

Tourist Development Council County Services Building

July 18, 2019



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Tourist Development Council

Meeting Agenda

July 18, 2019

Seminole County Government, Room 3024

- | | | |
|-------|--|------------------------|
| I. | Call to Order | Chairman George Speake |
| | Pledge of Allegiance, Moment of Silence | |
| II. | Welcome and Introductions | |
| III. | Approval of May 16, 2019 Minutes* | |
| IV. | Presentation and Approval of FY2019/20 Tourism Budget* | Tricia Johnson |
| V. | Orlando North Tourism Updates | |
| | 1. Seminole County Tourism: Leisure and Admin. | Gui Cunha |
| | 2. Seminole County Tourism: Sports | Danny Trosset |
| VI. | Marketing and Advertising Updates | |
| | 1. Paradise - Marketing and Public Relations | |
| | 2. Evok - Social Media | |
| VII. | Central Florida Zoo Update | Dino Ferri |
| VIII. | Old Business | Chairman George Speake |
| IX. | New Business | |
| X. | Adjourn | |

NEXT MEETING:

Thursday, September 19, 2019

Seminole County Services Building, Room 3024, 3:00PM

SAVE THE DATE:

Orlando North Seminole County Tourism

Annual Luncheon

Tuesday, December 17, 2019

The Hilton Altamonte Springs

11:30am – 1:30pm

The logo for Orlando North Seminole County features the word "ORLANDO" in blue, "NORTH" in blue, and "SEMINOLE COUNTY" in green. A green triangle points upwards from the letter "O" in "ORLANDO".

ORLANDO NORTH SEMINOLE COUNTY

Tourist Development Council meeting
May 16, 2019

In Attendance:

Chairman George Speake
Commissioner Patrick Austin
Frank Cirrincione
Don Dougherty
Commissioner Amy Lockhart
Commissioner Sarah Reece
Bruce Skwarlo
Brenda Urias
Mary Sue Weinaug

Excused Absence: None

A quorum was met

Meeting began at 3:00 pm

Pledge of Allegiance

Introductions

Approval of March 2019 TDC Minutes

Motion: Commissioner Patrick Austin

Second: Commissioner Sarah Reece

Vote: Unanimous

Central Florida Zoo & Botanical Gardens Grant Presentation

Dino Ferri

Julia Krall

Stephanie Williams

Economic Impact:

- 205,000 total visitors to Zoo through April 2019
- \$4.5 million dollars in economic impact for Seminole County
- Online ticket sales began July 2018

Spending Breakdown for Proposed Grant:

- 47% facilities improvement
- 25% marketing
- 17% boardwalk replacement
- 7% guest services
- 4% habitats

Question: *Chairman Speake:* The boardwalks are ongoing maintenance; how much of the boardwalks are yet to be completed?

Answer: *Dino Ferri:* FY19/20 should be the last of the boardwalk work for a few years.

Zoo Marketing Activities

- Launched online ticket sales
 - 76,000 users to website with 31% outside of Florida, 5% outside of US
 - Allows for improved tracking and data metrics analysis
- Event promotions
 - Hosting Chinese Lantern Festival: November 6, 2019 - January 5, 2020
 - Select evenings with special ticketing/pricing
 - Marketing to key drive markets and social media, print, e-blasts, media outlets

Question: *Chairman Speake:* Is this a launching of the lanterns?

Answer: *Dino Ferri & Stephanie Williams:* No, they are hand-made paper designs specific to your site and on the habitats, like a light display.

Question: *Commissioner Reece:* Are these later hours?

Answer: *Stephanie Williams:* Yes, this will be an after-hours event, 6pm-10pm, Wednesday - Sunday. It is based off the holiday light displays but will focus on the environment with animals

Question: *Brenda Urias:* What percentage of room nights will be out-of-towners?

Answer: *Stephanie Williams:* What we've seen from other zoos that did this (Cleveland), visitors will typically drive two hours, but we don't have numbers from who may have stayed. We anticipate a large restaurant impact.

Question: *Sheryl Emmett-Vivo Tours:* Will you have animals on display?

Answer: *Dino Ferri:* There will be access to the animals, but the animals may not be as visible. Messaging and marketing will address this to manage event expectations.

Question: *Commissioner Reece:* Will there be separate ticket pricing?

Answer: *Julia Krall:* yes

Question: *Brenda Urias:* Is this one event or several?

Answer: *Stephanie Williams:* This is not a one night event. It runs November – January, Wednesday – Sunday nights.

Question: *Frank Cirrincione:* Since the cost is on the company, will the sales receipts go to the zoo or the promoter?

Answer: *Dino Ferri:* A percentage will go to the zoo and a percentage will go to the company. The company will not receive any percentage of monies for normal zoo hours, only that which occurs during the event times.

Question: *Chairman Speake:* Will the zoo be open normal hours during this event?

Answer: yes

Question: *Chairman Speake:* I know we have a five year plan in place, but what will take the place of the boardwalk in the next year for replacement?

Answer: *Dino Ferri:* Habitat maintenance/repairs/upgrades.

Question: *Bruce Skwarlo:* Now that you have the aerial course, how will you maintain that in the future? Where do you get the money to maintain the aerial course?

Answer: *Dino Ferri:* It will pay for itself. So far the monthly revenue is covering those costs. TDT dollars are not spent on the aerial course (except for marketing).

Part 2 of question: Should marketing increase to support the course since it is now part of the Zoo?

Answer: *Julia Krall:* Marketing for the aerial course is different from the marketing plan for the Zoo, so this is still a work in progress.

Question: *Frank Cirrincione:* Does the excess cash flow go into a general fund or a specific fund for the aerial course?

Answer: *Dino Ferri:* Currently, it is going into a general fund and is earmarked for aerial course maintenance.

Zoo Guest Engagement Services

- Performance Assessment and Visitor Satisfaction Data Collection Program
 - Outdoor kiosk for data collection
 - Customized kiosk-based survey using SnapSurveys
 - Data analysis in monthly, quarterly, and annual reports

Question: *Chairman Speake:* Are online sales capturing emails?

Answer: *Stephanie Williams:* Yes, which we use to send out surveys.

Question: *Bruce Skwarlo:* Is this software and hardware or an outside vendor?

Answer: *Stephanie Williams:* There is one company builds the kiosk and one that builds the software and analytics and they partner together, so the cost that you see is related to the kiosk, the software, and the analytics, reports.

Question: *Bruce Skwarlo:* Will you own the kiosk?

Answer: *Stephanie Williams:* Yes, we will own it and then we can flip it at some point to add/run video or change the format of what is shown.

Question: *(multiple asks):* Is this a voluntary survey for visitors to do on their way out?

Question: **Commissioner Sarah Reece:** Are there incentives?

Answer: Stephanie Williams: Yes, the survey is voluntary, but most people do them especially if there are added incentives. However this group has found that most people want to give their input and are willing to do a survey when they leave.

Question: Bruce Skwarlo: The contract is \$16,000 which is a lot of money. Is that for the annual cost of the kiosk for surveys and start-up for three years?

Answer: Stephanie Williams: The cost includes the start-up fees, the kiosk, and surveys for three years.

Question: Commissioner Amy Lockhart: Does the zoo have a Board of Directors

Answer: Yes

Question: Commissioner Amy Lockhart: So your Board 'gets into the weeds' and asks you these kinds of detailed questions? You are accountable to a Board? And we are re-vetting what has already been vetted?

Answer: Dino Ferri: Yes, although some of the day-to-day stuff, no, but the contracts, yes the Zoo Board reviews/vets.

Answer: Brenda Urias: There are also committees such as the marketing committee, financial committee, events committee, and facilities.

Question: Bruce Skwarlo: Will data reflect if people are staying at a hotel?

Answer: Julia Krall: This tool will be able to assist with collecting this data, yes.

Zoo Marketing

- Website maintenance
- Rack Card printing and distribution
- Contractual advertising
- Print and digital advertising

Question: Frank Cirrincione: Please provide clarification re. the 25% of total TDT revenue spent on marketing - your marketing is \$87,000 and \$130,000 comes out of general fund. Does zoo spend additional money?

Answer: Yes, we spend more than TDT grant dollars on marketing.

Question: Why are 25% of TDT funds spent on advertising if you are exceeding that; why is it limited?

Answer: Dino Ferri: It was a set price.

Answer: Brenda Urias: Marketing dollars based on a radius for TDT money in your area.

Question: Frank Cirrincione: Is 75 miles really a valued parameter of how you spend your advertising dollars?

Answer: Paul Chipok (County Attorney): The TDT grant monies awarded to the Zoo (in referencing State Statutes) are not restricted in just promotional uses and can be used for maintenance, construction, operations, and promotions. According to the statute, Zoos that receive TDT funds do not have a direct promotional requirement. TDC is giving the zoo the money and it can be spent on a variety of things, including operations.

Clarification from Frank Cirrincione: So, it doesn't matter if the Zoo is marketing outside the 75 mile parameter because the funding can be spent on just about anything the Zoo would like to spend it on?

Answer: Paul Chipok: The County agrees with that statement. However, historically, the Zoo has spent about 25% of the monies awarded on marketing; that has been the standard.

FY2019/20 Central Florida Zoo and Botanical Gardens Grant Request: \$390,500

Motion: Commissioner Sarah Reece

Second: Brenda Urias

Vote: Unanimous

Paradise Update

Danielle Ackerman

MJ Kolassa

- Spring/Summer campaign began in April 2019
- Paradise showcased digital banners that are being utilized in the campaign
- Click through rate (CTR) was .08% with 1700 visits and 1.2 impressions
- Full campaign reports will be presented at July TDC meeting
- In process of kicking off 2020 Marketing Plan
- Updating sports website

Public Relations

- Press releases/mass pitches
- Reader's Digest "Nicest Places in Seminole County" survey; promoted on TV station websites

Evok Update

Lisa Mohle

- Annual Social Media Report for Do Orlando North and Play Orlando North
 - Meeting all benchmark goals except for Twitter engagements – working on solutions to improve that goal without changing the frequency of posts

Question: *Brenda Urias:* How many of the followers are outside Seminole county?

Answer: *Lisa Mohle:* We will get that information to the TDC

Question: *Chairman Speake:* Are contract goals set up by the team?

Answer: *Gui Cunha:* The goals were created by the tourism staff during the bid process. We used a formula based on the social media numbers (average) from the three years prior to the contract renewal. This was done for most marketing metrics (social, website, etc)

- Highlighted performance numbers from all platforms
- Visit Florida travel chats resulted in engagement spikes
- Four promotions throughout the year

Play Orlando North:

- CTR 8%
- Facebook page ad to increase reach and engagements: \$542
- Twitter: \$560
- Instagram: \$419

Tourism Update

Gui Cunha

- Fully staffed tourism office: Welcome Karen Aplin, Marketing Coordinator, and Kirsten Carr, Intern
- Engaging Marketing Committee to begin five year plan discussion, as well as a grants program
- Attended FADMO (Florida Association of Destination Marketing Organizations)
- Ad buy with the Jacksonville Jaguars media guide
- Discussing digital ad buy with Telemundo for Women's FIFA World Cup and Copa America
- Working with Career Source on recruiting more labor for hospitality during the mid and high seasons
- Raw Travel will air episode on WESH TV, Saturday, May 18th. Buster's Bistro is hosting a Watch Party for this episode

Question: *Commissioner Reece:* Have we ever been on the Spectrum road trip channel?

Answer: *Brenda Urias:* Yes, we have been.

Occupancy

- Regionally and state-wide Feb and March are down, but the average daily rate (ADR) is above \$115
- Weekday vs. Weekend: a large portion from group sales. The fear is a drop in ADR. Currently there is a \$2 difference, which is minor
- YTD: January 1, 2019 through April 30, 2019: 87.4% occupancy – very strong

Question: *Don Dougherty:* January and February were high months for hotels, therefore ADR should have gone up.

Answer: *Gui Cunha:* I received these numbers from the STR report, and will look into and get back to you, but we did have a dip in January.

Legislative Update

Brandy Hastings-Visit Florida

- Visit Florida will continue to exist until at least June 2020
- Record first quarter (January - March) with approximately 36 million visitors to Florida. These are visitors outside of Florida who stay at least one night
- Hired a new Chief Marketing Officer, Gerardo Llanes
- Visit FL has been reauthorized for \$50 million a decrease from the current fiscal year budget of \$76 million. Everything will be effected with the decrease in dollars allocated to promote tourism
-

Question: *Chairman Speake:* Visit Florida doesn't have a lot of time to justify the loss before you have to go back up to Tallahassee and defend numbers. How are you going to show a possible drop tourism as a result of the drop in the budget?

Answer: *Brandy Hastings:* The numbers may not reflect anything for 1-2 years and it will be a challenge to show that decrease in visitors. We will be able to show what we can't provide to the public and to our partners as a result of the decrease.

Question: *Chairman Speake:* Do you do surveys? Research?

Answer: *Brandy Hastings:* Yes, however our research department will be reduced.

Tricia Johnson commented there was a Seminole County delegation recap meeting, and all four of our state delegates are supportive of Visit Florida.

Legislative Update

Rico Pasamba-CFHLA (Central Florida Housing and Lodging Association)

- Human Trafficking Bill liability clause passed. Hotels have to implement training to employees and submit by 2021
- Lost Property legislation allows zoos and theme parks to donate lost property found on establishments to a non-profit after 30 days
- Restrictions on employers and how they schedule employees did not pass the House
- Bill allowing counties, like Orange County, to have multiple TDC's within the county did not pass
- Bill allowing TDT funds for entertainment and film incentives did not pass
- Sudosky Fund is a trust fund created by the State for every development and a portion goes back to state for affordable housing. The money is being diverted to other 'pet projects' versus the general fund

Sports Update

Danny Trosset

- Fiscal Year Actuals for 2017/2018: Sports Complex
 - Events: 146 Room Nights: 35,100 Eco. Impact: \$53.89 million
- Fiscal Year Projections 2018/2019: Sports Complex and All Other Venues
 - Events: 106 Room Nights: 41,100 Eco. Impact: \$48.2 million

Next TDC meeting actuals through May 2019 will be presented.

