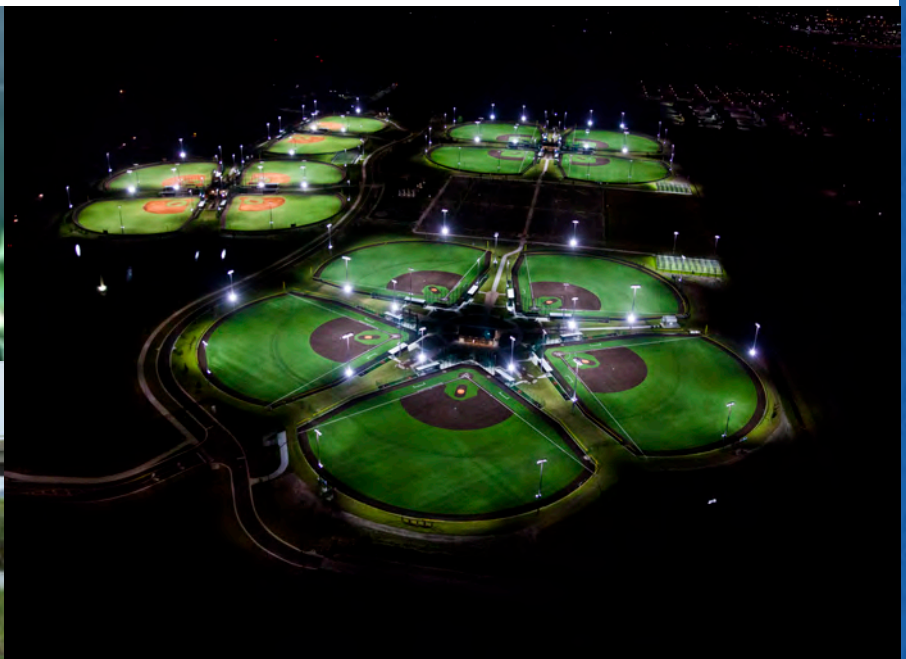


# Tourist Development Council County Services Building

March 21, 2019



# Table of Contents

<b>Agenda</b> .....	3
<b>January 2019 Minutes</b> .....	4
<b>Financial Report</b>	
Tourist Development Tax Collections – January, 2019 .....	10
<b>Staff Reports</b>	
Hotel and Rental Analytics.....	11
Sports Event Performance.....	16
TDT Supported Sports Events .....	22
GOSC Report .....	23
<b>TDT Supported Grants</b>	
Central Florida Zoo & Botanical Gardens .....	27
<b>Marketing, Advertising, and Social Media Reports</b>	
Paradise Summary Report.....	32
Evok Summary Report.....	41



## Tourist Development Council

### Meeting Agenda

March 21, 2019

Seminole County Board of County Commissioners, Room 3024

- |       |  |                               |
|-------|--|-------------------------------|
| I.    | Call to Order                                | Chairman George Speake        |
|       | Pledge of Allegiance, Moment of Silence      |                               |
| II.   | Welcome and Introductions                    |                               |
| III.  | Approval of January 17, 2019 Minutes*        |                               |
| IV.   | Marketing and Advertising Updates            |                               |
|       | 1. Paradise - Marketing and Public Relations |                               |
|       | 2. Evok – Social Media                       |                               |
| V.    | Central Florida Zoo Update                   | Dino Ferri/Stephanie Williams |
| VI.   | Orlando North Tourism Updates                |                               |
|       | 1. Seminole County Tourism                   | Tricia Johnson                |
|       | 2. Seminole County Sports                    | Danny Trosset                 |
|       | 3. Greater Orlando Sports Commission         | Shalisa Griffin               |
| VII.  | Old Business                                 | Chairman George Speake        |
| VIII. | New Business                                 |                               |
|       | 1. Annual TDC Ethics Training                | Paul Chipok                   |
|       | <i>Attendees and staff may be excused</i>    |                               |
| IX.   | Adjourn                                      |                               |

#### NEXT MEETING:

Thursday, May 16, 2019

Seminole County Services Building, Room 3024

3:00PM



**Tourist Development Council Meeting  
January 17, 2019**

**In Attendance:**

Chairman George Speak  
Commissioner Patrick Austin  
Frank Cirrincione  
Don Dougherty  
Commissioner Amy Lockhart  
Commissioner Sarah Reece  
Bruce Skwarlo  
Brenda Urias

**Excused/Not Present:** Mary Sue Weinaug

***Meeting called to order at 3:01pm***

Pledge of Allegiance  
Invocation

Bruce Skwarlo's term as Chairman ends with this meeting; he passed the gavel to the 2019 Chairman, George Speak.

Welcome three new TDC members: Commissioner Amy Lockhart, Board of County Commissioners, Commissioner Sarah Reece, CLEO, and Commissioner Patrick Austin, City of Sanford

Per State statute, the next TDC Chairman (2020) shall represent the elected official representatives on the TDC.

**Motion:** Commissioner Lockhart to nominate Commissioner Sarah Reece

**Second:** Bruce Skwarlo

**Vote:** Unanimous

**Approval of November 2018 TDC Minutes**

Revision: The Raw Travel Season 2 episode will now air on February 23, 2019

**Motion:** Bruce Skwarlo

**Second:** Don Dougherty

**Vote:** Unanimous

## Central Florida Zoo Update

*Stephanie Williams*

*Dino Ferri*

- Third month of operations after purchasing Seminole Zoom Aerial Adventures. Zip line replaced, purchased new harnesses, new games added, new helmets purchased this fall;
- Barn yard/petting zoo update is complete, boardwalk renovations are ongoing;
- Purchased new van with marketing wrap for Lake County conservation facility;
- Zoolarious, SAC Comedy Lab show, will be featured at the zoo on February 21 (adult show);
- Brews Around the Zoo is April 13;
- AZA completed an economic impact study of zoos throughout the US which shows that guests, adult or child, spend appx. \$15 in the community before-or-after visiting the zoo. If that is accurate for our area, this equates to \$1.74M in economic impact to Seminole County;

**Question:** Is the aerial course a separate entity like before or is it part of the zoo now?

**Answer:** When the zoo purchased the course, it was managed by a contractor. It is now under the umbrella of the zoo.

**Question:** Are you tracking attendance separately?

**Answer:** Yes, it has a separate budget from the zoo.

## Tourism Update

*Tricia Johnson*

- Tourism team will be moving to the Seminole State College, Heathrow Campus February 21<sup>st</sup>.

**Question:** was the lease up, and are we allowed to vacate?

**Answer:** The lease was not up, however the lease was more expensive than various locations in Lake Mary and Sanford. The County was permitted to terminate the lease without penalty with proper notice. There will be a cost-savings to the County (\$32,000 total, about \$15k to tourism). Economic Development is already located at the SSC Heathrow Campus, as does the Seminole Regional Chamber and the Florida High Tech Corridor.

- February 26 we have partnered again with CFHLA to host the STR Seminar, thank you to Frank with the Hilton Altamonte which is hosting the seminar this year;
- Sports commission is presenting at the January 22 Board of County Commissioner's meeting to recap their 2018/18 performance, as well as provide info about their name change to the Greater Orlando Sports Commission;
- Orlando Sentinel is running a story regarding tourism in Central Florida in the upcoming week. They will highlight the Sports Complex and Soldiers Creek. The reporter, Martin Comas, contacted Bruce Skwarlo, Danny Trosset, and Tricia Johnson for comment;
- 2019 TDC meeting calendar and updated contact information was provided to TDC;
- 2019/20 budget process begins in March. The TDC will review the budget in July, 2019;
- Karina Armijo will be joining the tourism team on March 4<sup>th</sup> as the Tourism Executive Manager. She is from New Mexico and runs the Taos CVB.

**Sport Update**  
*Danny Trosset*

**FY2017/18 Performance Recap**

Sports Complex Actuals for 17/18:

Events: 64 Room Nights: 17,093 Eco. Impact: \$21.8 million dollars

Sports Complex Projections for 18/19:

Events: 55 Room Nights: 21,600 Eco. Impact: \$26.2 million dollars

Sports Complex October/November Actuals:

Events: 8 Room Nights: 2505 Eco. Impact: \$2.978 million dollars

Sports Complex December/January Projections:

Events: 7 Room Nights: 4200 Eco. Impact: \$4.99 million dollars

Other Venues Projections for 18/19:

Events: 51 Room Nights: 19,500 Eco. Impact: \$22.0 million dollars

Other Venues October/November Actuals:

Events: 7 Room Nights: 1920 Eco. Impact: \$2.25 million dollars

Other Venues December/January Projections:

Events: 11 Room Nights: 3055 Eco. Impact: \$2.43 million dollars

Actuals are typically reported approximately 30 days after completion of an event. ECNL is included with the other venues in this report.

