



Tourist Development Council Meeting

November 13, 2025

Seminole State College
Heathrow Campus
Rm 138





**Tourist Development Council
November 13, 2025 Meeting Agenda
Seminole State College
Heathrow Campus
Room 138**

I.	Call to Order	Brenda Urias, Chair
	Pledge of Allegiance followed by Moment of Silence	
II.	Welcome and Introductions	
III.	Approval of August 2025 TDC Minutes*	
IV.	Central Florida Zoo Update	Richard Glover Central FL Zoo
V.	Orlando North Tourism Updates	Karen Aplin, Danny Trosset, Gui Cunha Seminole County Government
VI.	Evok Advertising Update	Yahn Bartelink Evok Advertising
VII.	New/Old Business	Brenda Urias, Chair
	Adjourn	

Next Meeting

Thursday, January 15, 2026
Location: Seminole State College
Heathrow Campus Room 138

** These items need formal action by the TDC.
PERSONS WITH DISABILITIES NEEDING ASSISTANCE TO PARTICIPATE IN ANY OF THESE PROCEEDINGS SHOULD CONTACT THE HUMAN RESOURCES DEPARTMENT, ADA COORDINATOR 48 HOURS IN ADVANCE OF THE MEETING AT 407-665-7941.
PURSUANT TO FLORIDA LAW, THE PUBLIC HAS THE RIGHT TO BE HEARD ON ALL PROPOSITIONS. PUBLIC COMMENT TIME ON PROPOSITIONS SHALL BE THREE (3) MINUTES FOR INDIVIDUALS AND SIX (6) MINUTES FOR GROUP REPRESENTATIVES. PROPER DECORUM WILL BE OBSERVED.*

Tourist Development Council Meeting
August 21, 2025
Meeting called to order at 3:02 pm

A quorum was established.

In Attendance:

- Chair Brenda Urias, Sanford Tours & Experiences & Bicicleta Bike Shop
- Vice Chair Commissioner Sarah Reece, City of Altamonte Springs, CALNO Representative
- Mayor Art Woodruff, City of Sanford
- Andre Hickman, Owner, Comfort Inn & Suites
- Judy Desrosiers, Commercial Development Manager, SAA
- Josh Gunderson, Mall Director, Oviedo Mall
- Jon Simonelli, Assistant Manager, Hilton Orlando Altamonte Springs

Absent:

- Commissioner Jay Zembower, Seminole County Board of County Commissioners, District 2
- Skye Buckner, Director of Sales, Marriott Hotels

Pledge of Allegiance and Moment of Silence

Motion to Approve April 2025 TDC Minutes

Motion: Mayor Art Woodruff

Second: Andre Hickman

Vote: Unanimous

Seminole County Tourism

Tourism Update

Welcomed new Sports Marketing Manager: Samiya Foster

- Boombah Sports Complex nominated by *Newsweek*
- Red Bull Tandem Roller Coaster: 10K participants
- High School Media Day: ~300 attendees
- Onboard Series
- - Launched by Wekiva Springs with partner attendance
 - 473 new YouTube subscribers; close to monetization
- Co-op with Visit Florida: Created OTT event
- Social Media Performance Update
- Fall Campaign
 - Focus on Seminole County's Halloween experiences
 - Collaboration with Ashley Pounds & History Museum to research haunted sites
 - Includes influencer partnerships and giveaways

Sports

- Commissioner Reece Announced Altamonte Springs 12U team won Babe Ruth World Series
- Sports Complex (Oct–Jun): 17 events; reconciling July numbers; projections pending
- Boombah Construction: 2 fields turfing; completion expected Nov/Dec
- Upcoming: Connect Conference—meetings with 40 event organizers nationwide

STR

- 10% difference in occupancy; 15–20% gap between weekdays and weekends
- 2nd to Orange County in occupancy; RevPAR plateaued (dip in Apr–May)
- On track for record \$7M TDT revenue
- YOY weekend increase; June–July led sub-markets in occupancy
- New Hotels: 2 Comfort Inns (Nov–Dec), Fairfield near Topgolf
- Vacation Rentals: Demand steady; higher ADR; mostly on Airbnb
- DSG Report: 2.2M overnight visitors; \$80M direct monthly expenditure
- TID Update
 - 1st TID meeting held; now paired with TDC (3–4PM marketing/sports; 4:15–5:15PM biz dev/hotel trends)
 - All TID funds collected and reserved
- *BCC September: 0.5-mill tax rate increase may affect indoor complex funding and tournament capacity*
- Design phase to begin post-September

Question: Can TDC be extended into TID time

Answer: yes if needed

Goldsboro Updates

Civic Center: 400-person family reunion; Judge Judy will be visiting

Juneteenth Celebration: Annual event established; brings 3-6k people

- Bokey Riders MC: \$2K HS scholarships (past 5 yrs); support Bike Fest & Oktoberfest
- Emmett Till Museum: Partnership with a group from Summer, MS
- Freedom Ride: Goldsboro designated as official stop (annual event)
- Unity Day: Promoted cross-community engagement
- Main Street Convention: Partnerships with FL cities for event exchanges
- 1st Annual Art Festival was Successful; returns in January

Sanford Main Street

Goals: Downtown event development, visitor guide, property inventory (“Vitality Program”)

Visitors: 2.3M (779K unique) in 2024

- Events & Successes
- Small Biz Saturday: 127 visits, 61 zip codes
- Hook’d on Lake Monroe fishing event: 300 anglers, 3–6K attendees
- Sanford Seeds currency: 200 businesses; 50¢ per \$1; 7% participation outside Orlando metro
- Sizzlin’ Summer: 10 weeks of free movies (~600 attendees)
- Christmas in July: Record turnout, 23 zip codes
- Pints & Paws: 12–15K attendees; \$120K raised
- Sofa N Suds & Lake Monroe Regatta partnerships
- Shared Future Plans
- Sanford Founders Day & 150th Anniversary celebration
- Country music festival “Boots & Roots”
- Holiday website, spring shopping event, more volunteers (77+), bike fest relaunch
- Funding Motion: Main Street cost split 50/50 (Reece & Simonelli approved, none opposed)
-
-

Motion to split Main Street funding 50/50 between Goldsboro and Sandford

Motion: Commissioner Sarah Reece **Second:** Jon Simonelli **Vote:** Unanimous

Zoo

Received multiple awards (see slides)

FY attendance down 1%

Rhino not returning

- Events update
- Fossa Birth: 4 premature pups; 2 survived
- Led to new *Species Survival Plan (SSP)*; staying for one year
- Team recognized for outstanding care and scientific contribution

- **EVOK**

- Engagement rate: 34%; website dwell time: 1m 5s
48% engagement rate on social; CTR 5% (2× industry avg)
Low cost-per-click; ON commercial (ASMR-style) performing well
- OTT/Streaming ads launched in flight and drive markets

- **New/Old Business**

- Capital Sports Project with a private investor is being discussed

Question: How will the discussed project impact the indoor or TDT?

Answer: It will not impact the indoor complex or TDT

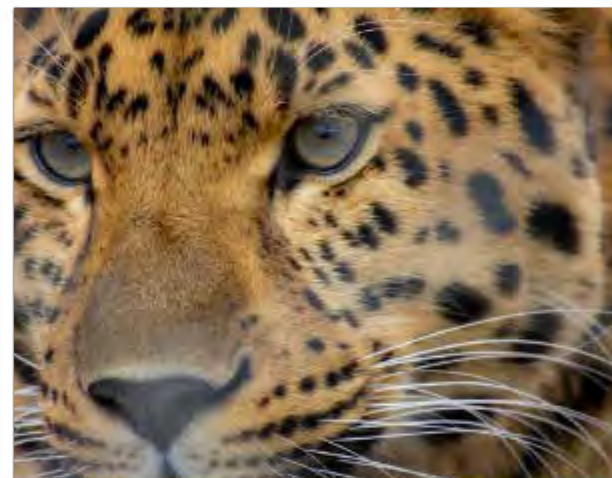
- **Adjourned 4:44 PM**

TDT Revenue Report

TBD: Awaiting September posting.
An update is expected by the TDC meeting.

TDC UPDATE

November
2025-



FYTD Attendance

July 1, 2025 -
October 31, 2025

81,173

(+2%)



Zoo Launches New VR Experience



Central Florida Zoo launches thrilling new virtual reality attraction

Wild Explorer VR Experience transports guests for exciting encounters

with some of nature's most remarkable creatures

SANFORD, Fla. (Aug. 27, 2025) — Prepare to be transported and experience nature like never before! The Central Florida Zoo & Botanical Gardens is taking visitors deeper into the wild, no passport required.

The brand-new Wild Explorer VR Experience combines cutting-edge virtual reality with motion-platform seating to transport guests across continents, through history and under the ocean's surface in ways they've never imagined.

"The Wild Explorer VR Experience allows guests to witness incredible animal encounters and feel like they're really there," said Richard E. Glover, Jr, Zoo CEO. "It's not just entertainment— it's inspiration for conservation and to connect people with wildlife."



Featuring breathtaking VR and motion seats, Wild Explorer transports you across continents and through time for unforgettable encounters with the world's most remarkable creatures.

Guests can meet gorillas deep in the jungle, dive deep with sharks in the waters of the Bahamas, or come face-to-face with the mighty T. rex.

The Wild Explorer VR Experience is located in the Wayne Densch Discovery Center. Tickets are \$8 per experience and can be purchased onsite or online. For more information, visit www.centralfloridazoo.org/attractions/vr-experience/.

To view or download images, [click here](#).



Central Florida Zoo to host farewell party for PJ on World Rhino Day

Celebrate PJ's next big adventure with special enrichment, keeper talks, rhino-themed activities and more

When: September 20, 9 a.m. – 4 p.m. | Media check-in: 9:30 a.m.

Where: Central Florida Zoo & Botanical Gardens, 3755 W. Seminole Blvd. Sanford, FL 32771

What: After 13 unforgettable years, PJ, the Central Florida Zoo & Botanical Gardens' beloved greater one-horned rhinoceros, is preparing for his next big adventure.



While saying goodbye is never easy, the Zoo is inviting the community to help send PJ off in style at a special World Rhino Day celebration and farewell party on September 20.

Guests will enjoy a rhino-sized celebration in PJ's honor, featuring keeper chats, rhino-themed activities, and a table with artwork created by PJ himself. They'll also have the chance to create cards for PJ wishing him well on his journey. Plus, the International Rhino Foundation will be on-site with information about all five rhino species and fun activities for the whole family.

There will also be a silent auction where guests can view and purchase PJ's painted art pieces. The PJ Farewell Auction goes live on September 15 at 9 a.m. and closes September 20 at 3 p.m. [Click here](#) for more information and register to bid.

INTERVIEWS & VISUALS

- PJ's keepers available for interviews
- Guests coming to say good-bye to PJ the rhino/reaction
- PJ in his habitat interacting with keepers + keeper chats
- Guests participating in rhino-themed activities

PJ is heading to the Buffalo Zoo as part of the Species Survival Plan (SSP) – a critical conservation program that helps endangered animal species thrive. The

Zoo Held A Farewell Party, But PJ Hasn't Left Yet - He Was Too Big For The Crate!

Asian Lantern Festival Returns for the 6th Year - Presale Sets Record



Asian Lantern Festival: Into the Wild, presented by Publix, returns for 6th year at Central Florida Zoo & Botanical Gardens

Event to take place select nights Nov. 14, 2025, to Jan. 18, 2026

SANFORD, Fla. (September 18, 2025) — Orlando's most dazzling holiday tradition returns at the Central Florida Zoo & Botanical Gardens!

The magical displays of Asian Lantern Festival: Into the Wild will return on select nights from November 14, 2025, to January 18, 2026. Central Florida's well-known grocery store, Publix, will also return as the festival's presenting sponsor.

"Asian Lantern Festival: Into the Wild has become a beloved tradition for so many in our community, and we're thrilled to bring it back for a sixth spectacular year," said Zoo CEO Richard E. Glover, Jr. "This event transforms the Zoo into something truly magical offering a one-of-a-kind experience that blends art, culture and nature in a way that only the Zoo can. We're proud to continue our collaboration with Publix and welcome guests to make holiday memories with us this season."



The festival features larger-than-life handcrafted lanterns lit by more than 10,000 LED lights. The event combines beautiful color, light and sound to deliver a true experience celebrating traditional Asian lantern festivals.

Lanterns are situated on a 3/4-mile loop around the Zoo, providing a unique take on a holiday light show that keeps guests coming back year after year with friends and family.

This is the sixth year for the festival, which started in 2019 and was not held in 2020. Last year, the event once again broke attendance records, drawing an incredible 120,000 ticket sales, with so many who walked through the Zoo's gates to experience the spectacular festival.



Veterans, active military to receive free admission to Central Florida Zoo in honor of Veterans Day

Deal available at gate only Nov. 8-11

When: 9 a.m. to 4 p.m. | Nov. 8 – 11, 2025

Where: Central Florida Zoo & Botanical Gardens, 3755 W. Seminole Blvd. Sanford, FL 32771

What: The Central Florida Zoo & Botanical Gardens is proud to honor the military community by offering free admission to all veterans and active military members Nov. 8-11.



The annual tradition celebrates those who have served and continue to serve our country.

Veterans can also take advantage of a buy-one-get-one offer for up to six tickets (three purchased, three free) to make memories with family and friends Nov. 8-11.

The offer is valid for all active duty and current guard/reserves as well as non-active duty, retirees and veterans. Military members must simply show a valid military I.D. or DD214 at the gate.

The offer is only available in-person at the Zoo. It is not redeemable online.

For more information, visit <https://www.centralfloridazoo.org/event/veterans-day-weekend-at-the-zoo/>.

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

Zoo Honors Veterans November 8-11

Zoo Unveils Newly Renovated Wellness Garden



Central Florida Zoo & Botanical Gardens opens newly renovated Wellness Garden, sponsored by AdventHealth

Wellness Garden invites guests to discover the healing power of plants

SANFORD, Fla. (Nov. 6, 2025) — Next time you visit the Central Florida Zoo & Botanical Gardens, you can take a moment to enjoy not only the beauty but the healing power of nature.

The Zoo officially opened its newly renovated Wellness Garden, sponsored by AdventHealth, during a ribbon-cutting ceremony today, where visitors can experience the natural connection between plants, health and well-being.

"We're grateful to AdventHealth for partnering with us to renovate our Wellness Garden; a space where learning and wellness grow hand-in-hand," said CEO Richard E. Glover Jr. "The Wellness Garden offers a reminder of how closely our health is tied to the natural world, aligning perfectly with the Zoo's mission of education, conservation and connection."



The newly renovated Wellness Garden is part of the Zoo's *Wild About Wellness* partnership with AdventHealth, which also includes support for the Zoo's playground and the Spiny Garden.

"AdventHealth welcomes the opportunity to partner with the Central Florida Zoo & Botanical Gardens to cultivate a space that promotes health," said Jeff Villanueva, CEO of AdventHealth Altamonte Springs. "The Wellness Garden is a wonderful place for guests to slow down, explore and discover how nature helps us feel whole."

Nestled within the Zoo's lush botanical landscape, the Wellness Garden invites

Sunset at the Zoo

May: Native American & Alaska
Native Heritage - 828

June: LGBTQ+ Pride - 890

July: Black & African American
Heritage - 1,144

August: Asian American &
Pacific Islander Heritage -
981

September: Hispanic Heritage
- 1,321



October 2025

11,033 Attendance
over 6 days.



Asian Lantern Festival: Into the Wild

Presented by Publix

Select Nights
November 14, 2025 -
January 18, 2026





Questions ?