Returning Events:

- Field Hockey
- Coaches Association Event
- New Lacrosse Event in November 2019

Upcoming Events:

- UAA (University Athletic Association) Men's & Women's Tennis Championship
- FHSAA (Florida High School Athletic Association)
- Junior college State Championships
- Florida Rush Champions Cup
- NCAA DII Tennis Championships
- Soldiers Creek will be hosting Division I College Softball over three weeks in March 2020. Hosting about 50 teams and goal of 3,700 room nights
- Perfect Game National – Six events hosting in June and July. 70% outside of Florida

Question: *Brenda Urias:* What percent are we filling space wise?

Answer: *Danny Trosset:* Currently, we have scheduled about 50 events. We hosted 62 last year so we are not at capacity. Now that we are in year three, the sports team is focused on quality rather than quantity.

Question: *Bruce Skwarlo:* How many days did locals get vs out-of-town (at the Sports Complex)?

Answer: *Danny Trosset:* 20%

- Lake Mary Life magazine article on Sports for Kids
- Recognize Commissioner Sarah Reece for induction into Sports Hall of Fame

Old Business:

- Discussion of the 'sister' website for Seminole County. Tricia has reached out and legal will be contacting individual about continuing page without the county logo.

New Business:

- Airport hosting air show over Lake Monroe in 2020. More details to come
- Question raised about flying over the Zoo. Chairman Speake will give Dino Ferri the information and bring him into the discussion as they move forward
- Historic Downtown Sanford pamphlet/ Sanford Visitor Guide shared by Bruce
- John Horan, Parks Foundation Treasurer and former Seminole County Board Chairman, discussed a fundraiser hosted by the Parks Foundation for an inclusive playground and park, which will be located at the new Rolling Hills property. Project will be appx. \$1M.
- Commissioner Austin shared that the City of Sanford is constructing a similar playground off Lake Mary Blvd.

Meeting adjourned 4:57pm

TOURISM FUND BUDGETS

(TOURISM ADMINISTRATION & TOURIST DEVELOPMENT PROGRAMS ONLY)

FUND - PROGRAM	BUSINESS UNIT NAME	FY18 ACTUALS	FY19 ADOPTED BUDGET	FY20 REQUESTED BUDGET	VARIANCE	%
00100 GENERAL FUND						
01 TOURISM ADMINISTRATION	011055 TOURISM - GENERAL FUND					
01 TOURISM ADMINISTRATION	530 OPERATING EXPENDITURES	82,199	80,000	80,000	-	0%
01 TOURISM ADMINISTRATION	4409999901 LEASED OFFICE SPACE	82,199	-	-	-	
01 TOURISM ADMINISTRATION	4409999903 RENTALS & LEASES-FACILITIES	-	80,000	80,000	-	0%
01 TOURISM ADMINISTRATION	540 INTERNAL SERVICE CHARGES	7,903	-	-	-	
01 TOURISM ADMINISTRATION	011055 TOURISM - GENERAL FUND Total	90,102	80,000	80,000	-	0%

FUND - PROGRAM	BUSINESS UNIT NAME	FY18 ACTUALS	FY19 ADOPTED BUDGET	FY20 REQUESTED BUDGET	VARIANCE	%
11000 TOURISM PARKS 1,2,3 CENT FUND						
01 TOURIST DEVELOPMENT	00234720 SPORTS COMPLEX					
01 TOURIST DEVELOPMENT	570 DEBT SERVICE	45,149	-	56,000	56,000	
01 TOURIST DEVELOPMENT		45,149	-	-	-	
01 TOURIST DEVELOPMENT	7100903411 SPORTS COMPLEX LIGHTING LOAN	-	-	56,000	56,000	
01 TOURIST DEVELOPMENT	00234720 SPORTS COMPLEX Total	45,149	-	56,000	56,000	
011030 TOURIST DEVMNT 1,2,3 CENT						
01 TOURIST DEVELOPMENT	540 INTERNAL SERVICE CHARGES	18,820	65,665	-	(65,665)	-100%
01 TOURIST DEVELOPMENT	570 DEBT SERVICE	-	305,833	-	(305,833)	-100%
01 TOURIST DEVELOPMENT	7100903411 SPORTS COMPLEX LIGHTING LOAN	-	305,833	-	(305,833)	-100%
01 TOURIST DEVELOPMENT	580 GRANTS & AIDS	325,000	355,000	390,500	35,500	10%
01 TOURIST DEVELOPMENT	8210110201 CENTRAL FLORIDA ZOOLOGICAL SOC	325,000	355,000	390,500	35,500	10%
01 TOURIST DEVELOPMENT	011030 TOURIST DEVMNT 1,2,3 CENT Total	343,820	726,498	390,500	(335,998)	-46%

FUND - PROGRAM	BUSINESS UNIT NAME	FY18 ACTUALS	FY19 ADOPTED BUDGET	FY20 REQUESTED BUDGET	VARIANCE	%
11001 TOURISM SPORTS 4 & 6 CENT FUND						
01 TOURISM ADMINISTRATION	011050 TOURISM ADMINISTRATION 11001					
01 TOURISM ADMINISTRATION	510 PERSONNEL SERVICES	325,413	330,797	352,763	21,965	7%
01 TOURISM ADMINISTRATION	530 OPERATING EXPENDITURES	924,268	1,002,304	993,330	(8,974)	-1%
01 TOURISM ADMINISTRATION		86,215	-	-	-	
01 TOURISM ADMINISTRATION	3100110501 MARKETING SERVICES - EVOK	-	100,000	100,000	-	0%
01 TOURISM ADMINISTRATION	3100110502 MARKETING SERVICES - PARADISE	-	550,000	550,000	-	0%
01 TOURISM ADMINISTRATION	3100110503 MARKETING SPECIAL PROJECTS	-	25,000	25,000	-	0%
01 TOURISM ADMINISTRATION	3100111011 CISION NATIONAL CLIP SERVICE	-	-	8,500	8,500	
01 TOURISM ADMINISTRATION	3400110201 SEM CO VISITOR MARKET PROFILE	-	25,000	25,000	-	0%
01 TOURISM ADMINISTRATION	3400110204 AIRPORT ADVERTISING	24,340	26,000	26,000	-	0%
01 TOURISM ADMINISTRATION	3400110205 BROCHURE DISTRIBUTION	17,957	19,000	19,000	-	0%
01 TOURISM ADMINISTRATION	3400110206 BULK MAILINGS	270	2,500	800	(1,700)	-68%
01 TOURISM ADMINISTRATION	3400110207 BURELLES NATIONAL CLIP SERVICE	5,866	7,500	-	(7,500)	-100%
01 TOURISM ADMINISTRATION	3400110209 HOTEL OCCUPANCY RESEARCH REPOR	900	-	-	-	
01 TOURISM ADMINISTRATION	3400110211 MARKETING SERVICES	620,968	-	-	-	
01 TOURISM ADMINISTRATION	3400110213 SMITH TRAVEL RESEARCH	7,900	7,900	8,800	900	11%
01 TOURISM ADMINISTRATION	3400110214 TAX COLLECTOR COMM TOURIST TAX	-	70,000	70,000	-	0%
01 TOURISM ADMINISTRATION	3400111012 RENTAL & OCCUPANCY ANALYTICS	-	-	4,800	4,800	
01 TOURISM ADMINISTRATION	4009999901 TRAVEL & PER DIEM	5,892	10,500	10,500	-	0%
01 TOURISM ADMINISTRATION	4309999901 ELECTRICITY	853	-	-	-	
01 TOURISM ADMINISTRATION	4409999901 LEASED OFFICE SPACE	33,658	33,904	16,430	(17,474)	-52%
01 TOURISM ADMINISTRATION	4709999901 PRINTING SERVICES	8,270	10,000	12,000	2,000	20%
01 TOURISM ADMINISTRATION	4800111102 LEISURE MARKETING	-	90,000	90,000	-	0%
01 TOURISM ADMINISTRATION	4800111103 TOURISM LUNCHEON	-	5,000	6,500	1,500	30%
01 TOURISM ADMINISTRATION	4809999901 MARKETING	97,623	-	-	-	
01 TOURISM ADMINISTRATION	5109999901 OFFICE SUPPLIES	1,192	1,500	1,500	-	0%
01 TOURISM ADMINISTRATION	5201405105 WEBSITE RENEWALS	143	-	-	-	
01 TOURISM ADMINISTRATION	5409999901 BOOKS, DUES, PUBS	10,229	13,000	13,000	-	0%
01 TOURISM ADMINISTRATION	5509999901 TRAINING REGISTRATION	1,993	5,500	5,500	-	0%
01 TOURISM ADMINISTRATION	540 INTERNAL SERVICE CHARGES	39,080	101,591	36,432	(65,159)	-64%
01 TOURISM ADMINISTRATION	580 GRANTS & AIDS	-	-	200,000	200,000	
01 TOURISM ADMINISTRATION	8210662018 TOURISM GRANT PROGRAM	-	-	200,000	200,000	
01 TOURISM ADMINISTRATION	011050 TOURISM ADMINISTRATION 11001 Total	1,288,762	1,434,693	1,582,525	147,833	10%

TOURISM FUND BUDGETS

(TOURISM ADMINISTRATION & TOURIST DEVELOPMENT PROGRAMS ONLY)

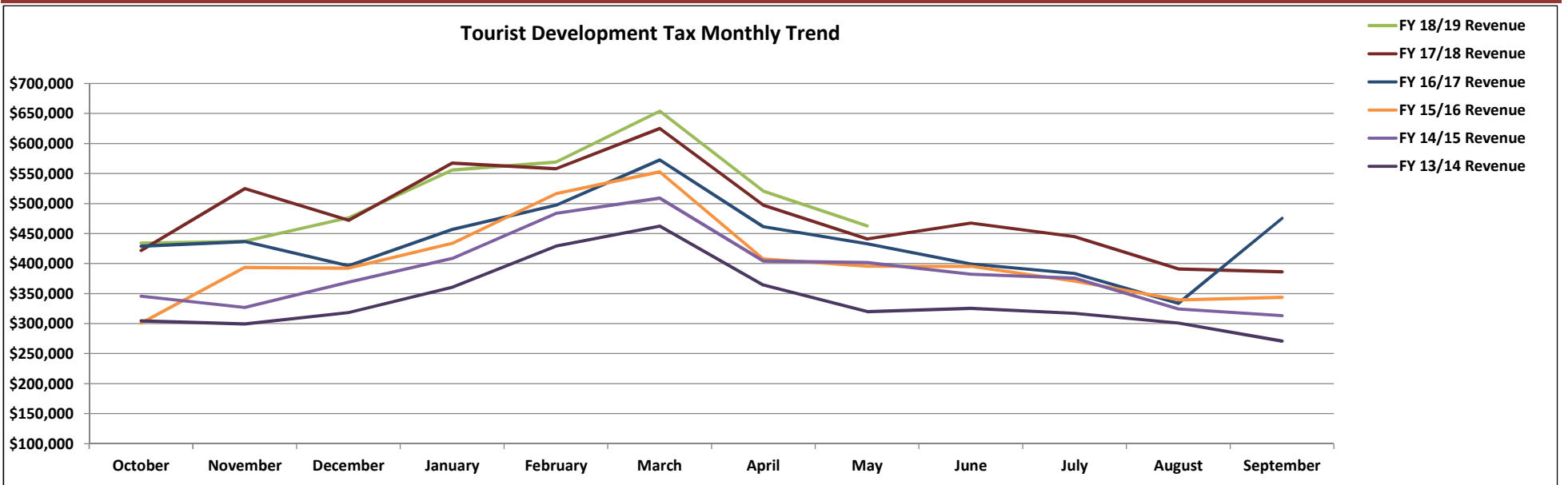
FUND - PROGRAM	BUSINESS UNIT NAME	FY18 ACTUALS	FY19 ADOPTED BUDGET	FY20 REQUESTED BUDGET	VARIANCE	%
01 TOURISM ADMINISTRATION	011051 SPORTS					
01 TOURISM ADMINISTRATION	510 PERSONNEL SERVICES	124,722	220,079	254,320	34,241	16%
01 TOURISM ADMINISTRATION	530 OPERATING EXPENDITURES	433,562	600,295	624,011	23,716	4%
01 TOURISM ADMINISTRATION		(568)	-	-	-	
01 TOURISM ADMINISTRATION	3100110503 MARKETING SPECIAL PROJECTS	-	25,000	25,000	-	0%
01 TOURISM ADMINISTRATION	3400110202 CENTRAL FLORIDA SPORTS COMMISS	76,680	100,000	100,000	-	0%
01 TOURISM ADMINISTRATION	3400110211 MARKETING SERVICES	6,000	-	-	-	
01 TOURISM ADMINISTRATION	4009999901 TRAVEL & PER DIEM	5,076	-	17,000	17,000	
01 TOURISM ADMINISTRATION	4019999901 TRAVEL-TRAINING	-	12,000	-	(12,000)	-100%
01 TOURISM ADMINISTRATION	4600438404 FENCE REPAIR	16,000	-	-	-	
01 TOURISM ADMINISTRATION	4800111101 FAMILIARIZATION TOURS	-	7,500	7,500	-	0%
01 TOURISM ADMINISTRATION	4800111104 MARKETING, PROMO, COLLATERAL	-	90,000	60,000	(30,000)	-33%
01 TOURISM ADMINISTRATION	4800111105 SOCIAL MEDIA MARKETING	-	-	24,000	24,000	
01 TOURISM ADMINISTRATION	4809999901 MARKETING	327,471	-	-	-	
01 TOURISM ADMINISTRATION	4809999903 EVENT HOSPITALITY	-	25,000	25,000	-	0%
01 TOURISM ADMINISTRATION	4809999906 SPORTS EVENT INCENTIVES	342	325,000	350,000	25,000	8%
01 TOURISM ADMINISTRATION	5220111011 DMAI ECONOMIC IMPACT SOFTWARE	-	-	2,700	2,700	
01 TOURISM ADMINISTRATION	5409999901 BOOKS, DUES, PUBS	2,561	-	2,000	2,000	
01 TOURISM ADMINISTRATION	5409999902 MEMBERSHIP	-	795	811	16	2%
01 TOURISM ADMINISTRATION	5509999901 TRAINING REGISTRATION	-	15,000	10,000	(5,000)	-33%
01 TOURISM ADMINISTRATION	540 INTERNAL SERVICE CHARGES	271	-	7,501	7,501	
01 TOURISM ADMINISTRATION	011051 SPORTS Total	558,556	820,374	885,832	65,458	8%
01 TOURISM ADMINISTRATION	011052 MEETINGS/CONFERENCES & EVENTS					
01 TOURISM ADMINISTRATION	530 OPERATING EXPENDITURES	2,490	-	-	-	
01 TOURISM ADMINISTRATION	4009999901 TRAVEL & PER DIEM	581	-	-	-	
01 TOURISM ADMINISTRATION	4019999901 TRAVEL-TRAINING	12	-	-	-	
01 TOURISM ADMINISTRATION	4809999901 MARKETING	1,897	-	-	-	
01 TOURISM ADMINISTRATION	011052 MEETINGS/CONFERENCES & EVENTS Total	2,490	-	-	-	
Grand Total		2,328,878	3,061,565	2,994,857	(66,708)	-2%

