

Tourist Development Council

Seminole County Services Building

November 17, 2022

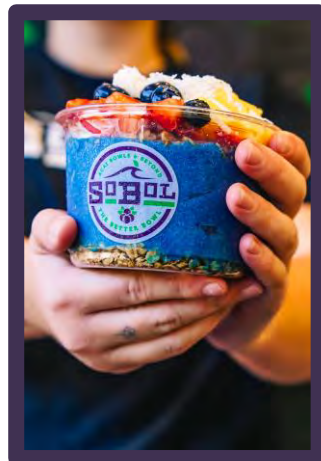


Table of Contents

Agenda	3
Approval of August 2022 Minutes	4
Staff Reports	
TDT Collection Update.....	6
Leisure Tourism Update.....	7
Sports Tourism Update	13
Greater Orlando Sports Update.....	21
TDT Supported Grants	
Central Florida Zoo & Botanical Gardens.....	22
Marketing, Advertising, and Social Media Reports	
Evok Summary Report.....	35
Presentations	
Visitor Study.....	55
Tourism Improvement District Feasibility Study.....	86



**Tourist Development Council
November 17, 2022 Meeting Agenda
Seminole County Services Building
Room 3024**

- I. Call to Order Chair Elizabeth Brown

Pledge of Allegiance followed by Moment of Silence
- II. Welcome and Introductions
- III. Approval of August 2022 TDC Minutes*
- IV. Orlando North Tourism Updates Tricia Johnson
 - a. Tourism Team Presentation Karen Aplin, Danny Trosset, Gui Cunha
- V. Central Florida Zoo Update Richard Glover
Central FL Zoo
- VI. evok Advertising Update Lindsay Hayhurst
evok advertising
- VII. Visitor Study Update Erin Dinkel
Downs & St. Germain
- VIII. Indoor Complex Feasibility Study Rob Hunden
Hunden Strategic Partners
- IX. Tourism Improvement District Feasibility Study Tiffany Gallagher
Civitas
- X. Old Business Chair Elizabeth Brown
- XI. New Business
- XII. Adjourn

Next Meeting

Thursday, January 19, 2023
Seminole County Government, Room 3024
1101 East First Street, Sanford, FL 32771

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

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

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

ORLANDO NORTH SEMINOLE COUNTY

Tourist Development Council Meeting August 18, 2022

Meeting called to order by Chair Elizabeth Brown at 3:08 pm

In Attendance:

- Chairman Elizabeth Brown, President, TBI US Operations Inc./OSI Inc. (SFB)
- Vice Chairman Commissioner Patrick Austin, City of Sanford
- Commissioner Lee Constantine, Seminole County Board of County Commissioners, District 3
- Commissioner Sarah Reece, City of Altamonte Springs CALNO Representative
- Bruce Skwarlo, General Manager, Orlando Marriott Lake Mary
- Don Dougherty, General Manager, The Westin Lake Mary, Orlando North
- Jamie Ross, General Manager, Residence Inn Orlando Lake Mary
- Erik Ducharme, Director of Sales, Top Golf Lake Mary
- Judith Derosiers, Mall Director, Oviedo Mall

Pledge of Allegiance and Moment of Silence

Introductions

Approval of April 21, 2022 Minutes

Motion: Commissioner Reece

Second: Commissioner Austin

Vote: Unanimous

Tourism Update

Tricia Johnson, Deputy County Manager

- Central Florida Zoo board seat – TDC gets one seat on the board; meetings are monthly and individual will serve until you term off TDC

Motion for Judith Derosiers for TDC Representative on the CFZ board

Motion: Bruce Skwarlo

Second: Commissioner Austin

Vote: Unanimous

Leisure Tourism Update

Karen Aplin, Leisure Tourism Director

- Update on Leisure photo/video shoots

- Wrapped up Adventures with Jim Duby and “I Do” series’
- Season 5 podcasts available
- Giveaway campaigns
- Upcoming conference review
- Manny Peralta-content vendor- presents the behind-the-scenes footage

Sports Tourism Update

Danny Trosset, Sports Tourism Director

- Seminole State College Lady Raiders 2022 Women’s Golf National Champions
- Tournament recaps
- Fiscal year recap for November TDC meeting

Hotel and Occupancy Update

Gui Cunha, Administrator

- Occupancy update
- Vacation Rental update

Orlando Air Show returns October 29-30, 2022

Tourism Master Plan Presentation

Erin Dinkle, Downs & St. Germain

Bill Geist, DMO Proz

- Goals
 - Expand sports tournament market
 - Indoor sports facility
 - Build brand
 - Tourism Improvement District (TID)
 - Build meetings and conventions market

Visitor Tracking Study-through 1st quarter of a year-long study

Sanford Main Street Grant Presentation

Christina Hollerbach, President

- SMS is Accredited program now
- Website updated
- Support of visitor guide

Motion to award \$50,000.00 grant for Sanford Main Street

Motion: Bruce Skwarlo

Second: Commissioner Constantine

Vote: Unanimous

Central Florida Zoo Update

Richard Glover, CEO

- Attendance update
- Upcoming Events
- Asian Lantern Festival back November 18, 2022

Evok Update

Lindsay Hayhurst, Account Executive

- Marketing Campaigns and website performance indicator update

Old Business

None

New Business

Industry Update

Seminole County Economic Development

Esteban Saldarriaga, Business Marketing Manager

- Goal to bring new and innovative technology to Seminole County to use as resource for businesses/partners

Meeting adjourned 5:01 pm

Hotel STR Report

Month 2022	Occupancy (%) (YOY)	ADR (\$) (YOY)	Rev PAR (\$) (YOY)
July	73.4 (-4.9)	106.19 (6)	77.92 (0.8)
<i>Forecast</i>	<i>76.1</i>	<i>102.32</i>	<i>77.85</i>
August	64.8 (9.2)	97.97 (10)	63.50 (20.1)
<i>Forecast</i>	<i>62.7</i>	<i>92.00</i>	<i>57.67</i>
September	64.9 (14.2)	99.61 (12.6)	64.65 (28.5)
<i>Forecast</i>	<i>61.5</i>	<i>92.31</i>	<i>56.79</i>



Comp Set

Current Month - July 2022 vs July 2021												
	Occ %		ADR		RevPAR		Percent Change from July 2021					
	2022	2021	2022	2021	2022	2021	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Alachua County, FL	69.0	67.5	105.84	95.63	73.05	64.51	2.3	10.7	13.3	13.3	0.0	2.3
Orange County, FL	78.5	77.9	152.25	140.84	119.45	109.74	0.7	8.1	8.8	16.5	7.0	7.8
Osceola County, FL	71.4	66.7	118.18	110.51	84.43	73.73	7.1	6.9	14.5	42.9	24.8	33.6
Polk County, FL	63.4	69.9	118.25	109.95	74.95	76.85	-9.3	7.6	-2.5	-3.1	-0.7	-9.9
Volusia County, FL	76.4	79.8	164.00	170.75	125.22	136.34	-4.4	-4.0	-8.2	-9.1	-1.0	-5.3
Lake County, FL	71.7	74.3	100.48	96.48	72.07	71.70	-3.5	4.1	0.5	0.2	-0.3	-3.8

Current Month - August 2022 vs August 2021												
	Occ %		ADR		RevPAR		Percent Change from August 2021					
	2022	2021	2022	2021	2022	2021	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Alachua County, FL	68.3	65.2	121.43	106.83	82.92	69.65	4.7	13.7	19.1	19.1	0.0	4.7
Orange County, FL	69.0	53.0	132.46	123.19	91.33	65.30	30.1	7.5	39.9	48.8	6.4	38.4
Osceola County, FL	58.7	47.7	101.71	92.99	59.66	44.38	22.9	9.4	34.4	53.3	14.0	40.2
Polk County, FL	60.2	61.9	109.39	96.13	65.85	59.52	-2.8	13.8	10.6	9.9	-0.7	-3.4
Volusia County, FL	59.3	58.1	144.90	138.44	86.00	80.40	2.2	4.7	7.0	5.8	-1.1	1.1
Lake County, FL	66.2	59.3	94.16	89.60	62.36	53.17	11.6	5.1	17.3	12.3	-4.3	6.8



Comp Set

	Current Month - September 2022 vs September 2021											
	Occ %		ADR		RevPAR		Percent Change from September 2021					
	2022	2021	2022	2021	2022	2021	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Alachua County, FL	61.5	59.2	146.48	138.76	90.16	82.13	4.0	5.6	9.8	12.5	2.5	6.6
Orange County, FL	69.5	50.3	136.48	119.07	94.87	59.85	38.3	14.6	58.5	67.0	5.3	45.7
Osceola County, FL	60.5	41.3	104.24	86.90	63.06	35.86	46.6	20.0	75.8	83.5	4.4	53.0
Polk County, FL	60.0	60.6	105.75	92.70	63.44	56.15	-1.0	14.1	13.0	13.9	0.8	-0.1
Volusia County, FL	52.1	50.1	121.74	118.92	63.42	59.56	4.0	2.4	6.5	5.4	-1.0	3.0
Lake County, FL	67.5	59.6	97.64	90.00	65.93	53.68	13.2	8.5	22.8	17.6	-4.3	8.4



Vacation Rental Key Data Report

Month 2022	Occupancy (%)	ADR (\$)	Rev PAR (\$)
July	67%	\$144	\$64
August	63%	\$128	\$58
September	62%	\$112	\$66



Vacation Rental Key Data Report

Total listings

963

Total sleeps

4,535

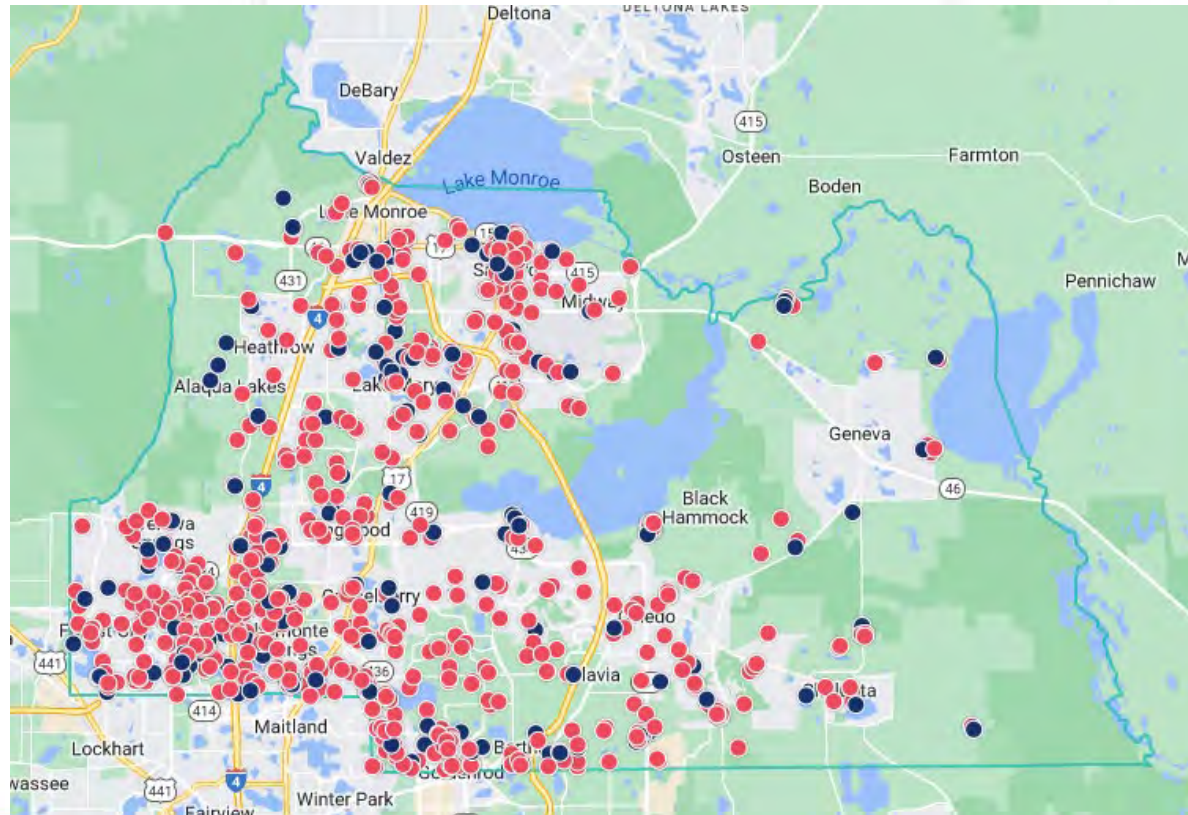
Rental channel

756 (79%)

Airbnb

207 (21%)

Vrbo



#WeAreON

ORLANDO NORTH
SEMINOLE COUNTY

Sports Complex Fiscal Year Recaps

Sports Complex Actuals					
Fiscal Year	# of Events	Teams	Visitors	Room Nights	Eco Impact
'15/'16	27	1,523	74,458	6,437	\$13,174,148
'16/'17	55	3,493	132,021	11,570	\$18,900,000
'17/'18	64	3,086	146,019	17,093	\$21,820,116
'18/'19	57	3,149	147,854	23,670	\$25,349,765
'19/'20	43	1,811	82,658	17,329	\$16,046,471
'20/'21	54	3,304	125,485	27,160	\$31,145,048
'21/'22	50	3,345	132,529	24,811	\$44,137,318
Total	350	19,711	841,024	128,070	\$170,572,866



October-September FY '21/'22 Actuals

Month	# of Events	Room Nights	Eco Impact
October	4	1,879	\$3,672,074
November	3	2,981	\$3,867,959
December	3	1,004	\$2,207,719
January	4	2,778	\$4,255,491
February	4	1,479	\$3,059,103
March	5	2,524	\$3,570,352
April	4	2,069	\$5,002,973
May	4	1,668	\$3,411,945
June	4	1,862	\$3,706,739
July	7	5,145	\$7,726,578
August	4	440	\$1,511,603
September	4	982	\$2,144,782
Total	50	24,811	\$44,137,318

Sports Tourism Update – Sports Complex



Monthly Projections			
Month	# of Events	Room Nights	Eco Impact
October	2	2,190	\$2,026,480
November	3	2,780	\$2,432,233
December	3	2,540	\$2,500,827



Other Venues Fiscal Year Recap

All Other Venues Actuals

Fiscal Year	# of Events	Teams	Visitors	Room Nights	Eco Impact
'16/'17	8	265	11,338	954	\$1,405,465
'17/'18	48	1,939	83,848	17,163	\$16,585,948
'18/'19	53	1,955	90,270	17,071	\$12,200,099
'19/'20	40	1,626	78,090	14,668	\$16,138,484
'20/'21	50	1,882	92,023	17,152	\$14,032,180
'21/'22	47	1,709	81,861	16,865	\$21,191,987
Total	246	9,376	437,430	83,873	\$81,554,163



Sports Tourism – All Other Venues

October-September FY '21/'22 Actuals

Month	# of Events	Room Nights	Eco Impact
October	4	1,694	\$1,681,186
November	3	1,355	\$1,343,337
December	2	1,000	\$1,340,279
January	6	3,725	\$4,673,808
February	5	990	\$2,383,452
March	4	647	\$1,237,054
April	6	1,627	\$2,223,712
May	6	3,203	\$2,592,559
June	3	1,235	\$1,772,095
July	1	180	\$157,760
August	2	344	\$470,750
September	5	865	\$1,315,995
Total	47	16,865	\$21,191,987



Monthly Projections

Month	# of Events	Room Nights	Eco Impact
October	2	2,190	\$2,026,480
November	4	1,800	\$2,106,116
December	4	1,350	\$1,157,742



Fiscal Year Comparison

FY '21/'22 Actuals					
Location	# of Events	Teams	Visitors	Room Nights	Eco Impact
Sports Complex	50	3,345	132,529	24,811	\$44,137,318
All Other Venues	47	1,709	81,861	16,865	\$21,191,987
Total	97	5,054	214,390	41,676	\$65,329,305

FY '22/'23 Projections					
Location	# of Events	Teams	Visitors	Room Nights	Eco Impact
Sports Complex	52	3,311	130,822	28,572	\$42,319,254
All Other Venues	39	1,907	89,579	17,472	\$23,055,851
Total	91	5,218	220,401	46,044	\$65,375,105



TDC Funding Analysis

Fiscal Year	# of Events	Approved Spend	Total Spent	Room Nights	Cost Per Room Night
'15/'16	43	\$315,351.32	\$164,108.24	17,662	\$9.29
'16/'17	57	\$297,749.49	\$177,047.56	20,210	\$8.76
'17/'18	53	\$348,644.76	\$282,761.77	29,830	\$9.47
'18/'19	75	\$501,069.00	\$398,839.91	39,458	\$10.10
'19/'20	67	\$556,965.00	\$300,278.08	30,085	\$9.98
'20/'21	82	\$808,591.00	\$484,470.37	42,798	\$11.31
'21/'22	88	\$840,906.15	\$485,202.77	40,706	\$11.92
Total	465	\$3,669,276.72	\$2,292,708.70	220,749	\$10.39



Seminole County Sports Tourism Fiscal Year Recap

All Venues Actuals					
Fiscal Year	# of Events	Teams	Visitors	Room Nights	Eco Impact
'16/'17	63	3,758	143,359	12,524	\$20,305,465
'17/'18	112	5,025	229,867	34,256	\$38,406,064
'18/'19	110	5,104	238,124	40,741	\$37,549,864
'19/'20	83	3,437	160,748	31,997	\$32,184,955
'20/'21	104	5,186	217,508	44,312	\$45,177,228
'21/'22	97	5,054	214,390	41,676	\$65,329,305
Total	569	27,564	1,203,996	205,506	\$238,952,881



