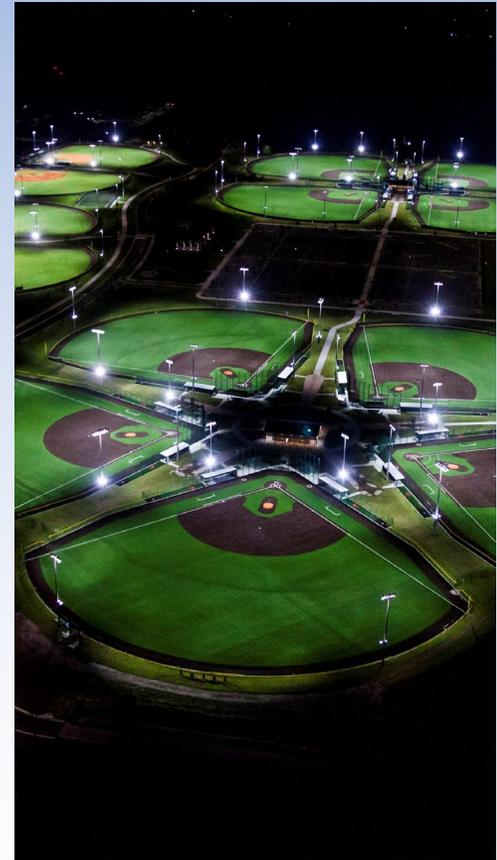
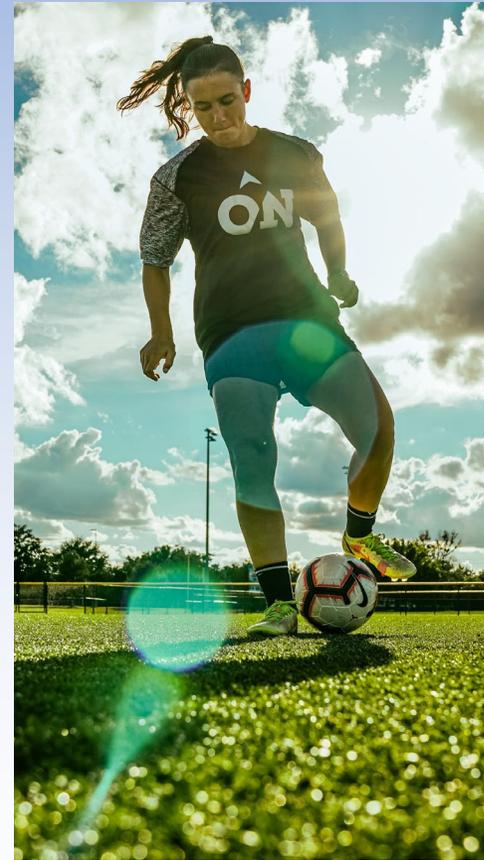


**Board of County
Commissioners
&
Tourist Development
Council
Joint Work Session**

May 9, 2023



Presentation Outline

Welcome

Tricia Johnson, Deputy County Manager
Patrick Austin, Chair
Seminole County Tourist Development Council

History & Purpose

Tricia Johnson

Tourism Forecast

Gui Cunha, Administrator
Economic Development and Tourism

Tourism Improvement District

Tiffany Gallagher
Civitas

Indoor Facility Feasibility Study

Lexi Cuff
Hunden Strategic Partners

Sylvan Lake Expansion

Danny Trosset, Sports Tourism Manager
Rick Durr, Leisure Services Director

Recommendations and Next Steps

Tricia Johnson & Team

History

- Tourism launched a series of studies between 2019 – 2021
 - Seminole County Visitor Study
 - Tourism Master Plan SWOT Analysis
 - Indoor Sports Facility Feasibility Study
 - Hotel Feasibility Studies – partnerships with the City of Sanford and Orlando Sanford International Airport

Purpose

- Provide hotel and Tourist Development Tax update based on study outcomes and current forecasts
 - Introduce opportunities to expand sports tourism and consider a potential funding mechanism to implement a future capital project
-

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Key Performance Metrics for Hotels

Occupancy Rate:	Measured by dividing the number of occupied rooms by the number of available rooms
ADR:	Average Daily Rate Average rate at which occupied rooms are booked
RevPAR:	Revenue Per Available Room Measures revenue generated over a period of time
STR:	Smith Travel Research Global standard for hotel market data