VISIT **FLORIDA**[®]
2024 FLAGLER AWARD WINNER



CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
UNAUDITED YEAR-TO-DATE RESULTS AS OF October 31, 2025

	YTD OCTOBER-25 Unaudited Actuals	YTD OCTOBER-25 Budget	Actual to Budget	Actual to Budget %
Revenues				
Annual passholders	\$ 231,088	\$ 306,300	\$ (75,212)	75%
Gate	755,207	\$ 941,200	\$ (185,993)	80%
Group sales	16,720	\$ 44,700	\$ (27,980)	37%
Concessions	37,953	\$ 44,600	\$ (6,647)	85%
Gift shop	107,504	\$ 140,800	\$ (33,296)	76%
Government support	223,350	\$ 252,855	\$ (29,505)	88%
Capital Campaign	59,545	\$ 50,000	\$ 9,545	119%
Education	83,619	\$ 62,380	\$ 21,239	134%
WMD net rental	20,805	\$ 33,800	\$ (12,995)	62%
Public support	290,514	\$ 446,584	\$ (156,070)	65%
Net event revenues	402,798	\$ 405,103	\$ (2,305)	99%
Zipline	231	\$ -	\$ 231	
Train/Carousel	31,457	\$ 65,600	\$ (34,143)	48%
Other revenues	475,818	\$ 239,823	\$ 235,995	198%
Total revenues	<u>\$ 2,736,609</u>	<u>\$ 3,033,745</u>	<u>\$ (297,135)</u>	90%
Operating expenses				
Payroll	\$ 1,672,034	\$ 1,737,934	\$ (65,900)	96%
Animal care	103,647	\$ 118,461	\$ (14,814)	87%
Facilities repair and maintenance	79,496	\$ 113,849	\$ (34,353)	70%
Advertising	26,059	\$ 76,300	\$ (50,241)	34%
Insurance	368,353	\$ 378,975	\$ (10,622)	97%
Utilities	73,793	\$ 80,040	\$ (6,247)	92%
Professional fees	78,420	\$ 70,000	\$ 8,420	112%
Employee expenses	20,954	\$ 31,700	\$ (10,746)	66%
Project Expenses	30,834	\$ 202,000	\$ (171,166)	15%
Capital Campaign	8,404	\$ 50,000	\$ (41,596)	17%
Printing	7,135	\$ -	\$ 7,135	0%
Event Expnses	44,656	\$ 30,950	\$ 13,706	144%
Supplies	67,241	\$ 69,890	\$ (2,649)	96%
Interest Expense	3,912	\$ 5,894	\$ (1,982)	66%
Other operating expenses	287,056	\$ 242,938	\$ 44,118	118%
Total operating expenses	<u>\$ 2,871,994</u>	<u>\$ 3,208,932</u>	<u>\$ (336,938)</u>	90%
Depreciation	\$ (256,668)	\$ (276,668)	\$ 20,000	93%
Unrealized Gain/Loss	\$ 14,273	\$ 24,000	\$ (9,727)	59%
Total COGS	<u>\$ (35,471)</u>	<u>\$ (71,806)</u>	<u>\$ 36,335</u>	49%
Net Income	<u><u>\$ (413,250)</u></u>	<u><u>\$ (499,661)</u></u>	<u><u>\$ 86,411</u></u>	83%

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
UNAUDITED MONTHLY RESULTS AS OF October 31, 2025

	Oct-25 Unaudited Actuals	Oct-25 Budget	FY 25-26 Budget	Actual to Budget Remaining	Actual to Budget Remaining %
Revenues					
Annual passholders	\$ 59,278	\$ 78,000	\$ 904,600	\$ (673,512)	26%
Gate	\$ 206,096	\$ 217,000	\$ 3,863,700	\$ (3,108,493)	20%
Group sales	\$ -	\$ 4,200	\$ 149,200	\$ (132,480)	11%
Concessions	\$ 10,131	\$ 10,000	\$ 363,600	\$ (325,647)	10%
Gift shop	\$ 14,297	\$ 28,400	\$ 554,100	\$ (446,596)	19%
Government suppTDC & Grants-State	\$ 105,675	\$ 38,000	\$ 634,525	\$ (411,175)	35%
Capital Campaign	\$ 8,382	\$ 12,500	\$ 150,000	\$ (90,455)	40%
Education	\$ 39,222	\$ 18,270	\$ 536,020	\$ (452,401)	16%
WMD net rental	\$ 4,691	\$ 8,400	\$ 126,300	\$ (105,495)	16%
Public support	\$ 19,348	\$ 136,996	\$ 1,528,702	\$ (1,238,188)	19%
Donations, grants-non gov,	\$ 366,161	\$ 280,968	\$ 2,765,804	\$ (2,363,006)	15%
Net event revenues	\$ -	\$ -	\$ -	\$ 231	
Zipline	\$ 9,005	\$ 20,800	\$ 232,169	\$ (200,712)	14%
Train/Carousel	\$ 290,364	\$ 32,516	\$ 687,293	\$ (211,475)	69%
Other revenues					
Total revenues	\$ 1,132,649	\$ 886,050	\$ 12,496,013	\$ (9,759,404)	22%
Operating expenses					
Payroll	\$ 404,616	\$ 433,146	\$ 5,671,649	\$ (3,999,615)	29%
Animal care	\$ 25,817	\$ 30,682	\$ 352,231	\$ (248,584)	29%
Facilities repair and maintenance	\$ 22,921	\$ 15,600	\$ 304,431	\$ (224,935)	26%
Advertising	\$ 3,402	\$ 15,600	\$ 73,460	\$ (47,401)	35%
Insurance	\$ 92,458	\$ 97,494	\$ 1,275,324	\$ (906,971)	29%
Utilities	\$ 18,897	\$ 22,060	\$ 237,170	\$ (163,377)	31%
Professional fees	\$ 20,066	\$ 17,800	\$ 212,800	\$ (134,380)	37%
Employee expenses	\$ 12,630	\$ 6,960	\$ 99,720	\$ (78,766)	21%
Project Expenses	\$ 10	\$ 55,500	\$ 666,000	\$ (635,166)	5%
Capital Campaign	\$ 665	\$ 12,500	\$ 150,000	\$ (141,596)	6%
Printing	\$ 905	\$ -	\$ 11,900	\$ (4,765)	60%
Event Expenses	\$ 26,336	\$ 9,075	\$ 1,453,527	\$ (1,408,871)	3%
Supplies	\$ 11,127	\$ 20,449	\$ 277,230	\$ (209,989)	24%
Interest Expense	\$ 754	\$ 1,474	\$ 17,683	\$ (13,771)	22%
Other operating expenses	\$ 66,749	\$ 41,639	\$ 669,447	\$ (382,391)	43%
Total operating expenses	\$ 707,352	\$ 779,978	\$ 11,472,572	\$ (8,600,578)	25%
Net operating income before depreciation	\$ 425,297	\$ 106,072	\$ 1,023,441	\$ (1,158,826)	-13%
Depreciation	\$ (94,167)	\$ (74,167)	\$ (710,000)	\$ (453,332)	36%
Unrealized Gain/Loss	\$ -	\$ 6,000	\$ 72,000	\$ 57,727	20%
Total COGS	\$ -	\$ (37,031)	\$ (235,063)	\$ (199,592)	15%
Net Income	\$ 331,130	\$ 873	\$ 150,378	\$ 563,628	-275%

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
UNAUDITED MONTHLY RESULTS AS OF October 31, 2025

	Oct-25		Oct-24	Y-O-Y	%
	Unaudited Actuals		Unaudited Actuals	2025/2024	Change
Revenues					
Annual passholders	\$ 59,278		\$ 40,000	\$ 19,278	48%
Gate	\$ 206,096		\$ 145,121	\$ 60,975	42%
Group sales	\$ -		\$ 3,832	\$ (3,832)	-100%
Concessions	\$ 10,131		\$ 11,864	\$ (1,733)	-15%
Gift shop	\$ 14,297		\$ 25,298	\$ (11,001)	-43%
Government support & Grants-State	\$ 105,675		\$ 37,762	\$ 67,913	0%
Capital Campaign	\$ 8,382			\$ 8,382	
Education	\$ 39,222		\$ 18,038	\$ 21,184	117%
WMD net rental	\$ 4,691		\$ (1,020)	\$ 5,711	-560%
Public support Donations, grants-non gov,	\$ 19,348 *		\$ 109,708	\$ (90,360)	-82%
Net event revenues	\$ 366,161		\$ 271,592	\$ 94,569	35%
Zipline	\$ -		\$ 743	\$ (743)	-100%
Train/Carousel	\$ 9,005		\$ -	\$ 9,005	
Other revenues	\$ 290,364 **		\$ 19,100	\$ 271,264	1420%
Total revenues	\$ 1,132,649		682,038	\$ 450,611	66%
Operating expenses					
Payroll	\$ 404,616		\$ 381,373	\$ 23,243	6%
Animal care	\$ 25,817		\$ 30,965	\$ (5,148)	-17%
Facilities repair and maintenance	\$ 22,921		\$ 14,385	\$ 8,536	59%
Advertising	\$ 3,402		\$ 3,071	\$ 331	11%
Insurance	\$ 92,458		\$ 36,060	\$ 56,398	156%
Utilities	\$ 18,897		\$ 20,952	\$ (2,055)	-10%
Professional fees	\$ 20,066		\$ 6,272	\$ 13,794	220%
Employee expenses	\$ 12,630		\$ 3,274	\$ 9,356	286%
Project Expenses	\$ 10		\$ 75,890	\$ (75,880)	-100%
Capital Campaign	\$ 665		\$ -	\$ 665	0%
Printing	\$ 905		\$ -	\$ 905	0%
Event Expenses	\$ 26,336		\$ -	\$ 26,336	0%
Supplies	\$ 11,127		\$ 18,671	\$ (7,544)	-40%
Interest Expense	\$ 754		\$ 250	\$ 504	
Other operating expenses	\$ 66,749 ***		\$ 21,159	\$ 45,590	215%
Total operating expenses	\$ 707,352		612,322	\$ 95,030	16%
Net operating income	\$ 425,297		\$ 69,716	\$ 355,581	510%
Depreciation	\$ (94,167)		\$ (54,167)	\$ (40,000)	74%
Unrealized Gain/Loss	\$ -		\$ (15,137)	\$ 15,137	-100%
Total COGS	\$ -		\$ (37,031)	\$ 37,031	-100%
Net Income	\$ 331,130		\$ (36,619)	\$ 367,749	-1004%

*\$8,381.25 AS IN KIND DONATIONS

**\$200,000 SSA GIFT SHOP PAYMENT \$68,172.55 INVENTORY PAYMENT
\$5,099.50 VR INCOME

*** AZA DUES \$28,694 AND NUTRITION SOFTWARE \$7,759.61

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
 UNAUDITED MONTHLY RESULTS AS OF October 31, 2025

	OCTOBER, 2025	SEPTEMBER, 2025
CASH		
FW Share 0825	5	5
FW New Opp Acct 4938	15,084	18,339
FW Payroll Acct 9869	350	350
FW ACH/Grow Checking 1344	11,865	11,865
FW Savings 9969	20,203	20,178
CN ACH 6777	751	15,168
CN Mony Market 6795	1,364,271	1,392,830
CN Operating 6759	306,730	107,966
CN Payroll 6768	3,772	3,821
 Balance in Banks	 1,723,031	 1,570,522
 Donor/grantor/mgmt restricted funds	 (349,141)	 (370,141)
Balance owed on Line of Credit	-	-
Accounts Payable	(91,716)	(55,755)
Other Short-Term Liabilities (taxes, vendors, payroll-related)	(165)	(165)
 Unrestricted Cash Balance	 <u>1,282,009</u>	 <u>1,144,461</u>
 Long Term Savings/Investment		
Board restricted general reserve	75,000	75,000
Provision for Winter Reserve	150,000	150,000
Zoo Investment Reserve	674,291	674,291
Change In Investment Value	-	-
Unrestricted Cash Balance	<u>899,291</u>	<u>899,291</u>
 Long Term Debt	 Balance	 Balance
Real Estate Loan	<u>166,406</u>	<u>174,940</u>
	166,406	174,940

October 2025

OPERATING ACTIVITIES

Net Income 331,075

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

1210 Accounts Receivable:Accounts Rec-General	42,802
1720 Prepaid Expenses:Prepaid-Insurance	6,296
1730 Prepaid Expenses:Prepaid-Other	0 0
2000 Accounts Payable	34,297
2010 Accounts Payable:Trade Accounts Payable	-5,515
2015 Chase Ink Business Card-4575	0
2030 Accrued Expense payroll	-1,783
2050 FL Sales Taxes Payable	-3,085
2210 Employee Deductions Payable:Group Ins Deductions	-37 0
2250 Employee Deductions Payable:Other Deductions	855 44
2260 Employee Deductions Payable:403(b) Plan Payable	-7,509
2410 Reserved Funds:Keeper Conf. Fund	2,329
2430 Reserved Funds:Employee Benefit Fund	
2500 Deferred Membership Fees	
2550 Deferred Revenue	

Net cash provided by Operating Activities 391,610

INVESTING ACTIVITIES

1890 Accumulated Depreciation 94,167

Net cash provided by investing activities 50,998

FINANCING ACTIVITIES

2850 Note Payable 0

2900 Long Term Bank Loan 5,842

Net cash provided by Financing Activities -5,842

Net cash increase for period 436,765

Cash at beginning of period 2,479,622

Cash at end of period 2,916,387

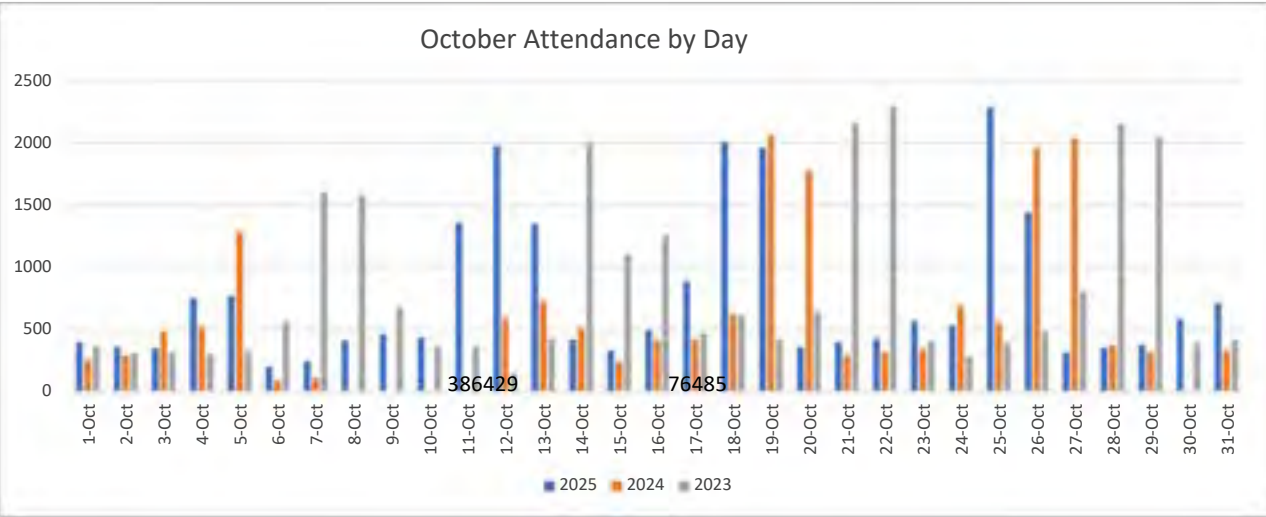
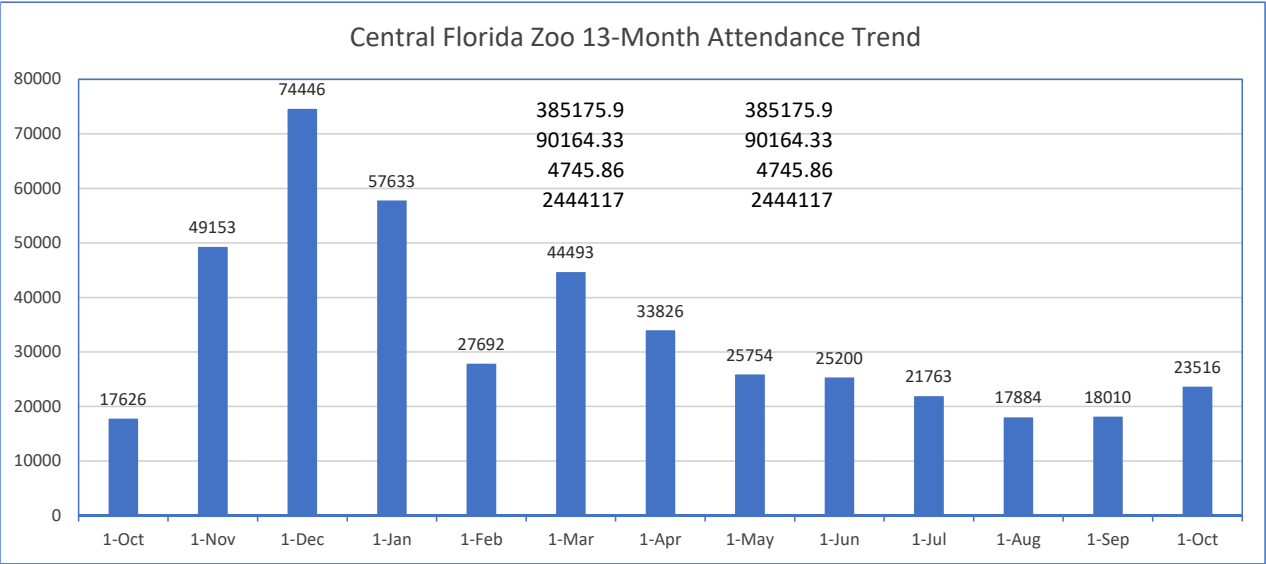
Fiscal Year 2025-2026 Capital Budget

