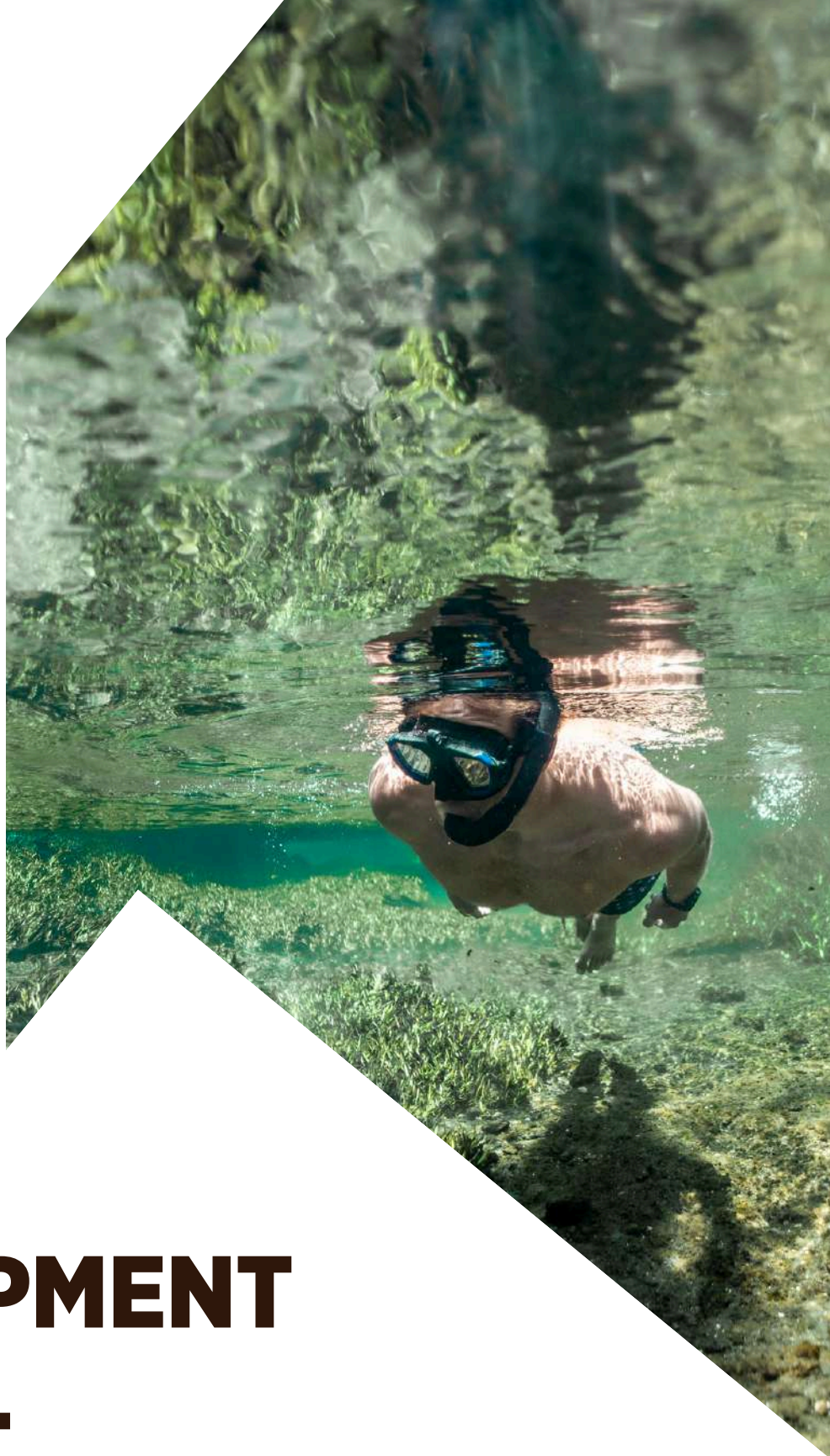


AUGUST 15, 2024



TOURIST DEVELOPMENT COUNCIL

SEMINOLE COUNTY SERVICES
BUILDING



**Tourist Development Council
August 15, 2024 Meeting Agenda
Seminole County Services Building
Room 3024**

I.	Call to Order	Brenda Urias Vice Chair
	Pledge of Allegiance followed by Moment of Silence	
II.	Welcome and Introductions	
III.	Chair Election*	
IV.	Approval of April 2024 TDC Minutes*	Newly Elected Chair
V.	Renaming TDC Recognition Award*	Andrew Lanius Seminole County Attorney's Office
VI.	Orlando North Tourism presentations	Karen Aplin, Danny Trosset, Gui Cunha Seminole County Government
VII.	Goldsboro Main Street Grant presentation*	Kenneth Bentley Goldsboro Main Street
VIII.	Sanford Main Street Grant presentation*	Daniel Lewis Sanford Main Street
IX.	Central Florida Zoo Grant presentation	Richard Glover Central FL Zoo
X.	Evok Advertising presentation	Yahn Bartelink Evok Advertising
XI.	New/Old Business	Newly Elected Chair
	Adjourn	

Next Meeting

Thursday, November 21, 2024

Location: TBD

** 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.



**Tourist Development Council Meeting
April 18, 2024**

Meeting called to order at 3:00 pm

A quorum was established.

In Attendance:

- Chairman Bruce Skwarlo, General Manager, Orlando Marriott Lake Mary
- Vice Chair Brenda Urias, Owner, Sanford Tours & Experiences
- Patrick Austin, Commissioner, City of Sanford
- Commissioner Sarah Reece, City of Altamonte Springs, CALNO Representative
- Andre Hickman, Owner, Comfort Inn & Suites
- Judy Desrosiers, Commercial Properties Specialist, OSI
- Josh Gunderson, Mall Director, Oviedo Mall

Excused:

- Don Dougherty, General Manager, The Westin Lake Mary, Orlando North
- Commissioner Jay Zembower, Seminole County Board of County Commission, District 2

Pledge of Allegiance and Moment of Silence

Welcome and Introductions

Approval of January 2024 TDC Minutes:

Motion: Commissioner Sarah Reece

Second: Brenda Urias

Vote: Unanimous

Seminole County Tourism

Administrative Update

Gui Cunha, Administrator, Office of Strategic Initiatives

- Fiscal Year 2023/24 Budget presentation

Approval of FY2024/25 Budget:

Motion: Commissioner Patrick Austin

Second: Commissioner Sarah Reece

Vote: Unanimous

Seminole County Tourism

Leisure Update

Karen Aplin, Tourism Director, Seminole County

- Marketing and production updates
- Giveaways campaigns will continue through 2024.
- Main Street Board meetings will be attended by Jessica Pickering and Karen Aplin.

Sports Update

Danny Trosset, Sports Tourism Director, Seminole County

- Year-over-year Key Performance Indicator analysis was presented.
- Boombah Sports Complex event recap was presented.
- All Other Venues event recap was presented.
- Upcoming Sports Tourism event review was presented.

Hotel Trends Update

Gui Cunha, Administrator, Office of Strategic Initiatives

- STR Monthly Trends report is in line with forecast and comp sets.
- Vacation Rental Report was presented.
- Downs & St. Germain Monthly Visitors report provides visitor counts and direct visitor expenditures.

Tourism Improvement District update

Clvitas

Tiffany Gallagher, Vice President

- A draft of the Tourism Improvement District timeline was presented.
- The next steps required for the procedural and formation ordinances were discussed.

Central Florida Zoo Update and Grant Presentation Request

Richard Glover, CEO

- The Central Florida Zoo presented year-over-year Attendance & Revenue updates.
- Upcoming Events for the calendar year was presented to the TDC.
- Year-over-year revenue results were presented.
- Upcoming Projects
 - Education office building
 - Crocodile habitat renovations
 - Boardwalk renovations
 - Train re-opening – summer

Grant request: \$350,000.00/year

Term: Two years

Approval of the Central FL Zoo FY 2025 grant request:

Motion: Judy Derosiers

Second: Brenda Urias

Vote: Unanimous

Evok Update

Yahn Bartelink, Account Manager, Evok Advertising

- Presented an update on current and upcoming marketing projects.
- Do Orland North website re-design presentation was conducted.

Old Business:

- Andrew Lanius will be providing an update on the TDC recognition award renaming process to the TDC in the August meeting.

New Business:

TDC Chair Bruce Skwarlo announced his retirement in the coming months.

Meeting adjourned 5:00 pm

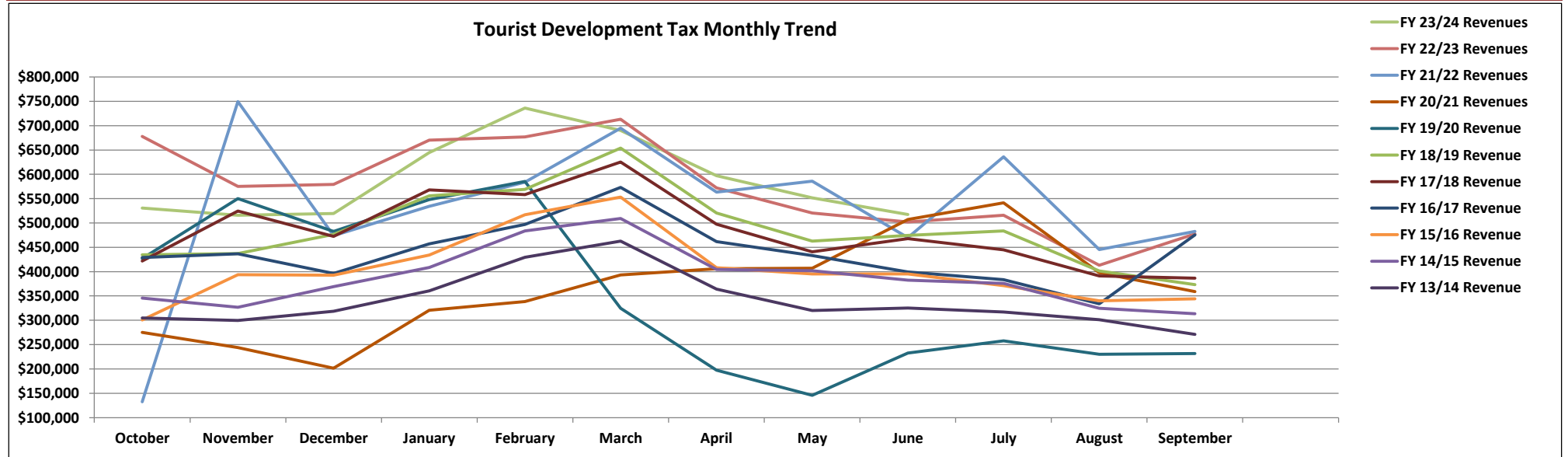
Sunshine and Public Records Laws and Ethics Training was conducted.

Andrew Lanius, Assistant County Attorney

Seminole County, Florida
TOURIST DEVELOPMENT TAX
Fiscal Year 2023/24 Revenue Report

Monthly Collections	HISTORY										CURRENT FISCAL YEAR			COMPARISON	
	FY 2013/14	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18	FY 2018/19	FY 2019/20	FY 2020/21	FY 2021/22	FY 2022/23	FY 2023/24			FY 23/24 vs FY 22/23	
	Total Collections	Total Collections	Total Collections	Total Collections	Total Collections	Total Collections	Total Collections	Total Collections	Total Collections	Total Collections	Original 3 Cents	2 Cents	Total Collections	Month Over Month/ YTD Over YTD Change In Collection	
October	304,877	345,553	300,862	428,948	421,671	434,438	426,810	274,906	132,466	677,865	318,539	212,359	530,898	(146,967)	-21.7%
November	299,750	326,885	393,635	436,732	524,762	436,992	550,273	244,092	749,463	574,963	309,592	206,395	515,987	(58,976)	-10.3%
December	318,536	369,173	392,605	396,424	472,255	476,548	482,643	201,297	473,861	578,977	311,714	207,810	519,524	(59,453)	-10.3%
January	360,507	408,691	433,835	456,915	567,724	555,919	548,293	320,404	534,395	670,162	386,824	257,882	644,706	(25,456)	-3.8%
February	429,247	483,661	516,610	497,136	558,093	569,125	585,371	338,387	583,915	676,944	441,570	294,380	735,951	59,007	8.7%
March	462,593	509,149	552,988	572,832	625,272	654,013	324,781	393,366	694,754	713,329	413,958	275,972	689,930	(23,400)	-3.3%
April	364,161	404,355	407,783	461,492	497,187	520,483	197,530	405,926	563,558	572,062	358,145	238,763	596,908	24,847	4.3%
May	320,090	401,954	395,282	432,965	440,873	462,655	145,826	406,821	585,892	520,557	331,085	220,723	551,808	31,251	6.0%
June	325,397	382,227	395,373	399,489	467,655	474,337	232,610	507,262	469,931	502,075	310,494	206,996	517,489	15,414	3.1%
July	316,960	375,695	370,960	383,585	444,707	483,878	257,661	541,239	635,873	515,702					
August	300,955	324,474	339,798	333,761	391,058	401,322	230,144	397,999	445,388	413,351					
September	271,010	313,288	343,950	475,615	386,395	373,474	231,559	359,119	482,358	477,380					
Total	4,074,084	4,645,106	4,843,681	5,275,894	5,797,652	5,843,184	4,213,500	4,390,817	6,351,853	6,893,367	3,181,920	2,121,280	5,303,200	(183,733)	-10.5%
	11.40%	14.02%	4.27%	8.92%	9.89%	0.79%	-27.89%	4.21%	44.66%	8.53%	Budgeted Revenue				
	% Chg from	% Chg from	% Chg from	% Chg from	% Chg from	% Chg from	% Chg from	% Chg from	% Chg from	% Chg from	3,900,000	2,600,000	6,500,000		
	Prior Year	Prior Year	Prior Year	Prior Year	Prior Year	Prior Year	Prior Year	Prior Year	Prior Year	Prior Year	Estimated Revenue				
											3,900,000	2,600,000	6,500,000		
											% Change From PY				
													-5.71%		

Revenue Per Penny 814,817 929,021 968,736 1,055,179 1,159,530 1,168,637 842,700 878,163 1,270,371 1,378,673



County Attorney Work Request

Contact Person: Irma Stenman
Contact Phone: (407) 665-2908
Department: County Manager's Office-Economic Development and Tourism
Division: Tourism

Director: Gui Cunha (For approval purposes)
Director Email: gcunha@seminolecountyfl.gov

Subject: Legal Opinion regarding the procedural steps needed to name the TDC Award after Jamie Ross

Legal Opinion regarding the procedural steps needed to name the TDC Award after Jamie Ross.

During the January 2024 Tourist Development Council meeting, a motion was made and approved for staff to research the possibility of naming the TDC Award after Jamie Ross.

Action Requested: Jamie Ross passed away in December 2023. She was a prominent hotel General Manager in Seminole County that was vital in the growth of tourism throughout our community.

The TDC Award is presented to TDC members that have fulfilled their requirements and has completed their term on the Tourist Development Council.

Routine Request

High Priority Justification:

Due Date: 2/26/2024

Due Date Ext:

Click Below To Attach A File.



Naming Admin
Code.pdf
Adobe Acrobat
Document
42.6 KB

Submitted By: lstenman
Submitted On: 2024-02-12T13:19:24
Approved By: gcunha

Tourist Development Council Meeting

August 15, 2024

SM

Spotlights



Awarded Destination Marketing Accreditation Designation

Recognized for meeting global destination organization standards and achieving top industry performance



ANNUAL CONVENTION



Featured Destination DI Session: Visiting Friends & Relatives (VFR)

- Featured destination making a high impact in VFR traveler retention
- Highlighting ONSC strategies used to help others increase VFR segments' spend and destination engagement.



DESTINATIONS
INTERNATIONAL

2024 Annual Convention:

World's largest resource for official destination organizations, convention and visitors bureaus, and tourism boards. Over 2.000 industry attendees!

1 of the 3 new destinations recognized: ONSC, Royal Commission for Visit Saudi Arabia (AlUla), & Visit Chicago Southland

ORLANDO^NNORTH
SEMINOLE COUNTY

Public Relations Society of America (PRSA) #SunCon24 at Disney

ONSC, Public Safety Information, and Communications representing Seminole County recognized with TWO awards for campaign distribution and community impact for the Paws & Claus Inaugural Holiday Event



What's new with leisure Social Media Marketing

Top
Performing
Creator Post:
**219,262
views!**

Limo Cycle Bar Crawl

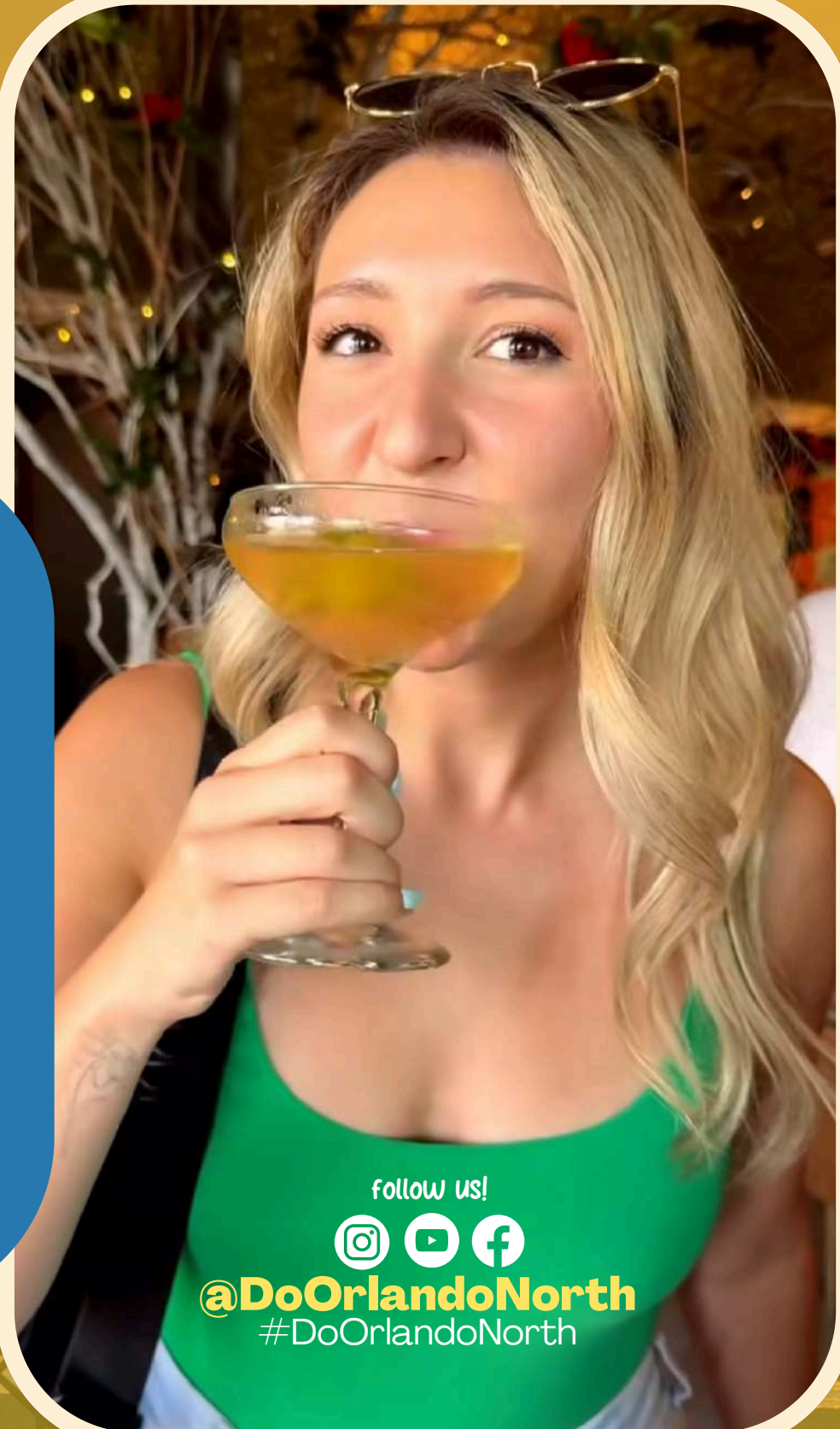
Influencer:
Samantha Longton

Total **ORGANIC**
Engagements:

22,775

Engagement Rate:

14.7%



follow us!
  
