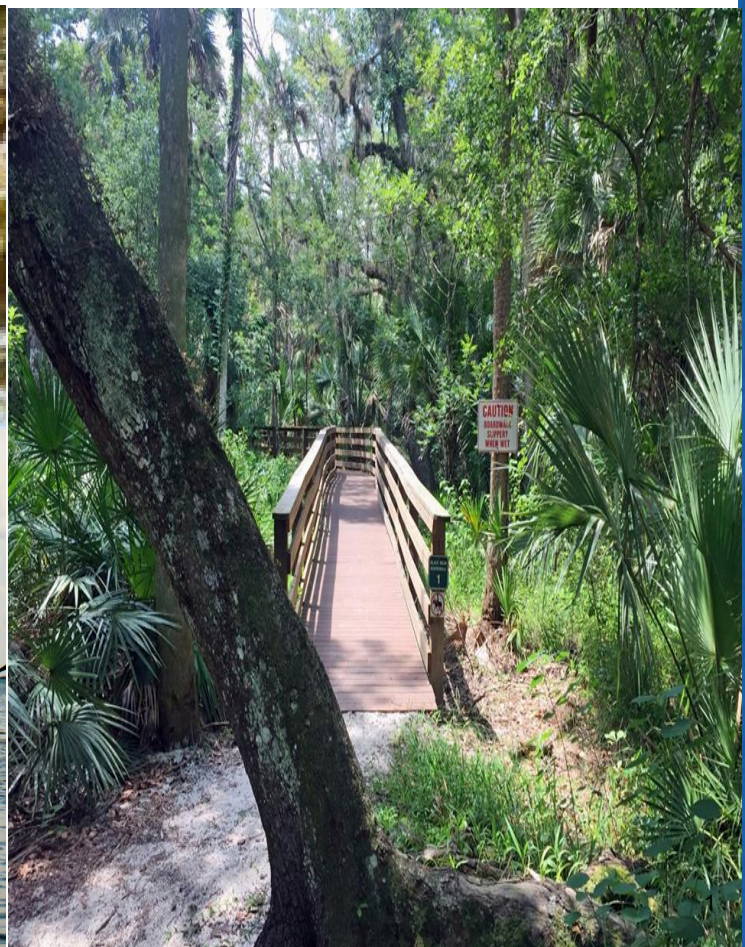


# Tourist Development Council County Services Building

July 16, 2020



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**ORLANDO NORTH**  
**SEMINOLE COUNTY**

**Tourist Development Council**

**Meeting Agenda**

**July 16, 2020 (Virtual)**

***Seminole County Government, Room 3024***

- |       |  |                   |
|-------|--|-------------------|
| I.    | Call to Order                                      | Chair Sarah Reece |
|       | Pledge of Allegiance followed by Moment of Silence |                   |
| II.   | Welcome and Introductions                          |                   |
| III.  | Approval of May and June, 2020 TDC Minutes         |                   |
| IV.   | Orlando North Tourism Updates                      |                   |
|       | 1. Seminole County Tourism: Administration         | Tricia Johnson    |
|       | 2. Seminole County Tourism: Leisure                | Gui Cunha         |
|       | 3. Seminole County Tourism: Sports                 | Danny Trosset     |
| V.    | Central Florida Zoo Update                         | Dino Ferri, CEO   |
| VI.   | Paradise, Marketing and Public Relations Update    | Danielle Ackerman |
| VII.  | Evok, Social Media Update                          | Allison Parker    |
| VIII. | Old Business                                       | Chair Sarah Reece |
| IX.   | New Business                                       |                   |
| X.    | Adjourn  |                   |

**NEXT MEETING:**

September 17, 2020 TBD



TOURIST DEVELOPMENT COUNCIL MEETING (VIRTUAL)

Thursday, May 21, 2020

The Tourist Development Council meeting was called to order by Chairman Sarah Reece at 3:02 pm

***A quorum was established***

**In Attendance:** Chairman Sarah Reece, City of Altamonte Springs CALNO representative  
Vice-chairman Frank Cirrincione, General Manager Hilton/Orlando Altamonte Springs  
Commissioner Patrick Austin, City of Sanford  
Commissioner Lee Constantine, Seminole County Board of County Commissioners, District 3  
Diane Crews, President, Orlando Sanford International Airport  
Rick Donohue, General Manager, Embassy Suites Orlando North  
Jamie Ross, General Manager, Residence Inn Orlando Lake Mary  
Mary Sue Weinaug, Owner, Wekiva Island  
Brenda Urias, Tourism Marketing Manager, AAA

**Excused:** None

**Pledge of Allegiance and Moment of Silence**

**Approval of January 16, 2020 TDC Meeting Minutes:**

**Motion:** Commissioner Constantine

**Second:** Brenda Urias

**Vote:** Motion carries unanimously

**COVID- 19 Update**

*Alan Harris, Chief Administrator, Office of Emergency Management*

*Joe Abel, Deputy County Manager, Seminole County*

*Danny Trosset, Sports Tourism Manager, Seminole County*

- Comments by Danny Trosset regarding closure of sports facilities
- Cancel all tournaments through June 21, 2020-reevalute in mid-June
- Safety of staff and visitors #1 priority in re-opening

**Tourism Update:**

*Tricia Johnson, Deputy County Manager, Seminole County*

- Thanked Clint Patterson and Gui Cunha for organizing and updating
- Meetings will continue to be virtual through June
- Will hold a special meeting for the budget in June with date to be determined
- Zoo Grant Request
- Interim Marketing Campaign

*Gui Cunha, Tourism Manager, Do Orlando North/Seminole County*

- STR Webinar Forecast and Occupancy update and forecast

### **Zoo Grant Request Presentation**

*Dino Ferri, CEO, Central Florida Zoo and Botanical Gardens*

- Request for \$600,000: a \$300,000 initial request up front for emergency operations fund with a possible \$300,000 additional for later recovery, if necessary
- TDC members discussed the Zoo request.

\*Note Zoo could request additional funds from Board of County Commissioners during the fiscal year\*

**Motion:** Commissioner Constantine approve \$300,000.00

**Second:** Commissioner Patrick Austin

#### **Public Comments:**

- Rich Maladecki, President of Central Florida Hotel and Lodging Association

**Vote:** 7-2 for \$300,000

**Yea:** Commissioner Constantine, Commissioner Austin, Rick Donohue, Diane Crews, Brenda Urias, Mary Sue Weinaug, Chairman Sarah Reece

**Nay:** Jamie Ross, Frank Cirrincione

### **Greater Orlando Sports Commission**

*Jason Seigel, President & CEO, Greater Orlando Sports Commission*

- Recap of current fiscal year (2019/20)
- Preparing for new realities for all levels of sports

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

#### **Paradise**

*Rudy Webb, Senior Vice-President Advertising and Marketing, Paradise Advertising*

*Danielle Ackerman, Account Director, Paradise Advertising*

- COVID-19 Interim Response and Campaign

#### **Evok**

*Allison Parker, Account Executive, Evok Advertising*

- Social Media update and Interim Response

\*Note this is a \$300,000 campaign out of reserves

#### **Other Business:**

Next TDC meeting will be June 18, 2020 at 3pm.

Include new budget and this years budget in packet that will be sent Friday before for tdc members to review

***Meeting adjourned 5:26 pm***

# ORLANDO NORTH SEMINOLE COUNTY

## TOURIST DEVELOPMENT SPECIAL MEETING JUNE 18, 2020 (VIRTUAL)

Meeting called to order by Chairman Reece at 3:02 pm

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

**In Attendance:** Chairman Sarah Reece, City of Altamonte Springs CALNO representative  
Vice-chairman Frank Cirrincione, General Manager Hilton/Orlando Altamonte Springs  
Commissioner Patrick Austin, City of Sanford  
Commissioner Lee Constantine, Seminole County Board of County Commissioners,  
District 3  
Diane Crews, President, Orlando Sanford International Airport  
Rick Donohue, General Manager, Embassy Suites Orlando North  
Jamie Ross, General Manager, Residence Inn Orlando Lake Mary  
Mary Sue Weinaug, Owner, Wekiva Island  
Brenda Urias, Tourism Marketing Manager, AAA

**Excused:** None

Pledge of Allegiance and Moment of Silence

### **Sports Update**

#### ***Danny Trosset, Sports Tourism Manager***

Discussion on Perfect Game Proposal to be official headquarters for their Florida events.

- Anchor client and #1 room generator at Boombah Sports Complex
- Wanted 1 singular location to host all championships they host
- Memorandum of Understanding (MOU)
  - Take to BCC to approve. Once the MOU is approved, Seminole County Tourism can move forward for approval of execution of formal contract
- Contract would begin in 2021 for 5 years, with 2, 5 year renewals
- Committing to 40,000 rooms in Seminole County
- First priority is to fill Seminole County hotels. Staff to oversee that Perfect Game maintains this directive for every tournament
- Able to go out-of-county with a 5% commission paid back to Seminole County
- Performance based. If rooms not met, PG would pay Seminole County \$6.25/room

- PG would be preferred tournament organizer for the summer with 2 additional weekends during the school year.
- Can still apply for Event Incentive.

**Tourism Update:**

***Tricia Johnson, Deputy County Manager, Seminole County***

Proposed Fiscal Year 2020/2021 Budget Discussion

If no reductions to budget, Tourism would be operating at a deficit in reserves by FY 22/23

Tourism is required to maintain a \$1 million dollar reserve, therefore we have to make significant changes

In summary, after changes in expenditures across the board, the Tourism budget will have close to the \$1 million in reserves needed, and by Fiscal Year 22/23, will have \$2.2 million in reserves.

Cares Act money is specific on what it can and can't be used for.

Tricia will have more detail at the July TDC meeting.

**Motion to approve Tourism Budget as presented: *Brenda Urias***

**Second: *Mary Sue Weinaug***

**Vote:** Brenda Urias: Approved  
Frank Cirrincione: Approved  
Commissioner Constantine: Approved  
Rick Donohue: Approved  
Mary Sue Weinaug: Approved  
Commissioner Austin: Approved  
Diane Crews: Approved  
Jamie Ross: Approved  
Chairman Reece: Approved

**Approval of Tourism Budget unanimously passes**

Old Business: None

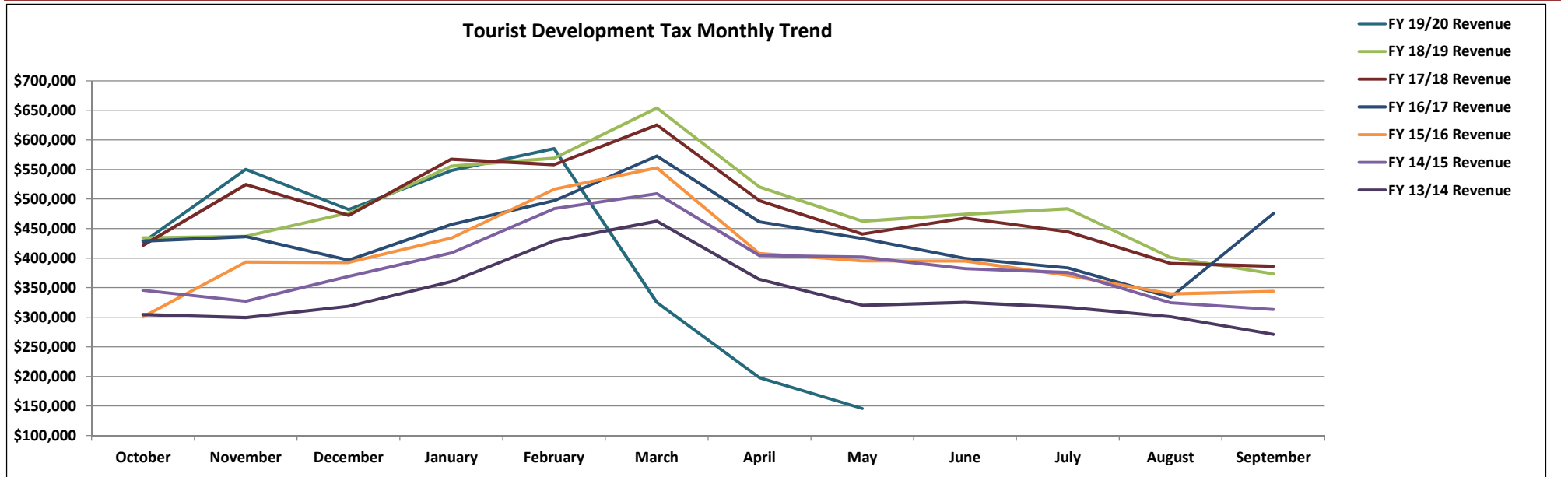
New Business: None

**Meeting adjourned at 3:47 pm**

Seminole County, Florida  
**TOURIST DEVELOPMENT TAX**  
 Fiscal Year 2019/20 Revenue Report - Year End

| Monthly Collections | HISTORY                            |                                    |                                   |                                   |                                   |                                   | CURRENT FISCAL YEAR                          |                  |                   | COMPARISON  |               |
|---------------------|------------------------------------|------------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|--|------------------|-------------------|---|---------------|
|                     | FY 2013/14                         | FY 2014/15                         | FY 2015/16                        | FY 2016/17                        | FY 2017/18                        | FY 2018/19                        | FY 2019/20                                   |                  |                   | FY 19/20 vs FY 18/19                                      |               |
|                     | Total Collections                  | Total Collections                  | Total Collections                 | Total Collections                 | Total Collections                 | Total Collections                 | Original 3 Cents                             | 2 Cents          | Total Collections | Month Over Month/<br>YTD Over YTD<br>Change In Collection |               |
| October             | 304,877                            | 345,553                            | 300,862                           | 428,948                           | 421,671                           | 434,438                           | 256,086                                      | 170,724          | 426,810           | (7,628)   | -1.8%         |
| November            | 299,750                            | 326,885                            | 393,635                           | 436,732                           | 524,762                           | 436,992                           | 330,164                                      | 220,109          | 550,273           | 113,281   | 25.9%         |
| December            | 318,536                            | 369,173                            | 392,605                           | 396,424                           | 472,255                           | 476,548                           | 289,586                                      | 193,057          | 482,643           | 6,095   | 1.3%          |
| January             | 360,507                            | 408,691                            | 433,835                           | 456,915                           | 567,724                           | 555,919                           | 328,976                                      | 219,317          | 548,293           | (7,626)   | -1.4%         |
| February            | 429,247                            | 483,661                            | 516,610                           | 497,136                           | 558,093                           | 569,125                           | 351,223                                      | 234,148          | 585,371           | 16,246  | 2.9%          |
| March               | 462,593                            | 509,149                            | 552,988                           | 572,832                           | 625,272                           | 654,013                           | 194,869                                      | 129,912          | 324,781           | (329,232)   | -50.3%        |
| April               | 364,161                            | 404,355                            | 407,783                           | 461,492                           | 497,187                           | 520,483                           | 118,518                                      | 79,012           | 197,530           | (322,953)   | -62.1%        |
| May                 | 320,090                            | 401,954                            | 395,282                           | 432,965                           | 440,873                           | 462,655                           | 87,495                                       | 58,330           | 145,826           | (316,829)   | -68.5%        |
| June                | 325,397                            | 382,227                            | 395,373                           | 399,489                           | 467,655                           | 474,337                           |  |                  |                   |   |               |
| July                | 316,960                            | 375,695                            | 370,960                           | 383,585                           | 444,707                           | 483,878                           |  |                  |                   |   |               |
| August              | 300,955                            | 324,474                            | 339,798                           | 333,761                           | 391,058                           | 401,322                           |  |                  |                   |   |               |
| September           | 271,010                            | 313,288                            | 343,950                           | 475,615                           | 386,395                           | 373,474                           |  |                  |                   |   |               |
| <b>Total</b>        | <b>4,074,084</b>                   | <b>4,645,106</b>                   | <b>4,843,681</b>                  | <b>5,275,894</b>                  | <b>5,797,652</b>                  | <b>5,843,184</b>                  | <b>1,956,916</b>                             | <b>1,304,610</b> | <b>3,261,527</b>  | <b>(848,646)</b>  | <b>-14.6%</b> |
|                     | 11.40%<br>% Chg from<br>Prior Year | 14.02%<br>% Chg from<br>Prior Year | 4.27%<br>% Chg from<br>Prior Year | 8.92%<br>% Chg from<br>Prior Year | 9.89%<br>% Chg from<br>Prior Year | 0.79%<br>% Chg from<br>Prior Year | <b>Budgeted Revenue</b><br><b>3,420,000</b>  |                  |                   |   |               |
|                     |                                    |                                    |                                   |                                   |                                   |                                   | <b>Estimated Revenue</b><br><b>2,305,633</b> |                  |                   |   |               |
|                     |                                    |                                    |                                   |                                   |                                   |                                   | <b>% Change From PY</b><br><b>1,537,088</b>  |                  |                   | <b>-34.24%</b>  |               |