Upcoming Events

Organization	Event	Date	Location	Teams	Visitors	Room Nights	Eco Impact
ISSA	Winter World's & US Championship	November 2-6, 2022	BOOMBAAH Sports Complex	100	2,250	1,500	\$1,131,791
Perfect Game, Inc	East Fall Championship	November 11-13, 2022	BOOMBAAH Sports Complex	162	5,832	1,080	\$749,520
USSSA Fastpitch	States	December 3-4, 2022	Soldiers Creek/Softball	80	2,708	800	\$543,162
Perfect Game, Inc	Main Event Showcase	December 27-31, 2022	BOOMBAAH Sports Complex	0	2,500	1,000	\$1,500,00
ECNL	ECNL Girls/Boys	January 6-8, 2023	Seminole Soccer Complex/	176	13,172	2,800	\$2,559,678
		January 21-23, 2023	Sylvan Lake Park	168	12,296	2,400	\$2,043,013
NFHCA	NFHCA Field Hockey	January 13-15, 2023	BOOMBAAH Sports Complex	90	4,200	1,500	\$2,000,000



#WeAreON

ORLANDO NORTH
SEMINOLE COUNTY



Greater Orlando Sports Commission - Seminole County TDC Report

Updated: October 26, 2022

FY 21/22 Calendar									
Event	Contract Status	Contract Term	Event Date	Athletes	Total Visitors	Projected Room Nights	Actual Room Nights	Projected Eco Impact	Actual Eco Impact
Girls ECNL Florida Regional League National Event	Recurring	2021-2023	January 7-9, 2022	893	3,619	2,301	1,625	\$1,936,643	\$1,894,013
Boys ECNL Florida National Event	Recurring	2021-2023	January 22-24, 2022	1,380	5,436	2,259	2,456	\$2,007,293	\$2,985,738
USA Ultimate World Games Tryout	New	2022	January 29-30, 2022	70	76	60	N/A	\$13,837	N/A
USA Ultimate World Junior Ultimate Championships East Coast Tryout	New	2022	February 12-13, 2022	100	112	120	N/A	\$21,186	N/A
HoganLax Florida Team Training	Recurring	2020-2022	March 5-26, 2022	435	837	117	478	\$107,559	\$484,256
FHSAA Tennis State Championships	Recurring	2021-2023	April 25-29, 2022	706	1,497	638	635	\$407,780	\$947,880
NCAA DII Men's & Women's Tennis Championships	Renewal	2022	May 16-22, 2022	288	745	1,085	1,114	\$636,046	\$625,425
Florida Rush Champions Cup	Renewal	2022	May 20-22, 2022	432	486	785	599	\$603,424	\$402,660
Totals				4,304	12,808	7,365	6,907	\$5,733,768	\$7,339,972

Color Key:

Event has not occurred

Event completed

Event completed, not closed out

Event postponed

Event cancelled

Business Development Status			
Event	Dates/Years	Possible Venue(s)	Status
Copa Rayados Internacional	Thanksgiving Week of 2021, 2022, 2023, 2024	Seminole Soccer Complex, Sylvan Lake Park, Boombah Sports Complex	Not Awarded
USA Softball U-16 National Championships	July of 2022	Boombah-Soldiers Creek Park, Seminole County Softball Complex, Merrill Park	Not Awarded
Concacaf U-17 Qualifier	August of 2022 and 2023	Seminole Soccer Complex	Not Awarded in 2022 Researching Dates in 2023
USA Artistic Swimming Convention	September of 2022, 2023, 2024	Orlando Marriott Lake Mary, Westin Lake Mary	Not Awarded
USA Artistic Swimming FINA Judges School	October of 2022, 2023, 2024	Orlando Marriott Lake Mary, Westin Lake Mary	Not Awarded
USA Artistic Swimming National Judges School	December of 2022, 2023, 2024	Orlando Marriott Lake Mary, Westin Lake Mary	Not Awarded
USYS National League Elite 64	December of 2022	Boombah Sports Complex, Seminole Soccer Complex, Sylvan Lake Park	No Field Availability
HoganLax Orlando Jamboree	March of 2023	Boombah Sports Complex	Bid Awarded
Prep Baseball Report Canadian Spring Training	March of 2023	Boombah Sports Complex	No Field Availability
SWAC Baseball Conference Championships	May of 2023	Boombah Sports Complex	No Field Availability
Athletes Unlimited AUX Softball	June of 2023	Historic Sanford Memorial Stadium, Boombah Soldiers Creek	No Field Availability
Flag Football World Championship Tour	Various Dates in 2023	Boombah Sports Complex, Seminole Soccer Complex, Sylvan Lake Park	No Field Availability in 2022 Researching Dates in 2023
NCAA DII Women's Tennis Festival Championship	May of 2024	Sanlando Park	Bid Awarded
NCAA DII Men's Tennis Festival Championship	May of 2024	Sanlando Park	Bid Awarded
NCAA DII Softball Festival Championship	May of 2024	Boombah-Soldiers Creek Park	Bid Awarded
NCAA DII Women's Tennis Championship	May of 2025	Sanlando Park	Bid Awarded
NCAA DII Men's Tennis Championship	May of 2025	Sanlando Park	Bid Awarded
USA Field Hockey Festival	Thanksgiving Week of 2025	Boombah Sports Complex	Awaiting RFP
World Cup 2026	Summer of 2026	Sylvan Lake Park, Seminole Soccer Complex	Not Awarded
Men's/Women's Rugby World Cup 2031, 2033	Summer/Fall of 2031, 2033	Sylvan Lake Park, Seminole Soccer Complex	Ongoing Bid Process
NCAA Bid Cycle	Fall of 2026 through Spring of 2030	Various Seminole County Venues	Awaiting RFP

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
 UNAUDITED MONTHLY RESULTS AS OF OCT 31, 2022

	<u>Oct-22</u> <u>Unaudited Actuals</u>	<u>Sep-22</u> <u>Unaudited Actuals</u>	<u>M-O-M</u> <u>Oct/Sep</u>	<u>%</u> <u>Change</u>
Revenues				
Annual passholders	\$ 56,345	\$ 59,384	\$ (3,039)	-5%
Gate	\$ 18,042	\$ 149,087	\$ (131,044)	-88%
Group sales	\$ 242	\$ 6,174	\$ (5,932)	-96%
Concessions	\$ 2,328	\$ 6,635	\$ (4,307)	-65%
Gift shop	\$ 6,020	\$ 8,656	\$ (2,636)	-30%
Government support	\$ 81,562	\$ 37,500	\$ 44,062	117%
Education	\$ 102	\$ 8,490	\$ (8,388)	-99%
WMD net rental	\$ -	\$ 782	\$ (782)	-100%
Public support	\$ 63,233	\$ 157,297	\$ (94,064)	-60%
Net event revenues	\$ 39,169	\$ 3,115	\$ 36,054	1157%
Zipline	\$ 46	\$ 7,307	\$ (7,260)	-99%
Train/Carousel	\$ -	\$ -	\$ -	
Other revenues	\$ 7,397	\$ 17,727	\$ (10,329)	-58%
Total revenues	<u>\$ 274,486</u>	<u>\$ 462,153</u>	<u>\$ (187,668)</u>	-41%
Operating expenses				
Payroll	\$ 271,923	\$ 405,691	\$ (133,767)	-33%
Animal care	\$ 22,075	\$ 29,947	\$ (7,871)	-26%
Facilities repair and maintenance	\$ 29,323	\$ 15,553	\$ 13,770	89%
Advertising	\$ 4,468	\$ 1,010	\$ 3,458	342%
Insurance	\$ 68,309	\$ 96,316	\$ (28,007)	-29%
Utilities	\$ 15,195	\$ 18,122	\$ (2,926)	-16%
Professional fees	\$ 15,191	\$ 5,700	\$ 9,491	167%
Employee expenses	\$ 1,852	\$ (15)	\$ 1,867	-12480%
Office expenses/website/credit card fees	\$ 3,373	\$ 7,549	\$ (4,176)	-55%
Project Expenses	\$ 2,507	\$ -	\$ 2,507	#DIV/0!
Printing	\$ 6,186	\$ -	\$ 6,186	#DIV/0!
Supplies	\$ 5,007	\$ 5,341	\$ (334)	-6%
Other operating expenses	\$ 18,839	\$ 16,852	\$ 1,986	12%
Total operating expenses	<u>\$ 464,247</u>	<u>\$ 602,065</u>	<u>\$ (137,817)</u>	-23%
Net operating income before depreciation	<u>\$ (189,762)</u>	<u>\$ (139,912)</u>	<u>\$ (49,850)</u>	36%

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
 UNAUDITED MONTHLY RESULTS AS OF OCT 31, 2022

	<u>Oct-22</u> <u>Unaudited Actuals</u>	<u>Oct-21</u> <u>Unaudited Actuals</u>	<u>Y-O-Y</u> <u>2022/2021</u>	<u>%</u> <u>Change</u>
Revenues				
Annual passholders	\$ 56,345	\$ 64,231	\$ (7,887)	-12%
Gate	\$ 18,042	\$ 161,813	\$ (143,771)	-89%
Group sales	\$ 242	\$ 9,241	\$ (8,999)	-97%
Concessions	\$ 2,328	\$ 4,930	\$ (2,602)	-53%
Gift shop	\$ 6,020	\$ 8,371	\$ (2,351)	-28%
Government support	\$ 81,562	\$ 17,577	\$ 63,985	364%
Education	\$ 102	\$ 5,212	\$ (5,110)	-98%
WMD net rental	\$ -	\$ 2,120	\$ (2,120)	-100%
Public support	\$ 63,233	\$ 80,575	\$ (17,342)	-22%
Net event revenues	\$ 39,169	\$ 63,430	\$ (24,261)	-38%
Zipline	\$ 46	\$ 9,726	\$ (9,680)	-100%
Train/Carousel	\$ -	\$ 4,579	\$ (4,579)	-100%
Other revenues	\$ 7,397	\$ 19,136	\$ (11,739)	-61%
Total revenues	<u>\$ 274,486</u>	<u>450,942</u>	<u>\$ (176,456)</u>	-39%
Operating expenses				
Payroll	\$ 271,923	\$ 286,797	\$ (14,873)	-5%
Animal care	\$ 22,075	\$ 40,762	\$ (18,687)	-46%
Facilities repair and maintenance	\$ 29,323	\$ 17,756	\$ 11,567	65%
Advertising	\$ 4,468	\$ 19,540	\$ (15,072)	-77%
Insurance	\$ 68,309	\$ 56,836	\$ 11,473	20%
Utilities	\$ 15,195	\$ 15,746	\$ (551)	-3%
Professional fees	\$ 15,191	\$ 3,000	\$ 12,191	406%
Employee expenses	\$ 1,852	\$ 2,790	\$ (938)	-34%
Office expenses/website/credit card fees	\$ 3,373	\$ 20,376	\$ (17,004)	-83%
Project Expenses	\$ 2,507	\$ 800	\$ 1,707	213%
Printing	\$ 6,186	\$ 311	\$ 5,875	1888%
Supplies	\$ 5,007	\$ 10,243	\$ (5,236)	-51%
Other operating expenses	\$ 18,839	\$ 13,870	\$ 4,968	36%
Total operating expenses	<u>\$ 464,247</u>	<u>488,827</u>	<u>\$ (24,580)</u>	-5%
Net operating income before depreciation	<u>\$ (189,762)</u>	<u>\$ (37,885)</u>	<u>\$ (151,877)</u>	80%

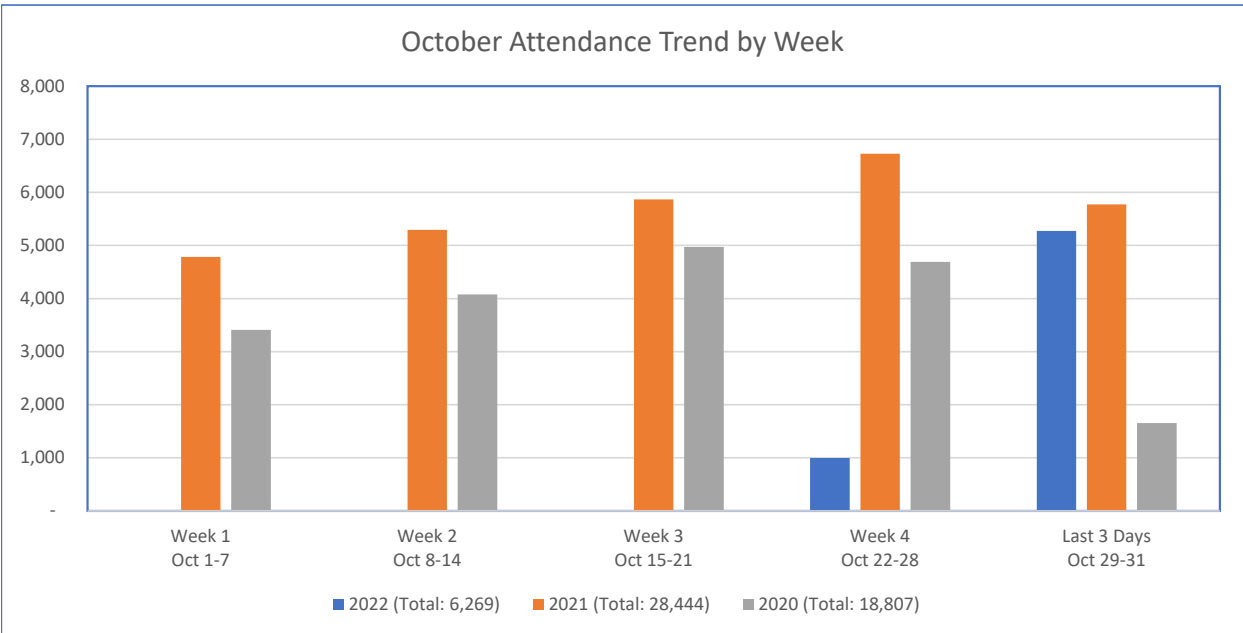
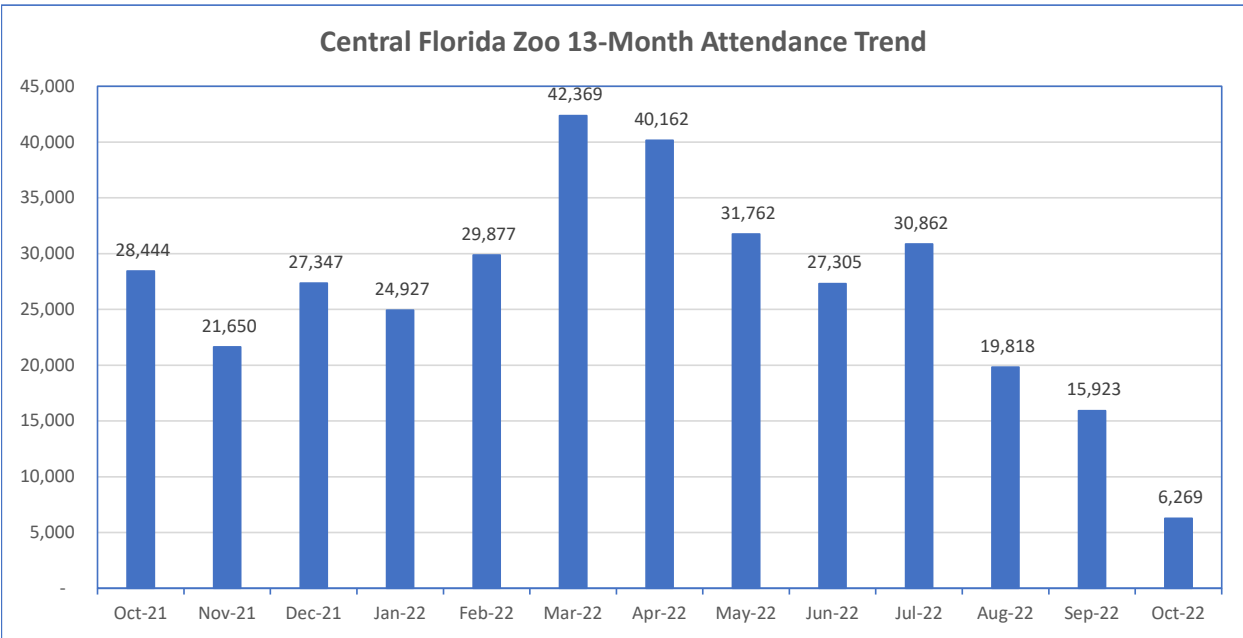
CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
 UNAUDITED MONTHLY RESULTS AS OF OCT 31, 2022