@DoOrlandoNorth
#DoOrlandoNorth

NEW



Upcoming Blog Themes:

August: Spooky Things to Do

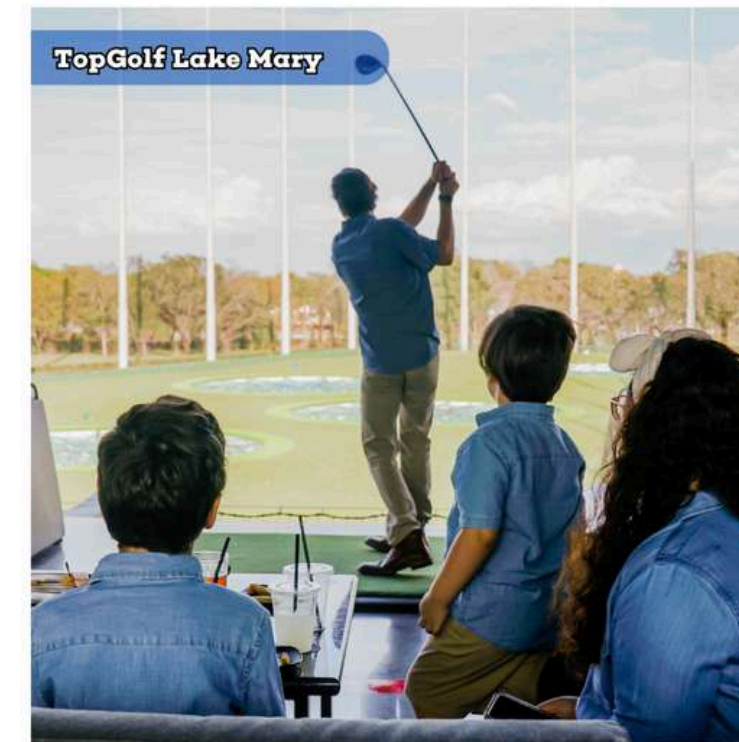
September: Fall Festivals

October: Italian Heritage Month - Food Guide

July Blog Feature Affordability

20 Must-Do Family Activities in Orlando North Under \$20 this Summer

Summer is in full swing, and there's no better time to dive into some affordable family fun in Orlando North! We've rounded up an exciting list of budget-friendly activities that will help you and your family make the most of this sunny season. Get ready to create lasting memories with these fantastic outings, all for under \$20 each!



1. Tee Off on Topgolf Tuesdays

Lake Mary, FL

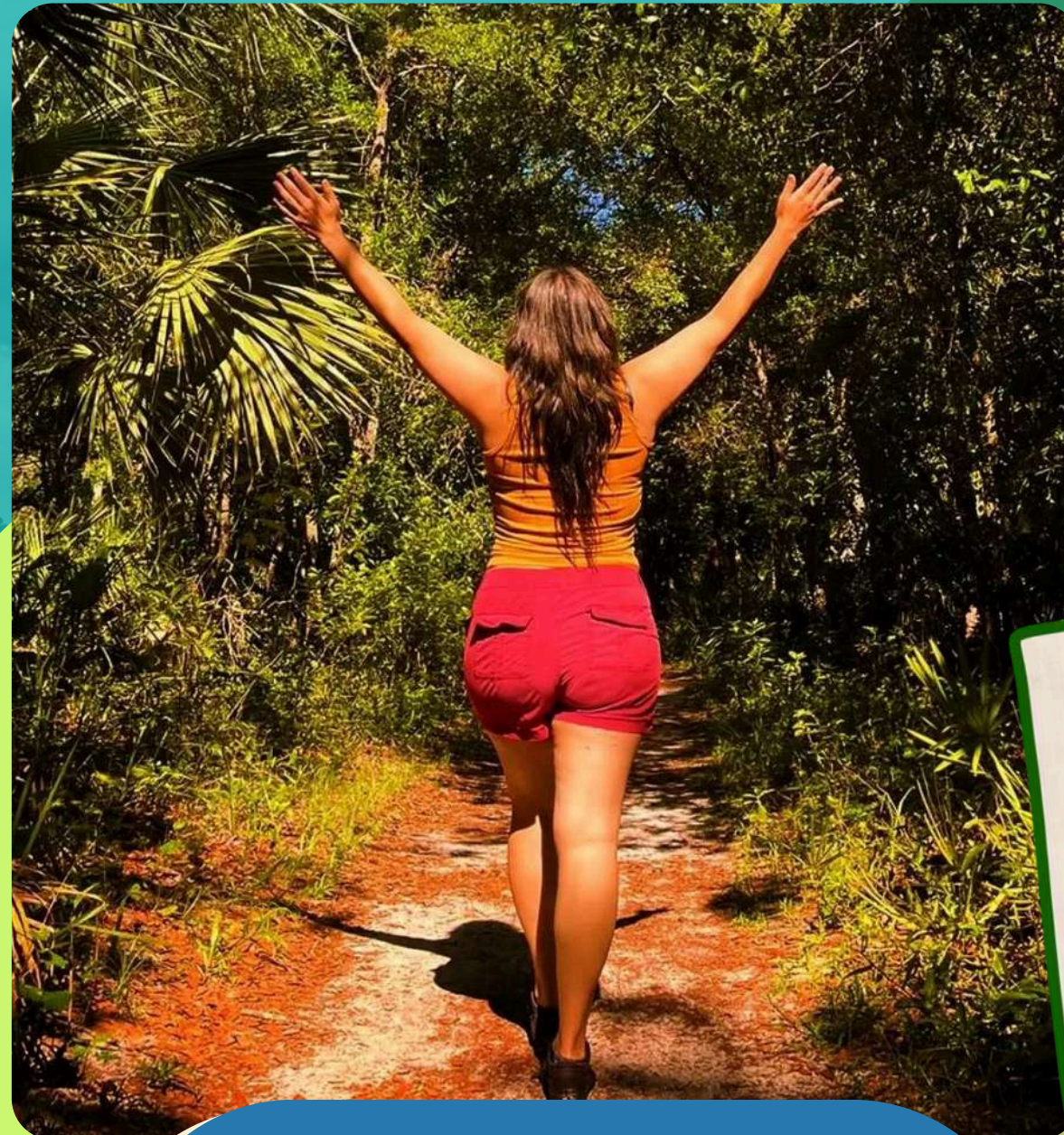
\$16 per hour, per bay (up to 6 players)



Upcoming Projects

PARTNER PROJECTS WITH EVOK

- Affordability
- Fall Activities



IN HOUSE PROJECTS

- Tuffy's Experience
- Black Bear Wilderness
- Lake Mary Social

**GET
READY
FOR
NEW
PROMO!!!**



O R L A N D O
N O R T H

• Black Bear Wilderness Area • Black Hammock Wilderness Area •
Chuluota Wilderness Area • Eoon River Wilderness Area • Geneva
Wilderness Area • Lake Harney Wilderness Area • Lake Jesup
Wilderness Area • Lake Proctor Wilderness Area •

What's new with **Sports Marketing**

**Total
Views**
12,444

**Accounts
Reached:**

94.9% Non-Followers
5.1% Followers

**Engagement
Rate:**

36.6%



Updates!

- Game ON: YouTube Video Series
- PG Collaboration T-shirt
- Group Discount Program



PG 16u World Series



NCAA Division II
National Championship

Partner Opportunity: Group Discount

▲ Score Big with Exclusive Discounts

There's plenty to do, experience, and taste in Orlando North!

▲ Explore Offers

The fun doesn't have to stop once the game is over! Checkout special offers from local attractions and restaurants for the whole team.

CARRABBA'S
ITALIAN GRILL

Carrabba's Italian Grill

Be the host with the most this summer! Order catering for your event and get \$50 off your order of \$250 or more!

[VIEW PROMO CODE](#)

[Visit Website](#)

[Back to Top](#)

Production in motion

LEAD CAST (HOST): NED JOHNSON
POST-PRODUCTION/EDITOR: SASSO MEDIA
CAMERA OP/GRIP: JAMES BAILEY & IAN SASSO
AUDIO: IAN SASSO
WRITTEN & DIRECTED BY JESSICA PICKERING & KAREN APLIN

**LIVE
LAUGH
LOCAL**
on the ONSC Podcast

LAUNCHED S6 ONSC PODCAST: NEW YOUTUBE VIDEO FORMAT

- Dropping 3 new Eps
 - Encouraging viewers to binge (+view time) & Subscribe (+notifications for new episodes)
- Entertaining and informative conversations with locals who bring the vibrant spirit of SC to life.
- Unique stories, hidden gems, and genuine personalities that make our destination a must-visit for travelers seeking an authentic experience.



'ON BOARD': NEWEST SERIES - OVER ONE YEAR IN THE MAKING!

- 6 EP series
 - Giving viewers a firsthand experience inside ONSC's endless water-based adventures, its unique tours, and its breathtaking scenery!
- Goals: inspire our future visitors and to share the incredible work of our local businesses, who are passionate about sharing the beauty of our waterways.



SNEAK PEEK

[VIDEO]

Fiscal Year Comparison

FY '22/'23 Actuals					
Location	# of Events	Teams	Visitors	Room Nights	Eco Impact
Sports Complex	51	3,026	124,766	21,975	\$43,615,954
All Other Venues	43	1,670	78,102	12,496	\$20,825,612
Total	94	4,696	202,868	34,471	\$64,441,566

FY '23/'24 Projections					
Location	# of Events	Teams	Visitors	Room Nights	Eco Impact
Sports Complex	51	3,168	127,794	25,141	\$45,919,387
All Other Venues	40	1,788	83,840	14,712	\$22,868,330
Total	91	4,956	211,634	39,853	\$68,787,717

SM

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
'22/'23	51	3,026	124,766	21,975	\$43,615,954
Total	401	22,737	965,790	150,045	\$214,188,820

SM

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
'22/'23	43	1,670	78,102	12,946	\$20,825,612
Total	289	11,046	515,204	96,819	\$102,379,775

SM

Sports Tourism Update – Sports Complex

October '23 – May '24 Actuals

Month	# of Events	Room Nights	Eco Impact
October	3	971	\$2,980,604
November	2	1,701	\$2,826,399
December	3	1,414	\$2,926,375
January	4	2,573	\$4,975,316
February	6	1,535	\$3,515,764
March	5	2,642	\$3,845,645
April	3	977	\$3,111,440
May	4	704*	\$1,772,124
Total	30	12,517*	\$25,953,667



Monthly Projections

Month	# of Events	Room Nights	Eco Impact
June	5	2,000	\$3,500,000
July	6	3,000	\$5,000,000

*pending room night confirmation

Sports Tourism – All Other Venues

October '23 – May '24 Actuals			
Month	# of Events	Room Nights	Eco Impact
October	3	1,031	\$2,143,743
November	3	478	\$1,368,697
December	1	792	\$2,580,668
January	4	1,227	\$2,861,821
February	5	1,971	\$3,618,346
March	4	792	\$1,119,760
April	6	1,441	\$2,274,038
May	5	2,843	\$2,111,277
Total	31	10,575	\$18,078,350



Monthly Projections			
Month	# of Events	Room Nights	Eco Impact
June	4	1,000	\$2,500,000
July	0	0	\$0

SM

Upcoming Events

Organization	Event	Date	Location	Teams	Visitors	Room Nights	Eco Impact
USSSA Fastpitch	Double Double 80	September 6-8, 2024	Soldier's Creek/Softball Complex	70	1,330	603	\$262,562
USTA	September Level 3	September 14-16, 2024	Red Bug	0	375	50	\$100,045
Florida Diamond Sports (USSSA)	Sunshine State Super NIT	September 21-22, 2024	BOOMBAH Sports Complex	90	3,420	350	\$262,562
Orlando City	Orlando City Cup	October 5-6, 2024	Seminole Soccer Complex/Sylvan Lake	200	10,900	700	\$800,000
Perfect Game, Inc	Florida Fall Elite Championship	October 11-13, 2024	BOOMBAH Sports Complex	91	3,917	500	\$1,256,399
ISSA	Winter Worlds & US Championship	Oct 30 – Nov 3, 2024	BOOMBAH Sports Complex	100	2,250	1,500	\$1,131,791



STR Monthly Trends Report

Current Month - March 2024 vs March 2023												
	Occ %		ADR		RevPAR		Percent Change from March 2023					
	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Alachua County, FL	71.0	72.4	135.41	135.38	96.20	98.02	-1.9	0.0	-1.9	-2.7	-0.9	-2.7
Orange County, FL	82.2	83.8	247.70	245.47	203.55	205.75	-2.0	0.9	-1.1	0.1	1.1	-0.8
Seminole County, FL	75.8	78.0	123.03	133.70	93.22	104.29	-2.9	-8.0	-10.6	-8.6	2.3	-0.6
Osceola County, FL	76.5	78.3	167.06	171.36	127.75	134.16	-2.3	-2.5	-4.8	-3.5	1.3	-1.0
Polk County, FL	72.7	77.9	179.89	185.50	130.72	144.46	-6.7	-3.0	-9.5	-6.5	3.3	-3.6
Volusia County, FL	70.5	73.7	175.43	190.47	123.67	140.31	-4.3	-7.9	-11.9	-9.4	2.8	-1.6
Lake County, FL	74.1	79.6	140.85	141.94	104.33	113.03	-7.0	-0.8	-7.7	-13.0	-5.7	-12.3

Current Month - April 2024 vs April 2023												
	Occ %		ADR		RevPAR		Percent Change from April 2023					
	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Alachua County, FL	62.0	61.9	121.50	116.32	75.38	72.01	0.2	4.5	4.7	3.7	-0.9	-0.7
Orange County, FL	73.7	80.0	226.17	234.01	166.61	187.19	-7.9	-3.4	-11.0	-10.0	1.1	-6.9
Seminole County, FL	69.9	69.8	109.31	117.49	76.42	81.98	0.2	-7.0	-6.8	-4.7	2.3	2.5
Osceola County, FL	65.5	72.7	154.59	163.83	101.23	119.05	-9.9	-5.6	-15.0	-13.7	1.6	-8.5
Polk County, FL	63.9	64.5	166.05	160.05	106.16	103.17	-0.8	3.7	2.9	6.1	3.1	2.3
Volusia County, FL	63.7	63.3	155.04	165.31	98.82	104.72	0.6	-6.2	-5.6	-3.9	1.8	2.5
Lake County, FL	65.6	71.1	125.05	128.47	82.05	91.31	-7.7	-2.7	-10.1	-10.1	0.0	-7.7

Source: STR Monthly Trends Report

STR Monthly Trends Report

Current Month - May 2024 vs May 2023												
	Occ %		ADR		RevPAR		Percent Change from May 2023					
	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Alachua County, FL	65.2	62.2	134.33	126.50	87.65	78.73	4.8	6.2	11.3	11.3	-0.0	4.8
Orange County, FL	70.7	70.9	205.82	201.00	145.47	142.55	-0.3	2.4	2.1	3.1	1.0	0.6
Seminole County, FL	68.4	64.8	103.23	109.34	70.66	70.89	5.6	-5.6	-0.3	1.9	2.3	8.0
Osceola County, FL	62.2	61.8	139.88	139.98	87.02	86.54	0.6	-0.1	0.6	2.7	2.1	2.7
Polk County, FL	56.0	58.9	134.46	133.15	75.31	78.42	-4.9	1.0	-4.0	-1.0	3.1	-1.9
Volusia County, FL	64.5	59.2	161.68	161.06	104.22	95.33	8.9	0.4	9.3	11.3	1.8	10.9
Lake County, FL	60.1	65.9	110.61	116.73	66.46	76.88	-8.8	-5.2	-13.6	-13.6	0.0	-8.8

Current Month - June 2024 vs June 2023												
	Occ %		ADR		RevPAR		Percent Change from June 2023					
	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Alachua County, FL	68.5	67.8	113.31	110.88	77.59	75.23	0.9	2.2	3.1	3.1	-0.0	0.9
Orange County, FL	75.2	76.4	204.72	198.77	153.96	151.93	-1.6	3.0	1.3	2.4	1.0	-0.6
Seminole County, FL	68.4	64.0	98.36	104.42	67.30	66.80	7.0	-5.8	0.7	3.0	2.3	9.4
Osceola County, FL	65.3	66.1	139.35	143.64	91.01	94.96	-1.2	-3.0	-4.2	-2.6	1.6	0.4
Polk County, FL	58.4	61.4	134.28	129.25	78.48	79.39	-4.8	3.9	-1.1	0.8	2.0	-3.0
Volusia County, FL	66.2	60.6	139.40	140.29	92.34	85.01	9.3	-0.6	8.6	10.0	1.3	10.7
Lake County, FL	60.1	67.9	101.19	108.78	60.76	73.84	-11.5	-7.0	-17.7	-17.7	0.0	-11.5

Source: STR Monthly Trends Report

STR Quarterly Forecast

Occupancy (%)	2025														
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Occupancy	65.7	59.4	60.5	67.2	66.6	64.9	68.5	76.6	77.1	70.7	67.1	67.6	67.7	59.9	60.2
Occupancy Percent Change	1.6	-1.8	-3.1	0.6	-0.4	-1.5	-2.7	-2.0	1.7	1.0	-1.9	2.3	3.1	0.8	-0.5
ADR (\$)	2025														
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
ADR	101.15	96.81	99.96	103.00	105.25	107.33	119.43	133.12	126.83	113.11	105.73	104.98	102.12	98.08	102.16
ADR Percent Change	-2.3	0.7	1.1	-1.4	2.1	3.7	2.8	2.7	3.1	3.4	1.4	1.8	1.0	1.3	2.2
RevPAR (\$)	2025														
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
RevPAR	66.41	57.49	60.52	69.19	70.14	69.63	81.76	101.94	97.73	79.95	70.92	71.01	69.13	58.71	61.54
RevPAR Percent Change	-0.7	-1.1	-2.0	-0.8	1.7	2.1	0.0	0.6	4.8	4.4	-0.6	4.1	4.1	2.1	1.7

Source: STR Quarterly Forecast Report

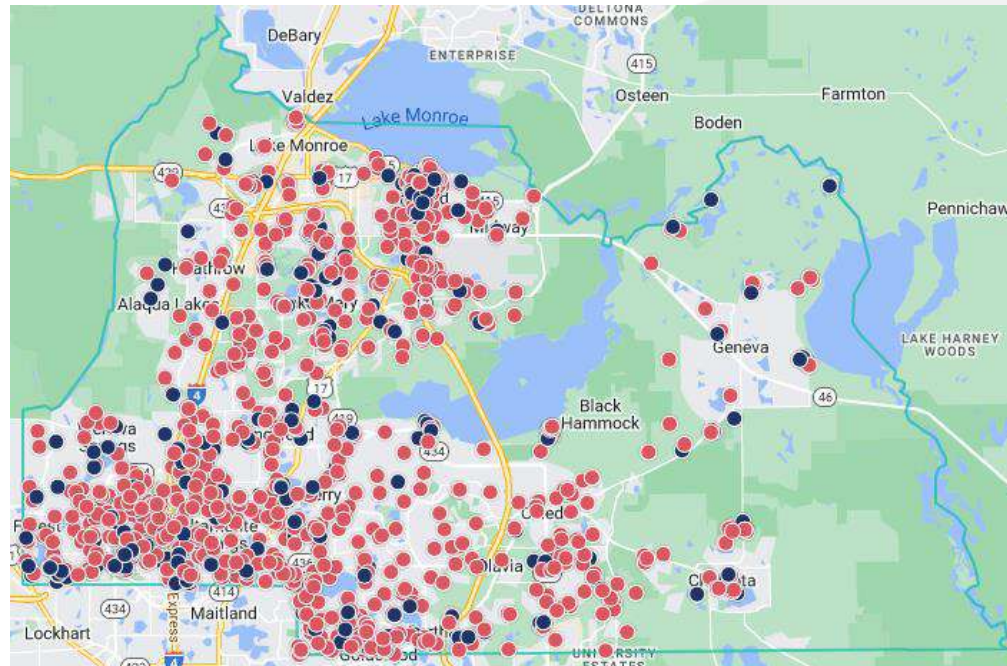
Vacation Rental Report

Month 2024	Occupancy (%)	ADR (\$)	Rev PAR (\$)
March	43%	\$142	\$56
April	32%	\$133	\$38
May	32%	\$136	\$38
June	31%	\$145	\$39

Source: KeyData Dashboard

Vacation Rental Map

Total Listings 1,422	Airbnb 1,210	Vrbo 212
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Source: KeyData Dashboard

Downs & St. Germain (DSG) Report

Month 2024	Visitors	Room Nights	Direct Expenditures
March	222,500	129,300	\$73,828,200
April	166,700	115,100	\$66,049,300
May	168,900	116,700	\$66,182,100

Source: DSG Monthly Visitor Dashboard (based on 2022/23 Visitor Study)

SM



Florida Main Street District **TDT Grant Application**

Main Street District Historic Goldsboro Blvd:

Main Street District Date

1213 Historic Goldsboro Main Street District Director:

Director Contact Mr. Kenneth Bentley Blvd

Main Street District Address: 1213 Historic Goldsboro

Please use the following checklist as a guideline to ensure you are submitting and receiving all necessary paperwork for your Main Street:

- ☐ Complete **Main Street Grant Application**
- ☐ Provide **Florida Main Street Letter/Certificate of current Accreditation**
- ☐ Submit **Tax ID or IRS letter of non-profit tax-exempt status**
- ☐ Submit **Certified letter of support from municipality leadership**
- ☐ Submit **Tourism Impact study (Hotel Room Count, Restaurant Count, Attractions, Visitor Surveys, any supplementing study to demonstrate impact of the tourism industry within your Main Street District)**
- ☐ Submit current **Marketing Plan, Organizational Outline (Board Members), and Detailed Grant Budget presentation**
- ☐ Demonstrate Private Industry Financial Support (Membership Dues)

Grant Requirements: The Seminole County Tourism Office will retain one non-voting seat in the applying Main Street Board of Directors. Grant Funding will only be dispersed once the services have been rendered. Approved Invoices are to be submitted to the Seminole County Tourism Office for reimbursement.