Revenue Per Penny      814,817      929,021.24      968,736.20      1,055,178.80      1,159,530.40      1,168,636.78      768,544





# Tourism Update

- ONSC Podcast Launch
  - 10 Episodes (English & Spanish)
  - Distributed on Apple, Spotify, and Google among other platforms
  - Looking for more Guests
- Upcoming Shoots
  - Black Hammock, U-Sail, Biking, Fishing
- New Content Team Member (Chantel Rodriguez, Bilingual Blogger)
- Virtual DOS Meeting
- EDA Grant Application
  - Response expected by September TDC



# Tourism Update

| Month 2020 | Occupancy (%) (YOY) | ADR (\$) (YOY) | Rev PAR (\$) (YOY) |
|------------|---------------------|----------------|--------------------|
| April      | 27.1 (63.7)         | 72.93 (29.9)   | 19.74 (74.6)       |
| Forecast   | 27.1                | 73.35          | 19.91              |
| May        | 33.3 (51.5)         | 71.51 (27.5)   | 23.8 (64.8)        |
| Forecast   | 27.8                | 73.39          | 20.37              |



# Tourism Update

|                    | Apr-20 |      |       |        |        |        |                    | May-20 |      |        |        |        |        |
|--------------------|--------|------|-------|--------|--------|--------|--------------------|--------|------|--------|--------|--------|--------|
|                    | Occ %  |      | ADR   |        | RevPAR |        |                    | Occ %  |      | ADR    |        | RevPAR |        |
|                    | 2020   | 2019 | 2020  | 2019   | 2020   | 2019   |                    | 2020   | 2019 | 2020   | 2019   | 2020   | 2019   |
| Alachua County, FL | 25.0   | 62.0 | 65.97 | 103.44 | 16.48  | 64.10  | Alachua County, FL | 38.2   | 61.6 | 68.58  | 106.75 | 26.22  | 65.70  |
| Flagler County, FL | 23.3   | 62.9 | 77.95 | 141.58 | 18.16  | 89.08  | Flagler County, FL | 31.1   | 56.9 | 83.83  | 133.07 | 26.04  | 75.69  |
| Orange County, FL  | 14.9   | 83.9 | 64.62 | 145.29 | 9.62   | 121.85 | Orange County, FL  | 22.0   | 78.2 | 67.05  | 128.24 | 14.72  | 100.24 |
| Osceola County, FL | 15.5   | 68.2 | 44.98 | 95.72  | 6.99   | 65.29  | Osceola County, FL | 19.2   | 59.9 | 50.79  | 90.15  | 9.74   | 54.04  |
| Polk County, FL    | 32.5   | 67.4 | 69.70 | 120.76 | 22.67  | 81.41  | Polk County, FL    | 36.9   | 58.4 | 66.91  | 99.18  | 24.66  | 57.89  |
| Volusia County, FL | 20.0   | 71.8 | 71.79 | 122.70 | 14.35  | 88.12  | Volusia County, FL | 44.7   | 66.1 | 105.06 | 112.18 | 46.96  | 74.10  |



# Custom STR Forecast

| Next 12 Months           | 2020  |       |       |       |       |       | 2021  |       |       |       |       |       |
|--------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
|                          | Apr   | May   | Jun   | Jul   | Aug   | Sep   | Oct   | Nov   | Dec   | Jan   | Feb   | Mar   |
| Occupancy (%)            | 27.1  | 27.8  | 30.8  | 35.5  | 34.2  | 34.8  | 38.1  | 39.1  | 37.6  | 38.6  | 48.8  | 68.2  |
| Occupancy Percent Change | -63.6 | -59.5 | -58.9 | -52.1 | -47.8 | -46.2 | -49.0 | -48.7 | -45.3 | -48.6 | -42.1 | 26.2  |
| ADR (\$)                 | 73.35 | 73.39 | 76.82 | 75.39 | 74.02 | 75.73 | 77.85 | 80.28 | 80.15 | 89.66 | 97.50 | 90.32 |
| ADR Percent Change       | -29.5 | -25.6 | -23.4 | -23.2 | -21.3 | -20.9 | -21.0 | -20.5 | -19.9 | -19.5 | -19.1 | -15.3 |
| RevPAR (\$)              | 19.91 | 20.37 | 23.63 | 26.77 | 25.35 | 26.33 | 29.66 | 31.40 | 30.12 | 34.59 | 47.60 | 61.58 |
| RevPAR Percent Change    | -74.3 | -69.9 | -68.5 | -63.2 | -58.9 | -57.4 | -59.7 | -59.2 | -56.2 | -58.6 | -53.2 | 6.9   |

Using the STR RevPAR projections the forecast for FY 19/20 TDT collections is ~\$3.8 Million

| 2020 TDT     | Actual      | Forecast    |
|--------------|-------------|-------------|
| April        | \$197,530   | \$133,764   |
| May          | \$143,638   | \$139,259   |
| Total YTD    | \$3,259,339 | \$3,191,194 |
| TDT Variance |             | \$68,145    |



## Fiscal Year Recap

| Sports Complex Actuals |             |               |                |               |                     |
|------------------------|-------------|---------------|----------------|---------------|---------------------|
| Fiscal Year            | # of Events | Teams         | Visitors       | Room Nights   | Eco Impact          |
| '15/'16                | 27          | 1,523         | 74,458         | 6,437         | \$13,174,148        |
| '16/'17                | 55          | 3,493         | 132,021        | 11,570        | \$18,900,000        |
| '17/'18                | 64          | 3,086         | 146,019        | 17,093        | \$21,820,116        |
| '18/'19                | 57          | 3,149         | 147,854        | 23,670        | \$25,349,765        |
| <b>Total</b>           | <b>203</b>  | <b>11,251</b> | <b>500,352</b> | <b>58,770</b> | <b>\$79,244,029</b> |

| FY '19/'20 Projections |             |              |                |               |                   |
|------------------------|-------------|--------------|----------------|---------------|-------------------|
| Location               | # of Events | Teams        | Visitors       | Room Nights   | Eco Impact        |
| Sports Complex         | 52          | 3,400        | 140,736        | 25,500        | \$27,000,000      |
| All Other Venues       | 52          | 2,799        | 111,348        | 19,000        | \$19,100,000      |
| <b>Total</b>           | <b>104</b>  | <b>6,199</b> | <b>252,084</b> | <b>44,500</b> | <b>46,100,000</b> |

# Sports Tourism - Sports Complex

| October 2019 – March 2020 Actuals |             |               |                    |
|-----------------------------------|-------------|---------------|--------------------|
| Month                             | # of Events | Room Nights   | Eco Impact         |
| October                           | 4           | 1,215         | \$1,477,108        |
| November                          | 4           | 3,026         | \$1,803,182        |
| December                          | 3           | 750           | \$653,852          |
| January                           | 7           | 4,060         | \$3,623,633        |
| February                          | 5           | 1,362         | \$1,553,989        |
| March                             | 4           | 569           | \$646,791          |
| April                             | 0           | 0             | \$0                |
| May                               | 0           | 0             | \$0                |
| June                              | 1           | *             | *                  |
| <b>Total</b>                      | <b>28</b>   | <b>10,982</b> | <b>\$9,758,555</b> |

\*waiting on information from one (1) event



| Monthly Projections |             |             |             |
|---------------------|-------------|-------------|-------------|
| Month               | # of Events | Room Nights | Eco Impact  |
| July                | 5           | 4,675       | \$4,187,729 |
| August              | 5           | 800         | \$1,075,223 |

## Sports Tourism – All Other Venues

### October 2019 – March 2020 Actuals

| Month        | # of Events | Room Nights   | Eco Impact          |
|--------------|-------------|---------------|---------------------|
| October      | 5           | 1,651         | \$1,628,310         |
| November     | 5           | 990           | \$1,267,883         |
| December     | 6           | 2,992         | \$1,893,837         |
| January      | 2           | 2,320         | \$2,395,932         |
| February     | 9           | 1,377         | \$2,866,565         |
| March        | 4           | 1,005         | \$781,216           |
| April        | 0           | 0             | \$0                 |
| May          | 0           | 0             | \$0                 |
| June         | 0           | 0             | \$0                 |
| <b>Total</b> | <b>31</b>   | <b>10,335</b> | <b>\$10,833,743</b> |

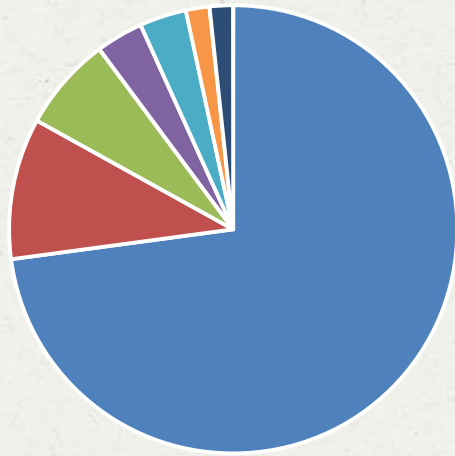


### Monthly Projections

| Month  | # of Events | Room Nights | Eco Impact  |
|--------|-------------|-------------|-------------|
| July   | 2           | 1,000       | \$1,250,213 |
| August | 0           | 0           | 0           |

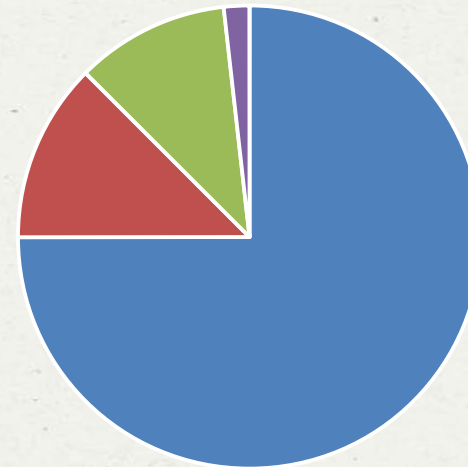
## FY '19/'20 Events (by Sport)

Sports Complex



■ Baseball (43) ■ SP Softball (6) ■ Soccer (4) ■ FP Softball (2)  
■ Lacrosse (2) ■ Field Hockey (1) ■ Football (1)

All Other Venues



■ Softball (42) ■ Tennis (7) ■ Soccer (6) ■ Baseball (1)



# COVID-19 Impact Loss Report

| Events Impacted (March-June) |             |          |               |             |                     |                     |
|------------------------------|-------------|----------|---------------|-------------|---------------------|---------------------|
| Location                     | # of Events |          | Room Nights   |             | Eco Impact          |                     |
|                              | Projected   | Actual   | Projected     | Actual      | Projected           | Actual              |
| BOOMBAAH Sports Complex      | 18          | 4        | 12,250        | 245*        | \$10,263,711        | \$305,054*          |
| All Other Venues             | 17          | 3        | 6,013         | 599         | \$7,618,660         | \$2,040,703         |
| <b>Total</b>                 | <b>35</b>   | <b>7</b> | <b>12,313</b> | <b>844*</b> | <b>\$11,188,677</b> | <b>\$2,345,757*</b> |

| July-September Updated Projections |             |              |                    |
|------------------------------------|-------------|--------------|--------------------|
| Location                           | # of Events | Room Nights  | Eco Impact         |
| Sports Complex                     | 15          | 6,475        | \$6,262,952        |
| All Other Venues                   | 8           | 1,225        | \$1,600,213        |
| <b>Total</b>                       | <b>23</b>   | <b>7,700</b> | <b>\$7,863,165</b> |

\*waiting on information from one (1) event



Greater Orlando Sports Commission - Seminole County TDC Report

Updated: July 2, 2020



| FY19/20 Calendar                 |                 |               |                      | Athletes     | Total Visitors | Projected Room Nights | Actual Room Nights | Actual Eco Impact   |
|----------------------------------|-----------------|---------------|----------------------|--------------|----------------|-----------------------|--------------------|---------------------|
| Event                            | Contract Status | Contract Term | Event Date           |              |                |                       |                    |                     |
| ECNL Referee Development Program | Renewed         | 2019          | December 28-30, 2019 | -            | 40             | 102                   | 70                 | \$ 27,749           |
| Boys ECNL Florida                | Recurring       | 2017 - 2019   | December 28-30, 2019 | 1,560        | 5,378          | 2,421                 | 2,199              | \$ 2,228,795        |
| Girls ECNL Florida               | Recurring       | 2018 - 2020   | January 10-12, 2020  | 1,720        | 6,863          | 2,802                 | 2,702              | \$ 2,730,847        |
| Purdue Baseball Season Opener    | New             | 2020          | February 14-16, 2020 | 66           | 90             | 172                   | 172                | \$ 60,624           |
| HoganLax Florida Team Training   | Renewed         | 2020          | March 8-13, 2020     | 80           | 124            | 770                   | 117                | \$ 107,559          |
| FHSAA Tennis State Championships | Renewed         | 2020-2022     | April 27-May 1, 2020 | -            | -              | 409                   | 0                  | \$ -                |
| Champions Cup                    | Recurring       | 2017 - 2021   | May 16-17, 2020      | -            | -              | 502                   | 0                  | \$ -                |
| <b>Totals</b>                    |                 |               |                      | <b>3,426</b> | <b>12,495</b>  | <b>7,178</b>          | <b>5,260</b>       | <b>\$ 5,155,574</b> |

Color Key:

|                                  |
|----------------------------------|
| <i>Event completed</i>           |
| <i>Event partially completed</i> |
| <i>Event cancelled</i>           |

| Business Development Status                                 |   |   |                               |
|---|---|---|-------------------------------|
| Event   | Dates/Years                                 | Possible Venue(s)   | Status                        |
| Concacaf U-17 Pre Qualifier                                 | Various Dates in 2020 and 2021              | Seminole Soccer Complex, Sylvan Lake Park   | Researching                   |
| International Team Training for FIFA U-20 Women's World Cup | July of 2020                                | Seminole Soccer Complex, Sylvan Lake Park   | Postponed                     |
| Professional Team Training                                  | August of 2020                              | Seminole Soccer Complex, Sylvan Lake Park   | Cancelled                     |
| USA Ultimate U24 National Team Tryouts                      | November of 2020                            | Various Seminole County Venues  | Researching                   |
| Boys ECNL Florida   | January of 2021, 2022, 2023                 | Seminole Soccer Complex, Sylvan Lake Park, Boombah Sports Complex                     | Renewed                       |
| Girls ECNL Florida  | January of 2021, 2022, 2023                 | Seminole Soccer Complex, Sylvan Lake Park, Boombah Sports Complex                     | Renewed                       |
| HoganLax Florida Team Training                              | March of 2021                               | Boombah Sports Complex, Sylvan Lake Park, Moore's Station Road                        | Renewed                       |
| Easter International Tournament                             | Easter Week of 2021, 2022, 2023, 2024, 2025 | Seminole Soccer Complex, Sylvan Lake Park   | Bid Submitted                 |
| FHSAA Tennis State Championships                            | April of 2021, 2022, 2023                   | Sanlando Park, Red Bug Lake Park, Sylvan Lake Park                                    | Renegotiating Agreement Terms |
| USA Baseball Futures Series                                 | Spring of 2021                              | Boombah Sports Complex  | Cancelled                     |
| USA Softball Olympic Team Tour                              | Spring of 2021                              | Boombah Soldiers Creek Park   | Researching                   |
| USA Touch Rugby Nationals                                   | October of 2021                             | Researching   | Researching                   |
| USA Pickleball Southeast Regionals                          | Various Dates in 2021, 2022                 | Sanlando Park   | Researching                   |
| USA Softball 12A National Championship                      | Various Dates in 2022                       | Boombah Soldiers Creek Park   | Reviewing RFP                 |
| USA Softball 12A National Championship                      | Various Dates in 2022                       | Boombah Soldiers Creek Park   | Reviewing RFP                 |
| US Youth Soccer National Presidents Cup                     | July of 2022                                | Seminole Soccer Complex   | Reviewing RFP                 |
| NCAA Bid Cycle  | Fall of 2022-Spring of 2026                 | Various Seminole County Venues  | Bid Submitted                 |
| 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 | Bid Submitted                 |
| World Cup 2026  | Summer of 2026                              | TBD   | Ongoing Bid Process           |