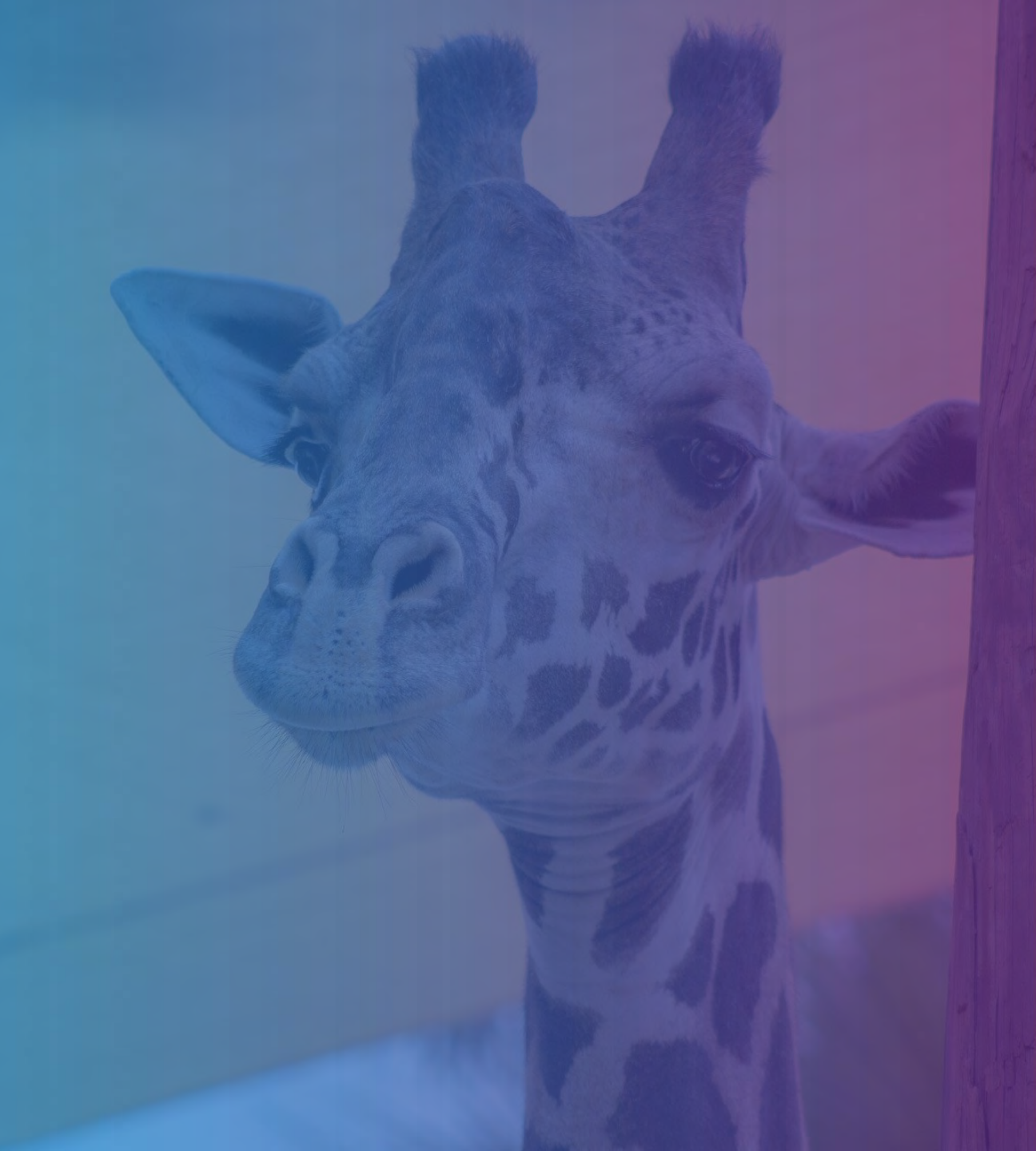
	Oct-22 Unaudited Actuals	Oct-22 Budget	Actual to Budget	Actual to Budget %
Revenues				
Annual passholders	\$ 56,345	\$ 62,677	\$ (6,332)	90%
Gate	\$ 18,042	\$ 178,550	\$ (160,508)	10%
Group sales	\$ 242	\$ 6,250	\$ (6,008)	4%
Concessions	\$ 2,328	\$ 11,413	\$ (9,085)	20%
Gift shop	\$ 6,020	\$ 20,771	\$ (14,751)	29%
Government support	\$ 81,562	\$ 3,333	\$ 78,228	2447%
Education	\$ 102	\$ 15,099	\$ (14,997)	1%
WMD net rental	\$ -	\$ (1,333)	\$ 1,333	0%
Public support	\$ 63,233	\$ 22,675	\$ 40,558	279%
Net event revenues	\$ 39,169	\$ 73,500	\$ (34,331)	53%
Zipline	\$ 46	\$ 12,571	\$ (12,524)	0%
Train/Carousel	\$ -	\$ 13,310	\$ (13,310)	0%
Other revenues	\$ 7,397	\$ 21,175	\$ (13,778)	35%
Total revenues	\$ 274,486	\$ 439,991	\$ (165,505)	62%
Operating expenses				
Payroll	\$ 271,923	\$ 322,666	\$ (50,742)	84%
Animal care	\$ 22,075	\$ 22,976	\$ (901)	96%
Facilities repair and maintenance	\$ 29,323	\$ 26,199	\$ 3,124	112%
Advertising	\$ 4,468	\$ 2,917	\$ 1,551	153%
Insurance	\$ 68,309	\$ 70,309	\$ (2,000)	97%
Utilities	\$ 15,195	\$ 15,319	\$ (124)	99%
Professional fees	\$ 15,191	\$ 18,583	\$ (3,392)	82%
Employee expenses	\$ 1,852	\$ 7,419	\$ (5,567)	25%
Office expenses/website/credit card fees	\$ 3,373	\$ 7,065	\$ (3,693)	48%
Project Expenses	\$ 2,507	\$ -	\$ 2,507	
Printing	\$ 6,186	\$ 1,197	\$ 4,989	517%
Supplies	\$ 5,007	\$ 7,733	\$ (2,727)	65%
Other operating expenses	\$ 18,839	\$ 23,154	\$ (4,316)	81%
Total operating expenses	\$ 464,247	\$ 525,538	\$ (61,290)	88%
Net operating income before depreciation	\$ (189,762)	\$ (85,547)	\$ (104,215)	222%

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
 UNAUDITED MONTHLY RESULTS AS OF OCT 31, 2022

	<u>Oct-22</u> <u>Unaudited Actuals YTD</u>	<u>Oct-22</u> <u>Budget YTD</u>	<u>Actual to</u> <u>Budget</u>	<u>Actual to</u> <u>Budget %</u>
Revenues				
Annual passholders	\$ 235,334	\$ 248,947	\$ (13,613)	95%
Gate	\$ 661,862	\$ 937,852	\$ (275,990)	71%
Group sales	\$ 34,214	\$ 27,100	\$ 7,114	126%
Concessions	\$ 28,832	\$ 40,683	\$ (11,851)	71%
Gift shop	\$ 92,473	\$ 89,100	\$ 3,372	104%
Government support	\$ 441,512	\$ 359,046	\$ 82,466	123%
Education	\$ 88,486	\$ 92,784	\$ (4,298)	95%
WMD net rental	\$ 20,068	\$ 15,667	\$ 4,401	128%
Public support	\$ 410,068	\$ 320,700	\$ 89,368	128%
Net event revenues	\$ 48,389	\$ 84,600	\$ (36,211)	57%
Zipline	\$ 32,639	\$ 67,601	\$ (34,962)	48%
Train/Carousel	\$ (21)	\$ 26,770	\$ (26,791)	0%
Other revenues	\$ 72,410	\$ 93,760	\$ (21,349)	77%
Total revenues	\$ 2,166,266	\$ 2,404,610	\$ (238,344)	90%
Operating expenses				
Payroll	\$ 1,240,864	\$ 1,459,375	\$ (218,511)	85%
Animal care	\$ 97,878	\$ 91,905	\$ 5,973	106%
Facilities repair and maintenance	\$ 95,600	\$ 104,894	\$ (9,294)	91%
Advertising	\$ 13,451	\$ 31,399	\$ (17,948)	43%
Insurance	\$ 264,797	\$ 275,935	\$ (11,139)	96%
Utilities	\$ 70,733	\$ 63,416	\$ 7,317	112%
Professional fees	\$ 45,276	\$ 56,333	\$ (11,057)	80%
Employee expenses	\$ 5,051	\$ 8,494	\$ (3,443)	59%
Office expenses/website/credit card fees	\$ 47,446	\$ 37,642	\$ 9,805	126%
Project Expenses	\$ 21,373	\$ -	\$ 21,373	
Printing	\$ 6,911	\$ 4,787	\$ 2,125	144%
Supplies	\$ 32,544	\$ 30,933	\$ 1,611	105%
Other operating expenses	\$ 94,730	\$ 111,159	\$ (16,429)	85%
Total operating expenses	\$ 2,036,655	\$ 2,276,272	\$ (239,617)	89%
Net operating income before depreciation	\$ 129,611	\$ 128,338	\$ 1,273	101%

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
UNAUDITED MONTHLY RESULTS AS OF OCT 31, 2022





November TDC Report

www.centralfloridazoo.org

FYTD ATTENDANCE RESULTS

July 1 – October 31, 2022

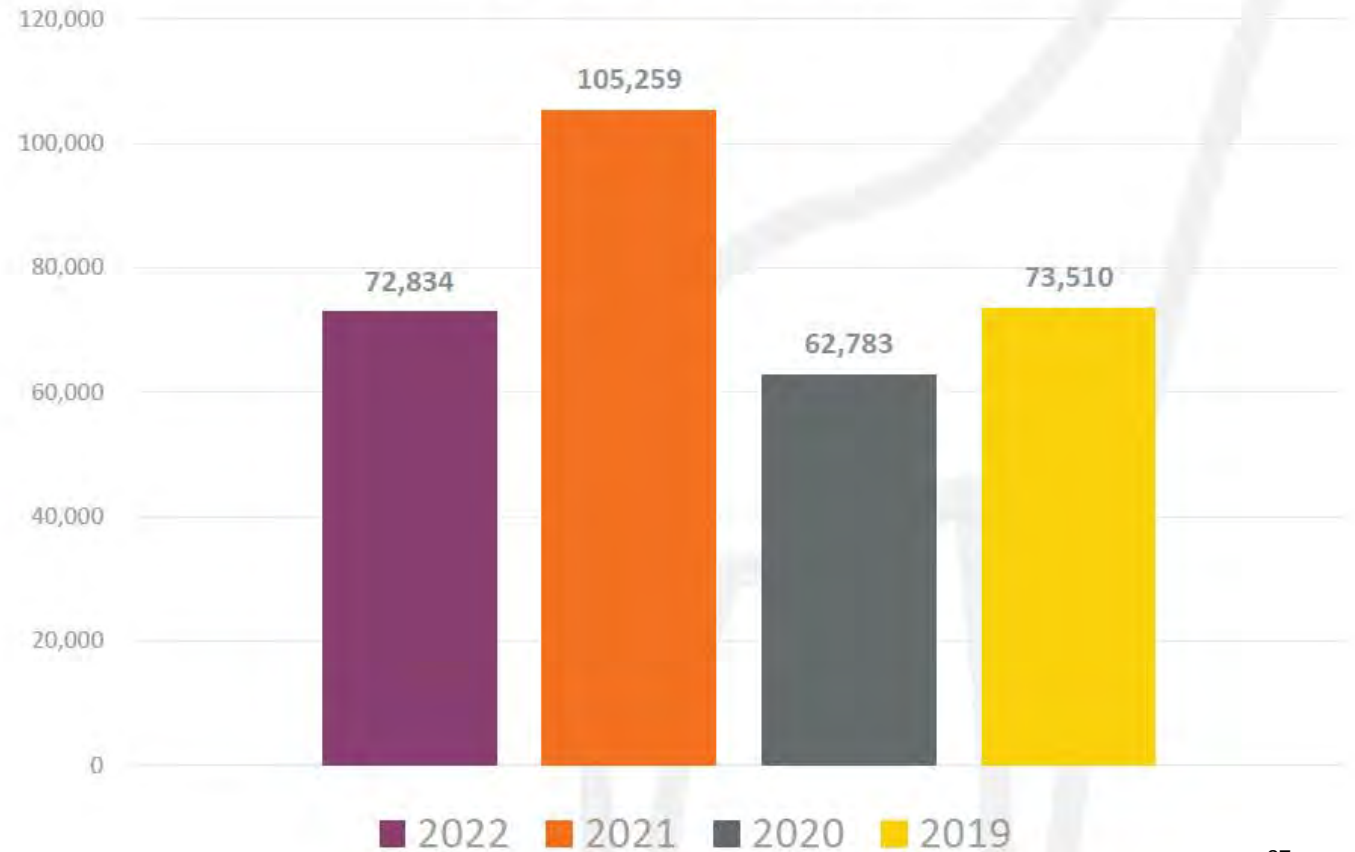
72,834

VS 2021: 32.4k / -31%

VS 2020: 10k / 16%

VS 2019: 676 / -1%

YTD Attendance



Zoo Boo Bash



ZOO BOO BASH RECAP

\$ 65,674  5,386

 \$ 12.19 Per Cap

Event Attendance	
Saturday, Oct 29	Sunday, Oct 30
2229	2664

Hurricane Ian Update

Central Florida Zoo reopens after Hurricane Ian damage

Zoo closed on Sept. 28 for hurricane preparations



The Central Florida Zoo reopened on Wednesday, Oct. 26 after historic flooding from Hurricane Ian drenched Central Florida.

SANFORD, Fla. – **The Central Florida Zoo** in Sanford reopened to guests on Wednesday, Oct. 26, nearly a month after Hurricane Ian ripped through Central Florida.

November 5th – Free Admission



Saturday,
Nov. 5

**Free admission
to the Central
Florida Zoo.**

My goodness!

Courtesy of VyStar Credit Union.

Members of the Central Florida community were invited out to a free day at the zoo on November 5 courtesy of our friends at VyStar Credit Union!

2,407 Children and Adults participated in the free event.

VETERANS DAY AT THE ZOO

SPONSORED BY



VyStar
Credit Union

NOVEMBER 11 AND 12
VETERANS AND ACTIVE
MILITARY GET IN FREE

*MUST SHOW VALID ID





Asian Lantern Festival: Into the Wild

NOVEMBER 2022

M	T	W	T	F	S	S
			17	18	19	20
21	22	23	24	25	26	27
28	29	30				

DECEMBER 2022

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

JANUARY 2023

M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15

 General Dates
 VIP/Media Event
 Corporate/Group Buyouts (Closed)
 Holiday (Closed)

Category	Pre-Sale	Standard
General Admission (3+)	\$19.99	\$21.99
4 Pack	\$59.99 <small>(Approx. \$14.99 per ticket)</small>	\$69.99 <small>(Approx. \$17.49 per ticket)</small>
2 & Under	Free	Free
Member	\$14.99	\$17.49
Group <small>(Not advertised)</small>	\$15.99	\$15.99
Employee/Volunteer	\$9.99	\$12.49





Thank You

evok Reporting

IDEAS
WORKS
RESULTS

Seminole CVB
September 2022

Executive Summary

The data reflected in this report is based on September 1st to September 30th, 2022.

(DON) Search Engine Optimization (SEO)

Keyword Volume decreased by 3.74% MoM.

This metric is the number of keywords bringing users to the website via Google's top 100 organic search results.

Search Volume decreased by 2.35% MoM.

This metric is the number of potential searches for ranking keywords.

New Backlinks 69,428.

This metric is the total number of new links leading to your website.

New Referring Domains 339.

This metric is the total number of new websites with at least one link pointing to your website.

Organic Website Sessions increased 8.6% MoM and 70.8% YoY.

Website sessions are any user that interacted with the website and stayed on the page for longer than 10 seconds.

New Organic Website Sessions increased 8.4% MoM and 79.8% YoY.

New Sessions are users that have not previously visited the website within the past 90 days.

Top 5 Non-Branded Search Terms by Volume

- haunted places in florida
- yummy house orlando
- st johns river cruise
- lake mary events center
- most haunted places in florida

Top 5 Non-Branded Search Terms by Growth

- lake mary wedding venues (+12)
- yummy house orlando (+11)
- zoo in central florida (+9)
- events in oviedo this weekend (+6)
- where is seminole county in florida (+6)

● Halloween-related keywords, including the [haunted places in orlando] phrase groups, have begun to pick up the lion's share of traffic in September, continuing into October. We lost a bit of positioning, however, and we recommend adding some additional video content to Youtube related to the Halloween blogs to help pump the ranking up in the short term. Optimizing the videos into a link chain with a blog could help get a small instant push within the month while the search habits remain.

● The main reason for the organic search volume drop is the loss of [things to do in orlando]. This keyword has 74,000 organic searches per month, and while the ranking was low, the large volume still factored in a significant amount of potential reach. In reality, however, very little traffic ever converted from the keyword, which is why the actual traffic did not drop but increased.

(PON) Search Engine Optimization (SEO)

Keyword Volume decreased by 8.42% MoM.

This metric is the number of keywords bringing users to the website via Google's top 100 organic search results.

Search Volume decreased by 6.14% MoM.

This metric is the number of potential searches for ranking keywords.

New Backlinks 96,590.

This metric is the total number of new links leading to your website.

New Referring Domains 2,568.

This metric is the total number of new websites with at least one link pointing to your website.

Organic Website Sessions increased 3.7% MoM and decreased 11.9% YoY.

Website sessions are any user that interacted with the website and stayed on the page for longer than 10 seconds.

New Organic Website Sessions increased 4.1% MoM and decreased 10.2% YoY.

New Sessions are users that have not previously visited the website within the past 90 days.

Top 5 Non-Branded Search Terms by Volume

- boombah sports complex
- red bug lake park
- sanlando park
- nations baseball
- florida half century

Top 5 Non-Branded Search Terms by Growth

- futsal field near me (+61)
- 50 foot diving board (+17)
- 300 ft baseball field (+17)
- seminole softball (+6)
- outdoor racquetball court near me (+5)

● *The backlink issue continued for both websites this month with an increase and now mirror effect on both sites, with the same backlinks appearing on both sites. It has no adverse effects on the site but produces strange interactions as Google works out the kinks. We are researching ways to block it form a development end, but the quickest way to fix it would be to migrate to the WordPress versions of the sites.*

● Organic search volume decreased due to the keywords [sports complex] and [softball fields] dropping in ranking heavily. Decreases in the ranking are attributable to a lack of fresh content when Google looks to answer consumer search queries. We recommend adding new content that explores the sports centers, specifically the Softball and Baseball fields, to help mitigate any loss and reverse it.

Executive Summary

The data reflected in this report is based on September 1st to September 30th, 2022.



Pay-Per-Click (PPC)

Search PPC overall is down 13.79% in impressions MoM and down 16.27% in clicks MoM. The impressions and clicks were down MoM because CPCs increased 4.13% overall MoM as keywords were more competitive. All of the campaigns were also paused on 9/27/22 due to Hurricane Ian and remained off for the remainder of the month. CTR was constant, down 2.88% MoM to 8.06% CTR from 8.29% in August.

The Leisure(Do) campaign is down 17.22% in impressions MoM from 70,812 in August to 58,617 in September, and down 16.79% in clicks MoM, from 5,080 in August to 4,227 in September. The CTR increased 0.52% MoM from 7.17% CTR in August to 7.21% CTR in September.

The Parks and Food Ad Groups in the Leisure campaign have the most clicks, with 2,150 clicks for Parks and 1,544 for Food. There were 4,227 clicks in all of the Leisure campaign ad groups.

The Leisure(Do) Skippable CPV Youtube campaign had 13,234 impressions, down 22.99% MoM and 8,077 views, down 22.23% MoM as CPV increased 12.22% MoM. The view rate is 61.03%, above the industry avg. of 15%. The Leisure(Do) Non-Skippable CPM Youtube campaign had 17,594 impressions/views, down 18.21% MoM from 21,512 impressions/views in August as the CPM increased by 6.36% MoM.