- December includes the Boys ECNL tournament. January projections include Girls ECNL tournament and Girls Field Hockey;
- County will host 80 field hockey teams 1/18 – 21. More than 500 college coaches will be in attendance. Last year this event was one of our largest, with more than 2,500 hotel room nights;
- ECNL went smoothly this year, this is the County's ninth year hosting. Shalisa with the Greater Orlando Sports Commission, and David and Jordan with ONSC Sports, were in attendance every day.
- Seminole County is in year two of a three year contract with ECNL. Seminole County Sports Tourism and the Greater Orlando Sports Commission will begin discussions with ECNL to renew for future years;
- With just ECNL Girls, the Girls Field Hockey Tournament, and The Baseball All American Games, nearly 10k room nights and \$9.2M in economic impact are anticipated in just one month;

## **Marketing/Advertising/Social Media Updates**

### **Evok**

*Larry Meador and Lisa Mohle*

### **2019 Social Media Plan**

#### Goals:

- Increase brand awareness;
- Improve social engagements and interactions;
- Build relationships with new and existing visitors;
- Influence visitation.

#### Strategy to achieve these goals:

- Post engaging content and promotions to encourage visitor interest;
- Organic posting on area events and activities;
- Targeted paid advertising;
- Monitoring relevant conversations in social arena;
- Continue to manage comments/questions from followers;
- Developing an annual content strategy plan with specific goals.

Evok will present an annual overview in the spring once a full year of the contract has been completed.

### **November 2018 Social Media**

#### **Do Orlando North Social Media:**

- Facebook 13,623 likes, 187,081 impressions, 1,695 total post engagements;  
An impression is the reach each post is seen, an engagement is the number of times the post has been 'interacted' with (such as a like or a share).
- Facebook tends to skew towards a female audience and is typically an older audience between the ages of 35-44

#### Facebook Clicks to Web Ad

- \$650 spend
- Goal to drive people to the website
- 52% increase in reach

#### Facebook Promoted Posts

- \$336 spend
- Goal to drive people to the website

#### Twitter

- 4612 Followers
- 15,823 Organic Impressions, a 27% increase
- 177 Engagements, a 156% increase
- Audience is more evenly split between men and women with age range of 35-44

### Twitter Promoted Tweets

- Total Impressions was 36,977

### Instagram

- Total Engagements of 7155, a 1,297% increase
- Increased targeted promotions
- Audience is largely female with age range of 25-34
- Instagram Promoted Posts: 40,999 impressions with a reach of 37,205

### **Play Orlando North Social Media**

- Facebook had 353 likes, 6003 impressions, and 547 engagements
- Targeted posts evenly spread males and females
- New budget for all three platforms (sports)
- Cost per click decreases as audience size increases
- \$600 spend

### Twitter

- 222 Followers with 10 total engagements
- Skews towards the male audience with average age of 45, "Sports Dad" audience.

### Instagram

- 140 Followers, 59 Engagements, a 50% increase
- Instagram is a very visual platform

### **Do Orlando North Social Plan**

#### Target Audience

- Adventure seeking families or individuals
- Those interested in outdoor activities and authentic experiences
- Lives within a one hour drive radius of the destination
- Visiting for vacation, staying with family, or a business traveler
- Plan the content weeks in advance and this provides for checks and balances

#### Quarterly Promotions

- Q1: Show your love for #DoOrlandoNorth
- Q2: Spring at the Springs
- Q3: Summertime Scavenger Hunt
- Q4: #DoOrlandoNorth Costume Party

#### Social Ad Budget

- Clicks to Web ad: \$600 per month
- Facebook/Instagram promoted posts: \$400 - \$500 a month
- Twitter promoted posts: \$200 - \$300 a month



**Question:** Some larger local events that generate hotel nights are not reported in the numbers. How can we get the number of hotel room nights reported for those events?

**Answer:** Only events supported by ONSC incentives (sports) and funded via the TDC grant program are reported in the sports hotel room night numbers.

**Question** Why was the Red Hot and Boom event promoted on social media in January?

**Answer:** Visit Florida hosted a twitter chat and the questions raised in the chat gave the opportunity to tweet about events, even if those events had already occurred or those that are upcoming. Tricia commented that the policy re. social media is that ONSC tourism staff reviews and approves or edits every proposed post before it is posted. Twitter chats of this nature will promote various topics that may not apply to the time of year. Visit Florida allows smaller CVBs like ours to participate in these programs, which increases followers and engagements.

The TDC discussed the branding of the destination (Do Orlando North) and why the branding was changed and selected. The brand was selected for various reasons, but it supports search engine optimization as well as providing a broad location for those searching areas to visit.

## **Paradise Update**

*Rudy Wells and MJ Kolassa*

### **Media Plan**

- Focused on spring/summer campaign in April and another campaign in the fall
- Paradise is working with staff to address new content to fill in gaps; February timeline for a shoot
- Creating more sports materials to promote rectangular sports and highlight the complexes
- The goal is to drive traffic back to the websites

### **PR**

#### **2018 Recap**

- Goal of 250 print and online editorials, totaling 505 for the year
- 610 impressions with a media dollar value of \$45M. The dollar value is the value of an article, or the equivalent if we had to purchase a single ad for \$45M
- Goal of 20-25 press releases, 36 were sent

**Old Business:** None

#### **New Business:**

- Formation of TDC marketing committee to help put together a framework. Not an official capacity, and wouldn't meet maybe a few times. Totally voluntary.

**Question:** Is the five-year marketing plan going beyond just marketing?

**Answer:** Yes, it will focus on broad goals outside of marketing. Frank C., Patrick A., and Brenda U. volunteered for Marketing Committee.