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.  
 UNAUDITED MONTHLY RESULTS AS OF JUNE 30, 2020

|  | <u>Jun-20</u><br><u>Unaudited Actuals</u> | <u>May-20</u><br><u>Unaudited Actuals</u> | <u>M-O-M</u><br><u>Jun/May</u> | <u>%</u><br><u>Change</u> |
|--|---|---|--------------------------------|---------------------------|
| Revenues                                 |   |   |                                |                           |
| Annual passholders                       | \$ 39,252                                 | \$ 39,449                                 | \$ (197)                       | -1%                       |
| Gate                                     | 155,082                                   | 71,775                                    | \$ 83,307                      | 54%                       |
| Group sales                              | 2,040                                     | -   | \$ 2,040                       | 100%                      |
| Concessions                              | 5,347                                     | 2,542                                     | \$ 2,805                       | 52%                       |
| Gift shop                                | 20,643                                    | 12,540                                    | \$ 8,103                       | 39%                       |
| Government support                       | 99,160                                    | -   | \$ 99,160                      | 100%                      |
| Education                                | 20,253                                    | 8,070                                     | \$ 12,183                      | 60%                       |
| WMD net rental                           | 1,430                                     | (663)                                     | \$ 2,093                       | 146%                      |
| Public support                           | 66,831                                    | 58,780                                    | \$ 8,051                       | 12%                       |
| Net event revenues                       | 1,575                                     | -   | \$ 1,575                       | 100%                      |
| Zipline                                  | 5,855                                     | -   | \$ 5,855                       | 100%                      |
| Train/Carousel                           | 953                                       | -   | \$ 953                         | 100%                      |
| Other revenues                           | 8,206                                     | (3,063)                                   | \$ 11,268                      | 137%                      |
| Total revenues                           | <u>\$ 426,627</u>                         | <u>\$ 189,431</u>                         | <u>\$ 237,196</u>              | 56%                       |
| Operating expenses                       |   |   |                                |                           |
| Payroll                                  | \$ 235,373                                | \$ 224,244                                | \$ 11,129                      | 5%                        |
| Animal care                              | 18,402                                    | 16,706                                    | \$ 1,696                       | 9%                        |
| Facilities repair and maintenance        | 8,266                                     | 8,843                                     | \$ (577)                       | -7%                       |
| Advertising                              | 877                                       | 1,413                                     | \$ (536)                       | -61%                      |
| Insurance                                | 62,462                                    | 41,278                                    | \$ 21,184                      | 34%                       |
| Utilities                                | 16,098                                    | 7,431                                     | \$ 8,667                       | 54%                       |
| Professional fees                        | 730                                       | 390                                       | \$ 340                         | 47%                       |
| Employee expenses                        | 1,018                                     | 1,056                                     | \$ (38)                        | -4%                       |
| Office expenses/website/credit card fees | 12,115                                    | 5,238                                     | \$ 6,877                       | 57%                       |
| Project Expenses                         | 12,744                                    | 24,590                                    | \$ (11,846)                    | -93%                      |
| Printing                                 | 532                                       | 530                                       | \$ 2                           | 0%                        |
| Supplies                                 | 3,045                                     | 4,392                                     | \$ (1,347)                     | -44%                      |
| Other operating expenses                 | 5,212                                     | 1,089                                     | \$ 4,123                       | 79%                       |
| Total operating expenses                 | <u>\$ 376,875</u>                         | <u>\$ 337,199</u>                         | <u>\$ 39,676</u>               | 11%                       |
| Net operating income before depreciation | <u>\$ 49,752</u>                          | <u>\$ (147,768)</u>                       | <u>\$ 197,520</u>              | 397%                      |

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.  
 UNAUDITED MONTHLY RESULTS AS OF JUNE 30, 2020

|   | <u>Jun-20</u><br><u>Unaudited Actuals</u> | <u>Jun-20</u><br><u>Budget</u> | <u>Actual to</u><br><u>Budget</u> | <u>Actual to</u><br><u>Budget %</u> |
|---|---|--------------------------------|-----------------------------------|-------------------------------------|
| Revenues  |   |                                |                                   |                                     |
| Annual passholders                              | \$ 39,252                                 | \$ 51,500                      | \$ (12,248)                       | 76%                                 |
| Gate  | 155,082                                   | 195,700                        | \$ (40,618)                       | 79%                                 |
| Group sales                                     | 2,040                                     | 14,838                         | \$ (12,798)                       | 14%                                 |
| Concessions                                     | 5,347                                     | 6,525                          | \$ (1,178)                        | 82%                                 |
| Gift shop                                       | 20,643                                    | 19,300                         | \$ 1,343                          | 107%                                |
| Government support                              | 99,160                                    | -                              | \$ 99,160                         |                                     |
| Education                                       | 20,253                                    | 35,920                         | \$ (15,667)                       | 56%                                 |
| WMD net rental                                  | 1,430                                     | 11,575                         | \$ (10,145)                       | 12%                                 |
| Public support                                  | 66,831                                    | 27,851                         | \$ 38,980                         | 240%                                |
| Net event revenues                              | 1,575                                     | 1,205                          | \$ 370                            | 131%                                |
| Zipline   | 5,855                                     | 22,258                         | \$ (16,403)                       | 26%                                 |
| Train/Carousel                                  | 953                                       | 15,120                         | \$ (14,167)                       | 6%                                  |
| Other revenues                                  | 8,206                                     | 14,257                         | \$ (6,051)                        | 58%                                 |
| <b>Total revenues</b>                           | <b>\$ 426,627</b>                         | <b>\$ 416,048</b>              | <b>\$ 10,578</b>                  | <b>103%</b>                         |
| Operating expenses                              |   |                                |                                   |                                     |
| Payroll   | \$ 235,373                                | \$ 278,424                     | \$ (43,051)                       | 85%                                 |
| Animal care                                     | 18,402                                    | 17,752                         | \$ 650                            | 104%                                |
| Facilities repair and maintenance               | 8,266                                     | 16,561                         | \$ (8,295)                        | 50%                                 |
| Advertising                                     | 877                                       | 5,794                          | \$ (4,917)                        | 15%                                 |
| Insurance                                       | 62,462                                    | 45,461                         | \$ 17,001                         | 137%                                |
| Utilities                                       | 16,098                                    | 15,527                         | \$ 571                            | 104%                                |
| Professional fees                               | 730                                       | 37,050                         | \$ (36,320)                       | 2%                                  |
| Employee expenses                               | 1,018                                     | 4,941                          | \$ (3,923)                        | 21%                                 |
| Office expenses/website/credit card fees        | 12,115                                    | 15,988                         | \$ (3,873)                        | 76%                                 |
| Project Expenses                                | 12,744                                    | 500                            | \$ 12,244                         | 2549%                               |
| Printing  | 532                                       | 1,928                          | \$ (1,396)                        | 28%                                 |
| Supplies  | 3,045                                     | 5,385                          | \$ (2,340)                        | 57%                                 |
| Other operating expenses                        | 5,212                                     | 18,883                         | \$ (13,671)                       | 28%                                 |
| <b>Total operating expenses</b>                 | <b>\$ 376,875</b>                         | <b>\$ 464,194</b>              | <b>\$ (87,319)</b>                | <b>81%</b>                          |
| <b>Net operating income before depreciation</b> | <b>\$ 49,752</b>                          | <b>\$ (48,145)</b>             | <b>\$ 97,897</b>                  | <b>-103%</b>                        |

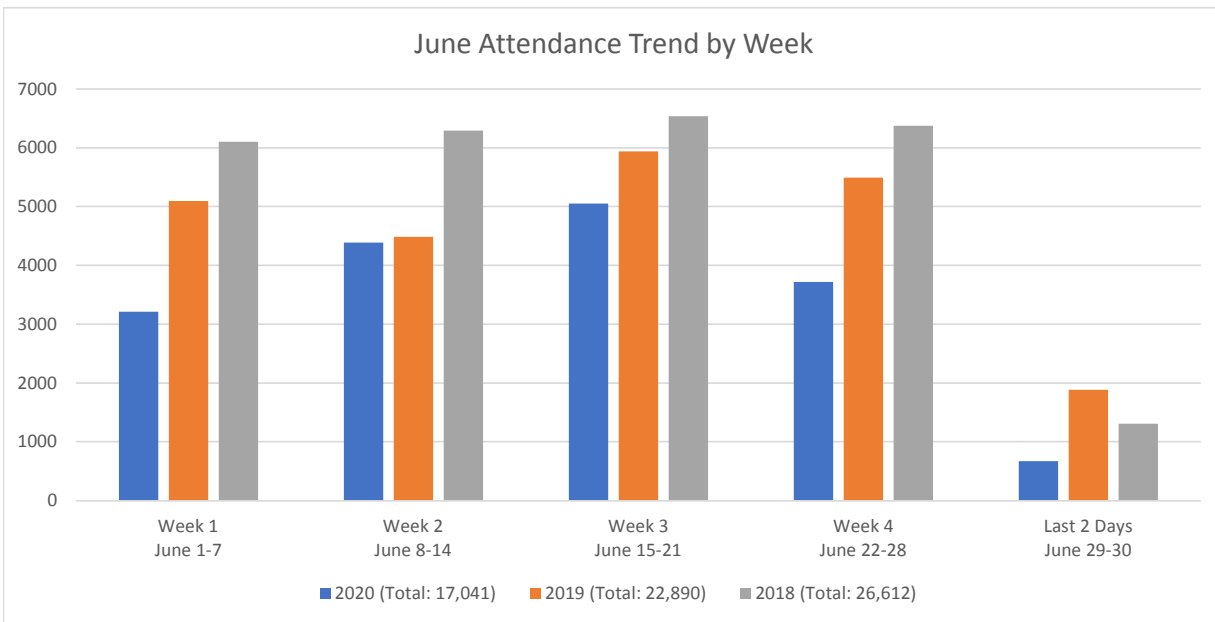
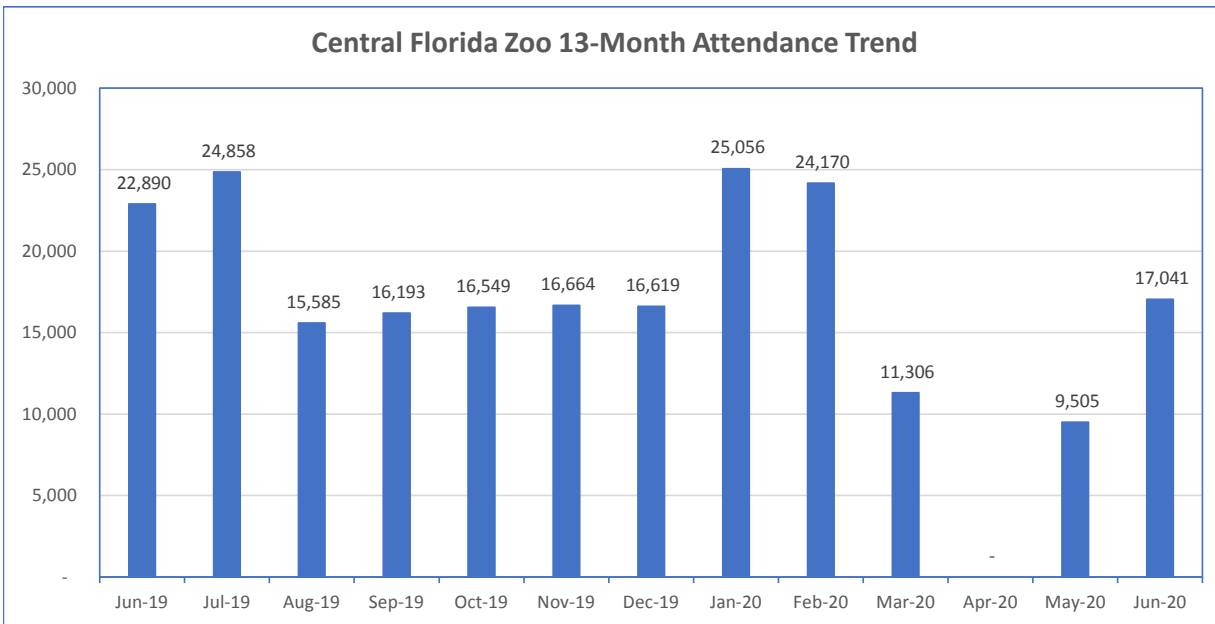
CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.  
 UNAUDITED YEAR-TO-DATE RESULTS AS OF JUNE 30, 2020

|   | YTD<br>6/30/2020<br>Unaudited Actuals | YTD<br>6/30/2020<br>Budget | Actual<br>to Budget   | Actual to<br>Budget % |
|---|---------------------------------------|----------------------------|-----------------------|-----------------------|
| <b>Revenues</b>                                 |                                       |                            |                       |                       |
| Annual passholders                              | \$ 562,288                            | \$ 618,000                 | \$ (55,712)           | 91%                   |
| Gate  | 1,873,760                             | 2,427,300                  | \$ (553,540)          | 77%                   |
| Group sales                                     | 62,155                                | 123,650                    | \$ (61,495)           | 50%                   |
| Concessions                                     | 69,939                                | 87,000                     | \$ (17,061)           | 80%                   |
| Gift shop                                       | 167,446                               | 218,960                    | \$ (51,514)           | 76%                   |
| Government support                              | 546,538                               | 460,625                    | \$ 85,913             | 119%                  |
| Education                                       | 240,715                               | 429,700                    | \$ (188,985)          | 56%                   |
| WMD net rental                                  | 61,366                                | 138,900                    | \$ (77,534)           | 44%                   |
| Public support                                  | 454,193                               | 352,388                    | \$ 101,805            | 129%                  |
| Net event revenues                              | 346,747                               | 201,445                    | \$ 145,302            | 172%                  |
| Zipline   | 158,850                               | 276,000                    | \$ (117,150)          | 58%                   |
| Train/Carousel                                  | 87,496                                | 192,528                    | \$ (105,032)          | 45%                   |
| Other revenues                                  | 270,619                               | 181,241                    | \$ 89,378             | 149%                  |
| <b>Total revenues</b>                           | <b>\$ 4,902,112</b>                   | <b>\$ 5,707,737</b>        | <b>\$ (805,625)</b>   | <b>86%</b>            |
| <b>Operating expenses</b>                       |                                       |                            |                       |                       |
| Payroll   | \$ 2,973,827                          | \$ 3,339,362               | \$ (365,535)          | 89%                   |
| Animal care                                     | 242,007                               | 229,026                    | \$ 12,981             | 106%                  |
| Facilities repair and maintenance               | 163,542                               | 207,535                    | \$ (43,993)           | 79%                   |
| Advertising                                     | 113,416                               | 73,028                     | \$ 40,388             | 155%                  |
| Insurance                                       | 540,312                               | 544,502                    | \$ (4,191)            | 99%                   |
| Utilities                                       | 187,855                               | 193,320                    | \$ (5,465)            | 97%                   |
| Professional fees                               | 101,556                               | 134,450                    | \$ (32,894)           | 76%                   |
| Employee expenses                               | 46,646                                | 57,617                     | \$ (10,971)           | 81%                   |
| Office expenses/website/credit card fees        | 192,827                               | 194,423                    | \$ (1,596)            | 99%                   |
| Project Expenses                                | 647,055                               | 6,000                      | \$ 641,055            | 10784%                |
| Printing  | 18,878                                | 27,059                     | \$ (8,180)            | 70%                   |
| Supplies  | 55,405                                | 67,545                     | \$ (12,140)           | 82%                   |
| Other operating expenses                        | 205,936                               | 196,490                    | \$ 9,447              | 105%                  |
| <b>Total operating expenses</b>                 | <b>\$ 5,489,263</b>                   | <b>\$ 5,270,357</b>        | <b>\$ 218,906</b>     | <b>104%</b>           |
| <b>Net operating income before depreciation</b> | <b>\$ (587,151)</b>                   | <b>\$ 437,380</b>          | <b>\$ (1,024,531)</b> | <b>-134%</b>          |

\*Government support includes TDC Funds used to offset capital projects

\*Project expenses includes amounts that will be capitalized and depreciated upon completion (TDC capital projects, not included in operating bu

**CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.**  
**UNAUDITED MONTHLY RESULTS AS OF JUNE 30, 2020**



# TDC Update

## July 2020

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**DINO FERRI, CEO**

# COVID-19 Operations Update

- ▶ Attendance limited to 50% capacity
- ▶ Advanced purchase of dated and timed online tickets strongly encouraged
- ▶ Masks now required for all guests age 13 and up
- ▶ Indoor buildings, Wharton-Smith Tropical Splash Pad, Carousel now open
- ▶ Social distancing promoted and practiced throughout the property
- ▶ PPE, including masks, provided and required for all employees
- ▶ Increased cleaning and sanitation of high-touch points throughout the day
- ▶ Giraffe feedings restarted with added precautions for staff and guests
- ▶ Asian Lantern Festival Postponed until Fall 2021



# Central Florida Zoological Society Board of Directors Leadership Changes

Annual Meeting postponed until Wednesday, September 9, 2020

Board Chair: Alex Williams

Board Vice-Chair: Chandler Robertson

Board Secretary: Edye Murphy Haddock

*Officers serve a term of one (1) fiscal year*

# Sustainability Campaign



# There's No Zoo Without You

On Tuesday, June 16<sup>th</sup> the Zoo hosted a press conference to announce a new sustainability campaign and Relief Fund.