The Sports(Play) campaign is up 1.38% in impressions MoM to 16,253 impressions and down 15.03% in clicks MoM to 1,804 clicks. The CTR was down 16.18% MoM with a 11.10% CTR and the CPC increased 3.65% MoM to \$0.74 Avg. CPC. The Sports, Baseball, Soccer, and Football Ad Groups had the most clicks for the Sports(Play) campaign, with 1,804 total clicks in September.

The Sports(Play) Skippable CPV Youtube campaign had 20,620 impressions, down 24.12% MoM, 11,841 views, down 25.37% MoM as CPV increased 16.90% MoM. The view rate is 57.42%, above the industry avg. of 15%. The Sports(Play) Non-Skippable CPM Youtube campaign had 33,043 impressions/views, down, 20.87% MoM, and 20 clicks.

Top keywords include "parks in Orlando", "orlando restaurants", and "orlando hiking trails" for the Leisure campaign, and "sports event", "Baseball event", and "Football Event" for the Sports(Play) campaign.

Recommendation

Metrics are at or above industry standards, so none at this time, but we will continue to monitor trends and make any tactical adjustments as necessary.

Social Media

Do Orlando North Facebook and Instagram

In September, we continued running the Website traffic campaign with the Influencers' creatives and the Booking campaigns. Our campaigns were affected since we paused all paid social efforts as a response of Hurricane Ian.

For the Booking campaign, link clicks decreased by 9.51%, and CTR increased by 11.1%.

For the Website Traffic campaign, link clicks decreased by 30%. The Ad with the most link clicks was Taryn's video with 1,509 link clicks. Chantel's carousel ad is the ad with the least link clicks with 316 link clicks. Our overall CPC is still below the average industry CPC of \$0.63, with a \$0.26 CPC. Our overall CTR is above the average industry CTR of 0.90%, with a 2.52%.

Pinterest

In September, our campaigns were affected since we paused all paid social efforts as a response of Hurricane Ian. This caused link clicks to decrease by 12.67%. The campaign had a total of 538 link clicks. CTR decreased by 5.6%. According to third party reports, the average CPC on Pinterest is \$1.5. The average CPC of the leisure campaign is still below the average with a \$0.71 CPC.

Recommendation

We recommend continuing the campaigns' strategies without any changes. Their performance keeps improving month over month. CTR keeps increasing and ad costs keep decreasing.

Play Orlando North

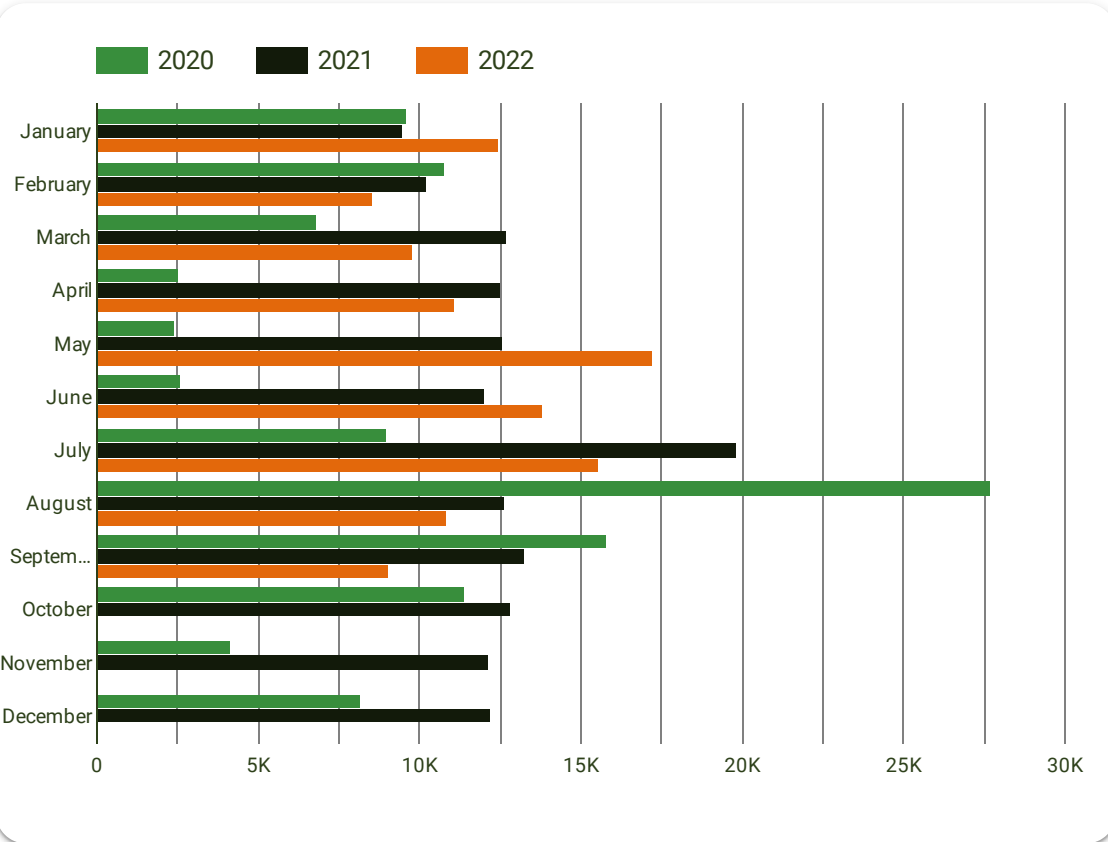
In September, our campaign was affected by pausing all paid social efforts as a response of Hurricane Ian. Our overall link clicks decreased by 0.50%, CTR decreased by 8.94% According to third-party reporting, the average industry CPC for the fitness industry is \$1.90, and the CTR is 1.01%. Our CPC is below the average with a \$0.28 CPC. Our CTR is still above average, with a 3.65% CTR. We did not run any promoted posts since we reallocated that budget for the Do Orlando's Website Traffic campaign.

Pinterest

In September, our link clicks decreased by 8.98% and our CPC decreased by 2.9%. We had a total of 223 link clicks. According to third party reports, the average CPC on Pinterest is \$1.5. The average CPC of the leisure campaign is still below the average with a \$1.34 CPC.

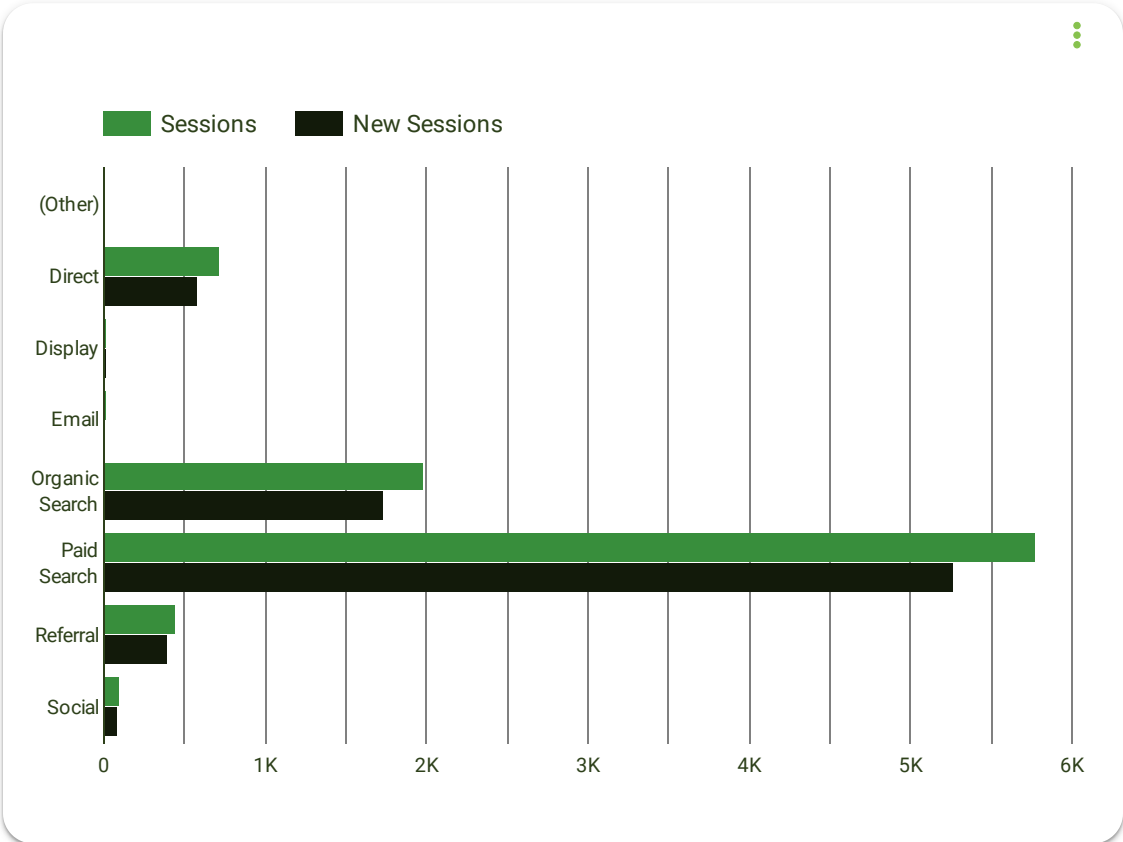
Traffic Trends: Total Sessions

Objective: Increase New Sessions YoY



Traffic by Channel: Sessions & New Sessions

Objective: Comparison of Sessions and New Sessions by Channel



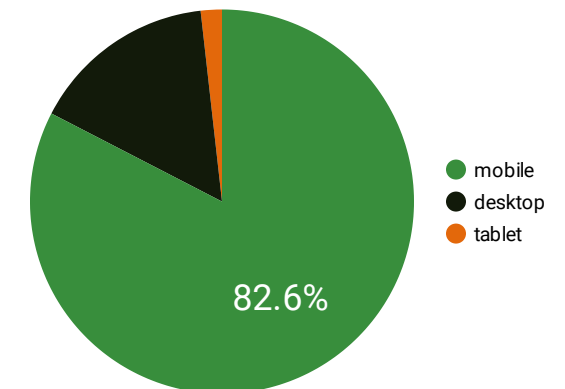
Traffic by Source: Sessions and Engagement Metrics

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

Source / Medium	New Sessions	% Δ	Sessions	Bounce Rate	Avg. Session
1. google / cpc	3,772	-43.0% ↓	4,111	83.05%	00:00:27
2. google / organic	1,682	82.4% ↑	1,928	83.04%	00:00:42
3. facebook / cpc	1,450	3,352.4% ↑	1,611	93.54%	00:00:06
4. (direct) / (none)	577	-73.1% ↓	715	76.36%	00:01:06
5. seminolecountyfl.gov / referral	129	33.0% ↑	144	51.39%	00:01:21

Traffic by Device: Total Sessions

Objective: Comparison of Traffic by Device



Website Score Cards: Site Traffic Metrics

Objective: Increase Traffic Metrics to gain more visitors to website

Sessions
9,050
MoM ↓ -16.6%
YoY ↓ -31.8%

% New Sessions
89.26%
MoM ↓ -1.1%
YoY ↓ -0.7%

New Users
8,078
MoM ↓ -17.5%
YoY [See details](#)

Pageviews
12,075
MoM ↓ -20.1%
YoY [See details](#)

Website Score Cards: Site Engagement Metrics

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

Pages / Session
1.33
MoM ↓ -4.2%
YoY ↓ -33.4%

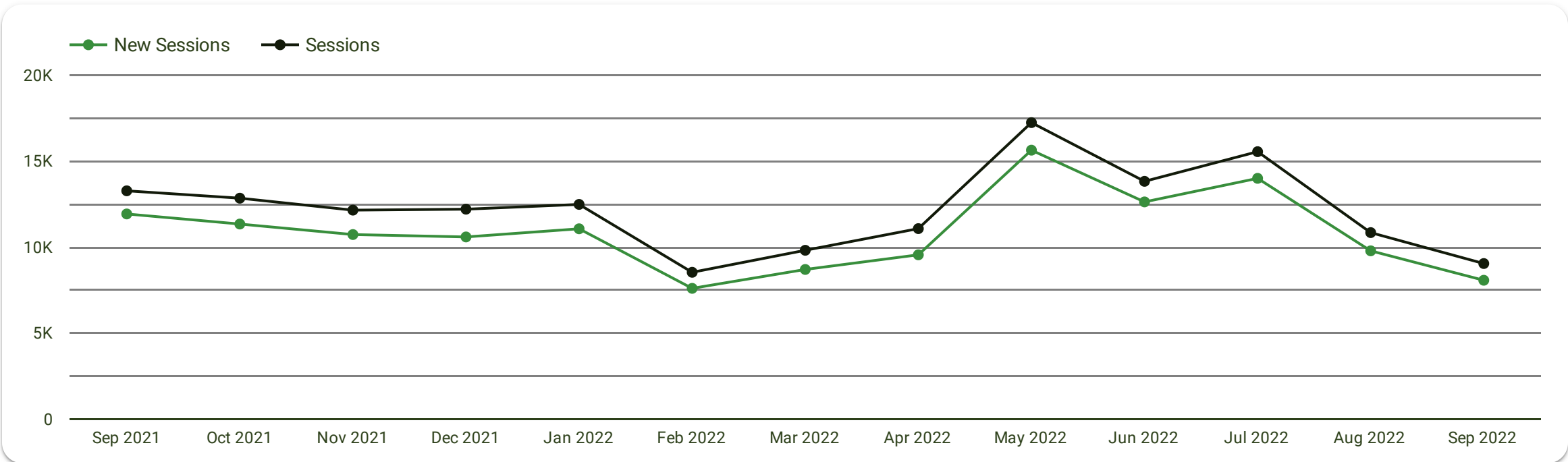
Bounce Rate
83.59%
MoM ↓ -0.9%
YoY ↑ 39.9%

Avg. Session Duration
00:00:31
MoM ↓ -2.9%
YoY ↓ -44.0%

Avg. Sessions per User
1.1
MoM ↑ 0.4%
YoY ↓ -0.6%

Top Traffic Metrics: 12-Month Running Trend

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



Top Landing Pages: Traffic and Engagement Metrics

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

Landing Page	New Users	% Δ	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
/things-to-do/nature-and-outdoors/default.aspx	1,867	162.6% ↑	2,006	79.01%	1.4	00:00:33
/things-to-do/restaurants/default.aspx	1,383	54.4% ↑	1,481	85.08%	1.25	00:00:21
/blog/post/most-haunted-places-orlando-north-seminole-cou...	606	1,920.0% ↑	659	93.47%	1.08	00:00:26
/default.aspx	469	-50.1% ↓	551	66.79%	1.95	00:01:18
/calendar/event/latin-jazz-and-art-festival	330	-	399	80.95%	1.4	00:00:49
/itineraries/default.aspx	321	-	360	87.5%	1.33	00:00:39
/blog/post/3-top-hidden-nature-trails-in-orlando-north/defaul...	235	7.8% ↑	267	95.51%	1.06	00:00:09
/blog/post/orlando-north-seminole-county-has-everything-yo...	117	244.1% ↑	125	94.4%	1.07	00:00:10
/things-to-do	77	-98.4% ↓	87	48.28%	2.52	00:00:50
/things-to-do/hotels	60	53.8% ↑	72	58.33%	1.81	00:02:17

1 - 10 / 1936 < >

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

Objective: Increase demographic insights of future visitors to the website

Region	City	New Users	% Δ	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
Georgia	Atlanta	658	515.0% ↑	734	83.92%	1.35	00:00:30
Florida	Orlando	653	-63.2% ↓	740	83.11%	1.31	00:00:29
(not set)	(not set)	260	48.6% ↑	275	91.27%	1.14	00:00:08
England	London	234	654.8% ↑	242	85.12%	1.21	00:00:14
Florida	Sanford	221	-24.1% ↓	297	67.68%	1.86	00:01:07

1 - 5 / 1981 < >

Sep 1, 2022 - Sep 30, 2022



Google Search Console: Organic Traffic Queries Compared MoM

Objective: Show Organic Search Traffic by Search Query

Organic Search Term	Impressions	% Δ	Clicks ▾	% Δ	Site CTR	% Δ	Average Position
1. haunted places in orlando	129	-12.8% ↓	64	-14.7% ↓	49.61%	-2.1% ↓	1.55
2. haunted orlando	95	5.6% ↑	21	-12.5% ↓	22.11%	-17.1% ↓	2.88
3. orlando north	204	-4.7% ↓	15	-34.8% ↓	7.35%	-31.6% ↓	1.72
4. lake concord park events	30	2,900.0% ↑	15	-	50%	-	1
5. latin jazz festival	24	-	12	-	50%	-	2.83
6. haunted places orlando	41	32.3% ↑	12	0.0%	29.27%	-24.4% ↓	1.49
7. north orlando	489	41.7% ↑	12	-14.3% ↓	2.45%	-39.5% ↓	2.89
8. haunted places near me	230	-22.3% ↓	11	-50.0% ↓	4.78%	-35.7% ↓	20.51
9. latin festival orlando 2022	70	6,900.0% ↑	11	-	15.71%	-	2.41
10. highland games orlando	96	84.6% ↑	10	150.0% ↑	10.42%	35.4% ↑	4.26

