$0.55**  
↑ 4.18%



### Google AdWords: Summary of Search Campaigns this Month

Objective: Increase Impressions, Clicks and CTR.

Campaign	Impressions	Clicks	CTR
1. Do Orlando - Leisure	81,715	6,504	7.96%
2. Play Orlando - Sports	29,598	1,273	4.3%

### Google AdWords: Summary of Search Campaigns this Month

Objective: Summarize Impressions, Clicks and CTR by Ad Group

Ad type	Campaign name	Ad group name	Impressions	Clicks	CTR
1. Expanded text ad	Do Orlando - Leisure	Things to do	75,343	5,991	7.95%
2. Expanded text ad	Do Orlando - Leisure	Parks	5,480	476	8.69%
3. Expanded text ad	Play Orlando - Sports	Sports	7,941	442	5.57%
4. Expanded text ad	Play Orlando - Sports	Baseball	10,701	335	3.13%
5. Expanded text ad	Play Orlando - Sports	Football	3,373	221	6.55%
6. Expanded text ad	Play Orlando - Sports	Soccer	3,349	143	4.27%
7. Expanded text ad	Play Orlando - Sports	Tennis	3,427	99	2.89%
8. Expanded text ad	Play Orlando - Sports	Lacrosse	807	33	4.09%
9. Expanded text ad	Do Orlando - Leisure	Nature Trails	397	15	3.78%
10. Expanded text ad	Do Orlando - Leisure	Family	298	12	4.03%

### Google AdWords: Summary of Search Keyword Performance

Objective: Summarize Impressions, Clicks and CTR by Keyword

	Campaign name	Ad group name	Keyword text	Clicks ▾	Impressions	CTR
1.	Do Orlando - Leisure	Things to do	things to do in orlando	1,637	21,319	7.68%
2.	Do Orlando - Leisure	Things to do	places to visit in Orlando	1,465	18,815	7.79%
3.	Do Orlando - Leisure	Things to do	fun things to do in orlando	1,427	17,561	8.13%
4.	Do Orlando - Leisure	Things to do	other things to do in Orlando	1,162	11,916	9.75%
5.	Do Orlando - Leisure	Parks	parks in Orlando	467	5,170	9.03%
6.	Play Orlando - Sports	Sports	Sports Tournament	243	3,437	7.07%
7.	Do Orlando - Leisure	Things to do	things to do in north orlando	168	3,932	4.27%
8.	Play Orlando - Sports	Baseball	Baseball Tournament	166	3,280	5.06%
9.	Play Orlando - Sports	Football	Football Tournament	148	2,129	6.95%
10.	Play Orlando - Sports	Sports	Sports Event	69	1,751	3.94%
11.	Play Orlando - Sports	Baseball	Baseball Event	68	4,485	1.52%
12.	Play Orlando - Sports	Soccer	Soccer Tournament	64	1,399	4.57%
13.	Play Orlando - Sports	Sports	Sports Complex	64	1,167	5.48%
14.	Do Orlando - Leisure	Things to do	things to do in central Florida	60	937	6.4%
15.	Play Orlando - Sports	Baseball	Baseball Field	59	1,410	4.18%
16.	Do Orlando - Leisure	Things to do	fun things to do in central Florida	47	576	8.16%
17.	Play Orlando - Sports	Football	Football Event	44	646	6.81%
18.	Play Orlando - Sports	Tennis	Tennis Court	42	1,624	2.59%
19.	Play Orlando - Sports	Soccer	Soccer Event	36	831	4.33%
20.	Play Orlando - Sports	Tennis	Tennis Tournament	34	1,120	3.04%