**Reminder that Ethics training is in the March meeting with Paul Chipok**

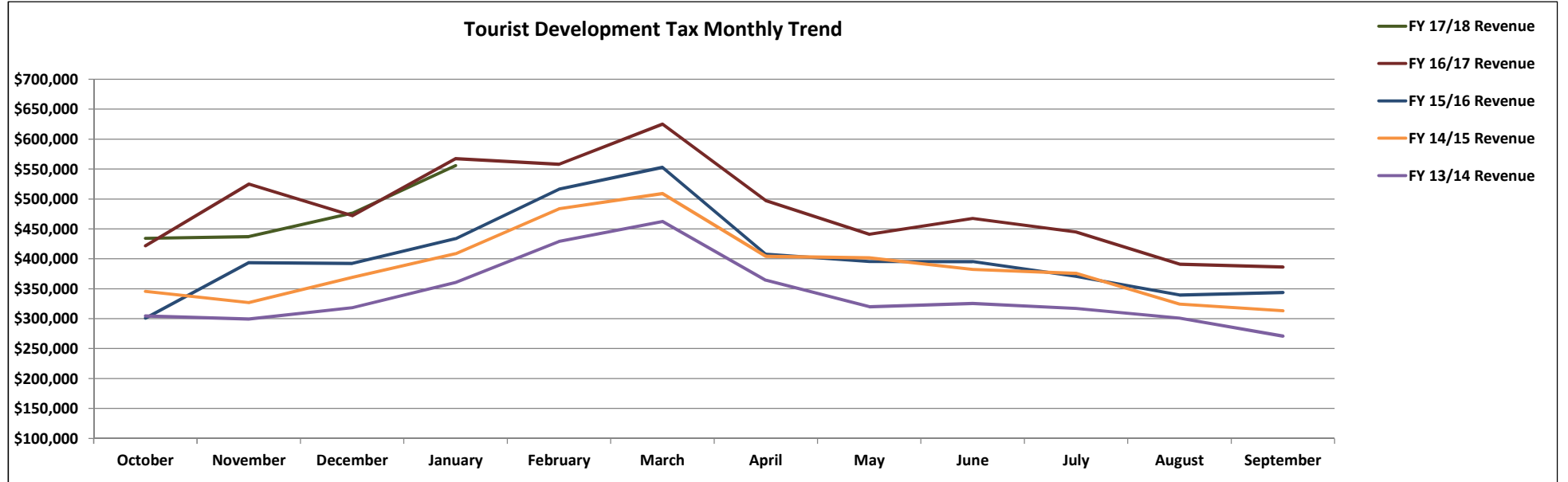
***Meeting adjourned at 4:26pm***



Seminole County, Florida  
**TOURIST DEVELOPMENT TAX**  
 Fiscal Year 2018/19 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 18/19 vs FY 17/18	
	Total Collections	Total Collections	Total Collections	Total Collections	Total Collections	Original 3 Cents	2 Cents	Total Collections	Month Over Month/ YTD Over YTD Change In Collection	
October	304,877	345,553	300,862	428,948	421,671	260,663	173,775	434,438	12,767	3.0%
November	299,750	326,885	393,635	436,732	524,762	262,195	174,797	436,992	(87,770)	-16.7%
December	318,536	369,173	392,605	396,424	472,255	285,929	190,619	476,548	4,293	0.9%
January	360,507	408,691	433,835	456,915	567,724	333,551	222,368	555,919	(11,805)	-2.1%
February	429,247	483,661	516,610	497,136	558,093					
March	462,593	509,149	552,988	572,832	625,272					
April	364,161	404,355	407,783	461,492	497,187					
May	320,090	401,954	395,282	432,965	440,873					
June	325,397	382,227	395,373	399,489	467,655					
July	316,960	375,695	370,960	383,585	444,707					
August	300,955	324,474	339,798	333,761	391,058					
September	271,010	313,288	343,950	475,615	386,395					
<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>1,142,338</b>	<b>761,559</b>	<b>1,903,897</b>	<b>(82,515)</b>	<b>-4.2%</b>
	11.40%	14.02%	4.27%	8.92%	9.89%	<b>Budgeted Revenue</b>				
	% Chg from	% Chg from	% Chg from	% Chg from	% Chg from	<b>3,360,000</b>	<b>2,240,000</b>	<b>5,600,000</b>		
	Prior Year	Prior Year	Prior Year	Prior Year	Prior Year					
						<b>Estimated Revenue</b>				
						<b>3,360,000</b>	<b>2,240,000</b>	<b>5,600,000</b>		
						<b>% Change From PY</b>				<b>-3.4%</b>

<b>Revenue Per Penny</b>	<b>814,817</b>	<b>929,021.24</b>	<b>968,736.20</b>	<b>1,055,178.80</b>	<b>1,159,530.40</b>	<b>1,120,000</b>
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# Occupancy Analytics

*\*Based on Smith Travel Research*

Year	Month	Occupancy	ADR	RevPAR
2018	December	66.8%	\$100.09	\$66.84
2017	December	72.9%	\$99.00	\$72.12
%	Variance	-8.3%	1.1%	-7.3%

Year	Month	Occupancy	ADR	RevPAR
2019	January	71.9%	\$110.46	\$79.42
2018	January	76.7%	\$110.14	\$84.42
%	Variance	-6.2%	0.3%	-5.9%

# Weekday/Weekend Analytics

*\*Based on Smith Travel Research*

December Weekday/Weekend		Occupancy (%)		ADR		RevPAR	
Weekday (Sun-Thu)	Current Month	65.3	-8.5	99.57	0.5	65.02	-8.1
	Year To Date	70.8	-3.2	102.36	7.0	72.49	3.6
	Running 12 Month	70.8	-3.2	102.36	7.0	72.49	3.6
Weekend (Fri-Sat)	Current Month	70.4	-7.3	101.25	2.5	71.27	-5.0
	Year To Date	76.0	-2.8	99.68	5.1	75.72	2.2
	Running 12 Month	76.0	-2.8	99.68	5.1	75.72	2.2
Total	Current Month	66.8	-8.3	100.09	1.1	66.84	-7.3
	Year To Date	72.3	-3.1	101.56	6.4	73.41	3.2
	Running 12 Month	72.3	-3.1	101.56	6.4	73.41	3.2



# Weekday/Weekend Analytics

*\*Based on Smith Travel Research*

January Weekday/Weekend		Occupancy (%)		ADR		RevPAR	
Weekday (Sun-Thu)	Current Month	70.1	-7.3	110.13	-0.7	77.17	-7.9
	Year To Date	70.1	-7.3	110.13	-0.7	77.17	-7.9
	Running 12 Month	70.3	-4.2	102.24	5.5	71.90	1.1
Weekend (Fri-Sat)	Current Month	77.1	-3.3	111.35	3.0	85.89	-0.4
	Year To Date	77.1	-3.3	111.35	3.0	85.89	-0.4
	Running 12 Month	75.8	-3.4	99.91	4.0	75.69	0.4
Total	Current Month	71.9	-6.2	110.46	0.3	79.42	-5.9
	Year To Date	71.9	-6.2	110.46	0.3	79.42	-5.9
	Running 12 Month	71.9	-4.0	101.54	5.1	72.98	0.9

# Comp Analytics

*\*Based on Smith Travel Research*

Current Month - December 2018 vs December 2017													
	Occ %		ADR		RevPAR		Percent Change from December 2017						
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	
	Alachua County, FL	52.8	58.8	88.22	93.65	46.59	55.10	-10.3	-5.8	-15.5	-0.6	17.6	5.5
Flagler County, FL	48.0	50.7	109.57	112.81	52.61	57.14	-5.2	-2.9	-7.9	-7.9	0.0	-5.2	
Orange County, FL	76.1	80.5	136.25	136.38	103.70	109.82	-5.5	-0.1	-5.6	-2.5	3.2	-2.4	
Osceola County, FL	61.5	71.8	104.16	101.09	64.07	72.57	-14.3	3.0	-11.7	-9.1	2.9	-11.8	
Polk County, FL	60.8	64.8	94.40	95.98	57.43	62.20	-6.1	-1.7	-7.7	-7.0	0.8	-5.4	
Volusia County, FL	49.4	50.8	97.59	93.20	48.20	47.37	-2.8	4.7	1.8	6.5	4.7	1.7	
Seminole County, FL	66.8	72.9	100.09	99.00	66.84	72.12	-8.3	1.1	-7.3	-7.4	0.0	-8.4	

Current Month - January 2019 vs January 2018													
	Occ %		ADR		RevPAR		Percent Change from January 2018						
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	
	Alachua County, FL	58.3	63.7	87.92	96.94	51.28	61.76	-8.5	-9.3	-17.0	-3.7	16.0	6.2
Flagler County, FL	48.7	53.7	110.53	113.60	53.81	61.02	-9.4	-2.7	-11.8	-11.8	0.0	-9.4	
Orange County, FL	77.6	80.3	137.71	142.71	106.82	114.61	-3.4	-3.5	-6.8	-4.3	2.7	-0.8	
Osceola County, FL	62.6	71.4	100.15	99.29	62.72	70.93	-12.3	0.9	-11.6	-8.1	4.0	-8.9	
Polk County, FL	64.4	64.1	99.07	102.52	63.76	65.68	0.4	-3.4	-2.9	-0.8	2.2	2.7	
Volusia County, FL	57.2	55.0	115.55	115.03	66.08	63.26	4.0	0.4	4.5	7.5	2.9	7.0	
Seminole County, FL	71.9	76.7	110.46	110.14	79.42	84.42	-6.2	0.3	-5.9	-5.9	0.1	-6.1	

# Rentals Analytics

*\*Air DNA (est. Oct. 2014)*

Year	Month	Occupancy	Listing Supply	ADR
2018	December	59.0%	440	\$140.97
2017	December	56.3%	362	\$128.63
%	Variance	4.8%	21.5%	9.6%



# 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
<b>Total</b>	<b>146</b>	<b>8,102</b>	<b>352,498</b>	<b>35,100</b>	<b>\$53,894,264</b>

FY '18/'19 Projections					
Location	# of Events	Teams	Visitors	Room Nights	Eco Impact
Sports Complex	55	3,843	161,980	21,600	\$26,200,000
All Other Venues	51	2,109	86,872	19,500	\$22,000,000
<b>Total</b>	<b>106</b>	<b>5,952</b>	<b>248,852</b>	<b>41,100</b>	<b>\$48,200,000</b>