Important dates/timeline to remember:

Marketing Committee Availability: Grant Applications must be approved by the TDC Marketing Committee. Grant applications will be subject to availability among the TDC Marketing Committee Agenda. Once approved by the marketing committee the Grant Application will then proceed to the TDC for review.

Tourist Development Council (TDC) Agenda Availability: Grant Applications must be approved by the TDC. Grant applications will be subject to availability among the TDC Agenda. Once approved by the TDC the Grant Application will then proceed to the Seminole County Board of County Commissioners for final review.

Note: Seminole County reserves the right to cancel any Main Street agreement at any time. Applications are to be submitted on a yearly basis. Decisions made by the TDC and/or Seminole County Board of County Commissioners are final and will not be appealed in the same fiscal year. Applicants may reapply at the beginning of each fiscal year (October 1st).

SEMINOLE COUNTY TOURIST DEVELOPMENT TAX FLORIDA MAIN STREET GRANT

APPLICATION FORM AND INSTRUCTIONS

INTRODUCTION

The purpose of this document is to allow applicants to seek excess Tourist Development Tax (TDT) funding to attract and promote Florida Main Street District(s) held in Seminole County, Florida. Please be aware that excess TDT funding for new Main Street District(s) are NOT always available due to pre-existing funding commitments and changing TDT collections from year to year. Interested groups should contact Karen Aplin (KAplin@DoOrlandoNorth.com) to confirm that the Main Street District grant is available before submitting an application. This application is an evaluation tool only, and despite availability of funds at any given time, the County is not obligated to fund any Main Street District(s) at any time. The Seminole County Board of County Commissioners (BOCC) in consultation with the Seminole County Tourist Development Council (TDC) has goals for the use of TDT: 1) ensure compliance with Florida TDT statutorily allowed uses, 2) support Main Street District(s) that enhance the County economy by raising the profile of the community, attracting overnight visitors, and promoting the Seminole County economy including the vital tourism industry, and 3) provide partnership funding to the Main Street District that best use the TDT funding in connection with funding from other partners to deliver the proposed economic and/or promotional benefits. This application is a tool to evaluate the likelihood that proposals from Main Street District(s) will be able to best achieve the goals forth by the Seminole County BOCC and Seminole County TDC. The use of Florida TDT is governed by Section 125.0104 of the Florida Statutes. Seminole County has a preference for partnerships among Main Street District(s) that are currently partnering with other municipalities and private businesses. The BCC and/or TDC may request further information or clarifications related to information in the application or for issues that arise during the evaluation. Successful applicants will be required to enter into a funding agreement with the County setting forth the terms, conditions, timelines, and deliverables associated with receiving TDT funding from Seminole County. A funding process can take several months or more so please plan accordingly. This application is for Florida Main Street District(s) located in Seminole County seeking TDT funds for their external marketing (over 75 mile radius) efforts.

**Florida Main Street
District TDT Grant
Application**

Main Street District Name	Historic Goldsboro Main Street
Address	1213 Historic Goldsboro Boulevard
City	Sanford
State	Florida
Zip Code	32771
Contact Person Name	Kenneth Bentley
Contact Person Title	Chairman
Contact Phone Number	321-262-5075
Main Street District Website	HistoricGoldsboroMainStreet.org
Do any employees of your organization work in any capacity for Seminole County government? (Any unresolved conflict of interest or conflict not reported in advance may result in termination of funding).	No
Is this a non-profit organization?	Yes, organized as a 501 (c) (3)
Tax Code Status	Non-Profit 501 (c) (3)
Is this organization tax exempt?	Yes
What is your Federal ID# as it appears on Form W-9?	88-2542923
What are your target audiences?	Our target audiences will be visitors from neighboring cities 75 miles outside of Seminole County that will travel here for either family, business, religious and/or recreational activities or events. Cities with similar diverse History will greatly benefit from touring our Historic areas. Also, outreach recruitment of visitors/travelers from the Orlando Sanford International Airport and Amtrak Auto Train will be our primary focus.
How do you intend to provide a valid estimated count of attendance and	Developing partnerships with community planners, hotel marketing representative and, also Orlando Sanford International Airport and Amtrak Auto Train

<p>room nights at Main Street District's events?</p>	<p>marketing representatives to acquire accurate, and pertinent data regarding visitors and hotel stay. Also, seek pre/post registration data from community planners of possible special events listed below:</p> <ul style="list-style-type: none"> • Class Reunions • Family Reunions • Churches Conventions • MLK day Parade and Reception • Weddings • Reception • Live Entertainment Events • Police and Fireman Public safety Building located on Historic Goldsboro Blvd • And other special events held at the Dr. Velma H. Williams Westside Community Centers <p>Goldsboro is an extremely close community therefore; we expect that our businesses, churches and community centers will share in the attendance count of the visitors that have overnight stays.</p> <p>In addition, Goldsboro Main Street will maintain an on-going record of data recorded from partners and will offer some free special events and activities for the visitors that stay overnight.</p>
<p>Total amount of grant funding being requested from the County TDT for this Main Street District</p>	<p>\$30,000</p>
<p>Intended Use of Funds Note: Please remember to</p>	<p>The Goldsboro Main Street funds are intended to be only used for promotion, marketing, and advertising expenses 75 miles outside of Seminole County. The purpose is to reach and attract visitors outside of Seminole, Orange, Osceola and Volusia County. The media to be used will include; social media, broadcast station, local and state newspapers, radio stations, Web-sites, crowd-sourcing. We will work closely with Chamber of Commerce, and Welcome Centers in those cities.</p>

<p>Attach a complete pro forma budget for the event including a listing of all anticipated funding sources and expenditures. Will you be partnering for promotion with other local agency or group?</p>	<p>Will partner with Goldsboro Front Porch Inc., Area Chamber of Commerce, Sanford Police Department, Sanford Fire Department and Sanford Main Street Inc.,</p>
<p>List all other actual city/county/state/federal funding sources for this Main Street District including any city/county funding.</p> <p>NOTE: Failure to disclose other funding sources may result in denying future TDT funding of events.</p>	<p>This is the first year application for the Historic Goldsboro Main Street program. Received \$30,000 from the city of Sanford.</p>
<p>List all other non-governmental contributors, sponsors, and sources of funding for this Main Street District other than government funding provided above and the TDT from Seminole County.</p> <p>NOTE: Failure to disclose other funding sources may result in denying future TDT funding of events.</p>	<p>Local business owners, donations, board members contribution Goldsboro Main Street Board Members, and friends for Goldsboro Main Street.</p> <p>Funding Sources: Seminole County Sheriff Department Dr. Willie B. Sherman, Dentist Dr. Vashaun Williams, Psychiatrist</p>
<p>What additional sources of funding have you sought or do you intend to seek outside of those listed above?</p> <p>NOTE: Failure to disclose other funding sources may result in denying future</p>	<p>Seeking funds and donation from local Restaurants, Churches, Police and Fire Departments. And activities sponsored at the Dr. Velma H. Williams Westside Community Center. Seeking funds from several grants: The Kellogg Foundation, Grant from PNC Bank and a Grant from Florida Blue</p>

TDT funding of events.	
List past Florida TDT funding (to include each year with Florida County, amount requested, amount granted, amount spent, and purpose).	This is the first year for Historic Goldsboro Main Street to submit this application. Last Year we received \$20,000 from TDT funds. Was awarded \$20,000. Amount spent \$19,650
In this space, please give other details on your Main Street District that would add additional economic impact in Seminole County.	The promotion, marketing and advertising campaign for Historic Goldsboro Main Street will create excitement, positive energy and enthusiasm for Goldsboro while generating extra revenue for the local businesses. Also, the Churches and residents will benefit from the increased activity in the area. It will bring people, traffic and commerce back to Historic Goldsboro, while revitalizing and creating jobs for the Goldsboro area.

	Attracting tourist will boost the economy, and give economic vitality, by improving and preserving the Historic builds and land scape. It will strengthen existing businesses and recruiter new business and serve as a magnet to bring visitors from all walks of life. Businesses real-estate will improve. And gainful employment for the residents will become readily available.	
What are your marketing, media, and advertising plans (local, regional, national, and/or international)? Will you be partnering for marketing, media, and advertising with another local agency or group?	Plans will include; local and regional marking, social media, radio marketing, and Area Chamber of Commerce and Welcome Centers outside the 75 mile radius . The primary target audience will be FL including Tallahassee, Tampa, Miami, St. Augustine and Jacksonville residents as well as those individuals traveling through Sanford by Amtrak Auto Train, and	

	Airplane. From the Orlando/Sanford International Airport. Develop marketing partnering relationship with Mr. Steve Fussell, marketing director from O.S.I, and the marketing director from Amtrak Auto Train, Mr. Dexter Martinez.		
Tourist Development Tax Request	\$30,000	Actual	Proposed \$30,000
Contributors, sponsors and other funding sources (include in-kind) NOTE: Failure to disclose other funding may result in denying future TDT funding of events.	City of Sanford	\$ 30,000	\$30,000
	Private Industry Support		\$2,500
	Signature Event	\$2,000	\$4,000
	Seminole County TDT Grant	\$20,000	
	In-Kind Work Experience, Education, Volunteer Service/Board Members	\$10,000	\$10,000
	In-Kind Facility Utilities, Office Supplies, Materials, Equipment and Insurance	\$10,000	\$10,000
Total Contributor/Sponsor Funds	\$55,000 (total including TDT grant)		
	\$30,000 (total excluding TDT grant) (Proposed)		
	Event Sponsors	\$0	\$5,000
	Annual Donors	\$1,000	\$5,000
Total Other Income	\$72,000		Proposed
Total Income	\$73,000 (total including TDT grant)		
	\$53,000 (total excluding TDT grant)		
Please list ALL Main Street District expenses and indicate which items will utilize TDT funds	Salary and Payroll Cost	\$24,000	
	General & Admin	\$6,000	
	Advertising & Public Relations	\$20,000 (TDT funds)	
	Contingencies	\$19.650	
	Reserves	\$350.00	
	Anticipated Signature Event	\$ 4,000	
Actual Total		\$73,500	
Proposed			\$96,500
Total Expensed = Actual and Proposed			\$170,000

Certifications (Pulled from Orange County TDT Grants)

I have reviewed this GRANT APPLICATION hereby submitted to Seminole County. I am in full agreement with the information contained in this application and its attachments as accurate and complete. I further acknowledge my understanding that Seminole County in making a grant for special promotions or other purposes does not assume any liability or responsibility for the ultimate financial profitability of the Main Street District for which the grant is awarded. The County, unless otherwise specifically stated, is only a financial contributor to the Main Street District and not a promoter or co-sponsor, and will not guarantee or be responsible or liable for any debts or financial liability incurred. All third parties are hereby put on notice that the County will not be responsible for payment of any costs or debts for the Main Street District that are not paid by the grant applicant.

I understand the above guidelines and agree to comply with them. I understand full receipt of grant funding is based upon the organization's compliance with all regulations.

Authorized Agent: Mr. Kenneth Bentley

Title: Goldsboro Front Porch

Apprentice Main Street Program

Chairman: Mr. Kenneth Bentley

Date: 07/28/2024

Board of Directors Authorized Agent

Signature: *Kenneth Bentley*

Additional Information and Clarification

Grant Impact, Support & Bidding:

1. Main Street District applicants may be required to give a presentation to Tourist Development Council at a regularly scheduled Seminole County TDC meeting and also may be required to present to the Seminole County BOCC as well.
2. The Main Street District applicant is required to list other financial support in addition to the requested TDT grant. Main Street District(s) that bring higher levels of partnership funding to leverage any TDT funding better meet the goals for TDT funding and may be more favorably evaluated than Main Street District(s) that do not.

The following requirements must be met in order to disburse funds:

1) The Grantee will expend funds in accordance with allowable expense items as indicated in the funding agreement: The use of Florida TDT is governed by Section 125.0104 of the Florida Statutes.

Allowable Expenses (Outside of a 75 mile radius):

- a. External Promotion, marketing & programming
- b. External Paid advertising & media buys
- c. Acquisition of agency to execute the external (Outside of 75 mile radius) marketing campaign

2) A successful grantee will be funded for and must demonstrate the proven payment of invoices that meet the allowable expenses in the funding agreement.

Proof of payment includes:

- a) A copy of the invoice billed and paid by the Grantee and the accompanying Key Performance Indicators of the marketing acquisition



FLORIDA DEPARTMENT of STATE

RON DESANTIS
Governor

LAUREL M. LEE
Secretary of State

November 12, 2021

Mr. Kenneth Bentley
Goldsboro Front Porch
1213 Historic Goldsboro Boulevard
Sanford, Florida 32771

Dear Mr. Bentley:

On behalf of the Florida Division of Historical Resources, congratulations on your recent designation as a Florida Main Street community. We look forward to working with you as an apprentice Florida Main Street community to encourage the revitalization and preservation of your district.

Attached here you will find the 3-Year Florida Main Street Letter of Agreement. Please review carefully, execute, and return the original hardcopy to our office as soon as possible. Once fully executed by the Division of Historical Resources, you will receive an electronic version of the document for your records.

Once the Letter of Agreement is fully executed, your Main Street organization will be eligible for technical assistance from the Division of Historical Resources. This includes \$10,000 in consultant services that can be utilized by your organization within the next three years, match waivers for the Division of Historical Resource's Historic Grants Program, payment of the first year of Main Street America membership dues, one scholarship per year for the first three years to attend the national Main Street Now Conference, among other items.

Please direct any additional questions to Florida Main Street Program Coordinator, Katherine Beck, at Katherine.Beck@dos.myflorida.com or 850.245.6345.

We look forward to your future successes as Florida Main Street community.

Sincerely,

Timothy A. Parsons, Ph.D.
Director, Division of Historical Resources &
State Historic Preservation Officer

TAP/lmc

CC: The Honorable Art Woodruff, Mayor, City of Sanford; Mr. Norton N. Bonaparte, Jr., City Manager, City of Sanford

N22000004267
FILED
April 15, 2022
Sec. Of State
tscott

Article VI

The name and address of the incorporator is:

NICOLE WESLEY
1217 GOLDEN GATE CIR.

SANFORD, FL 32771

Electronic Signature of Incorporator: NICOLE D. WESLEY

I am the incorporator submitting these Articles of Incorporation and affirm that the facts stated herein are true. I am aware that false information submitted in a document to the Department of State constitutes a third degree felony as provided for in s.817.155, F.S. I understand the requirement to file an annual report between January 1st and May 1st in the calendar year following formation of this corporation and every year thereafter to maintain "active" status.

Article VII

The initial officer(s) and/or director(s) of the corporation is/are:

Title: P
KENNETH BENTLEY
1118 SOUTH PERSIMMON AVE..
SANFORD, FL. 32771

Title: VP
VELMA WILLIAMS
1605 W. 17TH STREET
SANFORD, FL. 32771

Title: SECY
NICOLE WESLEY
1217 GOLDEN GATE CIR.
SANFORD, FL. 32771

Title: TR
JOYCE DAVIS
709 E. 6TH STREET
SANFORD, FL. 32771

Title: PR
LATOYA HINSON
1494 CHELSEA MANOR CIR.
DELAND, FL. 32724

Title: COC
ALGERINE MILLER
1703 SOUTHWEST RD.
SANFORD, FL. 32771

Article VIII

The effective date for this corporation shall be:

04/11/2022



CITY OF
SANFORD
OFFICE OF THE CITY MANAGER

Seminole County Tourist Development Council
1101 East First Street
Sanford, Florida 32771

Re: Historic Goldsboro Main Street - Letter of Support

To Whom It May Concern:

As the city manager of Sanford, I submit this letter of support for the Goldsboro Main Street Inc.'s application for a Seminole County Tourist Development Tax Florida Main Street Grant.

This organization is part of the City's efforts to provide needed services to the residents of Goldsboro. It works to preserve the neighborhood's historic resources and community pride.

I fully support their grant application. Please feel free to contact me if you wish any additional information.

Sincerely,



Norton N. Bonaparte, Jr.
City Manager

Jeff Triplett
Mayor

Art Wanders
District 1

William H. Williams
District 2

Patrick Austin
District 3

Patty Mahony
District 4

Norton N. Bonaparte, Jr.
City Manager

City Hall, 2nd Floor • 100 North Park Avenue • Sanford, FL 32771-1744 • PO Box 1768 • Sanford, FL 32772-1768

• 407.688.1001 • f 407.688.1004 • sanfordli.gov



CITY OF
SANFORD
OFFICE OF THE MAYOR &
CITY COMMISSION



As the Commissioner of District 2 in the beautiful Historic Goldsboro Community in the City of Sanford, I am proud to support The Goldsboro Main Street Inc., and the application for the Grant from the Seminole County Tourism Tax.

This grant would help The Goldsboro Main Street Inc. advertise and promote the beautiful Historic Goldsboro Community. It would promote Crooms Academy, Goldsboro Elementary, the Auto Train, the variety of restaurants, beautiful Churches and the variety of special events within the Community.

This grant will help revitalize and raise the profile of the Historic Goldsboro Community.

Sincerely,

Commissioner, Kerry S. Wiggins, Sr.
District 2

Art Woodruff
Mayor

Sheena R. Britton
District 1

Kerry S. Wiggins, Sr.
District 2

Patrick Austin
District 3

Patty Mahany
District 4

Norton N. Bonaparte, Jr.
City Manager

City Hall 2nd Floor • 300 N. Palm Avenue • Sanford, FL 32771-1244 • PO Box 1788 • Sanford, FL 32772-1788

• 407-884-4000 • 1-407-888-3300 • sanford.fl.gov



Seminole County Tourist Development Council
1101 East First Street
Sanford, Florida 32771

Re: Historic Goldsboro Main Street - Letter of Support

To Whom It May Concern:

On behalf of the Sanford Community Redevelopment Agency (CRA), the CRA Board is very proud to show support of Historic Goldsboro Main Street. This recently formed organization follows the National Main Street Center's Four Point Approach which offers a framework for community-based revitalization efforts. Supporting Goldsboro Main Street efforts assists with:

- Creation of jobs,
- Saves tax dollars,
- Preserves the community's historic resources, and
- Builds community pride.

Assistance with funding to promote and attract events would greatly help Goldsboro Main Street's revitalization efforts and enhance the County's economy by raising the profile of the community.

The Sanford Community Redevelopment Agency is a strong supporter of Goldsboro Main Street and recognizes that while this is a competitive grant, awarding this grant to Goldsboro Main Street would be a game changer.

Respectfully,

A handwritten signature in black ink, appearing to read "Charles Davis", with a long horizontal flourish extending to the right.

