

AUGUST 21, 2025

TOURISM DEVELOPMENT COUNCIL

SEMINOLE STATE COLLEGE HEATHROW CAMPUS

Tourist Development Counsel (TDC) Meeting

August 21, 2025





Tourist Development Council August 21, 2025, Meeting Agenda

Seminole State College - Heathrow Campus, Rm 138A

	Campus, Rm 138A	
l.	Call to Order	
	Pledge of Allegiance followed by Moment of Silence	Chair Brenda Urias
II.	Welcome and Introductions	Sanford Tours & Experiences
III.	Approval of April 2025 TDC Minutes*	
IV.	Orlando North Tourism presentations	Karen Aplin, Danny Trosset, Gui Cunha Seminole County Government
V.	Goldsboro Main Street presentation*	Kenneth Bentley Goldsboro Main Street
VI.	Sanford Main Street presentation*	Dan Ping Sanford Main Street
VII.	Central Florida Zoo presentation	Richard Glover Central FL Zoo
VIII.	Evok Advertising presentation	Yahn Bartelink Evok Advertising
IX.	New/Old Business	Chair Brenda Urias Sanford Tours & Experiences
	Adjourn	

Next Meeting

Thursday, November 13, 2025 Location: Seminole State College - Heathrow Campus, Rm 138A

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.

^{*} These items need formal action by the TDC.

Tourist Development Council Meeting April 17, 2025 Meeting called to order at 3:00 pm

A quorum was established.

In Attendance:

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

Pledge of Allegiance and Moment of Silence

Welcome and Introductions

Approval of February 2025 TDC Minutes:

Motion: Mayor Art Woodruff Second: Andre Hickman Vote: Unanimous

Seminole County Tourism

Fiscal Year 2025/26 Budget Review

Gui Cunha, Director, Office of Economic Development and Tourism

Fiscal Year 2025/26 Budget presentation

Approval of FY2025/26 Budget: Motion: Commissioner Sarah Reece

Second: Commissioner Josh Gunderson

Vote: Unanimous

Seminole County Tourism

Tourism Update

- Marketing and production updates
- 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.
- 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.

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
 - o Crocodile habitat renovations
 - o Boardwalk renovations
 - o Train re-opening summer

Question: Brenda Urias asked if the Aerial Adventure course is fully functioning after the hurricane damage?

Answer: Richard Glover responded that as of today only the kids course is fully functioning.

Question: Brenda Urias asked if the Sunset at the Zoo events will continue to occur?

Answer: Richard Glover responded that the Sunset at the Zoo events are still scheduled to occur.

Question: Commissioner Jay Zembower asked if the Zoo's 50th Anniversary Celebration will be attended by Jack Hannah?

Answer: Richard Glover responded that as of today Jack Hannah is not expected to attend the Zoo's 50th Anniversary Celebration.

Evok Update

Yahn Bartelink, Account Manager, Evok Advertising

- Presented an update on current and upcoming marketing projects.
- Updated the map of Vacation Giveaway entrees

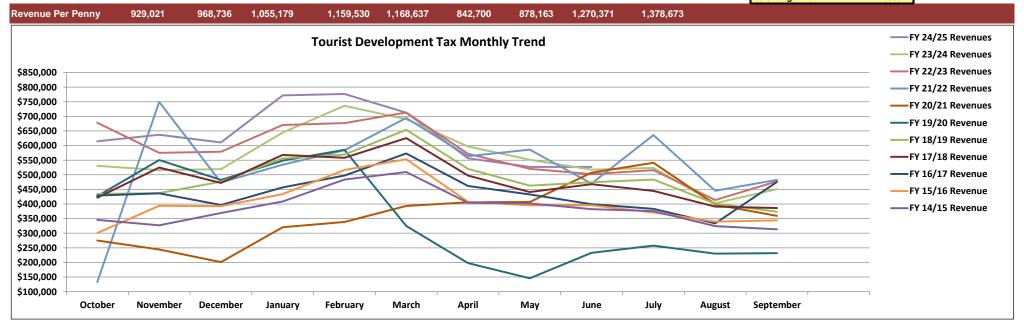
Old Business: N/A

New Business: N/A

Meeting adjourned 4:00 pm

Seminole County, Florida TOURIST DEVELOPMENT TAX Fiscal Year 2024/25 Revenue Report

					HISTO	ORY					CURR	ENT FISCAL	YEAR	COMPARISON	
	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 2024/25		FY 24/25 v	s FY 23/24
Monthly Collections	Total Collections	Original 3 Cents	2 Cents	Total Collections	Month Ov YTD Ov Change In	er YTD									
October	345,553	300,862	428,948	421,671	434,438	426,810	274,906	132,466	677,865	530,898	368,620	245,747	614,367	83,469	15.7%
November	326,885	393,635	436,732	524,762	436,992	550,273	244,092	749,463	574,963	515,987	382,227	254,818	637,046	121,059	23.5%
December	369,173	392,605	396,424	472,255	476,548	482,643	201,297	473,861	578,977	519,524	366,343	244,228	610,571	91,047	17.5%
January	408,691	433,835	456,915	567,724	555,919	548,293	320,404	534,395	670,162	644,706	463,181	308,787	771,968	127,262	19.7%
February	483,661	516,610	497,136	558,093	569,125	585,371	338,387	583,915	676,944	735,951	466,000	310,666	776,666	40,715	5.5%
March	509,149	552,988	572,832	625,272	654,013	324,781	393,366	694,754	713,329	689,930	427,387	284,924	712,311	22,382	3.2%
April	404,355	407,783	461,492	497,187	520,483	197,530	405,926	563,558	572,062	596,908	333,840	222,560	556,400	(40,508)	-6.8%
May	401,954	395,282	432,965	440,873	462,655	145,826	406,821	585,892	520,557	551,808	311,471	215,553	527,023	(24,784)	-4.5%
June	382,227	395,373	399,489	467,655	474,337	232,610	507,262	469,931	502,075	517,489	316,214	210,809	527,023	9,534	1.8%
July	375,695	370,960	383,585	444,707	483,878	257,661	541,239	635,873	515,702	523,408					
August	324,474	339,798	333,761	391,058	401,322	230,144	397,999	445,388	413,351	402,727					
September	313,288	343,950	475,615	386,395	373,474	231,559	359,119	482,358	477,380	450,667					
Total	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	6,680,003	3,435,282	2,298,093	5,733,376	430,175	24.5%
	14.02%	4.27%	8.92%	9.89%	0.79%	-27.89%	4.21%	44.66%	8.53%	-3.10%	Budgeted Re	venue			
	% Chg from	3,900,000	2,600,000	6,500,000											
	Prior Year														
											Estimated R	evenue			
											3,900,000	, ,	6,500,000		
											% Change F	rom PY	-2.69%		







Samiya Foster

- Sports Representative, Parks and Recreation Division at Boombah Sports Complex
- Masters in International Business, FIU
- 5+ years of experience in tourism-forward positions.
 - Hilton Hotels, Guest Relations
 - o Graduate Assistant, College of Business at FIU



Tourism Updates

Boombah Sports Complex Named #1 Youth Baseball Venue in U.S.



2025 Newsweek Fans' Choice Awards for Best Youth Baseball Complex of 2025

This national recognition reinforces
Seminole County's reputation as a premier destination for youth sports tourism and toptier baseball facilities.

Red Bull Tandem Rollercoaster

In partnership with the City of Altamonte Springs, Seminole County, & Orlando North



The 1st time this acclaimed European event will take place in the U.S.

Challenges two-person teams to design & build creative, non-motorized bicycles and navigate a rollercoaster-themed obstacle course over water.

Wed, Aug. 6: Press Conference & Site Preview at Cranes Roost Park

Sat, Sept. 27 @ Cranes Roost Park:

The event expects to draw 30,000+ spectators

Varsity HS Football Media Day 2025

Hosted by Sports Nation & Influencer Council July 17th 9:00AM - 4:30PM @ SSC Heathrow



Counties Represented: Seminole | Lake | Volusia | Flagler - 500 in attendance

Modeled after college-level media days. Each team is represented (coach and 5 players)

- Live for 10-12 min
- Local, state, & national media outlets
- photo and video stations.

Event Results: Social Media Engagement Analytics & Live Stream/On-Demand Analytics provided for you separately**

As of: Aug 13th, 2025

Varsity HS Football Media Day 2025

Performance Results: Engagement & Analytics

Social Media Engagement Analytics:

X (Twitter): 250k views Instagram: 325k views Facebook: 10.5k views

Live Stream & On-Demand Analytics:

Facebook: 1,600 views

Age Groups Viewed

25-34: 25.1% **YouTube:** 4.7k Views **X (Twitter):** 3.4k Views

35-44: 21.7% Roku: 12k Views 18-24: 13.3% Firestick: 7k Views 55-64: 9.5% Apple TV: 4.5k Views

65+: 5.3% VSN Mobile App: 9.5k Views

34 Teams Took Part In Media Day (92% Participation rate)

5 Interview Segments During Broadcast:

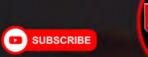
- w/Influencer Council
- w/Seminole County Fire Dept
- w/County Commissioner Bob Dallari
- w/Seminole County Tourism Division Manager Danny Trosset
- w/Seminole County Tourism Director Karen Aplin



MEDIADAY















@PlayOrlandoNorth

Ruler Reflex Challenge! ** Varsity Sports Nation hosted their Media Day at Seminole State College, Heathrow Campus on Thursday, July 17th, 2025. Watch these high school football athletes put their reaction time to the test ** Who's got the quickest hands !?

Reel reached 6K+ views/16+ hours of watch time







- ON Board Landing Page: YouTube Integration
 - DoOrlandoNorth.com/ONboard
- o End Screen provided QR to landing page
- o CTA: Subscribe to channel & Notifications
- o Each ep. Premiered a short trailer
- Pre & Post launch social push w/ partner collaboration
- Full Series (6 ep) Youtube Launch: Aug 7th @ 3:00 pm
- PBO Sweet Sixteen: A Night ON BOARD
 - Hosted by: Wekiva Island, Paddleboard Orlando + Do Orlando North @ Gallery CERO at Wekiva Island

New YouTube Subscribers: 473 / Total: 16,108 subscribers

Series Playlist Total Views: 27,683

Current Monitization Needs 3,000 public watch hours: 261 hrs







ON BOAR

Hosted by Ned Johnson

SERIES TRAJLER

















Visit Florida "60 seconds" Co-op

Less than a month, prepared a packed 2-Day shotlist with partner features



Storyline that would reflect our area (VF no audio)

Sent out partner PR for shoot opp & reached out for volunteer talent

on-site for filming days

Shared assets with partners

leveraged content further in OTT

Events & Continued Education

- CareerSource Academy: Tourism site visit & Presentation for SC High School Students & Grads - Public Sector opportunities
- Good Morning Seminole: New TID How it works and how it will impact your business w/Gui Cunha, Jason Siegel, & Robert Agrusa
- First TID Board Meeting
- Citrus County (Discover Crystal River): Team Site Visit

July 12-15: Certified Destination Management Executive (CDME) Courses

Aug 12-14: FRLA Summit. Hospitality Industry

Aug 27-29: FL GC25

Oct 13-14: Digital Marketing World Forum - Al

2025 Farm Tour & UF/IFAS Presentation

Bridging Agriculture & Tourism

Premier 2-day AgriTourism experience, initiating a new approach in elevating the annual Seminole County Farm Tour!

Campaign Impact: It's transformational, grassroots, strategic, replicable, and results-driven.

Combined organic engagement (engagement rate - <u>not</u> impressions): 500K+ with continued growth!

Florida Local Food Project Symposium (FOG)

Tues, August 26 · 8:30am - 3:30pm UF/IFAS Seminole County - Morgan Pinkerton

Farm Tours as a Bridge to Community Engagement

"We've never experienced a destination be <u>THIS</u> involved in the process!"

PR&GAME ON REBRAND

FROM 'GAME ON' TO 'TRAIN ME IF YOU CAN': A NEW ERA OF SPORTS STORYTELLING





PLAY ORLANDO NORTH: New website landing page for press-worthy content & Distribution

NewsWeek Award

Seminole County Extends NFHCA Field Hockey Partnership Through 2029 Altamonte Baseball Academy 12U All-Stars Return to Defend Title



"Train Me If You Can" blends sports action with human stories, as non-athlete hosts train alongside top athletes and uncover the experiences that built their strength, skill, and spirit.

The perfect marriage of our 'Game ON' and 'LessONs' combined into one!

Objective: Cover more bases!

Variety in episode host, location, local talent, and sport type. Delivering a more personal, action-packed, and skill-forward journey. Highlighting the authentic spirit of Seminole County sportsmanship and reiterating its position as a leader in sports tourism!



Social Media

Performance Highlights



PERFORMANCE GROWTH

- Total Impressions: 1.76M (+5.4%) steady increase in audience reach
- **Total Engagements:** 31,913 **(+588%)** significant growth from strategic content planning
- Video Views: 534,949 (+62%) strong audience preference for short-form video
- Instagram Reel Views: 240,705 (+500%) storytelling through Reels, driving visibility

CONTENT WINS!