# Sports Tourism – All Other Venues

## October 2018 – January 2019 Actuals

Month	# of Events	Room Nights	Eco Impact
October	5	1,300	\$1,805,203
November	2	620	\$441,247
December	7	3,633	\$3,149,404
January	4	2,978	\$2,704,511
<b>Total</b>	<b>18</b>	<b>8,531</b>	<b>\$8,100,365</b>



## Monthly Projections

Month	# of Events	Room Nights	Eco Impact
February	7	1,738	\$3,529,773
March	5	1,425	\$1,311,380



# Sports Tourism - Sports Complex

## October 2018 – January 2019 Actuals

Month	# of Events	Room Nights	Eco Impact
October	5	1,122	\$1,951,536
November	3	1,383	\$1,027,018
December	3	345	\$725,245
January	5	4,722	\$3,691,866
<b>Total</b>	<b>16</b>	<b>7,572</b>	<b>\$7,395,665</b>

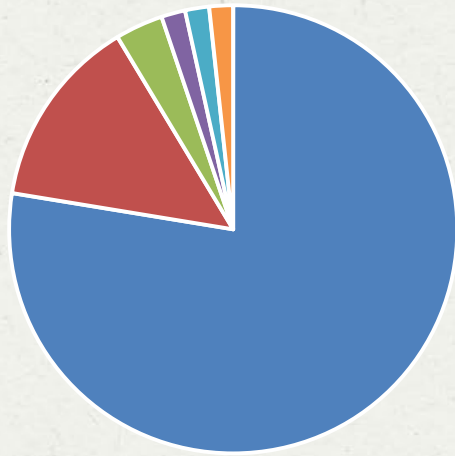


## Monthly Projections

Month	# of Events	Room Nights	Eco Impact
February	4	925	\$1,377,702
March	6	2,675	\$2,037,734

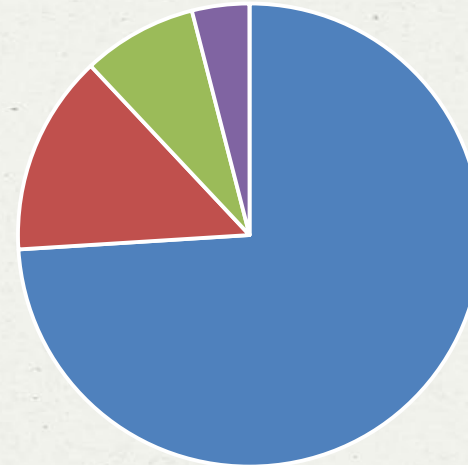
## FY '18/'19 Events (by Sport)

Sports Complex



■ Baseball (45) ■ Softball (8) ■ Soccer (2)  
■ Lacrosse (1) ■ Field Hockey (1) ■ Football (1)

All Other Venues



■ Softball (37) ■ Tennis (7) ■ Soccer (4) ■ Baseball (2)

# Kicking Off 2019 (Update)

Events											
Organization	Event	Date	Location	Teams		Visitors		Room Nights		Eco Impact	
				Projected	Actual	Projected	Actual	Projected	Actual	Projected	Actual
ECNL	ECNL Florida Boys	Dec. 29-31	Seminole Soccer Sylvan Lake Central Winds	165	166	10,725	11,952	2,100	2,421	\$1,960,547	\$2,043,013
Baseball Youth/Softball Youth	All-American Games	Jan. 3-5	Sports Complex	80	80	3,000	3,217	2,000	2,322	\$1,292,526	\$1,651,783
ECNL	ECNL Florida Girls	Jan. 11-13	Seminole Soccer Sylvan Lake Central Winds	175	176	11,440	12,672	2,500	2,802	\$2,060,030	\$2,559,678
Corrigan Sports	NFHCA Field Hockey	Jan. 17-20	Sports Complex	90	78	4,200	3,924	2,000	2,386	\$1,880,154	\$1,587,373



# Upcoming Events

## Spring Training Events

Organization	Event	Date	Location	Teams	Visitors	Room Nights	Eco Impact
Prep Baseball Report	Canadian Spring Training	March 9-15, 2019	BOOMBAAH Sports Complex	25	1,014	600	\$805,486
Florida League	High School Invitational	March 7-30, 2019	Sanford Memorial BOOMBAAH Sports Complex	51	2142	1,200	\$632,188
HoganLax, LLC	Florida Team Training	March 10-29, 2019	BOOMBAAH Sports Complex	17	752	700	\$232,489

TDC Funded Events - Funding Analysis FY 18/19 Updated March 1, 2019

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	32	All Venues	\$251,205.00	\$ 126,036.93	16,749	15976
<b>TOTAL</b>	<b>140</b>	<b>All Venues</b>	<b>\$897,599.25</b>	<b>\$ 585,846.26</b>	<b>62,595</b>	<b>66,016</b>

Event Name	Dates	Location	Total Funding Approved	Total Funding Paid-Out	Room Night Guarantee	Room Night Final
Proswings Power 50	October 12-14, 2018	Soldiers/Sports Complex	\$ 8,900.00	\$ 9,048.71	594	620
Diamond 9 Fall Sun Classic	October 26-28, 2018	Soldiers Creek, SB Complex, Sports Complex	\$ 16,500.00	\$ 13,620.00	1100	908
Proswings Power 50	November 2-4, 2018	Soldiers Creek/Softball	\$ 6,750.00	\$ 7,020.00	450	468
Perfect Game Youth Fall Nationals	November 3-4	BOOMBAH Sports Complex	\$ 3,000.00	\$ 3,600.00	200	558
Headfirst Honor Roll Camp	November 10-11, 2018	Soldiers Creek	\$ 3,750.00	\$ 1,390.80	250	152
A-Game CFL Fall Championship	November 10-11, 2018	BOOMBAH Sports Complex	\$ 2,250.00	\$ 1,860.00	150	124
CFYFL AYF Southeast Regional	November 16-18	BOOMBAH Sports Complex	\$ 6,000.00	\$ 2,943.20	400	701
Nations Baseball Winter Bat Freeze	December 1-2, 2018	BOOMBAH Sports Complex	\$ 1,500.00	\$ -	100	0
A-Game CFL Elite Championship	December 8-9, 2018	BOOMBAH Sports Complex	\$ 2,250.00	\$ 32.40	150	18
USSSA Fastpitch State Tournament	December 8-9, 2018	Soldiers Creek, SB Complex, Merrill, Red Bug	\$ 9,000.00	\$ 5,998.41	600	725
Suncoast Florida All-Star Games	December 14-16, 2018	BOOMBAH Sports Complex	\$ 5,250.00	\$ 2,818.40	350	327
PGF State Championships	December 15-16, 2018	Soldiers Creek, SB	\$ 5,250.00	\$ 2,554.47	350	259
ECNL Boys	December 29-31, 2018	Seminole Soccer/Sylvan/Central	\$ 7,385.00	\$ 7,347.00	493	2,421
ECNL SE Conf. League Games	December 29-May 5, 2019	Central Winds	\$ 7,560.00		504	
Baseball Youth All-American Games	January 3-5, 2019	BOOMBAH Sports Complex	\$ 15,000.00	\$ 17,160.00	1000	1144
Softball Youth All-American Games	January 3-5, 2019	BOOMBAH Sports Complex	\$ 15,000.00	\$ 17,670.00	1000	1178
ECNL Girls	January 11-13, 2019	Seminole Soccer/Sylvan/Central	\$ 7,190.00	\$ 5,637.00	480	2802
Corrigan Sports NFCA Winter Escape	January 18-20, 2019	BOOMBAH Sports Complex	\$ 15,000.00	\$ 14,877.93	1000	2386
Florida PGF Gold Cup #1	January 26-27, 2019	Seminole Softball Complex	\$ 1,800.00	\$ 1,824.73	120	176
January Greater USSSA Events	Jan. 2019	BOOMBAH Sports Complex/Sanford Memorial/Chase Park	\$ 6,000.00	\$ 7.35	400	14
Florida Half Century February 50s-60s	February 2-3, 2019	Boombah Sports Complex	\$ 4,500.00	\$ 4,785.00	300	319
USSSA Fastpitch Seminole Blast 25	February 9-10, 2019	Seminole Softball Complex	\$ 2,475.00	\$ 1,460.18	165	309
Florida PGF Gold Cup #2	February 9-10, 2019	Soldiers Creek	\$ 1,500.00	\$ 331.35	100	47
Perfect Game Youth Frozen Ropes Classic	February 9-10, 2019	BOOMBAH Sports Complex	\$ 3,375.00	\$ 4,050.00	225	320
Spring Break Sports Spring Break Tennis	February 14-March 31, 2019	Sanlando Park, Red Bug, Sylvan Lake	\$ 13,875.00		925	
February Greater USSSA Events	Feb. 2019	BOOMBAH Sports Complex/Sanford Memorial/Chase Park	\$ 4,500.00		300	
Seminole State Invitational	February 22-24, 2019	Soldiers Creek	\$ 2,220.00		148	
Florida Half Century February 50s-60s	March 2-3, 2019	Boombah Sports Complex	\$ 4,500.00		300	
USSSA Elite Select	March 2-3, 2019	Soldiers Creek/Softball	\$ 5,475.00		365	
Florida League High School Invitational	March 7-29, 2019	BOOMBAH Sports Complex	\$ 15,600.00		1040	
Prep Baseball Report Canadian Spring Training	March 9-15, 2019	BOOMBAH Sports Complex	\$ 9,000.00		600	
HoganLax, LLC Florida Team Training	March 10-28, 2019	BOOMBAH Sports Complex	\$ 12,600.00		840	
Perfect Game Youth Florida Elite Invitational	March 23-24, 2019	BOOMBAH Sports Complex	\$ 7,500.00		500	
March Greater USSSA Events	Mar. 2019	BOOMBAH Sports Complex/Sanford Memorial/Chase Park	\$ 6,000.00		400	
FHSAA Tennis State Championship	April 29-May 3, 2019	Sanlando, Red Bug, Sylvan Lake	\$ 6,750.00		450	
NCAA DII Tennis Championship	May 20-25, 2019	Sanlando Park	\$ 6,000.00		400	
<b>Total</b>			<b>\$ 251,205.00</b>	<b>\$ 126,036.93</b>	<b>16749</b>	<b>15976</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 – March 21, 2019