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	341,475	227,650	569,125	11,032	2.0%
March	462,593	509,149	552,988	572,832	625,272	392,408	261,605	654,013	28,741	4.6%
April	364,161	404,355	407,783	461,492	497,187	312,290	208,193	520,483	23,296	4.7%
May	320,090	401,954	395,282	432,965	440,873	277,593	185,062	462,655	21,782	4.9%
June	325,397	382,227	395,373	399,489	467,655					
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					
Total	4,074,084	4,645,106	4,843,681	5,275,894	5,797,652	2,466,104	1,644,069	4,110,173	2,336	0.1%
	11.40% % Chg from Prior Year	14.02% % Chg from Prior Year	4.27% % Chg from Prior Year	8.92% % Chg from Prior Year	9.89% % Chg from Prior Year	Budgeted Revenue				
						3,360,000	2,240,000	5,600,000		
						Estimated Revenue				
						3,480,000	2,320,000	5,800,000		
						% Change From PY			0.0%	

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

Tourist Development Tax Monthly Trend



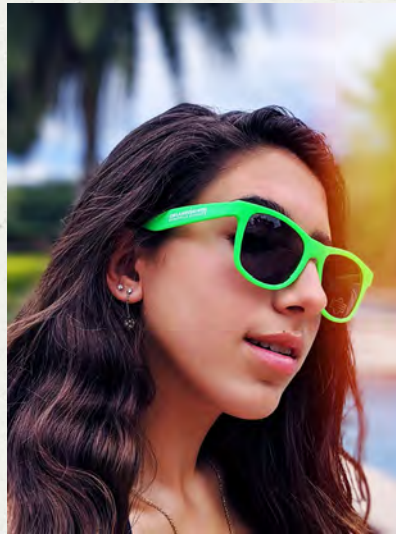
TOURISM UPDATE

- Copa America
- Tampa Bay Buccaneers Yearbook
- How To Do Florida TV Episode
- Quarterly DOS Meeting
- Content Shoots



- CONMEBOL -
COPA AMERICA
BRASIL 2019

how to Do florida



D O N O R T H

Occupancy Analytics

**Based on Smith Travel Research*

Year	Month	Occupancy	ADR	RevPAR
2018	April	74.5%	\$104.68	\$78.02
2019	April	74.6%	\$104.11	\$77.64
%	Variance	0.1%	-0.5%	-0.5%

Year	Month	Occupancy	ADR	RevPAR
2018	May	68.3%	\$98.79	\$67.44
2019	May	68.6%	\$98.71	\$67.68
%	Variance	0.4%	-0.1%	0.3%

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

April Weekend/Weekday Analytics

**Based on Smith Travel Research*

April Weekday / Weekend		Occupancy (%)		ADR		RevPAR	
Weekday (Sun-Thu)	Current Month	73.0	0.6	104.98	-0.3	76.67	0.3
	Year To Date	75.8	-2.1	112.04	0.0	84.88	-2.1
	Running 12 Month	70.3	-3.9	102.31	2.7	71.89	-1.3
Weekend (Fri-Sat)	Current Month	78.8	-1.3	101.90	-1.2	80.32	-2.4
	Year To Date	81.5	-2.0	110.85	0.3	90.32	-1.7
	Running 12 Month	75.4	-3.4	99.70	1.4	75.19	-2.1
Total	Current Month	74.6	0.1	104.11	-0.5	77.64	-0.5
	Year To Date	77.4	-2.1	111.69	0.1	86.42	-2.0
	Running 12 Month	71.7	-3.8	101.53	2.3	72.83	-1.6

May Weekend/Weekday Analytics

**Based on Smith Travel Research*

May Weekday / Weekend		Occupancy (%)		ADR		RevPAR	
Weekday (Sun-Thu)	Current Month	66.6	-1.2	99.50	-0.3	66.23	-1.6
	Year To Date	73.9	-1.9	109.74	0.0	81.08	-1.8
	Running 12 Month	70.2	-3.6	102.31	1.9	71.82	-1.7
Weekend (Fri-Sat)	Current Month	73.5	3.8	96.94	1.1	71.22	4.9
	Year To Date	79.8	-1.2	108.17	0.0	86.32	-1.2
	Running 12 Month	75.6	-2.4	99.75	1.0	75.41	-1.4
Total	Current Month	68.6	0.4	98.71	-0.1	67.68	0.3
	Year To Date	75.6	-1.6	109.27	0.0	82.57	-1.6
	Running 12 Month	71.8	-3.2	101.53	1.7	72.85	-1.6

Comp Set Analytics

**Based on Smith Travel Research*

Current Month - April 2019 vs April 2018												
	Occ %		ADR		RevPAR		Percent Change from April 2018					
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Alachua County, FL	62.8	65.6	103.79	105.88	65.14	69.49	-4.4	-2.0	-6.3	1.2	7.9	3.2
Flagler County, FL	63.1	64.6	141.31	138.91	89.11	89.73	-2.4	1.7	-0.7	-0.8	-0.1	-2.5
Orange County, FL	83.8	83.3	145.53	141.73	121.99	118.02	0.7	2.7	3.4	5.4	2.0	2.6
Osceola County, FL	68.4	71.2	97.02	99.06	66.41	70.50	-3.8	-2.1	-5.8	-3.8	2.1	-1.8
Polk County, FL	67.4	67.7	120.87	125.39	81.48	84.83	-0.4	-3.6	-3.9	-1.8	2.2	1.9
Volusia County, FL	71.8	71.7	122.63	118.59	88.06	85.05	0.1	3.4	3.5	6.1	2.4	2.6
Current Month - May 2019 vs May 2018												
	Occ %		ADR		RevPAR		Percent Change from May 2018					
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Alachua County, FL	62.0	61.8	107.35	111.64	66.54	68.97	0.3	-3.8	-3.5	4.1	7.9	8.3
Flagler County, FL	56.9	56.1	133.09	130.15	75.70	73.04	1.4	2.3	3.6	3.6	-0.1	1.3
Orange County, FL	76.2	77.8	130.36	127.02	99.35	98.76	-2.0	2.6	0.6	2.8	2.2	0.2
Osceola County, FL	60.7	63.2	90.82	89.67	55.10	56.71	-4.0	1.3	-2.8	-0.8	2.1	-2.0
Polk County, FL	58.4	59.2	99.30	99.45	57.97	58.85	-1.3	-0.1	-1.5	2.1	3.7	2.3
Volusia County, FL	66.1	60.4	112.09	109.93	74.04	66.37	9.4	2.0	11.5	14.3	2.4	12.1

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
Total	146	8,102	352,498	35,100	\$53,894,264

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
Total	106	5,952	248,852	41,100	\$48,200,000

Sports Tourism – All Other Venues

October 2018 – May 2019 Actuals

Month	# of Events	Room Nights	Eco Impact
October	5	1,145	\$1,777,252
November	2	620	\$441,247
December	7	3,735	\$3,205,408
January	5	3,278	\$2,978,491
February	7	2,223	\$3,990,371
March	3	749	\$534,313
April	5	1,080	\$1,162,187
May	5	2,264	\$1,299,581
Total	39	15,094	\$15,388,850



Monthly Projections

Month	# of Events	Room Nights	Eco Impact
June	6	1,488	\$2,266,510
July	4	277	\$280,228

Sports Tourism - Sports Complex

October 2018 – May 2019 Actuals

Month	# of Events	Room Nights	Eco Impact
October	5	1,277	\$2,067,526
November	3	1,383	\$1,027,018
December	3	345	\$725,245
January	5	4,722	\$3,691,866
February	4	681	\$988,868
March	7	3,404	\$2,557,223
April	5	568*	\$1,138,754
May	5	1,450	\$1,262,046
Total	37	13,830*	\$13,458,545

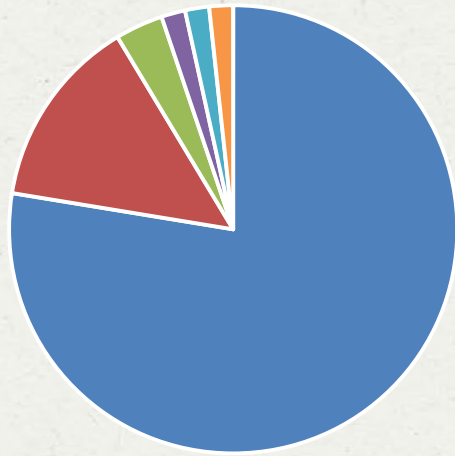


Monthly Projections

Month	# of Events	Room Nights	Eco Impact
June	5	3,205	\$4,831,043
July	7	6,012	\$7,383,591

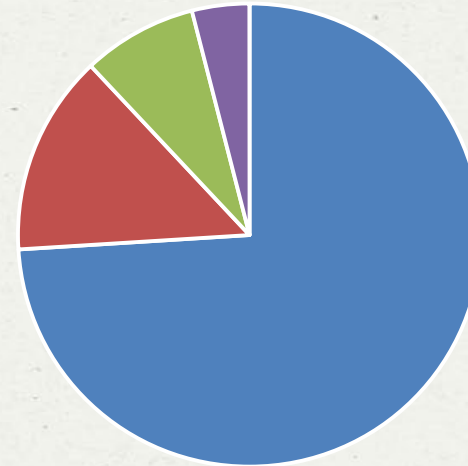
FY '18/'19 Events (by Sport)

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)

Upcoming Events

June/July Events

Organization	Event	Date	Location	Teams	Visitors	Room Nights	Eco Impact
Prospect Wire	Southeast Championship	June 7-12, 2019	BOOMBAAH Sports Complex	100	4,700	1,000	\$1,283,703
Perfect Game, Inc	16U WS Qualifier/9U-12U Super25 NC	June 20-24, 2019	BOOMBAAH Sports Complex	54	1,728	1,000	\$968,851
Legacy Event Management	Alex Wilcox Classic	June 25-28, 2019	BOOMBAAH Soldiers Creek, BOOMBAAH Sports Complex	84	4,116	1,150	\$2,396,027
Perfect Game, Inc	13U&14U World Series	July 12-16, 2019	BOOMBAAH Sports Complex	64	2,880	1,250	\$1,789,808
Perfect Game, Inc	15U&16U WS/14u&17U Super25 NC	July 18-23, 2019	BOOMBAAH Sports Complex	118	4,608	2,000	\$2,758,659
Prospect Wire	Florida State Championship	July 26-30, 2019	BOOMBAAH Sports Complex	75	3,525	1,000	\$993,097

TDC Funded Events - Funding Analysis FY 18/19 Updated July 9, 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	60	All Venues	\$117,054.00	\$ 251,438.18	22,836	27,050
TOTAL	168	All Venues	\$1,063,448.25	\$ 711,247.51	73,682	77,090