1 - 10 / 11025 < >

Google Search Console: Organic Traffic Queries Compared YoY

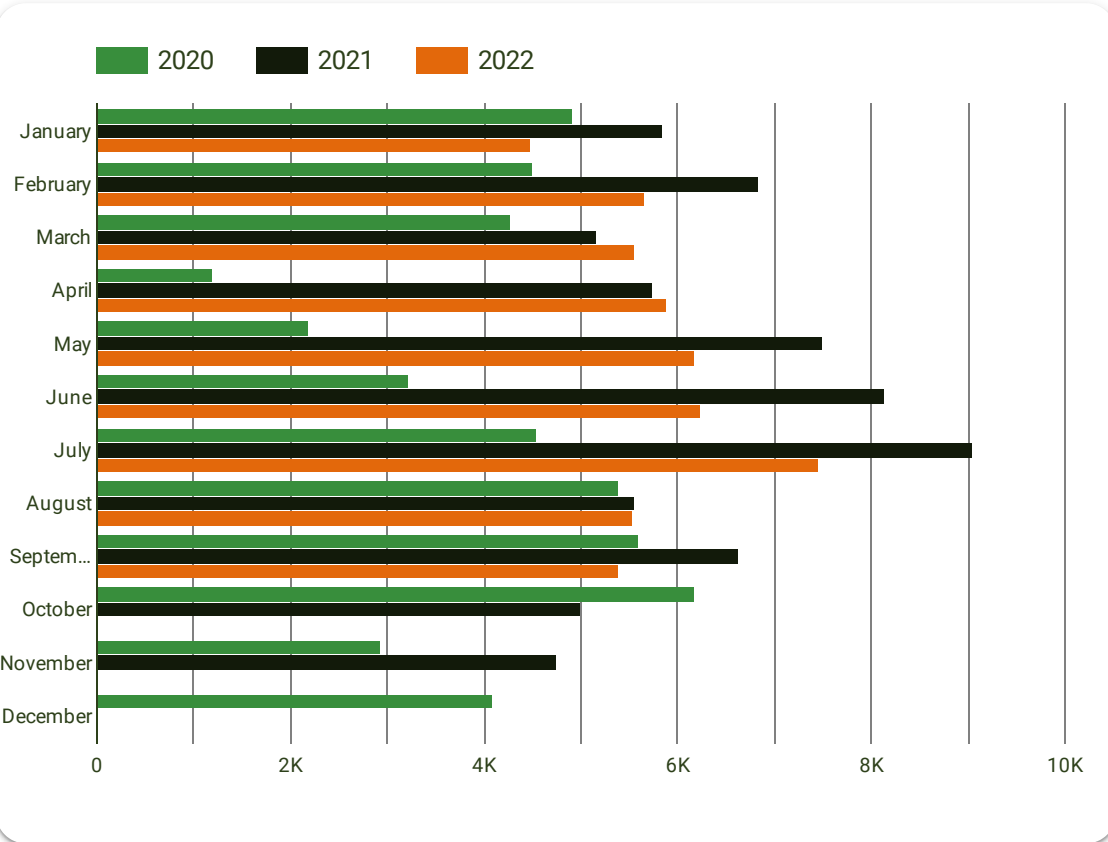
Objective: Show Organic Search Traffic by Search Query

Organic Search Term	Impressions	% Δ	Clicks ▾	% Δ	Site CTR	% Δ	Average Position
1. haunted places in orlando	129	12,800.0% ↑	64	-	49.61%	-	1.55
2. haunted orlando	95	-	21	-	22.11%	-	2.88
3. orlando north	204	-1.4% ↓	15	66.7% ↑	7.35%	69.1% ↑	1.72
4. lake concord park events	30	-	15	-	50%	-	1
5. north orlando	489	33.6% ↑	12	-25.0% ↓	2.45%	-43.9% ↓	2.89
6. latin jazz festival	24	-	12	-	50%	-	2.83
7. haunted places orlando	41	-	12	-	29.27%	-	1.49
8. latin festival orlando 2022	70	-	11	-	15.71%	-	2.41
9. haunted places near me	230	-	11	-	4.78%	-	20.51
10. latin jazz fest	14	-	10	-	71.43%	-	1

1 - 10 / 11025 < >

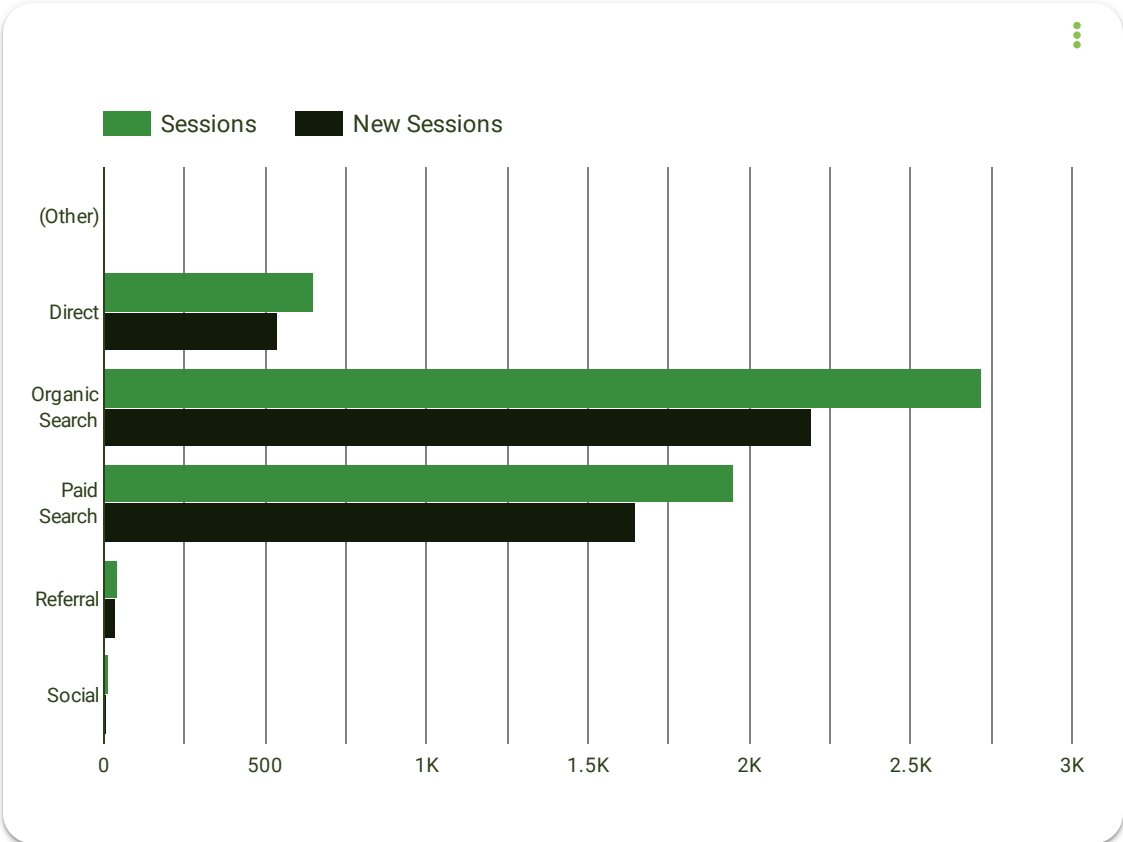
Traffic Trends: Total Sessions

Objective: Increase New Sessions YoY



Traffic by Channel: Sessions & New Sessions

Objective: Comparison of Sessions and New Sessions by Channel



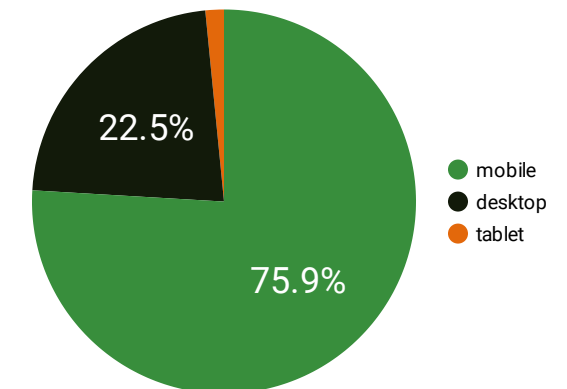
Traffic by Source: Sessions and Engagement Metrics

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

	Source / Medium	New Sessions	% Δ	Sessions	Bounce Rate	Avg. Session
1.	google / organic	1,978	-10.5% ↓	2,481	62.15%	00:01:14
2.	google / cpc	1,279	-23.6% ↓	1,520	83.29%	00:00:15
3.	(direct) / (none)	537	5.5% ↑	649	78.58%	00:00:43
4.	facebook / cpc	348	640.4% ↑	409	98.53%	00:00:04
5.	bing / organic	125	5.9% ↑	141	46.81%	00:02:11

Traffic by Device: New Sessions

Objective: Comparison of Traffic by Device



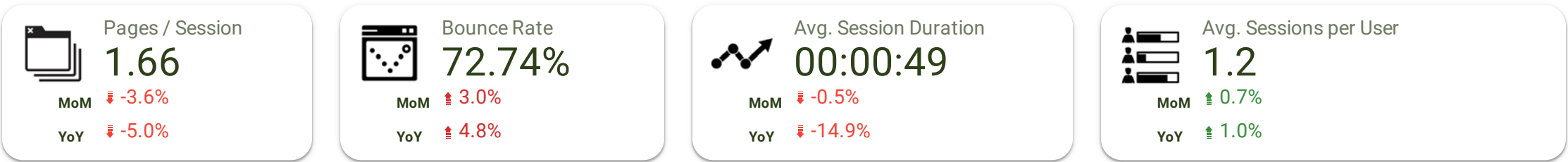
Website Score Cards: Site Traffic Metrics

Objective: Increase Traffic Metrics to gain more visitors to website



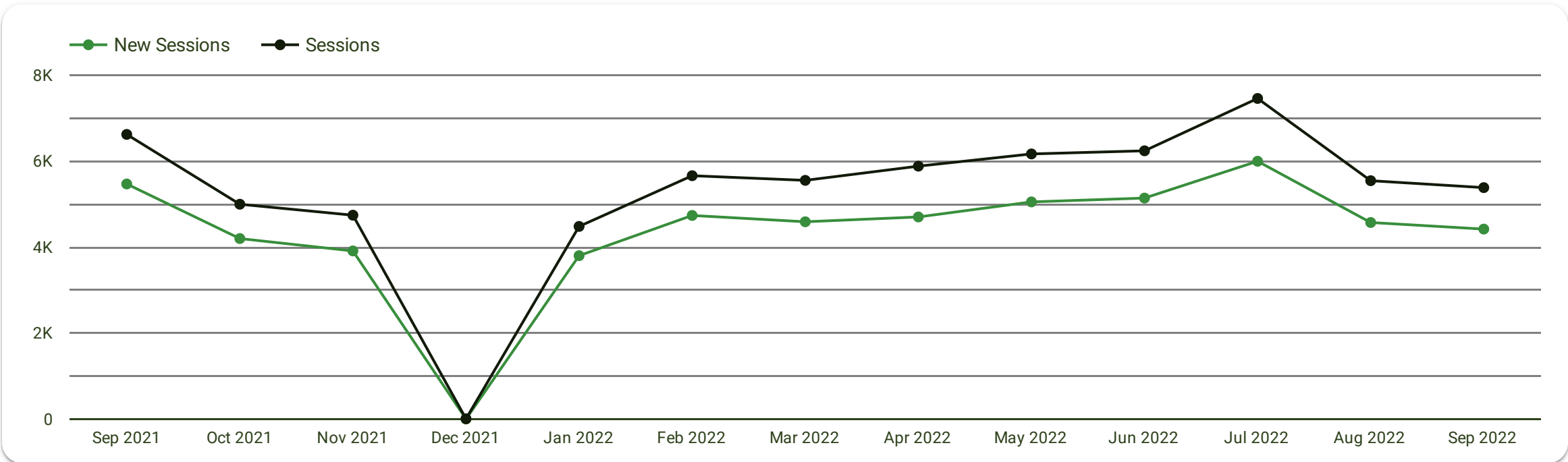
Website Score Cards: Site Engagement Metrics

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



Top Traffic Metrics: 12-Month Running Trend

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



Top Landing Pages: Traffic and Engagement Metrics

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

Landing Page	New Users	% Δ	Sessions	% Δ	Bounce Rate	% Δ	Pages / Session	% Δ	Avg. Session Duration	% Δ
/facilities/details/boo...	1,525	10.3% ↑	1,899	7.9% ↑	56.08%	9.3% ↑	2.09	-10.2% ↓	00:01:32	-8.4% ↓
/facilities	971	-4.1% ↓	1,110	-5.5% ↓	89.46%	4.0% ↑	1.2	-6.1% ↓	00:00:15	-24.0% ↓
/events	327	-34.7% ↓	423	-31.4% ↓	63.59%	-1.2% ↓	1.65	4.2% ↑	00:00:27	-1.8% ↓
/facilities/details/sem...	140	10.2% ↑	153	4.8% ↑	73.86%	-11.6% ↓	1.59	15.3% ↑	00:00:29	-2.1% ↓
/	139	-19.7% ↓	157	-22.7% ↓	75.8%	-0.7% ↓	1.67	4.9% ↑	00:00:43	-15.5% ↓
/facilities/details/cent...	67	76.3% ↑	73	58.7% ↑	75.34%	-3.7% ↓	1.32	-13.6% ↓	00:00:31	-37.8% ↓
/sports	66	-30.5% ↓	108	-22.9% ↓	58.33%	21.9% ↑	2.22	21.1% ↑	00:01:17	289.0% ↑
/facilities/details/lake...	66	-38.3% ↓	85	-32.5% ↓	90.59%	4.7% ↑	1.16	-5.9% ↓	00:00:12	-59.6% ↓
/facilities/details/can...	57	67.6% ↑	62	77.1% ↑	83.87%	-5.3% ↓	1.42	10.4% ↑	00:00:23	-34.3% ↓
/facilities/details/lake...	53	10.4% ↑	54	10.2% ↑	92.59%	-1.4% ↓	1.28	18.1% ↑	00:00:16	697.5% ↑

1 - 10 / 549

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

Objective: Increase demographic insights of future visitors to the website

Region	City	New Users	% Δ	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
Georgia	Atlanta	435	-6.3% ↓	548	74.27%	1.64	00:00:45
Florida	Orlando	314	-4.6% ↓	386	75.91%	1.55	00:00:36
(not set)	(not set)	134	34.0% ↑	140	86.43%	1.33	00:00:08
Florida	(not set)	112	-0.9% ↓	141	68.79%	1.96	00:01:24
Florida	Sanford	109	29.8% ↑	141	68.09%	1.96	00:01:02

1 - 5 / 1462

Amount spent
\$1,344.76
↓ -22.7%

Impressions
203,767
↓ -23.6%

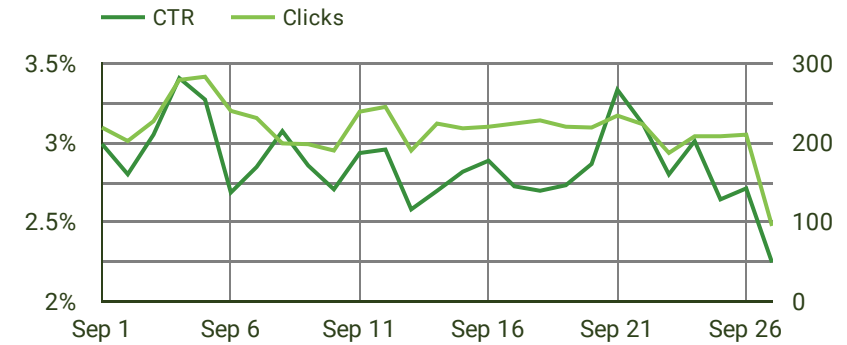
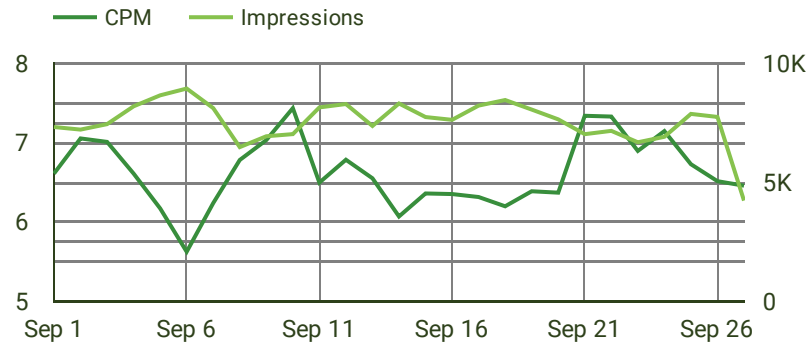
CPM
\$6.60
↑ 1.2%

Link clicks
5,137
↓ -27.7%

CPC
\$0.26
↑ 6.9%

CTR (link click-through rate)
2.52%
↓ -5.3%

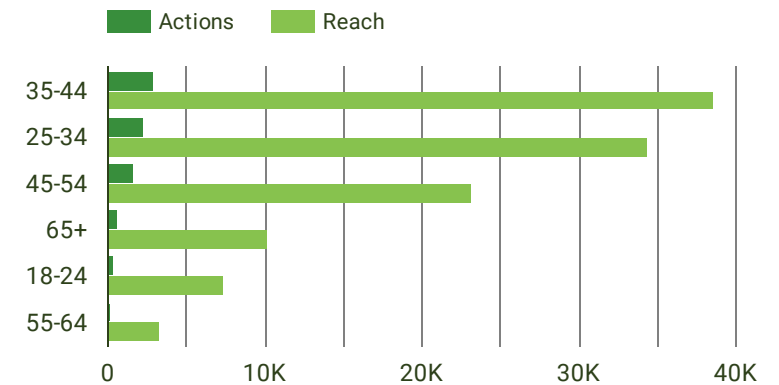
Reach
117,025
↓ -21.3%



Top Campaigns

Ads: by Age - (Actions and Reach)

Campaign na...	Cost	CPC (link)	Reach	Imp. ▾	CTR (link clic...	Link clicks
2022 - Website Traffic	\$1.07K	0.2	102.7K	180.4K	2.44%	4.4K
2022 - Hotel Booking LC	\$274.82	0.4	13.9K	23.4K	3.14%	733