Highland Cow Experience Reel

- continuing to go viral with 10,035 shares, 3,249 saves, and a standout engagement rate, outperforming all other posts in this period
- Instagram Engagement Rate: 5.7%
- Facebook Engagement: Organic post link clicks increased +27%
 - o More people are clicking through from Facebook to learn more or visit partner sites
- **Seasonal** and **event-driven posts** consistently generate the **highest reach** and **interaction**, confirming strong audience interest in timely, locally relevant stories



WHY THIS MATTERS

- Shares and engagement rate are at the highest levels of the year, confirming our focus on highly shareable, saveworthy content is resonating with audiences
- Viral content not only boosts brand awareness but also drives traffic to our website and partner features

OPPORTUNITIES FOR PARTNERS

- **Submit Events:** Adding events to the Orlando North website ensures they are considered for seasonal promotions and campaign content
- Join the Partner Mailing List: Email Jessica to receive early notifications about campaigns, influencer visits, and collaboration opportunities

Active partner participation strengthens our campaigns and helps showcase the best of Seminole County to visitors!

Fall Campaign Overview

Dates: September 16 – October 31, 2025



CAMPAIGN FOCUS

Seminole County is a destination for unique, fall-themed experiences: blending history, culture, and seasonal fun to attract visitors from our regional drive market.

WHY THO?

4 years "Haunted things to do" has appeared in our top 10 monthly SEO search terms.

 Sustained interest signals a clear opportunity to capture existing demand and position SC as a go-to destination for fall and Halloween experiences.

KEY FEATURES

- Haunted History Video Series: Hosted by local paranormal investigator, Ashlie Pounds, featuring authentic haunted and historic sites in SC.
- Partnership with Seminole County History Museum: Bringing historical expertise and unique artifacts into the storytelling to deepen authenticity and visitor appeal.
- Seasonal Storytelling: Intriguing, family-friendly content highlighting the county's most fascinating historic locations and legends.
- Influencer Collaborations: Four targeted creators (two experiencefocused, one foodie, one family-focused) producing fall-specific content to inspire travel.
- Fall-Themed Instagram Giveaway: Engaging our audience with a prize package that includes themed experiences, local gift cards, and attraction passes.

GOALS

- 1. Drive fall-season visitation by tapping into traveler interest in Halloween and autumn experiences.
- 2. *Increase awareness* of Seminole County's rich history and unique attractions.
- 3. Strengthen community partnerships through collaborative promotion.



Sports Complex Fiscal Year Recaps

		Sports Co	omplex 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
'23/'24	49	2,837	107,528	16,953	\$37,425,127
Total	450	25,574	1,073,318	167,906	\$251,613,947



Other Venues Fiscal Year Recap

		All Other	Venues Actuals	5	
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
'23/'24	40	1,819	78,009	12,558	\$21,421,459
Total	329	12,865	593,213	109,377	\$123,801,234



Sports Tourism Update – Sports Complex

	October	'24 – June '25	
Month	# of Events	Room Nights	Eco Impact
October	2	428	\$1,944,255
November	4	2,296	\$3,182,576
December	2	1,072	\$2,925,604
January	5	1,670	\$3,246,272
February	4	732	\$2,201,899
March	4	2,569	\$4,188,207
April	3	1,069*	\$3,113,689
May	5	1,052*	\$2,679,936
June	4	979*	\$2,944,540
Total	17	9,298*	\$22,238,771



	Monthly Projections											
Month	# of Events	Room Nights	Eco Impact									
August	4	758	\$2,486,433									
September	4	813	\$3,718,948									



Sports Tourism – All Other Venues

	October	'24 – June '25	
Month	# of Events	Room Nights	Eco Impact
October	2	199	\$420,872
November	3	2,049	\$2,329,498
December	4	751	\$1,378,809
January	4	5,114	\$9,215,149
February	3	357	\$798,846
March	6	1,206	\$2,090,163
April	8	2,565	\$3,626,403
May	5	1,865	\$2,555,056
June	2	190*	\$394,426*
Total	16	14,296*	\$22,809,222*



	Monthly Projections											
Month	# of Events	Room Nights	Eco Impact									
August	5	400	\$647,560									
September	3	900	\$634,137									



Notable Upcoming Events

Organization	Event	Date	Location	Teams	Visitors	Room Nights	Eco Impact
Perfect Game, Inc	End of Summer Classic	August 8-10, 2025	Soldiers Creek	70	2,622	250	\$865,962
USSSA Fastpitch	Dream Big	August 23-24, 2025	Soldiers Creek	30	1,140	200	\$149,120
Florida Diamond Sports (USSSA)	Sunshine State Super NIT	September 20-21, 2025	BOOMBAH Sports Complex	90	3,420	350	\$539,589
Orlando City	Orlando City Cup	October 11-12, 2025	Seminole Soccer Complex/ BOOMBAH Sports Complex	200	10,900	300	\$876,258
Perfect Game, Inc	Fall World Series	October 17-19, 2025	BOOMBAH Sports Complex	84	3,192	350	\$1,304,737
ISSA	Winter Worlds & USA Championships	Oct 29-Nov 2, 2025	BOOMBAH Sports Complex	100	2.250	1,500	\$1,131,791













STR Monthly Trends Report

		Current Month - March 2025 vs March 2024												
	Occ	Occ % ADR				RevPAR Percent Change from Ma				from Ma	arch 2024			
	2025	5 2024 2025 2024			2025	2024	Осс	ADR	RevPAR	Room Rev	Room Avail	Room Sold		
Alachua County, FL	71.0	71.6	145.92	136.61	103.57	97.85	-0.9	6.8	5.8	5.3	-0.5	-1.4		
Orange County, FL	77.8	81.7	250.04	248.63	194.44	203.03	-4.8	0.6	-4.2	-3.2	1.0	-3.8		
Seminole County, FL	75.2	75.8	118.11	122.99	88.84	93.18	-0.7	-4.0	-4.7	-3.5	1.2	0.5		
Osceola County, FL	72.0	76.2	173.51	169.04	124.93	128.82	-5.5	2.6	-3.0	-4.0	-1.0	-6.5		
Polk County, FL	76.3	72.7	187.17	179.51	142.77	130.45	5.0	4.3	9.4	13.2	3.4	8.5		
Volusia County, FL	68.5	70.5	170.21	175.93	116.64	123.99	-2.8	-3.3	-5.9	-5.2	0.8	-2.0		
Lake County, FL	75.2	74.1	137.65	140.85	103.58	104.33	1.6	-2.3	-0.7	5.3	6.1	7.8		

		Current Month - April 2025 vs April 2024												
	Occ	%	AD	R	RevP	Percent Change from April 2024								
	2025	2024	2025	2024	2025	2024	Occ ADR RevPAF			Room Rev	Room Avail	Room Sold		
Alachua County, FL	64.8	61.8	135.51	122.42	87.81	75.67	4.8	10.7	16.0	15.5	-0.5	4.4		
Orange County, FL	74.4	73.1	241.12	226.89	179.35	165.83	1.8	6.3	8.2	9.6	1.4	3.2		
Seminole County, FL	68.3	69.9	105.75	109.27	72.26	76.38	-2.2	-3.2	-5.4	-4.3	1.2	-1.1		
Osceola County, FL	68.5	65.3	173.58	156.15	118.92	102.03	4.9	11.2	16.6	15.7	-0.8	4.0		
Polk County, FL	64.5	63.9	169.61	165.70	109.47	105.83	1.1	2.4	3.4	7.1	3.6	4.7		
Volusia County, FL	60.7	64.3	158.87	154.11	96.44	99.02	-5.5	3.1	-2.6	-1.1	1.5	-4.1		
Lake County, FL	66.0	65.6	126.30	125.05	83.30	82.05	0.5	1.0	1.5	1.5	0.0	0.5		

Source: STR Monthly Trends Report





STR Monthly Trends Report

		Current Month - May 2025 vs May 2024											
	Occ	Occ % ADR				RevPAR Percent Change from May					ay 2024		
	2025	2024	2025	2024	2025 2024 O			Occ ADR RevPAR			Room Avail	Room Sold	
Alachua County, FL	61.0	65.1	144.22	135.21	88.01	88.01	-6.2	6.7	-0.0	-0.5	-0.5	-6.7	
Orange County, FL	70.8	70.6	214.40	204.89	151.76	144.72	0.2	4.6	4.9	6.4	1.5	1.7	
Seminole County, FL	67.4	68.4	100.78	103.19	67.88	70.62	-1.6	-2.3	-3.9	-2.8	1.2	-0.4	
Osceola County, FL	63.8	62.1	150.15	140.57	95.75	87.24	2.8	6.8	9.8	10.6	0.8	3.5	
Polk County, FL	57.9	56.0	137.04	134.35	79.39	75.29	3.4	2.0	5.5	9.2	3.6	7.1	
Volusia County, FL	61.8	64.5	164.15	161.96	101.44	104.44	-4.2	1.4	-2.9	-1.4	1.5	-2.7	
Lake County, FL	60.9	60.1	112.67	110.61	68.64	66.46	1.4	1.9	3.3	3.3	0.0	1.4	

		Current Month - June 2025 vs June 2024											
	Occ %		ADR RevPAR			Percent Change from June 2024							
	2025	2024	2025	2024	2025	2024	Осс	ADR	RevPAR	Room Rev	Room Avail	Room Sold	
Alachua County, FL	64.1	68.9	115.30	113.94	73.94	78.55	-7.0	1.2	-5.9	-6.3	-0.5	-7.4	
Orange County, FL	75.9	74.7	213.68	204.37	162.22	152.62	1.7	4.6	6.3	7.5	1.1	2.8	
Seminole County, FL	67.8	68.4	95.28	98.33	64.57	67.27	-0.9	-3.1	-4.0	-2.9	1.2	0.2	
Osceola County, FL	65.7	65.1	142.37	139.16	93.57	90.65	0.9	2.3	3.2	4.5	1.2	2.1	
Polk County, FL	57.7	58.5	126.76	134.18	73.20	78.44	-1.2	-5.5	-6.7	-3.3	3.6	2.3	
Volusia County, FL	59.6	65.8	136.59	140.53	81.40	92.49	-9.5	-2.8	-12.0	-10.7	1.5	-8.1	
Lake County, FL	61.4	60.1	106.67	101.19	65.49	60.76	2.2	5.4	7.8	7.8	0.0	2.2	

Source: STR Monthly Trends Report





DOW STR

Occupancy (%)		ADR		RevPAR		Supply		Dem	and	Revenue			
Weekday	/ Weekend		% Chg		% Chg		% Chg		% Chg		% Chg		% Chg
Weekday (Sun-Thu)	Year To Date	68.9	0.0	108.28	-1.6	74.60	-1.7	690,279	1.7	475,559	1.7	51,493,320	0.1
Weekend (Fri-Sat)	Year To Date	80.3	2.1	120.35	-0.6	96.59	1.5	278250.9	2.4	223,321	4.6	26,877,468	3.9
										1			
Total	Year To Date	72.2	0.6	112.1	-1.2	80.9	-0.6	968530.0	1.9	698880.0	2.6	78370788.1	1.4

Source: STR Monthly Trends Report





STR Quarterly Forecast

Occupancy (%)	2024		2025												2026									
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Occupancy	75.6	75.2	74.5	80.3	75.2	68.3	67.4	67.1	66.9	60.5	59.5	70.7	69.7	68.6	71.6	77.9	76.1	69.0	65.5	65.1	66.7	60.0	59.9	68.4
Occupancy Percent Change	13.0	14.2	6.0	3.1	-0.7	-2.2	-1.6	-1.9	0.8	-0.8	-1.3	-3.4	-7.7	-8.7	-4.0	-2.9	1.2	1.0	-2.7	-3.0	-0.3	-0.9	0.6	-3.2
ADR (\$)	2024		2025												2026									
ADN (\$)	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
ADR	104.94	106.97	120.76	128.68	118.09	105.75	100.78	97.72	96.57	91.34	92.50	101.10	101.54	104.38	117.60	124.58	117.29	105.86	99.77	96.90	94.46	90.15	91.01	98.11
ADR Percent Change	1.8	3.4	4.0	-0.7	-4.0	-3.2	-2.3	-0.6	0.3	1.4	1.6	-2.6	-3.2	-2.4	-2.6	-3.2	-0.7	0.1	-1.0	-0.8	-2.2	-1.3	-1.6	-3.0
RevPAR (\$)	2024		2025												2026									
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
RevPAR	79.30	80.41	90.03	103.29	88.82	72.26	67.88	65.60	64.62	55.28	55.04	71.48	70.81	71.61	84.18	97.05	89.29	73.07	65.38	63.10	63.01	54.06	54.49	67.12
RevPAR Percent Change	15.0	18.0	10.2	2.4	-4.7	-5.4	-3.9	-2.5	1.1	0.6	0.3	-5.9	-10.7	-10.9	-6.5	-6.0	0.5	1.1	-3.7	-3.8	-2.5	-2.2	-1.0	-6.1

Source: STR Quarterly Forecast Report





Vacation Rental Report

Month 2025	Occupancy (%)	ADR (\$)	Rev PAR (\$)
April	31%	\$156	\$48
May	32%	\$167	\$53
June	31%	\$172	\$53
July	32%	\$188	\$60

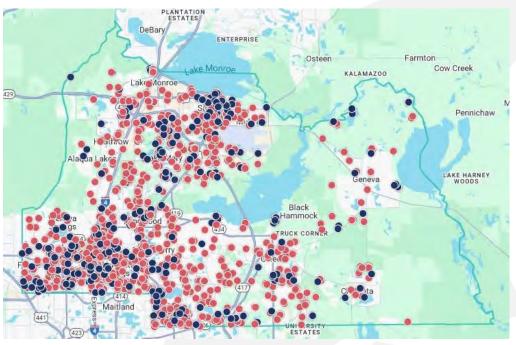
Source: KeyData Dashboard





Vacation Rental Map





Source: KeyData Dashboard





Downs & St. Germain (DSG) Report

Month 2024	Visitors	Room Nights	Direct Expenditures (\$)
February	216,300	125,600	73,429,500
March	225,000	130,700	76,429,700
April	165,600	114,300	67,132,600
May	168,800	116,600	67,731,200

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







Florida Main Street District TDT Grant Application

Main Street District Historic Goldsboro Blvd:
Main Street District Date
919 South Persimmon Ave Historic Goldsboro Main Street District Director: Kenneth Bentley
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 <u>Tourism Impact study</u> (Hotel Room Count, Restaurant Count, Attractions, Visitor Surveys, and 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

Important dates/timeline to remember:

reimbursement.