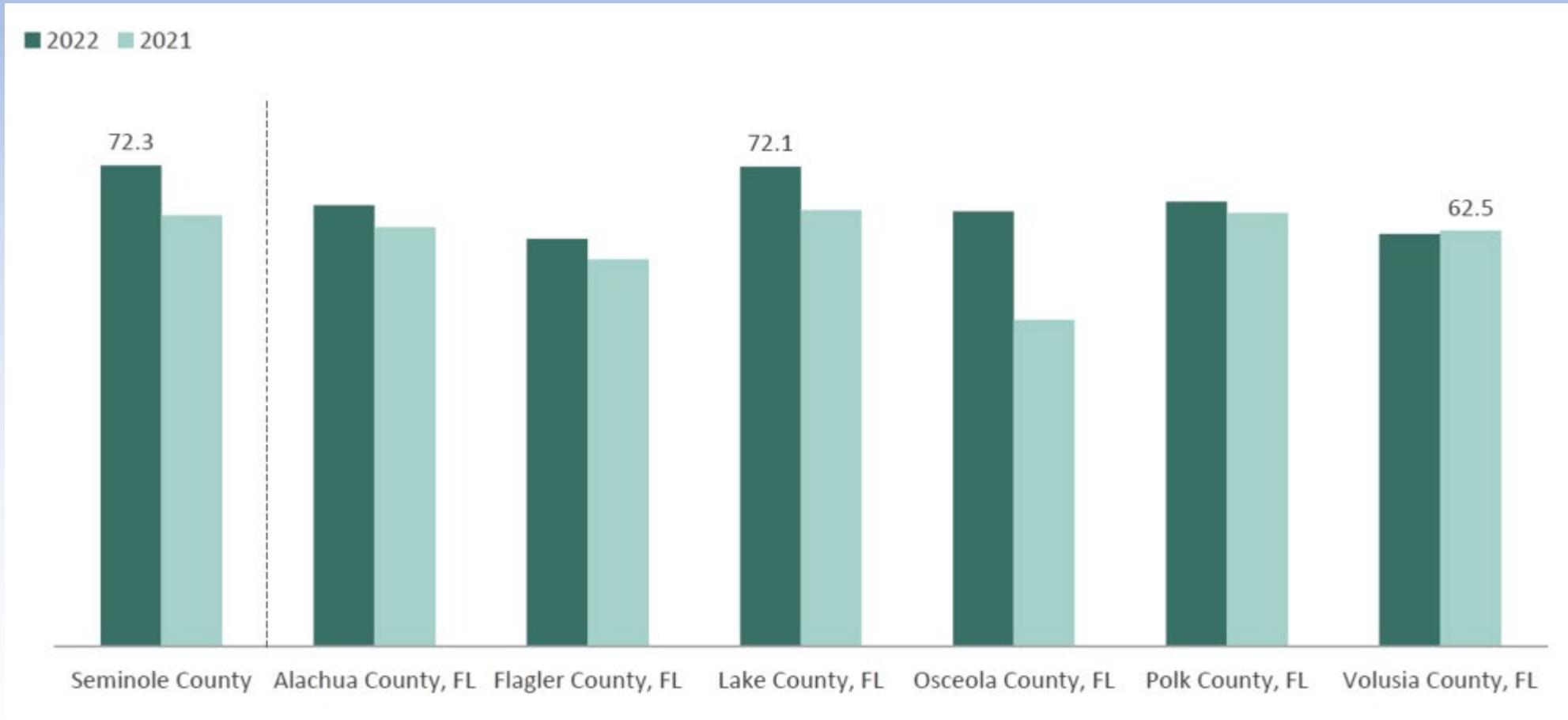
County Hotel Statistics

43 Hotels / 5,135 Rooms

Since 2019...

- 10.9% increase in hotel room supply
- 9.1% increase in hotel room demand
- 4.8% increase in Average Daily Rate (ADR)
- 3.1% increase in Revenue Per Available Room (RevPAR)
- 14.3% increase in Room Revenue

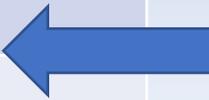
Hotel Occupancy - Seminole County Remains Competitive



Top Market Performers, FY22

MARKET	% OCCUPANCY	INFLUENCES
Tampa	71.6	Beach
Miami	72.1	Beach
Phoenix	68.7	Golf
San Diego	72.6	Beach/Drive-to
Orlando	72.8	Disney
Houston	57.6	Oil & Gas
Philadelphia	60	Business
Washington, DC	61.7	Government
Minneapolis	55.5	MICE & BT
San Francisco	64	Restrictions, MICE

Seminole County
72.3%




Seminole County Forecast

Metric	2022 Actual	2023 Forecast
Room Night Occupancy	72.3%	74.6%
Average Daily Rate (ADR)	\$108	\$115
Revenue Per Available Room (RevPAR)	\$78	\$85

National Forecast

Key Performance Indicator	2022 Actual	2023 Forecast	2024 Forecast	2025 Forecast
Room Night Occupancy	62.7%	63.8%	65.6%	66.1%
Average Rate (ADR)	\$149	\$151	\$157	\$163
Revenue Per Available Room (RevPAR)	\$93	\$96	\$103	\$108
Percent Change	+8%	+11%	+19.8%	+24.9%

The Typical County Visitor Is:

- 46 years old
- Female (56%)
- Single (53%)
- Household Income of \$96,400 annually

The Typical County Visitor Travels From:

- Within Florida: 66%
 - Southeast: 19%
 - Northeast: 7%
 - Midwest: 6%
 - West: 1%
-

Advertising Exposure ...of the 29% of visitors who noticed County advertising:



36%
Personal
Social Media



24%
Orlando North
Social Media



22%
Travel/Visitor
Guide



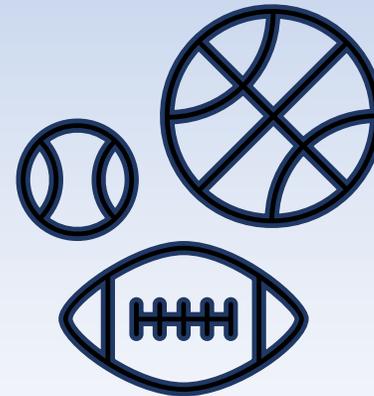
19%
Play Orlando North
Social Media

**Travel parties spent \$293 per day
and \$697 during their trip**

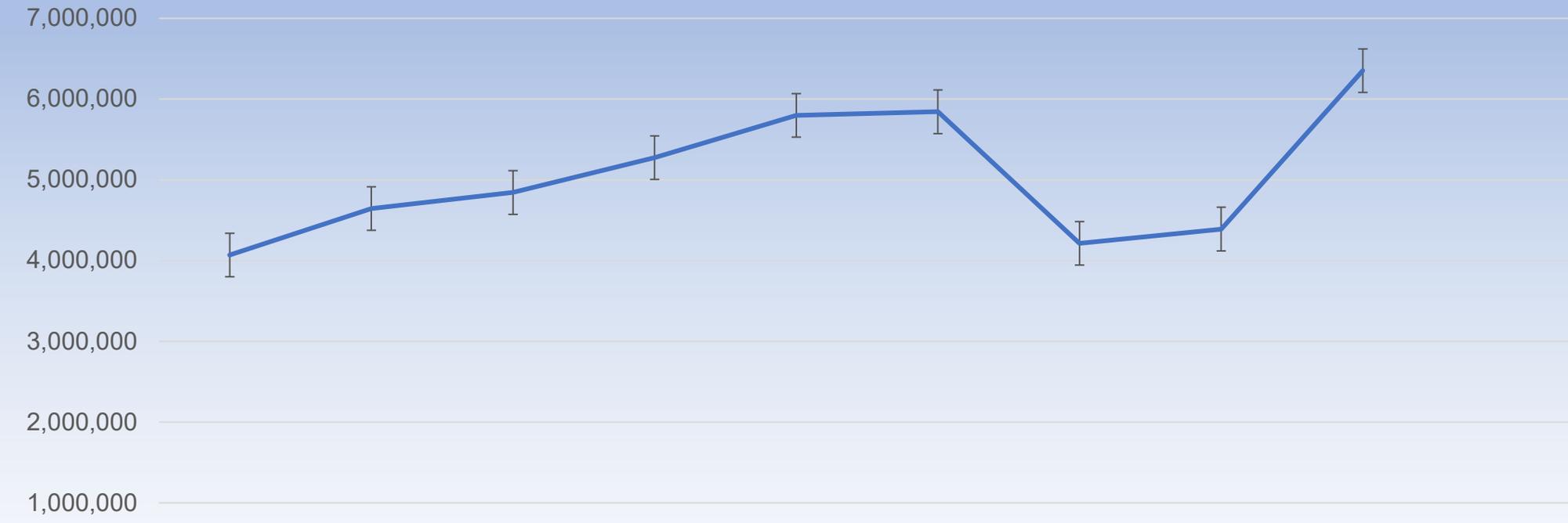
Sports Visitors

Compared to all visitors, Sports Visitors are more likely to:

- Use online sources to help plan their trip
- Notice County advertising
- Live outside of Florida
- Be a first-time visitor
- Have a longer length of stay
- Stay in a hotel/motel/resort
- Spend more in the area



Tourist Development Tax Revenue



	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22
Revenue	4,070,084	4,645,106.	4,843,681	5,275,894	5,797,652	5,843,184	4,213,500	4,390,817	6,351,853

Tourist Development Tax Forecast



		TOURISM FUND FORECAST										
		FY19	FY20	FY21	FY22	FY23	FY24	FY25	FY26	FY27	FY28	FY29
		ACTUALS	ACTUALS	ACTUALS	ACTUALS	FORECAST	FORECAST	FORECAST	FORECAST	FORECAST	FORECAST	FORECAST
4/26/2023												
⊕ OCCUPANCY RATES		73.0%	49.7%	64.8%	72.3%	74.6%	75.0%	75.3%	75.7%	76.1%	76.5%	76.9%
⊕ AVERAGE DAILY RATE		\$103	\$89	\$91	\$108	\$115	\$116	\$117	\$118	\$120	\$121	\$122
⊕ RevPAR		\$75	\$44	\$59	\$78	\$85	\$86	\$87	\$88	\$88	\$89	\$90
⊖ REVENUES												
⊕ TOURISM TAX		5,843,184	4,213,500	4,390,817	6,351,853	6,902,317	7,000,000	7,070,000	7,140,700	7,212,107	7,284,228	7,357,070
⊕ OTHER REVENUES		133,836	92,778	21,579	(19,611)	37,500	42,500	42,500	42,500	42,500	42,500	42,500
⊕ TOTAL REVENUES		5,977,020	4,306,279	4,412,396	6,332,242	6,939,817	7,042,500	7,112,500	7,183,200	7,254,607	7,326,728	7,399,570
⊖ EXPENDITURES												
⊕ BASE BUDGETS		2,692,848	2,841,121	2,529,577	3,054,972	3,469,603	3,602,954	3,693,922	3,788,347	3,886,362	3,988,109	4,093,731
⊕ DEBT SERVICE		1,641,450	1,637,200	1,637,800	1,637,400	2,081,833	2,009,233	2,009,233	2,009,233	2,009,233	2,009,233	2,009,233
⊕ CAPITAL BUDGETS		91,749	190,208	37,967	58,799	465,895	-	5,625,000	6,750,000			
⊕ TOTAL EXPENDITURES		4,426,039	4,668,521	4,205,336	4,751,162	6,017,322	5,612,178	11,328,146	12,547,571	5,895,587	5,997,333	6,102,955
⊕ RESERVE BALANCE		\$ 5.0M	\$ 3.9M	\$ 3.7M	\$ 5.1M	\$ 7.5M	\$ 8.9M	\$ 4.7M	\$ 0.0M	\$ 1.4M	\$ 2.7M	\$ 4.0M

Sports Complex Replacement Turf



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Recommendations and Next Steps

Tricia Johnson & Team

Tourism Improvement District

- ✓ Opportunity for local government to support tourism through a no-expense policy decision
- ✓ Assessment does not affect residents of the jurisdiction
- ✓ Provides for community growth using visitor income to bolster existing tax revenues
- ✓ Public-private partnership for a long-term, stable supplemental revenue source

TID Impact: Building Partnerships

CIVITAS



TID forms nonprofit corporation to oversee funds, with board consisting of assessed businesses

TIDs create a forum where those businesses (at a minimum) direct the expenditures



Businesses now have a significant voice while DMO/sports commission gains dedicated funding