Charles Davis
CRA Chairman

Sanford City Hall, 300 North Park Avenue, Sanford, Florida 32771



**MAIN STREET
AMERICA®**

2024 Affiliate

MAIN STREET AMERICA

and

Florida Main Street

certify that

Goldsboro

has been recognized as a

2024 Affiliate Program

for meeting the standards of performance in 2023

Erin Barnes
President & CEO
Main Street America

Hannah White
Chief Impact Officer
Main Street America





The Bokey Riders Motorcycle Club Al Scholarship Awards June 27, 2024

Main Street Entrepreneur Workshop June 20, 2024



Front Porch & Main Street Gala May 18, 2024







Boys to Men Banquet April 27, 2024

EAGLE SCOUT BANQUET
APRIL 18, 2024



Bokey Celebration March 30, 2024 & Help Stop Crime Initiative



Inaugural Unity Ball
March 2, 2024



Seminole County
Public Virtual School
Meeting
February 14, 2024



MLK Weekend
January 15, 2024



MLK Banquet Winners



Disaster Recovery Seminar Historic Goldsboro Main Street SBA & FEMA



Historic Goldsboro Main Street Workshop

September 23, 2023





A local thing

MAIN STREET 101: *Economic Vitality*



Ribbon Cutting and Dedication, True Health Clinic , Historic Goldsboro Main Street District August 9th, 2023



WELCOME POMS 2023

50



2023 Florida Main Street State Conference, Ocala FL July 18th - 21st, 2023





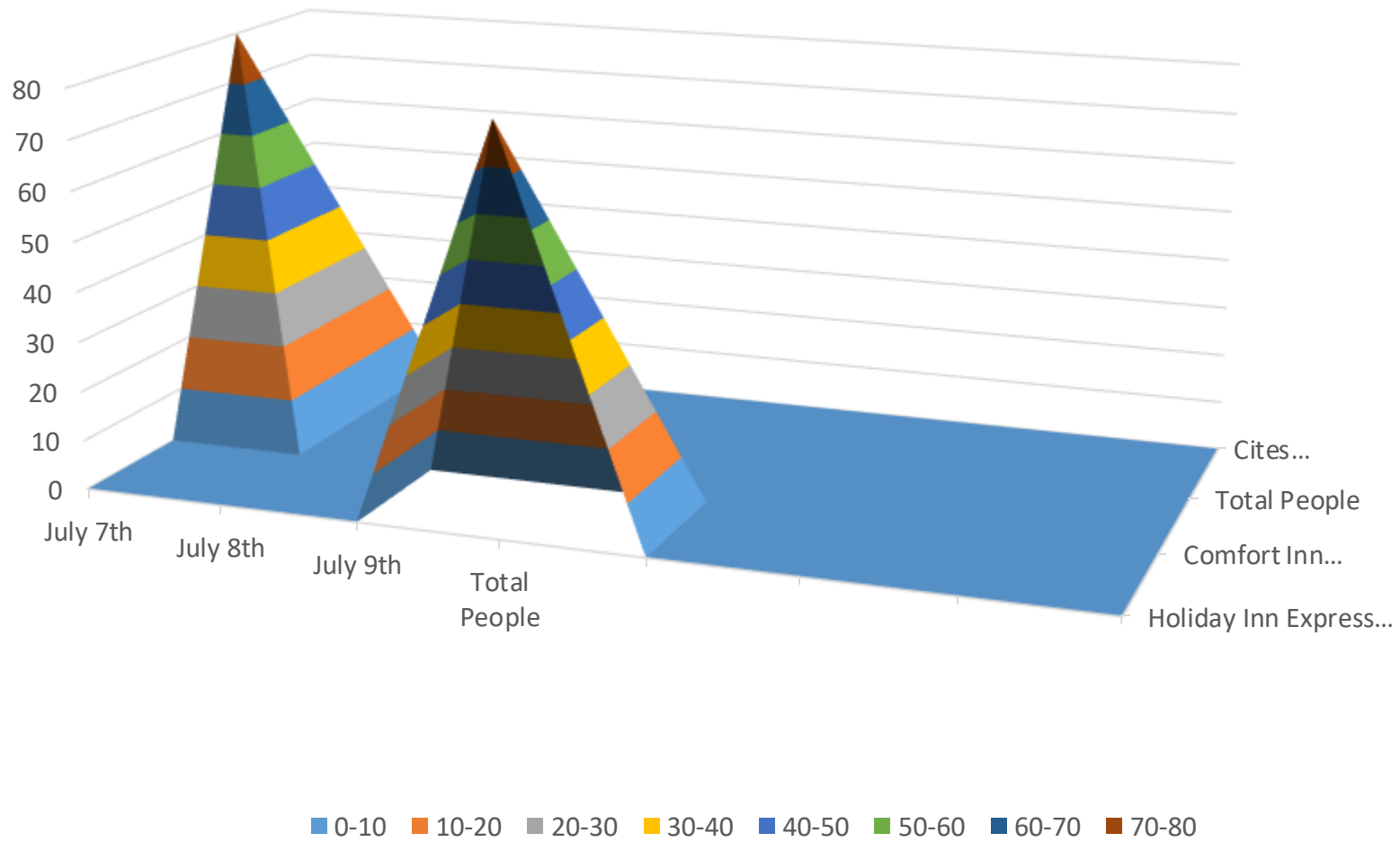


-
- Sanford Downtown Main Street Workshop
 - June 20th - 21st, 2023



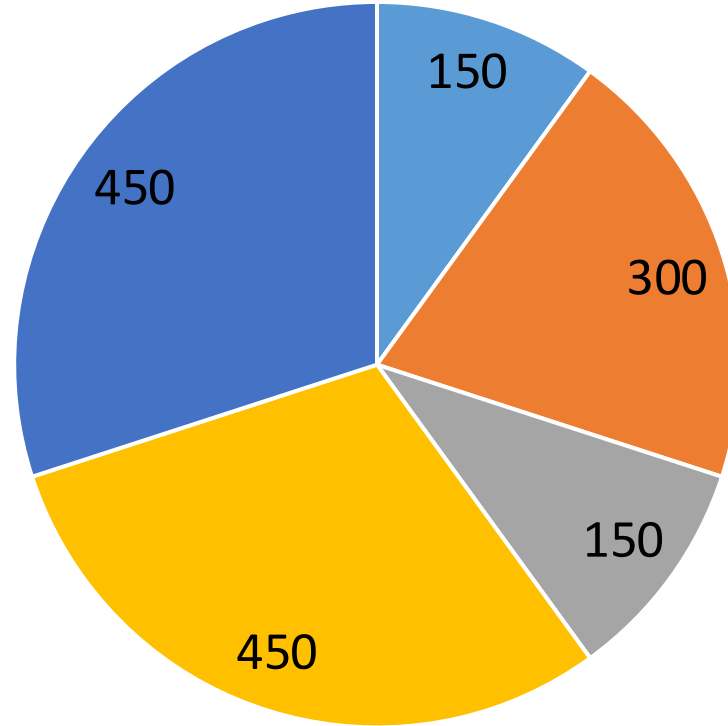


Seminole High Schools Class Reunion Class of 1974



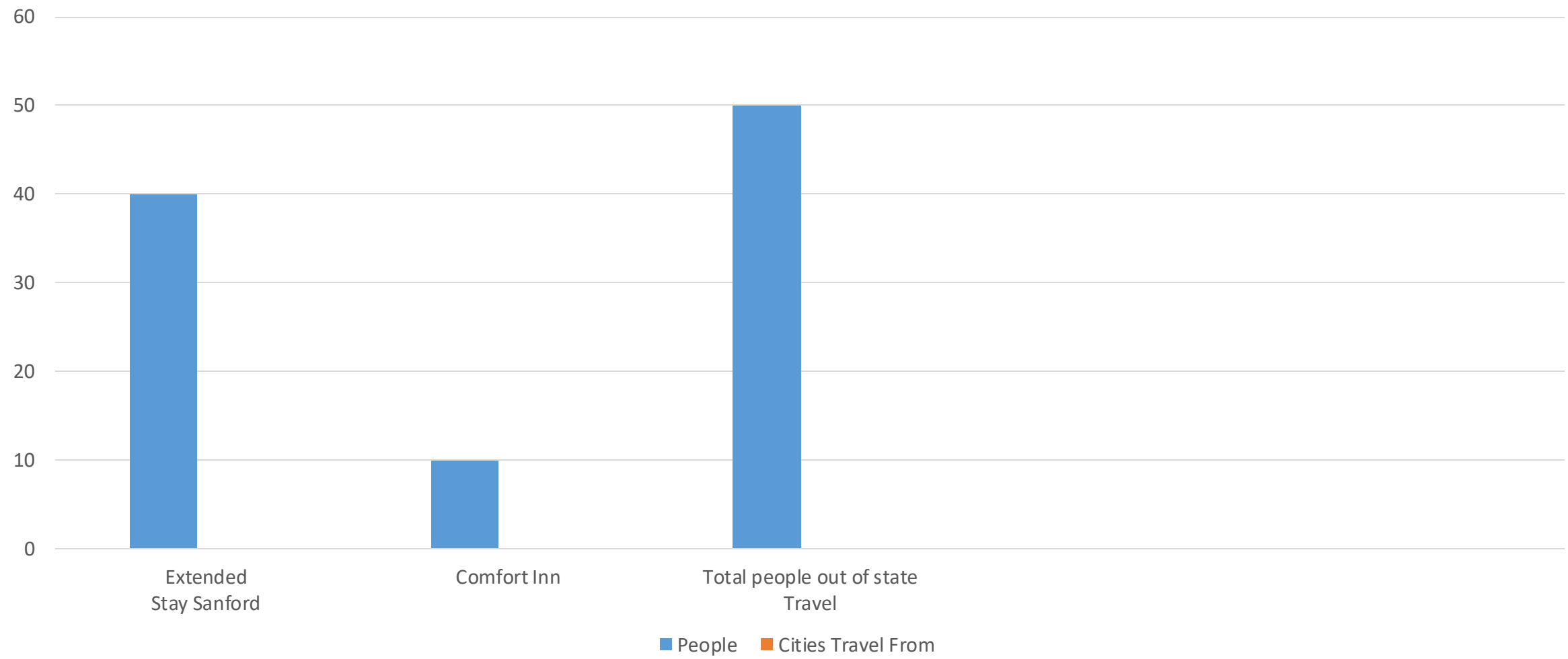
FLORIDA FOOTBALL CLASSIC NOVEMBER 18, 2023

Hotels and total people stay at each hotel



■ Comfort Inn ■ Holiday Inn ■ Spring Hills ■ Marriott ■ Hilton

Collin's Family Reunion





Florida Main Street District **TDT Grant Application**

Main Street District Name: Sanford Main St. Inc.

Main Street District Date 1993 Original, Reorganized in 2019

2024 Main Street District Director: Dan Ping

Director Contact Director@SanfordMainSt.com 407-710-0381

Main Street District Address: 230 E. 1st St, Sanford, FL 32771

Please use the following checklist as a guideline to ensure you are submitting and receiving all necessary paperwork for your Main Street:

- ☒ Complete Main Street Grant Application
- ☐ Provide Florida Main Street Letter/Certificate of current Accreditation
- ☐ Submit Tax ID or IRS letter of non-profit tax-exempt status
- ☐ Submit certified letter of support from municipality leadership
- ☐ Submit Tourism Impact study (Hotel Room Count, Restaurant Count, Attractions, Visitor Surveys, any supplementing study to demonstrate impact of the tourism industry within your Main Street District)
- ☐ Submit current Marketing Plan, Organizational Outline (Board Members), and Detailed Grant Budget presentation
- ☐ Demonstrate Private Industry Financial Support (Membership Dues)

Grant Requirements: The Seminole County Tourism Office will retain one non-voting seat in the applying Main Street Board of Directors. Grant Funding will only be dispersed once the services have been rendered. Approved Invoices are to be submitted to the Seminole County Tourism Office for reimbursement.

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be submitted on a yearly basis. Decisions made by the TDC and/or Seminole County Board of County Commissioners are final and will not be appealed in the same fiscal year. Applicants may reapply at the beginning of each fiscal year (October 1st).

SEMINOLE COUNTY TOURIST DEVELOPMENT TAX FLORIDA MAIN STREET GRANT

APPLICATION FORM AND INSTRUCTIONS

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**Florida Main Street
District TDT Grant
Application**

Main Street District Name	Sanford Main St., Inc
Address	230 E. 1 st St
City	Sanford
State	FL
Zip Code	32771
Contact Person Name	Daniel Lewis
Contact Person Title	President
Contact Phone Number	386-237-5408
Main Street District Website	www.sanfordmainstreet.com
Do any employees of your organization work in any capacity for Seminole County government? (Any unresolved conflict of interest or conflict not reported in advance may result in termination of funding).	No
Is this a non-profit organization?	Yes
Tax Code Status	501(C)(3)
Is this organization tax exempt?	Yes
What is your Federal ID# as it appears on Form W-9?	59-3191854
What are your target audiences?	Target audience primarily include FL and GA residents as well as individuals travelling into Sanford via the airlines serviced by Orlando Sanford International Airport and the Amtrak Auto Train
How do you intend to provide a valid estimated count of attendance and room nights at Main Street District's events?	Combination of web traffic data, guest and visitor surveys, hotel surveys, and ticket sale information as applicable. Lodging committees and getting data from the source.
Total amount of grant funding being requested from the County TDT for this Main Street District	\$50,000.00
Intended Use of Funds Note: Please remember to	Promotion, marketing, and programming expenses and paid advertising intended to reach beyond Seminole, Orange, Volusia, and Osceola Counties with the potential to drive overnight visitation. Planned day-trip activities to bring bus tours into Sanford from the Villages and other locales.

<p>attach itemized expenditures to be funded by this grant. If funding is for advertising, detail the media and/or publication(s), which will be used. Attach a complete pro forma budget for the event including a listing of all anticipated funding sources and expenditures. Will you be partnering for promotion with other local agency or group?</p>	<p>Media to be used includes, broadcast, web and regional print and distribution of promotional pieces.</p>
<p>List all other actual city/county/state/federal funding sources for this Main Street District including any city/county funding.</p> <p>NOTE: Failure to disclose other funding sources may result in denying future TDT funding of events.</p>	<p>Funding for the 2024-2025 budget year include this grant request from the county for \$50,000, the cities tri-funding agreement for staffing at \$24,000 and from the CRA for staffing at \$24,000. The CRA also has a pilot program for Main Street with additional marketing funding at \$24,500 for a total possible government funding not to exceed \$122,500</p>
<p>List all other non-governmental contributors, sponsors, and sources of funding for this Main Street District other than government funding provided above and the TDT from Seminole County.</p> <p>NOTE: Failure to disclose other funding sources may result in denying future TDT funding of events.</p>	<p>Local business owners, property owners, and residents</p>
<p>What additional sources of funding have you sought or do you intend to seek outside of those listed above?</p> <p>NOTE: Failure to disclose other funding sources may result in denying future TDT funding of events.</p>	<p>Recognized beneficiary of of net proceeds for special events</p>

List past Florida TDT funding (to include each year with Florida County, amount requested, amount granted, amount spent, and purpose).	We have been recipients of the Main St Grant for the 2020-2021, 2021-2022, 2022-2023, and 2023-2024 season.
In this space, please give other details on your Main Street	Promotion of Main Street will drive additional business to Sanford thereby increasing total spend at local businesses improving their real estate

District that would add additional economic impact in Seminole County.	Valuations and corresponding business tax, gainful employment of additional residents, and better visibility of Seminole County and what it offers. We work hand in hand with City and County economic developers to help entice new companies to choose this county as their new home.	
What are your marketing, media, and advertising plans (local, regional, national, and/or international)? Will you be partnering for marketing, media, and advertising with another local agency or group?	Plans to include local, regional, and national marketing, media and advertising. Some international advertising to the extent materials are included and/or considered by the international airlines serviced by Orlando Sanford International Airport. We partner with FRLA and Visit Florida to take advantage of their co-op marketing deals. We will be creating our own visitor guides and promoting day-trips into the region.	
Tourist Development Tax Request	\$50,000	
Contributors, sponsors and other funding sources (include in-kind) NOTE: Failure to disclose other funding may result in denying future TDT funding of events.	City of Sanford	\$ 24000
	Private Industry Support	\$ 15000
	Signature Event	\$ 50000
	Seminole County TDT Grant	\$ 50000
	Advertising	\$ 48500
		\$
		\$
Total Contributor/Sponsor Funds	\$187500 (total including TDT grant) \$137500 (total excluding TDT grant)	
Other income sources (i.e. registration fees, ticket sales, concessions, vendor sales)	Membership Dues	\$1800
	Event Sponsors	\$2300
	Annual Donors	\$
	Grants	\$
		\$
		\$
		\$
Total Other Income	\$4100	
Total Income	\$191600 (total including TDT grant) \$141600 (total excluding TDT grant)	
Please list ALL Main Street District expenses and indicate which items will utilize TDT funds	Salary and Payroll cost	\$74000
	General & Admin	\$6500
	Advertising & Public Relations	\$75000
	Contingencies	\$1000

	Reserves	\$100
	Signature Event	\$35000
Total Expense	\$191600	

Certifications (Pulled from Orange County TDT Grants)

I have reviewed this GRANT APPLICATION hereby submitted to Seminole County. I am in full agreement with the information contained in this application and its attachments as accurate and complete. I further acknowledge my understanding that Seminole County in making a grant for special promotions or other purposes does not assume any liability or responsibility for the ultimate financial profitability of the Main Street District for which the grant is awarded. The County, unless otherwise specifically stated, is only a financial contributor to the Main Street District and not a promoter or co-sponsor, and will not guarantee or be responsible or liable for any debts or financial liability incurred. All third parties are hereby put on notice that the County will not be responsible for payment of any costs or debts for the Main Street District that are not paid by the grant applicant.

I understand the above guidelines and agree to comply with them. I understand full receipt of grant funding is based upon the organization's compliance with all regulations.

Authorized Agent:

Daniel Lewis

Title: President

Board of Directors Authorized Agent

Date: 07/22/YYYY

Signature:



Additional Information and Clarification

Grant Impact, Support & Bidding:

1. Main Street District applicants may be required to give a presentation to Tourist Development Council at a regularly scheduled Seminole County TDC meeting and also may be required to present to the Seminole County BOCC as well.
2. The Main Street District applicant is required to list other financial support in addition to the requested TDT grant. Main Street District(s) that bring higher levels of partnership funding to leverage any TDT funding better meet the goals for TDT funding and may be more favorably evaluated than Main Street District(s) that do not.

The following requirements must be met in order to disburse funds:

- 1) The Grantee will expend funds in accordance with allowable expense items as indicated in the funding agreement: The use of Florida TDT is governed by Section 125.0104 of the Florida Statutes.

Allowable Expenses (Outside of a 75 mile radius):

- a. External Promotion, marketing & programming
- b. External Paid advertising & media buys
- c. Acquisition of agency to execute the external (Outside of 75 mile radius) marketing campaign

2) A successful grantee will be required to...

that meet the allowable expenses in the funding agreement.

Proof of payment includes:

- a) A copy of the invoice billed and paid by the Grantee and the accompanying Key Performance Indicators of the marketing acquisition

28 March

22 March



FLORIDA MAIN STREET

LETTER OF AGREEMENT

**Florida Main Street Communities
January 2024 – December 2024**

THIS AGREEMENT, which incorporates Rule 1A-36 Florida Administrative Code (F.A.C.) is entered into and executed by the Florida Main Street (FMS) Program and the local Main Street program, hereinafter referred to as the Local Program. A copy of Rule 1A-36 may be obtained from the Bureau of Historic Preservation, or online at <https://www.flrules.org/gateway/ChapterHome.asp?Chapter=1A-36>.

THIS AGREEMENT is for the purpose of implementing the Main Street Program in the local community, as well as maintaining the Main Street designation and affiliation with the FMS network.

Local Program not conducted in accordance with the requirements of this agreement, will be notified by the Division in writing of noncompliance and will be allowed 90 days from the date of notification to bring the Local Program back into compliance with cited requirements. All training and technical assistance to the Local Program to be provided pursuant to the Florida Main Street Agreement will be postponed during this 90-day period or until the Local Program is brought back into compliance. If, after the 90-day period has expired, the Local Program remains in non-compliance, it will be designated inactive and will not be eligible to receive on-site training and technical assistance from the Florida Main Street Program until such time as corrective actions are taken by the Local Program and it is once again conducted in accordance with the cited requirements.