Amount spent  
**\$1,000.00**  
0.0%

Impressions  
**150,116**  
↓ -18.1%

CPM  
**\$6.66**  
↑ 22.2%

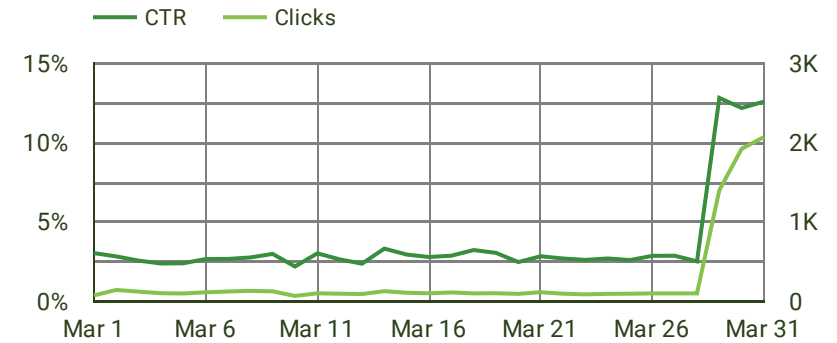
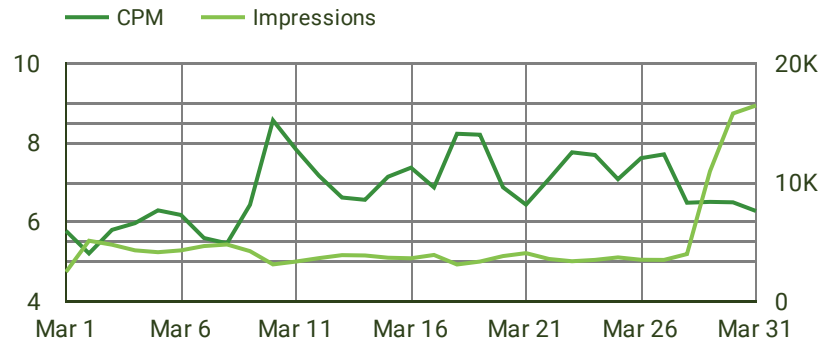
Link clicks  
**2,838**  
↓ -14.4%

CPC  
**\$0.35**  
↑ 16.9%

CTR (link click-through rate)  
**1.89%**  
↑ 4.5%



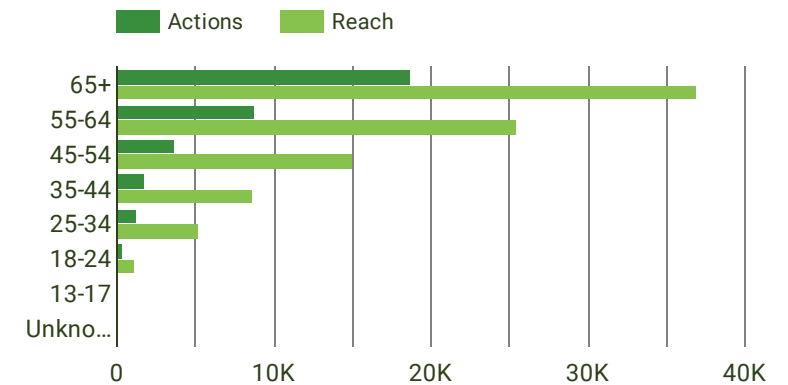
Reach  
**92,534**  
↓ -16.8%



**Top Campaigns**

**Ads: by Age - (Actions and Reach)**

Campaign na...	Cost	Cost/Action	Reach	Imp. ▾	CTR (link clic...	Link clicks
2021 - Hotel Booking LC	\$300	\$0.04	39.6K	75.1K	2.97%	2.2K
2021 - Website Traffic	\$500	\$0.04	29.2K	42.7K	1.4%	599
2021 - Promoted Posts	\$200	\$0.01	24.8K	32.3K	0.02%	7