201 TIDs

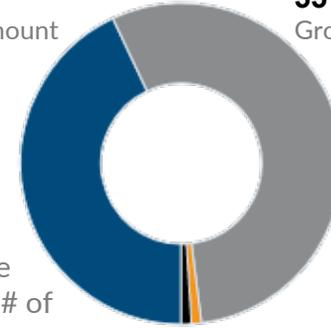
Most Recent:
Louisville, KY & Providence, RI
(December 2022)

43%
Fixed \$ Amount

55%
Gross Revenue %

1%
Fixed-rate
based on # of
hotel rooms

1%
Fixed-rate per
occupied room per
night that varies by
ADR

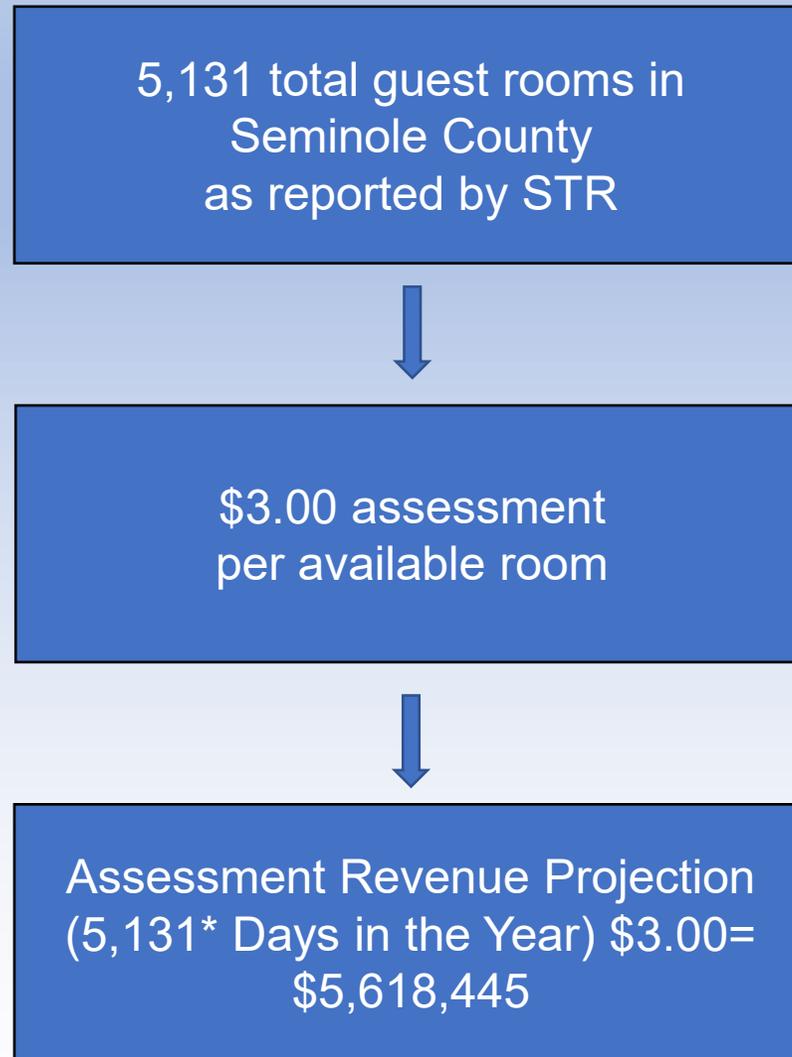


ANNUAL AMOUNT RAISED

Low	\$10,000
High	\$41,000,000
Total	\$462,722,513

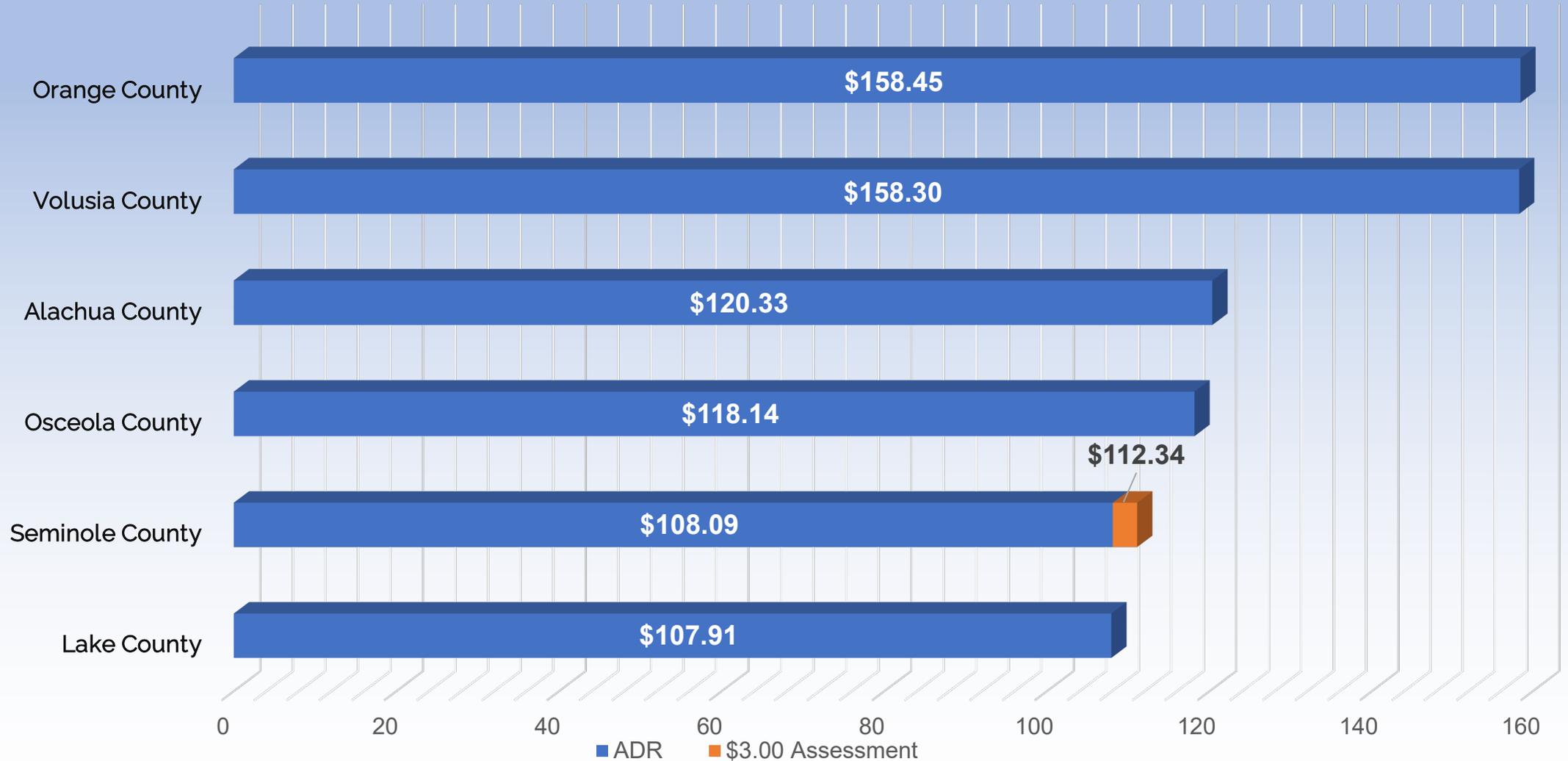
20 STATES

Funding Projections



- **Assessment-** \$3.00 per available room
- **Budget-** Projected assessment collection of \$5.62 million
- **Boundaries-** Any lodging business located within Seminole County with 54 rooms or greater
- **Authorized Expenditures-** Capital improvements, sports tourism development, sports tourism incentives, and sports facilities maintenance
- **Term-** Potential debt service
- **Governance-** Establish nonprofit with Board of Directors comprised of stakeholders
- **Collection-** Lodging businesses remit to County; County remits revenues to nonprofit

Competitive Set Comparison



TID Establishment Timeline

Action	Date
Seminole County Tourism Improvement District (SCTID) Steering Committee established	1st month
District plan development	2 nd -4 th months
Stakeholder outreach program developed	4 th & 5 th month
File final district plan with the County staff	6 th month
County to approve final district plan	6 th month
Petition Drive	7 th month
Draft TID Ordinance	8 th month
Final TID formation documents approval by County staff	8 th month
Mail and Publish - Notice of Public Hearings	9 th month
County Council – Public Hearings	10 th month
County Council- Ordinance Forming the SCTID	11 th month
SCTID begins collecting assessment	12 th month

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How to Capitalize on Strengths & Mitigate Weaknesses

The following key headlines outline ways Seminole County can both leverage their strengths and mitigate some of their weaknesses with the proposed youth sports complex.

Strong Local/Regional Demand