Event Name	Dates	Location	Total Funding Approved	Total Funding Paid-Out	Room Night Guarantee	Room Night Final
Prosings 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
Prosings 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
CFYFLAYF Southeast Regional	November 16-18	BOOMBAH Sports Complex	\$ 6,000.00	\$ 2,943.20	400	701
Nations Baseball Winter Bat Freeze	December 1-2, 2018	BOOMBAH Sports Complex	\$ 1,500.00	\$ -	100	0
A-Game CFL Elite Championship	December 8-9, 2018	BOOMBAH Sports Complex	\$ 2,250.00	\$ 32.40	150	18
USSSA Fastpitch State Tournament	December 8-9, 2018	Soldiers Creek, SB Complex, Merrill, Red Bug	\$ 9,000.00	\$ 5,998.41	600	725
Suncoast Florida All-Star Games	December 14-16, 2018	BOOMBAH Sports Complex	\$ 5,250.00	\$ 2,818.40	350	327
PGF State Championships	December 15-16, 2018	Soldiers Creek, SB	\$ 5,250.00	\$ 2,554.47	350	259
ECNL Boys	December 29-31, 2018	Seminole Soccer/Sylvan/Central	\$ 7,385.00	\$ 7,347.00	493	2,421
ECNL SE Conf. League Games	December 29-May 5, 2019	Central Winds	\$ 7,560.00	\$ 7,650.00	504	808
Baseball Youth All-American Games	January 3-5, 2019	BOOMBAH Sports Complex	\$ 15,000.00	\$ 17,160.00	1000	1144
Softball Youth All-American Games	January 3-5, 2019	BOOMBAH Sports Complex	\$ 15,000.00	\$ 17,670.00	1000	1178
ECNL Girls	January 11-13, 2019	Seminole Soccer/Sylvan/Central	\$ 7,190.00	\$ 5,637.00	480	2802
Corrigan Sports NFCA Winter Escape	January 18-20, 2019	BOOMBAH Sports Complex	\$ 15,000.00	\$ 14,877.93	1000	2386
Florida PGF Gold Cup #1	January 26-27, 2019	Seminole Softball Complex	\$ 1,800.00	\$ 1,824.73	120	176
January Greater USSSA Events	Jan. 2019	BOOMBAH Sports Complex/Sanford Memorial/Chase Park	\$ 6,000.00	\$ 7.35	400	14
Florida Half Century February 50s-60s	February 2-3, 2019	Boombah Sports Complex	\$ 4,500.00	\$ 4,785.00	300	319
USSSA Fastpitch Seminole Blast 25	February 9-10, 2019	Seminole Softball Complex	\$ 2,475.00	\$ 2,495.18	165	309
Florida PGF Gold Cup #2	February 9-10, 2019	Soldiers Creek	\$ 1,500.00	\$ 331.35	100	47
Perfect Game Youth Frozen Ropes Classic	February 9-10, 2019	BOOMBAH Sports Complex	\$ 3,375.00	\$ 4,050.00	225	320
Spring Break Sports Spring Break Tennis	February 14-March 31, 2019	Sanlando Park, Red Bug, Sylvan Lake	\$ 13,875.00	\$ 10,035.00	925	669
February Greater USSSA Events	Feb. 2019	BOOMBAH Sports Complex/Sanford Memorial/Chase Park	\$ 4,500.00	\$ 88.20	300	42
Seminole State Invitational	February 22-24, 2019	Soldiers Creek	\$ 2,220.00	\$ 2,265.00	148	151
Florida Half Century February 50s-60s	March 2-3, 2019	Boombah Sports Complex	\$ 4,500.00	\$ 4,604.24	300	383
USSSA Elite Select	March 2-3, 2019	Soldiers Creek/Softball	\$ 5,475.00	\$ 4,608.85	365	454
Florida League High School Invitational	March 7-29, 2019	BOOMBAH Sports Complex	\$ 15,600.00	\$ 16,261.12	1040	1413
Prep Baseball Report Canadian Spring Training	March 9-15, 2019	BOOMBAH Sports Complex	\$ 9,000.00	\$ 6,201.81	600	516
HoganLax, LLC Florida Team Training	March 10-28, 2019	BOOMBAH Sports Complex	\$ 12,600.00	\$ 11,550.00	700	770
Perfect Game Youth Florida Elite Invitational	March 23-24, 2019	BOOMBAH Sports Complex	\$ 7,500.00	\$ 6,644.85	500	502
PGF Gold Cup #3	March 23-24, 2019	Soldiers Creek	\$ 2,700.00	\$ 2,880.00	180	192
USSSA Fastpitch Rawlings Invitational	March 30-31, 2019	Soldiers Creek/Softball	\$ 1,500.00	\$ 1,545.00	100	103
March Greater USSSA Events	Mar. 2019	BOOMBAH Sports Complex/Sanford Memorial/Chase Park	\$ 6,000.00	\$ 1,693.35	400	213
Perfect Game Youth CFL Super25 Qualifier	April 6-7, 2019	BOOMBAH Sports Complex	\$ 4,875.00	\$ 4,095.00	325	273
USSSA Fastpitch Bownet Frenzy	April 13-14, 2019	Soldiers Creek/Softball	\$ 1,500.00	\$ 1,950.00	100	132
UAA Tennis Championship	April 24-29, 2019	Sanlando	\$ 5,220.00	\$ 5,100.00	348	341
Prospect Wire NextGen Youth Championships	April 26-28, 2019	BOOMBAH Sports Complex	\$ 2,250.00	\$ 396.90	150	63
FHC April 50s-60s	April 27-28, 2019	Sports Complex/Softball	\$ 4,500.00	\$ 3,784.96	300	430
April Greater USSSA Events	Apr. 2019	BOOMBAH Sports Complex/Sanford Memorial/Chase Park	\$ 6,000.00		400	
FHSAA Tennis State Championship	April 29-May 3, 2019	Sanlando, Red Bug, Sylvan Lake	\$ 6,750.00	\$ 5,973.00	450	409
Junior College State Softball Championship	May 2-5, 2019	Boombah Soldiers Creek Park	\$ 4,554.00	\$ 4,547.53	304	436
Perfect Game Youth Florida State Championship	May 11-12, 2019	BOOMBAH Sports Complex	\$ 6,375.00	\$ 4,872.89	425	412
USSSA Fastpitch Elite Select	May 18-19, 2019	Soldiers/Softball	\$ 3,150.00	\$ 2,125.00	350	390
Softball Factory Spring Classic	May 18-19, 2019	Sports Complex	\$ 3,675.00	\$ 3,515.00	275	243
NCAA DII Tennis Championship	May 20-25, 2019	Sanlando Park	\$ 6,000.00	\$ 5,812.50	400	1085
D9 Power 32 Showcase	May 25-27, 2019	Soldiers Creek	\$ 7,500.00	\$ 306.00	500	102
May Greater USSSA Events	May. 2019	BOOMBAH Sports Complex/Sanford Memorial/Chase Park	\$ 6,000.00		400	
Atlantic Coast Baseball Cap Classic	May 31-June 2, 2019	BOOMBAH Sports Complex	\$ 7,800.00	\$ 5,860.05	520	542
Greater USSSA June Events	Jun. 2019	BOOMBAH Sports Complex/Sanford Memorial/Chase Park	\$ 1,500.00		100	
Prospect Wire Southeast Championship	June 7-12, 2019	BOOMBAH Sports Complex	\$ 18,000.00		1200	
Perfect Game Youth Tucoi Lumber Wood Bat Championship	June 13-17, 2019	BOOMBAH Sports Complex	\$ 6,750.00		450	
Perfect Game, Inc. 16U WS Qualifier/9U-12U Super25 NC	June 20-24, 2019	BOOMBAH Sports Complex	\$ 13,500.00		900	
Athletix Youth Nations	June 29-July 4, 2019	BOOMBAH Sports Complex	\$ 5,250.00		350	
Perfect Game, Inc Super25 NC 13U/15U	July 5-9, 2019	BOOMBAH Sports Complex	\$ 11,250.00		750	
Perfect Game, Inc 14U Super25 NC/13U World Series	July 12-16, 2019	BOOMBAH Sports Complex/Lymms/Lake Mary HS	\$ 20,250.00		1350	
Perfect Game, Inc 14U-16U World Series	July 18-25, 2019	BOOMBAH Sports Complex	\$ 20,250.00		1350	
Greater USSSA Summer Slugfest	July 20-21, 2019	BOOMBAH Sports Complex	\$ 1,500.00		100	
Total			\$ 417,054.00	\$ 251,438.18	27836	27050



Greater Orlando Sports Commission - Seminole County TDC Report

Updated: July 9, 2019



FY18/19 Calendar									
Event	Contract Status	Contract Term	Event Date	Athletes	Total Visitors	Projected Room Nights	Actual Room Nights	Projected Eco Impact	Actual Eco Impact
Southampton Cup Florida	Renewal	2018	December 8-9, 2018	720	2,469	257	205	\$ 155,755	\$ 373,086
ECNL Referee Development Program	Renewal	2018	December 27-28, 2018	-	17	55	102	\$ 5,301	\$ 56,004
Boys ECNL Florida	Recurring	2017 - 2019	December 29-31, 2018	1,440	5,334	2,188	2,421	\$ 1,960,547	\$ 2,043,014
Girls ECNL Florida	Recurring	2018 - 2020	January 11-13, 2019	1,420	5,662	2,516	2,802	\$ 2,060,031	\$ 2,559,679
HoganLax Florida Team Training	New	2019	March 10-29, 2019	656	830	631	770	\$ 232,489	\$ 279,219
FHSAA Tennis State Championships	Recurring	2017 - 2019	April 29-May 3, 2019	512	1,612	450	409	\$ 395,574	\$ 385,837
Champions Cup	Recurring	2017 - 2019	May 18-19, 2019	1,054	2,777	423	502	\$ 401,400	\$ 351,934
NCAA DII Tennis Championships	Renewal	2019, 2022	May 20-25, 2019	256	872	1,029	1,085	\$ 527,171	\$ 511,435
USA Baseball Futures Series	New	2019	September 5-8, 2019	TBD	TBD	TBD	TBD	TBD	TBD
Totals				6,058	19,573	7,549	8,296	\$ 5,738,268	\$ 6,560,207

Color Key:

<i>Event has not occurred</i>
<i>Event occurred, not closed out</i>
<i>Event closed out</i>

Business Development Status			
Event	Dates/Years	Possible Venue(s)	Status
HoganLax Florida Team Training	March of 2020	Boombah Sports Complex, Sylvan Lake Park, Moore's Station Road	Negotiating New Agreement
FHSAA Tennis Championships	April of 2020, 2021, 2022	Sanlando Park, Red Bug Lake Park, Sylvan Lake Park	Finalizing Agreement
FHSAA Water Polo Championships	May of 2020, 2021, 2022	Researching	Awaiting RFP
FHSAA Lacrosse Championships	May of 2020, 2021, 2022	Researching	Awaiting RFP
FHSAA Flag Football Championships	May of 2020, 2021, 2022	Researching	Awaiting RFP
Florida Rush Champions Cup	May of 2020, 2021, 2022	Boombah Sports Complex, Sylvan Lake Park	Negotiating New Agreement
USA Rugby Club 15's Eastern Regionals	May of 2020	Various Seminole County Venues	Awaiting RFP
USA Softball Olympic Team Tour	Spring of 2020	Boombah Soldiers Creek Park	Awaiting RFP
Major League Quidditch National Championships	August of 2020	Researching	Reviewing RFP
USA Touch Nationals	October of 2020	Researching	Researching
USA Rugby Men's & Women's Collegiate Fall Championships	December of 2020	Various Seminole County Venues	Awaiting RFP
Boys ECNL Florida	December of 2020, 2021, 2022	Seminole Soccer Complex, Sylvan Lake Park, Central Winds Park, Boombah Sports Complex	Finalizing Agreement
Girls ECNL Florida	January of 2021, 2022, 2023	Seminole Soccer Complex, Sylvan Lake Park, Central Winds Park, Boombah Sports Complex	Finalizing Agreement
USA Pickleball Southeast Regionals	Various Dates in 2020, 2021	Sanlando Park	Awaiting RFP
NCAA Women's College Cup Youth Showcase	December of 2022, 2023, 2024, 2025	Seminole Soccer Complex, Sylvan Lake Park, Central Winds Park, Boombah Sports Complex	Awaiting RFP
NCAA Bid Cycle	Fall of 2022-Spring of 2026	Various Seminole County Venues	Awaiting RFPs
World Cup 2026	Summer of 2026	TBD	Ongoing Bid Process

**CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
UNAUDITED QUARTERLY RESULTS AS OF JUNE 30, 2019**

	<u>Mar 31, 19</u>	<u>Jun 30, 2019</u>
CASH		
Balance in Banks	1,156,785	1,114,160
Donor/grantor restricted funds	(330,750)	(438,212)
Board restricted general reserve	(75,000)	(75,000)
Balance owed on Line of Credit	(125,000)	(50,958)
Provision for Winter Reserve	(150,000)	(75,000)
Accounts Payable	(233,300)	(137,577)
Other Short-Term Liabilities (taxes, vendors, payroll-related)	(50,530)	(56,090)
Unrestricted Cash Balance	<u>192,205</u>	<u>281,325</u>
Long Term Debt		
Balance		Balance
Seminole Aerial Adventures	328,933	316,081
Education Vehicle Loans (2)	63,517	60,702
Real Estate Loan	589,300	572,040
WMD A/C Loan	58,200	54,487
	<u>1,039,950</u>	<u>1,003,311</u>

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
UNAUDITED QUARTERLY RESULTS AS OF JUNE 30, 2019

	<u>Apr-19</u> <u>Unaudited Actuals</u>	<u>May-19</u> <u>Unaudited Actuals</u>	<u>Jun-19</u> <u>Unaudited Actuals</u>	<u>Total Fiscal Q4</u> <u>Unaudited Actuals</u>	<u>Fiscal Q4</u> <u>Budget</u>	<u>Budget to</u> <u>Actual</u>
Revenues						
Annual passholders	\$ 51,562	\$ 51,650	\$ 50,389	\$ 153,601	\$ 159,000	\$ (5,399)
Gate	247,359	183,977	181,013	612,350	616,000	(3,650)
Group sales	35,369	24,409	26,667	86,445	85,000	1,445
Concessions	9,066	8,064	7,923	25,053	14,500	10,553
Gift shop	21,689	19,646	25,578	66,912	44,860	22,052
Government support	-	293,789	24,959	318,747	61,250	257,497
Education	56,305	49,521	14,936	120,762	96,600	24,162
WMD net rental	10,314	42,908	(5,789)	47,432	17,700	29,732
Public support	102,258	27,359	20,857	150,474	109,000	41,474
Net event revenues	11,903	10,476	(7,321)	15,059	80,000	(64,941)
Zipline	20,536	22,426	27,550	70,512	14,400	56,112
Train/Carousel	18,302	15,590	14,541	48,434	49,000	(566)
Other revenues	17,372	4,348	67,692	89,412	31,800	57,612
Total revenues	\$ 602,035	\$ 754,163	\$ 448,996	\$ 1,805,193	\$ 1,379,110	\$ 426,083
Operating expenses						
Payroll	\$ 249,649	\$ 305,427	\$ 251,218	\$ 806,295	\$ 756,210	\$ 50,085
Animal care	14,259	14,519	15,325	44,103	56,340	(12,237)
Facilities repair and maintenance	15,494	18,658	15,760	49,912	49,600	312
Advertising	10,656	2,269	7,663	20,587	32,700	(12,113)
Insurance	39,264	39,107	40,923	119,294	118,800	494
Utilities	6,313	23,905	16,142	46,360	41,060	5,300
Professional fees	14,978	22,114	5,253	42,345	3,000	39,345
Employee expenses	2,873	3,946	715	7,533	28,740	(21,207)
Office expenses/website/credit card fees	22,584	19,890	26,278	68,752	39,270	29,482
Project Expenses	23,132	1,395	187,335	211,862	-	211,862
Printing	1,333	1,278	589	3,200	6,960	(3,760)
Supplies	6,243	8,731	4,059	19,032	17,460	1,572
Other operating expenses	12,961	15,153	7,364	35,478	32,230	3,248
Total operating expenses	\$ 419,739	\$ 476,393	\$ 578,622	\$ 1,474,754	\$ 1,182,370	\$ 292,384
Pending (Worldpay Merchant Issue)	-	(25,657)	15,318	(10,339)	-	(10,339)
Net operating income before depreciation	\$ 182,296	\$ 303,427	\$ (144,945)	\$ 340,778	\$ 196,740	\$ 144,038

Zoo Attendance By County

Fiscal Q3 - January - March 2019

	Jan-19	Feb-19	Mar-19	Fiscal Q3
Seminole	7879	7583	11460	26922
Volusia	4173	4340	6689	15202
Orange	4519	4138	7088	15745
Lake	1152	1105	2226	4483
Brevard	366	334	411	1111
Flagler	160	173	199	532
Osceola	391	455	910	1756
Florida - Other	1536	1369	4152	7057
Out of State	3302	3808	6057	13167
Canada	68	98	146	312
Germany	6		10	16
UK	26	21	8	55
Latin America	10	4	1	15
Other Country	89	59	32	180
TOTALS	23677	23487	39389	86553

PARADISE



Monthly Summary Report: May 2019

Client: Orlando North, Seminole County

Table of Contents:

- Account Management Services
- Public Relations
- Website

Account Management Services

May 2019

- Managed day-to-day client and internal communications and projects, including weekly internal traffic meetings and and bi-monthly status calls to ensure plans and projects are moving forward.
- Managed ongoing website maintenance, including adding events and information to the About TDC page.
- Continued work on creative deliverables for the Sports Campaign Advertising Assets Creation project, including creation of a :15 video.
- Continued to work on a scope of work for the Sports Website Discovery project.
- Vendor management for the multi-channel campaign.
- Danielle Ackerman and Emily Broaddus attended May TDC meeting on Thursday, April 16th.
- Finished gathering campaign data and industry trends as part of the planning process for the FY19/20 marketing plan.
- Completed timeline for FY19/20 marketing plan; held internal planning meeting.
- Passed along various webinars and white papers to Danny for sports marketing.
- Met with various media vendors, including Midroll Media, Hulu and Pandora, in order to learn more about their services and possible inclusion in future media plan.