The event was carried on all five major news stations, by the Sanford Herald, as well as other regional digital publications.



# Needs and Campaign Goals

- ▶ Two-month revenue loss due to COVID-19 closure was approximately \$1.5 million.
- ▶ Continued monthly revenue deficit due to reduced attendance.



# Ways to Support the Zoo

- ▶ Make a gift online at [www.centralfloridazoo.org/you](http://www.centralfloridazoo.org/you) or through the Zoo's Facebook page.
- ▶ Like and share the Zoo's posts and fundraiser on Facebook.
- ▶ Create your own Facebook fundraiser and share what the Zoo means to you.
- ▶ Post and share information about the Zoo's Sustainability Campaign on your business page.
- ▶ Consider hosting your own fundraising event to support the Zoo.
- ▶ Attend one – or more! – of the amazing events coming up at the Zoo or in the community that support the Zoo!

# Upcoming Zoo Events

## Sunset at the Zoo

- ▶ TONIGHT! 3<sup>rd</sup> Thursday of each month, 5:30pm to Sunset
- ▶ Adults Only, \$5 per person; beer, wine, and food available for purchase
- ▶ Masks required for all guests, social distancing enforced
- ▶ Tickets must be purchased in advance through the Zoo's website

## Family Sunset at the Zoo

- ▶ Friday, July 24, 2020; 5:30pm to Sunset
- ▶ \$5 per person; ages 2 and under free
- ▶ Splash pad, DJ, food and beverages available for purchase
- ▶ Masks required for guests age 13 and up, social distancing enforced
- ▶ Advanced ticket purchase through the Zoo's web site required

# Upcoming Community Events

## **Charity Bingo at Buster's Bistro**

- ▶ Every other Wednesday from 7 – 9 pm; All Proceeds Benefit the Zoo
- ▶ \$1 per card for the first 5 games with great prizes
- ▶ \$5 for final game – 50/50
- ▶ Temperature checks, social distancing, great food and beverage selections.
- ▶ **Next Charity Bingo to support the Zoo, Wednesday, July 29, 2020**

## **Zoo Benefit Night at Hollerbach's Rooftop Biergarten**

- ▶ Tuesday, August 4, 2020 5 – 9 pm
- ▶ 10% of all drink purchases will be donated to the Zoo



3755 West Seminole Blvd.  
Sanford, FL 32771

[www.centralfloridazoo.org](http://www.centralfloridazoo.org)



@CentralFloridaZoo



@centralflzoo



@centralflzoo

QUESTIONS?



# PARADISE



**Monthly Summary Report:** May 2020

**Client:** Orlando North, Seminole County

**Table of Contents:**

- Account Management Services
- Public Relations
- Website

## Account Management Services

May 2020

- Managed day-to-day client and internal communications and projects, including weekly internal traffic meetings and bi-monthly status calls to ensure plans and projects are moving forward.
- Managed ongoing website maintenance.
- Shifted media plans and strategies based on the COVID-19 crisis.
- Routinely updated landing pages for the COVID-19 crisis to live on DoOrlandoNorth.com and PlayOrlandoNorth.com.

## Project List

- SEM 0846 Asset and Analytics Management
- SEM 0848 Website Management (Maintenance) - FY20
- SEM 0849 Website Management (Content and Development) - FY20
- SEM 1084 SEO
- SEM-0415 Sports Toolkit - Slideshows



## Public Relations

### *Press Releases & Media Activity*

#### Press Releases/Mass Pitches

- Development of CabaYoga Field Day Media Invite
- Individualized pitching to journalists who continue to cover travel beats
- Revision of Virtual School release for re-distribution
- Development of Easy Outdoor Activities during COVID

#### Media Activity

- Liaison with freelance writer, Kelly Gregg on low cost family entertainment.
- Mass and individualized pitching to media outlets regarding virtual activities.
- Liaison with Visit Florida on virtual activities.

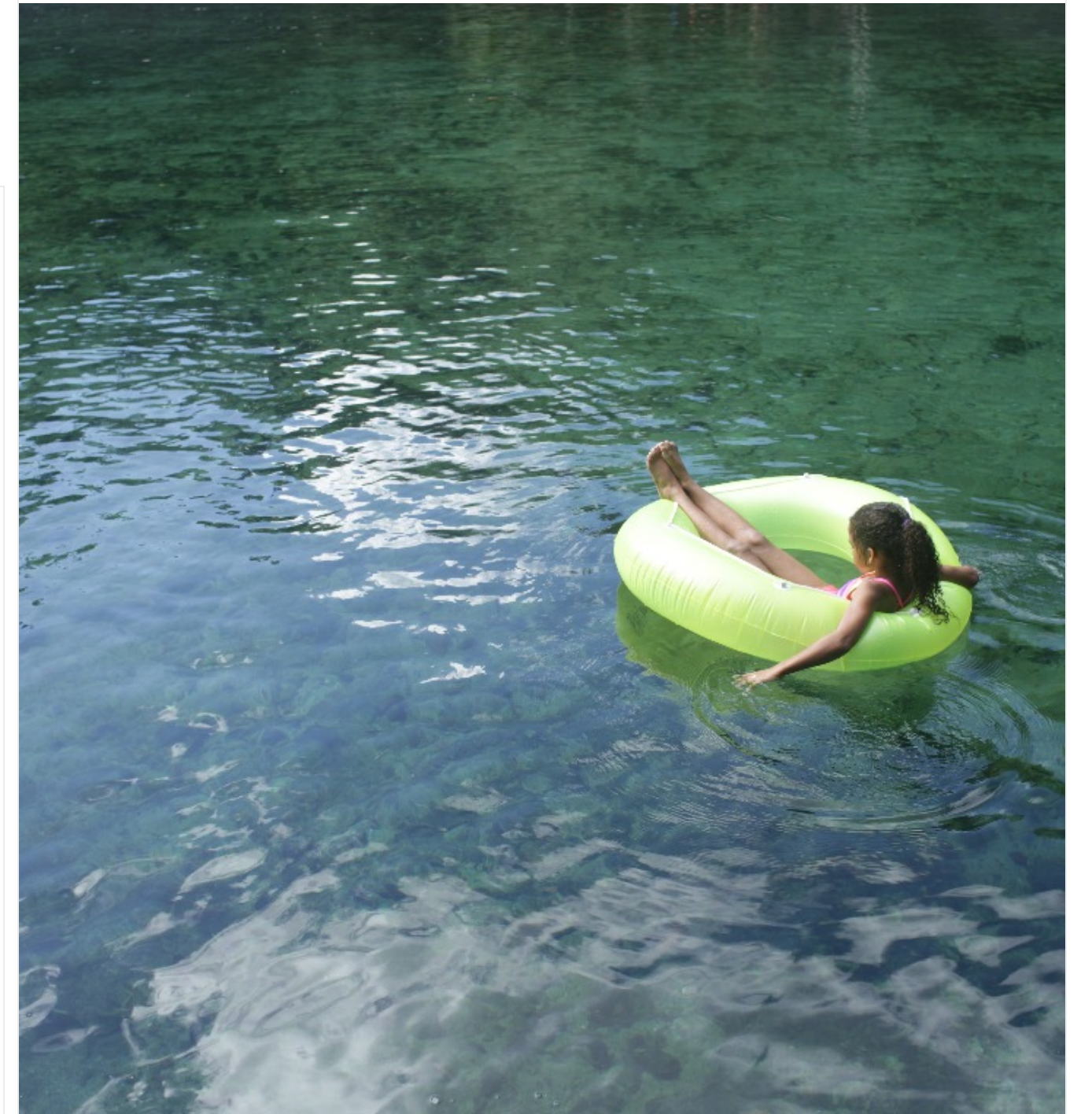


## Public Relations

*Misc.*

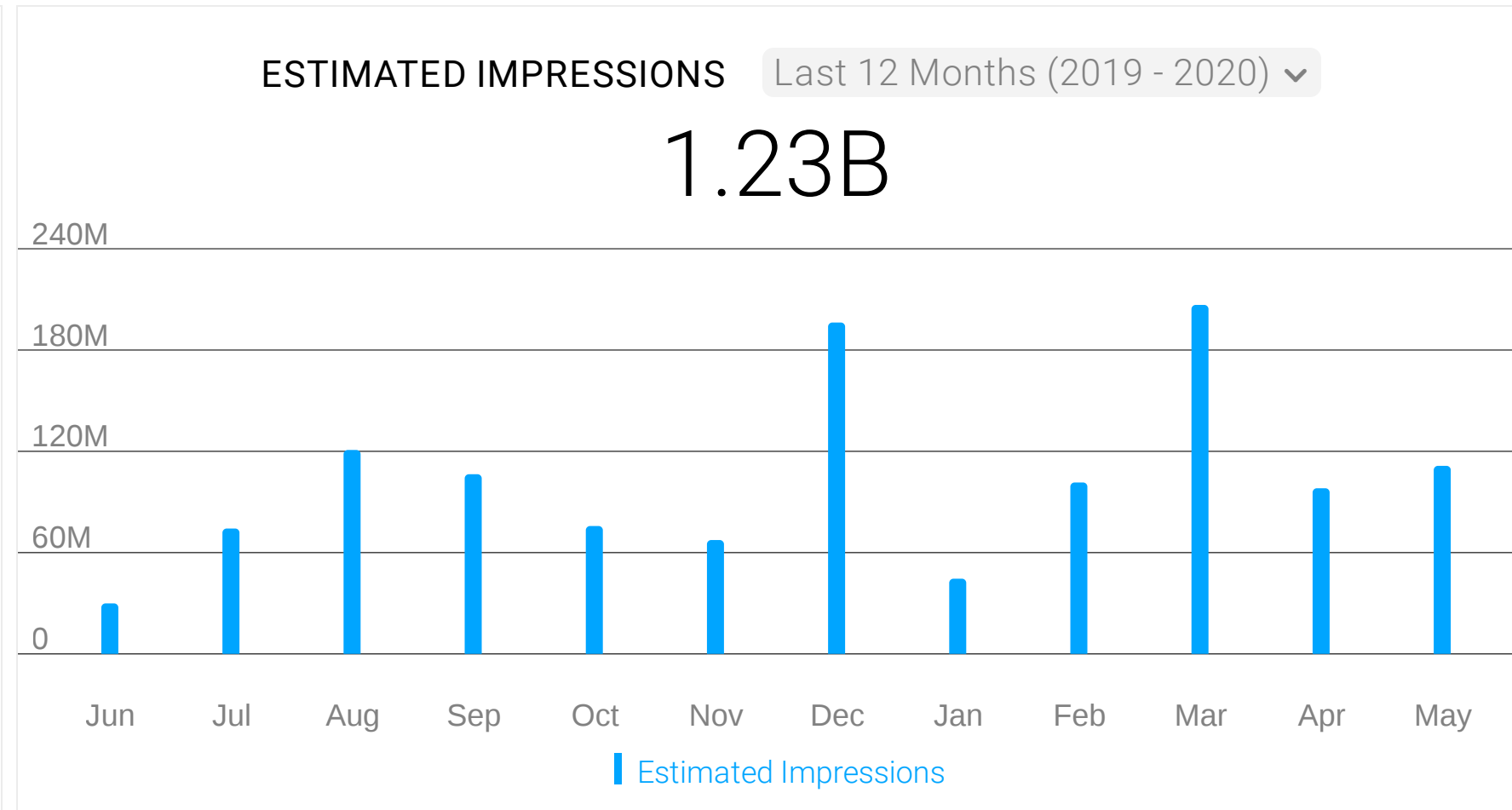
Misc.

- Development of COVID re-launch plan
- Bi-weekly calls with Seminole team on PR initiatives
- Collaboration with Gui on launch of podcast
- Monitored Cision clips



## 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 (May) ▾

 \$427.1k

PRESS RELEASES / PITCHES Last Month (May) ▾

 2

EDITORIALS Last Month (May) ▾

 126

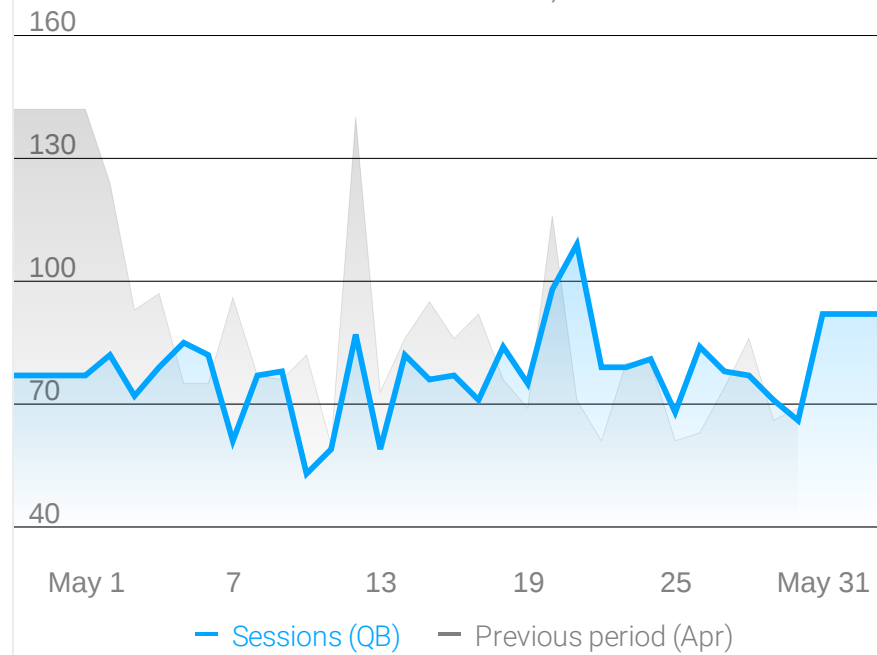
# Website

DoOrlandoNorth

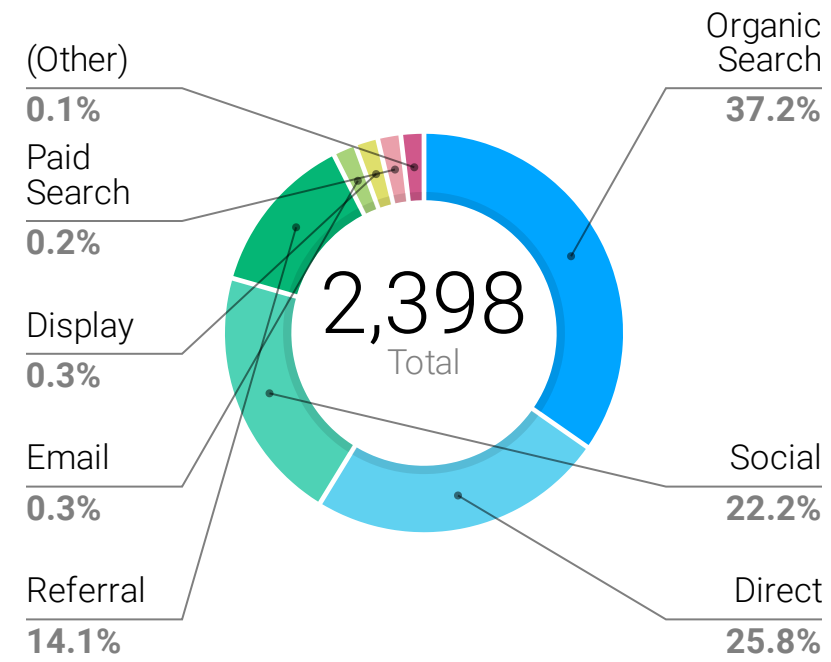
## SESSIONS Last Month (May) ▾

2,398

▼ 6% Previous: 2,541



## SESSIONS BY CHANNEL Last Month (May) ▾



## AUDIENCE OVERVIEW Last Month ▾

| Metrics              | Last Month | Δ     |
|----------------------|------------|-------|
| Users                | 2,081      | ▼ 8%  |
| Sessions             | 2,398      | ▼ 6%  |
| % New Sessions       | 83.49%     | ▼ 4%  |
| Pages / Sessions     | 1.9        | ▲ 14% |
| Avg Session Duration | 1m 6s      | ▲ 11% |
| Bounce Rate          | 67.31%     | ▼ 8%  |
| Pageviews            | 4,549      | ▲ 7%  |