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

y 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	
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	HistoricGoldsboroMainStreet.org
Website	
Do any employees of your	No No
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).	
Is this a non-profit	Yes, organized as a 501 (c) (3)
organization?	
Tax Code Status	Non-Profit 501 (c) (3)
Is this organization tax	Yes
exempt?	
What is your Federal ID#	88-2542923
as it appears on Form W-	
9?	Over target and impact will be visitors from neighboring
What are your target audiences?	Our target audiences will be visitors from neighboring
audiences?	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	Developing partnerships with community planners,
1 -	hotel marketing representative and, also Orlando
count of attendance and	Sanford International Airport and Amtrak Auto Train

room nights at marketing representatives to acquire accurate, and Main Street District's pertinent data regarding visitors and hotel stay. Also, seek pre/post registration data from community events? planners of possible special events listed below: Class Reunions Family Reunions Churches Conventions MLK day Parade and Reception Weddings Receptions • 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 Annual Juneteenth Celebration Annual Historic Goldsboro Art Walk and Show Annual Founders Day Annual SAGE stop for the Hopper Bike Ride for Freedom Bo-Key Riders Bike Fest Spring Break in March and Bike Tober Fest in the month of October Walking Tours and Oral Presentation 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 Hotel and Motel stays. 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 at our Hotels and Motels. Total amount of grant \$30,000 funding being requested from the County TDT for this Main Street District Intended Use of Funds The Goldsboro Main Street funds are intended to be only used for promotion, marketing, and advertising Note: Please remember

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.

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? Will partner with Goldsboro Front Porch Inc., Area Chamber of Commerce, Sanford Police Department, Sanford Fire Department and Sanford Main Street Inc., City of Sanford Redevelopment Agency and Sanford Sheriff's Office

List all other actual city/county/state/feder al funding sources for this Main Street District including any city/county funding.

This is the third-year application for the Historic Goldsboro Main Street program. Main Street received \$30,000 from the City of Sanford. For the 2024 and 2025 fiscal year

NOTE: Failure to disclose other funding sources may result in denying future TDT funding of events.

List all other nongovernmental contributors, sponsors, and sources of funding for this Main Street District other than government funding provided above and the TDT from Seminole County. NOTE: Failure to disclose other funding sources may

result in denying future TDT

funding of events.

Local Business Owners, Donations, Goldsboro Main Street Members Contribution, and Residence from Community.

Funding Sources:
Seminole County Sheriff Department
Dr. Willie B. Sherman, Dentist
Dr. Vashaun Williams, Psychiatrist
Calvary Temple of Praise Church
Greater New Mount Calvary Church
Allan Chapel Church

	True Health Department Bo-Key Riders Crooms High School
What additional sources of funding have you sought or do you intend to seek outside of those listed above? NOTE: Failure to disclose other funding sources may result in denying future TDT funding of	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 Seeking grant funding from Seacoast Bank, Well Fargo Bank, Seeking Funds from the Big Blue Foundations, the National Entrepreneur Center and FEAM
events. List past Florida TDT funding (to include each year with Florida County, amount requested, amount granted, amount spent, and purpose).	In 2023 We requested \$25,000 and received \$20,000. and all the funds were spent. In 2024 We requested \$30,000 and received the full amount, and most of the funds are allocated. This is the third year for Historic Goldsboro Main Street to submit this application. And we are requesting \$30,000.
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		
	visitors from all walks		
	estate will improve. An		
	_	come readily available.	
What are your	Plans will include; loca		
What are your marketing, media, and	social media, radio mar		
advertising plans	Chamber of Commerce		
(local, regional,	outside the 75 mile radi		
national, and/or	audience will be FL inc		
· ·		gustine and Jacksonville	
international)? Will	residents as well as those		
you be partnering for	through Sanford by Am		
marketing, media, and	Airplane. From the Orla		
advertising with		and the second	
another local agency	International Airport. A		
or group?	partnered with Tampa's	ial SOULWALK which	
		growth in return Tampa	
		Main Street during our	
		and Art Walk and Show.	
	We also are in collabor		
	St. Pete Main Street, M		
		Main Street, Over Town	
	Main Street, Florida Av		
	Lincoln Park Main Stre		
	the above listed Main S		
	Street activities and spe		
	Seminole County. Dev		
	Partnering relationship	the state of the s	
	Marking Director from		
	Marketing Director from	n Amtrak Auto Train,	
The state of the s	Mr. Dexter Martinez.	A	Τ φαρ ορο
Tourist Development	\$30,000	Actual	Proposed \$30,000
Tax			
Request		Φ 20 000	Φ20,000
Contributors,	City of Sanford	\$ 30,000	\$30,000
sponsors and other	Private Industry		\$2,500
funding sources	Support	Φ2 000	
(include in-kind)	Signature Event	\$2,000	\$6,000
NOTE, Esilvas 4-	Seminole County TDT	\$30,000	\$30,000
NOTE: Failure to	Grant		
disclose other funding	In-Kind Work	\$20,000	\$20,000
may result in denying	Experience, Education,		

future TDT funding of events.	Volunteer Service/Board		
events.	Members		
	In-Kind Facility	\$15,000	\$15,000
	Utilities, Office	410,000	• 10 ,0 00
	Supplies, Materials,		
	Equipment and		
	Insurance		
Total		cluding TDT grant)	
Contributor/Sponsor	\$67,000 (total exc	cluding TDT grant)	
Funds	(Proposed)		
	Event Sponsors	\$1,000	\$5,000
	Annual Donors	\$2,000	\$5,000
Total Other Income	\$67,000		Proposed
Total Income	\$67,000 (total including		
	\$37,000 (total excludi	<mark>ng TDT grant)</mark>	
Please list ALL Main	Colory and Dayroll Coat	<u> </u>	<u> </u>
Street District expenses and indicate which items	Salary and Payroll Cost General & Admin	\$24,000 \$6,000	\$24,000 \$6,000
will utilize TDT funds	Advertising & Public	\$30,000 (TDT funds)	φ0,000
	Relations	\(\text{\cos}\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	
	Contingencies	\$10,000	
	Reserves	\$2,000	
	Anticipated Signature	\$4,000	
	Event		
Actual Total		\$76,000	
Proposed			\$106,000
Total Expensed = Actual and Proposed			\$182,000

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 cosponsor, 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:

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

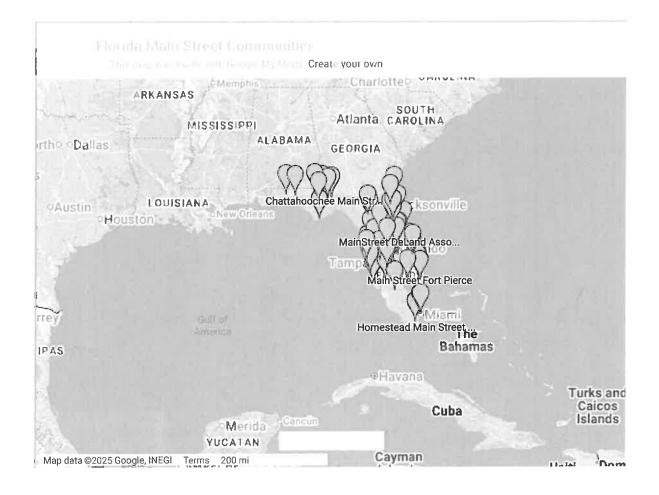
Para español, seleccione de la lista Select Language ➤ Powered by 🚾 🕬 Translate 🕏

Department of State / Division of Historical Resources / Preservation / Florida Main Street / Communities

Communities



Florida Main Street is dedicated to revitalizing communities across the state. The cumulative success of the Main Street Programs at the local level has earned this revitalization strategy the reputation as one of the most powerful economic tools in the nation.



Accredited Communities:

- > Allapattah Main Street* &
- > Arcadia Main Street &
- > Main Street Bartow* &
- > Brooksville Main Street* &
- > Chattahoochee Main Street &
- > Clermont Main Street* &
- > Cocoa Beach Main Street* &
- > Historic Cocoa Village Main Street* ♂
- > Crescent City Downtown Partnership &
- > Main Street Crestview* @
- > Crystal River Main Street* &
- > Main Street DeFuniak Springs*
- > MainStreet DeLand Association* @
- > Deuces Live St. Pete* ♂
- > Eau Gallie Arts District (EGAD) Main Street*
- > Fernandina Beach Main Street* 🗈

- > Main Street Fort Pierce* &
- > Havana Main Street &
- > Lake Wales Main Street* ©
- > Main Street Marianna* &
- > Melbourne Main Street* &
- New Port Richey Main Street*
- > Okeechobee Main Street ♂
- > Ormond Beach MainStreet* &
- > Palmetto Downtown Main Street &
- > Plant City Main Street* で
- > Quincy Main Street &
- St. Cloud Main Street*
- > Stuart Main Street* &
- > Main Street Vero Beach* @
- > Vilano Beach Main Street &
- > Main Street Wauchula* &
- > Main Street Zephyrhills* &

Note: * Denotes Dual Main Street America Accreditation.

The Main Street America™ standards of performance—used for designating programs as Main Street America™ Accredited members—were developed by the National Main Street Center and our Coordinating Program partners. Main Street America™ designation at the Accredited level is available to programs affiliated with a Coordinating Program. To see the criteria for accreditation, click HERE (/media/700116/accreditation_standards.pdf).

Affiliate Communities:

- > (https://www.facebook.com/mainstreetblountstown/)Apalachicola Main Street ♂ (https://www.facebook.com/mainstreetblountstown/)
- > Main Street Blountstown &
- > Main Street Fort Meade &
- > The Historic Goldsboro Main Street
- > Homestead Main Street
- > Kissimmee Main Street & &
- > LaBelle Downtown Revitalization Corporation 🖾 ঙ
- > Lincoln Park Main Street & & (https://cocoaheachmainstreet.org/)
- > Newberry Main Street &
- > Ocala Main Street & (https://newberrymainstreet.com/)
- > Overtown Main Street 💆 🗗

- > Main Street Palatka で ど
- > Downtown Palm Harbor & (https://www.visitvenicefl.org/)
- > Sanford Main Street &
- > Venice Main Street &
- > Main Street Winter Haven @ @

Apprentice Communities: Communities within their first three years of the Florida Main Street program.

- > Hastings Main Street <a>
- > Florida Avenue Main Street & &
- > Fort White Main Street
- > Park Avenue District (Winter Park) &



(https://www.instagram.com/floridamainstreet)



Ron DeSantis, Governor Cord Byrd, Secretary of State

Under Florida law, e-mail addresses are public records. If you do not want your e-mail address released in response to a public records request, do not send electronic mail to this entity. Instead, contact this office by phone or in writing.

Copyright (/cooyright/) © 2025 State of Florida, Florida Department of State.

Florida Department of State

Phone: 850.245.6500

R.A. Gray Building 500 South Bronough Street Tallahassee, Florida 32399-0250



FLORIDA GOLDSBORO MAIN STREET 1213 HISTORIC GOLDSBORO BLVD SANFORD, FL 32771-2703 Date:

05/08/2025

Employer ID number:

88-2542923

Person to contact:

Name: B. Felton

ID number: 0250706

Telephone: (877) 829-5500

Accounting period ending:

June 30

Public charity status:

509(a)(2)

Form 990 / 990-EZ / 990-N required:

Yes

Effective date of exemption:

November 15, 2024

Contribution deductibility:

Yes

Addendum applies:

No

DLN:

26053480005175

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

Based on the information you submitted with your application, we approved your request for reinstatement under Revenue Procedure 2014-11. Your effective date of exemption, as listed at the top of this letter, is retroactive to your date of revocation.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.



Department of State / Division of Corporations / Search Records / Search by Entity Name /

Detail by Entity Name

Florida Not For Profit Corporation
HISTORIC GOLDSBORO MAIN STREET INC.