Amount spent  
**\$1,000.00**  
0.0%

Impressions  
**121,794**  
↓ -31.7%

CPM  
**\$8.21**  
↑ 46.3%

Link clicks  
**469**  
↓ -5.1%

CPC  
**\$2.13**  
↑ 5.3%

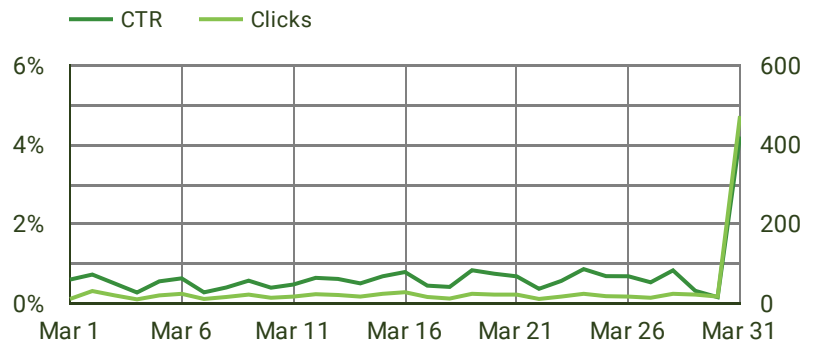
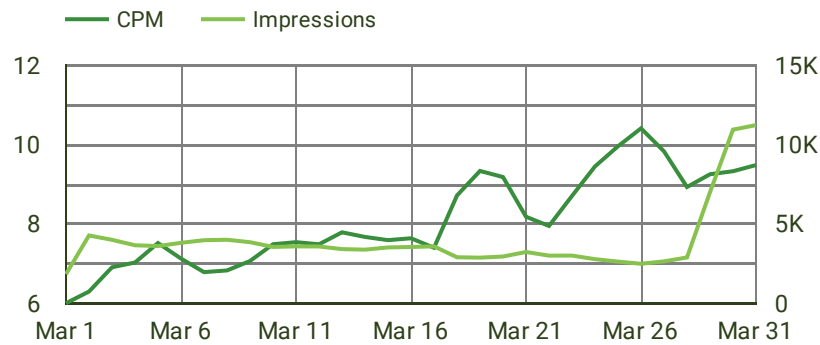
CTR (link click-through rate)  
**0.39%**  
↑ 38.9%



Impressions  
**121,794**  
↓ -31.7%



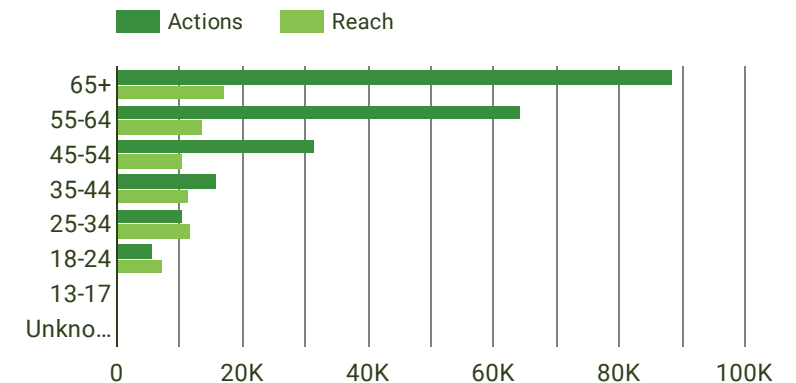
Reach  
**71,969**  
↓ -41.5%



Top Campaigns

Ads: by Age - (Actions and Reach)

Campaign na...	Cost	Cost/Action	Reach	Imp. ▾	CTR (link clic...	Link clicks
2021 - Video Views	\$500	\$0	28K	65.1K	0.08%	52
2021 - Website Traffic	\$300	\$0.18	25K	35.4K	1.18%	417
2021 Promoted Posts	\$200	\$0.01	19.3K	21.3K	null	null