Project List

- SEM 5109 Asset and Analytics Management Systems
- SEM 5208 Website Maintenance & Management
- SEM 5263 Sports Campaign Advertising Assets Creation
- SEM 5265 Sports Website Discovery & Kick Off Meeting
- SEM 0316 Florida Visitor Handbook - Print Ad
- SEM 0328 Lacrosse Footage Website Assets
- SEM 0375 Vimeo
- SEM 0389 Cox Media Group - On Air Talking Points
- SEM 0405 How To Do Florida Digital Assets
- SEM 0416 2019 Jacksonville Jaguars Yearbook Ad



Public Relations

Press Releases & Media Activity

Press Releases / Mass Pitches

- Drafted and distributed press release: DAZZLING FLAMENCO DANCE PERFORMANCE COMING TO SANFORD IN SEMINOLE COUNTY, FLORIDA
- Drafted and distributed press release: Youth FastPitch Softball and Baseball Tournament Lineup
- Drafted press release on: ONSC Brunch Spots

Media Activity

- Provided content for the May issue of OrlandoAttractions.com.
- Pitched Elena delValle with info on fun freebie activities in ONSC
- Facilitated distribution of Reader's Digest "50 Nicest Places in America" poll instructions
- Liaison with Susan Werner, Sanford Herald
- Pitched Paul Oswell, Conde Nast Traveler on fun family activities and proximity to Orlando and the beaches
- Liaison with Rona Gindin for Orlando Biz Bash
- Pitched Sheryl Nance-Nash, New York Amsterdam News on destination wedding venues, she requested accompanying photography to include
- Proofread article by Mary Lou Jansen for June issue of Accent on Tampa Bay resulting from fall 2018 FAM



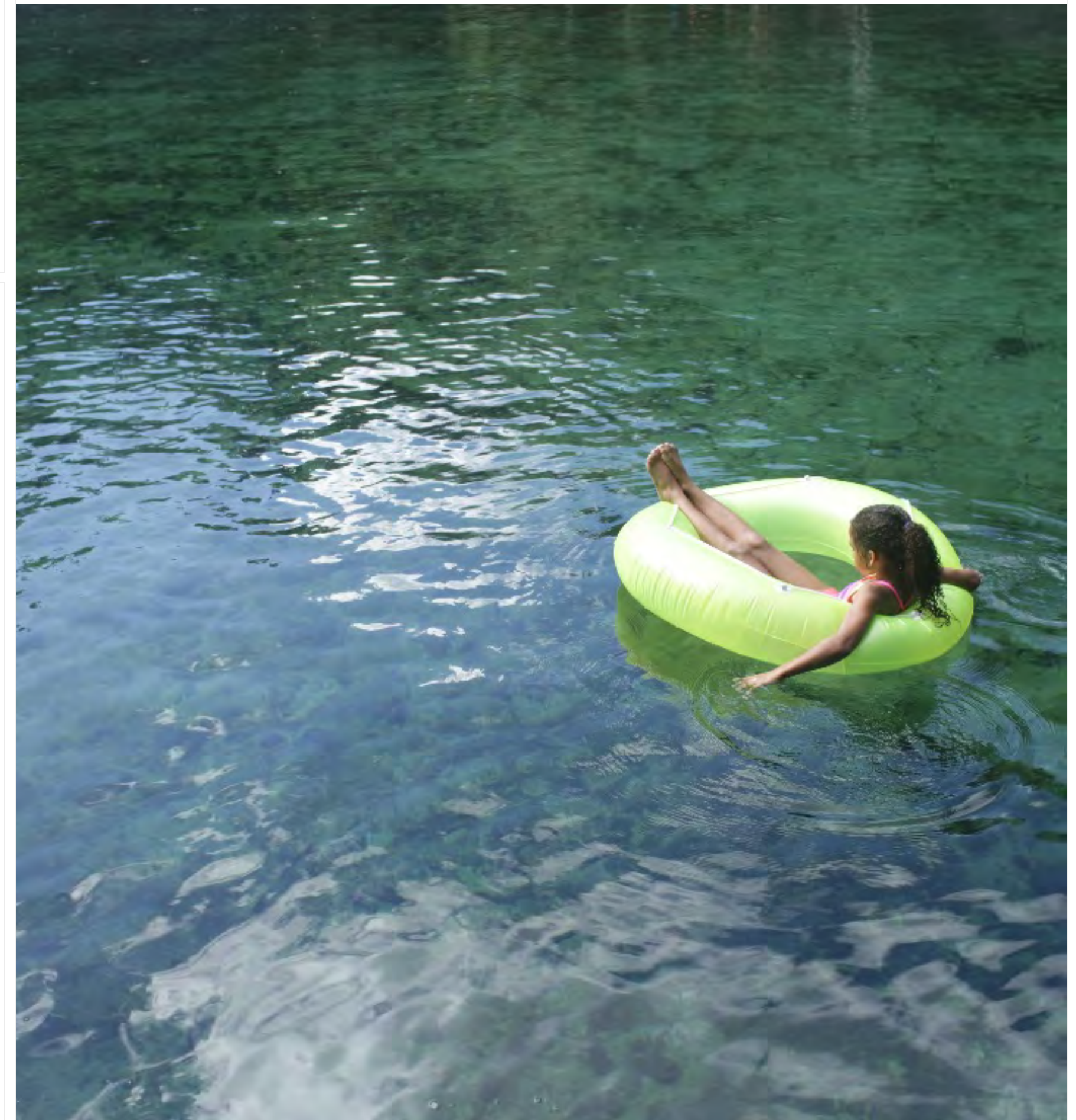
Public Relations

Misc.

Misc.

*Provided Visit Florida with Seminole County content for their releases focusing on:

- Nature Parks and Wildlife in Florida
- Road Trip Ideas in Florida
- Florida Above the Beaches - Discovering Another View of Florida
- What's New in Florida This Summer
- Promoted voting of Seminole County for Reader's Digest "Nicest Places in America" poll.
- Posted press releases/media alerts to website press room.



Public Relations

Feature Clip

FAMILY TRAVELLER



6 Fun Rainy-Day Escapades in the Orlando Area

Everyone goes to Florida to bask in the sunshine, but sometimes the weather has other ideas. If that's the case, just pick up an umbrella and tiptoe toward a great indoor activity. Here are a few suggestions to keep you hopping and happy until the rain lets up.

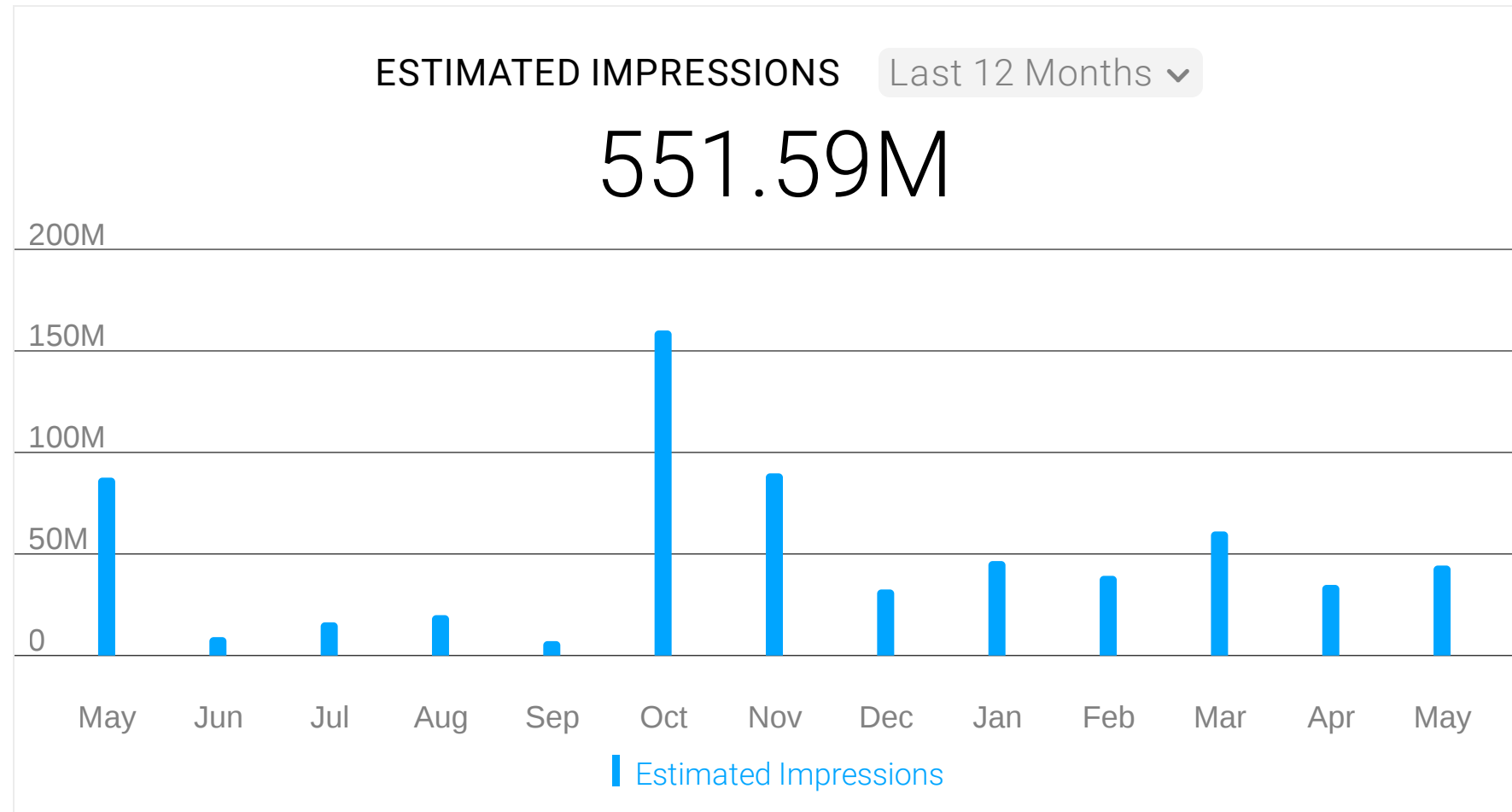
PLANET OBSTACLE Two veteran Cirque du Soleil performers are the nimble masterminds behind Planet Obstacle, an out-of-this-world destination where anyone can become an acrobat. Laying claim to the title of "world's largest indoor obstacle park," Planet Obstacle encompasses a fantabulous trampoline playground (complete with trampoline dodgeball, basketball, aeroball and bungee areas), as well as aerial ropes courses, Ninja Warrior courses for both kids and adults, rock climbing walls, and, of course, bumper cars. There's a toddler play area for the under-three crowd, and you can bounce into the Sky Café for a bite.

WONDERMADE Eat, drink, and be merry at Wondermade, an artisanal marshmallow company located in an old-fashioned storefront in historic downtown Sanford, about an hour north of Orlando. You can guzzle a mug of hot chocolate and feast on extra-scrumptious marshmallows with flavors like Key Lime, Cookies & Cream, S'mores, and Birthday Cake, and then try one of Wondermade's oddly delicious ice cream concoctions, including cornbread, avocado, and maple bacon. The crafty confectioners offer family make-your-own-marshmallow workshops and tours of the kitchen, plus private tours, special events, and field trips too.

DISTRICT EAT AND PLAY Four mind-bending escape rooms, 50 arcade games, and 10 lanes of kid-sized boutique bowling are all ready to brighten your day at District Eat and Play, in the Oviedo Mall just north of Orlando. It's a group-friendly party zone, complete with a restaurant and sports bar too.

Public Relations

Metrics



Notes/Insights

The natural bounty of Orlando North Seminole County, combined with the varied recreation and food/craft beer scene continue to impress travel writers from near and far.