Project	Projected Cost	Spend YTD	Remaining	Funding Source	Status
Rhino Enclosure Importments P1	\$ 14,075.83	\$ 14,075.83	\$ 1,000.00	Donation	Complete
Wellness Garden	\$ 25,000.00	\$ 26,421.00	\$ (1,421.00)	Donation	Complete
Rhino Enclosure Importments P2	\$ 13,176.29	\$ 4,426.49	\$ 8,749.80	Donation	In progress
Spider Monkey	\$ 30,650.00	\$ 31,285.00	\$ (635.00)	General funds	Complete

Fiscal Year 2025-2026 Capital Budget

Project	Projected Cost	Spend YTD	Remaining	Funding Source	Status
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Spider Monkey	\$ 30,650.00	\$ 31,285.00	\$ (635.00)	General funds	Complete

CENTRAL FLORIDA ZOOLOGICAL SOCIETY, INC.
UNAUDITED MONTHLY RESULTS AS OF October 31, 2025



Welcome to

**ORLANDO NORTH
SEMINOLE COUNTY**

2025 DMO & TOURISM MARKETING UPDATE

Driving Destination Success

Who We Are & What We Do



Orlando North, Seminole County is the county's accredited Destination Management Organization (DMO), responsible for the strategy, creative direction, and measurement that drive visitation and economic growth.

We manage how travelers discover, experience, and share our destination through both Do Orlando North (leisure) and Play Orlando North (sports).



Our Tourism Ecosystem

How marketing translates into community value



In-House Resources

Tools that connect visitors and partners



Performance & Audience Insights

What growth looks like today



Our Tourism Ecosystem



1

RESEARCH & STRATEGY

Use data, insights, and partner collaboration to guide marketing decisions and investment.

2

MARKETING & STORYTELLING

Create integrated campaigns that highlight Seminole County's hotels, attractions, sports venues, restaurants, and experiences.

3

AWARENESS & ENGAGEMENT

Expand reach through purposeful content, direct partnerships, and influencer/creator activations that build emotional connection to the Orlando North brand.

- *Before → During → After*

4

VISITATION

Convert engagement (inspiration) into actual travel!

- *Trips, tournaments, and extended stays.*

5

LOCAL SPEND

Channel visitor activity toward tourism partners, businesses, and local events across the county.

6

ECONOMIC IMPACT

Drive measurable returns through visitor spending, job creation, and tax revenue that support the county's growth.

7

COMMUNITY DEVELOPMENT

Reinvest tourism dollars to strengthen the destination:

- *Main Street programs*
- *Arts & Culture initiatives*
- *Hospitality & Tourism education programs to build future talent (workforce development)*

Marketing Resources & Tools

Communication Assets

Improving communication, consistency, and measurable engagement between our visitors, partners, and brand storytellers.

New visitor booklets launching 2026 will extend this toolkit and align with our refreshed branding guide.

Visitor Rack Brochure

Updated design & information (digital & print) DMO office & Turnpike stops with 15-sec ad at two locations
Extends brand reach to drive market travelers.



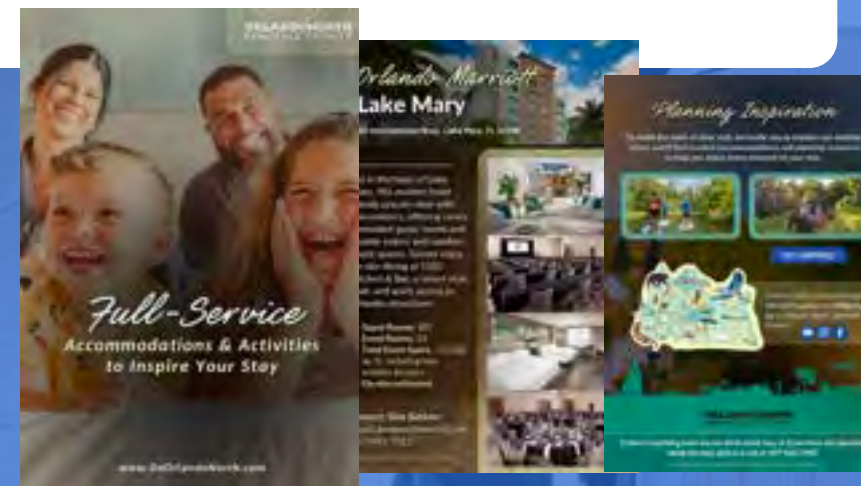
Sports Facility Guide (Play Orlando North)

Comprehensive online guide connecting event organizers to premier venues.



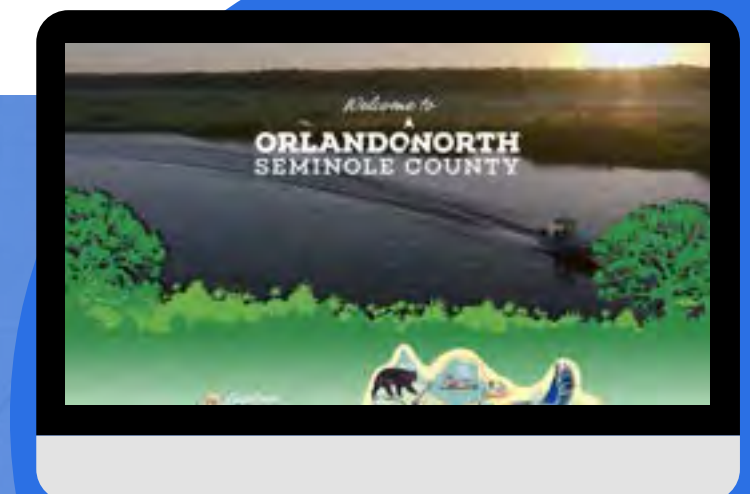
Full-Service Hotel Guide (Do Orlando North)

Resource for planners & organizations to explore stay accommodation options & area experiences.



Influencer/Creator Brand Guide

Sets expectations for content tone, messaging, and brand alignment.



YOY Growth Snapshot on Social



Platform	Account	Followers (2025)	Total Followers Gained (2025)	Total Followers Gained (2024)	Engagement Rate 2025	Impressions 2025
Instagram	@DoOrlandoNorth	434,934	8,055	7,369	5.8%	1,696,894
Facebook	@DoOrlandoNorth	41,039	1,185	661	2.3%	92,817

↑ **+8,055 followers**
5.8 % ER, 1.7 M impressions



Platform	Account	Followers (2025)	Total Followers Gained (2025)	Total Followers Gained (2024)	Engagement Rate 2025	Impressions 2025
Instagram	@PlayOrlandoNorth	26,035	930	940	2.9%	42,132
Facebook	@PlayOrlandoNorth	8,174	69	28	1.0%	860,084

↑ **+860 K impressions**
strong impression growth



Platform	Account	Subscribers (2025)	Total Subscribers Gained (2025)	Total Subscribers Gained (2024)	Subscriber Growth Rate YoY (%)	Watch Time (Hours 2025)	Watch Time (Hours 2024)	Watch Time YoY Growth %
YouTube	Orlando North, Seminole County (Sports & Leisure)	16,045	1,878	1,249	50.3%	5,469.1	4,343.7	25.9%

↑ **+50 % Subscriber growth**
Watch time ↑ 26 %.

Organic social performance continues to strengthen brand visibility and engagement across leisure, sports, and video platforms.

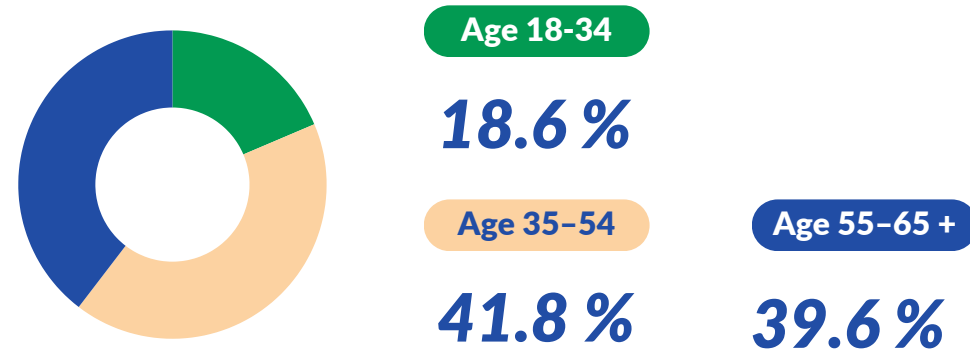
Audience Insights

Who We're Reaching and Why It Matters

(Subtitle: Combined social audience for Do and Play Orlando North)

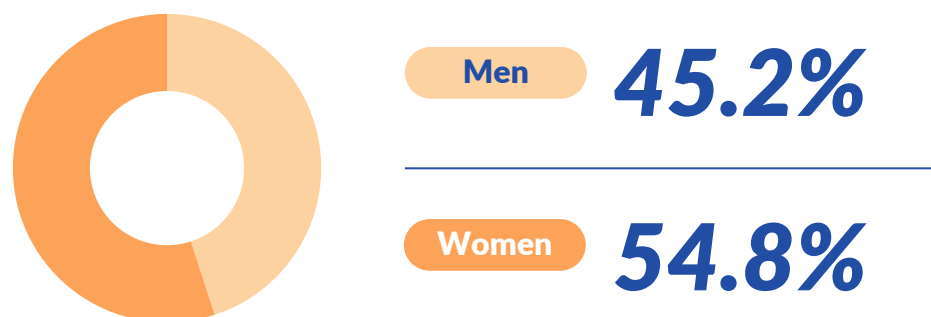
Age Demographics

Majority audience ages 35–54 (family planners and active travelers).



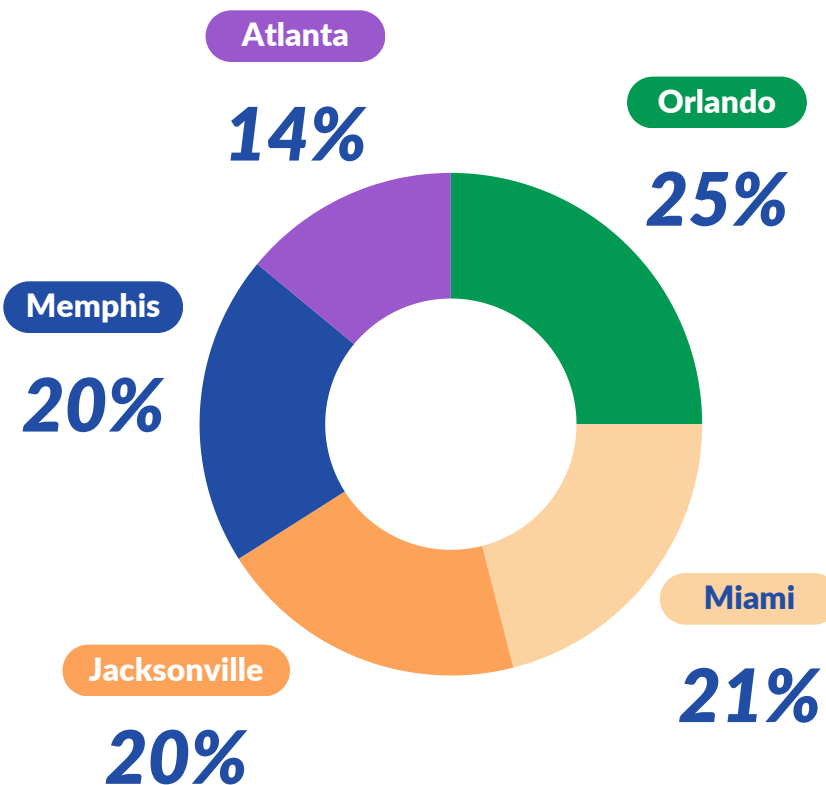
Gender Demographics

Our core impact audience is women 35+ (key travel decision-makers driving both leisure and sports visitation to Seminole County).



Location Demographics

Top 5 Drive & Regional Flight Markets (strong concentration within Florida, extending into Southeast metro areas).



*Percentages represent relative share among top-5 engaged cities.

Our social media audience reflects our engaged traveler segments most valuable to Seminole County.

Combining engagement level + decision-making influence
Biggest impact group: **Women ages 35 and older** (especially the 35–54 and 65+ segments)

- These users make up the:
 - Largest share of our active audience
 - Most influential travel decision-makers
 - Most responsive to destination and partnership content

They represent our “conversion audience” OR the people most likely to take action (book, share, or recommend).

Men 35–54 are a strong complementary audience, particularly for *Play Orlando North sports content*, but they’re slightly smaller in volume and engagement weight.

Geographically: Top 5 Drive & Regional Flight Markets remain Florida’s core metros, representing about two-thirds of our most engaged city audiences.

- Growing engagement from Memphis and Atlanta, showing reach into important drive and short-haul flight markets.

This audience mix tells us our creative approach is attracting the right travelers for both Do Orlando North and Play Orlando North.