Youth sports continue to grow in the area as the residential population continues to increase. Indoor clubs and tournament operators have expressed that the lack available court supply has restricted growth of their programs and limits tournament sizes. Seminole County and the greater Orlando market have a strong demand base that can fill court space throughout the week within a large sports complex and draw tournaments on the weekends.

Weak Supply Within Florida

A high-quality indoor facility with ample court space for tournaments is in need for Central Florida. The majority of the large tournaments are held at the Convention Center with the remainder split between a handful of facilities. The local and regional supply is extremely limited for the demand and population of the state. A regional facility in Seminole County would recapture demand that currently leaves the market for tournaments and induce tournament visitation from all over the country.

Destination Appeal

Seminole County has the ability to leverage its geographical location between the biggest theme parks found in Orlando and beaches on the east coastline. A new indoor sports facility will add to the youth sports destination that Boombah has started and give Seminole County a competitive advantage when appealing to tournament operators. A youth sports destination that is also close to well-known family entertainment will enhance its attractiveness for larger regional and national tournaments.

SWOT Analysis

STRENGTHS



- Growing population and strong local/regional market
- Central location in Florida and 35 miles from downtown Orlando
- No major competitive indoor facilities within Seminole County
- Proven success with Boombah Sports Complex

OPPORTUNITIES



- Tournament-grade indoor sports facility
- Unobstructed function space that could serve as an emergency shelter or space for graduations for the County
- Private sector partnerships with tournament operators
- Additional commercial development surrounding the airport and sport complexes

WEAKNESSES



- Limited full-service hotels in the County and no hotels within 5 miles of the Project site
- Lack of development around the proposed Project
- Losing tourism dollars to Orange County and the Orlando market