Filing Information

 Document Number
 N22000004267

 FEI/EIN Number
 88-2542923

 Date Filed
 04/15/2022

 Effective Date
 04/11/2022

State FL

Status ACTIVE

Last Event AMENDMENT AND NAME CHANGE

Event Date Filed 06/12/2024

Event Effective Date NONE

Principal Address

1213 HISTORIC GOLDSBORO BLVD.

SANFORD, FL 32771 UN

Mailing Address

1213 HISTORIC GOLDSBORO BLVD.

SANFORD, FL 32771 UN

Registered Agent Name & Address

DAVIS, JOYCE

709 E. 6TH STREET

SANFORD, FL 32771

Officer/Director Detail

Name & Address

Title P

BENTLEY, KENNETH 1118 SOUTH PERSIMMON AVE.. SANFORD, FL 32771

Title VP

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

WESLEY, NICOLE 1217 GOLDEN GATE CIR. SANFORD, FL 32771

Title TR

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

Title COC

MILLER, ALGERINE 1703 SOUTHWEST RD. SANFORD, FL 32771

Title PARLIAMENT

MELTON, EARTHA 1601 WEST 18TH STREET SANFORD, FL 32771

Title Parliamentarian

Melton, Eartha 1601 West 18th Street Sanford, FL

Title PARLIAMC

MELTON, EARTHA 1601 WEST 18TH STREET SANDFORD, FL 32771

Annual Reports

Report Year	Filed Date
2023	07/21/2023
2024	04/10/2024
2025	03/20/2025

Document Images

03/20/2025 - ANNUAL REPORT View image in PDF format
06/12/2024 - Amendment and Name Change View image in PDF format
04/10/2024 - ANNUAL REPORT View image in PDF format
07/2023 - ANNUAL REPORT View image in PDF format
04/11/2022 - Domestic Non-Profit View image in PDF format



July 28, 2025

Tourist Development Council

Dear Members of the Tourist Development Council,

I am writing to express my strong support for Goldsboro Main Street and their application for a Tourist Development Grant.

As Director of Economic Development for the City of Sanford, I have witnessed firsthand the efforts in Technical Assistance, Workshops, and Events, Goldsboro Main Street has had on our local economy.

Goldsboro Mainstreet has a proven track record of organizing high-quality events that align with our region's tourism goals. I recently met with them on expanding the reach of the organization, and look forward to great things moving forward.

I strongly endorse Goldsboro Mainstreet and urge your favorable consideration of their application.

Sincerely

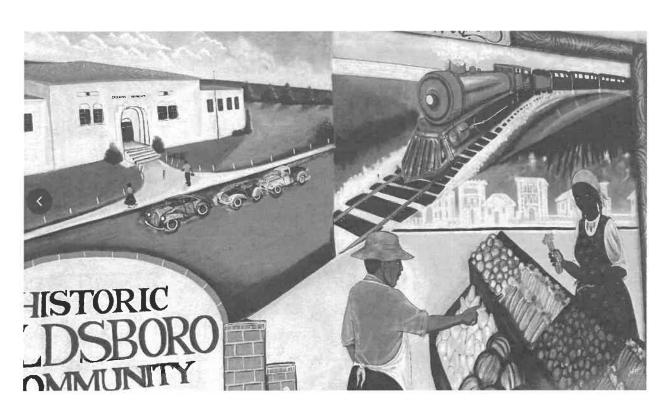
Brady Lessard

Director of Economic Development

City of Sanford, Florida

Mission and Goals

The mission of the Council shall be to seek to advance the targeted community of Goldsboro that will release the power of the community to rebuild our neighborhood through a redevelopment process that is neighborhood asset-based, community-focused, and relationship-driven. To this end: The council's principles are to (1) Improve schools; (2) Reduce crime; (3) Increase economic opportunities; (4) Provide infrastructure opportunities; (5) Provide affordable housing opportunities; (6) Create an environment that fosters healthy families and vital communities.



Historic Goldsboro Main Street Board Members Community

Chairman

Kenneth Bentley

Vice Chairman

Dr. Velma Williams

Interim Executive Director

Anthony Brown

Secretary

Nicole Wesley

Treasurer

Joyce Davis

Members

Algerine Miller

Eartha Melton

Volunteers

Brandon Hanshaw

Clayton Donnan



Main Street





















Florida

Main Street District TDT Grant Application

Main Street District Name: Sanford Main Street, Inc.

Main Street District Date

2025 Main Street District Director: Dan Ping

Director Contact 407-710-2587

Main Street District Address: 230 E 1st Street Sanford FI, 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 <u>Tourism Impact study</u> (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 <u>Marketing Plan, Organizational Outline</u> (<u>Board Members</u>), and <u>Detailed Grant</u> <u>Budget presentation</u>

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	Sanford Main Street, Inc.
Address	230 E 1st Street
City	Sanford
State	FL
Zip Code	32771
Contact Person Name	Dan Ping
Contact Person Title	Executive Director
Contact Phone Number	407-710-2587
Main Street District Website	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?	59-319-1854
What are your target audiences?	The target audience state of Florida, and the NE corridor (DC to Boston) served by Amtrak, Auto Train and Allegiant airline
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, visitor surveys from Sanford Information Center, hotel surveys, Pacer Al data surveys, and TDC data.
Total amount of grant funding being requested from the County TDT for this Main Street District	\$25,000
Intended Use of Funds Note: Please remember to	Marketing will be done through Google ads, social media and niche publications depending on activities being promoted (sailing, fishing, biking, etc.) Where possible, we will seek partnerships with entities like Visit Florida, Do Orlando North, as well as private industry, to expand our marketing reach.

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?

Lake Monroe Sailing Association regatta - \$2,000
St Johns River Festival of the Arts - \$2,000
Sanford Porchfest - \$2,000
Hook'd on Lake Monroe fishing tournament \$2,000
Love Your Shorts Film Festival - \$2,000
Pints n' Paws craft beer festival - \$2,000
Sofa n' Suds/Bad at Business Beer Fest weekend \$2,000
Ghost Tours - \$500
General promotion of Sanford Main Street District's Food and

beverage scene, outdoor activities (Lake Monroe fishing and boating, RiverWalk, Trail Town biking) and history tours - \$10,500

List all other actual city/county/state/feder al funding sources for this Main Street District including any city/county funding.

Funding for the 2025–2026 budget year includes \$24,000 from the Sanford Downtown CRA and \$39,000 from the City of Sanford.

NOTE: Failure to disclose other funding sources may result in denying future TDT funding of events.

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.

Board members, auxiliary board members (77 Army), business and residential supporters, sponsorships, events, and donations

NOTE: Failure to disclose other funding sources may result in denying future TDT funding of events.

What additional sources
of funding have you
sought or do you intend to
seek outside of those listed
above?
NOTE: Failure to disclose
other funding sources
may result in denying
future TDT funding of

events.

Seminole Cultural Arts Council grant funding, Levitt Music Series grant funding, Verizon grant funding, United Arts of Central Florida grant funding.

List past Florida TDT funding (to include
each year with Florida
County, amount
requested,
amount granted,
amount spent, and
purpose).
00001 // /

We have received TDC funding every year since the 2020/2021 budget year. The first three years the amount was \$50,000 annually. In 2023/2024 the amount was \$30,000, and in 2024/2025 the amount was \$25,000.

2023In this space, please give other details on your Main Street Promoting Main Street businesses and events will lead to increased spending and the collection of more sales tax. Additionally, more traffic for a downtown has helped recruit additional private investment, both in property purchases and rehabilitation of buildings, which increases property taxes. A vibrant Sanford Main Street also helps recruit additional businesses to Sanford and Seminole County.

Contributors, sponsors	City of Sanford	\$ 39,000
Tourist Development Tax Request	\$25,000	
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?	Our marketing plans include regional and national advertising of events that lead to hotel stays, such as the Lake Monroe Sailing Association regatta, St Johns River Festival of the Arts, Sanford Porchfest, Hook'd on Lake Monroe fishing tournament, and Love Your Shorts Film Festival. These events draw regional, national and international visitors for multi-night stays. We will look for partnerships that offer value and audience for Sanford and Seminole County, such as private agencies, Do Orlando North and visit Florida.	
District that would add additional economic impact in Seminole County.		

		T
and other funding sources	Private Industry Support	\$10,000
(include in-kind)	Signature Event	<mark>\$</mark>
NOTE: Failure to disclose other funding may result	Seminole County TDT Grant	\$25,000
in denying future TDT	Advertising	<mark>\$</mark>
funding of events.	Sanford CRA	\$24,000
		\$
Total Contributor/Sponsor Funds	\$ (total including TDT grant) \$ (total excluding TDT grant)	
Other income sources (i.e.	Membership Dues	\$
registration fees, ticket sales, concessions, vendor	Event Sponsors	\$
sales)	Annual Donors	\$
	Grants	<mark>\$</mark>
		\$
		\$
		\$
Total Other Income	<u>\$</u>	
Total Income	\$ (total including TDT grant) 98,000 \$ (total excluding TDT grant)73,000	
Please list ALL Main	Salary and Payroll cost	\$ 63,000
Street District expenses and	General & Admin	\$5,000
indicate which items will utilize TDT funds	Advertising & Public Relations	\$ 25,000
	Contingencies	\$5,000

	Reserves	\$
	Signature Event	<mark>\$</mark>
Total Expense	\$ 98,000	

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: Dan Ping
Title: Executive Director

Agent Signature:

Board of Directors Authorized

Date: 08/06/2025

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:

erformance Indicators of the marketing acquisition	

a) A copy of the invoice billed and paid by the Grantee and the accompanying Key

Form 990-N

Electronic Notice (e-Postcard)

OMB No. 1545-2085

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

B Check if available	C Name of Organization: SANFORD MAIN STREET INC	D Employee Identification
Terminated for Business Gross receipts are normally \$50,000 or less	230 1st Street, Sanford, FL, US, 32771	Number <u>59-3191854</u>
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.



July 31, 2025

Brenda Urias, 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.

The city recently increased funding to Sanford Main Street to support its greater involvement in the economic vitality of Downtown Sanford. Sanford Main Street promotes and organizes events that bring people downtown, and operates the city's Information Center, which is a resource for the nearly 800,000 people who visit Downtown Sanford annually. This summer the organization spearheaded Sanford Sizzlin' Summer, a marketing campaign centered around fun things to do in Sanford during the slow summer months.

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





Goals & Objectives

- Promote Events that Draw Visitors
 - Sailing Regattas
 - Fishing tournaments
 - Biking opportunities
 - Exisiting events
- Develop Visitors Guide
- Create Economic Vitality
- Create Propery Inventory
- Maintaining a Statewide Presence





2024 Visitors

- 2.3 MILLION VIISTS TO DOWNTOWN
 779,100 UNIQUE VISITORS
- INTERNATIONAL: 86 CITIES FROM 29

COUNTRIES

DOMESTIC: 656 CITIES FROM 44

Visitor of the Week - Business of the Month



Thomas, who now lives in Central Florida, was in Downtown Sanford shopping for stocking stuffers with Sanford resident Kelley Wilson Magee.

Thanks for visiting Downtown Sanford, Debi (and Kelley)!









2024-2025 Succuss



Small Business Saturday, Window Contest



Hook'd on Lake Monroe 3-day Fishing Event



Reorganized Board of Directors



Part-Time Help at Welcome Center



Sanford Sizzlin' Summer

2024-2025 Succuss





Updated Website



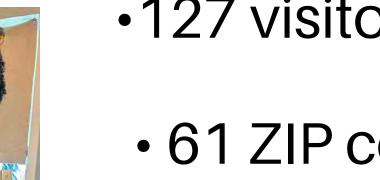
New Logo



Bad at Business Beer Fest/Sofa 'N Suds pre-Thanksgiving Weekend Events



Small Business Saturday



• 127 visitors visited all retail shops, 211 pareticipated.

• 61 ZIP codes represented, including Tampa, Jacksonville and Ocala







Holiday Window Decor Contest







Board of Directors Reorganized



Former Predident Passed Away



Reorganized Board of Directors



New Energy, Ideas and Commitment



Tighter Bonds with City and Chamber



Sanford Sizzlin' Summer



- Marketing campaign and website that can be reproduced each year
- Free weekly movies at Ritz Theater
- Sunset Sessions in the Square
- River Rats games
- Splash pad/Bingo challenge
 - Sanford Seeds





Sanford Seeds

- Special currency for downtown
- People purchase 50 cents on the dollar
- Roughly 7 % of patrons from outside area, including Jacksonville, Sarasota, Brooksville
 - 119 businesses participating





Sizzlin' Summer Cinema



- 10 weeks of movies
- Free with school supply donation
- 500 attendees through 7 weeks
- Project 900 for total run



Christmas in July



- Visitors from 41 different ZIP codes, 23 outside of Orlando/Sanford metro
- Lake City, Port St. Lucie and Tampa were the furthest away





Sanford Food & Bev Scene





In a 10 minute walk from The Clock

- 34 Places to eat
- German, Cajun, Jamaican, Belgium, Mexican, Sushi, Hawaiian, Ramen, BBQ, Pizza, Burgers, Seafood
 - 5 breweries
 - 1 distillery
 - 1 winery





Hook'd on Lake Monroe





Pints 'N Paws





Lake Monroe Sailing Association Regatta









Bad at Business/ Sofa 'N Suds Weekend







Moving forward 2025-2026



Create Sanford Founder's Day



Partner with LMSA for Sailing Regatta



Spring shopping event



Country music festival



Moving forward 2025-2026



Create Website/campaign for holidays



Partner with existing events:

Sanford Porchfest



Love Your Shorts Film Festival St Johns River Festival of the Arts



Pints 'N Paws Sofa 'N Suds

Ghost/History Tours



Moving forward 2025-2026



Continue to Build 77 Army of Volunteers



Launch Smaller Events - Salsa Summitt



Relaunch Bike Fest event





Seminole County TDC Report

August 21, 2025





















Orlando Sentinel's Central Florida Favorites Awards

The Zoo Team is proud that Central Florida residents voted it the "Best Family Attraction" in Central Florida in the Orlando Sentinel's Annual Awards.

Our Asian Lantern Festival Finished second in the voting for "Best Annual Event Festival."