Amount spent
\$443.63
↓ -11.3%

Impressions
43,438
↑ 9.3%

CPM
\$10.21
↓ -18.8%

Link clicks
1,586
↓ -0.5%

CPC
\$0.28
↓ -10.8%

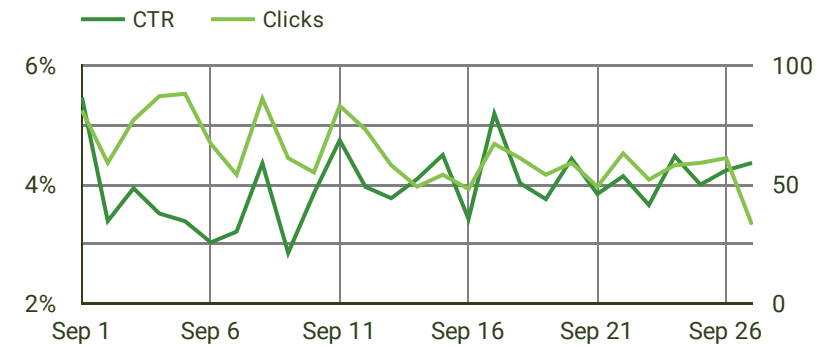
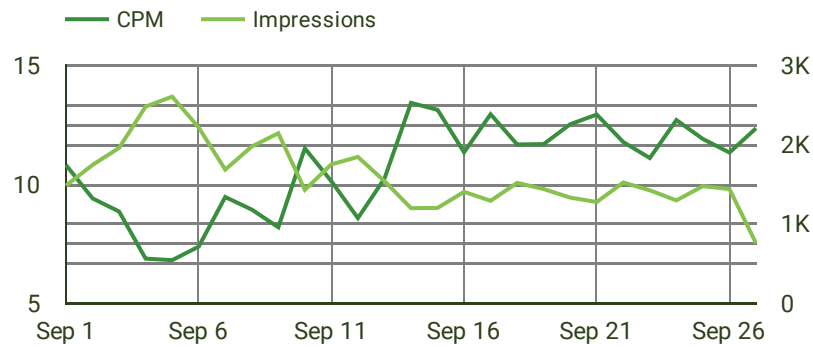
CTR (link click-through rate)
3.65%
↓ -8.9%



Impressions
43,438
↑ 9.3%



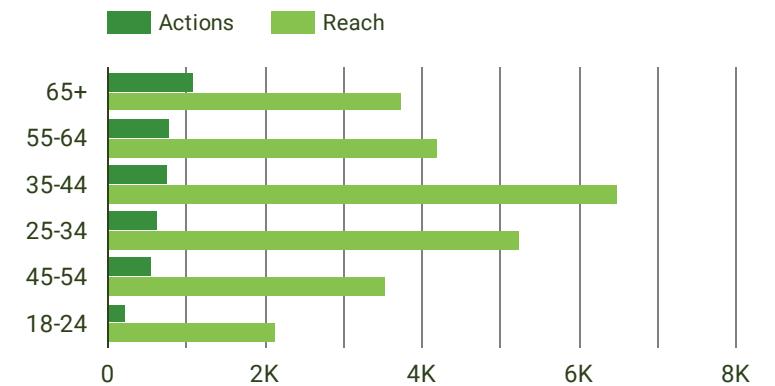
Reach
25,385
↓ -0.1%



Top Campaigns

Ads: by Age - (Actions and Reach)

Campaign na...	Cost	CPC (link)	Reach	Imp. ▾	CTR (link clic...	Link clicks
2022 - Website Traffic	\$443.63	0.3	25.4K	43.4K	3.65%	1.6K



Campaign Name	Media Type	Ad Type	Impressions	Clicks	CTR	CPC	CPM	CPR
1. Web Traffic Sports September	Pinterest	Digital	46,978	223	0.47%	\$1.35	\$6.39	\$1.35
2. Web Traffic Leisure September (Videos)	Pinterest	Digital	39,992	538	1.35%	\$0.71	\$9.58	\$0.71

Grand total 86,970 761 0.88% \$0.9 \$7.86 \$0.9

Google AdWords: Monthly Summary of All PPC Metrics

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

Impressions
74,870
↓ -13.79%



Clicks
6,031
↓ -16.27%



CTR
8.06%
↓ -2.88%



Cost
\$2,730.20
↓ -12.81%



CPC
\$0.45
↑ 4.13%



Google AdWords: Summary of Search Campaigns this Month

Objective: Increase Impressions, Clicks and CTR.

Campaign	Impressions	Clicks	CTR
1. Do Orlando - Leisure	58,617	4,227	7.21%
2. Play Orlando - Sports	16,253	1,804	11.1%

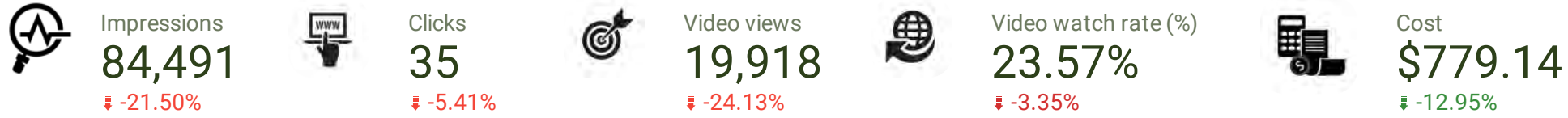
Google AdWords: Summary of Search Campaigns this Month

Objective: Summarize Impressions, Clicks and CTR by Ad Group

Ad type	Campaign name	Ad group name	Impressions	Clicks	CTR
1. Responsive search ad	Do Orlando - Leisure	Parks	26,729	2,150	8.04%
2. Responsive search ad	Do Orlando - Leisure	FOOD	25,185	1,544	6.13%
3. Responsive search ad	Play Orlando - Sports	Sports	4,995	621	12.43%
4. Responsive search ad	Play Orlando - Sports	Baseball	3,769	423	11.22%
5. Responsive search ad	Play Orlando - Sports	Soccer	3,440	351	10.2%
6. Responsive search ad	Play Orlando - Sports	Football	2,900	326	11.24%
7. Responsive search ad	Do Orlando - Leisure	Nature Trails	1,727	256	14.82%
8. Responsive search ad	Do Orlando - Leisure	Things to Do/Planning MS	2,251	133	5.91%
9. Responsive search ad	Do Orlando - Leisure	Family	2,428	132	5.44%
10. Responsive search ad	Play Orlando - Sports	Tennis	726	63	8.68%

Google Ads: Summary of All Youtube Metrics

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



Google Ads: Summary of Do Orlando North Youtube Campaigns

Objective: Increase Impressions, Clicks and CTR.

Campaign	Impressions	Clicks	CTR	Video views	Video watch rate (%)
1. Do 15 Sec Non-Skippable CPM - Youtube	17,594	6	0.03%	0	
2. Do 30 Sec Skippable CPV - Youtube	13,234	1	0.01%	8,077	61.03%
Grand total	30,828	7	0.02%	8,077	61.03%

Google Ads: Summary of Play Orlando North Youtube Campaigns

Objective: Increase Impressions, Clicks and CTR.

Campaign	Impressions	Clicks	CTR	Video views	Video watch rate (%)
1. Play 15 Sec Non-Skippable CPM - Youtube	33,043	20	0.06%	0	
2. Play 30 Sec Skippable CPV - Youtube	20,620	8	0.04%	11,841	57.42%
Grand total	53,663	28	0.05%	11,841	57.42%

Google AdWords: Summary of Search Keyword Performance

Objective: Summarize Impressions, Clicks and CTR by Keyword

	Campaign name	Ad group name	Keyword text	Clicks ▾	Impressions	CTR
1.	Do Orlando - Leisure	Parks	parks in Orlando	1,544	21,681	7.12%
2.	Do Orlando - Leisure	FOOD	orlando restaurants	1,249	20,485	6.1%
3.	Play Orlando - Sports	Sports	Sports Event	380	2,735	13.89%
4.	Do Orlando - Leisure	Parks	Orlando hiking trails	275	1,736	15.84%
5.	Play Orlando - Sports	Baseball	Baseball Event	266	1,689	15.75%
6.	Play Orlando - Sports	Football	Football Event	199	1,636	12.16%
7.	Do Orlando - Leisure	FOOD	best food in Orlando	157	1,869	8.4%
8.	Play Orlando - Sports	Soccer	Soccer Tournament	144	1,816	7.93%
9.	Play Orlando - Sports	Soccer	Soccer Event	142	1,049	13.54%
10.	Do Orlando - Leisure	Nature Trails	florida hiking trails	131	1,003	13.06%
11.	Do Orlando - Leisure	Parks	Orlando natural springs	113	1,008	11.21%
12.	Do Orlando - Leisure	Parks	parks in central Florida	94	1,213	7.75%
13.	Play Orlando - Sports	Sports	Sports Tournament	85	851	9.99%
14.	Play Orlando - Sports	Sports	Sports Complex	80	748	10.7%
15.	Play Orlando - Sports	Baseball	Baseball Tournament	78	1,296	6.02%
16.	Play Orlando - Sports	Football	Football Tournament	76	825	9.21%
17.	Do Orlando - Leisure	Parks	nature parks in Orlando	71	395	17.97%
18.	Do Orlando - Leisure	Family	orlando family fun	65	1,204	5.4%
19.	Do Orlando - Leisure	FOOD	orlando takeout	64	1,487	4.3%
20.	Do Orlando - Leisure	FOOD	food delivery Orlando	58	1,052	5.51%

Paid Media: Summary of Campaigns


Objective: Summarize Impressions, Clicks and CTR by Keyword

Campaign Name ▾	Media Type	Ad Type	Impressions	Clicks	CTR
No data					
Grand total			0	0	0


Digital Banner Ads: YTD

Objective: Increase Impressions, Clicks and CTR.


No (non-Google) paid media ran in August.



Impressions
2,529,018



Clicks
2,845



CTR
0.11%



No emails ran in August.



Email Metrics Compared MoM

Open rate
No data

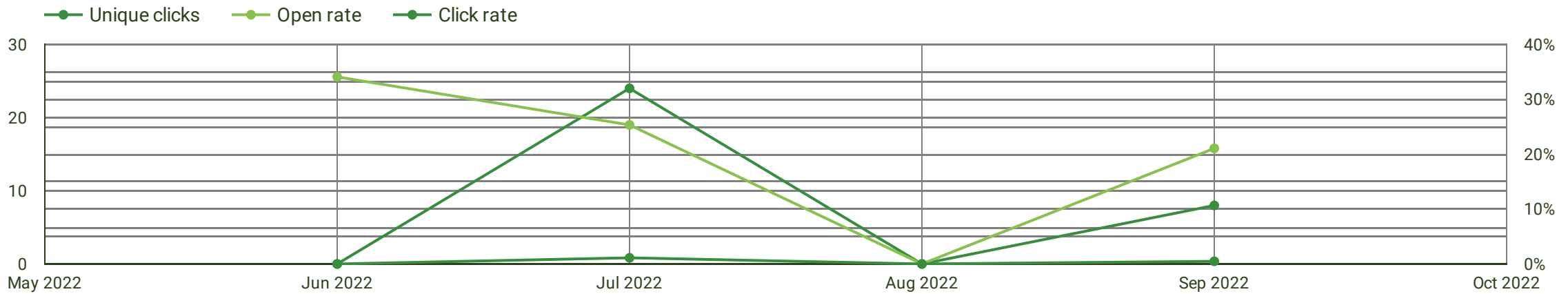
Click rate
No data

Bounce rate
No data

Unique clicks
No data

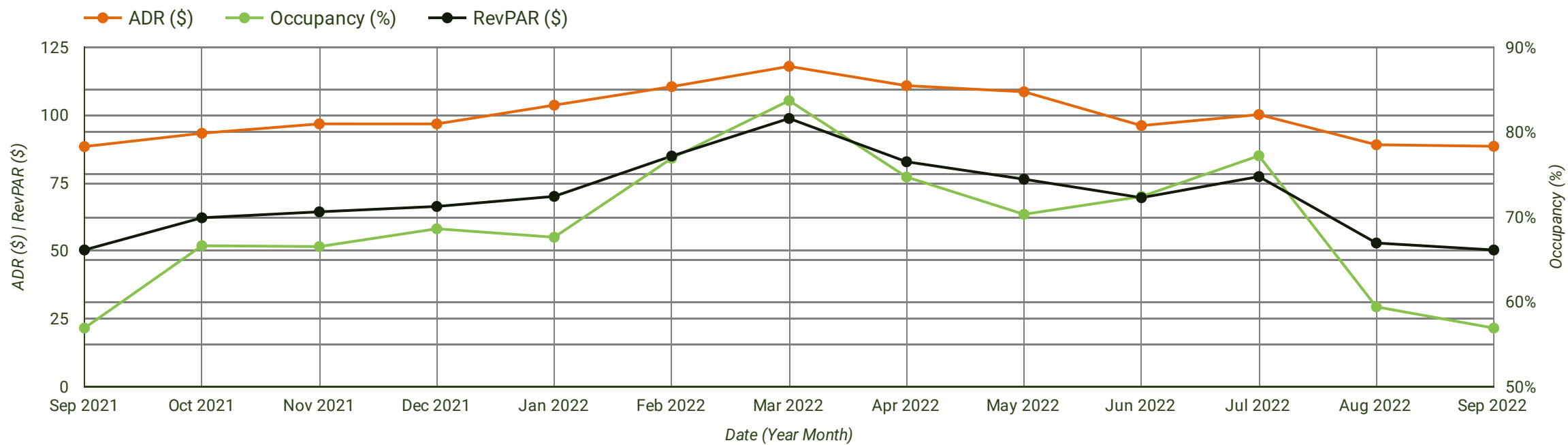
Total clicks
No data

Unsubscribes
No data

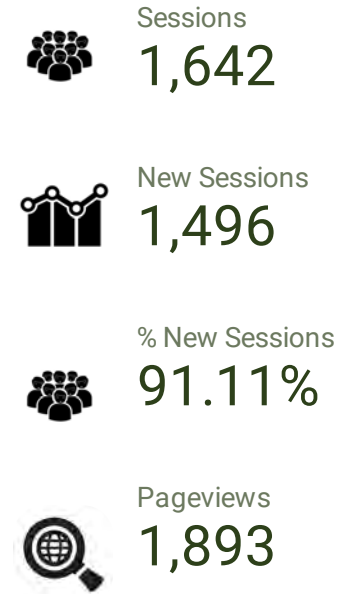


Campaign name	Emails sent	Unique opens	Unsubscribes	Open rate	Click rate	Unique clicks
1. May 2022 Newsletter	1,395	333	5	24.1%	1.23%	22