ESTIMATED AD VALUE Last Month ▾

 \$239.9k

FAM TRIPS This Year (2019)

 1

33% Goal: 3

PRESS RELEASES / PITCHES Last Month ▾

 3

183% Goal: 1.64

EDITORIALS Last Month ▾

 66

161% Goal: 41

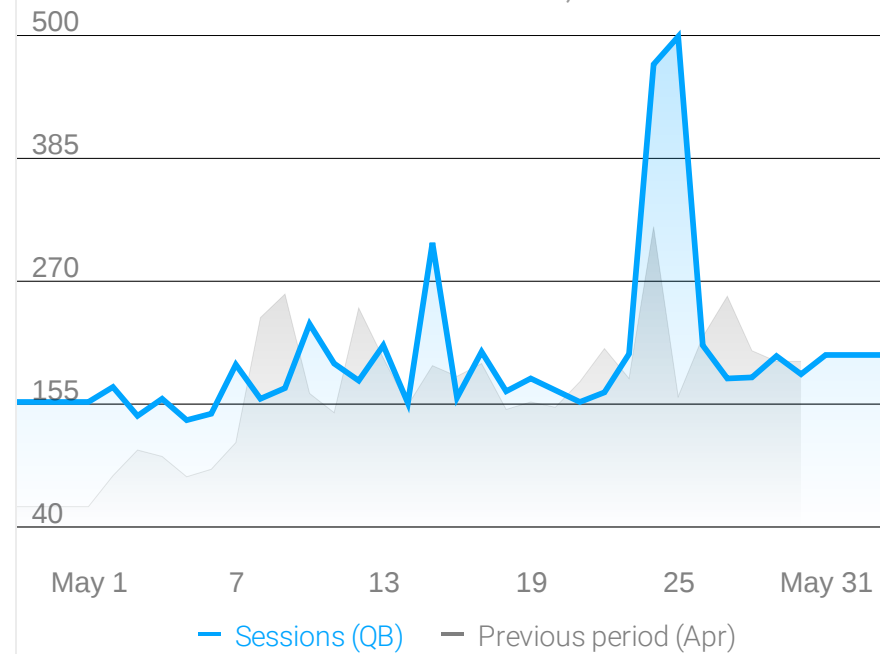
Website

DoOrlandoNorth

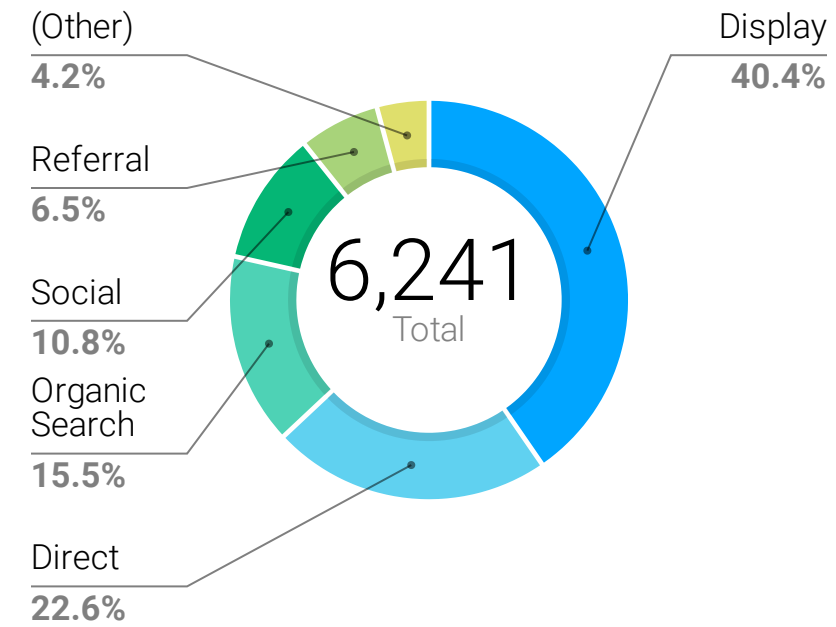
SESSIONS Last Month (May) ▾

6,241

▲ 20% Previous: 5,206



SESSIONS BY CHANNEL Last Month ▾



AUDIENCE OVERVIEW Last Month ▾

Metrics	Last Month	Δ
Users	5,485	▲ 21%
Sessions	6,241	▲ 20%
% New Sessions	85.64%	▲ 1%
Pages / Sessions	1.72	▼ 8%
Avg Session Duration	0m 48s	▼ 24%
Bounce Rate	80.05%	▲ 4%
Pageviews	10,720	▲ 10%

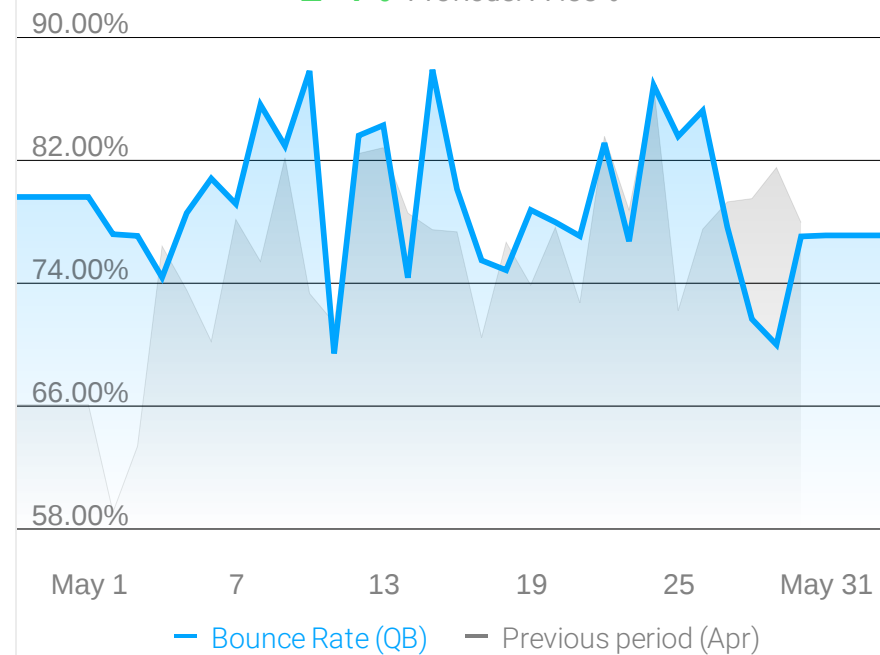
TOP PAGES BY PAGEVIEWS Last Month ▾

Metrics	Last Month	Δ
/default.aspx	4,193	▲ 23%
/things-to-do/nature-and-outdoors	1,069	▲ 225%
/things-to-do	531	▲ 1%
/calendar	274	▼ 6%
/things-to-do/attractions	228	▼ 4%
/things-to-do/hotels	166	▼ 17%
/things-to-do/nature-and-outdoor s/P6	142	▲ 1%
/things-to-do/attractions/P6	137	▲ 11%

BOUNCE RATE Last Month (May) ▾

80.05%

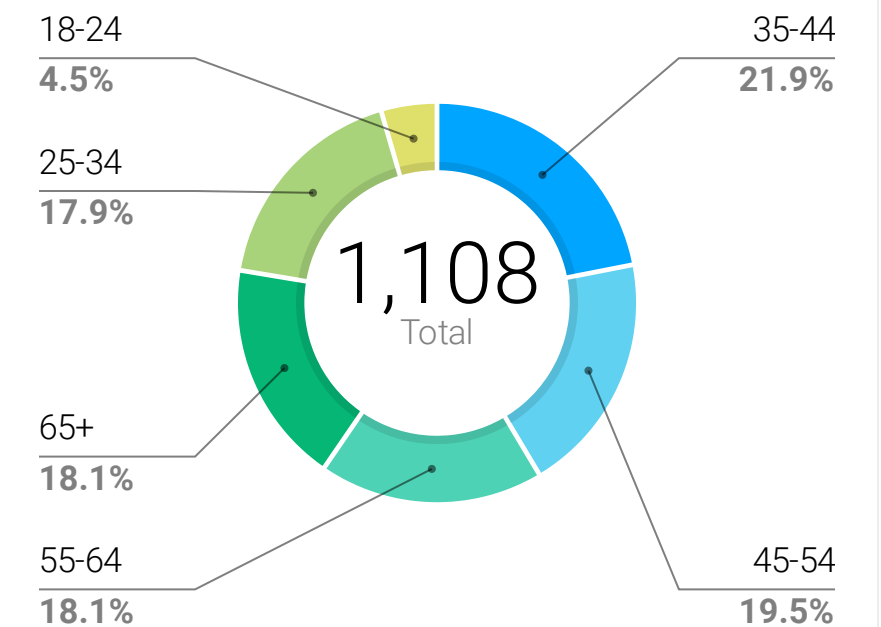
▲ 4% Previous: 77.33%



USERS BY REGION Last Month ▾

Metrics	Last Month	Δ
Florida	3,241	▲ 39%
Virginia	407	▲ 98%
Kansas	268	▼ 2%
(not set)	244	▲ 114%
Georgia	228	▼ 4%
Illinois	158	▲ 10%
District of Columbia	103	▼ 68%
New York	83	▲ 207%

USERS BY AGE Last Month ▾



PARADISE



Monthly Summary Report: June 2019

Client: Orlando North, Seminole County

Table of Contents:

- Account Management Services
- Public Relations
- Website

Account Management Services

June 2019

- Managed day-to-day client and internal communications and projects, including weekly internal traffic meetings and and bi-monthly status calls to ensure plans and projects are moving forward.
- Managed ongoing website maintenance, including adding events and information to the About TDC page.
- Updated the functionality and look and feel of two landing pages to improve user experience.
- Completed media buys and production jobs for shift in media dollars to search engine marketing and native ads.
- Continued work on creative deliverables for the Sports Campaign Advertising Assets Creation project, including creation of a :15 video.
- Opened up job for PlayOrlandoNorth website developments, held internal kick-off meeting and begun layout designs.
- Rudy Webb, Tricia Pressley, Mary Jane Kolassa, Danielle Ackerman and Emily Broaddus attended the SEM Planning Workshop on Thursday, June 21st
- Rudy Webb, Tricia Pressley, Mary Jane Kolassa, Danielle Ackerman and Emily Broaddus attended the Sports SEM Planning Workshop of Tuesday, June 25th.
- Started the FY19/20 Marketing Plan outline.
- Met with various media vendors, including Threshold 360, in order to learn more about their services and possible inclusion in future media plan.



Project List

- SEM 5109 Asset and Analytics Management Systems
- SEM 5208 Website Maintenance & Management
- SEM 5263 Sports Campaign Advertising Assets Creation
- SEM 5265 Sports Website Discovery & Kick Off Meeting
- SEM 0328 Lacrosse Footage Website Assets
- SEM 0375 Vimeo
- SEM 0476 PlayOrlandoNorth.com Website Development Updates
- SEM 0495 Social Media Ad Copy
- SEM 0496 Horizon Travel Magazine - Digital Billboard
- SEM 0497 Horizon Travel Magazine - Print Ad
- SEM 0506 Native Ads



Public Relations

Press Releases & Media Activity

Press Releases / Mass Pitches

Drafted press release on Bars/Night spots

Drafted press release on Fun Kids activities at the Central Florida Zoo

Drafted and distributed press release on: ONSC Brunch Spots

Researching/gathering info for a "What's New Fall 2019" press release

Media Activity

Liaison with blogger Katie Moseman regarding brunch spots that offer gluten free menu items

Liaison with blogger for Melody Travels who is interested in a future hosted visit or Instameet

Liaison with Katrina, TheMommyhoodLife blog who visits ONSC with her family regularly and enjoys receiving news of "what's new"

Pitched Sheryl Nance Nash, NY New Amsterdam News, on Sanford as an "under the radar foodie city"

Provided Carrie Bell, contributor to MSN and Readers Digest, with info on Lake Jesup's alligator population for consideration as she is writing an article on "record breaking travel destinations"

Liaison with Chelle Koster Walton, contributor to Allegiant Air's inflight Sunseeker Magazine

*Liaison with Eric Moore, Sports Planning Guide

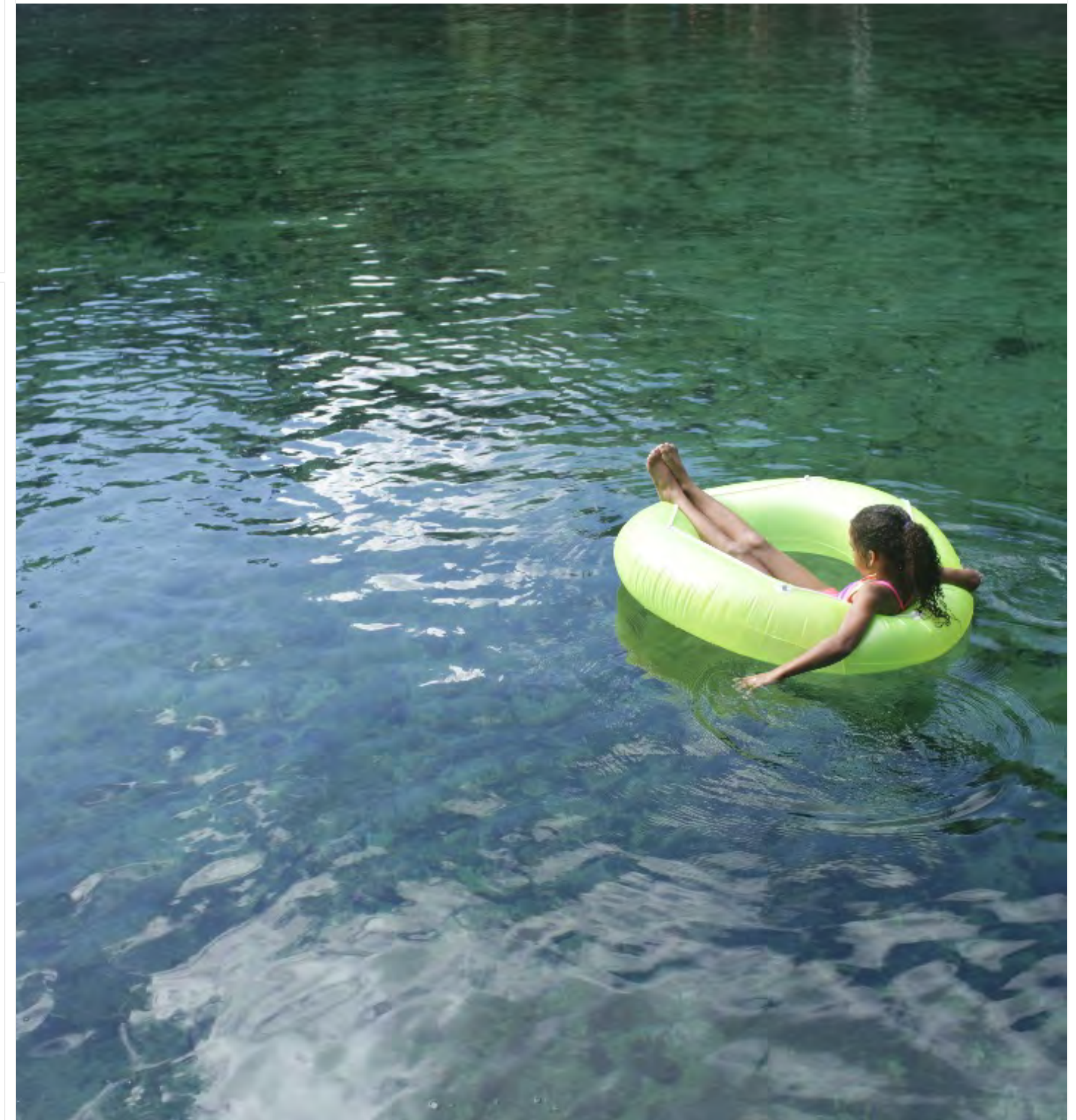


Public Relations

Misc.