DO ORLANDO NORTH

Leisure Marketing Report

2025 SOCIAL MEDIA RECAP

TOP PERFORMING *Reels*

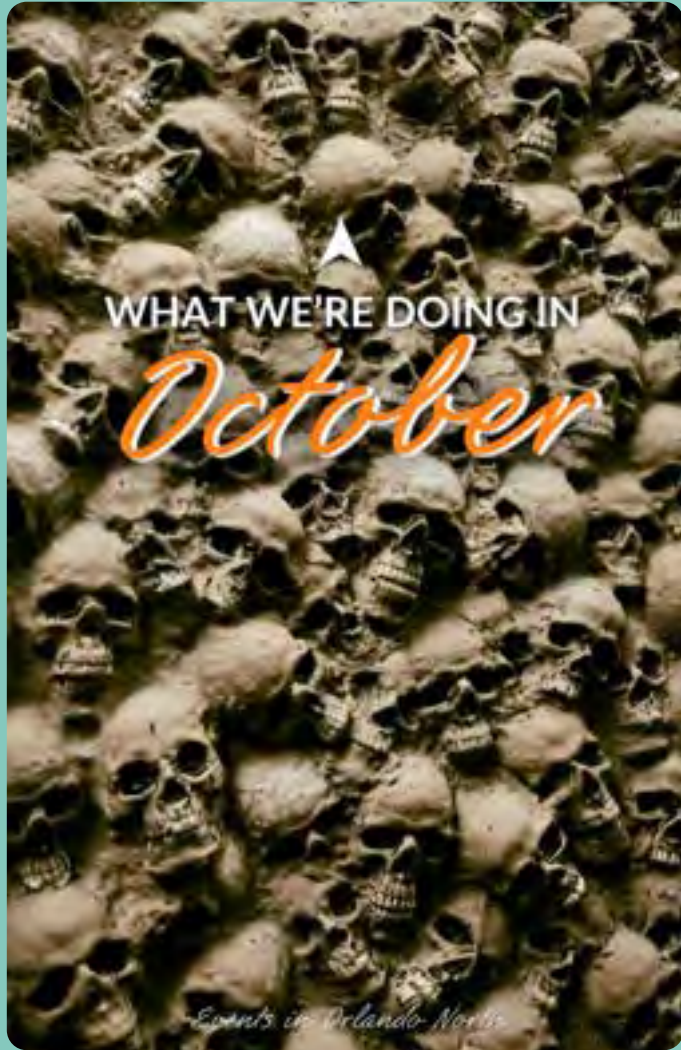
Certified Viral



HIGHEST ORGANIC VIEWS	ENGAGEMENT RATE
164,696	38.4%
# OF SHARES	TOTAL ENGAGEMENTS
10,285	27,002

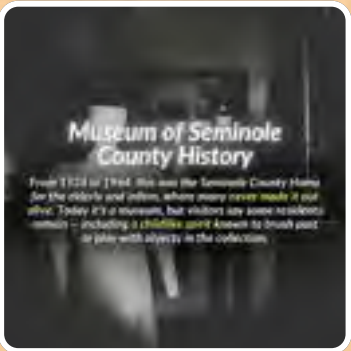
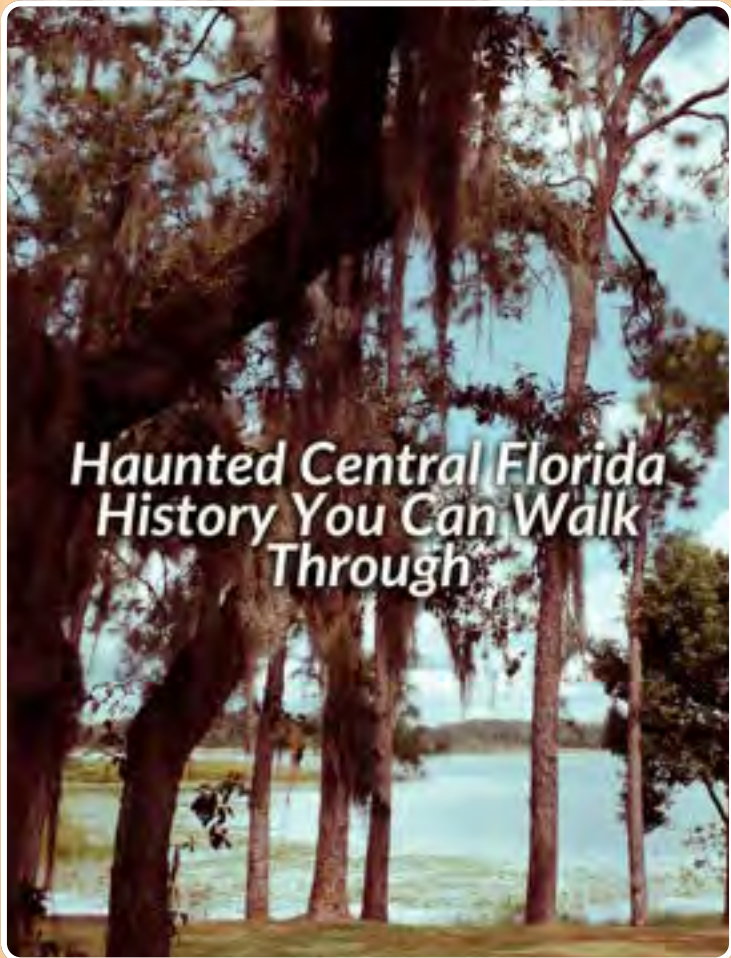


TOTAL VIEWS	ENGAGEMENT RATE
12,042	5.2%
# OF SHARES	TOTAL ENGAGEMENTS
177	626



TOTAL VIEWS	ENGAGEMENT RATE
10,120	3.5%
# OF SHARES	NON-FOLLOWER VIEWS
146	48.4%

TOP PERFORMING *Carousels*



ORGANIC REACH
110,006

ENGAGEMENT RATE
38.4%

TOTAL SHARES
6,525

TOTAL ENGAGEMENTS
26,198

135 people followed Do from this post!

ORGANIC REACH
41,179

ENGAGEMENT RATE
7%

TOTAL SHARES
1,035

TOTAL ENGAGEMENTS
3,656

437 people followed Do from this post!

ORGANIC VIEWS
15,190

ENGAGEMENT RATE
7.1%

TOTAL SHARES
363

TOTAL ENGAGEMENTS
1,081

47 people followed Do from this post!

Certified Viral

TOP PERFORMING Influencer Collabs



TOTAL VIEWS
102,477

ENGAGEMENT RATE
9%

OF SHARES
4,335

TOTAL ENGAGEMENTS
10,948



TOTAL VIEWS
11,221

ENGAGEMENT RATE
7.9%

OF SHARES
3,988

TOTAL ENGAGEMENTS
11,252



TOTAL VIEWS
42,305

ENGAGEMENT RATE
9.2%

OF SHARES
88

TOTAL ENGAGEMENTS
981

TOP PERFORMING *Campaigns*

2025 FALL CAMPAIGN

TOTAL POST VIEWS:
270,251

REACH:
143,081

NEW FOLLOWERS
1886

From Sep 16 - Oct 31

ENGAGEMENT RATE:
4.6%

Key Takeaway: The Fall Campaign delivered strong results across every channel, driving high engagement and reinforcing that our fall storytelling continues to capture attention, inspire action, and strengthen Seminole County's position as a must-visit destination for fall experiences.



2025 FARM TOUR RESULTS

TOTAL POST VIEWS:
242,687

REACH:
126,541

BLOG CLICKS
1,159

ENGAGEMENT RATE:
12.3%

Key Takeaway: This campaign successfully sparked strong organic interest and meaningful engagement, showing that authentic storytelling around local agritourism content resonate with our audience.



WHAT'S COMING IN 2026



Building on Our Instagram Momentum

Instagram has become one of our strongest storytelling tools, and in 2026 we'll keep expanding that success with carousels, event roundups, influencer features, and blog content that bring Seminole County's personality to life.

Expanding Reach with Vacation Giveaways

Two seasonal vacation giveaways will spotlight Seminole County's best experiences, inspiring spring break road-trippers and fall travelers flying in to plan their next getaway.

Elevating Our Facebook Strategy

We will be refreshing our Facebook content to boost interaction, grow community connection, and make the platform a more engaging space for trip ideas and local stories.

An aerial photograph of a large, green soccer field with white field markings. The field is surrounded by dense green trees and a paved road on the right side. In the background, there are some buildings and a body of water. A white rounded rectangle is overlaid on the top left of the image, containing the text 'Play Orlando North Sports Marketing'.

Play Orlando North **Sports Marketing**

2025 Best Of: Our Biggest Wins



Top Performing Reel

Views

of time content was played

6051



Reach

of accounts that took action

4142



Interactions

of likes, reactions or saves

220



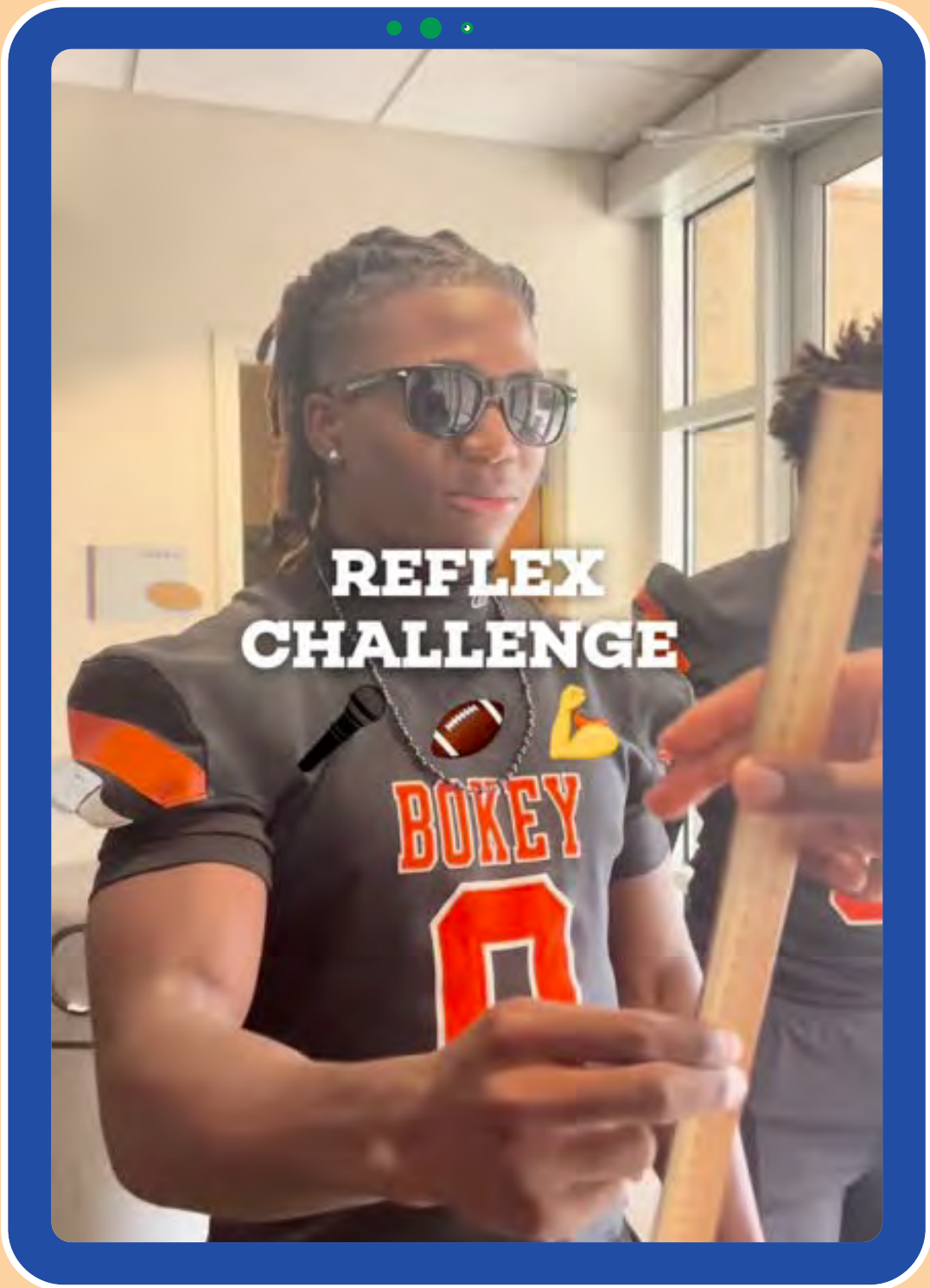
Watch Time

Total amount of time this reel was played

17hrs



Ruler Reflex Challenge!
Varsity Sports Nation - Football Media Day



Top Performing Organic Post

Altamonte Baseball Academy 12U All-Stars 2025 Cal Ripken World Series U.S. Champions

Views

of time content was displayed

57,238 

Reach

of accounts that took action

42807 

Impressions

of times this post was displayed to users

44685 

Engagement Rate

Reactions, Comments & Shares

5.3% 



Top Performing Collaboration



Views

of time content was displayed

23976

Reach

of accounts that took action

11433

Engagement Rate

Reactions, Comments & Shares

3.6%

Shares

of times this post was shared

130

Best-of Highlights



What Worked

- ✓ Authentic, interactive content performs best.
- ✓ Collaborative Story Telling & Community Partnerships

Next Steps

- ✓ Explore more collaborations in order to amplify reach.
- ✓ Leverage major accolades and destination awards in future campaigns to reinforce Orlando North's credibility as a premier sports destination.



What's Coming in 2026



Strengthen Storytelling

Develop multiple content series featuring behind-the-scenes stories from athletes, teams, and local partners.

Launch Influencer Campaigns

Partner with local sports parents. to create authentic, relatable content that highlights family experiences, youth sports moments, and travel within Orlando North.

2026 Marketing Goals & Vision

A forward look at innovation, integration, and measurable impact.

As we transition into 2026, our focus is on evolution!

⊕ Brand

⊕ Creative strategy

⊕ Data Communication

Our 2026 Focus Areas

for Sustained Growth

Each area supports our mission to elevate brand visibility and economic impact.

We'll continue refining how Orlando North communicates, ensuring that creativity and accountability stay connected throughout our tourism ecosystem to make our brand not just seen, but remembered.

Brand Evolution

Finalize refreshed visual identity & brand guidelines.

Performance Marketing Integration

Unify paid, organic, and PR measurement.

Partner & Product Development

Expand hospitality tourism partner collaborations.

Content Innovation

Lead with authentic and co-created storytelling.

Measurement & Optimization

Launch PR/earned media tracking for ROI clarity.

Our Vision for 2026

A Stronger, Smarter, More Connected Destination Brand

Through our collaboration with Evok Advertising, our partners, and our in-house team, we'll strengthen brand consistency, expand storytelling reach, and deliver measurable results that benefit both visitors and residents.

Thank you!

Sports Updates



Fiscal Year Comparison

FY '24/'25 Actuals					
Location	# of Events	Teams	Visitors	Room Nights	Eco Impact
Sports Complex	46	2,587	99,136	14,197	\$30,468,132
All Other Venues	46	1,867	82,135	15,865	\$25,140,775
Total	92	4,454	181,271	30,062	\$55,608,907

FY '25/'26 Projections					
Location	# of Events	Teams	Visitors	Room Nights	Eco Impact
Sports Complex	49	2,671	101,712	15,756	\$32,965,459
All Other Venues	47	1,982	84,398	16,532	\$26,832,651
Total	96	4,653	186,110	32,288	\$59,798.110

Sports Complex Fiscal Year Recaps

Sports Complex Actuals					
Fiscal Year	# of Events	Teams	Visitors	Room Nights	Eco Impact
'15/'16	27	1,523	74,458	6,437	\$13,174,148
'16/'17	55	3,493	132,021	11,570	\$18,900,000
'17/'18	64	3,086	146,019	17,093	\$21,820,116
'18/'19	57	3,149	147,854	23,670	\$25,349,765
'19/'20	43	1,811	82,658	17,329	\$16,046,471
'20/'21	54	3,304	125,485	27,160	\$31,145,048
'21/'22	50	3,345	132,529	24,811	\$44,137,318
'22/'23	51	3,026	124,766	21,975	\$43,615,954
'23/'24	49	2,837	107,528	16,953	\$37,425,127
'24/'25	46	2,587	99,136	14,197	\$30,468,132
Total	496	28,161	1,172,454	182,103	\$282,082,079

Other Venues Fiscal Year Recap

All Other Venues Actuals					
Fiscal Year	# of Events	Teams	Visitors	Room Nights	Eco Impact
'16/'17	8	265	11,338	954	\$1,405,465
'17/'18	48	1,939	83,848	17,163	\$16,585,948
'18/'19	53	1,955	90,270	17,071	\$12,200,099
'19/'20	40	1,626	78,090	14,668	\$16,138,484
'20/'21	50	1,882	92,023	17,152	\$14,032,180
'21/'22	47	1,709	81,861	16,865	\$21,191,987
'22/'23	43	1,670	78,102	12,946	\$20,825,612
'23/'24	40	1,819	78,009	12,558	\$21,421,459
'24/'25	46	1,867	82,135	15,865	\$25,140,775
Total	375	14,732	675,348	141,107	\$148,281,550

Sports Tourism Update – Sports Complex

October '24 – September '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	1,142	\$3,113,689
May	5	911	\$2,679,936
June	4	823	\$2,944,540
July	5	1,919	\$4,145,552
August	4	283	\$2,021,643
September	4	352	\$2,062,166
Total	46	14,197	\$30,468,132



Monthly Projections			
Month	# of Events	Room Nights	Eco Impact
November	3	1,474	\$2,415,483
December	2	900	\$3,008,179