DATE	EVENT	FINAL ROOM NIGHTS	FINAL ECO IMPACT
December 1-3, 2017	Women’s College Cup Youth Showcase	1,335	\$ 695,692
December 9-10, 2017	Tottenham Hotspur America Trophy	257	\$ 155,755
December 31-January 2, 2018	Boys ECNL Florida	2,188	\$ 1,950,449
January 3-4, 2018	ECNL Referee Development Program	55	\$ 5,301
January 6-8, 2018	Girls ECNL Florida	2,516	\$ 2,117,183
March 5-7, 2018	She Believes Cup - England Team Training	112	\$ 18,240
April 30-May 4, 2018	FHSAA Tennis State Championships	450	\$ 396,898
May 19-20, 2018	Champions Cup	423	\$ 401,400
	<b>TOTAL</b>	<b>7,336</b>	<b>\$ 5,740,918</b>

The goal was to achieve a minimum of 7,000 room nights, and GO Sports generated **7,336 room nights** totaling over **\$5.74 million in economic impact**.



Yearly Comparison

# ECNL Florida

	15-16 GIRLS ECNL	16-17 GIRLS ECNL	17-18 BOYS & GIRLS ECNL	18-19 BOYS & GIRLS ECNL
<b>Total Teams</b>	170	176	342	<b>342</b>
<b>Total Room Nights</b>	6,376	6,278	11,215	<b>10,499</b>
<b>Room Nights in Seminole County</b>	2,637	2,883	4,704	<b>5,223</b>
<b>% of Room Nights in Seminole County</b>	41%	46%	42%	<b>48%</b>

Current agreement with the ECNL runs 2017-18 through 2019-20.

DATE	EVENT	PROJECTED ROOM NIGHTS	ACTUAL ROOM NIGHTS	ACTUAL ECO IMPACT
December 8-9, 2018	Southampton Cup Florida	257	205	\$ 373,086
December 2018	Boys & Girls ECNL Referee Development Program	55	102	\$ 56,004
December 29-31, 2018	Boys ECNL Florida	2,188	2,421	\$ 2,043,014
January 11-13, 2019	Girls ECNL Florida	2,516	2,802	\$ 2,559,679
March 10-29, 2019	HoganLax Florida Team Training	631	TBD	TBD
April 29-May 3, 2019	FHSAA Tennis State Championships	450	TBD	TBD
May 18-19, 2019	Champions Cup	423	TBD	TBD
May 20-25, 2019	NCAA DII Tennis Championships	1,029	TBD	TBD
	<b>TOTAL</b>	<b>7,549</b>	<b>5,530</b>	<b>\$ 5,031,783</b>

GO Sports projects **7,549 room nights** in **FY 2018-19**.

Hogan Lacrosse is currently training in Seminole County for the first time after 4 years in Osceola and Lake County.

The NCAA DII Tennis Championships is secured in Seminole County for 2019 and 2022.

**Central Florida Zoo & Botanical Gardens**  
**Unaudited Balance Sheet Quick information**  
**As of December 31, 2018**

	<u>December 31, 2018</u>	
<b>Assets:</b>		
Unrestricted cash	\$77,390	
General Reserve	\$75,000	
Winter Reserve	\$0	
<b>Liabilities:</b>		
Accounts payable	\$125,010	
Long term debt - fairwinds loan	\$607,740	monthly payment \$ 8,040
Long term debt - hvac loan	\$63,170	monthly payment \$ 1,240
Vehicle loans	\$67,860	monthly payment \$ 1,350
Other short term liabilities	\$110,060	payroll taxes, sales taxes and other accruals
Line of credit	\$150,000	

As of 12-31-2018 the line of credit had a balance of \$150,000 - (\$50,000 available)

As of 12-31-2018 the winter reserve had a balance of \$ 0

Aerial Adventure Loan Balance as of 12-31-2018 was \$ 337,410

**Central Florida Zoo & Botanical Gardens**  
**Unaudited Net Operating Income Summary**

	<u>Dec 2018</u>	<u>Budget</u>	<u>Dec 2017</u>
Revenues			
Annual passholders	\$ 54,590	54,000	42,000
Gate	185,720	149,950	151,010
Government support	-	56,250	56,250
Public support	35,670	33,000	67,530
Concessions	3,730	3,500	(14,740)
Gift shop	13,830	12,220	9,910
Education programs	21,250	14,300	13,220
WMD rentals - net	8,560	5,700	100
Train income	14,660	15,000	13,650
Other revenues	14,540	13,100	9,960
Net event revenues	(2,160)	(1,000)	(1,290)
	<hr/>	<hr/>	<hr/>
Total revenues	350,390	356,020	347,600
Operating expenses			
Payroll	233,630	236,200	213,730
Animal care	13,710	18,780	18,490
Facilities repair and maintenance	12,330	14,100	8,580
Advertising	1,830	10,900	5,590
Office, Technology, Credit card expenses	11,750	13,090	8,420
Utilities	14,840	14,520	12,680
Insurance	36,920	39,010	30,330
Professional expenses	30,250	36,000	13,820
Printing	830	2,320	160
Supplies	4,010	5,820	4,470
Other operating expenses	16,950	10,790	18,740
	<hr/>	<hr/>	<hr/>
Total operating expenses	377,050	401,530	335,010
	<hr/>	<hr/>	<hr/>
Net operating income	\$ (26,660)	\$ (45,510)	\$ 12,590
	<hr/>	<hr/>	<hr/>
<i>Aerial Adventure Totals</i>	820	15,000	-
	<hr/>	<hr/>	<hr/>
<b>TOTAL ZOO OVERALL</b>	<b>(25,840)</b>	<b>(30,510)</b>	<b>12,590</b>

We have a separate report for Seminole Aerial Adventure as this venture was not in the original zoo budget process  
There are now totals for the zoo , the aerial adventure and for the zoo overall

Total monthly loan payments (not including Aerial adventure) is \$ 10,630 and are not included in the numbers above  
Total budgeted monthly loan payments ( not including Aerial Adventure) is \$ 9,370

