

Tourist Development Council Meeting

February 13, 2025

Meeting called to order at 3:02pm

A quorum was established.

In Attendance:

- Vice Chair Brenda Urias, Sanford Tours & Experiences & Bicikleto Bike Shop
- Commissioner Jay Zembower, Seminole County Board of County Commission, District 2
- Commissioner Sarah Reece, City of Altamonte Springs, CALNO Representative
- Andre Hickman, Owner, Comfort Inn & Suites
- Judy Desrosiers, Commercial Development Manager, SAA
- Josh Gunderson, Mall Director, Oviedo Mall
- Jennifer Nix, Seminole County Attorney
- Mayor Art Woodruff, City of Sanford
- Skye Bucker, Director of Sales, Marriott Hotels
- Jon Simonelli, Assistant Manager, Hilton Orlando Altamonte Springs

Excused:

N/A

Pledge of Allegiance

Moment of Silence for Daniel Lewis

Led by Brenda Urias

Welcome and Introductions

2025 Chair Election and Board Appointment:

- **Chair Nomination:** Brenda Urias
 - *Motion:* Commissioner Sarah Reece
 - *Second:* Art Woodruff
 - *Vote:* Unanimous
- **Vice Chair Nomination:** Commissioner Sarah Reece
 - *Motion:* Jay Zembower

- *Second:* Judy Desrosier
- *Vote:* Unanimous
- **Zoo Board Nomination:** Judy Desrosiers
 - *Motion:* Judy Desrosiers
 - *Second:* Jay Zembower
 - *Vote:* Unanimous

2024 Minutes Approval

- *Motion:* Commissioner Sarah Reece
 - *Second:* Jay Zembower
 - *Vote:* Unanimous
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Zoo Update (Richard Glover)

- Reached 9,682 students so far with educational programs
 - Asian Lantern Festival had 120,384 visitors (increase of 25,000 from last year)
 - Indigo BBQ Festival looking to add a BBQ competition next year
 - Upcoming events:
 - Kids' Night Out, Sensory Safari, Homeschool Classes, Free Monthly Story Time
 - Spring Break Choo Choo to the Zoo
 - Spring Break and Summer Camps
 - Brews Around the Zoo
 - Hippity Hop for Easter
 - Awarded 10 awards last year
 - Announced a 2-year contract with the county
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Seminole County Tourism Leisure Update (Karen Aplin)

- **National Market Trends for the New Year:**
 - Increased wellness tourism
 - Digital integration
 - Sustainable and responsible travel
 - Demand for authentic/unique experiences
- **ON Seminole County Visitor Preferences:**
 - Interest in nature-based and outdoor activities
 - Huge growth in sports tourism
 - Increasing focus on pet-friendly travel
 - Giveaway campaign live
 - New promotional materials, including stickers and tour guides

- A potential partnership with Expedia to support bookings on the Do Orlando North site is in the very early stages of discussion.
 - **Podcast updates:**
 - New episode released
 - Video shown
 - Top performing reel shown
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Social Media & Digital Impact (Jessica Pickering)

- **Main Goal for 2025:**
 - Increase organic shares
 - 157.7% increase in shares YoY
 - 71.4% increase in saves YoY
 - December reel performance exceeded industry standard (8% vs. 2%)
 - **Digital Performance:**
 - 10.2% increase in organic impressions YoY
 - 113.3% increase in video views YoY
 - 25.1% engagement rate increase YoY
 - **Upcoming Initiatives:**
 - Farm Tour Campaign
 - Activity Guides
 - More influencer partnerships
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Sports Updates (Danny Trosset)

- **FY Comparison**
 - Projected plateau in '25 with a 2-3% increase
 - FY '23/'24 Sports Tourism Impact: 29k rooms, \$58.8M economic impact
 - FY '24/'25 Projection: 31k rooms, \$61.7M economic impact
 - **Upcoming Events:**
 - Hogan Lacrosse @ Boombah
 - Canadian Baseball Academies @ Boombah
 - Strong Spring Break training market
 - Field Hockey locked in for 2026-2027
 - Free kids camp with professional baseball players (Jan 31st) went well, planning to have another next year
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STR & TID Updates (Gui Cunha)

- **STR Trends:**

- Hurricane recovery and return-to-office increased mid-week travel
 - 16% YoY increase in September
 - December occupancy at 75%
 - 18% RevPAR increase
 - Strong December visitation
 - **TID Updates:**
 - Proposed sports complex site and procedural ordinance discussed
 - Expected hearing on Feb 25th, with assessment resolution on March 11th
 - Anticipated revenue: \$3.228M +
 - 3-phase approach for indoor complex funding
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Evok Updates (Yahn)

- **Reporting Recap:**
 - Do Orlando North website at its highest visitation at around 25K
 - Strong engagement on social media campaigns
 - Best-performing post was boosted
 - Asian Lantern Festival performed exceptionally well
 - "Play Orlando North" had the highest monthly engagement
 - **Demographics & Visitor Data:**
 - Top primary market visitor locations: Tampa MSA (15.7%) , Miami MSA (8.1%), Jacksonville (8%), West Palm Beach MSA (6.1%), Orlando MSA (5.7%)
 - Top Secondary market visitor locations: ATL (3.9%), NY (2.6%), NC (1.6%), IL (1%)
 - Giveaway launched, over 50 entries so far
 - **Upcoming Projects:**
 - Website content refresh
 - Adventure sticker sheets
 - Interactive ad campaigns
 - Pre-roll YouTube ad campaigns
 - Travel Intent Campaign targeting potential visitors
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New/Old Business:

- New agenda to include a row for Sunshine Law training (required for newly elected officials)
- Chief Strategy & Innovation Officer resigned in December
 - Danny to take over tourism
 - Gui to replace resigned director

Sunshine Law Training

Trainer: Jennifer Nix

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Meeting Adjourned: 4:59 PM