Sports Tourism – All Other Venues

October '24 – September '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	855	\$1,199,944
July	1	49	\$75,596
August	5	398	\$705,859
September	3	457	\$744,580
Total	46	15,865	\$25,140,775



Monthly Projections			
Month	# of Events	Room Nights	Eco Impact
November	3	2,200	\$1,967,814
December	4	1,250	\$1,272,054

Notable Upcoming Events

Organization	Event	Date	Location	Teams	Visitors	Room Nights	Eco Impact
Perfect Game, Inc	East Winter Classic	December 5-7, 2025	BOOMBAAH Sports Complex	120	2,926	400	\$1,648,438
USSSA Fastpitch	Winter State Championship	December 6-7, 2025	Soldiers Creek/Softball Complex/Red Bug/Merrill	86	4,840	700	\$743,162
Broussia Dortmund International Academy	National Player ID	December 12-14, 2025	Seminole Soccer Complex	0	500	150	\$250,000
ECNL	Girls ECNL Florida Regional	January 2-4, 2026	Seminole Soccer/Sylvan Lake /BOOMBAAH Sports Complex	170	12,393	1,800	\$3,800,000
ECNL	Boys ECNL Florida Regional	January 9-11, 2026	Seminole Soccer/Sylvan Lake /BOOMBAAH Sports Complex	170	12,096	1,900	\$3,700,000
Performance Sports Events	NFHCA Winter Escape	January 16-18, 2026	BOOMBAAH Sports Complex	90	4,680	1,700	\$3,000,000
3 Step Sports	MLS Next	January 23-26, 2026	Seminole Soccer/Sylvan Lake /BOOMBAAH Sports Complex	192	7,296	2,500	\$4,000,000



STR Monthly Trends Report

Current Month - July 2025 vs July 2024												
	Occ %		ADR		RevPAR		Percent Change from July 2024					
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Alachua County, FL	56.0	56.3	107.09	103.86	59.98	58.46	-0.5	3.1	2.6	2.1	-0.5	-1.0
Orange County, FL	72.9	72.4	195.89	187.62	142.89	135.83	0.8	4.4	5.2	6.4	1.1	1.9
Seminole County, FL	68.5	66.4	93.31	96.30	63.89	63.94	3.1	-3.1	-0.1	-1.1	1.2	4.3
Osceola County, FL	65.4	66.6	135.39	130.22	88.61	86.72	-1.7	4.0	2.2	4.8	2.6	0.8
Polk County, FL	54.6	55.0	116.49	122.77	63.63	67.53	-0.7	-5.1	-5.8	-2.4	3.5	2.8
Volusia County, FL	63.3	66.8	141.99	139.18	89.82	92.95	-5.3	2.0	-3.4	-2.1	1.3	-4.0
Lake County, FL	57.8	58.8	97.75	95.39	56.47	56.07	-1.7	2.5	0.7	4.4	3.7	1.9

Current Month - August 2025 vs August 2024												
	Occ %		ADR		RevPAR		Percent Change from August 2024					
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Alachua County, FL	59.8	66.1	132.42	146.70	79.16	96.91	-9.5	-9.7	-18.3	-18.3	0.1	-9.5
Orange County, FL	66.2	64.3	178.97	175.41	118.56	112.74	3.1	2.0	5.2	6.9	1.6	4.7
Seminole County, FL	64.1	61.0	90.15	90.06	57.75	54.93	5.0	0.1	5.1	6.4	1.2	6.3
Osceola County, FL	54.9	55.6	114.53	112.37	62.91	62.44	-1.2	1.9	0.7	-1.2	-1.9	-3.1
Polk County, FL	53.7	51.6	109.04	115.88	58.53	59.74	4.1	-5.9	-2.0	0.7	2.7	7.0
Volusia County, FL	53.2	53.7	137.74	133.23	73.23	71.58	-1.0	3.4	2.3	3.6	1.3	0.2
Lake County, FL	55.6	55.0	93.55	94.49	52.02	51.97	1.1	-1.0	0.1	3.8	3.7	4.8

Source: STR Monthly Trends Report

STR Monthly Trends Report

	Current Month - September 2025 vs September 2024											
	Occ %		ADR		RevPAR		Percent Change from September 2024					
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Alachua County, FL	48.6	59.6	115.93	140.56	56.38	83.72	-18.3	-17.5	-32.7	-32.6	0.1	-18.3
Orange County, FL	63.3	66.0	186.53	190.74	118.14	125.81	-4.0	-2.2	-6.1	-4.6	1.6	-2.4
Seminole County, FL	61.5	60.3	86.93	91.06	53.50	54.89	2.1	-4.5	-2.5	-3.0	-0.5	1.6
Osceola County, FL	51.8	56.0	126.17	122.40	65.42	68.51	-7.4	3.1	-4.5	-6.3	-1.9	-9.1
Polk County, FL	52.0	53.4	111.00	114.29	57.73	61.02	-2.6	-2.9	-5.4	-3.3	2.2	-0.5
Volusia County, FL	40.4	46.1	110.25	108.64	44.54	50.06	-12.3	1.5	-11.0	-9.9	1.3	-11.2
Lake County, FL	55.5	57.7	93.89	98.30	52.14	56.72	-3.8	-4.5	-8.1	-6.2	2.0	-1.8

Source: STR Monthly Trends Report

STR Quarterly Forecast

Occupancy (%)	2025												2026											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Occupancy	74.5	80.3	75.2	68.3	67.4	67.8	68.4	64.8	62.4	72.6	74.7	73.6	74.4	80.8	76.3	69.4	67.5	68.5	67.0	64.8	62.1	73.3	76.1	75.2
Occupancy Percent Change	6.0	3.1	-0.7	-2.3	-1.6	-0.9	3.1	6.3	3.5	-0.8	-1.1	-2.1	-0.2	0.7	1.4	1.6	0.2	1.1	-2.1	-0.1	-0.4	0.9	1.8	2.2
ADR (\$)	2025												2026											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
ADR	120.76	128.68	118.09	105.78	100.78	95.28	93.13	90.24	93.24	102.96	103.79	104.72	120.16	132.03	124.12	110.75	103.30	96.99	95.83	91.14	95.30	106.47	105.97	107.03
ADR Percent Change	4.0	-0.7	-4.0	-3.2	-2.3	-3.1	-3.3	0.2	2.4	-0.8	-1.1	-2.1	-0.5	2.6	5.1	4.7	2.5	1.8	2.9	1.0	2.2	3.4	2.1	2.2
RevPAR (\$)	2025												2026											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
RevPAR	90.03	103.29	88.82	72.27	67.88	64.57	63.74	58.51	58.17	74.75	77.57	77.07	89.40	106.71	94.65	76.88	69.72	66.45	64.21	59.04	59.22	77.99	80.62	80.50
RevPAR Percent Change	10.2	2.4	-4.7	-5.4	-3.9	-4.0	-0.3	6.5	6.0	-1.6	-2.2	-4.2	-0.7	3.3	6.6	6.4	2.7	2.9	0.7	0.9	1.8	4.3	3.9	4.4

Source: STR Quarterly Forecast Report

Days of the Week STR

		Occupancy (%)		ADR		RevPAR		Supply		Demand		Revenue	
Weekday / Weekend			% Chg		% Chg		% Chg		% Chg		% Chg		% Chg
Weekday (Sun-Thu)	Year To Date	66.6	1	102.23	-1.9	68.12	-0.9	1,043,574	1.4	695,410	2.4	71,091,700	0.5
Weekend (Fri-Sat)	Year To Date	77.2	2.6	111.91	-1.1	86.35	1.4	417,429	1.9	322,099	4.5	36,044,717	3.3
Total	Year To Date	69.6	1.5	105.29	-1.6	73.33	-0.1	1,461,003	1.5	1,017,509	3.1	107,136,416	1.4

*YTD as of September 30, 2025

Source: STR Monthly Trends Report

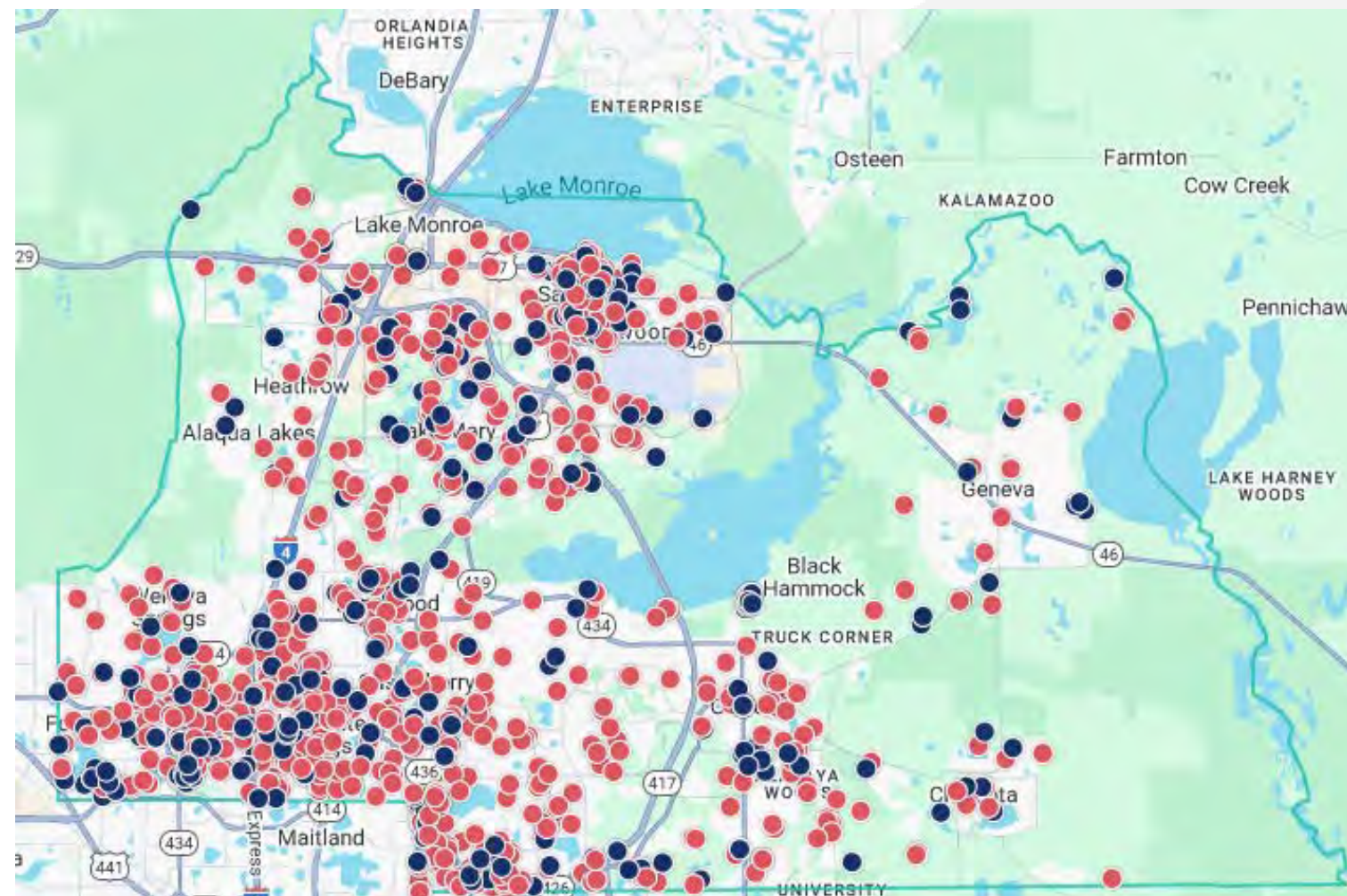
Vacation Rental Report

Month 2025	Occupancy (%)	ADR (\$)	Rev PAR (\$)
July	37%	\$188	\$70
August	32%	\$176	\$56
September	30%	\$173	\$51
October	37%	\$186	\$68

Source: KeyData Dashboard

Vacation Rental Map

Total Listings 1,263	Airbnb 933	Vrbo 330
---------------------------------------	-----------------------------	---------------------------



Source: KeyData Dashboard

Downs & St. Germain (DSG) Report

Month 2025	Visitors	Room Nights	Direct Expenditures
June	163,900	113,200	\$65,064,500
July	171,400	118,500	\$66,716,700

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

SM



ORLANDO NORTH SEMINOLE COUNTY

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November 2025 TDC Presentation



Trends & Visitor Data

Travel Trends

Meet vacation planners with deals, budgeting solutions and short itineraries.

Those concerned about the economy affecting their habits will prioritize spending more time on research to minimize costs, as well as going on shorter trips.

They're also looking harder at destinations nearby, which can be a problem for airlines, but an advantage for those targeting road trippers and those living in a destination's region. Brands need to proactively reach out with deals and short itineraries to give them the confidence they need to book.



US: anticipated changes in travel habits in the next 12 months, % of consumers, 2025

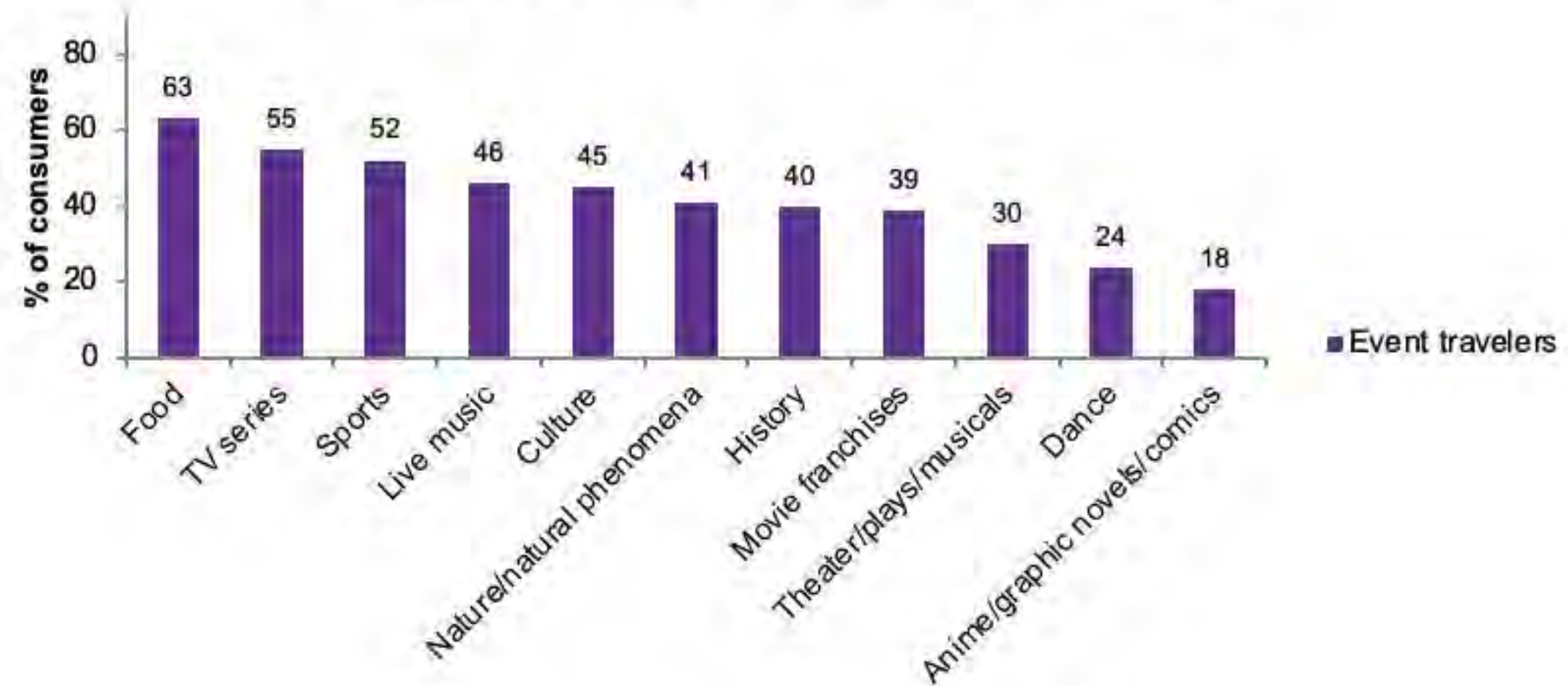
Travel Trends

Focus on Food Tourism: Culinary experiences are popular in their own right, but food tourism combines dining out and travel into a value package.