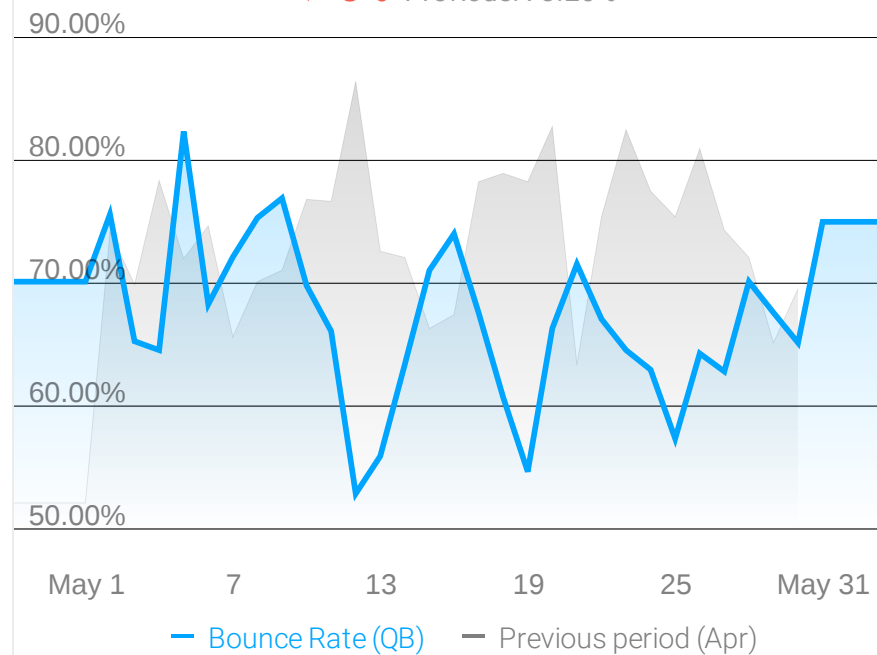
## TOP PAGES BY PAGEVIEWS Last Month ▾

| Metrics                            | Last Month | Δ      |
|------------------------------------|------------|--------|
| /default.aspx                      | 1,261      | ▼ 7%   |
| /things-to-do/nature-and-outdoors  | 231        | ▲ 23%  |
| /covid19-travel-alert              | 213        | ▲ 15%  |
| /things-to-do/attractions          | 203        | ▲ 128% |
| /things-to-do                      | 178        | ▼ 56%  |
| /request-a-visitors-guide          | 152        | ▲ 35%  |
| /calendar                          | 100        | ▲ 79%  |
| /blog/post/freebies-budget-friendl | 100        | ▲ 150% |

## BOUNCE RATE Last Month (May) ▾

67.31%

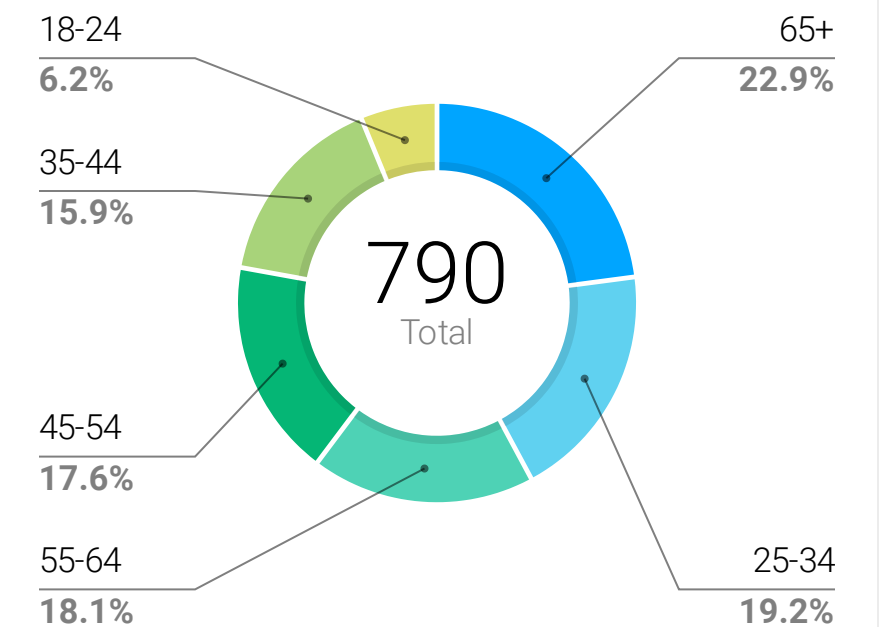
▼ 8% Previous: 73.20%



## USERS BY REGION Last Month ▾

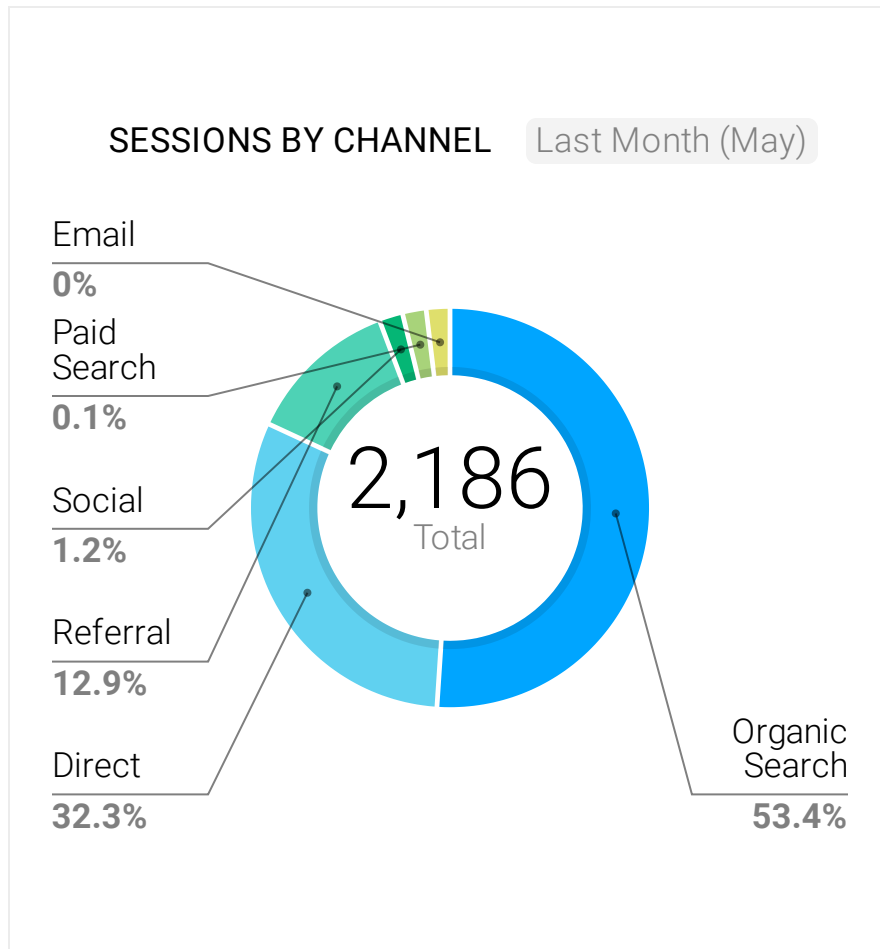
| Metrics        | Last Month | Δ     |
|----------------|------------|-------|
| Florida        | 1,238      | 0%    |
| Georgia        | 155        | ▲ 8%  |
| Illinois       | 144        | ▼ 13% |
| Tennessee      | 69         | ▼ 42% |
| (not set)      | 66         | ▼ 19% |
| South Carolina | 51         | ▼ 24% |
| North Carolina | 32         | ▲ 45% |
| Mississippi    | 29         | ▲ 38% |

## USERS BY AGE Last Month (May) ▾



# Website

PlayOrlandoNorth

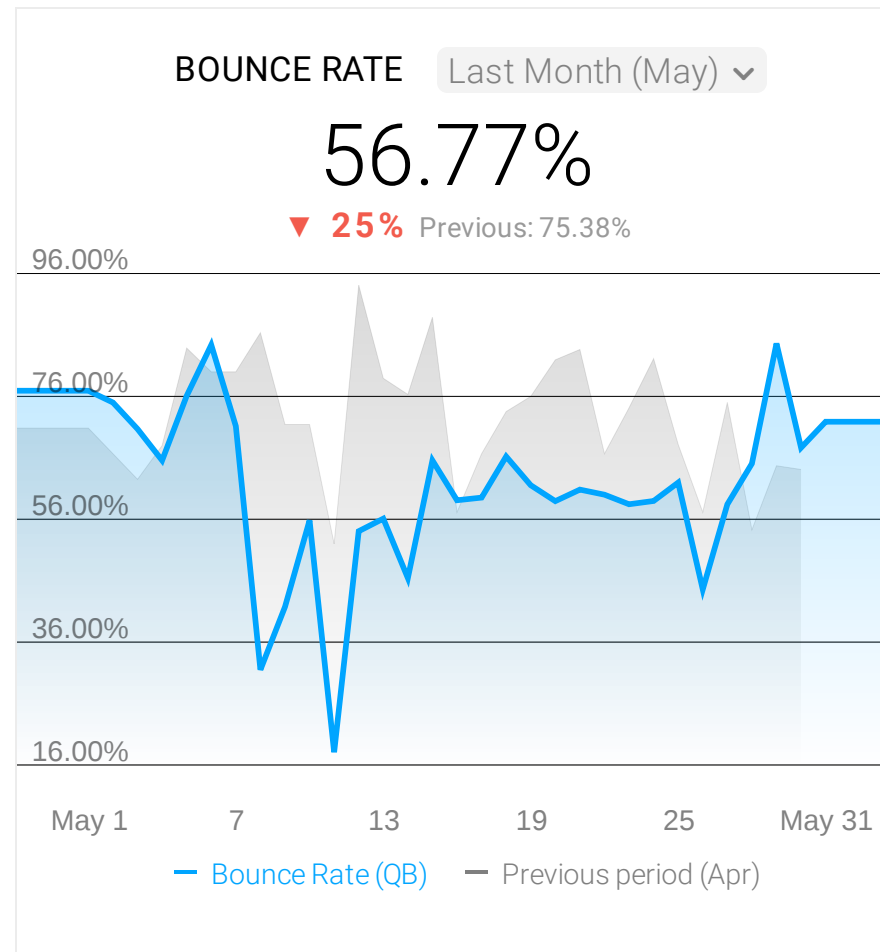


### AUDIENCE OVERVIEW Last Month

| Metrics              | Last Month | Δ      |
|----------------------|------------|--------|
| Users                | 1,905      | ▲ 77%  |
| Sessions             | 2,186      | ▲ 83%  |
| % New Sessions       | 85.36%     | ▼ 3%   |
| Pages / Sessions     | 2.05       | ▲ 15%  |
| Avg Session Duration | 1m 3s      | ▲ 32%  |
| Bounce Rate          | 56.77%     | ▼ 25%  |
| Pageviews            | 4,486      | ▲ 110% |

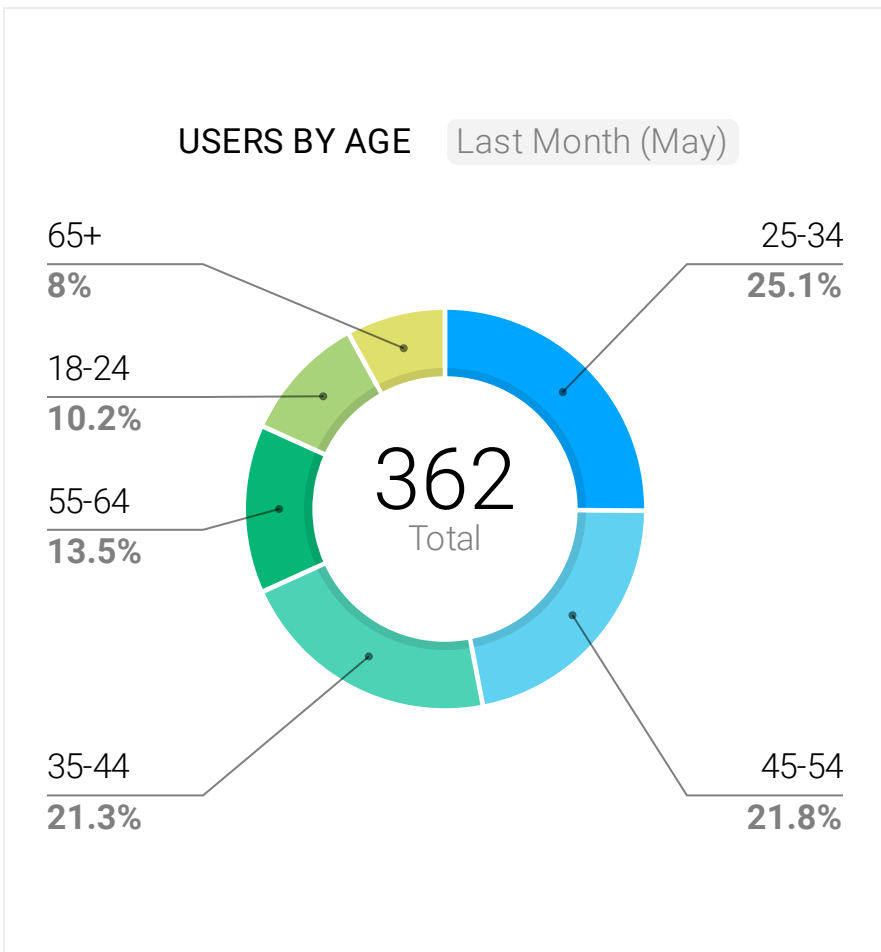
### TOP PAGES BY PAGEVIEWS Last Month

| Metrics  | Last Month | Δ         |
|--|------------|-----------|
| /facilities/details/boombah-sports-complex               | 1,066      | ▲ 58%     |
| /  | 719        | ▲ 462%    |
| /events  | 456        | ▲ 200%    |
| /facilities  | 229        | ▲ 89%     |
| /facilities/details/sanlando-park                        | 133        | ▲ 93%     |
| /events/details/prospect-wire-2020southeast-championship | 122        | ▲ 12,100% |
| /facilities/details/sylvan-lake-                         | 97         | ▲ 59%     |



### USERS BY REGION Last Month

| Metrics    | Last Month | Δ      |
|------------|------------|--------|
| Florida    | 710        | ▲ 49%  |
| Illinois   | 460        | ▲ 64%  |
| Georgia    | 63         | ▲ 163% |
| (not set)  | 59         | ▲ 79%  |
| Tennessee  | 42         | ▲ 320% |
| New Jersey | 31         | ▲ 158% |
| New York   | 28         | ▲ 56%  |
| California | 26         | ▲ 53%  |



# PARADISE



**Monthly Summary Report:** June 2020

**Client:** Orlando North, Seminole County

**Table of Contents:**

- Account Management Services
- Public Relations
- Website



## Account Management Services

June 2020

- Managed day-to-day client and internal communications and projects, including weekly internal traffic meetings and bi-monthly status calls to ensure plans and projects are moving forward.
- Managed ongoing website maintenance.
- Shifted media plans and strategies based on the COVID-19 crisis. Began production on new assets for the approved COVID-19 interim campaign.
- Routinely updated landing pages for the COVID-19 crisis to live on DoOrlandoNorth.com and PlayOrlandoNorth.com.