SECTION I

The State agrees to do as follows:

1. Designate an FMS Coordinator to handle all communications between the community, the Florida Department of State Division of Historical Resources and the National Main Street Center (NMSC).
2. Conduct quarterly meetings and workshops to further develop the professional skills of Local Program Executive Directors, board members, and volunteers.
3. Conduct annually two one-day statewide Main Street basic training and orientations that include the Main Street Four Point Approach ® and historic preservation training for all Executive Directors, board members and volunteers.

4. Conduct a one-day annual assessment for the first three years to newly designated Local Programs to (1) assess Local Program's progress, (2) assist with work plan development, and (3) identify necessary training and technical assistance.
5. Communicate with Local Program regularly, including maintain a written Letter of Agreement between FMS and the Local Program, disseminate information from NMSC, and maintain sub-licensing agreements per requirements set forth by NMSC.
6. Collect and publish economic development reinvestment key statistics both statewide and by community.
7. Conduct and participate in local, regional and statewide conferences, training programs, and technical assistance events and conduct on-site visits, as feasible, to monitor local programs and assist the Executive Director, board of directors, and volunteers.
8. Provide on-site technical assistance services by FMS consultants. A total of four (4) technical assistance services will be provided during the first three years to newly designated Local Programs. Accredited Local Programs are eligible for on-site technical assistance services based upon availability of resources.
9. Advance the revitalization and historic preservation goal of Local Programs and of the FMS program through the Secretary of State's FMS awards Program as described in Chapter 1A-36.011 F.A.C.
10. Assist the Local Program, during the first year following designation, to apply for a competitive one-time start-up grant from the Historical Resources Small Matching Grants program to assist initial development of the Local Program.

SECTION II

The Local Program agrees to:

Please read the following items carefully and initial where indicated.

- DL 1. Maintain the Local Program's focus on the revitalization of the downtown/ neighborhood commercial district utilizing the Main Street Four-Point Approach®. This should be reflected in the program's annual work plan, goals and objectives, vision, and mission statement.
- DL 2. Have an annual Resolution of Support passed by the Local Program Board of Directors, stipulating commitment to continue to follow the Main Street Four-Point Approach®.
- DL 3. Maintain broad-based community support for the Local Program with strong support from both the public and private sectors through financial contributions and in-kind support.
- DL 4. Have an annual Resolution of Support passed by the city council.
- DL 5. Develop a comprehensive annual work plan, based on the Local Program's vision and mission statements and relevant to the Local Program's organizational stage. Work plan must be electronically submitted on the online reporting system (www.floridamainstreetreporting.com) by January 6th of each year of this Agreement. This Agreement becomes null and void if a work plan is not received by January 6th.
- DL 6. Possess an historic preservation ethic as evidenced by:
 - a. Having or working towards putting in place an active design assistance program;
 - b. Encouraging building renovation or rehabilitation consistent with the recommended treatments described in The Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings, National Park Service, U.S. Department of the Interior (revised 1990), incorporated by reference, a copy of which may be obtained from the Bureau of Historic Preservation, or online at www.nps.gov/tps/standards.htm
 - c. Encouraging public awareness of the historic properties in the Local Program Area and the importance of their preservation;

Broad based community commitment to revitalization;
Inclusive leadership and organizational capacity;
Diverse funding and sustainable program operations;
Strategy-driven programming;
Preservation-based economic development;
Demonstrated impact and results.

SECTION III

Florida Main Street and the Local Program jointly agree that:

1. This agreement may be modified only by written amendment executed by all parties hereto and approved by the FMS Coordinator;
2. This agreement may be terminated by either party by giving written notice to the other, at least 60 days before the effective date of such termination;
3. This agreement shall not be binding upon the parties until it is approved by the Division Director
4. The term of this agreement shall be from January 1, 2024 through December 31, 2024.

IN WITNESS WHEREOF, the parties have executed this agreement.

Santa Main Street
Name of Local Program

1/26/24
Date

By:

[Signature]
President, signature

Daniel Lewis
President, print name

[Signature]
Executive Director, signature

Dan Ping
Executive Director, print name

Director, Division of Historical Resources

Date

Florida Main Street
Bureau of Historic Preservation
R.A. Gray Building, 4th Floor
500 South Bronough Street
Tallahassee, FL 32399

850-245-6345

Floridamainstreet@dos.myflorida.com
www.floridamainstreet.com



CITY OF
SANFORD
OFFICE OF THE MAYOR &
CITY COMMISSION

July 26, 2024

Bruce Skwarlo, Chair
Seminole County Tourist Development Council
1055 AAA Drive
Heathrow, FL 32764

The city of Sanford supports Sanford Main Street, Inc. in its application for TDT funds to promote our Historic Downtown and attract more visitors to our restaurants, shops and attractions.

By adhering to Main Street America's proven 4-point approach, Sanford Main Street's efforts are helping Downtown Sanford become more economically viable. Sanford Main Street promotes and organizes events that bring people to downtown, and operates the city's Information Center, which is a resource for the nearly 800,000 people who visit Downtown Sanford annually

A TDT grant from the Seminole County Tourist Development Council would help Sanford Main Street continue its efforts to promote Downtown Sanford as a unique Seminole County destination.

Sincerely,

Art Woodruff
Mayor
art.woodruff@sanfordfl.gov

Art Woodruff
Mayor

Sheena Britton
District 1

Kerry S. Wiggins, Sr.
District 2

Patrick Austin
District 3

Patty Mahany
District 4

Norton N. Bonaparte, Jr.
City Manager

City Hall, 2nd Floor • 300 N. Park Avenue • Sanford, FL 32771-1244 • PO Box 1788 • Sanford FL, 32772-1788

p. 407.688.5001 • f. 407.688.5002 • sanfordfl.gov

Department of the Treasury
Internal Revenue Service

for Tax-Exempt Organization not Required to File Form 990 or 990-EZ

2019

Open to Public Inspection

A For the **2019** Calendar year, or tax year beginning **2019-10-01** and ending **2020-09-30****B** Check if available

- ☐ Terminated for Business
☒ Gross receipts are normally \$50,000 or less

C Name of Organization: **SANFORD MAIN STREET INC****230 1st Street, Sanford, FL,
US, 32771****D** Employee IdentificationNumber **59-3191854****E** Website:**F** Name of Principal Officer: **Christina Hollerbach****230 1st Street, Sanford, FL,
US, 32771**

Privacy Act and Paperwork Reduction Act Notice: We ask for the information on this form to carry out the Internal Revenue laws of the United States. You are required to give us the information. We need it to ensure that you are complying with these laws.

The organization is not required to provide information requested on a form that is subject to the Paperwork Reduction Act unless the form displays a valid OMB control number. Books or records relating to a form or its instructions must be retained as long as their contents may become material in the administration of any Internal Revenue law. The rules governing the confidentiality of the Form 990-N is covered in code section 6104.

The time needed to complete and file this form and related schedules will vary depending on the individual circumstances. The estimated average times is 15 minutes.

Note: This image is provided for your records only. Do Not mail this page to the IRS. The IRS will not accept this filing via paper. You must file your Form 990-N (e-Postcard) electronically.



August TDC Report

www.centralfloridazoo.org

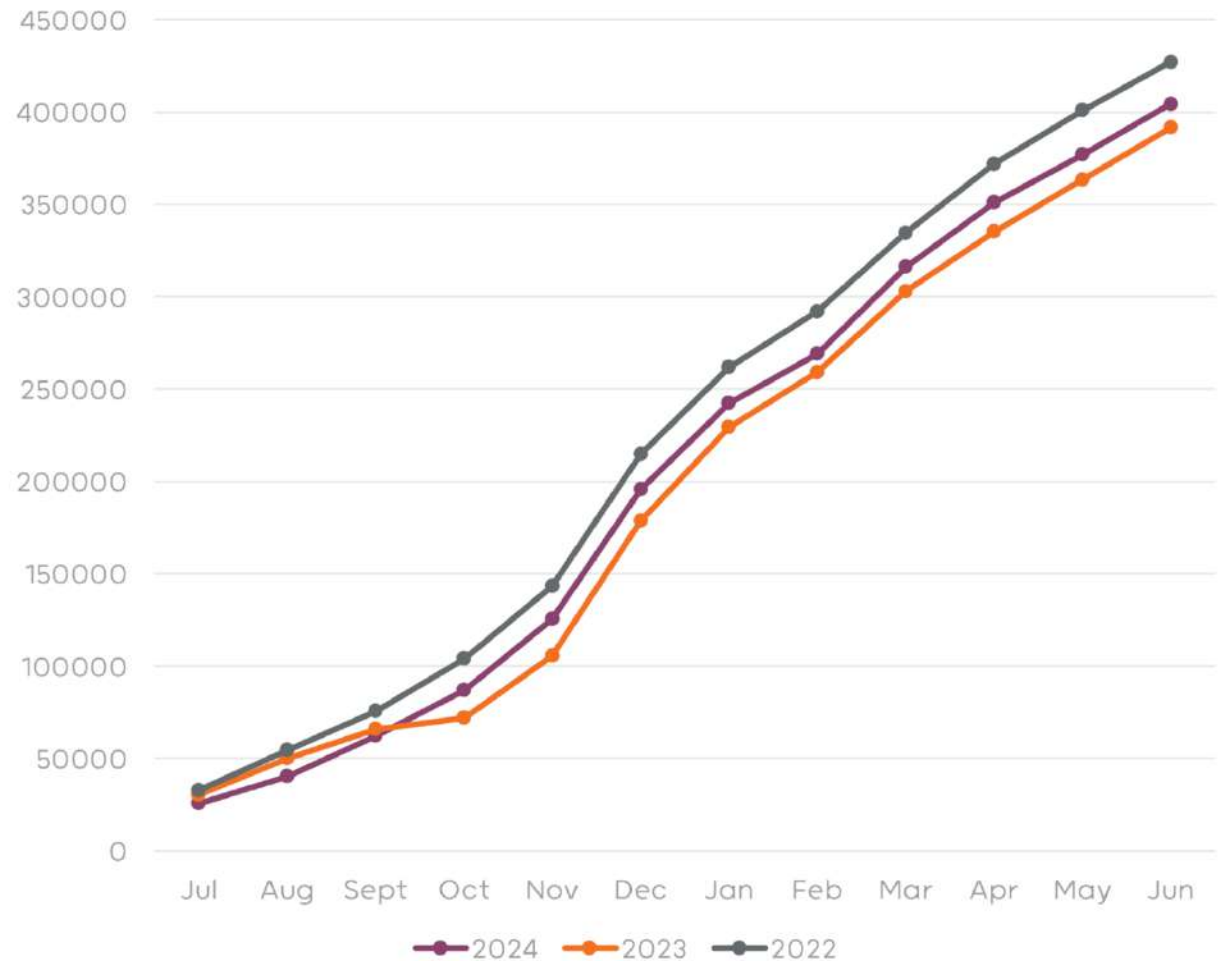
FYTD Attendance Results

July 1, 2023 - June 30, 2024

404,435

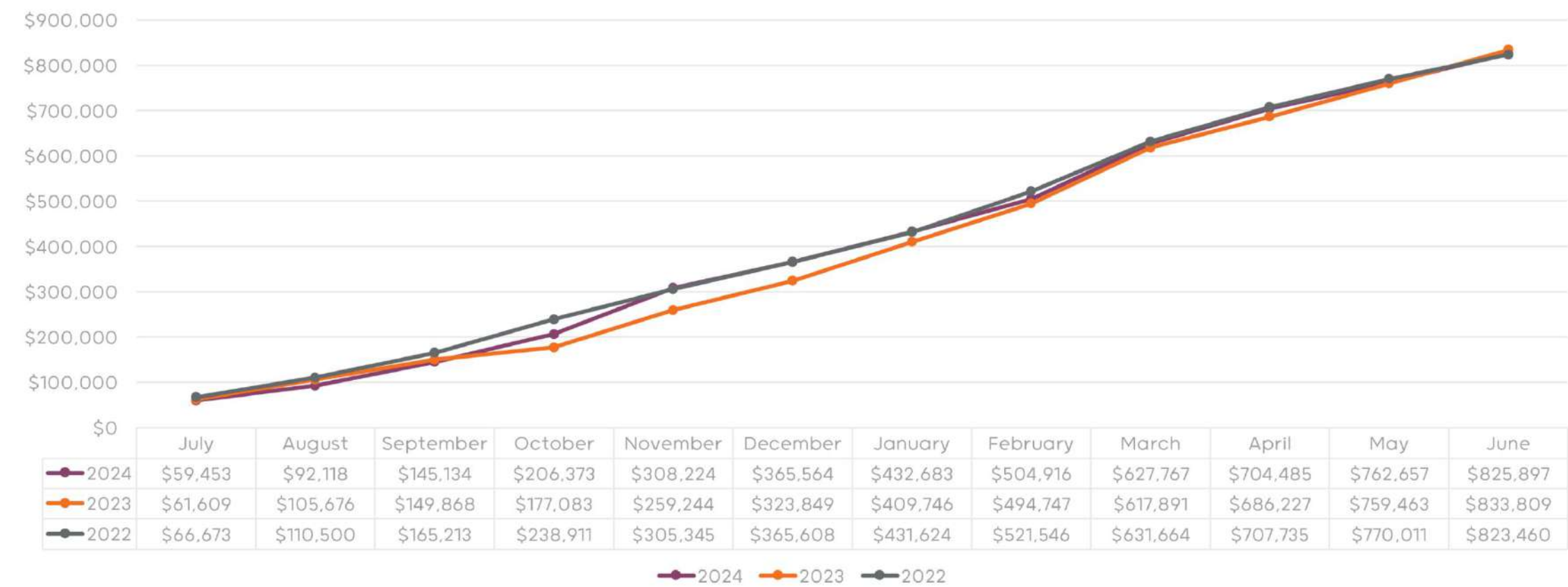
VS 2023: +12.9k / +3.3%

VS 2022: -22.7k / -5%



Membership Sales - FYTD Comparison

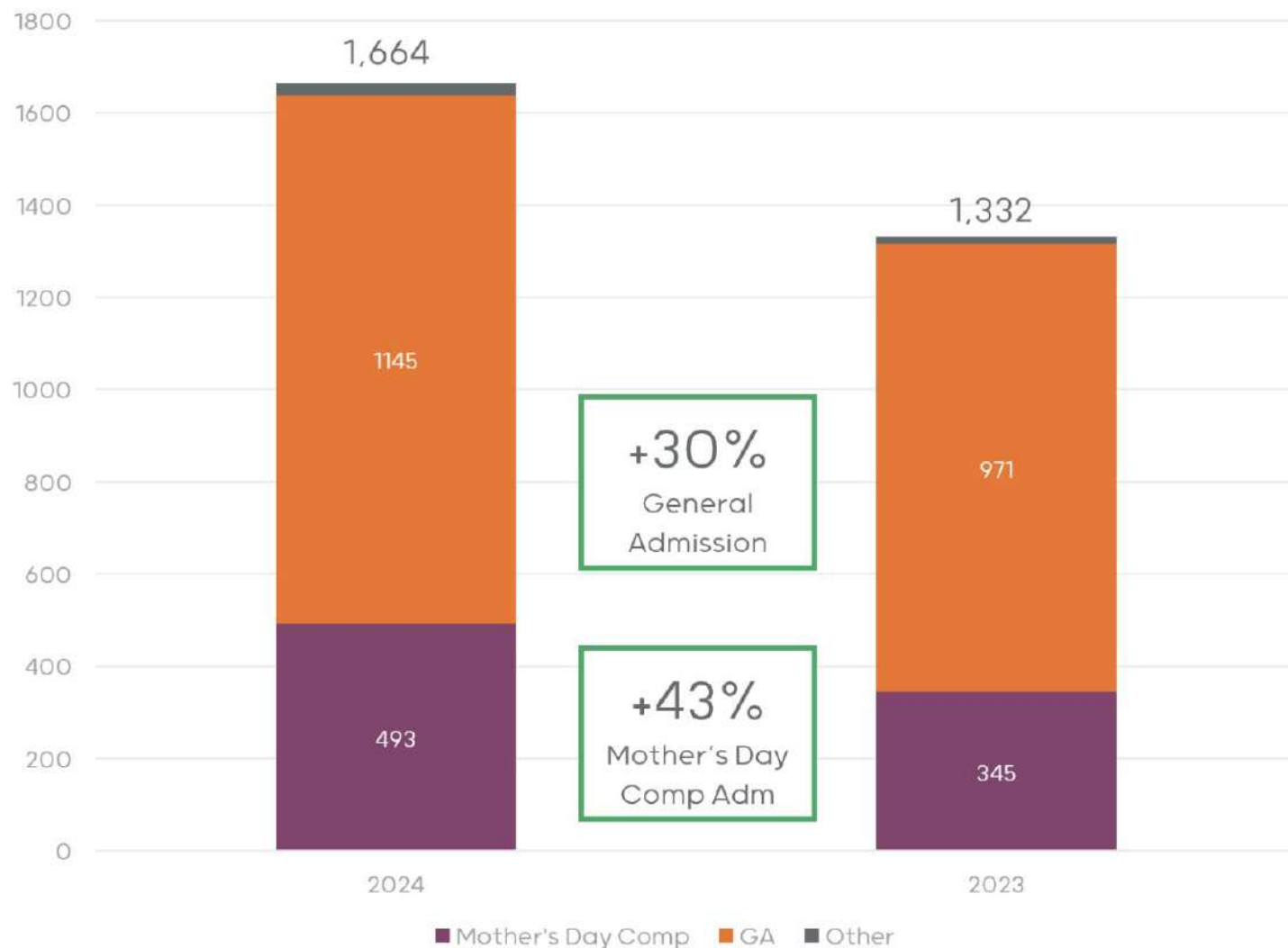
How does total membership revenue compare to the prior years?