**Central Florida Zoo & Botanical Gardens**  
**Unaudited Net Operating Income Summary**

	<u>July - Dec 2018</u>	<u>July - Dec Budget</u>
Revenues		
Annual passholders	\$ 270,070	318,000
Gate	1,100,130	916,700
Government support	56,250	112,500
Public support	66,670	100,000
Concessions	25,290	21,700
Gift shop	64,840	70,870
Education programs	116,440	82,300
WMD rentals - net	22,090	34,200
Train income	83,440	75,000
Other revenues	86,940	75,400
Net event revenues	85,940	68,100
	<u>1,978,100</u>	<u>1,874,770</u>
Total revenues		
Operating expenses		
Payroll	1,376,330	1,416,980
Animal care	105,930	112,680
Facilities repair and maintenance	90,820	91,900
Advertising	15,880	65,400
Office, Technology, Credit card expenses	71,730	79,040
Utilities	81,470	85,220
Insurance	218,750	228,180
Professional expenses	39,000	46,000
Printing	16,620	13,920
Supplies	27,630	34,920
Other operating expenses	86,040	78,440
	<u>2,130,200</u>	<u>2,252,680</u>
Total operating expenses		
Net operating income	<u>\$ (152,100)</u>	<u>\$ (377,910)</u>
<i>Aerial Adventure Totals</i>	<u>(18,610)</u>	<u>15,200</u>
<b><u>TOTAL ZOO OVERALL</u></b>	<b><u>(170,710)</u></b>	<b><u>(362,710)</u></b>

We have a separate report for *Seminole Aerial Adventure* as this venture was not in the original zoo budget process  
There are now totals for the zoo , the aerial adventure and for the zoo overall

Total monthly loan payments (*not including Aerial adventure*) is \$ 10,630 and are not included in the numbers above  
Total budgeted monthly loan payments (*not including Aerial Adventure*) is \$ 9,370

PLEASE NOTE - this report is a work in progress and subject to change

**Central Florida Zoo & Botanical Gardens**  
**Unaudited Net Operating Income Summary**  
**Seminole Aerial Adventure**

	<u>Dec 2018</u>	<u>Budget Dec 2018</u>	<u>Oct - Dec 2018 Actual</u>
Revenues			
Gate admissions	26,080	46,400	67,410
Other revenues	-	-	-
	<u>26,080</u>	<u>46,400</u>	<u>67,410</u>
Total revenues			
Operating expenses			
Payroll	15,760	19,700	48,220
Facilities repair and maintenance	150	1,000	4,530
Advertising	1,580	4,200	1,850
Office, Technology, Credit card expenses	840	1,400	2,160
Utilities	100	-	300
Insurance see note below	6,440	3,300	19,370
Professional expenses	-	-	1,530
Printing	-	-	-
Supplies	70	1,000	70
Other operating expenses - see below	320	800	7,990
	<u>25,260</u>	<u>31,400</u>	<u>86,020</u>
Total operating expenses			
Net operating income	<u>\$ 820</u>	<u>\$ 15,000</u>	<u>\$ (18,610)</u>

Other operating expenses detail:

Inspection - common ground	2,210
Inspection - adp & assoc	1,850
Fla Dept of Agriculture	<u>3,210</u>
	7,270

These expenses are not a monthly occurrence

Monthly loan payments of \$5,640 are not included in the numbers above

Total loan payments Oct 2018 through Dec 2018 \$ 16,920

The zoo is making three monthly installment payments for six months coverage of the aerial adventure course

In the original budget we were expecting to make monthly payments

**2018 - 2019 Attendance demographic breakdown:**

	<b><u>Dec-18</u></b>	<b><u>YTD</u></b>
Seminole	7452	44509
Volusia	3390	19382
Orange	3130	20772
Lake	967	5274
Brevard	166	1050
Flagler	120	623
Osceola	313	2009
Other Florida Counties	1291	8941
Out of State	2788	12620
Canada	46	266
France	0	3
Germany	2	24
Great Britain	23	176
Other Countries	125	646
TOTAL Dec 2018	19813	116295
TOTAL Dec 2017	18722	106161
Difference	1091	10134
Hotels	165	678





# ORLANDO NORTH, SEMINOLE COUNTY TOURISM

JANUARY 2019 REPORT

[PARADISEADV.COM](http://PARADISEADV.COM)



# ADVERTISING & MARKETING

## Advertising & Marketing

1. Managed day-to-day client and internal communications and project management, including weekly internal traffic meetings and bi-monthly status calls to ensure projects are moving forward.
2. Managed ongoing website maintenance, including adding events, PDFs, new TDC board member information, and solving functionality issues.
3. Held internal meetings for “ON” Brand Campaign Pre-Production & Production. Created and provided estimates for each production job. Upon receiving the signed estimates, started pre-production.
4. Continued work on creative deliverables for the Sports Campaign Advertising Assets Creation project.
5. Participated in kick-off call with client to discuss the Sports Website Discovery project.
6. Completed Paradise’s portion of the content calendars.
7. Continued media planning/buying and vendor negotiations for the FY 2018-2019 media plan.
  - *NASC Sponsorship Media Buy - coordinated between client and vendor to finalize the details of this year’s sponsorship package.*
  - *Created event activation campaign presentation and plan.*
8. Barbara Karasek, CEO, held meeting with Commissioner Dallari on Jan. 15 to discuss data mining and digital platform integration opportunities.

# PUBLIC RELATIONS - JANUARY

## Press Releases / Mass Pitches

1. Drafted and distributed press release on recapping successes of Sports Marketing Economic Impact in 2018: **SEMINOLE COUNTY'S SPORTS TOURISM HIT A HOMERUN IN 2018.**
2. Researched image availability for possible release on most Instagrammable venues in ONSC.
3. Distribution of release on Zoolarious at the Central Florida Zoo, plus their Winter Weekday Discounts.
4. Development and distribution of pitch on Budget Getaways including Via Airways flash sales offers.

## Media Activity

1. Pitched Jamie Rich, *Flamingo Magazine*, on Sanford's First Street as a venue to consider for their "Birds Eye" section. Also liaised with her on What's New for 2019.
2. Provided images of Danville B&B to GoshPR/Visit Florida's London, England agency, for inclusion in the *Scottish Sun* newspaper.
3. Submitted info on Historic Goldsboro for the *Amsterdannews.com*, an African American newspaper in NY.

# PUBLIC RELATIONS - JANUARY cont'd

## Media Activity, Cont.

4. Liaison with hotel in order to submit info on Orlando Marriott Lake Mary for story on Orlando Hotels and Resorts on a TBD website with 200,000 UVM.
5. Liaison with writer May DeLory, *Geotravel*, about possible future visit.
6. Provided Andrew Elias, *Ft. Myers magazine*, with information and images for their May/June travel issue.

## FAM Trips

- Ongoing liaison with Visit Florida for Feb 8-10 FAM. Participants include:
- Laura Beausire, contributor to *FAMILY TRAVELLER* (UVM 600,000)
- Ginger Cowles, *FAMILY CIRCLE MAGAZINE* (circ: 15+ million)
- Leeza Hernandez, *NEW JERSEY FAMILY MAGAZINE* (circ: 5.5 million)
- Laura Elliott, contributor to *LA PARENT* (circ: 170,000)
- Maricar Santos, *WORKING MOTHER MAGAZINE* (circ: 200,000)

# PUBLIC RELATIONS - JANUARY cont'd

## Misc.

- Liaison with tourism partners providing them with publicity clips citing them as a result of FAM trip participation.

## Highlight Clips

- Clip resulting from April FAM on Historic Goldsboro in time for Black History Month: <https://worldfootprints.com/editors-picks-world-footprints-top-stories-of-2018/>. This article was selected by the website as one of “Top 12 stories of the year.”
- Clip resulting from press release on economic impact of sports tourism marketing in 2018 appeared in the Orlando Sentinel Jan 18: <https://www.orlandosentinel.com/news/seminole/os-ne-seminole-county-tourism-increase-20190118-story.html>

# PUBLIC RELATIONS - JANUARY cont'd

## Feature Clip:

### The Rise and Fall of Goldsboro, Florida: An African American Town



Many people know the story of the African American town Rosewood from the movie about the massacre, but how many of us have heard of Goldsboro, Florida, the second black incorporated city in the United States, which also thrived and was subsequently destroyed? Boasting famous residents, like the writer Zora Neal Hurston, the city's history has been preserved through the creation of the Goldsboro Cultural Arts District, with a museum as its centerpiece.