## Project List

- SEM 0846 Asset and Analytics Management
- SEM 0848 Website Management (Maintenance) - FY20
- SEM 0849 Website Management (Content and Development) - FY20
- SEM 1084 SEO
- SEM-0415 Sports Toolkit - Slideshows
- SEM 0768 Interim Campaign - Videos
- SEM 0769 Interim Campaign - Digital Banner Ads



## Public Relations

### *Press Releases & Media Activity*

## Press Releases/Mass Pitches

- Developed and distributed CabaYoga Summer Solstice media alert
- Individualized pitching to journalists who continue to cover travel beats
- Developed sports press release announcing youth season opener and posted on website

## Media Activity

- Liaison with editor of Orlando Magazine for coverage of Caba Yoga event
- Distributed “Easy Outdoor Activities’ itinerary to regional and drive press

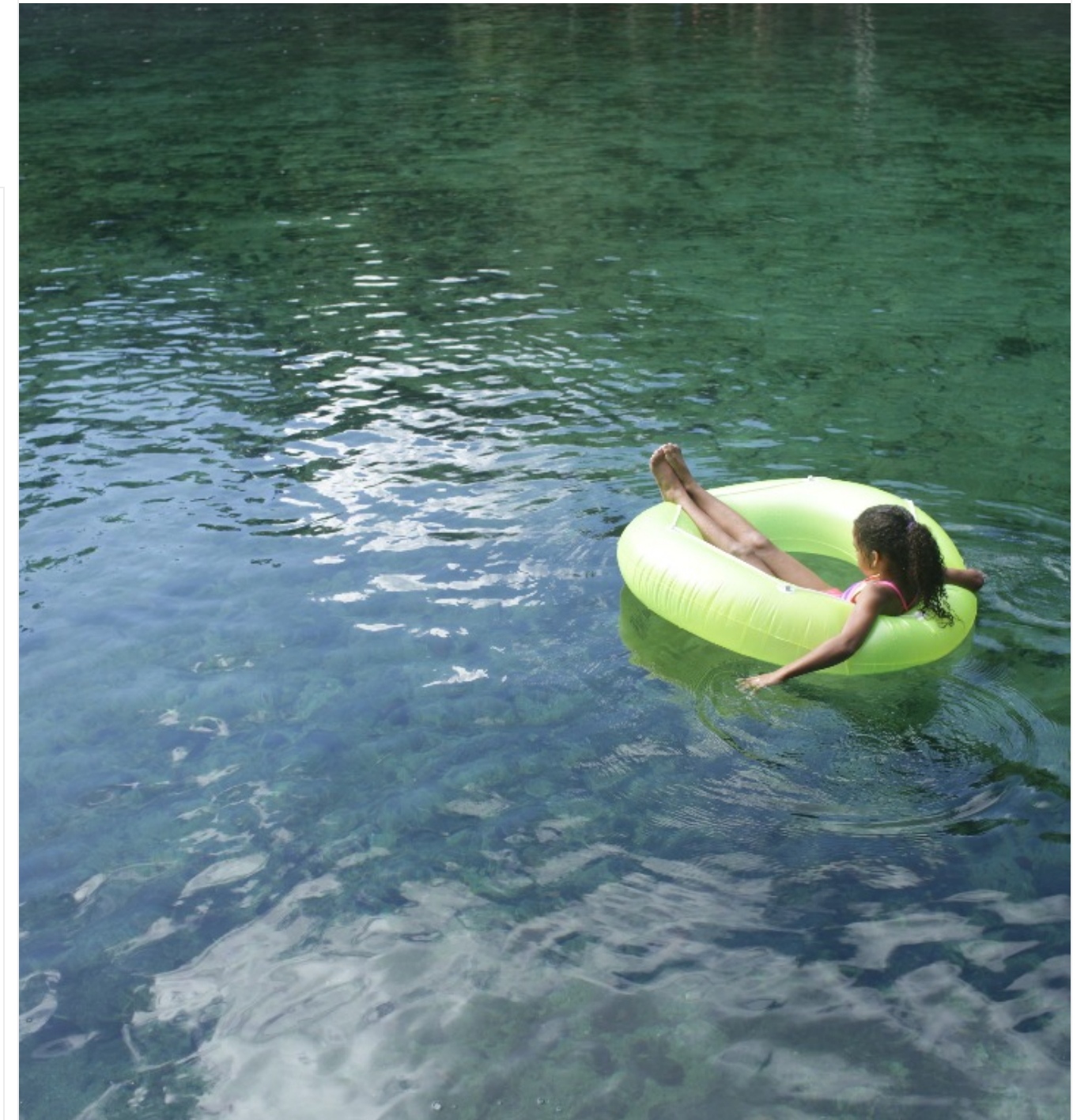


## Public Relations

*Misc.*

### Misc.

- Facilitated podcast interview with Caitlin Terry
- Discussed Post Covid relaunch plan
- Bi-weekly calls with Seminole team on PR initiatives
- Collaboration with Gui on launch of podcast and Paradise interviews
- Monitored Cision clips



## Public Relations

*Feature Clip*

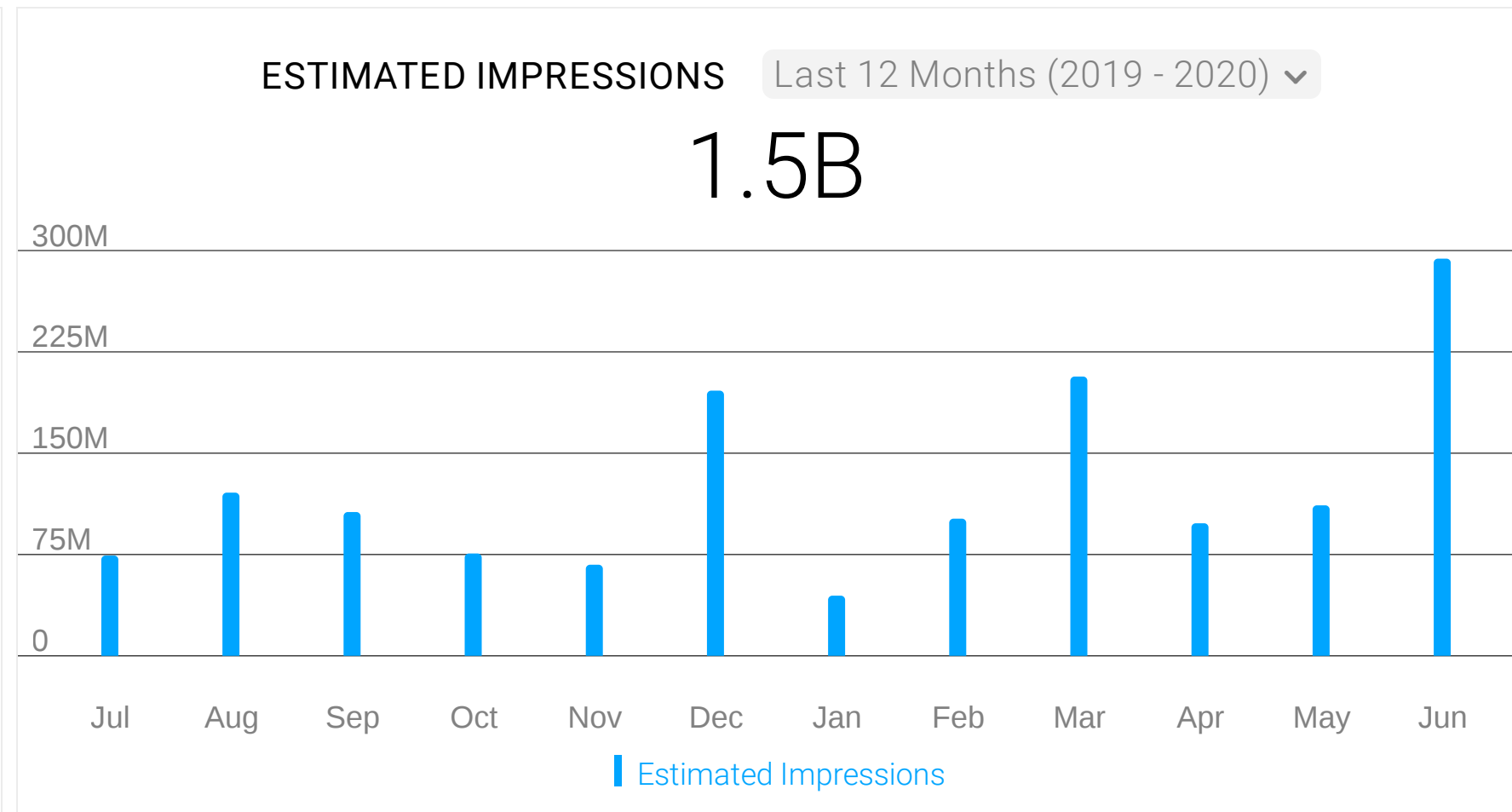


**Business community rolls out 'Sanfording Safely' pledge**

**SANFORD, Fla.** — In an effort to get people back into downtown Sanford, the city has produced a PSA to show people the changes businesses have taken to keep people safe from coronavirus.

## 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 (Jun) ▾

 \$ 191.4k

PRESS RELEASES / PITCHES Last Month (Jun) ▾

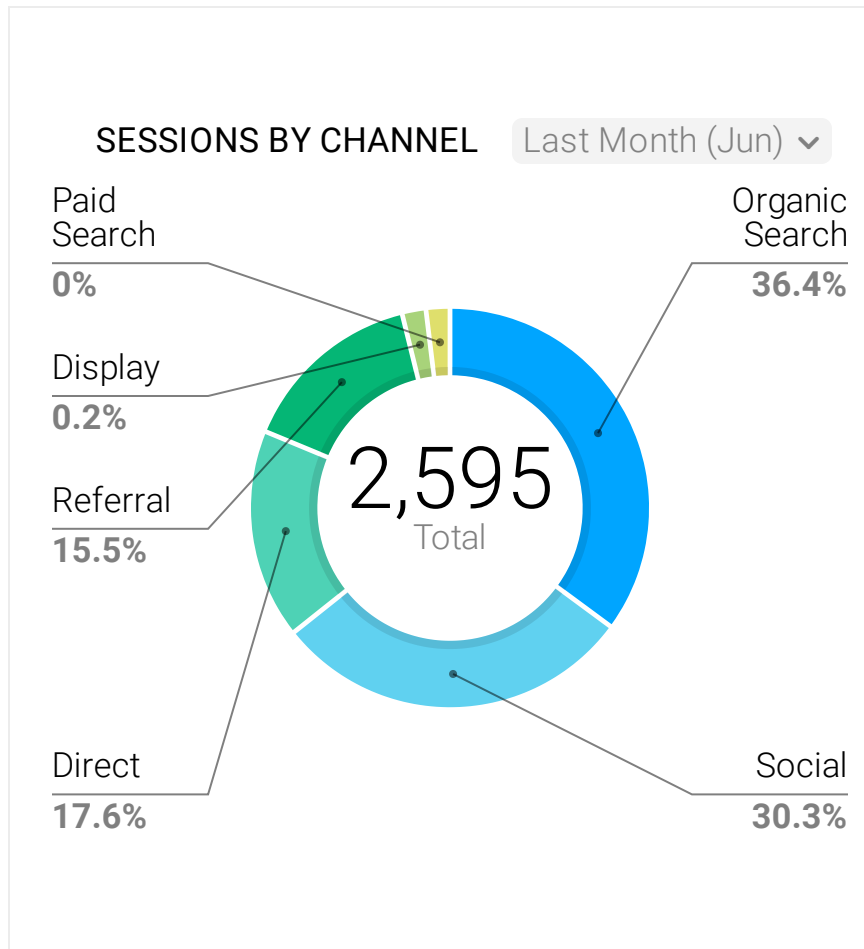
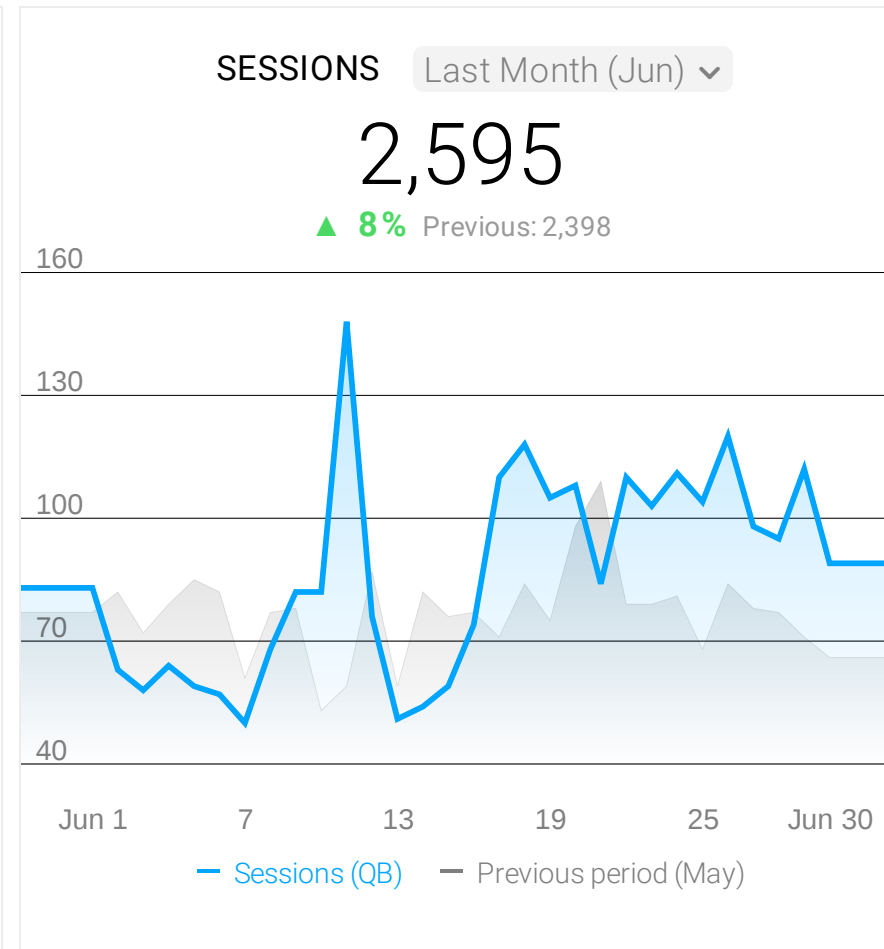
 2

EDITORIALS Last Month (Jun) ▾

 172

# Website

DoOrlandoNorth

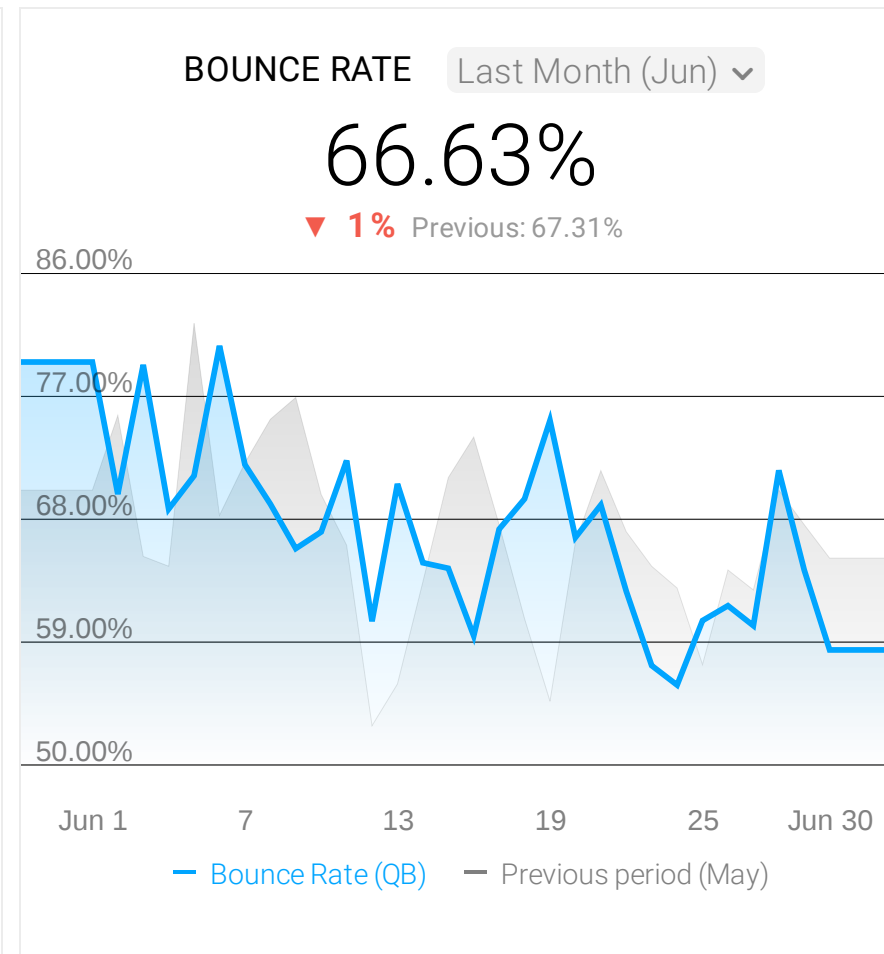


### AUDIENCE OVERVIEW Last Month ▾

| Metrics              | Last Month | Δ     |
|----------------------|------------|-------|
| Users                | 2,346      | ▲ 13% |
| Sessions             | 2,595      | ▲ 8%  |
| % New Sessions       | 87.09%     | ▲ 4%  |
| Pages / Sessions     | 1.91       | ▲ 1%  |
| Avg Session Duration | 1m 13s     | ▲ 10% |
| Bounce Rate          | 66.63%     | ▼ 1%  |
| Pageviews            | 4,952      | ▲ 9%  |