Restaurants are concerned about the coming months, and may be interested in partnerships with food tours that can entice travelers to patronize restaurants.

Lean on Experiences: Experiences are increasingly central to vacation plans. Like food tourism, events provide value by combining travel with out-of-home leisure. Destinations leaning into event-first marketing and experience guides can weather the down times and set themselves up for post-downturn success.

US: interests of special interest/event travelers, 2025



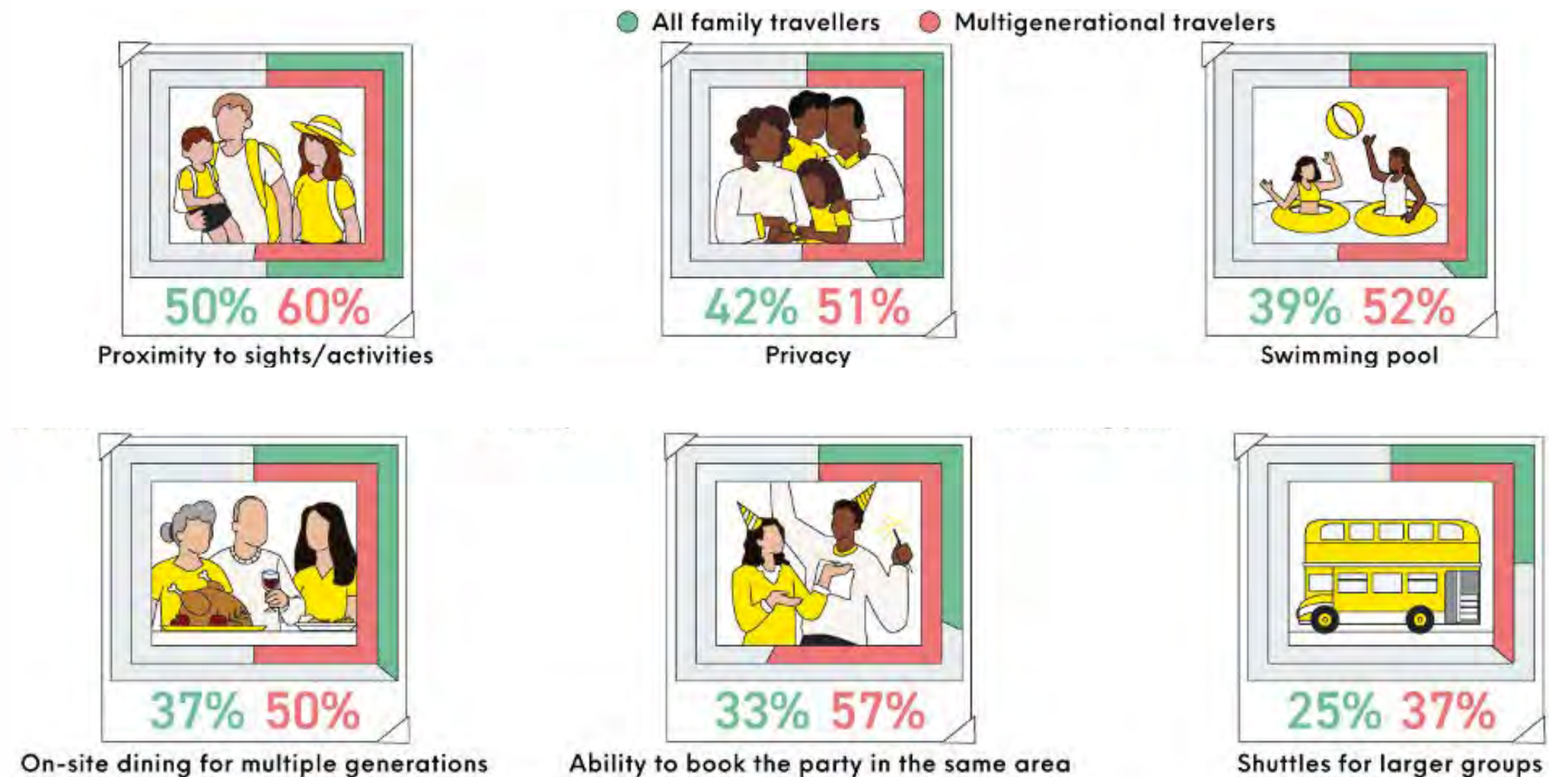
Travel Trends

More quality time: Almost half of family travelers – and 62% of multigenerational ones – are motivated by quality time with specific family members. Special events and reunions are also important for multigen trips.

Accommodations and Activities Fit for All:

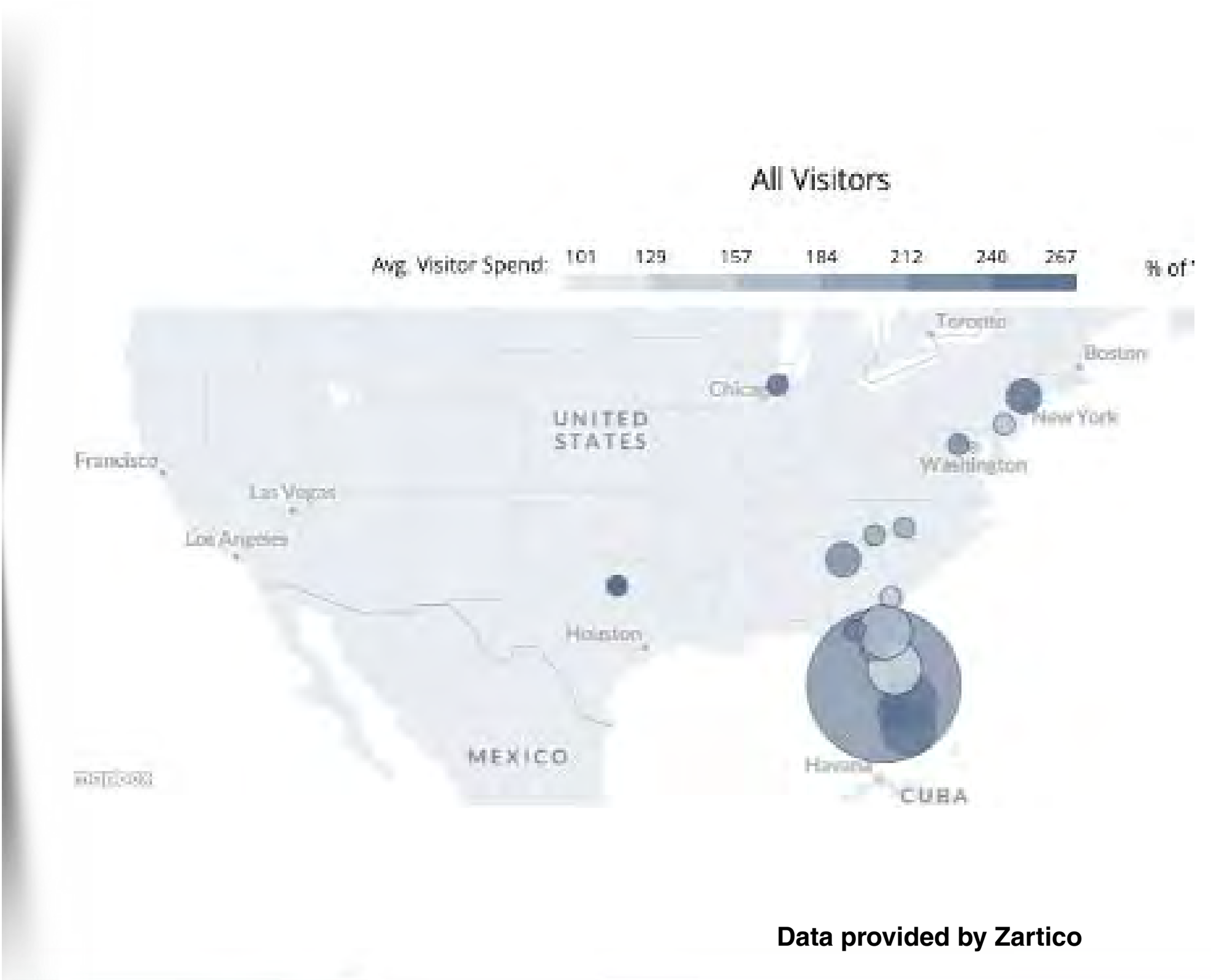
Multigenerational family travelers have high standards for lodging. Nearly six in 10 consider proximity to other family members, as well as local sights/activities. Half want a swimming pool and on-site dining suitable for multiple generations.

Multi-Generational Traveler Wants



Visitor Data

Visitor Origin Market	% of Visitors
Tampa-St. Petersburg (Sarasota) FL	15%
Jacksonville, FL	8%
Miami-Ft. Lauderdale, FL	7%
West Palm Beach-Ft. Pierce, FL	6%
Daytona Beach-Melbourne, FL	5%
Atlanta, GA	4%
Ft. Myers-Naples, FL	3%
New York, NY	3%
Tallahassee, FL-Thomasville, GA	2%
Charlotte, NC	2%
Total	55%



Reporting Recap

Website Analytics

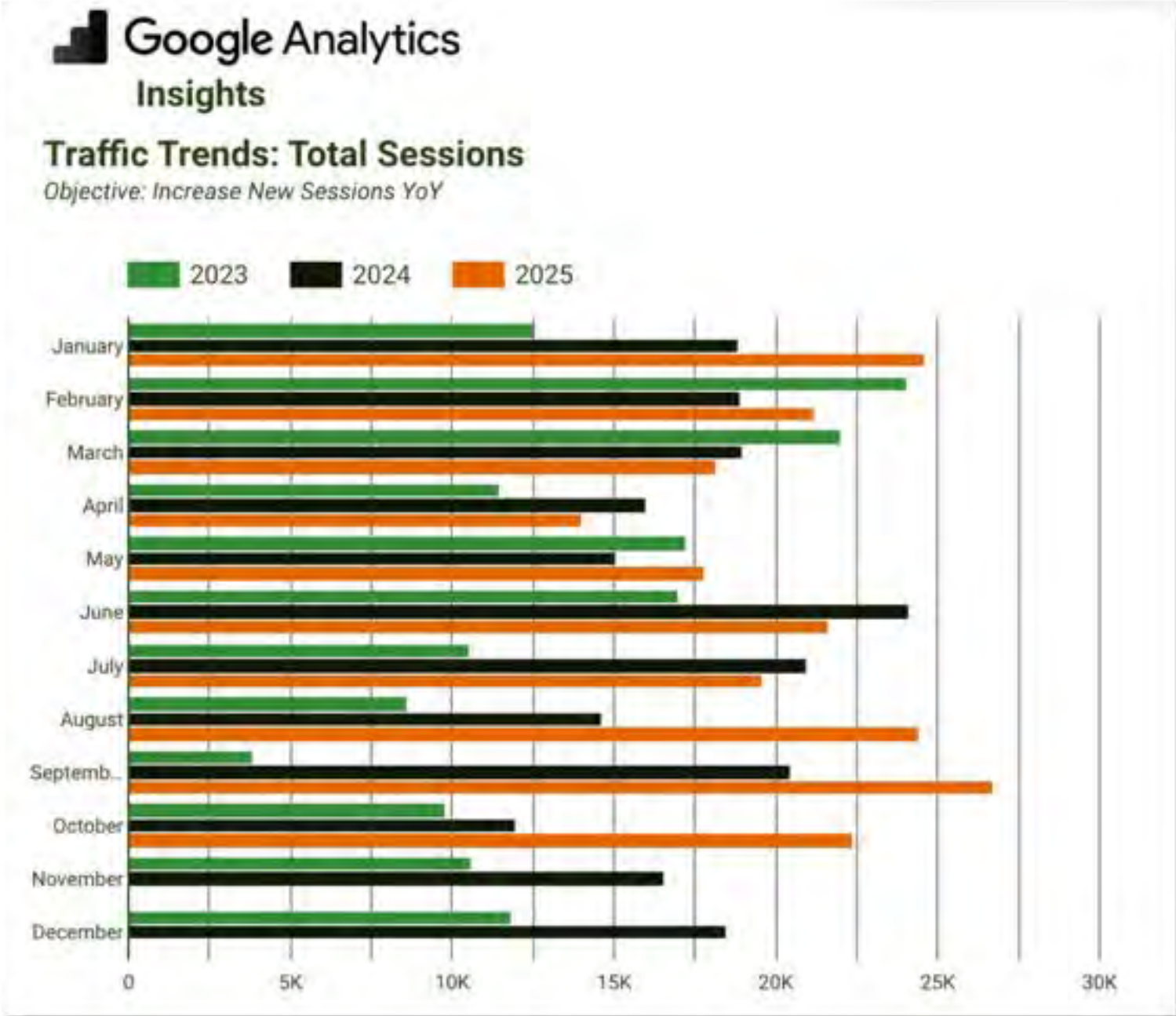
Do Orlando North Website Visitation

Sessions: 207k | New Users: 186k | Engagement Rate: 32%



Play Orlando North Website Visitation

Sessions: 43k | New Users: 35k | Engagement Rate: 47%



Media Analytics

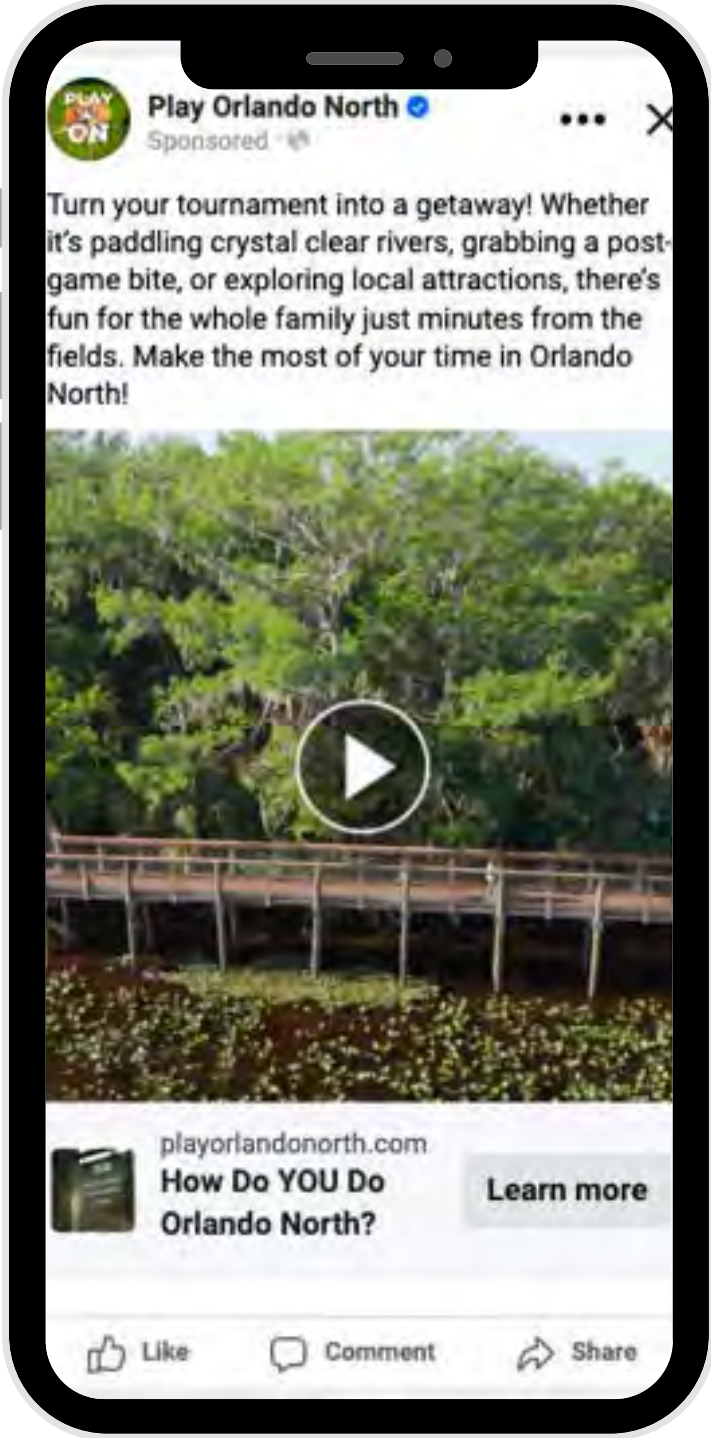
Media Type	Impressions	Clicks
OTT :15 Drive	156,533	N/A
Pre-Roll Video :15 Flight	545,672	1,700
Pre-Roll Video :30 Flight	491,657	1,519
Pre-Roll Video :15 Drive	677,338	2,027
Travel Intent	831,980	2,662
Pre-Roll Video :30 Drive	691,801	1,995
OTT :30 Drive	105,516	N/A
OTT :30 Flight	48,128	N/A
OTT :15 Flight	67,024	N/A
Total	3,615,649	9,903