YOUR CENTRAL FLORIDA FAVORITES IN 4 CATEGORIES



Best Family Attraction



Best Animal Attraction



Best Annual Event Festival

Asian Lantern Festival: Into the Wild



Best Zip Line

Attendance Comparison

FY Attendance Results

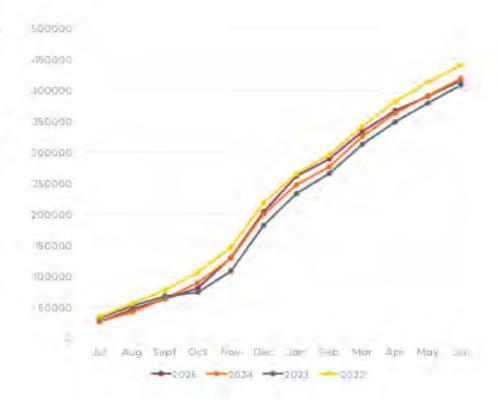
July 1, 2024 - June 30, 2025

415,475

VS 2024: -3.4k / -1%

VS 2023: +7.1k / +2%

VS 2022: -24.8k / -6%



DRZ Strategy Masting

FY Revenue Results

	W. Taker	2025			2024			Comparison		
	Product Group	Revenue	Mix	Per Cap	Revenue	Mix	Per Cap	Plus/Minus	Growth	Per Cap
	Admission	\$3,585,203	34%	\$8.63	\$3,770,905	38%	\$9.00	(\$185,702)	5%	(\$0.37)
	Annual Pass	\$794,041	8%	\$1.91	\$878,148	9%	\$2.10	(\$84,107)	10%	(\$0.19)
7	Attraction	\$225,389	2%	\$0.54	\$403,413	4%	\$0.96	(\$178,024)	44%	(\$0.42)
薑	Food & Beverage	\$2,044,414	19%	\$4.92	\$1,773,369	18%	\$4.23	\$271,045	15%	\$0.69
E .	Rentals	\$78,285	1%	\$0.19	\$72,416	1%	\$0.17	\$5,869	8%	\$0.02
į.	Retail	\$542,229	5%	\$1.31	\$562,184	6%	\$1.34	(\$19,955)	4%	(\$0.04)
Visitation Related	Birthday Party	\$24,204	0%	\$0.06	\$27,502	. 0%	\$0.07	(\$3,298)	12%	(\$0.01)
	Seminole Aerial Adv	\$32,205	0%	\$0.08	\$131,159	0%	\$0.31	(\$98,954)	75%	(\$0.24)
	Special Events	\$2,636,568	25%	\$6.35	\$1,903,490	19%	\$4.54	\$733,078	39%	\$1.80
	Sub-Total	\$9,962,538	95%	\$23,98	\$9,522,586	95%	\$22,73	\$439,952	5%	\$1.25
	Donation	\$80,251	1%		\$75,814	1%		54,437	6%	
	Education	\$454,576	4%		\$420,974	4%		\$33,602	8%	
irand Tota		\$10,497,365			\$10,019,374			\$477,991		

Excludes Zoo/Food Bucks sales, Zoo/Food Bucks are included in the category of the product they are redeemed for.

Admission Promotion: Kids Free in August



Central Florida Zoo & Botanical Gardens announces free admission for kids in August

Children 12 and younger get in free with adult ticket Aug. 1-31

SANFORD, Fla. (July 23, 2025) — Back-to-school season may be around the corner, but summer fun is still in full swing at the Central Florida Zoo & Botanical Gardens! This August, the Zoo is giving families one more reason to make wild memories.

The Zoo is offering FREE admission for kids 12 and younger from August 1-31.

The offer is only available at the gate and cannot be reserved online. One children's ticket is available for free with the purchase of one adult ticket. The offer cannot be combined with any other deal or discount and is not applicable to group rates. It is



only valid for General Admission Zoo tickets and does not apply to Sunset at the Zoo or other activities.

"We love seeing families create lasting memories here at the Zoo," said Richard E. Glover, Jr., CEO. "Offering free admission for kids in August is our way of helping parents end summer on a high note and get more value while doing it."

It's a great time to celebrate the Zoo's 50th anniversary and visit the new, limited time historical exhibit inside the Wayne M. Densch Discovery Center. See the milestones, memories, and behind-the-scenes moments that helped shape the Zoo into what it is today.

For more information, visit www.centralfloridazoo.org.

About the Central Florida Zoo & Botanical Gardens

The Central Florida Zoo & Botanical Gardens is home to more than 350 animals in Sanford, Florida. As a not-for-profit organization, it is a leader in conservation, creating connections that inspire people to take action for wildlife. More information is available at www.centralfloridazoo.org.

50th Anniversary Historical Photo Exhibit



Central Florida Zoo & Botanical Gardens celebrates 50th anniversary with kickoff weekend celebration

Get 20% off tickets, plus visit new historical gallery

SANFORD, Fla. (June 18, 2025) – It's a golden celebration for the Central Florida Zoo & Botanical Gardens!

Join us as the Zoo celebrates 50 WILD years of conservation, education and unforgettable memories with a festive celebration kickoff July 4-6.

"The Zoo has come a long way since opening our gates on July 4, 1975, with the help of passionate citizens, Seminole County's donation of a low-cost, long-term lease of 106 acres, and visionary leadership from the Zoo's first director, Jack Hanna," said CEO Richard E. Glover, Jr.



"This kickoff celebration is our way of saying thank you to the community that has supported us every step of the way."

As part of the celebration, visit the Wayne Densch building to explore the new, limited-time historical gallery featuring photos, milestones, memories, and behind-the-scenes moments that trace the Zoo's journey from humble beginnings to Seminole's largest attraction.

Enjoy throwback pricing on tickets, too! Adult and Senior tickets will be just \$19.75, and child tickets will be \$16.75 July 4-6 as a tribute to the year it all began.

Share your memories. Did you visit the Zoo in the 1970s, '80s, or '90s? If you have a favorite photo or a cherished video, we want to hear from you! As part of our historical gallery, we're collecting memories from the community to help showcase the Zoo's legacy through the decades. Click here to submit your stories, photos and videos.

Zoo's OCIC Releases 42 Eastern Indigo Snakes with Partners





The Nature Conservancy and partners release 42 Eastern Indigo Snakes at North Florida Preserve

Collaborative efforts help return America's longest native snake to its natural habitat

FOR PHOTOS & VIDEOS TO USE WITH THIS STORY, CLICK HERE

Tallahassee, FL (April 30, 2025) – For the ninth consecutive year, <u>The Nature Conservancy's Center for Conservation Initiatives</u> (TNC CCI) and partners released *eastern indigo snakes* at TNC's <u>Apalachicola Bluffs and Ravines Preserve (ABRP)</u>.

The collaborative program aims to return the native, non-venomous apex predator to the region by releasing two-year old snakes to the north Florida preserve's restored sandhill habitats. In total, the program has reintroduced 209 total eastern indigo snakes to ABRP. This year's batch of released snakes are the most that TNC and partners have released at one time.

The 42 snakes—22 female and 20 male—were bred and hatched by the Central Florida Zoo & Botanical Gardens' Orianne Center for Indigo Conservation (OCIC) where they spend their first year of life, then raised for an additional year at Welaka National Fish Hatchery.



"In restoring ecosystems, each species plays a part in bringing

back natural balance," says Preserve Manager Catherine Ricketts. "In our longleaf pine-wiregrass savannas, we want the complete suite of species here, including birds, mammals, insects and an apex predator: the eastern indigo snake. These snakes are a key component of restoring north Florida's longleaf pine forests."

During the recently concluded winter-spring survey season, numerous eastern indigo snakes from previous releases have been observed at ABRP, including one female released in 2019 and 19 other individuals released between 2020 and

Zoo's OCIC Releases 170 Striped Newts in Northern Florida



170 striped newts released in Northern Florida

Central Florida Zoo & Botanical Gardens' OCIC, partners work to re-establish threatened species

SANFORD, Fla. (July 8, 2025) — More than 100 tiny striped newts now call Northern Florida home.

The Central Florida Zoo & Botanical Gardens' Orianne Center for Indigo Conservation (OCIC) joined conservation partners, including the Coastal Plains Institute and Florida Fish and Wildlife Conservation Commission, for another successful striped newt release.

170 striped newts, hatched and raised at the Zoo's OCIC, were released near the edge of the Apalachicola National Forest as



part of their mission to re-establish the threatened species into its former range.

Striped newts hatched at the OCIC are reintroduced in regions where historic populations have disappeared. Extant populations are estimated to occur in only nine ponds in Georgia and 106 ponds in Florida.

Over the past 15 years, the OCIC has worked diligently with a variety of agencies and organizations to restore over 6,000 striped newts to their former habitats. Populations reached undetectable levels in the early 2000s in the Apalachicola National Forest.

"As a threatened species, striped newts face challenges like habitat loss from development. Each release brings them one step closer to recovery—and we're proud to be part of that mission," said Steven Greene, lead protected species technician at the Central Florida Zoo's Orianne Center for Indigo Conservation.



The OCIC works with nonprofit organizations and regulatory agencies to combine expertise and resources to reach program

New Hurricane Simulator Debuts at the Zoo



The Hurricane has arrived at the Central Florida Zoo

New simulator attraction allows guests to experience force of a hurricane

SANFORD, Fla. (April 28, 2025) – Things are getting wild —and windy—at the Central Florida Zoo & Botanical Gardens. A brand-new attraction has made landfall: The Hurricane Simulator!

Guests of all ages can experience the thrilling force of a simulated tropical cyclone as powerful 78mph winds whip around you and the roaring sounds of a Category 1 hurricane.

"We're always looking for new ways to blend fun with education," said CEO Richard E. Glover, Jr. "The Hurricane Simulator delivers an unforgettable experience that also teaches our guests about the power of nature and how hurricanes impact the world around us."

With wind speeds that mimic real storm conditions, the simulator brings weather science to life.

The Hurricane Simulator is a cashless machine, and each experience is just \$4.

You'll find it located on the events deck, near Barnyard Buddies.

And while you're planning your visit to the Zoo, don't miss our limited time Pay Once, Visit Twice deal!

For about 45% off the price of two regular admission tickets you'll get two separate visits to the Zoo any time before December 31, 2025. That means more time with your favorite animals, making more family memories, and even another chance to experience the Hurricane Simulator!

Click here to purchase your Pay Once, Visit Twice tickets today!

For more information about the Central Florida Zoo & Botanical Gardens, visit www.centralfloridazoo.org.



Zoo Debuts Botanical Garden Tours



Central Florida Zoo & Botanical Gardens launches monthly botanical garden tours

New guided tours of botanical gardens held on the first weekend of every month

SANFORD, Fla. (July 10, 2025) — Something new has sprouted at the Central Florida Zoo & Botanical Gardens!

The Zoo is excited to debut its new Botanical Garden Tours, held on the first weekend of every month. The guided, one-hour walking tours are led by the Zoo's expert Horticulture Specialists and invite guests to explore the lush landscapes, blooming gardens, and learn about amazing plant-animal connections.



"This is the Zoo as you've never seen it before," said Bob Chabot, COO. "Our gardens are more than just beautiful—they're purposeful. They support wildlife, connect people to nature, and offer inspiration for conservation and home gardening alike."

During the tour, guests will hear fun facts, hidden garden stories, and practical tips to bring the beauty of the Zoo home to their own backyards.

Home to over 600 plant species, the Zoo's botanical gardens showcase a wide variety of native and exotic flora, from blooming wildflowers to medicinal plants. The Zoo also boasts a mature canopy of native trees and thriving native vegetation throughout the grounds that not only enhances the beauty of the setting but also supports a wide range of animals and insects.

Tour tickets are just \$6 per person or \$5 for Zoo annual passholders. Space is limited, so reserve early when you purchase your Zoo admission tickets online. Or buy your ticket onsite at the Admissions Building by 10 a.m. on the day of the tour.

To purchase tickets, click here.

For more information about the Botanical Garden tours, visit https://www.centralfloridazoo.org/garden-tours/.

Greater One-Horned Rhino PJ Moving to Buffalo Zoo to Breed, New Rhino Coming Soon



Central Florida Zoo & Botanical Gardens' greater one-horned rhino, PJ, moving to Buffalo Zoo to breed

Join the farewell celebration September 20 & book your last PJ encounters in August

SANFORD, Fla. (July 30, 2025) — The Central Florida Zoo & Botanical Gardens is saying "see you later" (not goodbye!) to one of its most beloved residents.

PJ, the greater one-horned rhino, is trading the Florida sunshine for snowflakes in Buffalo, New York, so that he can breed and perpetuate his species. But before that, the Zoo is sending him off in style with a rhino-sized farewell celebration on September 20.



Guests are invited to join us for a day of PJ-themed festivities, including special keeper talks,

enrichment moments, and memory-making photo ops to honor our favorite two-ton friend before he embarks on his next adventure.

"PJ has been an amazing ambassador for his species, helping us educate guests about the importance of conservation," said CEO Richard E. Glover, Jr. "While we'll miss him here in Florida, we're excited for this next chapter in his journey and know he'll continue to make a difference in Buffalo. Being able to pass on his genetics to a new generation of greater one-horned rhinos is critically important and what he was born to do."

August also marks your last chance to book a Rhino Encounter with PJ, where guests get an up-close look at PJ and learn all about this incredible species from his care team. To book a rhino encounter, click here.