I learned about Goldsboro on a recent press visit to Sanford, Florida. Pasha Baker, the CEO of Goldsboro Westside Community Historical Association, met with us and told us about the city while we had lunch at Tennessee Truffle, a local restaurant. I was intrigued and, along with several others on my tour, visited the museum and the other places that tell Goldsboro's history, accompanied by Pasha.

#### **Goldsboro's Founding**

Goldsboro was founded in 1891 by William Clark. He was the brother of Joseph Clark, who several years earlier started Eatonville, Florida's first black town in neighboring Orange County. Goldsboro was composed mainly of laborers, railroad workers, former slaves, and itinerant farm workers who helped produce celery, Sanford's most famous crop. It was a peaceful community until 1911. That year, on April 26, a Florida State Representative and former Sanford mayor named Forrest Lake, pushed through a bill in Tallahassee that dissolved Goldsboro's charter and forcibly annexed it into Sanford.

Pasha explained the motivation. "It was the land, of course. Without Goldsboro, Sanford was just that small place next to Lake Monroe." Representative Lake believed Goldsboro and the neighboring town of Sanford Heights blocked the city's plans for expansion, so he destroyed Goldsboro in order to make Sanford more prosperous. The townspeople of Goldsboro spent the following forty years suing to restore the town's charter but were not successful.

Goldsboro was gone as a town but not forgotten. It lived on in the memory of the Goldsboro residents. In 2009, Francis Oliver, a second generation Goldsboro resident, began a movement. She used her small teacher's pension to help spark the Goldsboro West Side Community Historical Association. Their purpose was to preserve the memory of Goldsboro. For over 40 years, Oliver collected the town's history through various artifacts, including pictures and documents. In 2011, on the 100th anniversary of Goldsboro's demise, The Goldsboro Museum opened.

# PUBLIC RELATIONS

## Calendar Year 2019

GOAL	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	YTD TOTAL
500 print, online and broadcast editorials	66												66
Editorial/Broadcast Impressions	3,700,000												3,700,000
Media \$ Value	\$666,100												\$666,100
Host 2-3 Group FAM Trips		1 (5 media)											1 (5 media)
Write, Edit & Distribute 20-25 Press Releases/Mass Pitches	4												4

# WEBSITE OVERVIEW

*DoOrlandoNorth.com (October 2018 - January 2019)*

WEBSITE	FISCAL YEAR-TO-DATE	GOAL
Sessions	13,806	87,000
Pages Viewed (per Session)	2.19	1.75
Duration of Session	01:15	00:55
Bounce Rate	67.72%	<75%

*PlayOrlandoNorth.com (October 2018 - January 2019)*

WEBSITE	FISCAL YEAR-TO-DATE	GOAL
Sessions	13,601	28,000
Pages Viewed (per Session)	2.14	2.25
Duration of Session	01:24	1.25
Bounce Rate	59.99%	<57%



**Thank you for your  
partnership!**

Paradise Advertising & Marketing, Inc.

150 Second Avenue North, Suite 800

St. Petersburg, FL 33701

Tel. (727) 821-5155

A man wearing a red life vest and a tan cap is kayaking on a calm lake. The water is still, reflecting the surrounding greenery. A large green rectangular overlay is positioned in the center of the image, containing the text 'ORLANDO NORTH SEMINOLE COUNTY' in white, bold, sans-serif capital letters. The letter 'O' in 'ORLANDO' has a small white triangle above it, pointing upwards. The background shows a dense forest of trees with sunlight filtering through the leaves.

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



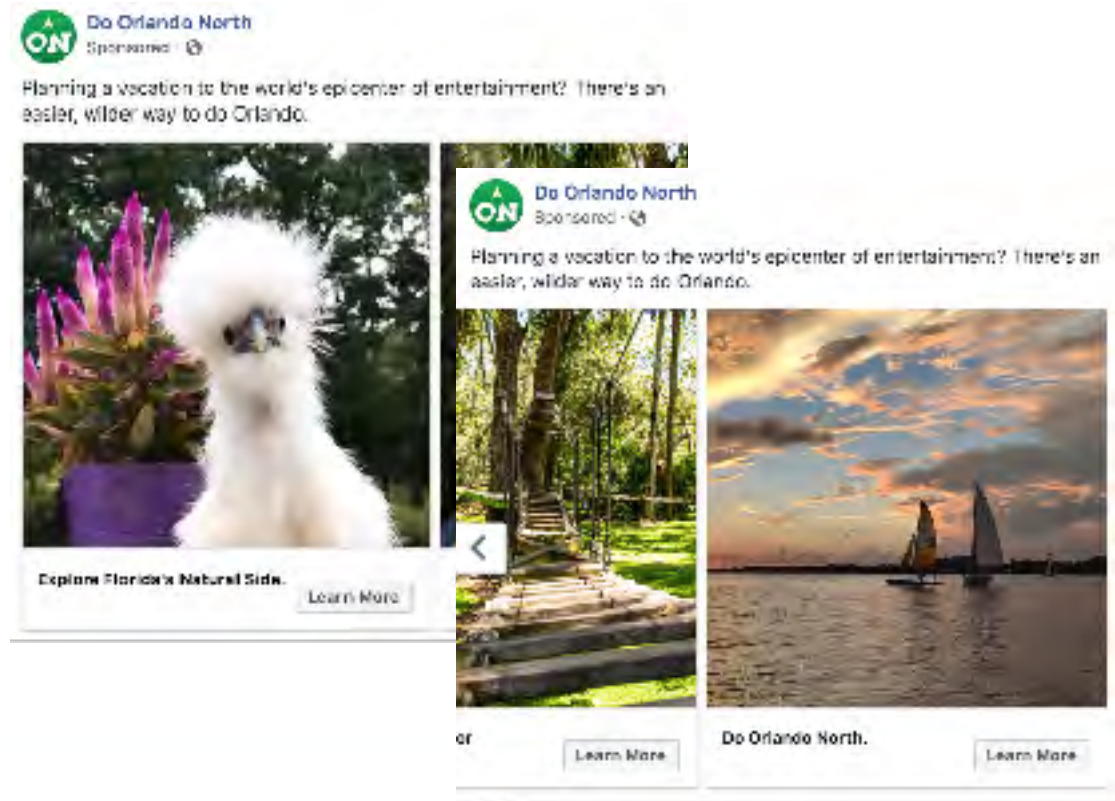
January 2019  
Social Media Report  
Do Orlando North

# Social Highlights

- 614% increase in total Instagram impressions
- 277% increase in total Twitter engagements
- 125% increase in total Twitter impressions
- 20% increase in total Facebook impressions
- 8% increase in total Instagram engagements

# Facebook - Clicks-to-Web Ad

- Spend: \$675.00
- Total Reach: 52,784
  - 12% increase
- Total Impressions: 83,128
  - 25% increase
- Total Link Clicks: 2,771
  - 75% increase
- CPC: \$0.24
  - 35% decrease
- CTR: 3.33%






# Facebook - Promoted Posts

- Spend: \$352.00
- Total Reach: 15,156
- Total Impressions: 20,619
- CPC: \$0.13
- CTR: 12.89%

**Do Orlando North** created a poll. Sponsored

We'd love to see how you're celebrating #FloridaDay! Share your photos in the comments or tell us your weekend plans below. #DoOrlandoNorth



**50%** Dinner

**50%** Brunch

**Do Orlando North** Sponsored

Can you tell we're excited that RENT at Theater West End was extended through this weekend? <https://bit.ly/2RldysB>

♥ If we'll see you there!