FYTD Revenue Results

	Product Group	2024			2023			Comparison		
		Revenue	Mix	Per Cap	Revenue	Mix	Per Cap	Plus/Minus	Growth	Per Cap
Visitation Related	Admission	\$3,770,905	38%	\$9.32	\$3,629,451	38%	\$9.27	\$141,454	4%	\$0.05
	Annual Pass	\$878,148	9%	\$2.17	\$883,166	9%	\$2.26	(\$5,018)	1%	(\$0.08)
	Attraction	\$403,413	4%	\$1.00	\$224,515	2%	\$0.57	\$178,898	80%	\$0.42
	Food & Beverage	\$1,759,319	18%	\$4.35	\$1,615,525	17%	\$4.13	\$143,794	9%	\$0.22
	Rentals	\$72,416	1%	\$0.18	\$67,325	1%	\$0.17	\$5,091	8%	\$0.01
	Retail	\$562,184	6%	\$1.39	\$646,441	7%	\$1.65	(\$84,257)	13%	(\$0.26)
	Birthday Party	\$27,502	0%	\$0.07	\$22,068	0%	\$0.06	\$5,434	25%	\$0.01
	Seminole Aerial Adv	\$131,159	1%	\$0.32	\$142,725	0%	\$0.36	(\$11,566)	8%	(\$0.04)
	Special Events	\$1,917,540	19%	\$4.74	\$1,839,133	19%	\$4.70	\$78,407	4%	\$0.04
	Sub-Total	\$9,522,586	95%	\$23.55	\$9,070,349	95%	\$23.17	\$452,237	5%	\$0.38
	Donation	\$75,814	1%		\$103,974	1%		(\$28,160)	27%	
	Education	\$420,974	4%		\$413,370	4%		\$7,604	2%	
Grand Total		\$10,019,374			\$9,587,693			\$431,681		

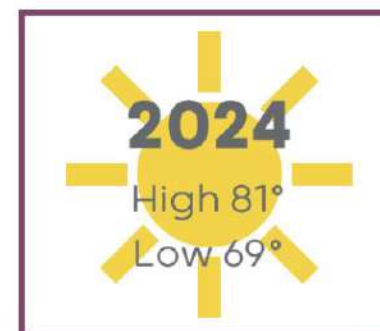
MOTHER'S DAY ATTENDANCE



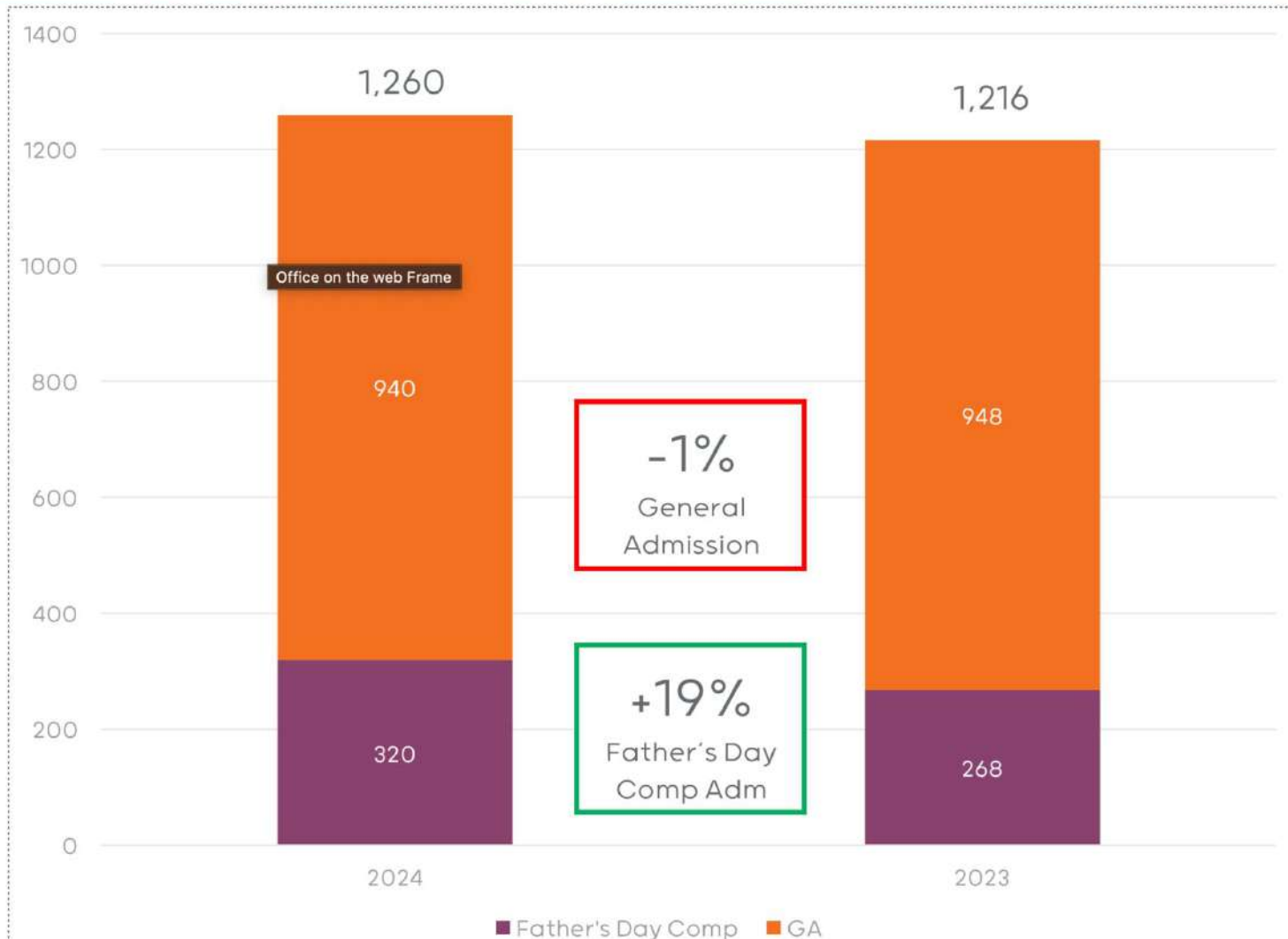
2024

- 30% of General Admission on Mother's Day 2024 was Mother's Day Comp
 - 2023 was 26%

Weather Comparison



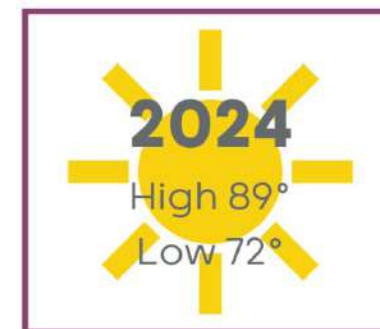
FATHER'S DAY ATTENDANCE



2024

- 25% of General Admission on Father's Day 2024 was Father's Day Comp
 - 2023 was 22%

Weather Comparison



Sunset at the Zoo

Asian American & Pacific Islander Heritage

Sales vs. Attendance



2024

+16.2%

1,038

Sold

+18.6%

\$6,382

Revenue

2023

893

Sold

\$5,378

Revenue

SUNSET AT THE ZOO

LGBTQ+ Pride

Sales vs. Attendance



2024

+4.5%

1,240

Sold

+3.7%

\$7,732

Revenue

2023

1,186

Sold

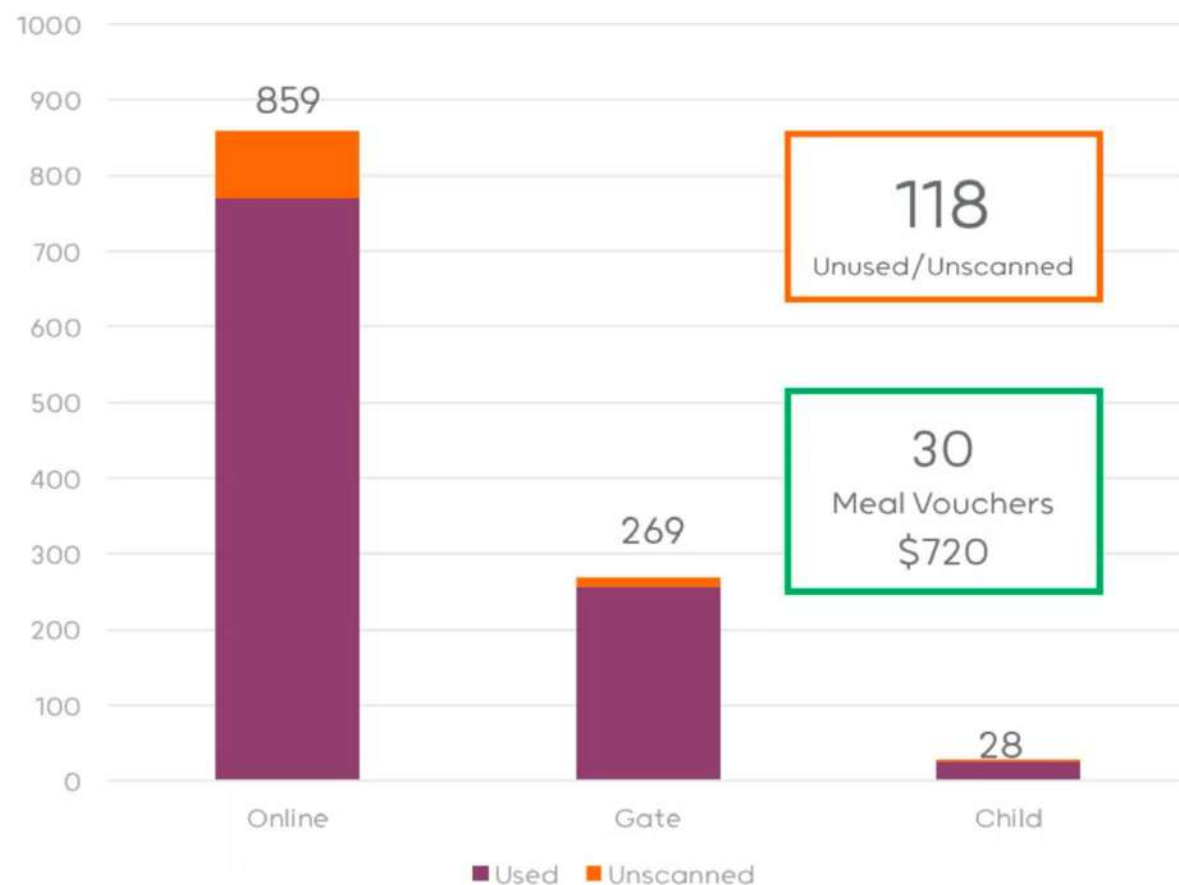
\$7,452

Revenue

SUNSET AT THE ZOO

Black & African American Heritage

Sales vs. Attendance



2024

+17.4%

1,169

Sold

+15.8%

\$7,142

Revenue

2023

996

Sold

\$6,170

Revenue

FREE YOUTH ATTENDANCE

584

Promos Used

437

Transactions

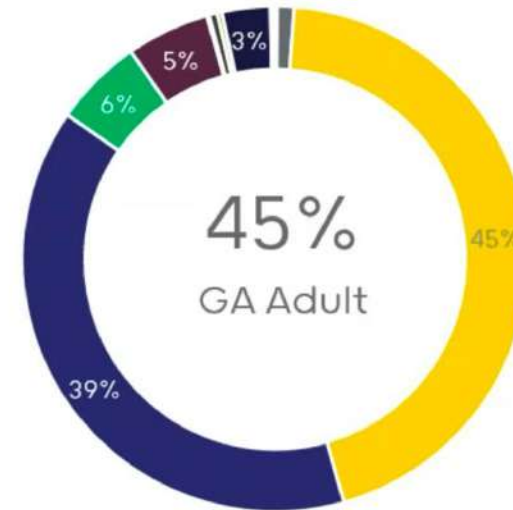
\$11,169

Discounted Amount

4

Avg Items / Trans

Products Purchased in Same Transaction as Discount



- Annual Pass Family
- Central Florida Zoo & Botanical Gardens Donation
- General Admission Child
- General Admission Senior
- Safari Wagon Rental
- Train - All Ages Single Ticket
- Wheelchair Rental
- Annual Pass Premier Family
- General Admission Adult
- General Admission Child (2 & Under)
- SAA Upland Course
- Train - 2 & Under Child Ticket
- Wagon Rental

July 26 - July 31

Collaborative Efforts Return America's Longest Snake to Natural Habitat



For the eighth consecutive year, The Nature Conservancy in Florida and partners released 41 young eastern indigo snakes at The Nature Conservancy's Apalachicola Bluffs and Ravines Preserve.

Through a collaborative program to return the native, non-venomous apex predator to the region, the multi-partner effort reintroduced the federally threatened snakes to Apalachicola Bluffs and Ravines Preserve's restored sandhill habitats. The 41 snakes—20 female and 21 male—were raised for release.

The 41 two-year-old snakes released at the Apalachicola Bluffs and Ravines Preserve were bred and hatched by the Central Florida Zoo and Botanical Gardens' Orianne Center for Indigo Conservation in Sanford, Fla., the world's foremost conservation organization dedicated to the propagation and reintroduction of the eastern indigo snake. The snakes were then raised with help from the Welaka National Fish Hatchery for approximately two years before release.



Striped Newts Released



Upcoming Events

Sunset at the Zoo - 4th Friday of the Month

- Native American & Alaska Heritage – August 23
- Hispanic Heritage – September 27
- 5 pm to 8 pm

Zoo Boo Bash – Last (3) weekends in October

- October 12, 13, 19, 20, 26, and 27

Asian Lantern Festival – November 15 – January 19



Thank You

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
UNAUDITED MONTHLY RESULTS AS OF July 31, 2024

	Jul-24 Unaudited Actuals	Jul-24 Budget	FY 24-25 Budget	Actual to Budget Remaining	Actual to Budget Remaining %
Revenues					
Annual passholders	\$ 76,300	\$ 76,300	\$ 904,600	\$ (828,300)	8%
Gate	\$ 229,527	\$ 287,500	\$ 3,613,000	\$ (3,383,473)	6%
Group sales	\$ 16,681	\$ 18,000	\$ 151,223	\$ (134,542)	11%
Concessions	\$ 39,586	\$ 24,000	\$ 404,100	\$ (364,514)	10%
Gift shop	\$ 44,889	\$ 51,926	\$ 632,097	\$ (587,208)	7%
Government supp TDC & Grants-State	\$ 66,560	\$ 9,633	\$ 740,080	\$ (673,520)	9%
Education	\$ 18,361	\$ 66,607	\$ 516,549	\$ (498,188)	4%
WMD net rental	\$ 6,030	\$ 14,650	\$ 85,200	\$ (79,170)	7%
Public support Donations, grants-non gov,	\$ 185,225	\$ 67,059	\$ 1,261,109	\$ (1,075,884)	15%
Net event revenues	\$ 6,939	\$ 5,279	\$ 1,197,666	\$ (1,190,727)	1%
Zipline	\$ 6,791	\$ 13,250	\$ 122,260	\$ (115,469)	6%
Train/Carousel	\$ 2,459	\$ 20,833	\$ 250,000	\$ (247,541)	1%
Other revenues	\$ 29,399	\$ 33,738	\$ 679,829	\$ (650,430)	4%
Total revenues	\$ 744,412	\$ 688,774	\$ 10,557,713	\$ (9,813,301)	7%
Operating expenses					
Payroll	\$ 529,832	\$ 469,610	\$ 6,112,295	\$ (5,582,463)	9%
Animal care	\$ 25,316	\$ 24,981	\$ 319,670	\$ (294,354)	8%
Facilities repair and maintenance	\$ 27,450	\$ 23,950	\$ 299,426	\$ (271,976)	9%
Advertising	\$ 14,938	\$ 5,106	\$ 80,630	\$ (65,692)	19%
Insurance	\$ 32,085	\$ 78,066	\$ 1,067,361	\$ (1,035,276)	3%
Utilities	\$ 19,596	\$ 19,613	\$ 232,291	\$ (212,695)	8%
Professional fees	\$ 18,052	\$ 12,240	\$ 163,230	\$ (145,178)	11%
Employee expenses	\$ 5,848	\$ 4,662	\$ 60,444	\$ (54,596)	10%
Office expenses/website/credit card fees	\$ 8,169	\$ 8,845	\$ 132,865	\$ (124,696)	6%
Project Expenses	\$ 46,431	\$ 37,166	\$ 476,274	\$ (429,843)	10%
Printing	\$ -	\$ 1,059	\$ 12,708	\$ (12,708)	0%
Supplies	\$ 2,953	\$ 9,100	\$ 106,800	\$ (103,847)	3%
Interest Expense	\$ 1,474	\$ 1,846	\$ 20,387	\$ (18,913)	7%
Other operating expenses	\$ 38,384	\$ 35,075	\$ 482,650	\$ (444,266)	8%
Total operating expenses	\$ 770,527	\$ 731,319	\$ 9,567,031	\$ (8,796,504)	8%
Net operating income before depreciation	\$ (26,115)	\$ (42,544)	\$ 990,682	\$ (1,016,797)	-3%
Depreciation	\$ (54,167)	\$ (54,167)	\$ (650,003)	\$ 595,836	8%
Unrealized Gain/Loss	\$ 13,897	\$ 8,625	\$ 28,539	\$ (14,642)	49%
Total COGS	\$ (13,732)	\$ (16,659)	\$ (254,745)	\$ 241,013	5%
Net Income	\$ (80,118)	\$ (104,745)	\$ 114,473	\$ (194,591)	-70%

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
UNAUDITED MONTHLY RESULTS AS OF July 31, 2024

	Jul-24	Jul-23	Y-O-Y	%
	Unaudited Actuals	Unaudited Actuals	2024/2023	Change
Revenues				
Annual passholders	\$ 76,300	\$ 64,465	\$ 11,835	18%
Gate	\$ 245,191	\$ 249,708	\$ (4,517)	-2%
Group sales	\$ 16,681	\$ 18,351	\$ (1,670)	-9%
Concessions	\$ 45,164	\$ 24,645	\$ 20,519	83%
Gift shop	\$ 44,889	\$ 51,926	\$ (7,037)	-14%
Government supp: TDC & Grants-State	\$ 66,560	\$ (1,847)	\$ 68,408	0%
Education	\$ 18,361	\$ 65,376	\$ (47,015)	-72%
WMD net rental	\$ 452	\$ 7,351	\$ (6,898)	-94%
Public support Donations, grants-non gov,	\$ 185,225	\$ 14,594	\$ 170,632	1169%
Net event revenues	\$ 6,939	\$ 4,100	\$ 2,839	69%
Zipline	\$ 6,791	\$ 11,325	\$ (4,533)	-40%
Train/Carousel	\$ 2,459	\$ 14,607	\$ (12,148)	-83%
Other revenues	\$ 29,399	\$ 32,311	\$ (2,912)	-9%
Total revenues	\$ 744,412	\$ 556,910	\$ 187,502	34%
Operating expenses				
Payroll	\$ 529,832	\$ 331,686	\$ 198,146	60%
Animal care	\$ 25,316	\$ 25,939	\$ (623)	-2%
Facilities repair and maintenance	\$ 27,450	\$ 47,197	\$ (19,747)	-42%
Advertising	\$ 14,938	\$ 3,441	\$ 11,498	334%
Insurance	\$ 32,085	\$ 65,703	\$ (33,619)	-51%
Utilities	\$ 19,596	\$ 21,836	\$ (2,240)	-10%
Professional fees	\$ 18,052	\$ 10,730	\$ 7,322	68%
Employee expenses	\$ 5,848	\$ 3,759	\$ 2,089	56%
Office expenses/website/credit card fees	\$ 8,169	\$ 10,713	\$ (2,544)	-24%
Project Expenses	\$ 46,431	\$ 20,200	\$ 26,230	130%
Printing	\$ -	\$ 203	\$ (203)	-100%
Supplies	\$ 2,953	\$ 11,969	\$ (9,017)	-75%
Interest Expense	\$ 1,474	\$ -	\$ 1,474	
Other operating expenses	\$ 38,384	\$ 18,295	\$ 20,090	110%
Total operating expenses	\$ 770,527	\$ 571,672	\$ 198,855	35%
Net operating income	\$ (26,115)	\$ (14,762)	\$ (11,353)	77%
Depreciation	\$ (54,167)	\$ (54,167)	\$ -	0%
Unrealized Gain/Loss	\$ 13,897	\$ 8,625	\$ 5,272	61%
Total COGS	\$ (13,732)	\$ (16,884)	\$ 3,152	-19%
Net Income	\$ (80,118)	\$ (77,188)	\$ (2,930)	4%

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
UNAUDITED MONTHLY RESULTS AS OF July 31, 2024

	July 31, 2024	June 30, 2024
CASH		
FW Share 0825	5	5
FW New Opp Acct 4938	281,068	68,801
FW Payroll Acct 9869	14,116	4,430
FW ACH/Grow Checking 1344	19,962	76,038
FW Savings 9969	2,741,948	3,025,672
 Balance in Banks	 3,057,099	 3,174,946
 Donor/grantor/mgmt restricted funds	 (1,798,210)	 (1,998,210)
Balance owed on Line of Credit	-	-
Accounts Payable	(244,475)	(262,383)
Other Short-Term Liabilities (taxes, vendors, payroll-related)	(44,488)	(44,488)
 Unrestricted Cash Balance	 <u>969,926</u>	 <u>869,865</u>
 Long Term Savings/Investment		
Board restricted general reserve	75,000	75,000
Provision for Winter Reserve	150,000	150,000
Zoo Investment Reserve	400,000	400,000
Change In Investment Value	21,176	4,399
Unrestricted Cash Balance	<u>646,176</u>	<u>629,399</u>
 Long Term Debt	 Balance	 Balance
Seminole Aerial Adventures	39,143	44,483
Education Vehicle Loans (2)	-	-
Real Estate Loan	<u>250,003</u>	<u>256,599</u>
	289,146	301,082

June 2024

OPERATING ACTIVITIES

Net Income -80,118

Adjustments to reconcile Net Revenue to Net Cash provided by operations:

1210 Accounts Receivable:Accounts Rec-General	-201
1720 Prepaid Expenses:Prepaid-Insurance	-79,972
1730 Prepaid Expenses:Prepaid-Other	958
2000 Accounts Payable	36,484
2010 Accounts Payable:Trade Accounts Payable	0
2015 Chase Ink Business Card-4575	-28,493
2030 Accrued Expense	0
2050 FL Sales Taxes Payable	-2,869
2210 Employee Deductions Payable:Group Ins Deductions	-1,505
2250 Employee Deductions Payable:Other Deductions	-119
2260 Employee Deductions Payable:403(b) Plan Payable	-61
2410 Reserved Funds:Keeper Conf. Fund	-882
2430 Reserved Funds:Employee Benefit Fund	35
2500 Deferred Membership Fees	-35,142
2550 Deferred Revenue	0