THREATS



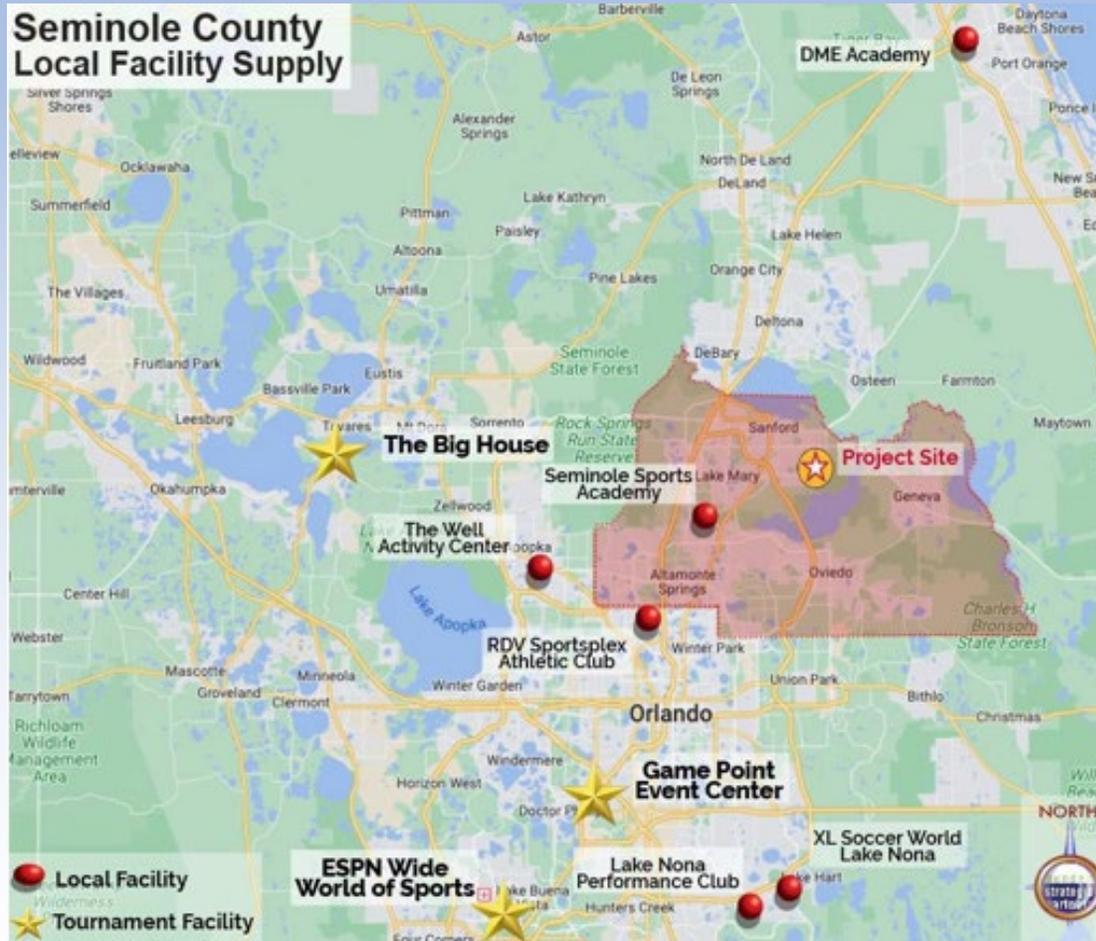
- Other proposed, competing facilities within the Florida market
- Private indoor facilities in neighboring counties and similar destination cities
- Competing interests between club and recreational usage given the rapid residential growth

Regional Sports Facilities



- Strong distribution of tournament facilities along I-75 between Gainesville and Tampa
- Two facilities under construction: Panama City and Alachua County

Local Sports Facilities

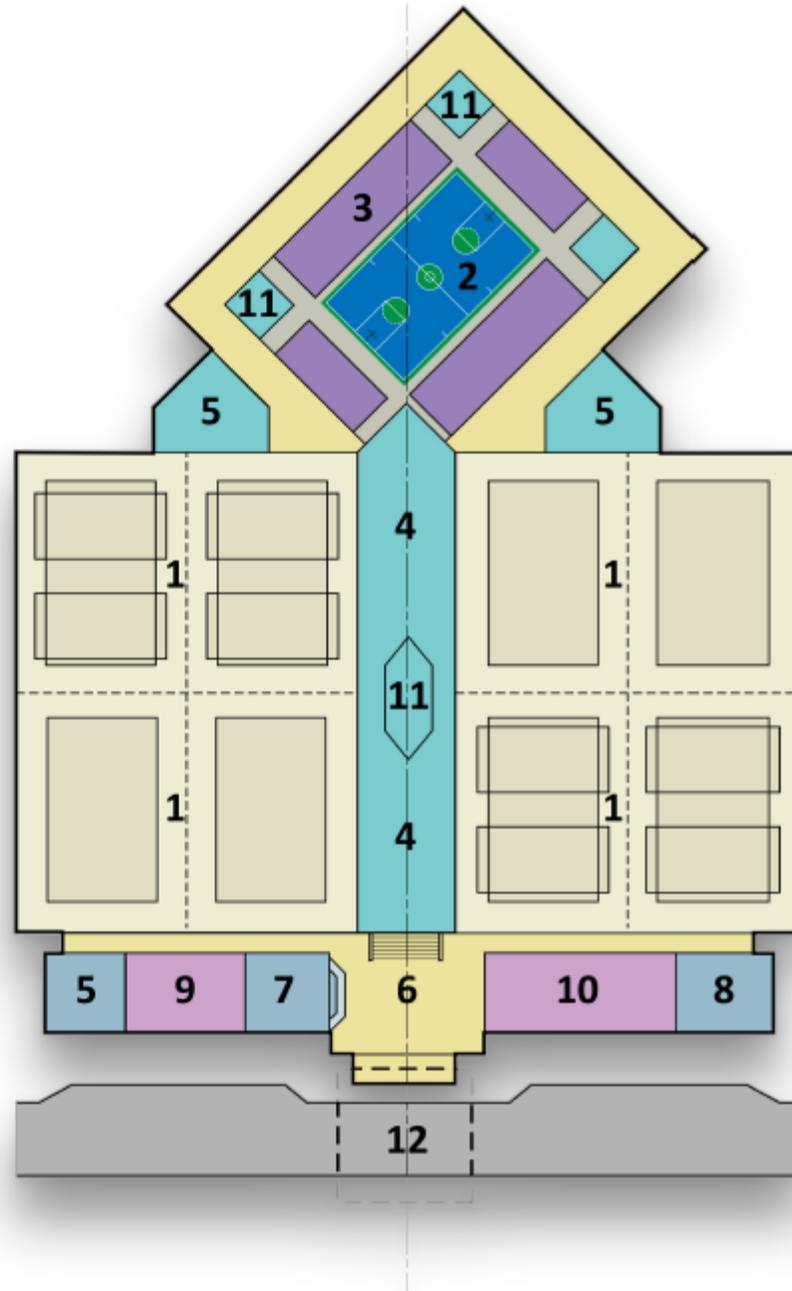


- Game Point Event Center and The Big House are primary facilities that host large regional tournaments
- Lack of sizeable indoor facilities in the area result in missed opportunities:
 - Basketball
 - Volleyball
 - Martial Arts
 - Gymnastics
 - Cheerleading
 - Dance competitions