Paid Social Analytics



Campaign name	Cost Per Click	Impressions	Click-Thru Rate	Link Clicks
Influencer	\$0.09	1,839,071	9%	121,298
Events	\$0.13	424,536	5%	18,405
Blog	\$0.16	169,122	4%	6,362
ON Board	\$0.24	184,872	6%	11,559
Booking	\$0.24	304,507	5%	20,031
Play ON	\$0.24	778,186	4%	19,990
Total/Average	\$0.18	3,700,294	5%	197,645



Google Search Analytics



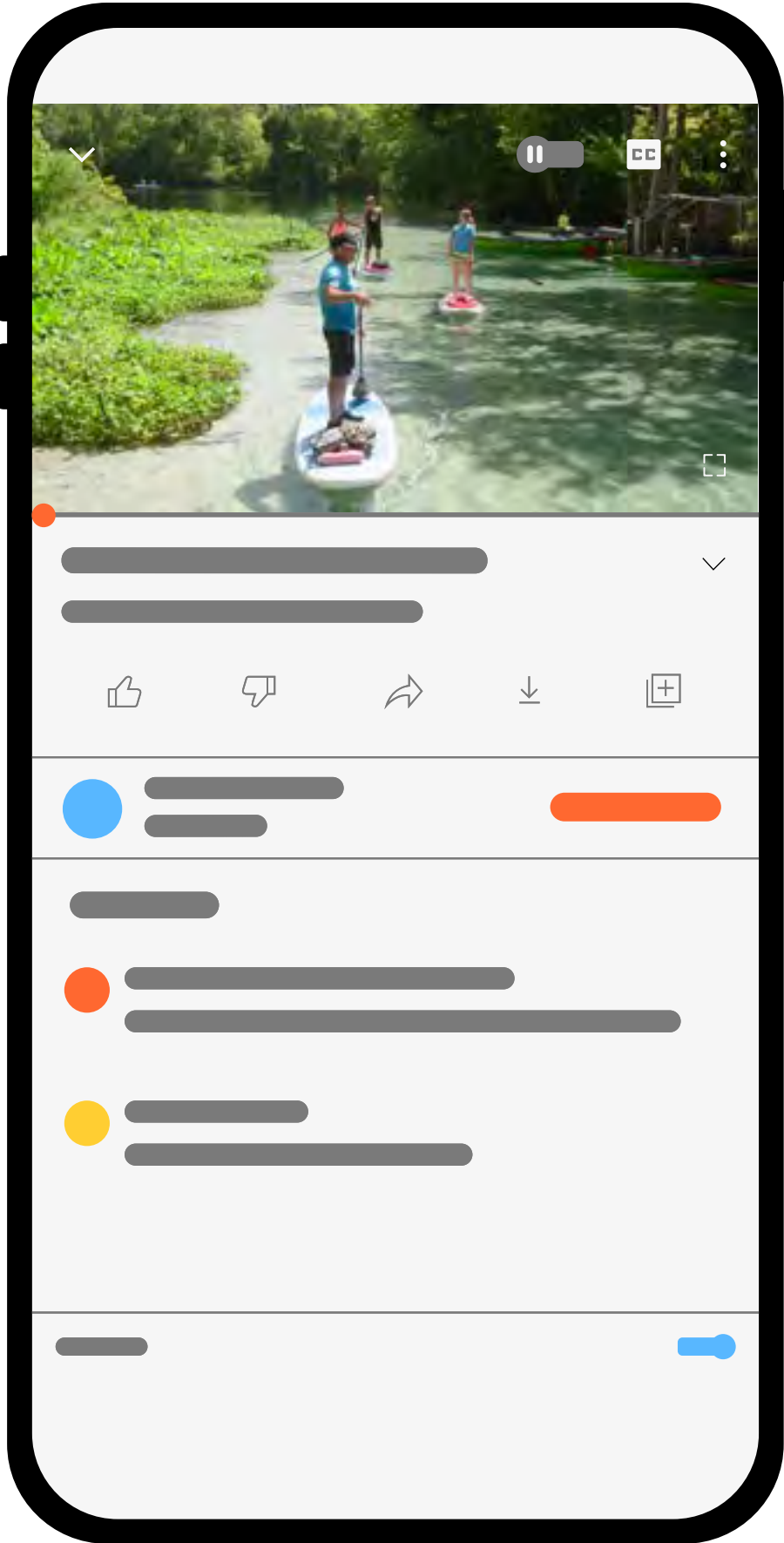
Campaign	Clicks	Impressions	Conversions	Cost / conv.
DON - Destination Marketing	36,170	652,890	20,385	\$0.76
PON - Sports Tourism	10,277	1,291,891	14,531	\$0.81
Total/Average	46,447	1,944,781	34,916	\$0.79



YouTube Analytics



Campaign	Impressions	Clicks	Click-Thru Rate	Views	View Rate
PON - YouTube - 15 Sec	312,233	27	0.01%	312,233	100%
PON - YouTube - 30 Sec	175,151	119	0.07%	94,114	54%
DON - YouTube - On Board	298,076	224	0.08%	176,912	59%
DON - YouTube - 15 Sec	164,885	19	0.01%	164,885	100%
DON - YouTube - Leisure	146,588	36	0.02%	90,919	62%
Total/Average	1,096,933	425	0.04%	839,063	75%



IDEAS.
WORK.
RESULTS.

Greater Orlando Sports Commission - Seminole County TDC Report

Updated: August 31, 2025

FY 24/25 Calendar									
Event	Contract Status	Contract Term	Event Date	Athletes	Total Visitors	Projected Room Nights	Actual Room Nights	Projected Est Impact	Actual Est Impact
Men's USA Florida Regional League National Event	Securing	2024-2026	January 4 - 5, 2025	1,312	8,384	3,700	2,212	\$1,756,886	\$1,844,861
Girls FCYFL Florida Regional League National Event	Securing	2024-2026	January 10 - 12, 2025	1,182	8,764	3,800	2,199	\$1,855,138	\$1,759,891
Regan Lee Florida Youth Training and Offsets Jambores	Securing	2023-2025	March 18 - 29, 2025	700	375	1,500	1,646	\$1,184,193	\$1,813,813
Eastern International Cup	New	2025	April 16 - 19, 2025	750	1,500	1,600	1,088	\$1,519,328	\$1,742,455
FIHAA Tennis State Championships	Securing	2024-2026	April 28 - May 2, 2025	428	1,280	590	445	\$835,364	\$991,287
Florida Youth Championship Cup	Secured	2025	May 14 - 18, 2025	0	0	50	0	\$84,180	\$0
FIHAA Softball State Championships	New	2025	May 20 - 24, 2025	534	2,901	1,200	149	\$1,716,402	\$1,578,315
NCAA Division II Men's and Women's Tennis Regional Championships	Secured	2025	May 20 - 21, 2025	284	901	800	1,305	\$667,264	\$741,540
FIHAA Softball Southeast Regional Championships	New	2025	August 1 - 3, 2025	780	780	450	180	\$595,348	\$0
Totals				780	780	8,400	780	\$18,721,489	180

Color Key:

Event Not Yet Observed
Actual Room Nights
Event Completed, Room Nights Not Finalized
Event Incomplete
Event Cancelled

Business Development Status			
Event	Dates/Years	Possible Venue(s)	Status
Copa Rayados Internacional	Thanksgiving Week of 2021 - 2022, 2023, 2024	Seminole Soccer Complex, Sylvan Lake Park, Boomhah Sports Complex	Not Awarded
USA Softball U-18 National Championships	July of 2023	Boomhah Soldiers Creek Park, Seminole County Softball Complex, World Park	Not Awarded
Concise 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, Weston Lake Mary	Not Awarded
USA Artistic Swimming RMA Judges School	October of 2022, 2023, 2024	Orlando Marriott Lake Mary, Weston Lake Mary	Not Awarded
USA Artistic Swimming National Judges School	December of 2022, 2023, 2024	Orlando Marriott Lake Mary, Weston Lake Mary	Not Awarded
USYS National League Elite 64	December of 2022	Boomhah Sports Complex, Seminole Soccer Complex, Sylvan Lake Park	No Field Availability
US Soccer Team Training	February of 2023	Seminole Soccer Complex	Not Awarded
Michigan Team Training and Orlando Jambores	March of 2023	Boomhah Sports Complex	Not Awarded
Prep Baseball Report Canadian Spring Training	March of 2023	Boomhah Sports Complex	No Field Availability
USAC Baseball Conference Championships	May of 2023	Boomhah Sports Complex	No Field Availability
Athletes Unlimited Adult Softball	June of 2023	Hizami Sanford Memorial Stadium, Boomhah Soldiers Creek	No Field Availability
North American Cup	November of 2023	Seminole Soccer Complex, Sylvan Lake Park	No Field Availability
Flag Football World Championship Tour	Various Dates in 2023	Boomhah Sports Complex, Seminole Soccer Complex, Sylvan Lake Park	No Field Availability
FIHAA Boys Florida Regional League National Event	January of 2024, 2025, 2026	Boomhah Sports Complex, Seminole Soccer Complex, Sylvan Lake Park	Not Awarded
FIHAA Boys Florida Regional League National Event	February of 2024, 2025, 2026	Boomhah Sports Complex, Seminole Soccer Complex, Sylvan Lake Park	Not Awarded
NCAA DI Women's Tennis Festival Championships	May of 2024	Sanlando Park	Not Awarded
NCAA DI Men's Tennis Festival Championships	May of 2024	Sanlando Park	Not Awarded
NCAA DI Softball Festival Championships	May of 2024	Boomhah Soldiers Creek Park	Not Awarded
NCAA DI Women's Tennis Championships	May of 2025	Sanlando Park	Not Awarded
NCAA DI Men's Tennis Championships	May of 2025	Sanlando Park	Not Awarded
FIHAA Tennis State Championships	April/May of 2024, 2025, 2026	Sanlando Park	Not Awarded
FIHAA Softball State Championships	May of 2025	Boomhah Soldiers Creek Park	Not Awarded
FIHAA Softball State Championships	May of 2026, 2027, 2028	Boomhah Soldiers Creek Park	Awaiting RFP
USA Field Hockey Festival	Thanksgiving Week of 2025 and 2026	Boomhah Sports Complex	Awaiting RFP
World Cup 2026	Summer of 2026	Sylvan Lake Park, Seminole Soccer Complex	Not Awarded
World Cup 2026 Break Camp	Summer of 2026	Sylvan Lake Park, Seminole Soccer Complex	Ongoing Bid Process
Men's/Women's Rugby World Cup 2027, 2028	Summer/Fall of 2027, 2028	Sylvan Lake Park, Seminole Soccer Complex	Ongoing Bid Process
NCAA DI Men's Golf Southeast Regional	May of 2028	Various Seminole County Golf Courses	Ongoing Bid Process
NCAA DI Men's and Women's Tennis Championships	May of 2027	Sanlando Park	Not Awarded
Eastern International Cup	April 16-19, 2025	Seminole Soccer Complex	Not Awarded
Minority International Cup	March/April of 2026-2027	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	Boomhah Soldiers Creek Park, Seminole County Softball Complex	Not Awarded
USA Softball JO Fast Pitch East National Championships U18	July of 2026	Boomhah Soldiers Creek Park, Seminole County Softball Complex	Not Awarded
USA Softball JO Fast Pitch East National Championships U20	July of 2026	Boomhah Soldiers Creek Park, Seminole County Softball Complex	Not Awarded
USA Softball JO Fast Pitch East National Championships U24	July of 2026	Boomhah Soldiers Creek Park, Seminole County Softball Complex	Not Awarded
USA Softball JO Fast Pitch East National Championships U12	July of 2026	Boomhah Soldiers Creek Park, Seminole County Softball Complex	Not Awarded
USA Softball Men's Masters 80 Over Fast Pitch	July of 2026	Boomhah Soldiers Creek Park, Seminole County Softball Complex	Not Awarded
USA Flag Football Battle Orlando	September of 2026	Boomhah Sports Complex	Not Awarded
NCAA DI Men's and Women's Tennis Championships	May of 2028	Sanlando Park	Not Awarded
Big 12 Conference Championships	Various Dates	Various Seminole County Venues	Ongoing Bid Process

For the One Months Ending October 31, 2025

Description	FINAL BUDGET	CHANGE ORDERS	CURRENT BUDGET	PERIOD EXPENDITURES	ENCUMBRANCES OUTSTANDING	YEAR TO DATE EXPENDITURES	AVAILABLE BALANCE	% AVAL
011055 TOURISM - GENERAL FUND								
500000 EXPENDITURES/EXPENSES								
510000 PERSONAL SERVICES								
510100 Salaries and Wages								
510200 Fringes and Contributions								
530000 OPERATING EXPENDITURES								
530300 Operating Expenditures								
530440 Rental and Leases	80,000.00		80,000.00				80,000.00	100
530300 Operating Expenditures	80,000.00		80,000.00				80,000.00	100
530000 OPERATING EXPENDITURES	80,000.00		80,000.00				80,000.00	100
540000 OTHER CHARGES								
540100 Other Charges								
540200 Oth Chgs Insurance								
550000 CONTRAACCOUNTS								
560000 CAPITAL OUTLAY								
560001 Capital Outlay								
570000 DEBT SERVICE								
570001 Debt Service								
580000 GRANTS AND AIDS								
580820 Aid To Private Organizations								
590000 OTHER FINANCIAL USES								
500000 EXPENDITURES/EXPENSES	80,000.00		80,000.00				80,000.00	100
011055 TOURISM - GENERAL FUND	80,000.00		80,000.00				80,000.00	100
00100 GENERAL FUND	228,881.60		228,881.60				228,881.60	100

For the One Months Ending October 31, 2025

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				350,000.00	100
530340 Other Services	11,346.00		11,346.00		6,499.92		4,846.08	43
530466 SOFTWARE SUBSCRIPTIONS				7,574.76		7,574.76	7,574.76-	
530480 Promotional Activities	180,000.00		180,000.00	650.00		650.00	179,350.00	100
530300 Operating Expenditures	541,346.00		541,346.00	8,224.76	6,499.92	8,224.76	526,621.32	97
530000 OPERATING EXPENDITURES	541,346.00		541,346.00	8,224.76	6,499.92	8,224.76	526,621.32	97
540000 OTHER CHARGES								
540100 Other Charges								
540200 Oth Chgs Insurance								
550000 CONTRAACCOUNTS								
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	360,500.00		360,500.00				360,500.00	100
580820 Aid To Private Organizations	360,500.00		360,500.00				360,500.00	100
580000 GRANTS AND AIDS	360,500.00		360,500.00				360,500.00	100
590000 OTHER FINANCIAL USES								