Net cash provided by Operating Activities **-191,886**

INVESTING ACTIVITIES

1890 Accumulated Depreciation 54,167

Net cash provided by investing activities **54,167**

FINANCING ACTIVITIES

2850 Note Payable -5,340

2900 Long Term Bank Loan -5,419

Net cash provided by Financing Activities **-10,759**

Net cash increase for period **-148,479**

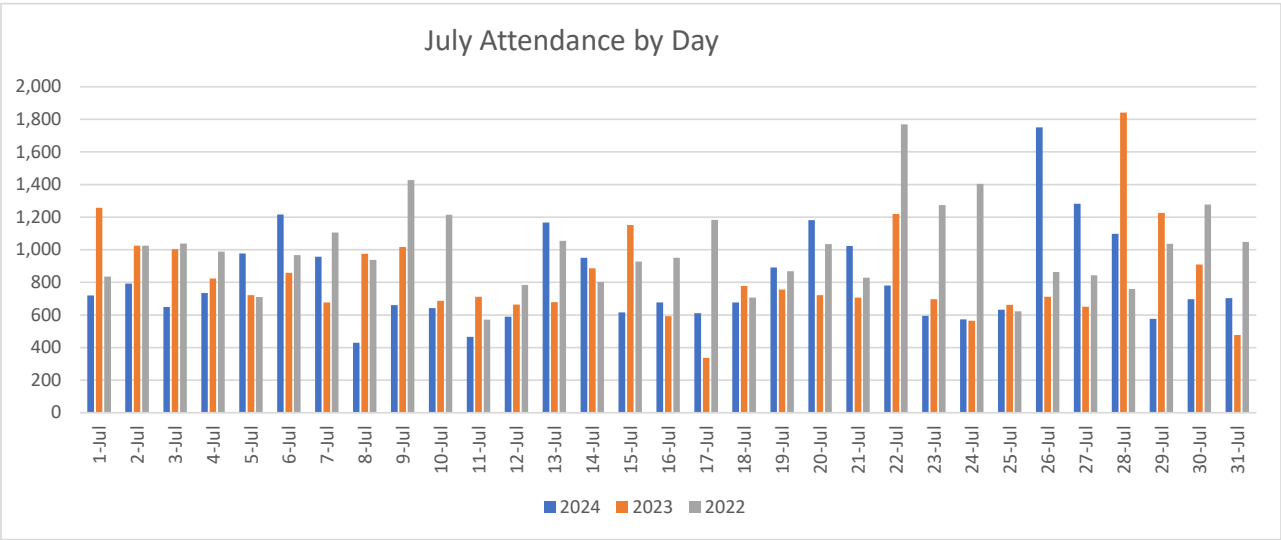
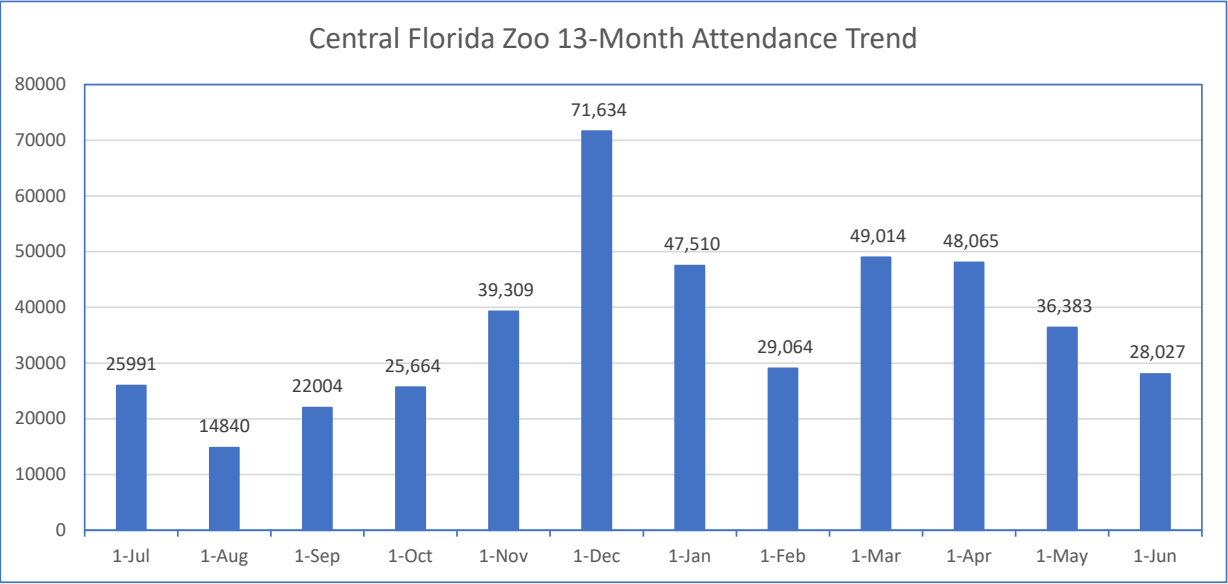
Cash at beginning of period 3,813,580

Cash at end of period **3,665,101**

Fiscal Year 2023-2024 Capital Budget

Project	Projected Cost	Spend YTD	Remaining	Funding Source	Status
AZA/Emergency Repairs	\$ 340,656	\$ 158,858	\$ 181,797	Cash Reserves	In Progress
Master Plan	\$ 160,000	\$ 151,230	\$ 8,770	Cash Reserves	In Progress
PAC Private Encounters Upgrade	\$ 4,000		\$ 4,000	Enterprise Holding Grant	Not Started
Iguana Enclosure	\$ 62,000	\$66,959	\$ (4,959)	Donation	In Progress

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
UNAUDITED MONTHLY RESULTS AS OF July 31, 2024



ORLANDO[^]NORTH SEMINOLE COUNTY

evok
advertising

August 2024 TDC Presentation



Travel Campaign Recap



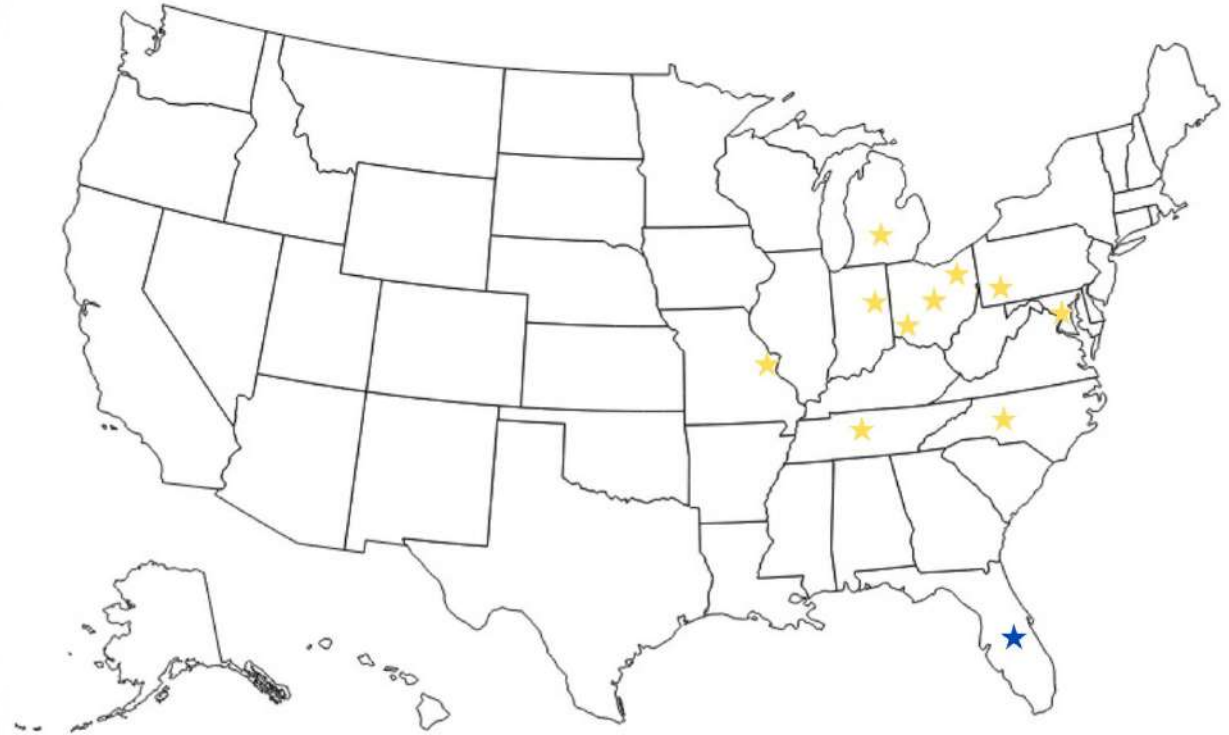
Campaign Recap

- **Travel Intent Campaign Data**

- **Duration:** 6 Months
- **Impressions:** Over 4 million
- **Clicks:** 5k
- **Top 3 Things To Do:**
 - Nature & Outdoors
 - Food & Beverage
 - Theme Parks

- **Top Emerging Markets:**

1. Pittsburgh, Pennsylvania
2. Baltimore/Hagerstown, Maryland
3. Indianapolis, Indiana
4. Nashville, Tennessee
5. Cincinnati, Ohio
6. St. Louis, Missouri
7. Columbus, Ohio
8. Grand Rapids, Michigan
9. Cleveland, Ohio
10. Greensboro, North Carolina

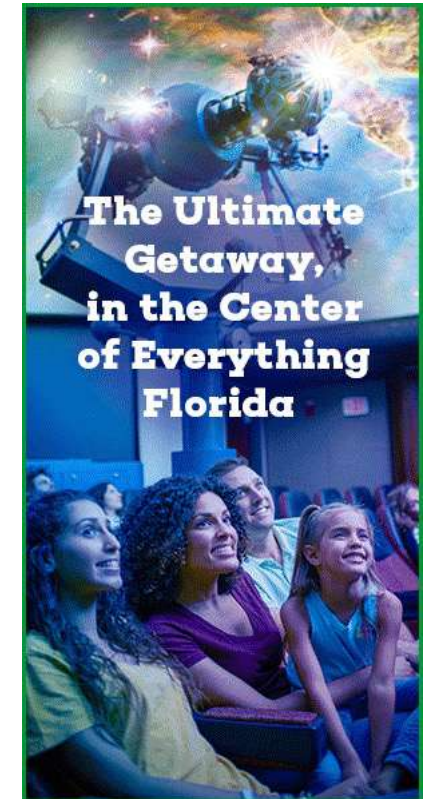


Campaign Recap

- **Visit Florida Remarketing Campaign**
 - **Duration:** 4 Months
 - **Target:** Recent visitors of the Visit Florida website
 - **Impressions:** Over 2.8 million
 - **Website Visits:** Over 3k

VISIT
FLORIDA[®]
P A R T N E R

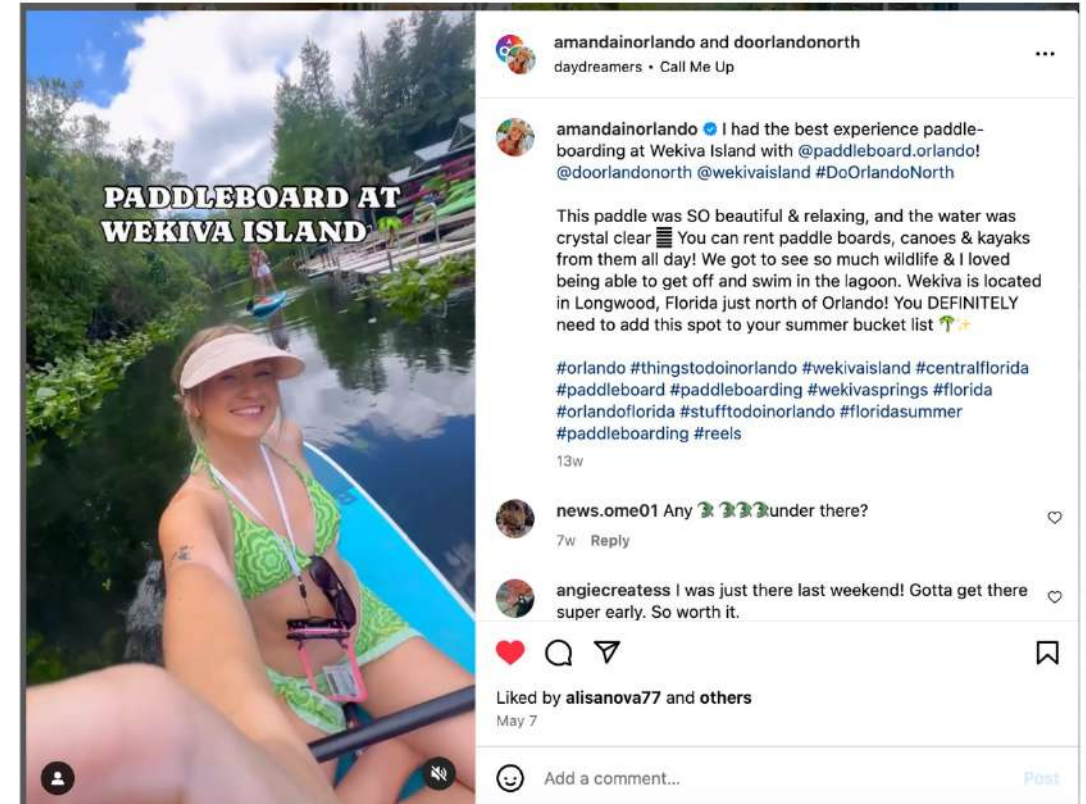
evok
advertising



Like a Local Recap

- **Content Creator**

- **Paddleboard Orlando**
- **Duration:** 2 Months
- **Impressions:** Over 420k
- **Clicks:** 33k
- **Cost per Click:** 10 cents – roughly 50 cents lower than the industry average





Do Orlando North Website



Completed Website Phases

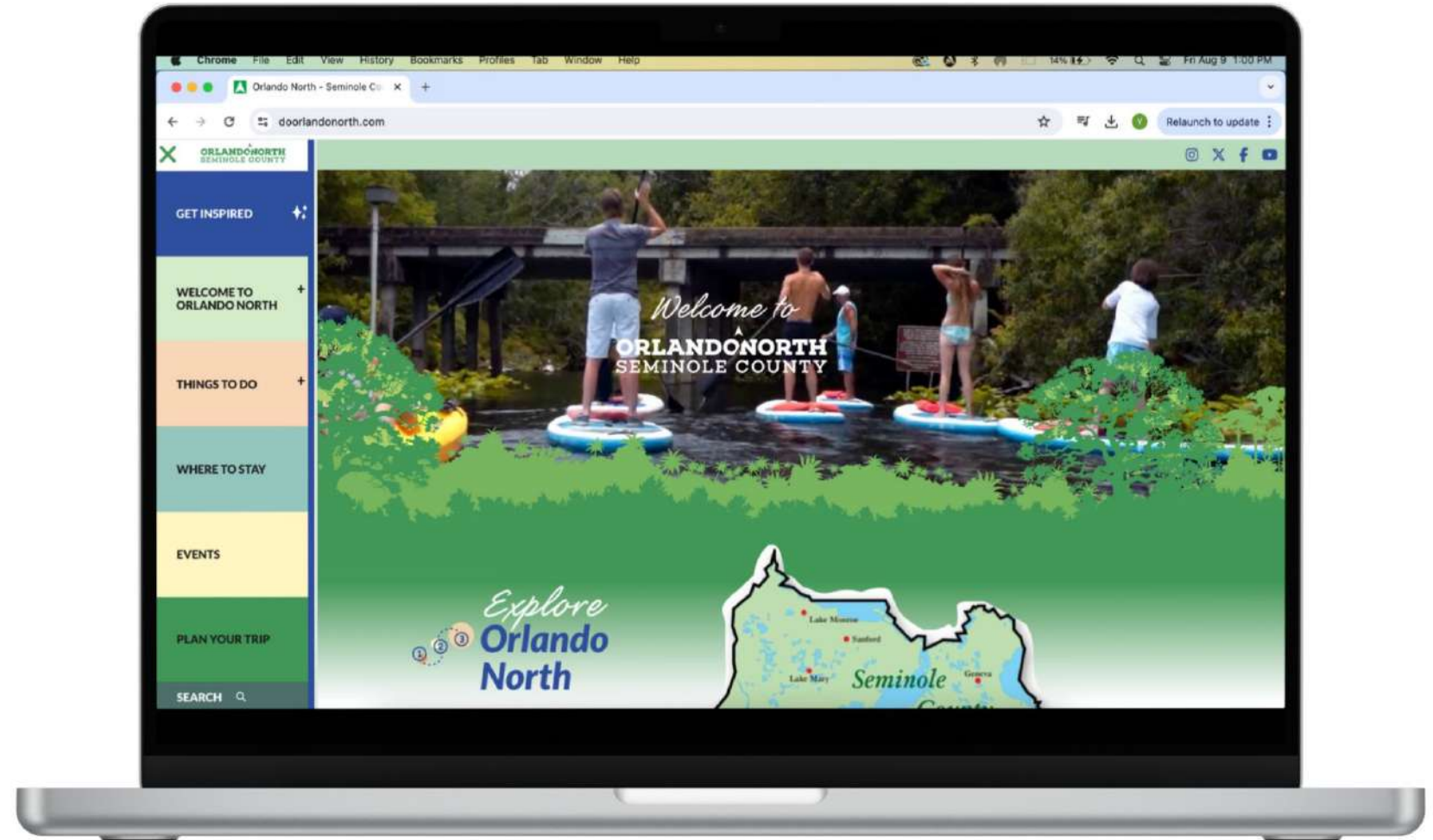
Project Progress

- Discovery and Planning
- Sitemap
- Moodboard
- Wireframes
- Content Creation
- Prototyping



Current Phase

- Development
- Content Population



A baseball player in a yellow jersey with the number 21 is jumping high in the air, reaching up with his left hand in a baseball glove to catch a ball. His right arm is extended outwards. He is wearing a black cap and white pants. In the background, two other players in yellow jerseys are visible on the field, and the sky is clear blue. The text "Play ON Discount" is overlaid in white on the right side of the image.

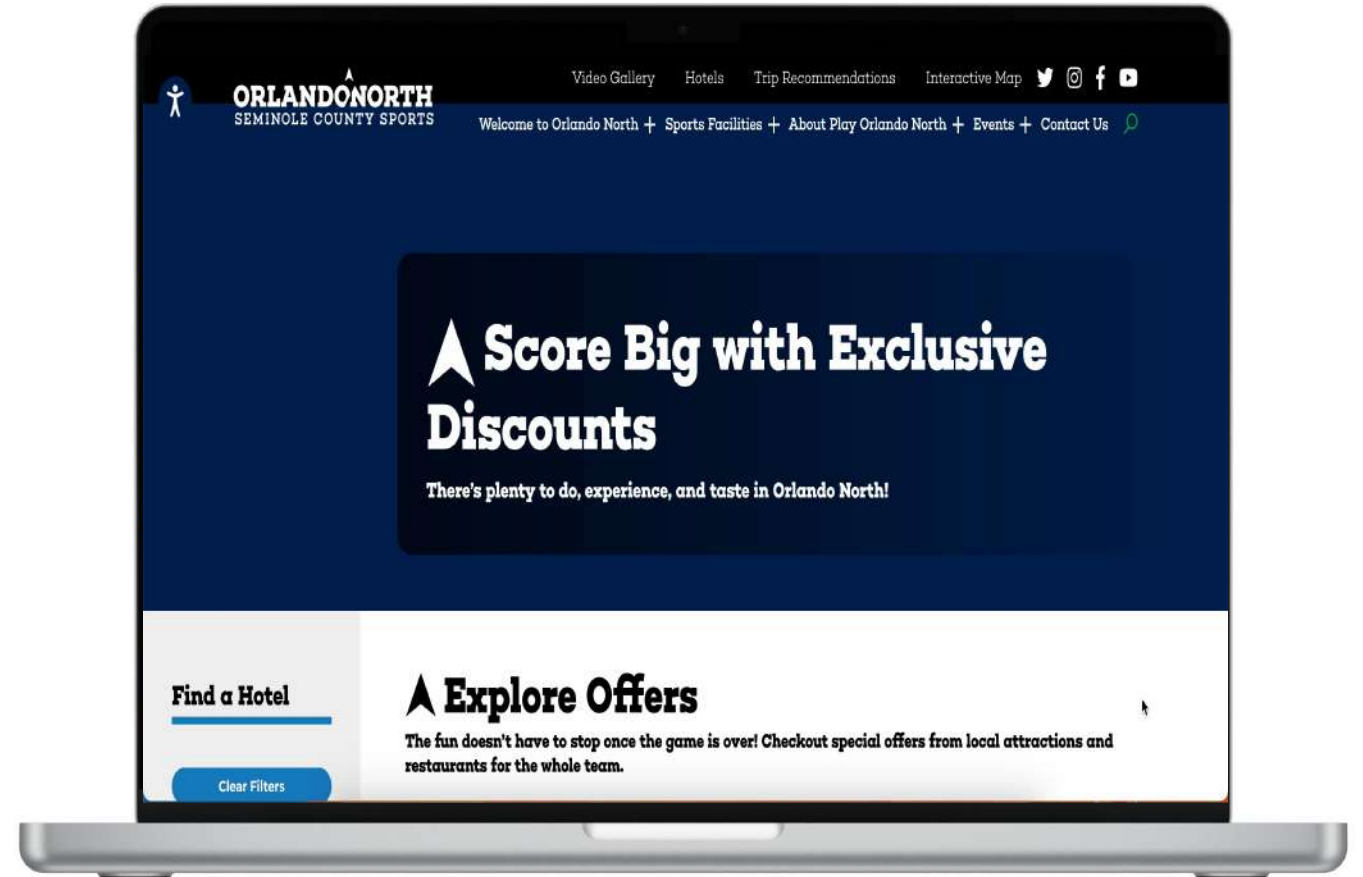
Play ON Discount



Play ON Discount

Rollout of Play ON Discount Page

- Great opportunity for local businesses looking to attract youth sports teams and parents
- Seamless sign-up process
 - Visit PlayOrlandoNorth.com/promo-code
 - Submit your business information
 - Upload your coupon, flyer, or promo code
 - We take care of the rest



IDEAS.
WORK.
RESULTS.