PJ is a greater one-horned rhinoceros, and one of only approximately 4,000 remaining in the world. PJ's move is part of a collaborative conservation effort among the AZA-accredited zoos called a Species Survival Plan (SSP). SSPs are designed to keep a genetically diverse breeding population of endangered and threatened species in AZA institutions to guard against species extinction.

PJ's move to Buffalo is so that he can do what he was born to do—help perpetuate his species. As a future breeding male, he will play a key role in helping to grow the population of greater one-horned rhinos.

The Central Florida Zoo & Rotanical Gardens is a holding facility for male rhings that

Fall Events





Questions?





















CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC. UNAUDITED YEAR-TO-DATE RESULTS AS OF June 30, 2025

	YTD June -25 Unaudited Actuals			YTD June -25		Actual	Actual to
			Budget		to Budget		Budget %
Revenues							
Annual passholders	\$	707,816	\$	904,600	\$	(196,784)	78%
Gate	•	3,273,607	•	3,613,000	\$	(339,393)	91%
Group sales		76,420		150,000	\$	(73,580)	51%
Concessions		347,178		404,100	\$	(56,922)	86%
Gift shop		564 , 784		632,097	\$	(67,313)	89%
Government support		715,437		764,564	\$	(49,127)	94%
Education		608,504		516 , 549	\$	91,955	118%
WMD net rental		73,585		149,148	\$	(75,563)	49%
Public support		830,496		1,268,530	\$	(438,034)	65%
Net event revenues		1,287,540		1,064,478	\$	223,062	121%
Zipline		29,502		122,260	\$	(92,758)	24%
Train/Carousel		41,631		250,000	\$	(208,369)	17%
Other revenues		596,116		717,449	\$	(121,333)	83%
Total revenues	\$	9,152,617	\$	10,556,775	\$	(1,404,159)	87%
Operating expenses							
Payroll	\$	5,122,801	\$	6,112,295	\$	(989,494)	84%
Animal care		31 <i>7</i> ,190		319,670	\$	(2,479)	99%
Facilities repair and maintenance		294,389		299,426	\$	(5,037)	98%
Advertising		83,189		70,630	\$	12,559	118%
Insurance		1,062,988		1,067,361	\$	(4,373)	100%
Utilities		233,328		232,291	\$	1 , 037	100%
Professional fees		189,427		163,230	\$	26,197	116%
Employee expenses		83,894		60,444	\$	23,450	139%
Office expenses/website/credit card fees		114,640		132,772	\$	(18,132)	86%
Project Expenses		128,291		445,992	\$	(31 <i>7,</i> 701)	29%
Printing		6,727		12,708	\$	6,727	53%
Supplies		80,766		109,200	\$	(28,434)	74%
Event Expneses		21 <i>7,</i> 787		116,138	\$	101,649	188%
Other operating expenses		668,662		482,650	\$	186,012	139%
Total operating expenses	\$	8,604,079	\$	9,624,806	\$	(1,020,727)	89%
Depreciation	\$	(770,781)	\$	(650,003)	\$	(120,778)	119%
Unrealized Gain/Loss	\$	49,738	\$	28,539	\$	21,199	174%
Total COGS	\$	(181,250)	\$	(196,076)	\$	14,826	92%
Net Income	\$	(353,755)	\$	114,430	\$	(468,184)	-309%

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC. UNAUDITED MONTHLY RESULTS AS OF JUNE 30, 2025

	Unau	Jun-25 Jun-25 Inaudited Actuals Budget			FY 24-25 Budget		Actual to Budget Remaining		Actual to Budget Remaining %	
			-					<u>g </u>		
Revenues										
Annual passholders	\$	56,766	\$	74,000	\$	904,600	\$	(771,534)	15%	
Gate	\$	219,091	\$	288,500	\$	3,613,000	\$	(3,164,382)	12%	
Group sales	\$	37,650	\$	20,308	\$	151,223	\$	(96,892)	36%	
Concessions	\$	29,058	\$	32,000	\$	404,100	\$	(335,456)	17%	
Gift shop	\$	42,642	\$	63,983	\$	632,097	\$	(544,566)	14%	
Government suppc TDC & Grants-State	\$	-	\$	37,758	\$	740,080	\$	(673,520)	9%	
Education	\$	52,406	\$	58,338	\$	516,549	\$	(445,782)	14%	
WMD net rental	\$	4,094	\$	14,650	\$	85,200	\$	(75,077)	12%	
Public support Donations, grants-non g	ov, \$	67,473	\$	121,368	\$	1,261,109	\$	(1,008,411)	20%	
Net event revenues	\$	4,350	\$	6,322	\$	1,197,666	\$	(1,186,377)	1%	
Zipline	\$	2,358	\$	1,200	\$	122,260	\$	(113,111)	7%	
Train/Carousel	\$	3,712	\$	20,834	\$	250,000	\$	(243,829)	2%	
Other revenues	\$	35,162	\$	135 , 577	\$	679,829	\$	(615,268)	9%	
							\$	-		
Total revenues	\$	554,762	\$	874,839	\$	10,557,713	\$	(9,258,539)	12%	
Operating expenses										
Payroll	\$	627,945	\$	468,626	\$	6,112,295	\$	(4,954,518)	19%	
Animal care	\$	21,376	\$	29,873	\$	319,670	\$	(272,978)	15%	
Facilities repair and maintenance	\$	16,365	\$	26,450	\$	299,426	\$	(255,611)	15%	
Advertising	\$	3,486	\$	4,684	\$	80,630	\$	(62,206)	23%	
Insurance	\$	91,561	\$	98,523	\$	1,067,361	\$	(943,715)	12%	
Utilities	\$	19,107	\$	18,527	\$	232,291	\$	(193,588)	17%	
Professional fees	\$	16,640	\$	12,240	\$	163,230	\$	(128,538)	21%	
Employee expenses	\$	8,554	\$	4,662	\$	60,444	\$	(46,042)	24%	
Office expenses/website/credit card fees	\$	12,459	\$	10,569	\$	132,865	\$	(112,237)	16%	
Project Expenses	\$	4,343	\$	29,166	\$	476,274	\$	(425,500)	11%	
Printing	\$	-	\$	1,059	\$	12,708	\$	(12,708)	0%	
Supplies	\$	2,266	\$	9,100	\$	106,800	\$	(101,581)	5%	
Interest Expense	\$	1,1 <i>77</i>	\$	1,667	\$	20,387	\$	(17,736)	13%	
Other operating expenses	\$	44,765	\$	41,044	\$	482,650	\$	(399,501)	17%	
		•	·	•	•	•	\$	-		
Total operating expenses	\$	870,045	\$	756,191	\$	9,567,031	\$	(7,926,459)	17%	
Net operating income before depreciation	\$	(315,283)	\$	118,648	\$	990,682	\$	(1,332,080)	-34%	
Donraciation	¢	(174044)	¢	(F / 147)	¢	(450,002)	¢	420.000	250/	
Depreciation	\$ \$	(174,944)	\$	(54,167)	\$	(650,003)	\$	420,892	35%	
Unrealized Gain/Loss	ф Э	17,888	\$	-	\$	28,539	\$	3,246	111%	
Total COGS	\$	(6,298)	\$	(25,000)	\$	(254,745)	\$	234,715	8%	
Net Income	\$	(478,637)	\$	39,481	\$	114,473	\$	(673,228)	-488%	

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC. UNAUDITED MONTHLY RESULTS AS OF JUNE 30, 2025

,	Jun-25			Jun-24		Y-O-Y	%
	Unau	udited Actuals	Unaudited Actuals		2024/2023		Change
Davianua							
Revenues	\$	56,766	¢	63,709	¢	(6,943)	-11%
Annual passholders Gate	ф ф	219,091	\$ \$	226,251	\$ \$	(0,943) (7,160)	-11%
Group sales	ф Ф	37,650	\$ \$	23,369	\$ \$	14,281	-5% 61%
Concessions	¢ ¢	29,058	\$	32,608	\$ \$	(3,550)	-11%
Gift shop	φ ¢	42,642	\$	43,320	\$ \$	(678)	-11%
Government suppo TDC & Grants-State	¢ ¢	42,042	\$	85,273	\$ \$	(85,273)	0%
Education	¢ ¢	52,406	\$	17,208	\$ \$	35,198	205%
WMD net rental	¢ ¢	4,094	\$	2,447	\$ \$	1,647	67%
	¢ ¢	67,473	\$	5,381	\$ \$	62,092	1154%
Public support Donations, grants-non gov, Net event revenues	¢ ¢	4,350		7,00 <i>5</i>	\$ \$	(2,655)	-38%
Zipline	φ φ	2,358	\$ \$	8,258	\$ \$		-38% -71%
Train/Carousel	¢ •	2,336 3,712	\$ \$	8,238 8,416	\$ \$	(5,899) (4,704)	
•	φ φ	•		•		(4,704)	-56%
Other revenues	<u> </u>	35,162	\$	29,912		5,249	18%
Total revenues	\$	554,762		553,158	\$	1,604	0%
Operating expenses							
Payroll	\$	627,945	\$	641,263	\$	(13,318)	-2%
Animal care	\$	21,376	\$	1 <i>7</i> ,988	\$	3,389	19%
Facilities repair and maintenance	\$	16,365	\$	37,853	\$	(21,488)	-57%
Advertising	\$	3,486	\$	8,905	\$	(5,419)	-61%
Insurance	\$	91,561	\$	30,991	\$	60,570	195%
Utilities	\$	19,107	\$	18,980	\$	127	1%
Professional fees	\$	16,640	\$	1 <i>7,</i> 756	\$	(1,116)	-6%
Employee expenses	\$	8,554	\$	<i>7</i> ,118	\$	1,436	20%
Office expenses/website/credit card fees	\$	12,459	\$	16,377	\$	(3,918)	-24%
Project Expenses	\$	4,343	\$	88,149	\$	(83,807)	-95%
Printing	\$	· -	\$	44	\$	(44)	-100%
Supplies	\$	2,266	\$	6,322	\$	(4,056)	-64%
Interest Expense	\$	1,1 <i>77</i>	\$	1,474	\$	(297)	
Other operating expenses	\$	44,765	\$	22,165	\$	22,600	102%
Total operating expenses	\$	870,045	\$	915,384	\$	(45,339)	-5%
Net operating income	<u> </u>	(315.283)	\$	(362,227)	\$	46 944	-13%
Total operating expenses Net operating income	\$	(315,283)	\$	915,384	\$	(45,339) 46,944	
Depreciation	\$	(174,944)	\$	(54,167)	\$	(120,777)	223%
Unrealized Gain/Loss	\$	17,888	\$	4,399	\$	13,489	307%
Total COGS	\$	(6,298)	\$	(16,360)	\$	10,062	-62%
Net Income	\$	(478,637)	\$	(428,355)	\$	(50,282)	12%

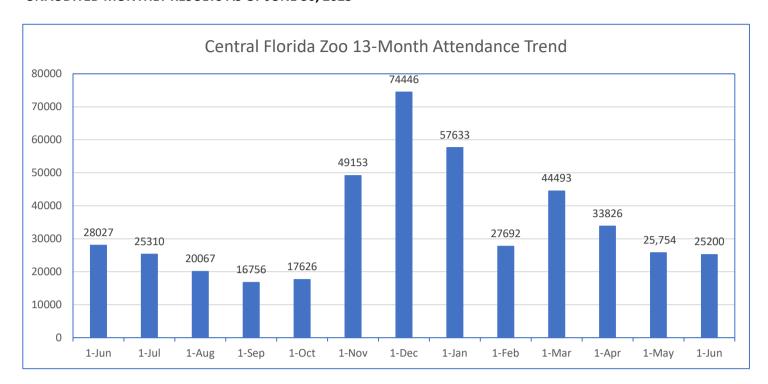
ET RESOLIS AS OF JOINE 30, 2023	June, 2025	May, 2025
CASH		
FW Share 0825	5	5
FW New Opp Acct 4938	36,187	101,497
FW Payroll Acct 9869	5,858	5,773
FW ACH/Grow Checking 1344	4,452	4,139
FW Savings 9969	100,460	100,337
CN ACH 6777	19,753	19,198
CN Mony Market 6795	2,037,615	2,374,631
CN Operating 6759	210,328	111,301
CN Payroll 6768	3,236	5,774
Balance in Banks	2,417,893	2,722,654
Donor/grantor/mgmt restricted funds	(591,938)	(849,828)
Balance owed on Line of Credit	(70.74.2)	(64,472)
Accounts Payable Other Short-Term Liabilities	(78,712) (15,682)	(61,473) (16,721)
(taxes, vendors, payroll-related)	(13,002)	(10,721)
Unrestricted Cash Balance	1,731,561	1,794,632
Long Term Savings/Investment		
Board restricted general reserve	75,000	75,000
Provision for Winter Reserve	150,000	150,000
Zoo Investment Reserve	651,489	638,818
Change In Investment Value	17,888	12,671
Unrestricted Cash Balance	894,377	876,489
Long Term Debt	Balance	Balance
Real Estate Loan	191,570	196,989
	191,570	196,989
	- ,	,