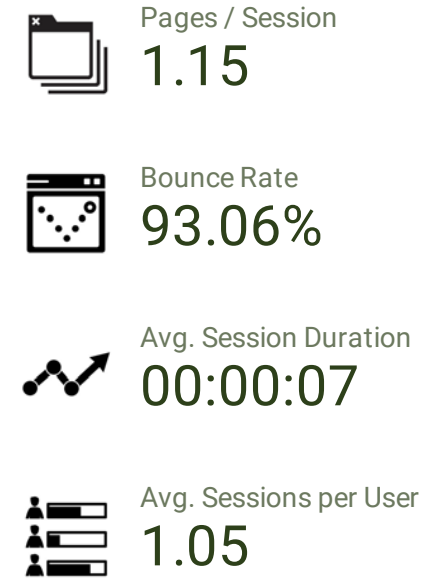
STR Report



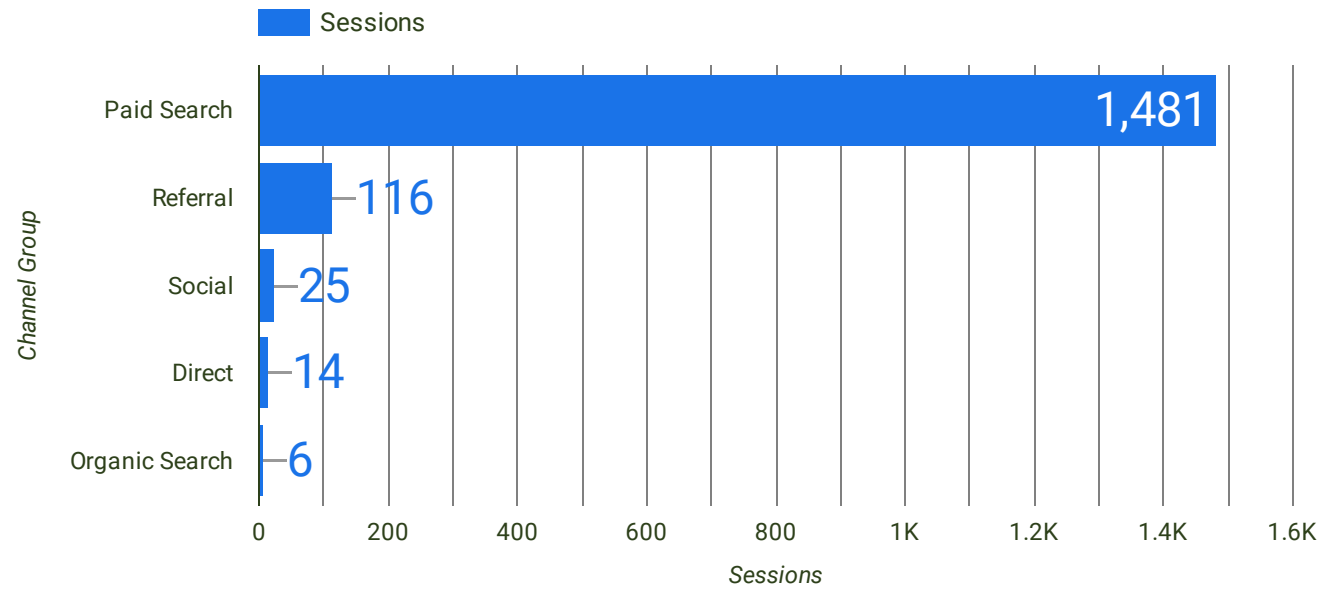
Traffic Metrics



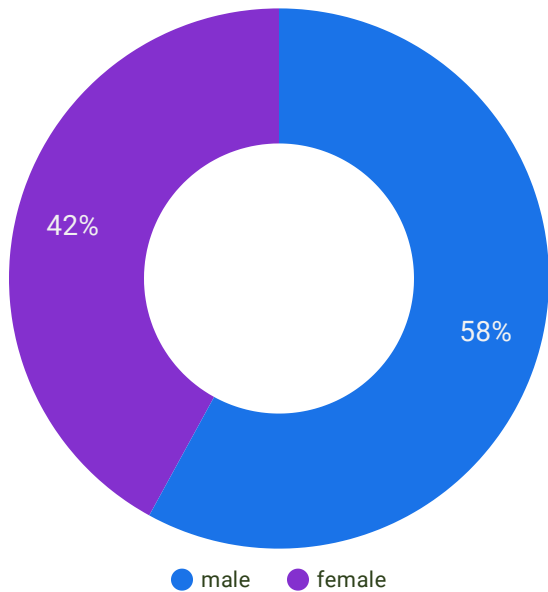
Engagement Metrics



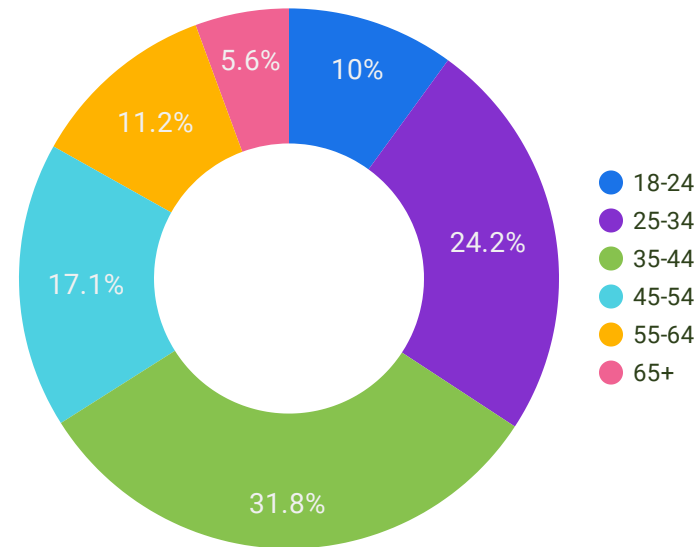
Traffic Source Visualization



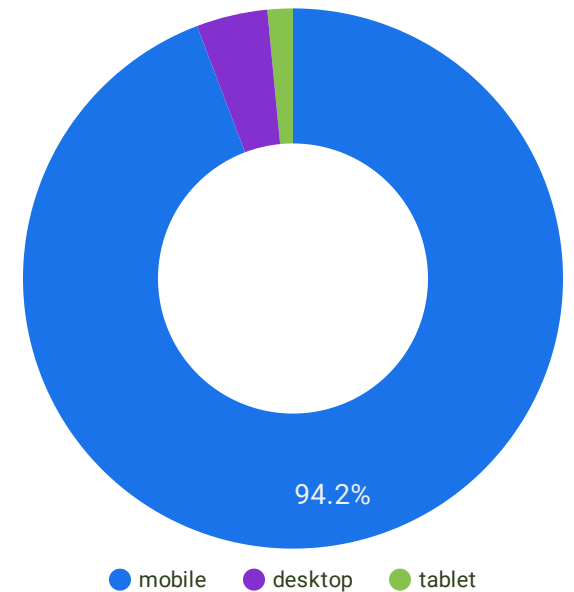
Gender Demographics



Age Demographics



Device Demographics



ORLANDO NORTH, SEMINOLE COUNTY

Visitor Tracking Report
July – September 2022



STUDY OBJECTIVES: VISITOR JOURNEY



- Planning cycle
- Planning sources
- Reasons for visiting
- Exposure to destination messaging

- Visitor origin
- Party size
- Party composition
- Demographics
- Number of visits to the area

- Mode of transportation
- Accommodations
- Booking
- Length of stay
- Activities in destination
- Visitor spending

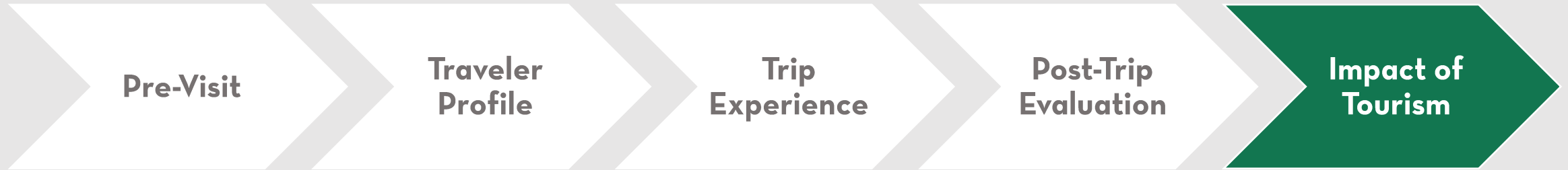
- Satisfaction with the Orlando North, Seminole County area
- Likelihood of returning
- Evaluation of destination attributes
- Painting a picture for others

- Number of visitors
- Expenditures
- Room nights generated
- Occupancy, ADR, RevPAR

EXECUTIVE SUMMARY



TRIP PLANNING CYCLE: IMPACT OF TOURISM



KEY PERFORMANCE INDICATORS

Economic Impact

July - Sept 2022

Number of visitors ¹	491,200
Room nights generated	339,500
TDT	\$1,556,938
Direct Expenditures	\$175,048,500

¹Visitation and spending estimates are preliminary. Adjustments may be at the end of the year to account for quarterly fluctuations.

Includes visitors staying in paid accommodations, staying with friends/relatives, and day trippers.

LODGING METRICS

Occupancy Rate

67.5%

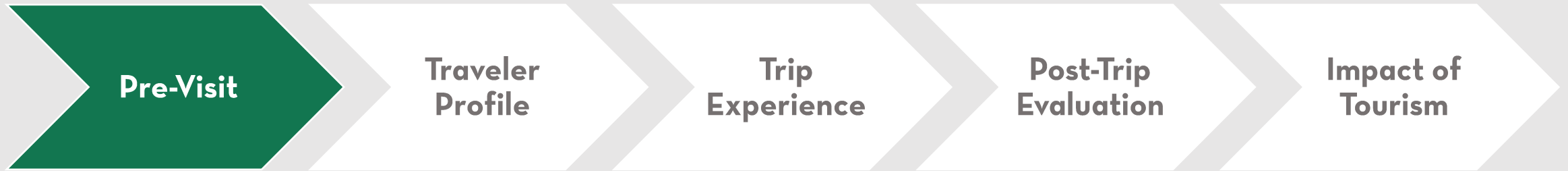
Average Daily Rate

\$102.77

Revenue per Available Room

\$69.37

TRIP PLANNING CYCLE: PRE-VISIT



TRIP PLANNING CYCLE

- ▶ Visitors to Orlando North, Seminole County have short trip planning windows, as **7 in 10** visitors planned their trip to the Orlando North, Seminole County area **a month or less in advance**



TOP TRIP PLANNING SOURCES*



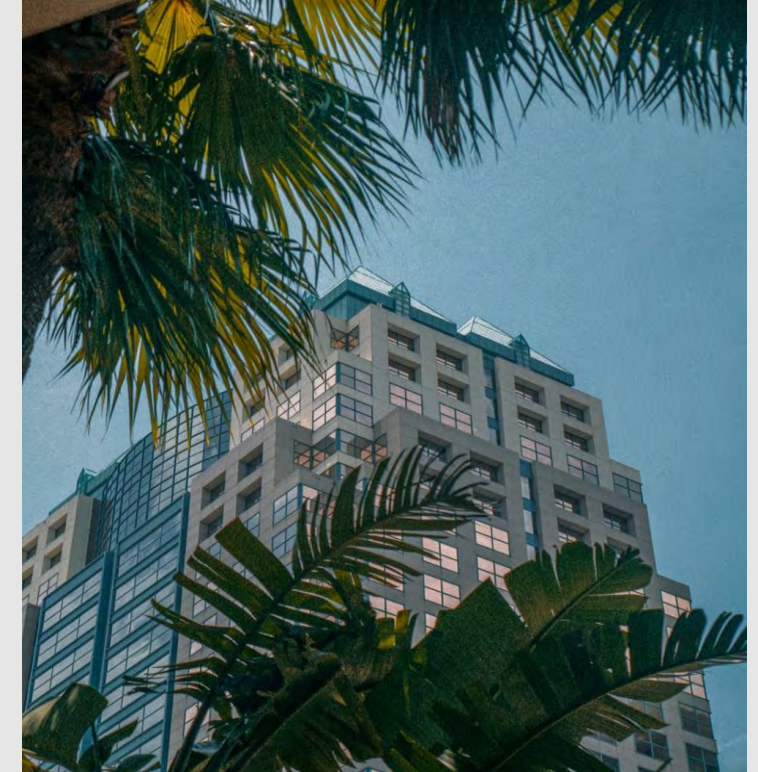
Search sites

39%



Friends or family

37%



Hotel websites/apps

29%

*Multiple responses permitted.

TOP REASONS FOR VISITING*



Visit friends/relatives

48%



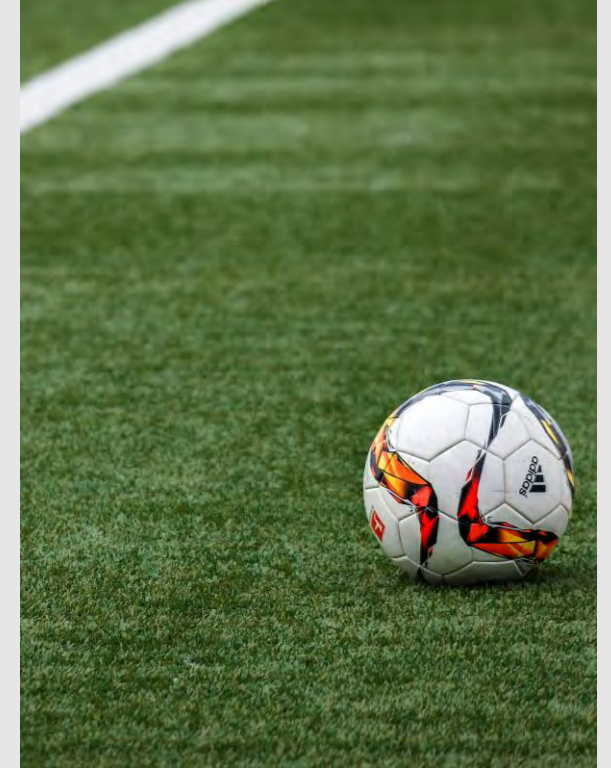
Vacation/leisure trip

34%



Special occasion/event

19%



Sporting event

15%

*Multiple responses permitted.

PRE-TRIP EXPOSURE TO ADVERTISING

- ▶ **About half** of visitors noticed advertising about the Orlando North, Seminole County area prior to their trip
- ▶ **40%** of all visitors were influenced by this information to come to the area

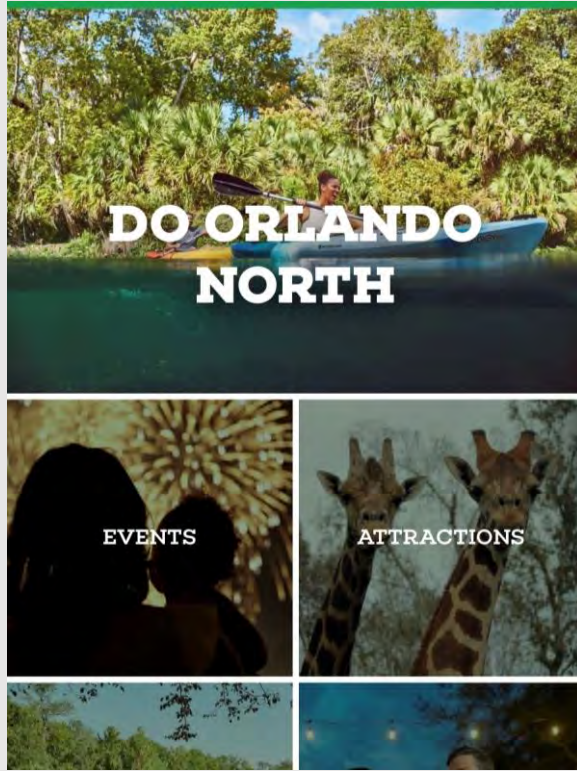


SOURCES OF ADVERTISING EXPOSURE*

Base: 49% of visitors who noticed advertising.