Recommendations

- Minimum 139,000 Square Feet
- 9 Hardwood Basketball Courts
 - 1 Championship Style Court
 - Courts Convert to 18 Volleyball Courts
- 900 Seats with Retractable Seating
- Building Needs:
 - Team / Locker Rooms
 - Offices
 - Restrooms
 - Storage
 - First Aid
- Other Key Amenities:
 - Concession/Food Service Area
 - Restaurant/Café
 - Stage
 - Lough Space/Play Area
 - Physical Therapy/Performance Area
 - Meeting Rooms
 - Lobby Space





- 1 Tournament Courts
- 2 Championship Court
- 3 Seating
- 4 Dining Above/Dressing Below
- 5 Mech./Storage
- 6 Lobby
- 7 Admin/Retail
- 8 Childcare
- 9 Sports Medicine
- 10 Meeting Rooms
- 11 Concession/Restroom
- 12 Drop Off/Driveway

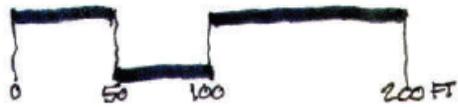
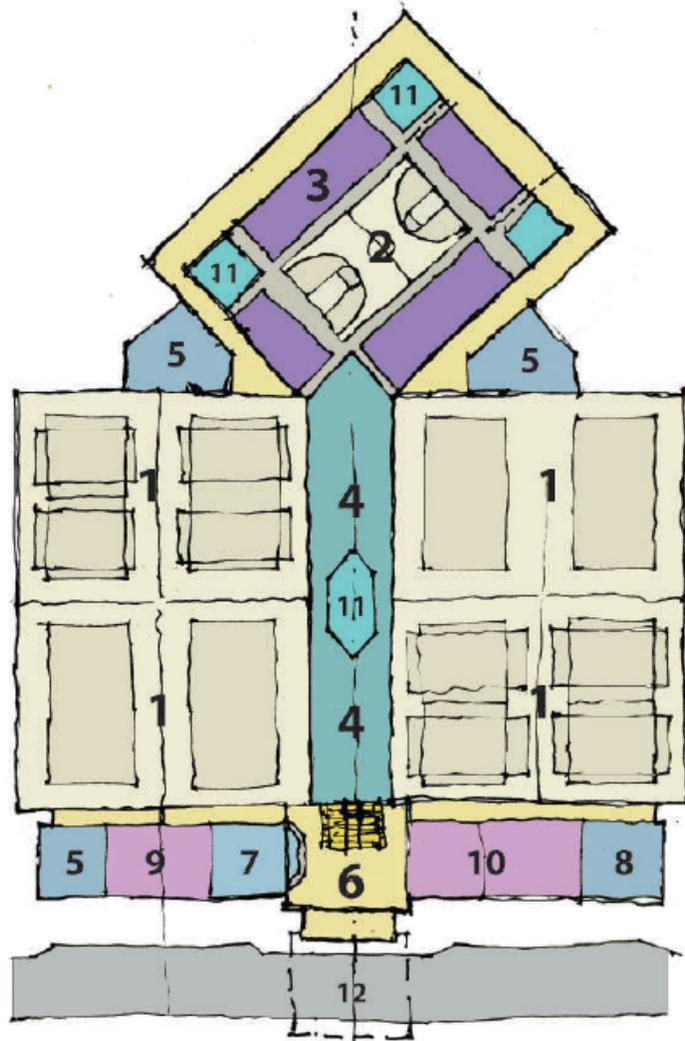
Concept Plan





LEGEND:

- 1 Tournament Courts
- 2 Championship Court
- 3 Seating
- 4 Dining Above/Dressing Below
- 5 Mech./Storage
- 6 Lobby
- 7 Admin/Retail
- 8 Childcare
- 9 Sports Medicine
- 10 Meeting Rooms
- 11 Concession/Restroom
- 12 Drop Off Drive



Concept Plan

Cost Estimates - Seminole County Indoor Sports Facility

Building	Construction Cost	Soft Cost	Project Cost
Upper Level	\$3,200,000	\$800,000	\$4,000,000
Main Level	\$44,600,000	\$11,200,000	\$55,800,000
Total Building	\$47,800,000	\$12,000,000	\$59,700,000
Sitework	Construction Cost	Soft Cost	Project Cost
Parking	\$1,400,000	\$400,000	\$1,800,000
Landscaping	\$900,000	\$300,000	\$1,100,000
Other Sitework	\$300,000	\$100,000	\$400,000
Total Sitework	\$2,500,000	\$300,000	\$1,400,000
Total Building & Site	\$50,300,000	\$12,300,000	\$61,100,000

Source: Convergence Design

Soft Costs

Fees, Testing	9%
Fixtures, Furnishings	6%
Contingency	10%
Total Soft Costs	25%

Note: The Project's estimated construction costs account for rising costs based on the market realities. Convergence Design consulted with Florida contractors to confirm the estimated construction costs given the magnitude.