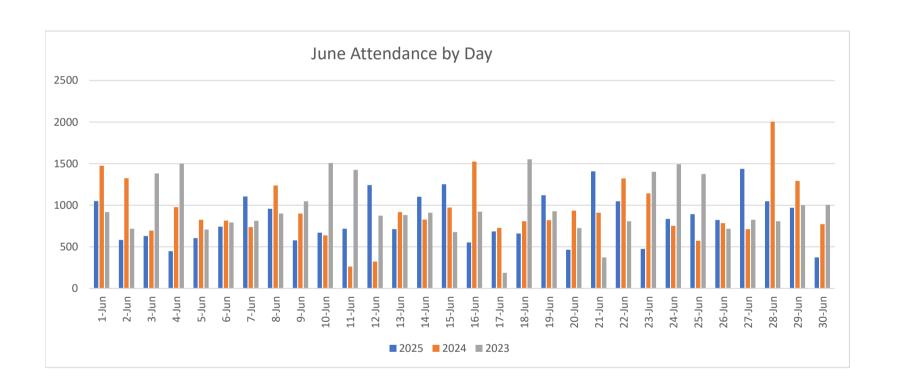
	June 2025
OPERATING ACTIVITIES	
Net Income	-478,637
Adjustments to reconcile Net Revenue to Net Cash provided by operations:	:
1210 Accounts Receivable: Accounts Rec-General	-19,214
1720 Prepaid Expenses:Prepaid-Insurance	-38,560
1730 Prepaid Expenses:Prepaid-Other	0
2000 Accounts Payable	0
2010 Accounts Payable:Trade Accounts Payable	-54,756
2015 Chase Ink Business Card-4575	-48,548
2030 Accrued Expense	0
2050 FL Sales Taxes Payable	2,503
2210 Employee Deductions Payable:Group Ins Deductions	2,726
2250 Employee Deductions Payable:Other Deductions	255
2260 Employee Deductions Payable:403(b) Plan Payable	4,854
2410 Reserved Funds: Keeper Conf. Fund	510
2430 Reserved Funds: Employee Benefit Fund	38
2500 Deferred Membership Fees	-6,978
2550 Deferred Revenue	4,257
Net cash provided by Operating Activities	-631,551
INVESTING ACTIVITIES	
1890 Accumulated Depreciation	174,944
Net cash provided by investing activities	174,944
FINANCING ACTIVITIES	
2850 Note Payable	0
2900 Long Term Bank Loan	-5,419
Net cash provided by Financing Activities	-5,419
Net cash increase for period	-330,138
Cash at beginning of period	3,643,235
Cash at end of period	3,313,098

Fiscal Year 2024-2025 Capital Budget

Project	Proje	cted Cost	Spe	end YTD	Re	maining	Funding Source	Status
Broadwalk	\$	61,405	\$	50,835	\$	10,570	Grant/TDC	In Progress

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC. UNAUDITED MONTHLY RESULTS AS OF JUNE 30, 2025









Do Orlando North Website Data

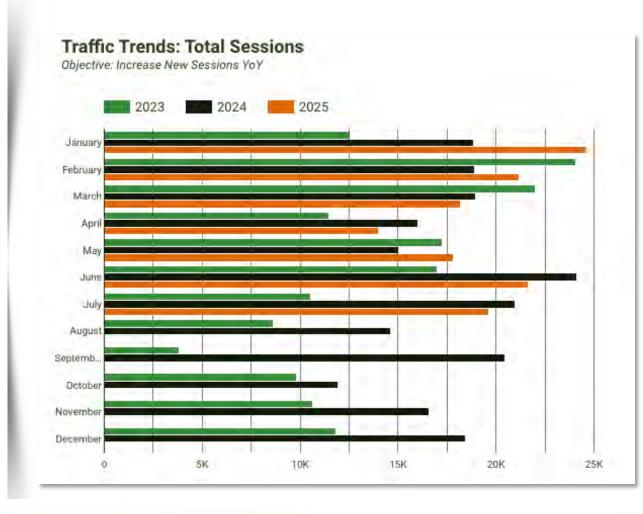














Play Orlando North Website Data

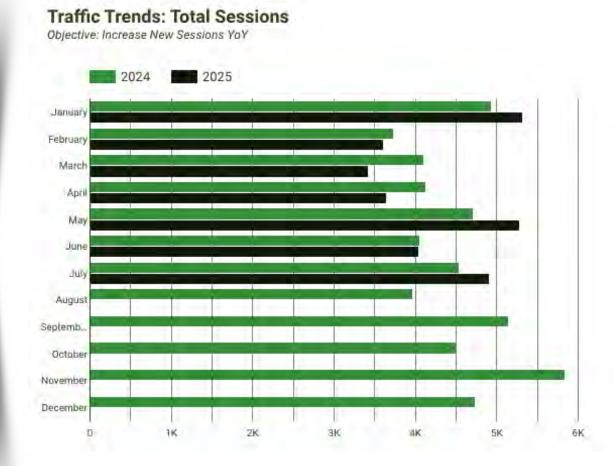














Social Campaign Data



Ad Name	Cost per Click	Impressions	Link Click-Through Rate	Link Clicks
Tuffy's (Influencer)	\$0.11	366,520	7.89%	28,932
Giveaway Campaign	\$0.19	326,902	3.07%	10,030
D'Amico (Influencer)	\$0.10	323,275	4.90%	15,826
Hidden Palms (Influencer)	\$0.07	285,084	7.80%	22,247
Events Campaign	\$0.14	272,289	3.57%	9,712
Booking Campaign	\$0.14	218,316	6.50%	14,195
Blog Campaign	\$0.15	123,218	3.88%	4,781
Oviedo Gaming (Influencer)	\$0.09	38,948	5.69%	2,218
Affordable Fun (Influencer)	\$0.09	30,682	3.70%	1,134
Play Traffic Ad	\$0.30	666,131	1.91%	12,738





Streaming Video Campaign

OTT Platforms











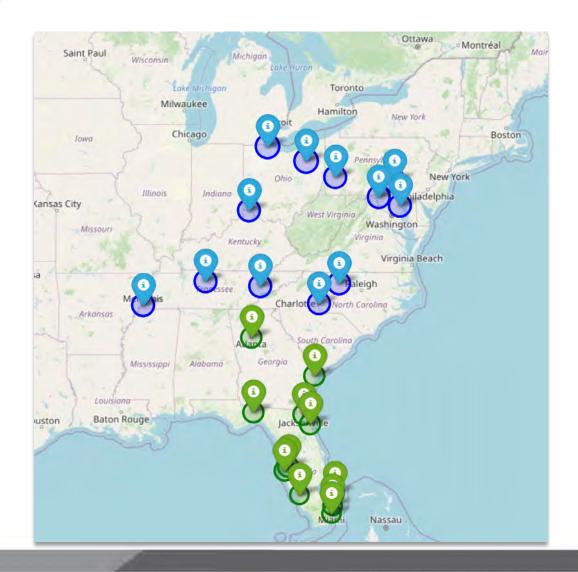


Flight Markets:

- **Tennessee**
- **Maryland**
- Ohio
- **North Carolina**
- Pennsylvania

Drive Markets:

- South Florida
- West Florida
- North Florida
- **Panhandle**
- Georgia

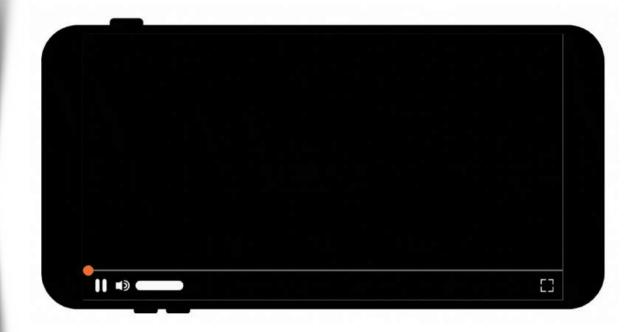




Streaming Video Data

July 2025 Metrics

Media Type	Ad Type	Impressions	Clicks	CTR
OTT :15 Drive	Digital	49,031	N/A	N/A
Pre-Roll Video :15 Flight	Digital	173,594	512	0.29%
Pre-Roll Video :30 Flight	Digital	159,687	481	0.30%
Pre-Roll Video :15 Drive	Digital	227,958	612	0.27%
Pre-Roll Video :30 Drive	Digital	231,584	599	0.26%
OTT :30 Drive	Digital	39,573	N/A	N/A
OTT :30 Flight	Digital	17,375	N/A	N/A
OTT :15 Flight	Digital	21,016	N/A	N/A
Total		919,818		





D = AS MO R RESULTS.





Greater Orlando Sports Commission - Seminole County TDC Report

Updated: August 21, 2025

FY 24/25 Calendar											
Event	Contract Status	Contract Term	Event Date	Athletes	Total Visitors	Projected	Actual	Projected	Actual		
Event	Contract Status	Contract Term	Lvent Date	Atmetes	Total Visitors	Room Nights	Room Nights	Eco Impact	Eco Impact		
Boys ECNL Florida Regional League National Event	Recurring	2024-2026	January 3 - 5, 2025	3,192	6,384	1,700	2,212	\$1,756,666	\$3,694,661		
Girls ECNL Florida Regional League National Event	Recurring	2024-2026	January 10 - 12, 2025	3,382	6,764	1,800	2,199	\$1,655,238	\$3,756,893		
HoganLax Florida Team Training and Orlando Jamboree	Recurring	2023-2025	March 16 - 29, 2025	700	375	1,300	1,665	\$1,166,793	\$1,819,635		
Easter International Cup	New	2025	April 16 - 19, 2025	756	1,966	1,600	1,088	\$1,929,228	\$1,282,459		
FHSAA Tennis State Championships	Recurring	2024-2026	April 28 - May 2, 2025	416	1,268	500	445	\$835,364	\$991,162		
Florida Rush Champions Cup	Renewal	2025	May 16 - 18, 2025	0	0	50	0	\$164,386	\$0		
FHSAA Softball State Championships	New	2025	May 20 - 24, 2025	594	2,901	200	249	\$1,710,402	\$1,178,319		
NCAA Division II Mens and Womens Tennis National Championships	Renewal	2025	May 20 - 25, 2025	288	901	800	1,305	\$667,264	\$749,530		
USA Softball Southeast Regional Championships	New	2025	August 1-3, 2025	TBD	TBD	450	TBD	\$836,148	TBD		
Totals				TBD	TBD	8,400	TBD	\$10,721,489	TBD		

Color Key:

Event Has Not Occurred

Actual Base Drivers

Event Completed, Base Drivers Not Finalized

Event Postponed

Event Cancelled

Business Development Status			
Event	Dates/Years	Possible Venue(s)	
Copa Rayados Internacional	Thanksgiving Week of 2021, 2022,	Seminole Soccer Complex, Sylvan Lake Park, Boombah Sports Complex	Not Awarded
USA Softball U-16 National Championships	2023, 2024 July of 2022	Boombah-Soldiers Creek Park, Seminole County Softball Complex, Merrill Park	Not Awarded
Concacaf U-17 Qualifier	August of 2022 and 2023	Seminole Soccer Complex	Not Awarded
USA Artistic Swimming Convention	September of 2022, 2023, 2024	Orlando Marriott Lake Mary, Westin Lake Mary	Not Awarded
USA Artistic Swimming FINA Judges School	October of 2022, 2023, 2024	Orlando Marriott Lake Mary, Westin Lake Mary	Not Awarded
USA Artistic Swimming National Judges School	December of 2022, 2023, 2024	Orlando Marriott Lake Mary, Westin Lake Mary	Not Awarded
USYS National League Elite 64	December of 2022	Boombah Sports Complex, Seminole Soccer Complex, Sylvan Lake Park	No Field Availability
US Soccer Team Training	February of 2023	Seminole Soccer Complex	Not Awarded
HoganLax Team Training and Orlando Jamboree	March of 2023	Boombah Sports Complex	Bid Awarded
Prep Baseball Report Canadian Spring Training	March of 2023	Boombah Sports Complex	No Field Availability
SWAC Baseball Conference Championships	May of 2023	Boombah Sports Complex	No Field Availability
Athletes Unlimited AUX Softball	June of 2023	Historic Sanford Memorial Stadium, Boombah Soldiers Creek	No Field Availability
Rush International Cup	November of 2023	Seminole Soccer Complex, Sylvan Lake Park	No Field Availability
Flag Football World Championship Tour	Various Dates in 2023	Boombah Sports Complex, Seminole Soccer Complex, Sylvan Lake Park	No Field Availability
ECNL Girls Florida Regional League National Event	January of 2024, 2025, 2026	Boombah Sports Complex, Seminole Soccer Complex, Sylvan Lake Park	Bid Awarded
ECNL Boys Florida Regional League National Event	February of 2024, 2025, 2026	Boombah Sports Complex, Seminole Soccer Complex, Sylvan Lake Park	Bid Awarded
NCAA DII Women's Tennis Festival Championship	May of 2024	Sanlando Park	Bid Awarded
NCAA DII Men's Tennis Festival Championship	May of 2024	Sanlando Park	Bid Awarded
NCAA DII Softball Festival Championship	May of 2024	Boombah-Soldiers Creek Park	Bid Awarded
NCAA DII Women's Tennis Championship	May of 2025	Sanlando Park	Bid Awarded
NCAA DII Men's Tennis Championship	May of 2025	Sanlando Park	Bid Awarded
FHSAA Tennis State Championships	April/May of 2024, 2025 2026	Sanlando Park	Bid Awarded
FHSAA Softball State Championships	May of 2025	Boombah Soldiers Creek Park	Bid Awarded
FHSAA Softball State Championships	May of 2026, 2027, 2028	Boombah Soldiers Creek Park	Awaiting RFP
USA Field Hockey Festival	Thanksgiving Week of 2025 and 2026	Boombah 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 DII Men's Golf Southeast Regional	May of 2026	Various Seminole County Golf Courses	Ongoing Bid Process
NCAA DII Men's and Women's Tennis Championships	May of 2027	Sanlando Park	Not Awarded
Easter International Cup	April 16-19, 2025	Seminole Soccer Complex	Bid Awarded
Easter International Cup	March/April of 2026-2030	Seminole Soccer Complex	Ongoing Bid Process
Minority Softball/Baseball Championships	Various Dates	Various Seminole County Venues	Ongoing Bid Process
USA Softball Southeast Regional Championships	August 1-3, 2025	Boombah-Soldiers Creek Park, Seminole County Softball Complex	Bid Awarded
USA Softball JO Fast Pitch East National Championships U18	July of 2026	Boombah-Soldiers Creek Park, Seminole County Softball Complex	Bid Awarded
USA Softball JO Fast Pitch East National Championships U16	July of 2026	Boombah-Soldiers Creek Park, Seminole County Softball Complex	Bid Awarded
USA Softball JO Fast Pitch East National Championships U14	July of 2026	Boombah-Soldiers Creek Park, Seminole County Softball Complex	Bid Awarded
USA Softball JO Fast Pitch East National Championships U12	July of 2026	Boombah-Soldiers Creek Park, Seminole County Softball Complex	Bid Awarded
USA Softball Men's Masters 40-Over Fast Pitch	July of 2026	Boombah-Soldiers Creek Park, Seminole County Softball Complex	Bid Awarded Bid Awarded
USA Flag Football Battle Orlando	September of 2026	Boombah Sports Complex	Bid Awarded Bid Awarded
NCAA DII Men's and Women's Tennis Championships	May of 2028	Sanlando Park	Bid Submitted
Big 12 Conference Championships	Various Dates	Various Seminole County Venues	Ongoing Bid Process