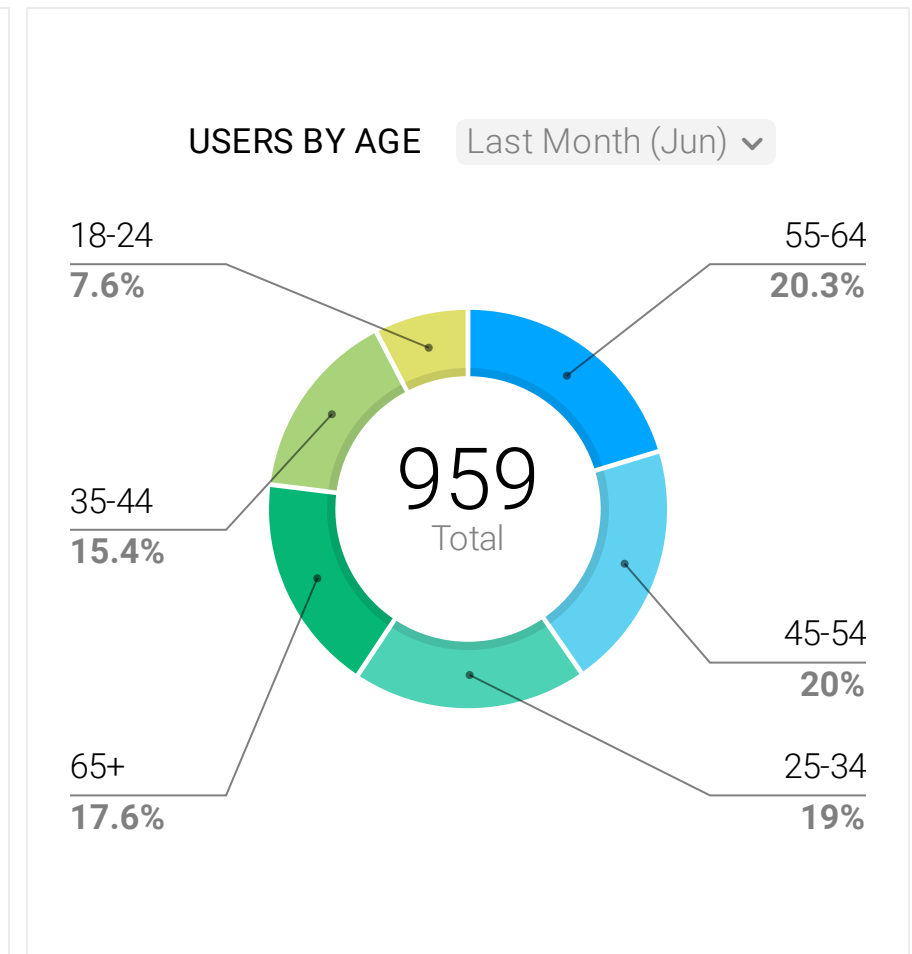
### TOP PAGES BY PAGEVIEWS Last Month ▾

| Metrics   | Last Month | Δ     |
|---|------------|-------|
| /default.aspx   | 1,444      | ▲ 15% |
| /things-to-do/nature-and-outdoors                                     | 266        | ▲ 15% |
| /things-to-do/attractions   | 245        | ▲ 21% |
| /covid19-travel-alert   | 223        | ▲ 5%  |
| /things-to-do   | 173        | ▼ 3%  |
| /request-a-visitors-guide   | 157        | ▲ 3%  |
| /blog/post/freebies-budget-friendly-fun-orlando-north-seminole-county | 127        | ▲ 27% |
| /things-to-do/hotels  | 117        | ▲ 20% |



### USERS BY REGION Last Month ▾

| Metrics        | Last Month | Δ      |
|----------------|------------|--------|
| Florida        | 1,349      | ▲ 9%   |
| Georgia        | 191        | ▲ 23%  |
| Illinois       | 143        | ▼ 1%   |
| (not set)      | 134        | ▲ 103% |
| Tennessee      | 95         | ▲ 38%  |
| South Carolina | 52         | ▲ 2%   |
| North Carolina | 39         | ▲ 22%  |
| Texas          | 30         | ▲ 50%  |



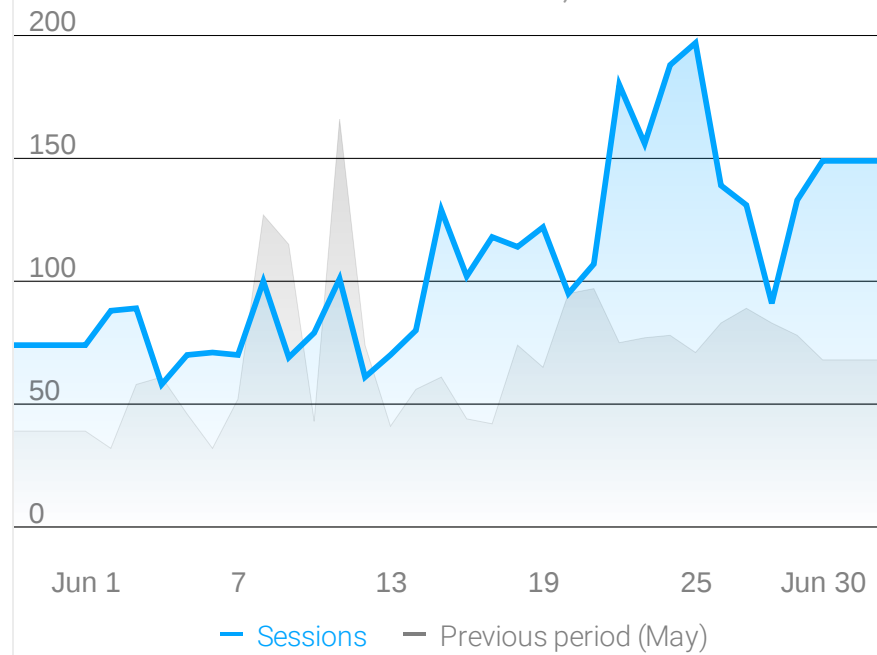
# Website

PlayOrlandoNorth

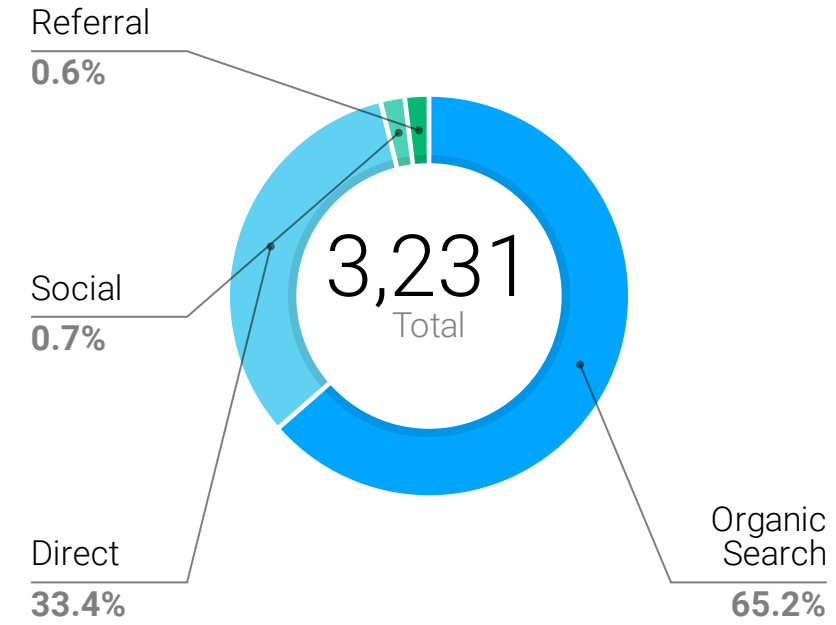
## SESSIONS Last Month (Jun)

3,231

▲ 48% Previous: 2,186



## SESSIONS BY CHANNEL Last Month (Jun)



## AUDIENCE OVERVIEW Last Month

| Metrics              | Last Month | Δ     |
|----------------------|------------|-------|
| Users                | 2,641      | ▲ 39% |
| Sessions             | 3,231      | ▲ 48% |
| % New Sessions       | 79.33%     | ▼ 7%  |
| Pages / Sessions     | 2.24       | ▲ 9%  |
| Avg Session Duration | 1m 32s     | ▲ 45% |
| Bounce Rate          | 60.29%     | ▲ 6%  |
| Pageviews            | 7,228      | ▲ 61% |

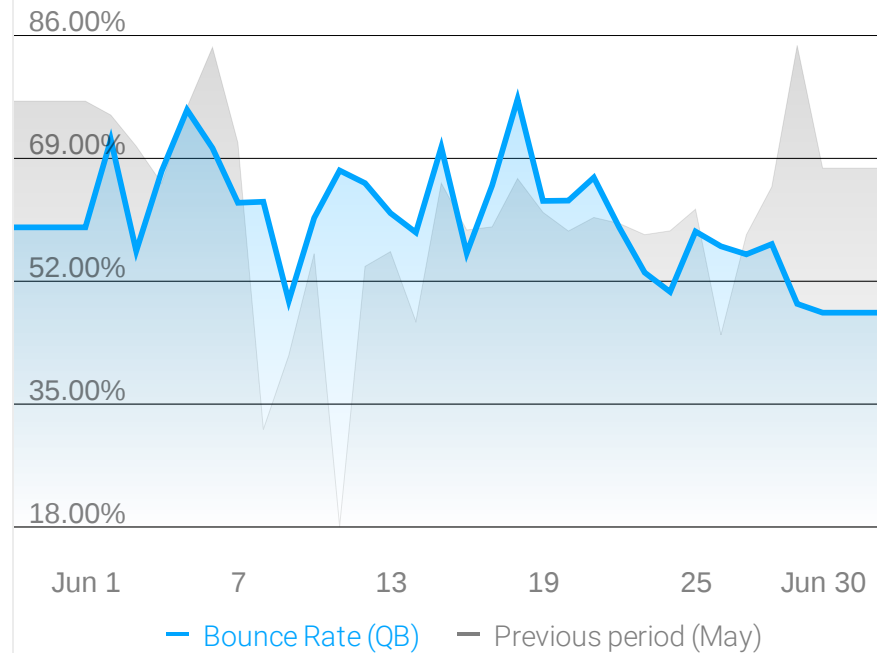
## TOP PAGES BY PAGEVIEWS Last Month

| Metrics   | Last Month | Δ        |
|---|------------|----------|
| /facilities/details/boombah-sports-complex      | 2,313      | ▲ 117%   |
| /events   | 939        | ▲ 106%   |
| /   | 453        | ▼ 37%    |
| /facilities                                     | 328        | ▲ 43%    |
| /events/details/athletx-youth-world-series      | 254        | ▲ 841%   |
| /facilities/details/boombah-soldiers-creek-park | 178        | ▲ 100%   |
| /events/details/legacy-event-                   | 122        | ▲ 2,950% |

## BOUNCE RATE Last Month (Jun)

60.29%

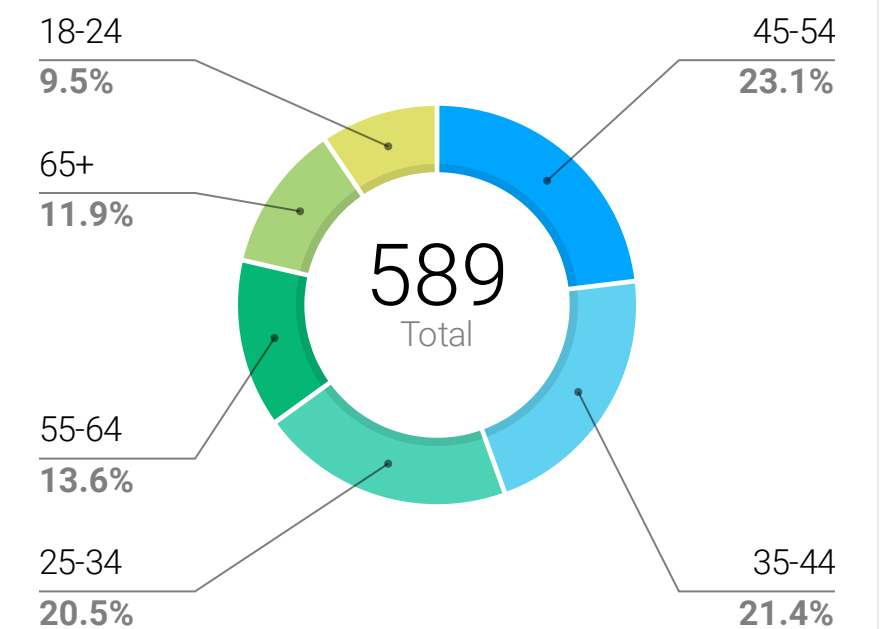
▲ 6% Previous: 56.77%



## USERS BY REGION Last Month

| Metrics    | Last Month | Δ      |
|------------|------------|--------|
| Florida    | 1,204      | ▲ 70%  |
| Illinois   | 490        | ▲ 7%   |
| Georgia    | 112        | ▲ 78%  |
| Texas      | 79         | ▲ 259% |
| (not set)  | 71         | ▲ 20%  |
| Virginia   | 69         | ▲ 306% |
| California | 67         | ▲ 158% |
| New York   | 55         | ▲ 96%  |

## USERS BY AGE Last Month (Jun)



A man wearing a tan cap, sunglasses, and a red life vest 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 of the image, containing the text 'ORLANDO NORTH SEMINOLE COUNTY' in white, bold, sans-serif capital letters. A small white triangle points upwards above the letter 'O' in 'NORTH'.

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





**June 2020  
Social Media Report  
Do Orlando North**

## Social Highlights

### Facebook

- 19 new followers on Facebook
- 82% increase in Facebook promoted post CTR
- 61% decrease in Facebook promoted post impressions
- 5% increase in Facebook Clicks-to-Web Link Clicks

### Instagram

- 23 new followers on Instagram
- 49% decrease in Instagram promoted post impressions
- 42% decrease in Instagram promoted post reach
- 47% decrease in Instagram promoted post engagement

### Twitter

- 19 new followers on Twitter
- 43% decrease in Twitter promoted post impression
- 27% increase in Twitter Follower Campaign impressions

## Facebook

- Total Page Likes: 14,372
- Total Page Impressions: 168,990
- Total Post Engagements: 6,844

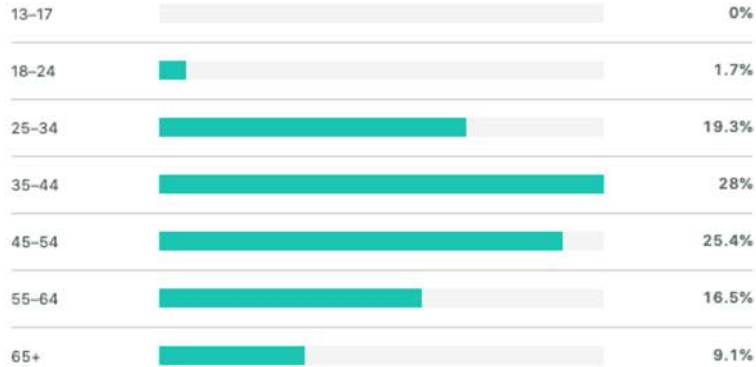


| Audience Metrics      | Totals        | % Change        |
|-----------------------|---------------|-----------------|
| <b>Fans</b>           | <b>14,372</b> | <b>↗ 0.13%</b>  |
| <b>Net Page Likes</b> | <b>22</b>     | <b>↘ 24.14%</b> |
| Organic Page Likes    | 58            | ↘ 3.33%         |
| Paid Page Likes       | 0             | → 0.00%         |
| Page Unlikes          | 36            | ↗ 16.13%        |

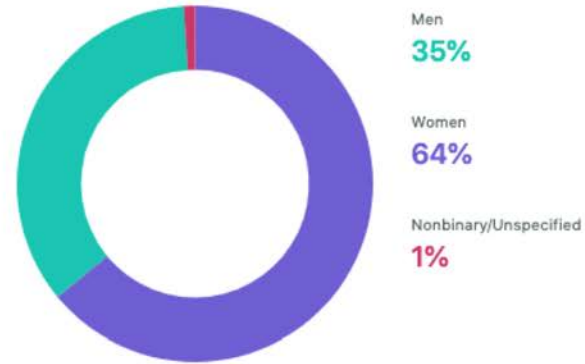
## Facebook Page Fan Demographics

Review your audience demographics as of the last day of the reporting period.