Misc.

- Represented ONSC at PRSA and SATW conferences liaising with dozens of top travel media on the destination's behalf.
- Conducted follow up with media requesting additional information
- Posted press releases/media alerts to website press room and provided to Evok for social media posting.
- Conducted end of year Planning Meeting
- Participated in Conference Calls as scheduled



Public Relations

Feature Clip



Posted in [Florida](#) | June 26, 2019 by [Marisa Roman](#)

These 10 Small Town Florida Restaurants Will Serve You The Best Meal Of Your Life

Oftentimes the greatest restaurants in Florida are hidden within the smallest towns. There are so many small towns throughout Florida, it's hard to keep track. But then imagine having to keep track of the restaurants within those small towns? Sounds like a spreadsheet that'll go on for ages. Luckily, however, we have a few of the best restaurants within those small Florida towns, so you can start planning and eating almost immediately.



Santa Rosa Beach is not a huge town by any means. However, it does seem to have some pretty great restaurants throughout. Like Vue on 30A, for instance. Not only can you grab some decadent seafood in an elevated spot, but you also have endless ocean views to accompany your meal.

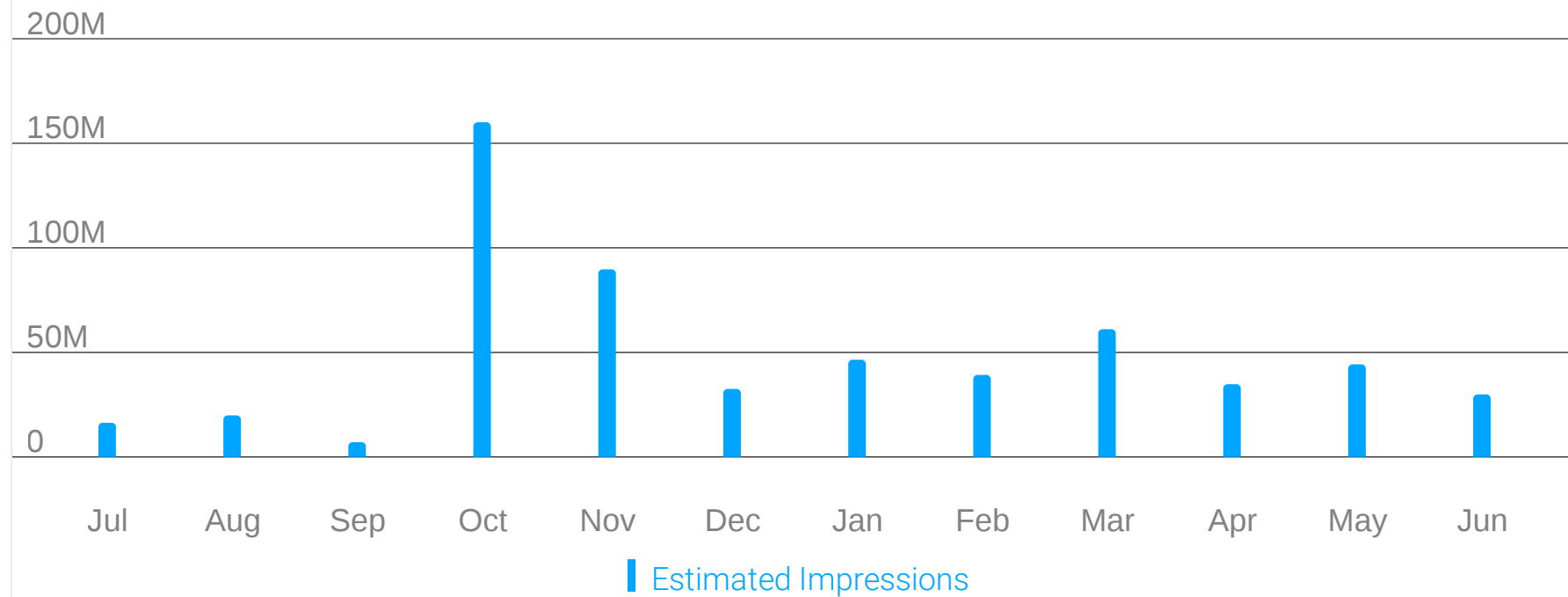
Address: 4801 W County Highway 30A, Santa Rosa Beach, FL 32459

Public Relations

Metrics

ESTIMATED IMPRESSIONS Last 12 Months (2018 - 2019) ▾

565.16M



Notes/Insights

The natural bounty of Orlando North Seminole County, combined with the varied recreation and food/craft beer scene continue to impress travel writers from near and far.

ESTIMATED AD VALUE Last Month (Jun) ▾

\$ 219.3k

FAM TRIPS This Year (2019)

1

33% Goal: 3

PRESS RELEASES / PITCHES

Last Month (Jun) ▾

3

183% Goal: 1.64

EDITORIALS Last Month (Jun) ▾

56

137% Goal: 41

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

ORLANDO[▲]NORTH
SEMINOLE COUNTY



June 2019
Social Media Report
Do Orlando North

Social Highlights

- 226% increase in total Facebook Clicks-to-Web reach
- 198% increase in total Facebook Click-to-Web impressions
- 318% increase in total Facebook Click-to-Web link clicks
- 144% increase in total Facebook promoted post reach
- 106% increase in total Facebook impressions
- 91% increase in total Facebook promoted post impressions
- 54.2% increase in total Twitter impressions
- 23.9% increase in total Twitter engagements
- 14.3% increase in total Facebook engagements
- 13 new followers on Twitter

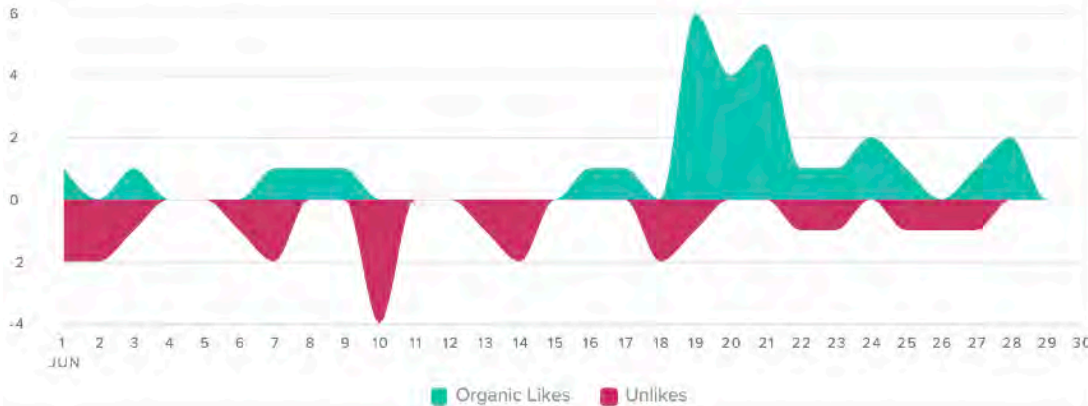
Facebook

- Total Page Likes: 13,605
- Total Page Impressions: 206,003
- Total Post Engagements: 3,937

Audience Growth Metrics	Totals
Total Fans	13,605
Organic Likes	30
Unlikes	23
Net Likes	7

Facebook Audience Growth

LIKES BREAKDOWN, BY DAY



ORLANDO NORTH SEMINOLE COUNTY

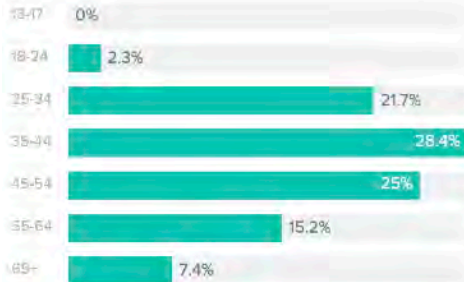
Facebook Audience Demographics

Page Fans

People Reached

People Engaged

BY AGE



BY GENDER



Women between the ages of 35-44 appear to be the leading force among your fans.

Top Countries

United States	12,787
Puerto Rico	171
Brazil	57
Mexico	49
Vietnam	49

Top Cities

Orlando, FL	1,841
Jacksonville, FL	1,106
Tampa, FL	564
Saint Petersburg, FL	295
Sanford, FL	264

Facebook - Clicks-to-Web Ad

- Spend: \$987.43
- Total Reach: 84,928
- Total Impressions: 121,710
- Total Link Clicks: 2,403
- CPC: \$0.35
- CTR: 2.35%

Do Orlando North
Sponsored ·

Planning a vacation to the world's epicenter of entertainment? There's an easier, wilder way to do Orlando.

[Learn More](#)

Do Orlando North
Sponsored ·

Planning a vacation to the world's epicenter of entertainment? There's an easier, wilder way to do Orlando.

[Learn More](#)

[Learn More](#)

[Learn More](#)

Facebook - Promoted Posts

- Spend: \$547.00
- Total Reach: 30,680
- Total Impressions: 36,834
- CPC: \$0.17
- CTR: 8.84%



Do Orlando North
Sponsored · 🌐

Who else is Sanford-ing around town this weekend? Little gems like Tuffy's in #DoOrlandoNorth are great ways to get away without having to go far!

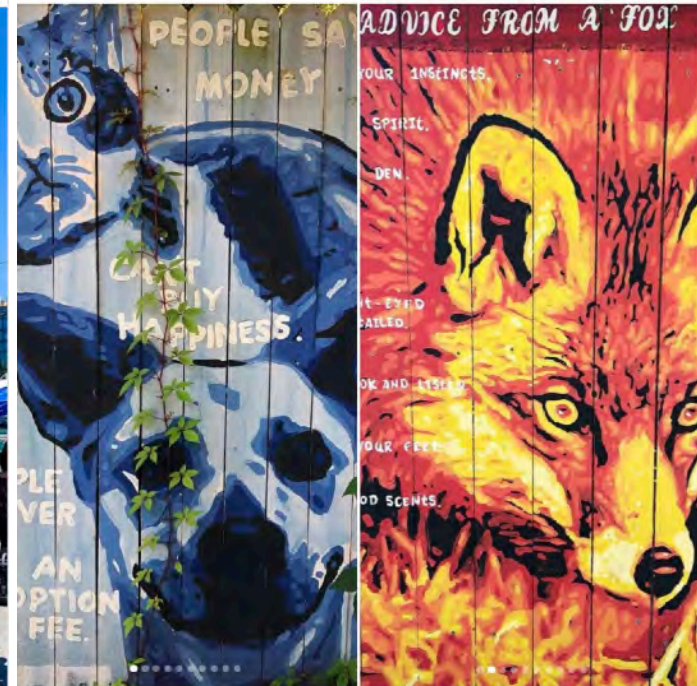
📍 : @localorlandotourist



Do Orlando North
Sponsored · 🌐

Where in #DoOrlandoNorth are you going to see the most amazing artwork on a bike trail? Check out the Seminole-Wekiva Trail for a great way to experience art and nature all in one day! #PaintTheTrail

📷 ig: wellnessandwanderlustblog



Twitter


- Total Twitter Followers: 5,178
- Total Organic Impressions: 19,246
- Total Engagements: 188

Twitter Activity Overview



Twitter - Promoted Tweets

- Total Spend: \$239.42
- Total Impressions: 25,016
- Cost Per Engagement: \$0.05

 Do Orlando North
@DoOrlandoNorth

S'mores in the summertime isn't such a bad idea when it's paired with frozen pudding pop and special @wondermade marshmallows! Check out this one-of-a-kind sweet treat in #DoOrlandoNorth!

 : carolbake



12:00 PM - 20 Jun 2019

 Do Orlando North
@DoOrlandoNorth

Start your weekend off right with the prettiest cold brew in #DoOrlandoNorth at The Chewy Boba Company 🍷🎁

 ig: theorlandotea



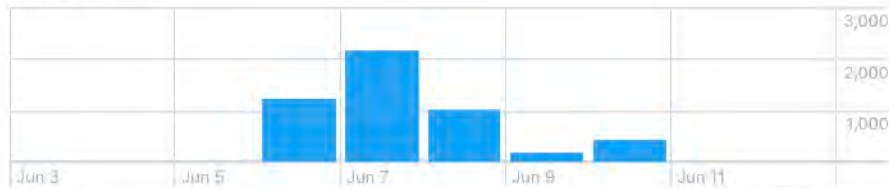
2:30 PM - 8 Jun 2019

Twitter Followers Campaign

- Total Spend: \$42.31
- Total Impressions: 5,003
- Cost Per Result: \$3.25
- Total Follows: 13

Impressions ▾

5,003



Spend ▾

\$42.31



Instagram

- Total Followers: 1,630
- Total Engagements: 4,394
- Total Organic Impressions: 30,211

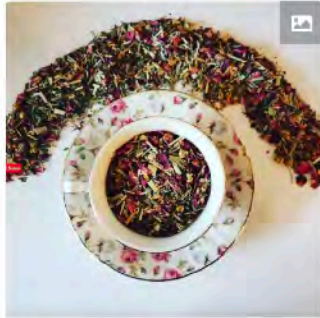
@doorlandonorth
Wed 6/12/2019 8:56 am PDT



Mix up your lunch this week with Bambu Vietnamese Restaurant to make your stay in #DoOrlandoNorth even more delicious 🍴🥗 : @sanford365

Total Engagements 44


@doorlandonorth
Tue 6/4/2019 7:46 am PDT



We wouldn't mind if you spilled the tea today. ☕ @Rosieleeco has all the tea you need in your life with their signature blends and flavors all located in Sanford! #DoOrlandoNorth 📍 : @Rosieleeco

Total Engagements 44

@doorlandonorth
Fri 6/21/2019 9:00 am PDT



Happy First Day of Summer! Looking for a good way to celebrate? We've got you covered. Our friends at @Wekivalisland want to help you enjoy summer in style with a free cabana rental! All you have to do is like our Facebook page and tag one friend you're looking to celebrate the start of summer with. Only one post per person and the winner will be selected on June 26. Click the link in our bio to enter! #Sum...