COUNTY COMMISSION - SEMINOLE BOCC Expenditure Status Report - Operating BUs

8/1/2025

9:55:50

2

Page -

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	350,000.00		350,000.00	18,365.91	170,502.01	180,664.66	1,166.67-	
530340 Other Services				350.00	700.00	10,646.10	11,346.10-	
530480 Promotional Activities	180,000.00	10,000-	170,000.00	10,922.48		83,715.59	86,284.41	51
530300 Operating Expenditures	530,000.00	10,000-	520,000.00	29,638.39	171,202.01	275,026.35	73,771.64	14
530000 OPERATING EXPENDITURES	530,000.00	10,000-	520,000.00	29,638.39	171,202.01	275,026.35	73,771.64	14
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	360,000.00			360,000.00		
580820 Aid To Private Organizations	350,000.00	10,000	360,000.00			360,000.00		
580000 GRANTS AND AIDS	350,000.00	10,000	360,000.00			360,000.00		
590000 OTHER FINANCIAL USES								
500000 EXPENDITURES/EXPENSES	880,000.00		880,000.00	29,638.39	171,202.01	635,026.35	73,771.64	8

R5509009A

BOCC0002

COUNTY COMMISSION - SEMINOLE
BOCC Expenditure Status Report - Operating BUs

8/1/2025

9:55:50

Page - 3

Description	FINAL	CHANGE	CURRENT	PERIOD	ENCUMBRANCES	YEAR TO DATE	AVAILABLE	%	
	BUDGET	ORDERS	BUDGET	EXPENDITURES	OUTSTANDING	EXPENDITURES	BALANCE	AVAL	
011030 TOURIST DEVMNT 1,2,3 CENT	880,000.00		880,000.00	29,638.39	171,202.01	635,026.35	73,771.64	8	
11000 TOURISM PARKS 1,2,3 CENT FUND	880,000.00		880,000.00	29,638.39	171,202.01	635,026.35	73,771.64	8	

BOCC0002

COUNTY COMMISSION - SEMINOLE BOCC Expenditure Status Report - Operating BUs

8/1/2025

Page -

4

9:55:50

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	470,364.13		470,364.13	35,461.80		367,978.22	102,385.91	22
510125 Part-Time Personnel						3,802.50	3,802.50-	
510150 Special Pay	360.00		360.00	165.00		1,071.38	711.38-	198-
510100 Salaries and Wages	470,724.13		470,724.13	35,626.80		372,852.10	97,872.03	21
510200 Fringes and Contributions								
510210 Social Security Matching	35,982.85		35,982.85	2,676.71		27,581.51	8,401.34	23
510220 Retirement Contributions	64,110.48		64,110.48	6,287.56		58,749.48	5,361.00	8
510230 Health and Life Insurance	90,748.98		90,748.98	3,440.32		62,479.63	28,269.35	31
510240 Workers Compensation	611.47		611.47			306.00	305.47	50
510200 Fringes and Contributions	191,453.78		191,453.78	12,404.59		149,116.62	42,337.16	22
510000 PERSONAL SERVICES	662,177.91		662,177.91	48,031.39		521,968.72	140,209.19	21
530000 OPERATING EXPENDITURES								
530300 Operating Expenditures								
530310 Professional Services	40,697.00		40,697.00			21,581.24	19,115.76	47
530340 Other Services	142,729.00		142,729.00	8,033.35	384.00	106,955.29	35,389.71	25
530400 Travel and Per Diem	11,700.00		11,700.00			4,964.74	6,735.26	58
530440 Rental and Leases	34,456.26		34,456.26	2,854.48	8,765.94	25,690.32		
530466 SOFTWARE SUBSCRIPTIONS						16,000.00	16,000.00-	
530470 Printing and Binding	8,000.00		8,000.00				8,000.00	100
530510 Office Supplies	1,500.00		1,500.00			153.98	1,346.02	90
530520 Operating Supplies	77.00		77.00			590.00	513.00-	666-
530521 Equipment \$1000-\$4999	2,500.00		2,500.00				2,500.00	100
530522 Operating Supplies-TECHNOLOGY	750.00		750.00			98.75-	848.75	113
530540 Books, Dues Publications	9,000.00		9,000.00			16,245.03	7,245.03-	81-
530550 Training	10,000.00		10,000.00	1,250.00		12,096.00	2,096.00-	21-
530300 Operating Expenditures	261,409.26		261,409.26	12,137.83	9,149.94	204,177.85	48,081.47	18
530000 OPERATING EXPENDITURES	261,409.26		261,409.26	12,137.83	9,149.94	204,177.85	48,081.47	18
540000 OTHER CHARGES								
540100 Other Charges								
540101.0020 Other Chrgs Leased Equipm	2,666.00		2,666.00			105.00	2,561.00	96

COUNTY COMMISSION - SEMINOLE BOCC Expenditure Status Report - Operating BUs

8/1/2025

9:55:50

Page - 5

Description	FINAL	CHANGE	CURRENT	PERIOD	ENCUMBRANCES	YEAR TO DATE	AVAILABLE	%
	BUDGET	ORDERS	BUDGET	EXPENDITURES	OUTSTANDING	EXPENDITURES	BALANCE	AVAL
540101.0022 Oth Chgs Internal Postage	627.54		627.54			812.03	184.49-	29-
540101.0027 Oth Chgs Fleet Maint	617.20		617.20			246.05	371.15	60
540101.0026 Oth Chgs Fleet /Gas	768.00		768.00			241.33	526.67	69
540101.0035 Other Chrgs Telecommun Ch	6,577.24		6,577.24			1,033.44	5,543.80	84
540101.0036 Other Chrgs Network Conne	16,808.75		16,808.75			11,253.13	5,555.62	33
540101.0042 Other Chrgs Phone Sup & M	7,983.57		7,983.57			3,732.90	4,250.67	53
540101.0043 Other Chrgs Protecting Co	5,527.03		5,527.03			2,424.01	3,103.02	56
540101.0045 Other Chrgs Desk Sup & Ma	24,198.87		24,198.87			15,370.30	8,828.57	36
540101.0023 Oth Chgs Printing	576.50		576.50			419.37	157.13	27
540101.0034 Oth Chgs Prop Mgmt	9.50		9.50			3.78	5.72	60
540100 Other Charges	66,360.20		66,360.20			35,641.34	30,718.86	46
540200 Oth Chgs Insurance								
540202 Internal Service Fees								
540202.0020 Internal Ser Fees-Leased	3,075.91		3,075.91			64.15	3,011.76	98
540202 Internal Service Fees	3,075.91		3,075.91			64.15	3,011.76	98
540200 Oth Chgs Insurance	3,075.91		3,075.91			64.15	3,011.76	98
540000 OTHER CHARGES	69,436.11		69,436.11			35,705.49	33,730.62	49
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	60,000.00		60,000.00			60,000.00		
580820 Aid To Private Organizations	60,000.00		60,000.00			60,000.00		
580000 GRANTS AND AIDS	60,000.00		60,000.00			60,000.00		
590000 OTHER FINANCIAL USES								
500000 EXPENDITURES/EXPENSES	1,053,023.28		1,053,023.28	60,169.22	9,149.94	821,852.06	222,021.28	21
011050 TOURIST DEVMNT 4,6 CENT	1,053,023.28		1,053,023.28	60,169.22	9,149.94	821,852.06	222,021.28	21

${\bf COUNTY\ COMMISSION\ -\ SEMINOLE}$ ${\bf BOCC\ Expenditure\ Status\ Report\ -\ Operating\ BUs}$

8/1/2025

Page -

9:55:50

6

Description	FINAL BUDGET	CHANGE ORDERS	CURRENT BUDGET	PERIOD EXPENDITURES	ENCUMBRANCES OUTSTANDING	YEAR TO DATE EXPENDITURES	AVAILABLE BALANCE	% AVAL
011051 SPORTS 4,6 CENT								
500000 EXPENDITURES/EXPENSES								
510000 PERSONAL SERVICES								
510100 Salaries and Wages								
510120 Regular Salaries and Wages	159,523.52		159,523.52	12,271.20		137,350.92	22,172.60	14
510100 Salaries and Wages	159,523.52		159,523.52	12,271.20		137,350.92	22,172.60	14
510200 Fringes and Contributions								
510210 Social Security Matching	12,203.55		12,203.55	891.81		9,577.49	2,626.06	22
510220 Retirement Contributions	21,743.06		21,743.06	1,721.66		18,794.53	2,948.53	14
510230 Health and Life Insurance	58,304.83		58,304.83	2,376.16		45,287.10	13,017.73	22
510240 Workers Compensation	207.38		207.38			104.00	103.38	50
510200 Fringes and Contributions	92,458.82		92,458.82	4,989.63		73,763.12	18,695.70	20
510000 PERSONAL SERVICES	251,982.34		251,982.34	17,260.83		211,114.04	40,868.30	16
530000 OPERATING EXPENDITURES								
530300 Operating Expenditures								
530310 Professional Services	45,000.00		45,000.00			45,000.00		
530340 Other Services	100,000.00		100,000.00			118,000.00	18,000.00-	18-
530400 Travel and Per Diem	6,000.00		6,000.00	1,131.10		6,310.10	310.10-	5-
530401 Travel - Training Related								
530440 Rental and Leases				990.00	553.50	5,940.00	6,493.50-	
530480 Promotional Activities	736,500.00		736,500.00	20,869.21	16,492.67	319,891.75	400,115.58	54
530510 Office Supplies	500.00		500.00				500.00	100
530522 Operating Supplies-TECHNOLOGY	2,700.00		2,700.00				2,700.00	100
530540 Books, Dues Publications	4,300.00		4,300.00			6,220.90	1,920.90-	45-
530550 Training	10,000.00		10,000.00			350.00	9,650.00	97
530300 Operating Expenditures	905,000.00		905,000.00	22,990.31	17,046.17	501,712.75	386,241.08	43
530000 OPERATING EXPENDITURES	905,000.00		905,000.00	22,990.31	17,046.17	501,712.75	386,241.08	43
540000 OTHER CHARGES								
540100 Other Charges								
540101.0023 Oth Chgs Printing						26.08	26.08-	
540101.0036 Other Chrgs Network Conne	3,232.45		3,232.45			888.01	2,344.44	73
540101.0043 Other Chrgs Protecting Co	1,062.90		1,062.90			192.38	870.52	82
540101.0045 Other Chrgs Desk Sup & Ma	4,925.51		4,925.51			1,138.90	3,786.61	77
540100 Other Charges	9,220.86		9,220.86			2,245.37	6,975.49	76

R5509009A BOCC0002

COUNTY COMMISSION - SEMINOLE BOCC Expenditure Status Report - Operating BUs

8/1/2025

9:55:50

Page -7

Description	FINAL BUDGET	CHANGE ORDERS	CURRENT BUDGET	PERIOD EXPENDITURES	ENCUMBRANCES OUTSTANDING	YEAR TO DATE EXPENDITURES	AVAILABLE BALANCE	% AVAL
540202 Internal Service Fees							· -	
540202.0020 Internal Ser Fees-Leased	973.74		973.74				973.74	100
540202 Internal Service Fees	973.74		973.74				973.74	100
540200 Oth Chgs Insurance	973.74		973.74				973.74	100
540000 OTHER CHARGES	10,194.60		10,194.60			2,245.37	7,949.23	78
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	1,167,176.94		1,167,176.94	40,251.14	17,046.17	715,072.16	435,058.61	37
011051 SPORTS 4,6 CENT	1,167,176.94		1,167,176.94	40,251.14	17,046.17	715,072.16	435,058.61	37
11001 TOURISM SPORTS 4 & 6 CENT FUND	2,220,200.22		2,220,200.22	100,420.36	26,196.11	1,536,924.22	657,079.89	30