Greater Orlando Sports Commission - Seminole County TDC Report

Updated: August 9, 2024

FY 23/24 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	Renewal	2024-2026	January 6 - 8, 2024	1,380	3,200	2,000	1,761	\$2,751,142	\$1,655,218	
Boys ECNL Florida Regional League National Event	Renewal	2024-2026	February 2 - 4, 2024	1,480	3,340	3,900	1,892	\$2,960,018	\$1,756,666	
HoganLax Florida Team Training and Orlando Jamboree	Recurring	2023-2024	March 10 - 24, 2024	644	982	1,400	1,551	\$1,074,850	\$1,555,723	
FHCAA Tennis State Championships	Renewal	2024-2026	April 29 - May 3, 2024	424	1,067	600	498	\$1,070,449	\$835,364	
NCAA Division I National Championships Spring Festival	New	2024	May 18 - 20, 2024	328	1,312	2,300	2,550	\$1,550,000	\$1,548,569	
Florida Rush Champions Cup	Renewal	2024	May 18 - 19, 2024	144	432	100	52	\$248,121	\$164,386	
Totals				4,600	10,252	8,200	8,304	\$9,654,780	\$7,515,946	

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, Boomhah Sports Complex	Not Awarded
USA Softball U-16 National Championships		July of 2022	Boomhah-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 2024
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
USIS National League Elite 64		December of 2022	Boomhah Sports Complex, Seminole Soccer Complex, Sylvan Lake Park	No Field Availability
US Soccer Team Training		February of 2023	Seminole Soccer Complex	Not Awarded
HoganLax Team Training and Orlando Jamboree		March of 2023	Boomhah Sports Complex	Bid Awarded
Prep Baseball Report Canadian Spring Training		March of 2023	Boomhah Sports Complex	No Field Availability
EWAC Baseball Conference Championships		May of 2023	Boomhah Sports Complex	No Field Availability
Athletes Unlimited AIX Softball		June of 2023	Historic Sanford Memorial Stadium, Boomhah Soldiers Creek	No Field Availability
Rush International Cup		November of 2023	Seminole Soccer Complex, Sylvan Lake Park	No Field Availability
Flag Football World Championship Tour		Various Dates in 2023	Boomhah Sports Complex, Seminole Soccer Complex, Sylvan Lake Park	No Field Availability in 2022 & 2023 Researching Dates in 2024
ECNL Girls Florida Regional League National Event		January of 2024, 2025, 2026	Boomhah Sports Complex, Seminole Soccer Complex, Sylvan Lake Park	Bid Awarded
ECNL Boys Florida Regional League National Event		February of 2024, 2025, 2026	Boomhah Sports Complex, Seminole Soccer Complex, Sylvan Lake Park	Bid Awarded
NCAA DI Women's Tennis Festival Championship		May of 2024	Sanlando Park	Bid Awarded
NCAA DI Men's Tennis Festival Championship		May of 2024	Sanlando Park	Bid Awarded
NCAA DI Softball Festival Championship		May of 2024	Boomhah-Soldiers Creek Park	Bid Awarded
NCAA DI Women's Tennis Championship		May of 2025	Sanlando Park	Bid Awarded
NCAA DI Men's Tennis Championship		May of 2025	Sanlando Park	Bid Awarded
USA Field Hockey Festival		Thanksgiving Week of 2025	Boomhah Sports Complex	Awaiting RFP
World Cup 2026		Summer of 2026	Sylvan Lake Park, Seminole Soccer Complex	Not Awarded
World Cup 2026 Base Camps		Summer of 2026	Sylvan Lake Park, Seminole Soccer Complex	Ongoing Bid Process
Men's/Women's Rugby World Cup 2031, 2033		Summer/Fall of 2031, 2033	Sylvan Lake Park, Seminole Soccer Complex	Ongoing Bid Process
NCAA DI Men's and Women's Tennis Championships		May of 2027	Sanlando Park	Bid Submitted
Big 12 Conference Championships		Various Dates	Various Seminole County Venues	Ongoing Bid Process
Easter International Cup		April 16-18, 2025	Seminole Soccer Complex	Bid Awarded
Minority Softball/Baseball Championships		Various Dates	Various Seminole County Venues	Ongoing Bid Process
USA Softball U10-U18 Southern Nationals		July of 2026	Boomhah-Soldiers Creek Park, Seminole County Softball Complex	Awaiting RFP
USA Softball JO Fast Pitch East/West National Championships U18		July of 2026	Boomhah-Soldiers Creek Park, Seminole County Softball Complex	Ongoing Bid Process
USA Softball JO Fast Pitch East/West National Championships U16		July of 2026	Boomhah-Soldiers Creek Park, Seminole County Softball Complex	Ongoing Bid Process
USA Softball JO Fast Pitch East/West National Championships U14		July of 2026	Boomhah-Soldiers Creek Park, Seminole County Softball Complex	Ongoing Bid Process
USA Softball JO Fast Pitch East/West National Championships U12		July of 2026	Boomhah-Soldiers Creek Park, Seminole County Softball Complex	Ongoing Bid Process
USA Softball Men's Masters 40-Over Fast Pitch		July of 2026	Boomhah-Soldiers Creek Park, Seminole County Softball Complex	Ongoing Bid Process
FHCAA Softball State Finals		Last week of May 2025, 2026, 2027	Boomhah-Soldiers Creek Park	Ongoing Bid Process

Description	FINAL BUDGET	CHANGE ORDERS	CURRENT BUDGET	PERIOD EXPENDITURES	ENCUMBRANCES OUTSTANDING	YEAR TO DATE EXPENDITURES	AVAILABLE BALANCE	% AVAL
11000 TOURISM PARKS 1,2,3 CENT FUND								
011030 TOURIST DEVMNT 1,2,3 CENT								
500000 EXPENDITURES/EXPENSES								
510000 PERSONAL SERVICES								
510100 Salaries and Wages								
510200 Fringes and Contributions								
530000 OPERATING EXPENDITURES								
530300 Operating Expenditures								
530310 Professional Services	450,000.00		450,000.00	45,355.63	131,238.54	318,761.46		
530340 Other Services						6,741.60	6,741.60-	
530450 Insurance				1,690.00		1,690.00	1,690.00-	
530460 Repairs and Maintenance				197.50		197.50	197.50-	
530480 Promotional Activities	180,000.00	10,000	190,000.00	7,865.82		57,677.78	132,322.22	70
530300 Operating Expenditures	630,000.00	10,000	640,000.00	55,108.95	131,238.54	385,068.34	123,693.12	19
530000 OPERATING EXPENDITURES	630,000.00	10,000	640,000.00	55,108.95	131,238.54	385,068.34	123,693.12	19
540000 OTHER CHARGES								
540100 Other Charges								
540200 Oth Chgs Insurance								
550000 CONTRA ACCOUNTS								
560000 CAPITAL OUTLAY								
560001 Capital Outlay								
570000 DEBT SERVICE								
570001 Debt Service								
570720 Interest								
580000 GRANTS AND AIDS								
580820 Aid To Private Organizations								
580821 Aid To Private Organizations	350,000.00	10,000-	340,000.00			340,000.00		
580820 Aid To Private Organizations	350,000.00	10,000-	340,000.00			340,000.00		
580000 GRANTS AND AIDS	350,000.00	10,000-	340,000.00			340,000.00		
590000 OTHER FINANCIAL USES								

Description	FINAL BUDGET	CHANGE ORDERS	CURRENT BUDGET	PERIOD EXPENDITURES	ENCUMBRANCES OUTSTANDING	YEAR TO DATE EXPENDITURES	AVAILABLE BALANCE	% AVAL
500000 EXPENDITURES/EXPENSES	980,000.00		980,000.00	55,108.95	131,238.54	725,068.34	123,693.12	13
011030 TOURIST DEVMNT 1,2,3 CENT	980,000.00		980,000.00	55,108.95	131,238.54	725,068.34	123,693.12	13
11000 TOURISM PARKS 1,2,3 CENT FUND	980,000.00		980,000.00	55,108.95	131,238.54	725,068.34	123,693.12	13
.	980,000.00		980,000.00	55,108.95	131,238.54	725,068.34	123,693.12	13

For the Ten Months Ending July 31, 2024

Description	FINAL BUDGET	CHANGE ORDERS	CURRENT BUDGET	PERIOD EXPENDITURES	ENCUMBRANCES OUTSTANDING	YEAR TO DATE EXPENDITURES	AVAILABLE BALANCE	% AVAL
11001 TOURISM SPORTS 4 & 6 CENT FUND								
011050 TOURIST DEVMNT 4,6 CENT								
500000 EXPENDITURES/EXPENSES								
510000 PERSONAL SERVICES								
510100 Salaries and Wages								
510120 Regular Salaries and Wages	525,264.71		525,264.71	31,381.00		375,867.02	149,397.69	28
510150 Special Pay	2,010.00		2,010.00	30.00		575.00	1,435.00	71
510100 Salaries and Wages	527,274.71		527,274.71	31,411.00		376,442.02	150,832.69	29
510200 Fringes and Contributions								
510210 Social Security Matching	40,182.75		40,182.75	2,304.89		26,819.50	13,363.25	33
510220 Retirement Contributions	91,588.47		91,588.47	4,277.26		55,453.85	36,134.62	39
510230 Health and Life Insurance	100,653.51		100,653.51	6,428.56		69,828.19	30,825.32	31
510240 Workers Compensation	787.89		787.89			394.00	393.89	50
510200 Fringes and Contributions	233,212.62		233,212.62	13,010.71		152,495.54	80,717.08	35
510000 PERSONAL SERVICES	760,487.33		760,487.33	44,421.71		528,937.56	231,549.77	30
530000 OPERATING EXPENDITURES								
530300 Operating Expenditures								
530310 Professional Services	40,149.00		40,149.00			34,778.82	5,370.18	13
530340 Other Services	98,941.60		98,941.60	16,467.42	856.00	109,561.96	11,476.36-	12-
530400 Travel and Per Diem	11,700.00		11,700.00	1,558.72		4,297.79	7,402.21	63
530440 Rental and Leases	30,409.00		30,409.00	2,791.98	5,281.18	25,127.82		
530470 Printing and Binding	8,000.00		8,000.00				8,000.00	100
530480 Promotional Activities				384.01-		384.01-	384.01	
530510 Office Supplies	1,500.00		1,500.00	2,610.16		3,079.14	1,579.14-	105-
530520 Operating Supplies	77.00		77.00				77.00	100
530521 Equipment \$1000-\$4999	2,500.00		2,500.00				2,500.00	100
530522 Operating Supplies-TECHNOLOGY	750.00		750.00				750.00	100
530540 Books, Dues Publications	19,000.00	10,000-	9,000.00	55.44		15,950.83	6,950.83-	77-
530550 Training	10,000.00		10,000.00	3,393.50		8,677.02	1,322.98	13
530300 Operating Expenditures	223,026.60	10,000-	213,026.60	26,493.21	6,137.18	201,089.37	5,800.05	3
530000 OPERATING EXPENDITURES	223,026.60	10,000-	213,026.60	26,493.21	6,137.18	201,089.37	5,800.05	3
540000 OTHER CHARGES								
540100 Other Charges								
540101.0020 Other Chrgs Leased Equipm	1,917.50		1,917.50			571.62	1,345.88	70
540101.0022 Oth Chgs Internal Postage	858.14		858.14			584.50	273.64	32

Description	FINAL BUDGET	CHANGE ORDERS	CURRENT BUDGET	PERIOD EXPENDITURES	ENCUMBRANCES OUTSTANDING	YEAR TO DATE EXPENDITURES	AVAILABLE BALANCE	% AVAL
540101.0023 Oth Chgs Printing	259.76		259.76			14.43	245.33	94
540101.0026 Oth Chgs Fleet /Gas						343.19	343.19-	
540101.0027 Oth Chgs Fleet Maint						230.17	230.17-	
540101.0034 Oth Chgs Prop Mgmt	9.50		9.50			3.72	5.78	61
540101.0035 Other Chrgs Telecommun Ch	5,880.64		5,880.64			1,284.82	4,595.82	78
540101.0036 Other Chrgs Network Conne	12,019.79		12,019.79			4,779.72	7,240.07	60
540101.0042 Other Chrgs Phone Sup & M	7,123.42		7,123.42			3,609.24	3,514.18	49
540101.0043 Other Chrgs Protecting Co	4,765.89		4,765.89			1,394.04	3,371.85	71
540101.0045 Other Chrgs Desk Sup & Ma	12,901.65		12,901.65			8,380.90	4,520.75	35
540100 Other Charges	45,736.29		45,736.29			21,196.35	24,539.94	54
540200 Oth Chgs Insurance								
540202 Internal Service Fees								
540202.0020 Internal Ser Fees-Leased	2,561.36		2,561.36			53.53	2,507.83	98
540202 Internal Service Fees	2,561.36		2,561.36			53.53	2,507.83	98
540200 Oth Chgs Insurance	2,561.36		2,561.36			53.53	2,507.83	98
540000 OTHER CHARGES	48,297.65		48,297.65			21,249.88	27,047.77	56
550000 CONTRA ACCOUNTS								
560000 CAPITAL OUTLAY								
560001 Capital Outlay								
570000 DEBT SERVICE								
570001 Debt Service								
580000 GRANTS AND AIDS								
580820 Aid To Private Organizations								
580821 Aid To Private Organizations	50,000.00	10,000	60,000.00			60,000.00		
580820 Aid To Private Organizations	50,000.00	10,000	60,000.00			60,000.00		
580000 GRANTS AND AIDS	50,000.00	10,000	60,000.00			60,000.00		
590000 OTHER FINANCIAL USES								
500000 EXPENDITURES/EXPENSES	1,081,811.58		1,081,811.58	70,914.92	6,137.18	811,276.81	264,397.59	24
011050 TOURIST DEVMNT 4,6 CENT	1,081,811.58		1,081,811.58	70,914.92	6,137.18	811,276.81	264,397.59	24
11001 TOURISM SPORTS 4 & 6 CENT FUND	1,081,811.58		1,081,811.58	70,914.92	6,137.18	811,276.81	264,397.59	24
.	1,081,811.58		1,081,811.58	70,914.92	6,137.18	811,276.81	264,397.59	24

For the Ten Months Ending July 31, 2024

Description	FINAL BUDGET	CHANGE ORDERS	CURRENT BUDGET	PERIOD EXPENDITURES	ENCUMBRANCES OUTSTANDING	YEAR TO DATE EXPENDITURES	AVAILABLE BALANCE	% AVAL
11001 TOURISM SPORTS 4 & 6 CENT FUND								
011051 SPORTS 4,6 CENT								
500000 EXPENDITURES/EXPENSES								
510000 PERSONAL SERVICES								
510100 Salaries and Wages								
510120 Regular Salaries and Wages	166,146.75		166,146.75	11,799.00		137,708.30	28,438.45	17
510100 Salaries and Wages	166,146.75		166,146.75	11,799.00		137,708.30	28,438.45	17
510200 Fringes and Contributions								
510210 Social Security Matching	12,710.22		12,710.22	800.12		10,005.21	2,705.01	21
510220 Retirement Contributions	22,546.11		22,546.11	1,608.22		18,697.67	3,848.44	17
510230 Health and Life Insurance	41,722.13		41,722.13	4,450.32		31,121.74	10,600.39	25
510240 Workers Compensation	249.22		249.22			125.00	124.22	50
510200 Fringes and Contributions	77,227.68		77,227.68	6,858.66		59,949.62	17,278.06	22
510000 PERSONAL SERVICES	243,374.43		243,374.43	18,657.66		197,657.92	45,716.51	19
530000 OPERATING EXPENDITURES								
530300 Operating Expenditures								
530310 Professional Services	45,000.00		45,000.00			57,000.00	12,000.00-	27-
530340 Other Services	100,000.00		100,000.00			100,000.00		
530400 Travel and Per Diem	6,000.00		6,000.00	1,627.16		6,404.27	404.27-	7-
530402 Travel - Training Non-Employee								
530440 Rental and Leases				990.00	1,127.00	5,308.00	6,435.00-	
530480 Promotional Activities	681,000.00		681,000.00	38,833.38	25,460.69	257,774.65	397,764.66	58
530510 Office Supplies	500.00		500.00			99.97	400.03	80
530521 Equipment \$1000-\$4999					3,529.00	2,891.53	6,420.53-	
530522 Operating Supplies-TECHNOLOGY	2,700.00		2,700.00				2,700.00	100
530540 Books, Dues Publications	3,300.00		3,300.00			6,394.90	3,094.90-	94-
530550 Training	10,000.00		10,000.00			4,696.80	5,303.20	53
530300 Operating Expenditures	848,500.00		848,500.00	41,450.54	30,116.69	440,570.12	377,813.19	45
530000 OPERATING EXPENDITURES	848,500.00		848,500.00	41,450.54	30,116.69	440,570.12	377,813.19	45
540000 OTHER CHARGES								
540100 Other Charges								
540101.0036 Other Chrgs Network Conne	3,735.59		3,735.59			1,423.32	2,312.27	62
540101.0043 Other Chrgs Protecting Co	1,330.02		1,330.02			389.03	940.99	71
540101.0045 Other Chrgs Desk Sup & Ma	3,724.16		3,724.16			2,434.25	1,289.91	35
540100 Other Charges	8,789.77		8,789.77			4,246.60	4,543.17	52

Description	FINAL BUDGET	CHANGE ORDERS	CURRENT BUDGET	PERIOD EXPENDITURES	ENCUMBRANCES OUTSTANDING	YEAR TO DATE EXPENDITURES	AVAILABLE BALANCE	% AVAL
540200 Oth Chgs Insurance								
540202 Internal Service Fees								
540202.0020 Internal Ser Fees-Leased	1,007.75		1,007.75			166.44	841.31	83
540202 Internal Service Fees	1,007.75		1,007.75			166.44	841.31	83
540200 Oth Chgs Insurance	1,007.75		1,007.75			166.44	841.31	83
540000 OTHER CHARGES	9,797.52		9,797.52			4,413.04	5,384.48	55
550000 CONTRA ACCOUNTS								
550100 Contra Accounts								
560000 CAPITAL OUTLAY								
560001 Capital Outlay								
570000 DEBT SERVICE								
580000 GRANTS AND AIDS								
580820 Aid To Private Organizations								
590000 OTHER FINANCIAL USES								
500000 EXPENDITURES/EXPENSES	1,101,671.95		1,101,671.95	60,108.20	30,116.69	642,641.08	428,914.18	39
011051 SPORTS 4,6 CENT	1,101,671.95		1,101,671.95	60,108.20	30,116.69	642,641.08	428,914.18	39
11001 TOURISM SPORTS 4 & 6 CENT FUND	1,101,671.95		1,101,671.95	60,108.20	30,116.69	642,641.08	428,914.18	39
.	1,101,671.95		1,101,671.95	60,108.20	30,116.69	642,641.08	428,914.18	39