Total Engagements 39

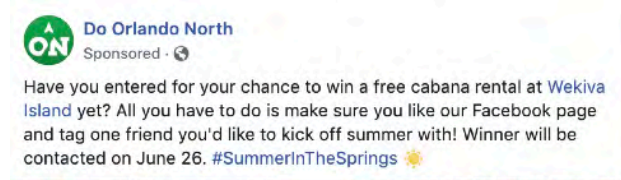
Instagram - Promoted Posts

- Total Spend: \$275.00
- Total Promoted Reach: 25,008
- Total Promoted Impressions: 30,227
- Total Promoted Engagements: 4,441



Q2 Promotion - Summer at the Springs

- Run dates: June 19-25, 2019
- Promoted on Facebook
- Targeted 21+ years old in target demo in our drive market
- Total Spend: \$201.44
- Total Impressions: 10,849
- Goals
 - 600 total engagements
 - 65 new followers
- Results
 - 483 engagements
 - 6 new followers

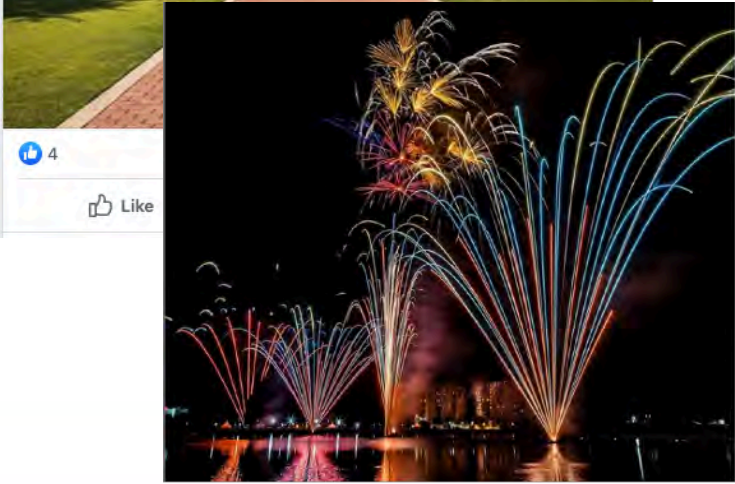


ORLANDO NORTH SEMINOLE COUNTY

Do Orlando North
June 29 at 4:00 PM · 🌐

In just a few days, this popular park in #DoOrlandoNorth will be filled with hundreds of thousands of people for the annual fireworks show and free concert! Are you attending Red, Hot and Boom in Cranes Roost this year?

👤 : hanielpinedaofficial



👍 4
👍 Like

doorlandnorth • Following
Cranes Roost Park

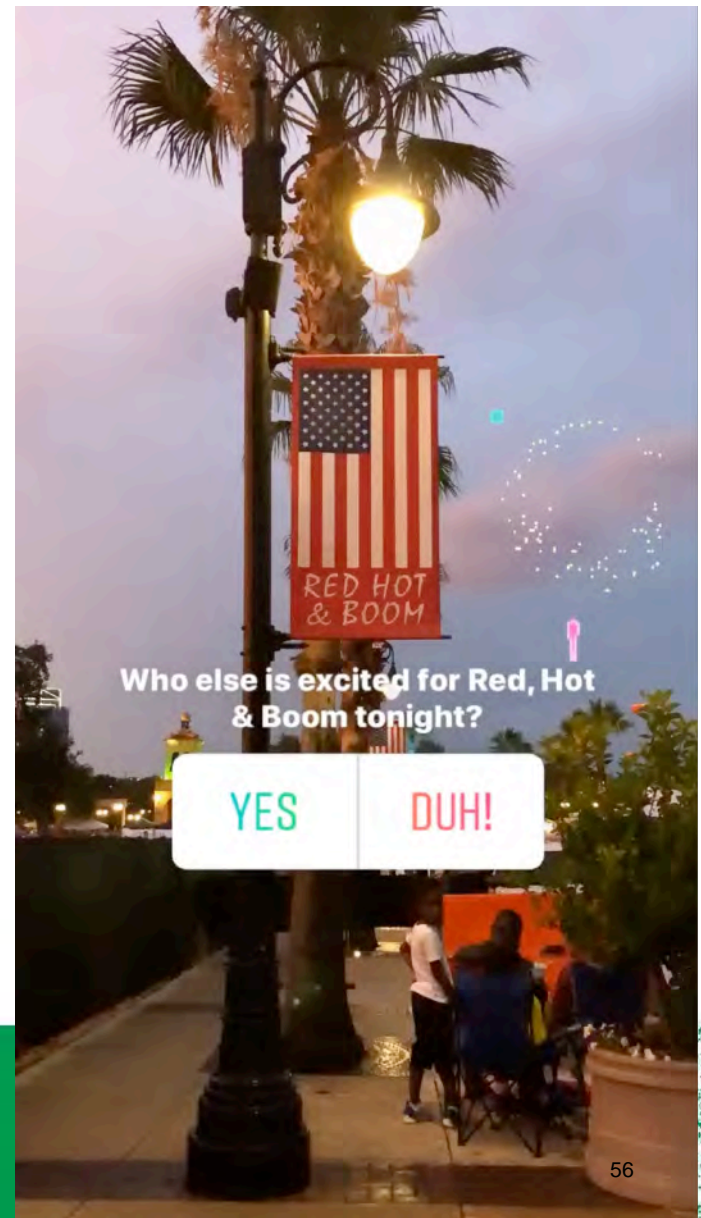
doorlandnorth After your pre-Fourth of July festivities of barbecuing with friends and family, head over to Red, Hot and Boom in Altamonte Springs! Celebrate America's Independence with food, entertainment and a stellar yet safe fireworks display. We can't wait to see you there!

4d

doorlandnorth •

31 likes
4 DAYS AGO

Add a comment...



Who else is excited for Red, Hot & Boom tonight?

YES DUH!



June 2019
Social Media Report
Play Orlando North

Social Highlights

- 165% increase in total Twitter engagements
- 19.5% increase in total Facebook Page Likes impressions
- 16.7% increase in total Facebook likes
- 11.8% increase in total Facebook Page Likes reach
- 4.3% increase in total Twitter followers
- 3.5% increase in total Twitter engagement rate

Facebook

- Total Page Likes: 1,609
- Total Page Impressions: 42,889
- Total Page Engagements: 1,442

Facebook Activity Overview



ORLANDO NORTH SEMINOLE COUNTY

Facebook Audience Demographics

Page Fans
People Reached
People Engaged

BY AGE



BY GENDER



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

Top Countries

United States	1,580
Puerto Rico	6
India	4
Indonesia	3
Mexico	3

Top Cities

Miami, FL	58
Memphis, TN	39
Atlanta, GA	37
Jacksonville, FL	29
Tampa, FL	29


Facebook - Promoted Posts

- Spend: \$199.99
- Total Reach: 10,228
- Total Impressions: 12,679
- CPC: \$0.16
- CTR: 9.71%

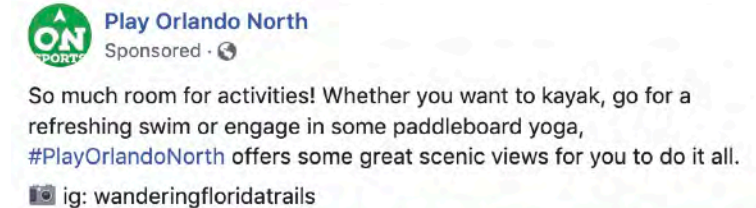


Play Orlando North
Sponsored · 🌐

Feeling a bit exhausted from all the hard work you're putting in on the field? Don't worry! You can count on [#PlayOrlandoNorth](#) for some great ideas to relax and unwind just how you want to: <http://bit.ly/2YVgqfQ>



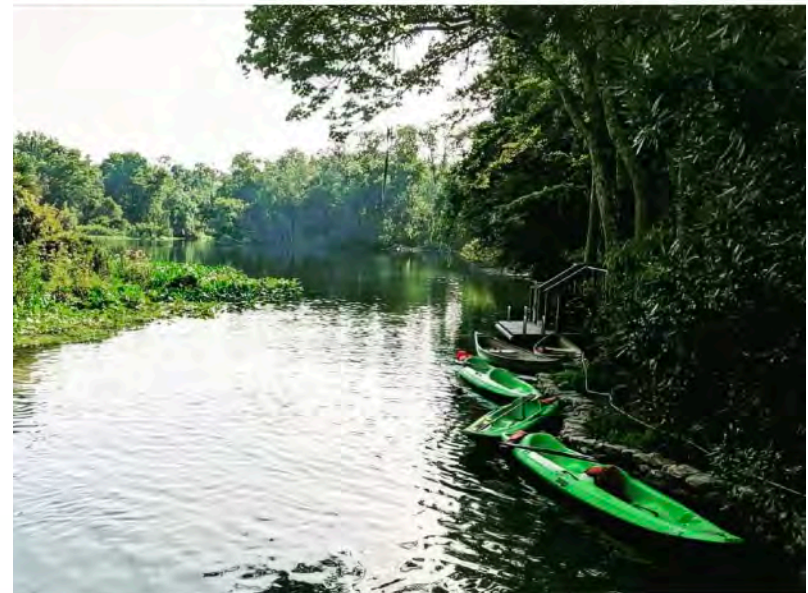
DOORLANDONORTH.COM
Things to Do in Seminole County - Visit Seminole | Orlando North - Seminole County
Find the perfect mix of fun, adventure, and relaxation on your Orlando Vacation by exploring...



Play Orlando North
Sponsored · 🌐

So much room for activities! Whether you want to kayak, go for a refreshing swim or engage in some paddleboard yoga, [#PlayOrlandoNorth](#) offers some great scenic views for you to do it all.

📷 ig: wanderingfloridatrails



Facebook - Page Likes Ad

- Spend: \$299.99
- Total Likes: 231
- Total Reach: 5,542
- Total Impressions: 9,390
- CPR: \$0.85



Twitter

- Total Twitter Followers: 324
- Total Organic Impressions: 1,529
- Total Engagements: 167

Twitter Activity Overview



Twitter - Promoted Posts

- Total Spend: \$137.96
- Total Impressions: 14,314
- Cost Per Engagement: \$.16
- Engagement Rate: 6.08%

 **Play Orlando North**
@PlayOrlNorth

What's going in #PlayOrlandoNorth during the month of June, you ask? We'll tell you here!

 **Orlando North Sports**

When you love the game, the destination matters—so you'll want to score big with state-of-the-art sports facilities, expert planning assistance and top group hotels in a beautiful destination just...
playorlandonorth.com

1:00 PM – 11 Jun 2019

 **Play Orlando North**
@PlayOrlNorth

Florida seasons be like:

- Tolerable
- Hot
- Extra hot
- Are we literally living on the sun?

Whether you're on or off the field, make sure to stay hydrated! #PlayOrlandoNorth



9:00 AM - 15 Jun 2019

Instagram

- Total Followers: 169
- Total Increase in Instagram Followers: 16
- Total Engagements: 3,549

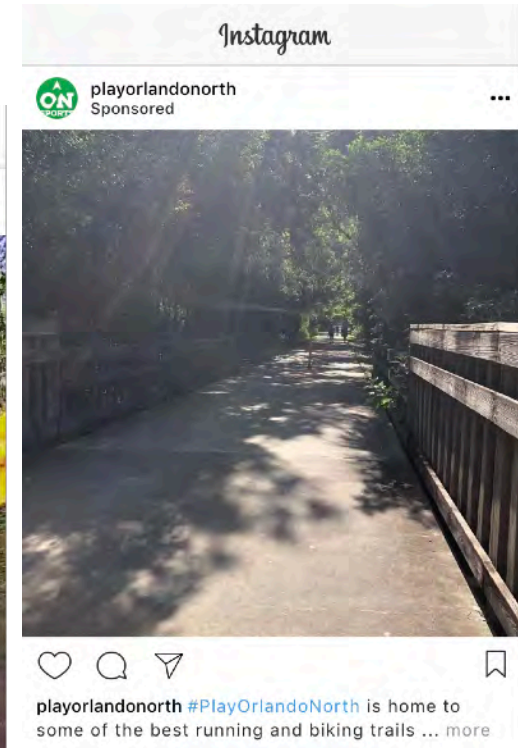
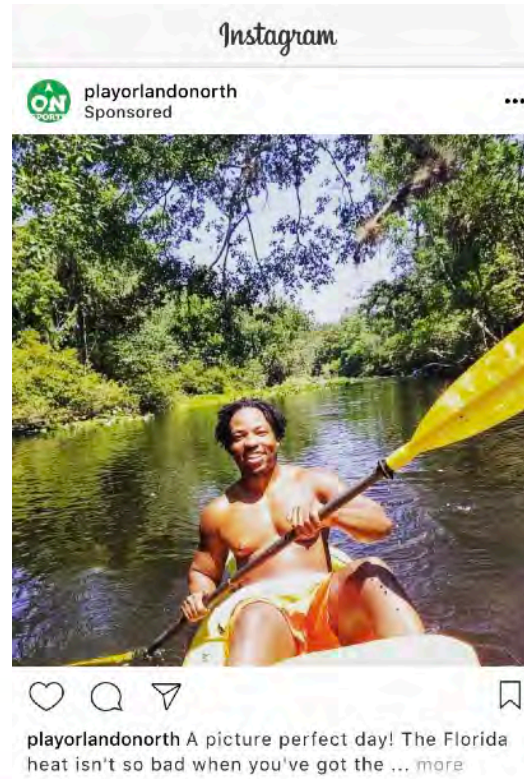
Instagram Performance Summary

View your key profile performance metrics from the reporting period.

Impressions 24,283 ↘ 57.9%	Engagements 3,459 ↘ 56.4%	Profile Clicks 3 ↗ 50%
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Instagram - Promoted Posts

- Total Spend: \$150.00
- Total Promoted Reach: 16,201
- Total Promoted Impressions: 19,781
- Total Promoted Engagements: 3,492



ORLANDO NORTH SEMINOLE COUNTY