📍 theaterwestend



# Twitter - Promoted Tweets

- Total Spent: \$200.00
- Total Impressions: 36,686
- Cost Per Engagement: \$0.05



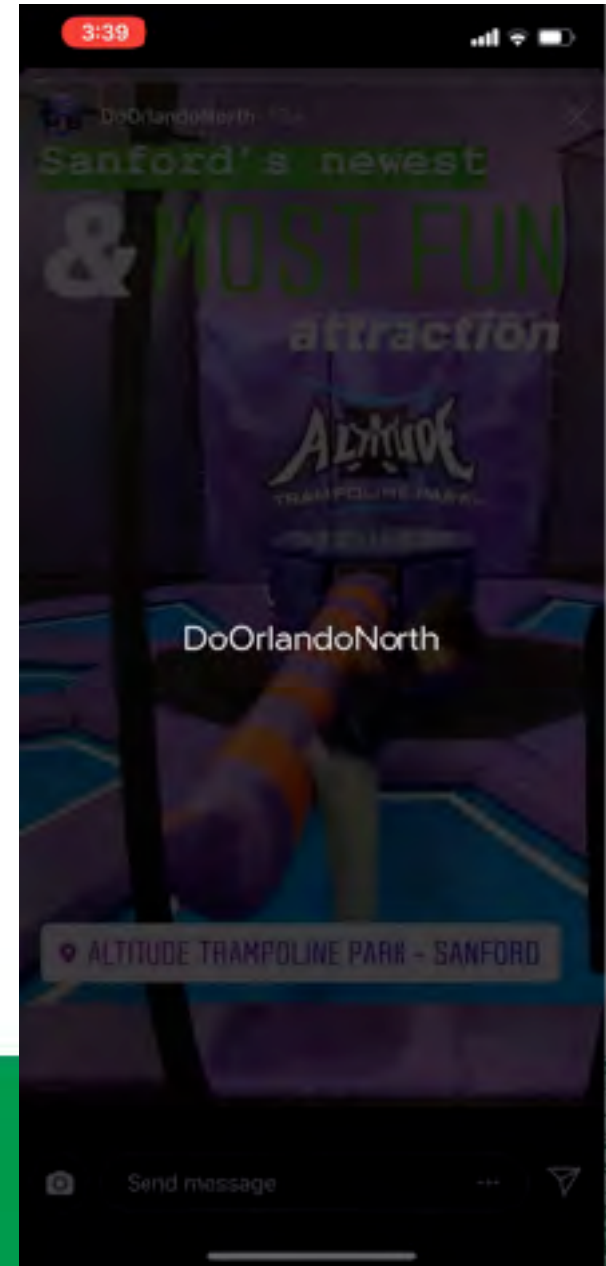
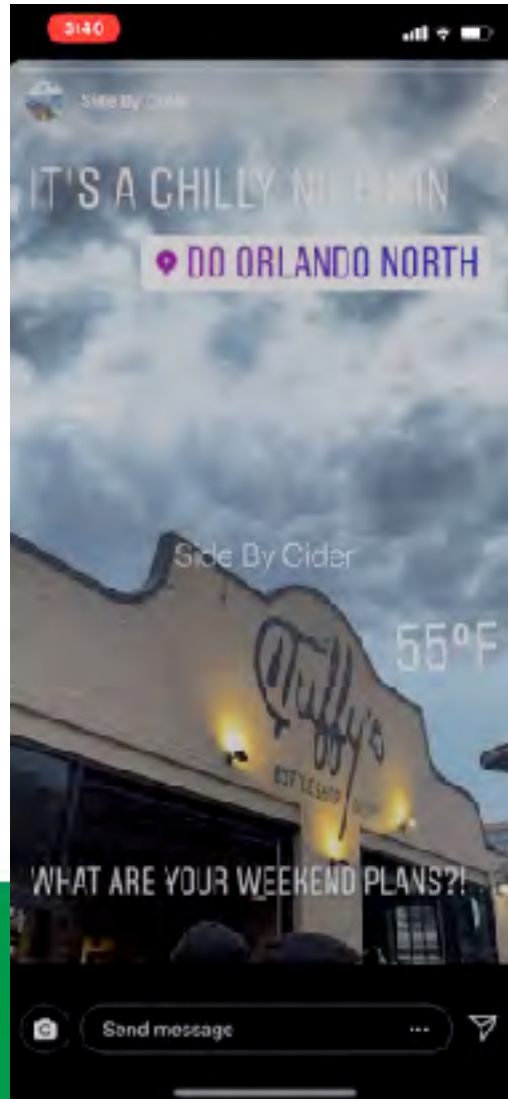


# Instagram - Promoted Posts

- Total Spent: \$173.00
- Total Promoted Reach: 29,480
- Total Promoted Impressions: 38,594
- Total Promoted Engagements: 7,449



# Instagram Stories



# “ Show Your Love” Promo

- On Instagram from 2/1 - 2/15
- Prize included ViaAir Flight for 2 and LimoCycle Tour for 2
- Targeted ViaAir destinations in AL, AZ, AR, LA, MS, MO, SC & TX
- Total Engagements: 2,459
  - 225% higher than our goal
- Total Contest Entries: 58
  - 30% lower than our goal
- Total new fans: 6
- Total spend: \$352.97
- Winner from Claremore, OK



Liked by chalouxxx and 771 others

doorlandonorth ❤️ LAST CHANCE TO WIN A FREE TRIP  
 ❤️ Have you entered our @FlyViaAir Valentine's Day Giveaway yet? If not, "like" this photo and tag your special someone in the comments and you'll be entered to win a FREE round trip flight to #DoOrlandoNorth and a ride around #HistoricDowntownSanford with @LimoCycle. Enter now, winner is announced on February 15! ❤️🍀



Liked by xokarina and 849 others

doorlandonorth ❤️ LAST CHANCE TO WIN A FREE ROUNDTRIP FLIGHT ❤️ Show your love this #ValentinesDay by entering our contest to win a FREE roundtrip flight to #DoOrlandoNorth (@FlyViaAir) and a sweet ride around #HistoricDowntownSanford with @LimoCycle! Last chance to enter is February 15. 🍀🍀





January 2019  
Social Media Report  
Play Orlando North

# Social Highlights

- 14,000% increase in total Instagram engagements
- 12,000% increase in total Instagram impressions
- 475% increase in total Facebook impressions
- 338% increase in total Facebook Engagement
- 54% increase in total Facebook fans
- 13% increase in Twitter followers

# Facebook - Promoted Posts

- Spend: \$211.10
- Total Reach: 8,878
- Total Impressions: 10,426
- CPC: \$0.17
- CTR: 12.22%





# Facebook - Page Likes Ad

- Spend: \$300.00
- Total Likes: 191
- Total Reach: 6,472
- Total Impressions: 7,367
- CPR: \$1.57

## Suggested Page



**Play Orlando North**

Sponsored

"Like" to start planning your time off the field in Central Florida! Here's how your family can Play Orlando North.



Play Orlando North  
Government Organization  
546 people like this



# Twitter - Promoted Posts

- Total Spent: \$177.78
- Total Impressions: 2,828
- Cost Per Engagement: \$0.06



**Play Orlando North** @PlayOrlNorth · Jan 21  
Big congrats to all who played in the @NFHCA Championship this weekend! You laid it all out on the #PlayOrlandoNorth fields. 🏆🏏

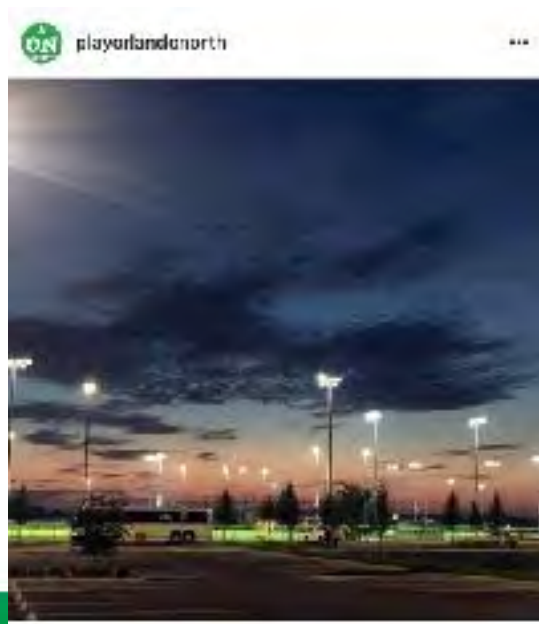


**Play Orlando North** @PlayOrlNorth · Jan 08  
Grab your teammates and let loose at @BoingFunCenter in #OviedoFL. Don't wait, get jumping now! #PlayOrlandoNorth [bit.ly/2Q1y18G](https://bit.ly/2Q1y18G)



# Instagram - Promoted Posts

- Total Spent: \$200.00
- Total Promoted Reach: 30,241
- Total Promoted Impressions: 41,402
- Total Promoted Engagements: 6,946



# Instagram Stories