Description	FINAL BUDGET	CHANGE ORDERS	CURRENT BUDGET	PERIOD EXPENDITURES	ENCUMBRANCES OUTSTANDING	YEAR TO DATE EXPENDITURES	AVAILABLE BALANCE	% AVAL
500000 EXPENDITURES/EXPENSES	901,846.00		901,846.00	8,224.76	6,499.92	8,224.76	887,121.32	98
011030 TOURIST DEVMNT 1,2,3 CENT	901,846.00		901,846.00	8,224.76	6,499.92	8,224.76	887,121.32	98

Description	FINAL BUDGET	CHANGE ORDERS	CURRENT BUDGET	PERIOD EXPENDITURES	ENCUMBRANCES OUTSTANDING	YEAR TO DATE EXPENDITURES	AVAILABLE BALANCE	% AVAL
00234720 SPORTS COMPLEX								
500000 EXPENDITURES/EXPENSES								
510000 PERSONAL SERVICES								
530000 OPERATING EXPENDITURES								
530300 Operating Expenditures								
540000 OTHER CHARGES								
540100 Other Charges								
540103 Other Chrgs/Engineering Cost								
550000 CONTRA ACCOUNTS								
560000 CAPITAL OUTLAY								
560001 Capital Outlay								
570000 DEBT SERVICE								
570001 Debt Service								
570720 Interest	50,000.00		50,000.00				50,000.00	100
570001 Debt Service	50,000.00		50,000.00				50,000.00	100
570000 DEBT SERVICE	50,000.00		50,000.00				50,000.00	100
580000 GRANTS AND AIDS								
590000 OTHER FINANCIAL USES								
599000 RESERVES/CONTIGNCY								
500000 EXPENDITURES/EXPENSES	50,000.00		50,000.00				50,000.00	100
00234720 SPORTS COMPLEX	50,000.00		50,000.00				50,000.00	100
11000 TOURISM PARKS 1,2,3 CENT FUND	951,846.00		951,846.00	8,224.76	6,499.92	8,224.76	937,121.32	98

For the One Months Ending October 31, 2025

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	513,073.60		513,073.60	23,759.37		23,759.37	489,314.23	95
510150 Special Pay	1,980.00		1,980.00	165.00		165.00	1,815.00	92
510100 Salaries and Wages	515,053.60		515,053.60	23,924.37		23,924.37	491,129.23	95
510200 Fringes and Contributions								
510210 Social Security Matching	39,250.14		39,250.14	1,767.04		1,767.04	37,483.10	95
510220 Retirement Contributions	87,752.17		87,752.17	4,212.68		4,212.68	83,539.49	95
510230 Health and Life Insurance	99,788.49		99,788.49	4,475.59		4,475.59	95,312.90	96
510240 Workers Compensation	832.52		832.52				832.52	100
510200 Fringes and Contributions	227,623.32		227,623.32	10,455.31		10,455.31	217,168.01	95
510000 PERSONAL SERVICES	742,676.92		742,676.92	34,379.68		34,379.68	708,297.24	95
530000 OPERATING EXPENDITURES								
530300 Operating Expenditures								
530310 Professional Services	40,697.00		40,697.00				40,697.00	100
530340 Other Services	139,700.00		139,700.00		1,644.00		138,056.00	99
530400 Travel and Per Diem	11,700.00		11,700.00				11,700.00	100
530466 SOFTWARE SUBSCRIPTIONS					6,571.13		6,571.13-	
530470 Printing and Binding	8,000.00		8,000.00				8,000.00	100
530510 Office Supplies	1,500.00		1,500.00				1,500.00	100
530520 Operating Supplies	2,577.00		2,577.00				2,577.00	100
530540 Books, Dues Publications	16,000.00		16,000.00	6,163.00		6,163.00	9,837.00	61
530550 Training	13,000.00		13,000.00				13,000.00	100
530300 Operating Expenditures	233,174.00		233,174.00	6,163.00	8,215.13	6,163.00	218,795.87	94
530000 OPERATING EXPENDITURES	233,174.00		233,174.00	6,163.00	8,215.13	6,163.00	218,795.87	94
540000 OTHER CHARGES								
540100 Other Charges								
540101.0020 Other Chrgs Leased Equipm	1,407.42		1,407.42				1,407.42	100
540101.0022 Oth Chgs Internal Postage	626.74		626.74				626.74	100
540101.0027 Oth Chgs Fleet Maint	2,008.82		2,008.82				2,008.82	100
540101.0026 Oth Chgs Fleet /Gas	678.00		678.00				678.00	100
540101.0035 Other Chrgs Telecommun Ch	6,574.44		6,574.44				6,574.44	100

For the One Months Ending October 31, 2025

Description	FINAL BUDGET	CHANGE ORDERS	CURRENT BUDGET	PERIOD EXPENDITURES	ENCUMBRANCES OUTSTANDING	YEAR TO DATE EXPENDITURES	AVAILABLE BALANCE	% AVAL
540101.0036 Other Chrgs Network Conne	22,516.27		22,516.27				22,516.27	100
540101.0042 Other Chrgs Phone Sup & M	7,332.94		7,332.94				7,332.94	100
540101.0043 Other Chrgs Protecting Co	6,281.18		6,281.18				6,281.18	100
540101.0045 Other Chrgs Desk Sup & Ma	31,564.85		31,564.85				31,564.85	100
540101.0023 Oth Chgs Printing	413.82		413.82				413.82	100
540101.0034 Oth Chgs Prop Mgmt	38,718.63		38,718.63				38,718.63	100
540100 Other Charges	118,123.11		118,123.11				118,123.11	100
540200 Oth Chgs Insurance								
540202 Internal Service Fees								
540202.0020 Internal Ser Fees-Leased	9,681.96		9,681.96				9,681.96	100
540202 Internal Service Fees	9,681.96		9,681.96				9,681.96	100
540200 Oth Chgs Insurance	9,681.96		9,681.96				9,681.96	100
540000 OTHER CHARGES	127,805.07		127,805.07				127,805.07	100
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	100
580820 Aid To Private Organizations	60,000.00		60,000.00				60,000.00	100
580000 GRANTS AND AIDS	60,000.00		60,000.00				60,000.00	100
590000 OTHER FINANCIAL USES								
500000 EXPENDITURES/EXPENSES	1,163,655.99		1,163,655.99	40,542.68	8,215.13	40,542.68	1,114,898.18	96
011050 TOURIST DEVMNT 4,6 CENT	1,163,655.99		1,163,655.99	40,542.68	8,215.13	40,542.68	1,114,898.18	96

For the One Months Ending October 31, 2025

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	165,904.96		165,904.96	8,221.58		8,221.58	157,683.38	95
510100 Salaries and Wages	165,904.96		165,904.96	8,221.58		8,221.58	157,683.38	95
510200 Fringes and Contributions								
510210 Social Security Matching	12,691.73		12,691.73	567.99		567.99	12,123.74	96
510220 Retirement Contributions	23,276.47		23,276.47	1,153.49		1,153.49	22,122.98	95
510230 Health and Life Insurance	64,127.18		64,127.18	3,090.02		3,090.02	61,037.16	95
510240 Workers Compensation	182.49		182.49				182.49	100
510200 Fringes and Contributions	100,277.87		100,277.87	4,811.50		4,811.50	95,466.37	95
510000 PERSONAL SERVICES	266,182.83		266,182.83	13,033.08		13,033.08	253,149.75	95
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				100,000.00	100
530400 Travel and Per Diem	11,000.00		11,000.00				11,000.00	100
530401 Travel - Training Related								
530440 Rental and Leases	6,500.00		6,500.00				6,500.00	100
530466 SOFTWARE SUBSCRIPTIONS	2,700.00		2,700.00				2,700.00	100
530480 Promotional Activities	725,000.00		725,000.00				725,000.00	100
530510 Office Supplies	500.00		500.00				500.00	100
530540 Books, Dues Publications	4,300.00		4,300.00				4,300.00	100
530550 Training	10,000.00		10,000.00				10,000.00	100
530300 Operating Expenditures	905,000.00		905,000.00		45,000.00		860,000.00	95
530000 OPERATING EXPENDITURES	905,000.00		905,000.00		45,000.00		860,000.00	95
540000 OTHER CHARGES								
540100 Other Charges								
540101.0036 Other Chrgs Network Conne	1,801.69		1,801.69				1,801.69	100
540101.0043 Other Chrgs Protecting Co	498.50		498.50				498.50	100
540101.0045 Other Chrgs Desk Sup & Ma	2,481.90		2,481.90				2,481.90	100
540100 Other Charges	4,782.09		4,782.09				4,782.09	100
540200 Oth Chgs Insurance								
540202 Internal Service Fees								

For the One Months Ending October 31, 2025

Description	FINAL BUDGET	CHANGE ORDERS	CURRENT BUDGET	PERIOD EXPENDITURES	ENCUMBRANCES OUTSTANDING	YEAR TO DATE EXPENDITURES	AVAILABLE BALANCE	% AVAL
540202.0020 Internal Ser Fees-Leased	677.23		677.23				677.23	100
540202 Internal Service Fees	677.23		677.23				677.23	100
540200 Oth Chgs Insurance	677.23		677.23				677.23	100
540000 OTHER CHARGES	5,459.32		5,459.32				5,459.32	100
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	1,176,642.15		1,176,642.15	13,033.08	45,000.00	13,033.08	1,118,609.07	95
011051 SPORTS 4,6 CENT	1,176,642.15		1,176,642.15	13,033.08	45,000.00	13,033.08	1,118,609.07	95

Description	FINAL BUDGET	CHANGE ORDERS	CURRENT BUDGET	PERIOD EXPENDITURES	ENCUMBRANCES OUTSTANDING	YEAR TO DATE EXPENDITURES	AVAILABLE BALANCE	% AVAL
02601002 FORD EXPLORER NEW								
500000 EXPENDITURES/EXPENSES								
530000 OPERATING EXPENDITURES								
530300 Operating Expenditures								
560000 CAPITAL OUTLAY								
560001 Capital Outlay								
560642.00001 Equipment >\$4999	40,500.00		40,500.00				40,500.00	100
560001 Capital Outlay	40,500.00		40,500.00				40,500.00	100
560000 CAPITAL OUTLAY	40,500.00		40,500.00				40,500.00	100
500000 EXPENDITURES/EXPENSES	40,500.00		40,500.00				40,500.00	100
02601002 FORD EXPLORER NEW	40,500.00		40,500.00				40,500.00	100
11001 TOURISM SPORTS 4 & 6 CENT FUND	2,380,798.14		2,380,798.14	53,575.76	53,215.13	53,575.76	2,274,007.25	96

For the One Months Ending October 31, 2025

Description	FINAL BUDGET	CHANGE ORDERS	CURRENT BUDGET	PERIOD EXPENDITURES	ENCUMBRANCES OUTSTANDING	YEAR TO DATE EXPENDITURES	AVAILABLE BALANCE	% AVAL
11002 SCTID TOURISM IMP DIST FUND								
011060 TOURISM IMP DIST								
500000 EXPENDITURES/EXPENSES								
510000 PERSONAL SERVICES								
510100 Salaries and Wages								
510200 Fringes and Contributions								
530000 OPERATING EXPENDITURES								
530300 Operating Expenditures								
530310 Professional Services		281,050	281,050.00				281,050.00	100
530490 Other Charges/Obligations	6,000.00		6,000.00				6,000.00	100
530300 Operating Expenditures	6,000.00	281,050	287,050.00				287,050.00	100
530000 OPERATING EXPENDITURES	6,000.00	281,050	287,050.00				287,050.00	100
540000 OTHER CHARGES								
540100 Other Charges								
540200 Oth Chgs Insurance								
540202 Internal Service Fees								
550000 CONTRA ACCOUNTS								
560000 CAPITAL OUTLAY								
560001 Capital Outlay								
570000 DEBT SERVICE								
570001 Debt Service								
580000 GRANTS AND AIDS								
580820 Aid To Private Organizations								
590000 OTHER FINANCIAL USES								
500000 EXPENDITURES/EXPENSES	6,000.00	281,050	287,050.00				287,050.00	100
011060 TOURISM IMP DIST	6,000.00	281,050	287,050.00				287,050.00	100
11002 SCTID TOURISM IMP DIST FUND	6,000.00	281,050	287,050.00				287,050.00	100

For the One Months Ending October 31, 2025

Description	FINAL BUDGET	CHANGE ORDERS	CURRENT BUDGET	PERIOD EXPENDITURES	ENCUMBRANCES OUTSTANDING	YEAR TO DATE EXPENDITURES	AVAILABLE BALANCE	% AVAL
11932 MISCELLANEOUS GRANTS								
02301023 DUKE ENERGY MKT GRANT ED								
500000 EXPENDITURES/EXPENSES								
510000 PERSONAL SERVICES								
510100 Salaries and Wages								
510120 Regular Salaries & Wages								
510125 Part-Time Personnel								
510130 Other Personal Services								
510140 Overtime								
510150 Special Pay								
510200 Fringes and Contributions								
510210 Social Security Matching								
510220 Retirement Contributions								
510230 Health and Life Insurance								
510240 Workers Compensation								
511000 Contra Personal Services								
530000 OPERATING EXPENDITURES								
530300 Operating Expenditures								
530310 Professional Services								
530340 Other Services								
530400 Travel and Per Diem								
530401 Travel - Training Related								
530402 Travel - Training Non-Employee								
530410 Communications								

Description	FINAL BUDGET	CHANGE ORDERS	CURRENT BUDGET	PERIOD EXPENDITURES	ENCUMBRANCES OUTSTANDING	YEAR TO DATE EXPENDITURES	AVAILABLE BALANCE	% AVAL
530420 Transportation								
530440 Rental and Leases								
530460 Repairs and Maintenance								
530470 Printing and Binding								
530480 Promotional Activities								
530490 Other Charges/Obligations								
530499 Charges/Obligations-Contingenc								
530510 Office Supplies								
530520 Operating Supplies								
530521 Equipment \$1000-\$4999								
530522 Operating Supplies-TECHNOLOGY								
530540 Books, Dues Publications								
530550 Training								
540000 OTHER CHARGES								
540100 Other Charges								
540101 Other Chrgs/Ob-Internal								
540104 County Labor Grant								
540106 Other Chrgs/Grants								
560000 CAPITAL OUTLAY								
560001 Capital Outlay								
560610 Land								
560640 Equipment								

For the One Months Ending October 31, 2025

Description	FINAL BUDGET	CHANGE ORDERS	CURRENT BUDGET	PERIOD EXPENDITURES	ENCUMBRANCES OUTSTANDING	YEAR TO DATE EXPENDITURES	AVAILABLE BALANCE	% AVAL
560642 Equipment >\$4999								
560646 Capital Software>\$4,999								
560650 Construction In Progress								
560651 Project Management								
560652 CEI Services								
560660 Library Books & Materials								
560670 Roads								
560680 Construction & Design								
560690 Engineering Costs								
560699 Project Contingency								
570000 DEBT SERVICE								
570001 Debt Service								
580000 GRANTS AND AIDS								
580810 Grants To Governmtal Agency								
580811 Aid to Govt Agencies								
580813 Aid To Govt Agencies-Design								
580820 Aid To Private Organizations								
580821 Aid To Private Organizations								
580830 Other Grants and Aids								
580833 Other Grants & Aids/Individual								
580834 Non-Cash Assistance								

For the One Months Ending October 31, 2025

Description	FINAL BUDGET	CHANGE ORDERS	CURRENT BUDGET	PERIOD EXPENDITURES	ENCUMBRANCES OUTSTANDING	YEAR TO DATE EXPENDITURES	AVAILABLE BALANCE	% AVAL
02501010 DUKE ENERGY GRANT FY25 - ED								
500000 EXPENDITURES/EXPENSES								
510000 PERSONAL SERVICES								
510200 Fringes and Contributions								
530000 OPERATING EXPENDITURES								
530300 Operating Expenditures								
540000 OTHER CHARGES								
560000 CAPITAL OUTLAY								
560001 Capital Outlay								
570000 DEBT SERVICE								
580000 GRANTS AND AIDS								
580810 Grants To Governmntal Agency								
580820 Aid To Private Organizations								
580830 Other Grants and Aids								

Indoor Complex Updates

- Indoor complex consultant expected to attend the Jan 15, 2026 TID meeting