Mar 1, 2021 - Mar 31, 2021



### Email Metrics Compared MoM

Open rate  
**16.59%**  
No data

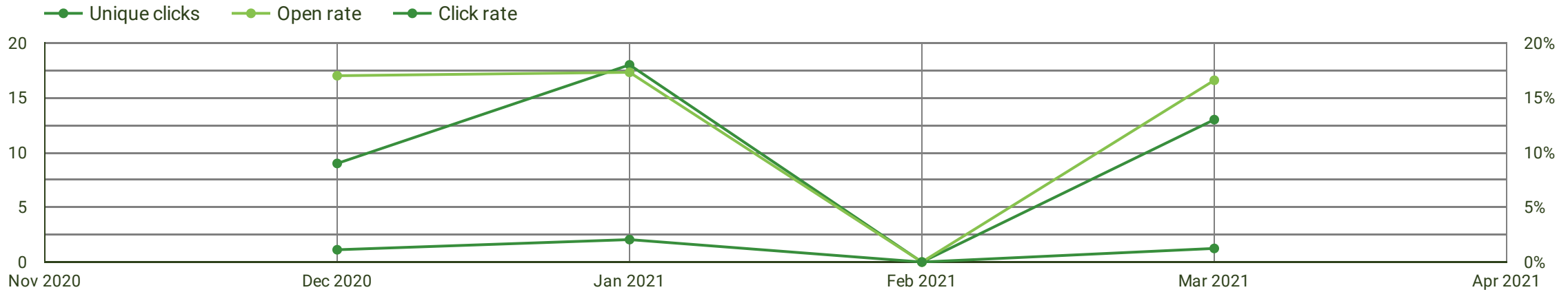
Click rate  
**1.24%**  
No data

Bounce rate  
**0.34%**  
No data

Unique clicks  
**13**  
No data

Total clicks  
**14**  
No data

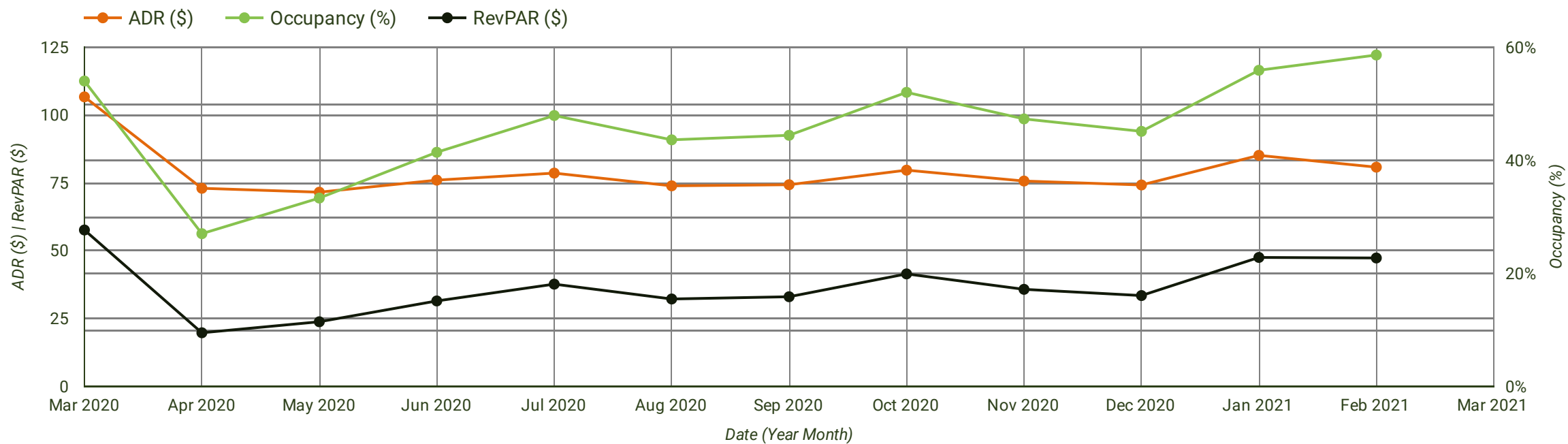
Unsubscribes  
**10**  
No data



Campaign name	Emails sent	Unique opens	Unsubscribes	Open rate	Click rate	Unique clicks
1. March Newsletter 2021	889	147	10	16.59%	1.24%	13



## STR Report



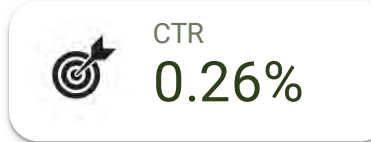
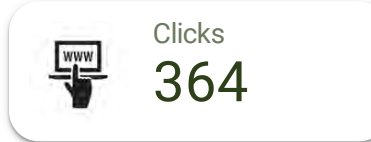
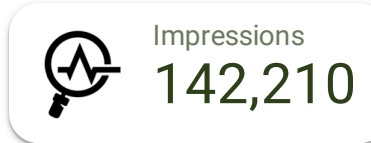
### Paid Media: Summary of Fiscal Campaigns

Objective: Summarize Impressions, Clicks and CTR by Keyword

Campaign Name	Media Type	Ad Type	Impr...	Clicks	CTR
1. Seminole County	Sponsored Content	Digital	78,959	205	0.26%
2. Seminole County	Rich Media	Digital	101,629	626	0.62%
<b>Grand total</b>			<b>180,588</b>	<b>831</b>	<b>0.46%</b>

1 - 2 / 2 < >

### Sponsored Content: YTD



### Rich Media: YTD