Personal social media
35%



DoOrlandoNorth.com
31%

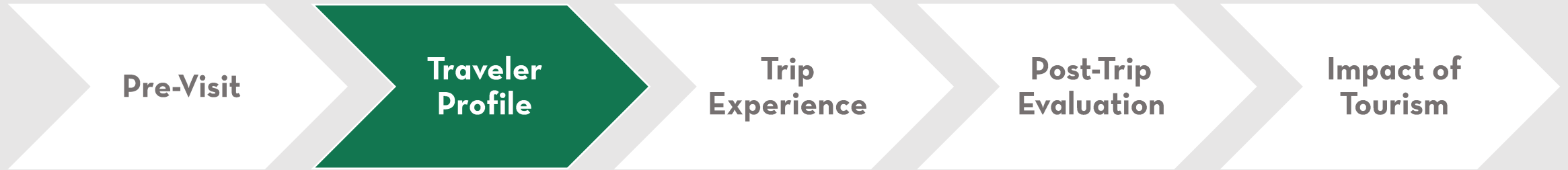


ONSC social media
30%

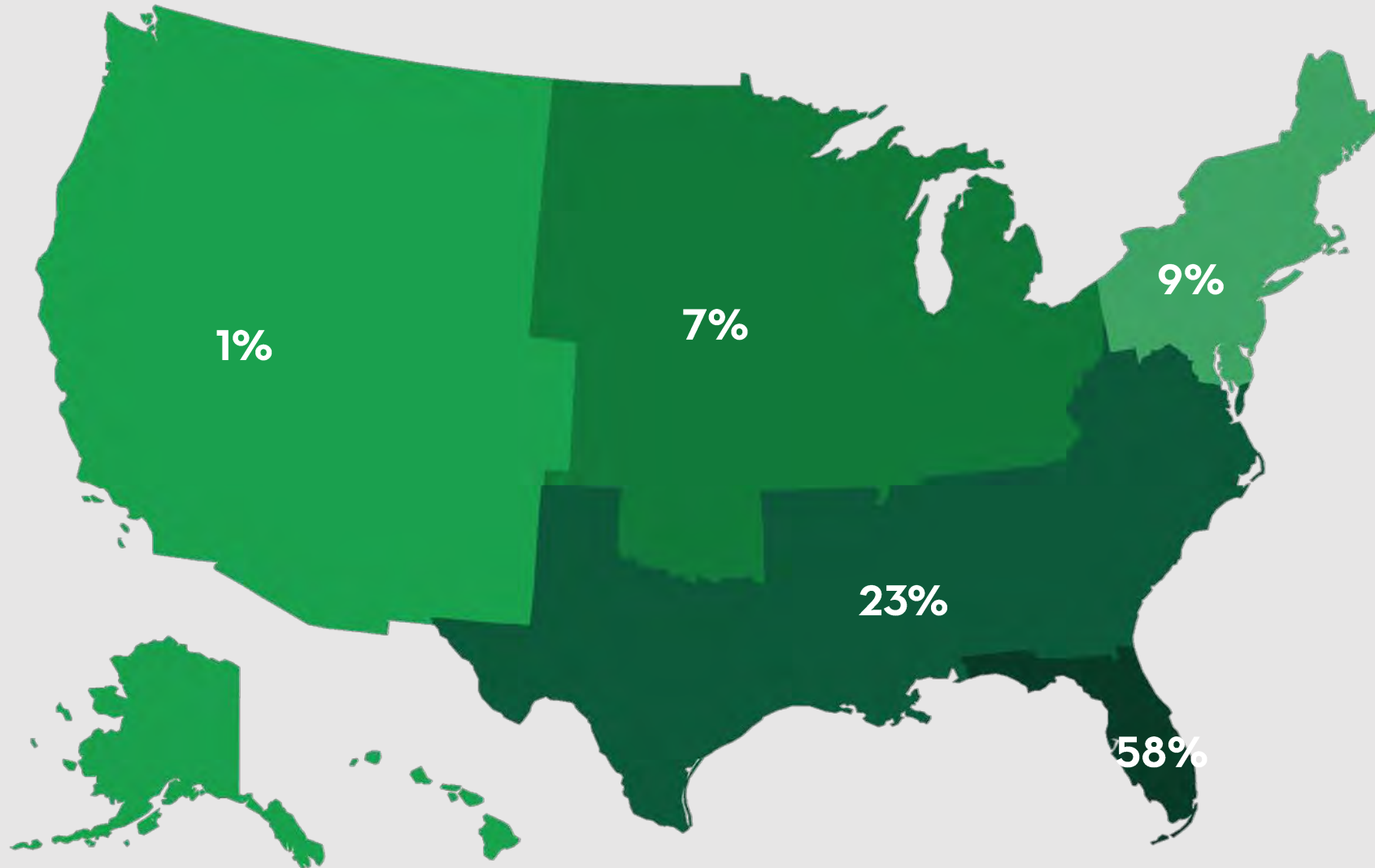


PlayOrlandoNorth.com
22%

TRIP PLANNING CYCLE: TRAVELER PROFILE

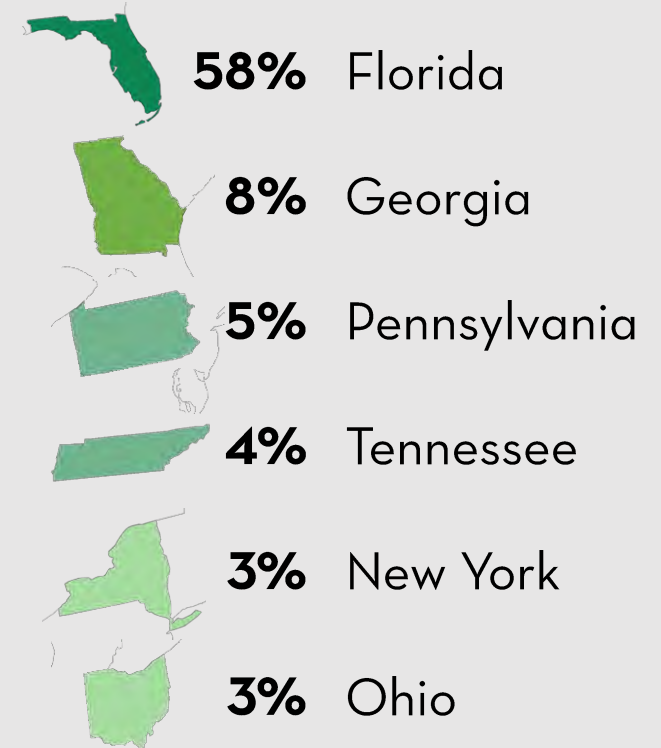
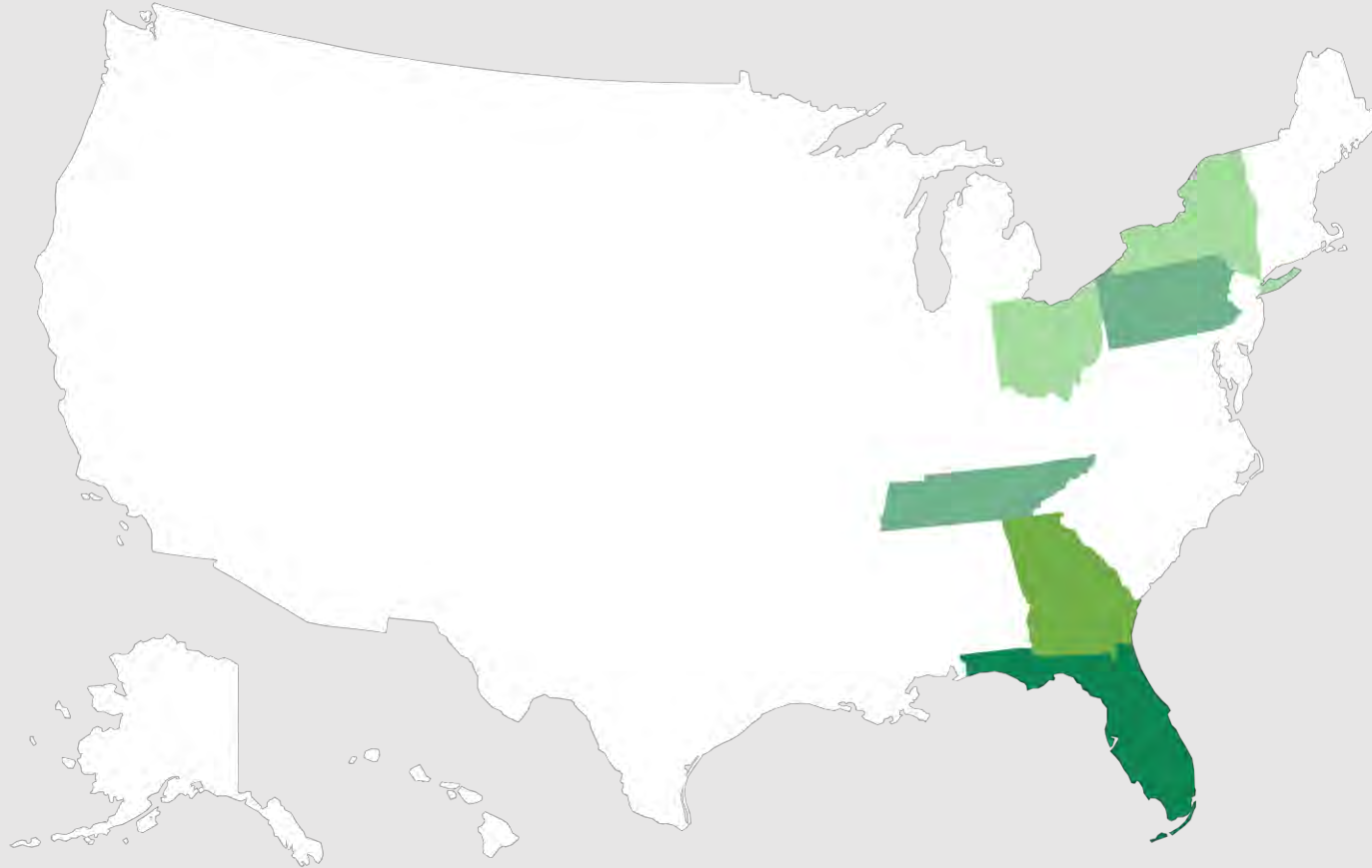


REGIONS OF ORIGIN



2% of visitors traveled to Orlando North, Seminole County from outside of the U.S.

TOP STATES OF ORIGIN



TOP MARKETS OF ORIGIN



**Orlando – Daytona Beach
– Melbourne**

18%



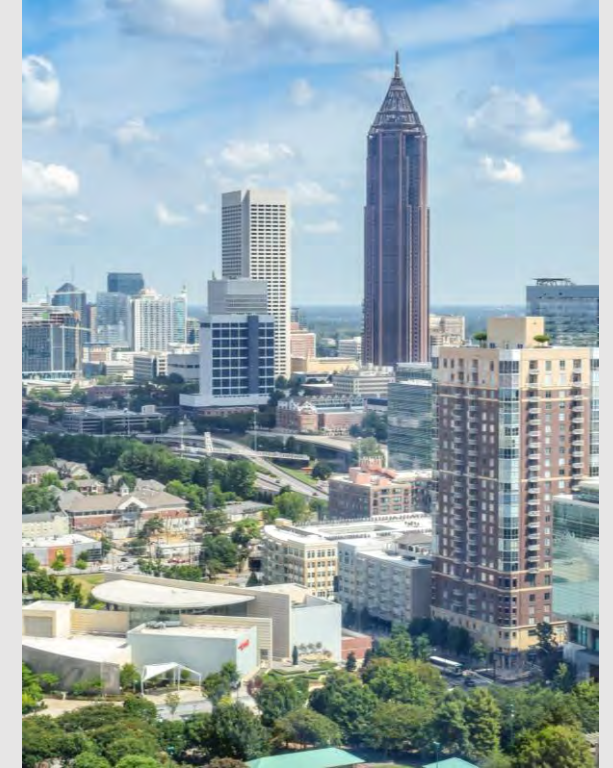
Tampa – St. Petersburg

14%



Miami – Fort Lauderdale

8%



Atlanta

5%

TRAVEL PARTIES

- ▶ The typical visitor traveled in a party composed of **2.3** people
- ▶ **About 3 in 10** visitors traveled with at least one person under the age of 20
- ▶ **3 in 10** visitors traveled as either a **couple**, a **family**, or **by themselves**



VISITOR PROFILE

- The typical Orlando North, Seminole County visitor:
 - Is **46** years old
 - Has a household income of **\$87,200** per year
 - Is **female**¹ (58%)
 - **Married** (64%)



¹May be influenced by visitor's willingness to complete a survey.

NEW & RETURNING VISITORS

- ▶ **40%** were first time visitors to Orlando North, Seminole County
- ▶ **6%** of visitors were loyalists, having visited over 10 times



TRIP PLANNING CYCLE: TRIP EXPERIENCE



TRANSPORTATION

- **89%** of visitors drove to the Orlando North, Seminole County area
- **5%** of visitors flew to Orlando North, Seminole County through the Orlando Sanford International Airport
- **4%** of visitors used the Orlando International Airport



OVERNIGHT VISITORS

- **82%** of visitors stayed one or more nights in Orlando North, Seminole County on their trip
- Typical visitors stayed **2.8** nights in Orlando North, Seminole County area



TOP ACCOMMODATIONS



Hotel/motel/resort

46%



Friends/relatives

23%



Vacation rental

7%

TOP ACTIVITIES*



Visit friends/relatives

48%



Restaurants

34%



Shopping/antiquing

29%

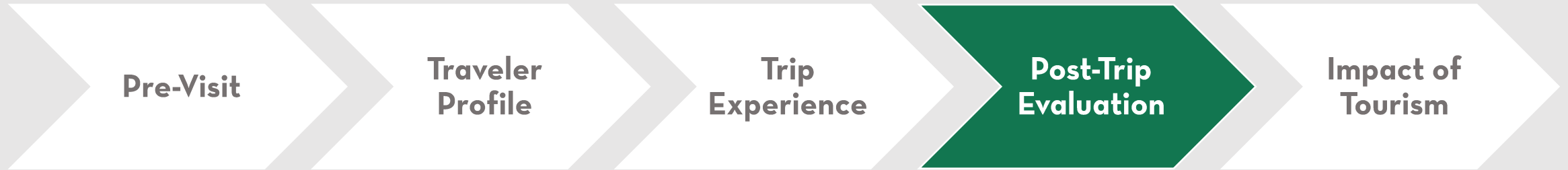
*Multiple responses permitted.

TRAVEL PARTY SPENDING

- ▶ Travel parties spent **\$286** per day and **\$803** during their trip



TRIP PLANNING CYCLE: POST TRIP EVALUATION



VISITOR SATISFACTION

- ▶ **Over 4 in 5** visitors were satisfied with their trip to Orlando North, Seminole County - **27%** were very satisfied



LIKLIHOOD OF RETURNING

- **9 in 10** visitors would **return** to the Orlando North, Seminole County area and **1 in 4** would **definitely return**
- **9 in 10** visitors would **recommend** visiting the Orlando North, Seminole County area and **1 in 4** would **definitely recommend**



DESTINATION ADDITIONS*

- When asked what additions would make their return more desirable, **2 in 3** visitors said **no additions were needed**
- On the other hand, **16%** of visitors said they would like **more family-friendly activities**



AREA DESCRIPTIONS*

Overall nice area:

"If you like old town charm this is the place. The architecture and preservation of downtown is beautiful."

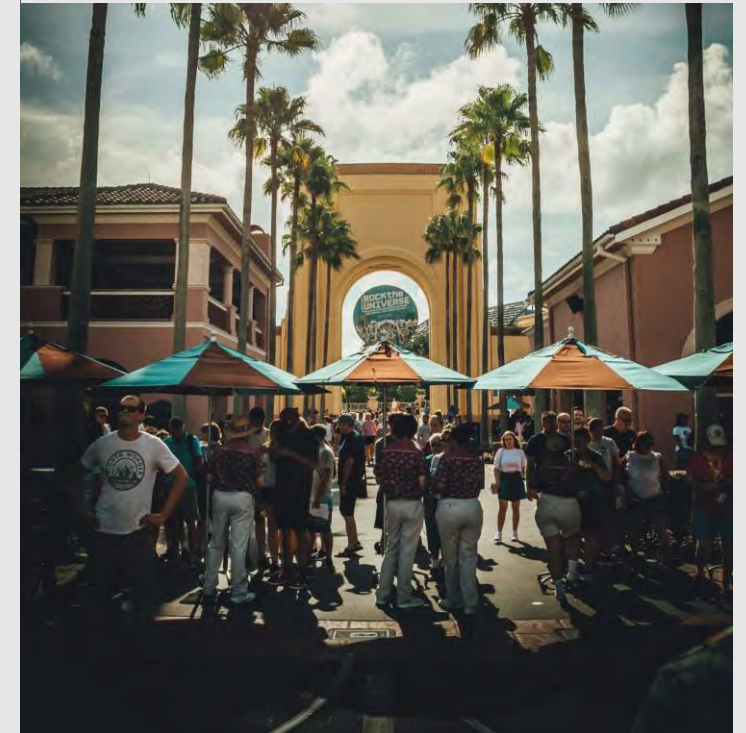


Sunny/warm weather:

"Hot weather, but lots of fun."

Variety of activities:

"It's an area that has options for every age group from nature walks to wall climbing."



*Coded open-ended responses.
Multiple responses permitted.

THANK YOU!

QUESTIONS?

Downs & St. Germain Research
contact@dsg-research.com
850-906-3111 | www.dsg-research.com





SEMINOLE COUNTY, FL TID FEASIBILITY STUDY

Gui Cunha, Administrator

Office of Economic Development & Tourism Seminole County



Dear Mr. Cunha,

I am pleased to present to you our enclosed proposal for services to create a Feasibility Study for the development of the Seminole County Tourism Improvement District ("SCTID").

It is our understanding that Office of Economic Development & Tourism Seminole County ("EDTSC") would like to learn more about the potential opportunities for long-term stable funding, including available mechanisms to form Tourism Improvement Districts ("TIDs") in your region. Civitas has been forming and renewing improvement districts since 1994 and will provide expert advice and guidance throughout this project. We will bring to EDTSC the experience and expertise that will be necessary to successfully guide the District formation process.

In recent years, the TID model has evolved from hotel districts, to restaurant districts, to winery and brewery districts. Civitas has successfully completed over 150 district formation and renewal projects throughout the world which has generated over \$1.7 billion in dedicated funding for the specific needs of our clients.

Thank you for the opportunity to submit this proposal. I look forward to working with you on this exciting project.

Best Regards,

Tiffany Gallagher,
Vice President of Operations

SCOPE OF SERVICES & SCHEDULE:



MEET YOUR TEAM



John Lambeth
President & CEO



Tiffany Gallagher
Vice President of Operations



Jeremiah Toles
Project Coordinator



Madison Deschamps
Legal Coordinator



Sean Pratt
GIS & Database Specialist

At Civitas, we specialize in igniting local economies, creating jobs and establishing stable funding for destination promotions and downtown improvements throughout the United States. With more than 20 years of experience, we provide expertise in all aspects of forming, modifying, and renewing improvement districts. With offices in Sacramento, Los Angeles, and New York, our team of professionals has guided over 150 districts through the formation, modification or renewal process. With its deep experience and expertise, Civitas has been commissioned by the U.S. Travel Association to conduct nationwide studies.

Civitas also provides research, consulting, and district formation services to destinations located around the world, including Canada, South America, Europe, and Asia. A representative distant high-priced destination is Japan, where Civitas clients include Nomura Research Institute, Japan Area-Based Management Organization Network, Japan Travel Bureau, and Setouchi Tourism Authority. For its groundbreaking work, Civitas has been featured in publications such as Forbes and Skift.

INVESTMENT PROVISIONS

Investment

EDTSC’s investment for the scope of services and timeline described herein shall be \$21,000. EDTSC’s investment includes one (1) trip to meet with EDTSC and stakeholders. If additional trips are necessary, we would be happy to make additional trips for a professional fee of \$1,500 per trip by Tiffany Gallagher, plus expenses.

Expenses

EDTSC will be responsible for all costs and expenses in addition to the professional fees. Ordinary costs and expenses, including telephone charges, postage, and photocopying will be billed at four percent (4%) of professional fees. Other costs, such as travel, overnight shipping, bulk mailing and printing costs (over 100 pages) shall be billed at Civitas’ actual cost. Civitas' expenses are not expected to exceed \$2,000.

Overview

Description	Price
Professional Fees	\$21,000
Estimated Expenses	\$2,000
Total	\$23,000

Billing

Civitas proposes a fixed monthly fee of \$7,000 per month for three (3) months, plus expenses. A start-up fee of ten percent (10%) of project costs, \$2,300, will be due and payable upon execution of an agreement for services between Civitas and EDTSC. The amount of the start-up fee will be deducted from the final invoice, which will also be adjusted to account for the total contract price. Civitas will send EDTSC a monthly invoice for fees and costs incurred. Invoices will include the fixed professional fee and expenses. The basis of calculation or other method of determining expenses will be clearly identified by item and amount.

Cost Assumptions and Guidelines

We have projected a specific amount of time for this project. It is assumed that the project will not exceed the budgeted amount of time. If unanticipated matters result in additional time beyond that which has been projected, we would continue billing professional fees of \$7,000 per month, plus expenses, for the project duration. Factors that could increase the scope of work and estimated costs outlined above include additional meetings not described in this proposal, analysis of additional issues above those described in this proposal, or a lack of steering committee and business owner involvement in the project.

When Civitas' services conclude, all unpaid charges will immediately become due and payable. The amount of professional fees set forth in this agreement are a fixed amount for completion of the project within a maximum three (3) month time frame. The total amount of professional fees has been divided over the maximum three (3) month time frame to determine the monthly billing amount. If the project is completed prior to the three (3) month time frame, the remaining balance of professional fees will be due and payable within thirty (30) days of project completion.

As you know, there are many unknown variables in a project of this nature. Although we would work diligently to form the SCTID, factors outside Civitas and EDTSC's control could delay or thwart even the best-developed plans. We will work to minimize risks and complete the project at the earliest possible date.

The pricing and scope outlined in this agreement will expire upon sixty (60) days post delivery of this proposal.

Business Information

The database for this project will rely on information from local government sources. Errors can and will occur in this data. While Civitas will do its utmost to identify and correct any errors, it is acknowledged that data from local government sources may contain errors.



AGREEMENT

If you would like to agree to engage our services consistent with this proposal and the following terms, please sign below.

A start-up fee of ten percent (10%) of project costs, \$2,300, will be due and payable upon execution of this Agreement. Civitas will send EDTSC a monthly invoice for fees and costs incurred. Each invoice will be payable within thirty (30) days of its mailing date. Either EDTSC or Civitas shall have the right to terminate this agreement upon ten (10) days' notice. When Civitas' services conclude, all unpaid charges will immediately become due and payable, including the balance of any professional fees if the project is completed prior to the maximum three (3) month time frame.

Nothing in this Agreement and nothing in statements by Civitas personnel to EDTSC will be construed as a promise or guarantee about the outcome of the matter. Civitas makes no such promises or guarantees.

If any provision of this Agreement is held in whole or in part to be unenforceable for any reason, the remainder of that provision and of the entire Agreement will be severable and remain in effect. This Agreement may be modified by subsequent agreement of the parties only by an instrument in writing signed by both of them or an oral agreement only to the extent that the parties carry it out.

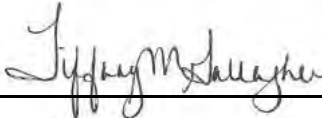
The parties agree to accept the terms and conditions herein.

Office of Economic Development & Tourism Seminole County, by

 SIGNATURE
Gui Cunha

Gui Cunha,
President & CEO

Civitas Advisors, by



Tiffany Gallagher,
Vice President of Operations

Not yet accepted

Date

10/17/2022

Date