### Audience by Age



### Audience by Gender



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

### Audience Top Countries

| Country       | Count  |
|---------------|--------|
| United States | 13,540 |
| Puerto Rico   | 167    |
| Brazil        | 61     |
| Vietnam       | 50     |
| Mexico        | 49     |

### Audience Top Cities

| City                 | Count |
|----------------------|-------|
| Orlando, FL          | 2,252 |
| Jacksonville, FL     | 1,097 |
| Tampa, FL            | 549   |
| Saint Petersburg, FL | 270   |
| Sanford, FL          | 243   |

## Facebook: Clicks-to-Web Ad

- Spend: \$600.00
- Total Reach: 55,120
- Total Impressions: 81,863
- Total Link Clicks: 1,014
- CPC: \$0.59
- CTR: 1.24%



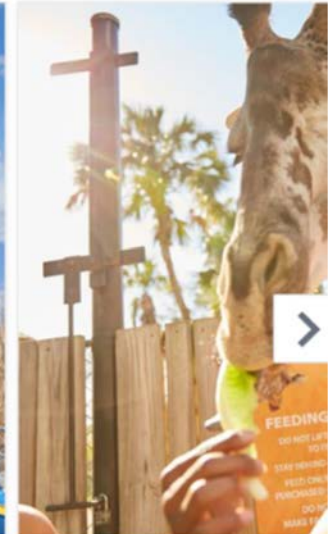
Planning a vacation to the world's epicenter of entertainment? There's an easier, wilder way to do Orlando.



**Exhilarating Adventures Await!**

#DoOrlandoNorth

[Learn More](#)

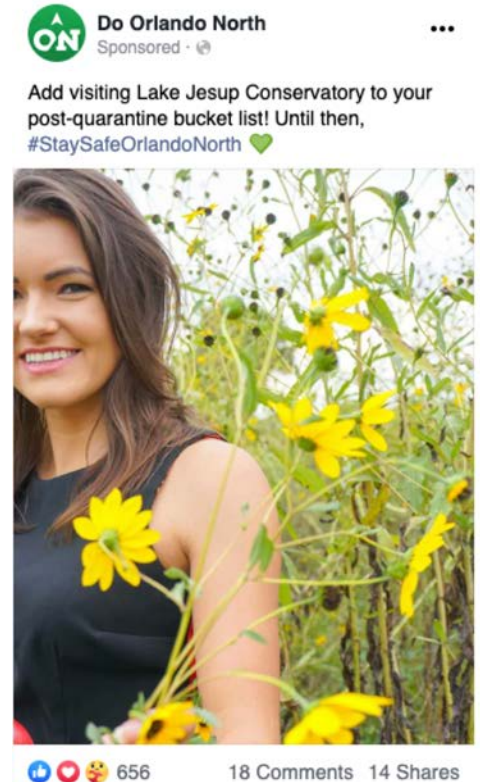


**Explore In The Sunshine**

When You #DoOrlandoNorth

## Facebook: Promoted Post

- Spend: \$596.73
- Total Reach: 37,272
- Total Impressions: 52,276
- Total Engagements: 11,584
- CPC: \$0.13
- CTR: 4.79%



## Twitter

- Total Twitter Followers: 5,501
- Organic Impressions: 6,312
- Organic Engagements: 130

### Twitter Performance Summary

View your key profile performance metrics from the reporting period.

Impressions

**6,312** ↘ 73.9%

Engagements

**130** ↗ 16.1%

Post Link Clicks

**3** ↗ -

## Twitter: Promoted Tweets

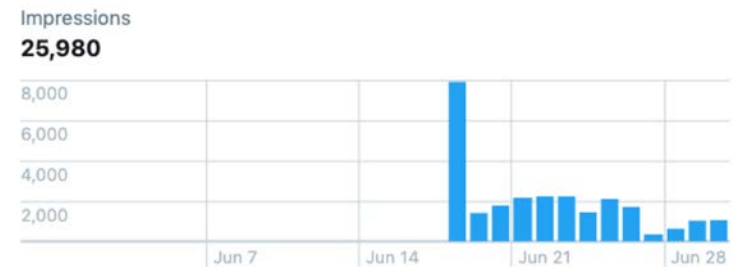
- Total Spend: \$63.94
- Total Impressions: 17,524
- Cost Per Engagement: \$0.05





## Twitter: Followers Campaign

- Total Spend: \$88.40
- Total Impressions: 25,980
- Cost Per Result: \$2.53
- Total Follows: 35

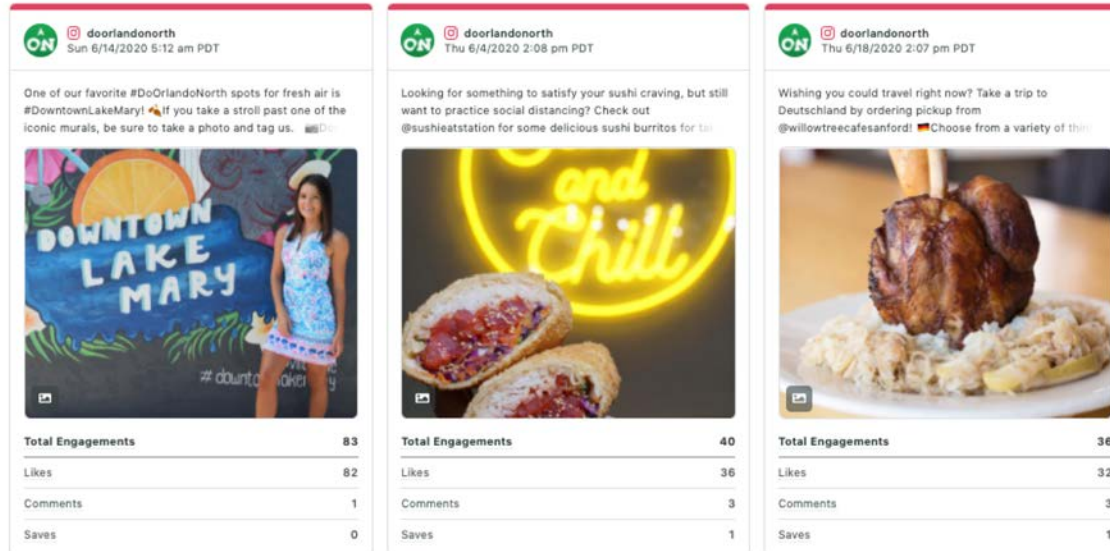


\*The average cost per result ranges from \$2.50 per follower up to \$4.00 per follower

# Instagram

- Total Followers: 1,931
- Total Organic Engagements: 419
- Total Organic Impressions: 49,516

By Lifetime Engagements



## Instagram: Promoted Posts

- Total Spend: \$207.77
- Total Engagements: 5,259
- Total Impressions: 26,228
- Total Reach: 20,416



doorlandnorth • Following

doorlandnorth How do you like spending time with your furry friends? For us, it's spending it at one of #DoOrlandoNorth's state parks! @anna.mk2 #StaySafeOrlandoNorth

3w

814 likes

JUNE 8

Add a comment... Post



doorlandnorth • Following

doorlandnorth Looking for something to satisfy your sushi craving, but still want to practice social distancing? Check out @sushieatstation for some delicious sushi burritos for take-out. 🍣 #DoOrlandoNorth

3w

604 likes

JUNE 8

Add a comment... Post



**June 2020  
Social Media Report  
Play Orlando North**

## Social Highlights

### Facebook

- 479 new followers on Facebook
- 76% increase in page likes impressions
- 40% decrease in promoted posts impressions

### Instagram

- 2 new followers on Instagram
- 48% decrease in organic impressions
- 49% decrease in promoted post impressions

### Twitter

- 30 new followers on Twitter
- 63% decrease in promoted post impressions
- 8% decrease in follower campaign impressions

## Facebook

- Total Page Likes: 7,320
- Total Page Impressions: 138,648
- Total Page Engagements: 7,601

### Facebook Performance Summary

View your key profile performance metrics from the reporting period.

Impressions

**138,648** ↘ 37.6%

Engagements

**7,601** ↗ 49.4%

Post Link Clicks

**142** ↗ 79.7%


## Facebook Top Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.

By Lifetime Engagements

**Play Orlando North**  
Tue 6/9/2020 9:00 am PDT


As said by Venus Williams, "Tennis is mostly mental. You win or lose the match before you even go out there." 🟡 How do you prep your mind before a game? We can't wait to see



|                          |              |
|--------------------------|--------------|
| <b>Total Engagements</b> | <b>1,559</b> |
| Reactions                | 899          |
| Comments                 | 10           |
| Shares                   | 8            |
| Post Link Clicks         | 2            |
| Other Post Clicks        | 640          |

**Play Orlando North**  
Mon 6/1/2020 9:00 am PDT


There is no bond like the one we have with our teammates! Share your favorite memory or story about your team with us below. 🟡 #WeAreONe



|                          |              |
|--------------------------|--------------|
| <b>Total Engagements</b> | <b>1,366</b> |
| Reactions                | 664          |
| Comments                 | 17           |
| Shares                   | 9            |
| Post Link Clicks         | -            |
| Other Post Clicks        | 676          |

**Play Orlando North**  
Wed 6/24/2020 11:18 am PDT

June 25th kicks off the Alex Wilcox Classic to honor the life of Alex Wilcox, a former outfielder at Mississippi State, and bring awareness of ovarian cancer. 35 elite-level high school

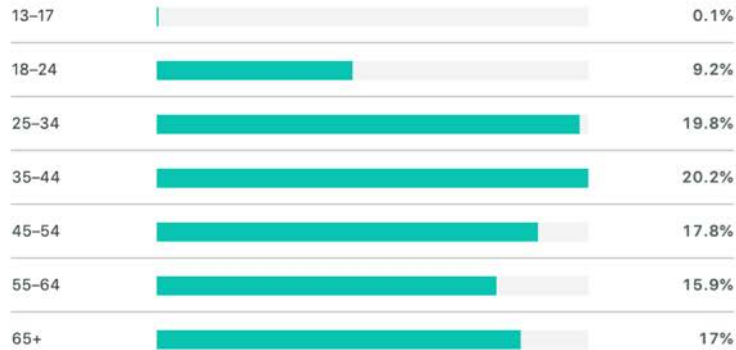


|                          |            |
|--------------------------|------------|
| <b>Total Engagements</b> | <b>904</b> |
| Reactions                | 749        |
| Comments                 | 4          |
| Shares                   | 15         |
| Post Link Clicks         | -          |
| Other Post Clicks        | 136        |

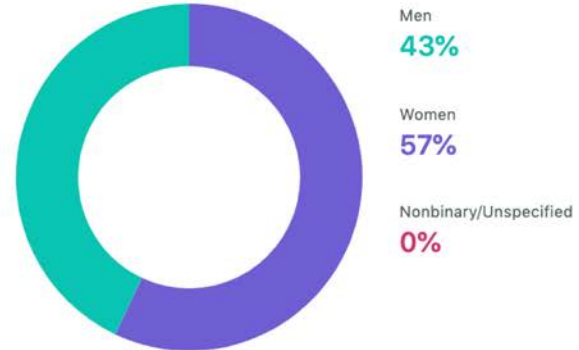
## Facebook Page Fan Demographics

Review your audience demographics as of the last day of the reporting period.

### Audience by Age



### Audience by Gender



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

### Audience Top Countries

| Country       | Count |
|---------------|-------|
| United States | 7,179 |
| Puerto Rico   | 34    |
| Mexico        | 15    |
| Cuba          | 6     |
| India         | 5     |

### Audience Top Cities

| City             | Count |
|------------------|-------|
| Orlando, FL      | 346   |
| Miami, FL        | 302   |
| Jacksonville, FL | 144   |
| Atlanta, GA      | 141   |
| Memphis, TN      | 132   |



## Facebook: Page Likes Ad

- Spend: \$600.00
- Total Likes: 487
- Total Reach: 30,336
- Total Impressions: 47,462
- CPC: \$0.84
- CTR: 1.50%

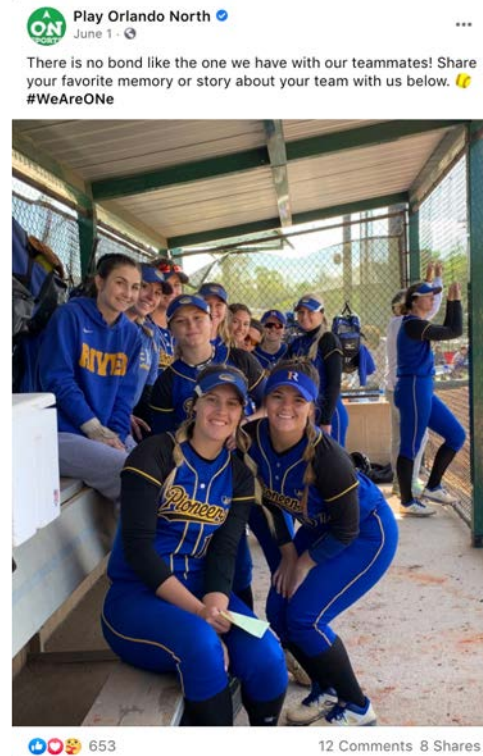


"Like" to start planning your time off the field in Central Florida and see how your family can Play Orlando North.



## Facebook: Promoted Posts

- Spend: \$674.83
- Total Reach: 36,144
- Total Impressions: 54,439
- CPC: \$0.11
- CTR: 11.07%



## Twitter

- Total Twitter Followers: 505
- Total Organic Impressions: 5,474
- Total Engagements: 69

### Twitter Performance Summary

View your key profile performance metrics from the reporting period.

| Impressions   | Engagements | Post Link Clicks |
|---------------|-------------|------------------|
| 5,474 ↗ 38.6% | 69 ↘ 37.8%  | 1 ↘ 50%          |

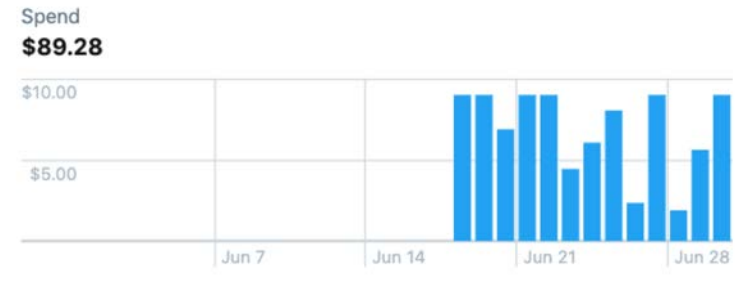
## Twitter: Promoted Posts

- Total Spend: \$100.00
- Total Impressions: 14,827
- Cost Per Engagement: \$0.03
- Total Engagement: 2,323



## Twitter: Followers Campaign

- Total Spend: \$89.28
- Total Impressions: 41,648
- Cost Per Result: \$2.41
- Total Follows: 37



The average cost per result ranges from \$2.50 per follower up to \$4.00 per follower

## Instagram

- Total Followers: 284
- Total Impressions: 36,664
- Total Engagements: 122

### Instagram Performance Summary

View your key profile performance metrics from the reporting period.

Impressions

**36,664** ↘ 48.8%

Engagements

**122** ↘ 9%

Profile Actions

**0** → 0%

## Instagram: Promoted Posts

- Total Spend: \$224.91
- Total Promoted Reach: 23,192
- Total Promoted Impressions: 30,538
- Total Promoted Engagements: 4,356