JAN 2023

Projections

	Year 1	Year 5
Events Basketball, Volleyball, Wrestling, Cheer/Dance, Pickle Ball, Graduations, Special Events	32	60
Event Days	67	116
Hotel Room Nights	17,149	29,238
Attendance	236,288	318,395
Net New Spending Food/Beverage, Lodging, Retail, Transportation	\$11,864	\$22,569

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History & Current State

- For 30 years, Seminole County has owned and maintained 6 soccer fields at Sylvan Lake Park
- Two of the County fields, E and F, are currently and exclusively utilized by the Orlando Pride
- Seminole Soccer Club owns and maintains 11 soccer fields at the Seminole Soccer Complex
- The County's largest visiting soccer tournaments are ECNL Boys and ECNL Girls, which utilize all County and Seminole Soccer Club fields

Markham Rd.

Lake Markham Rd.

**Seminole Soccer
(Privately Owned)**

**Sylvan Lake
Park**

E
F

A

B

C

D

S. Sylvan Lake Dr.

Existing Soccer Facilities



Current Challenges

- Losing market share to competing destinations
 - Lakewood Ranch, Brandon
 - Reach 11, Phoenix
- Increased field demand due to local soccer club growth
- Few lit fields, limiting evening play
 - Sylvan Lake Park: 6 Fields, 2 with lights
 - Seminole Soccer Club: 11 Fields, 1 with lights

WB Equestrian Property – 40 Acres



Markham Rd.

Lake Markham Rd.

S. Sylvan Lake Dr.

Large Covered Outdoor Pavilion

Trailer

WB Equestrian Property
(Privately Owned)

Existing Structures

Existing Building Complex

- Stables
- Meeting Space / Offices
- Outdoor Plazas

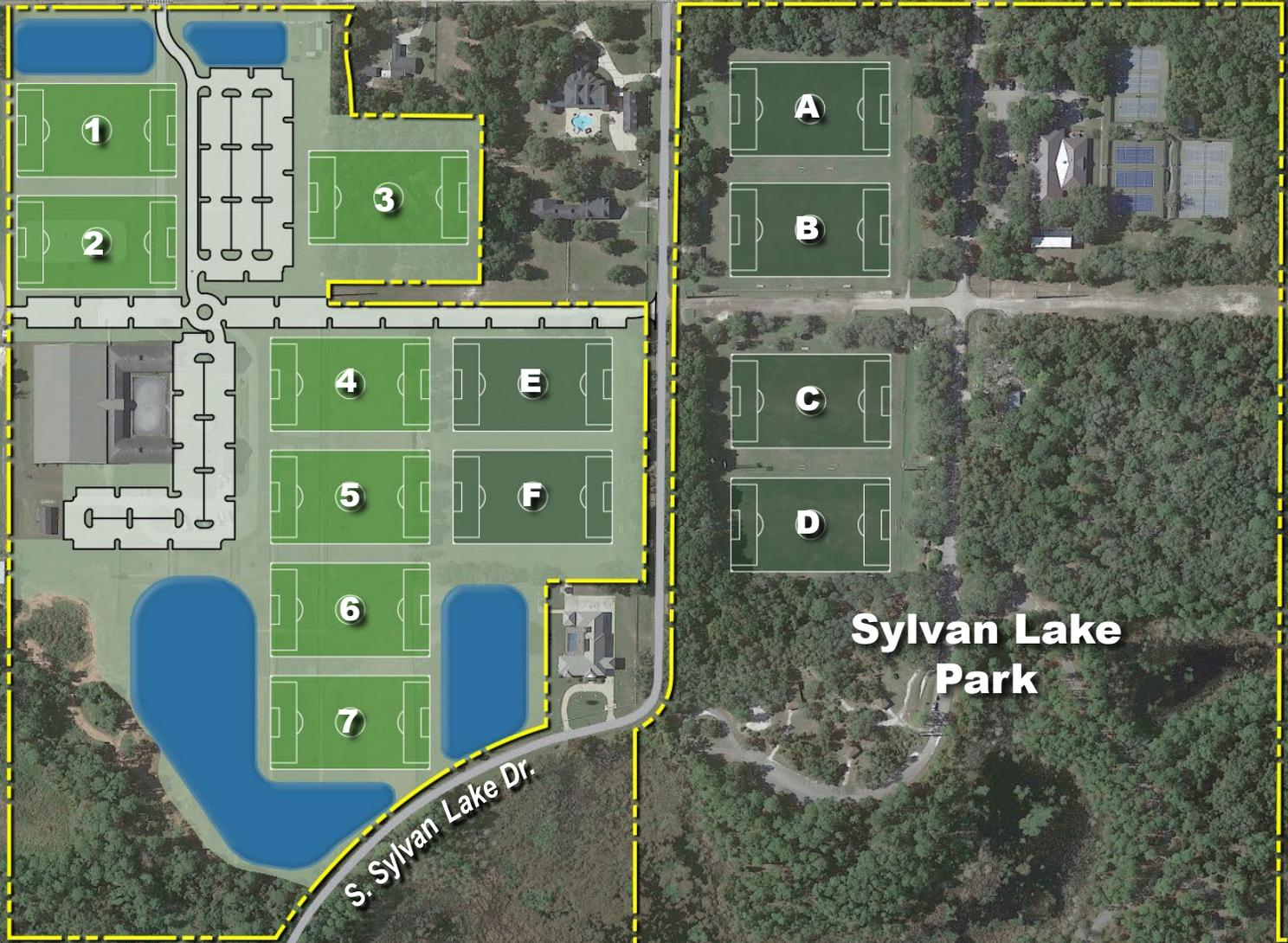


Sylvan Lake Park Soccer Expansion



Lake Markham Rd.

Markham Rd.

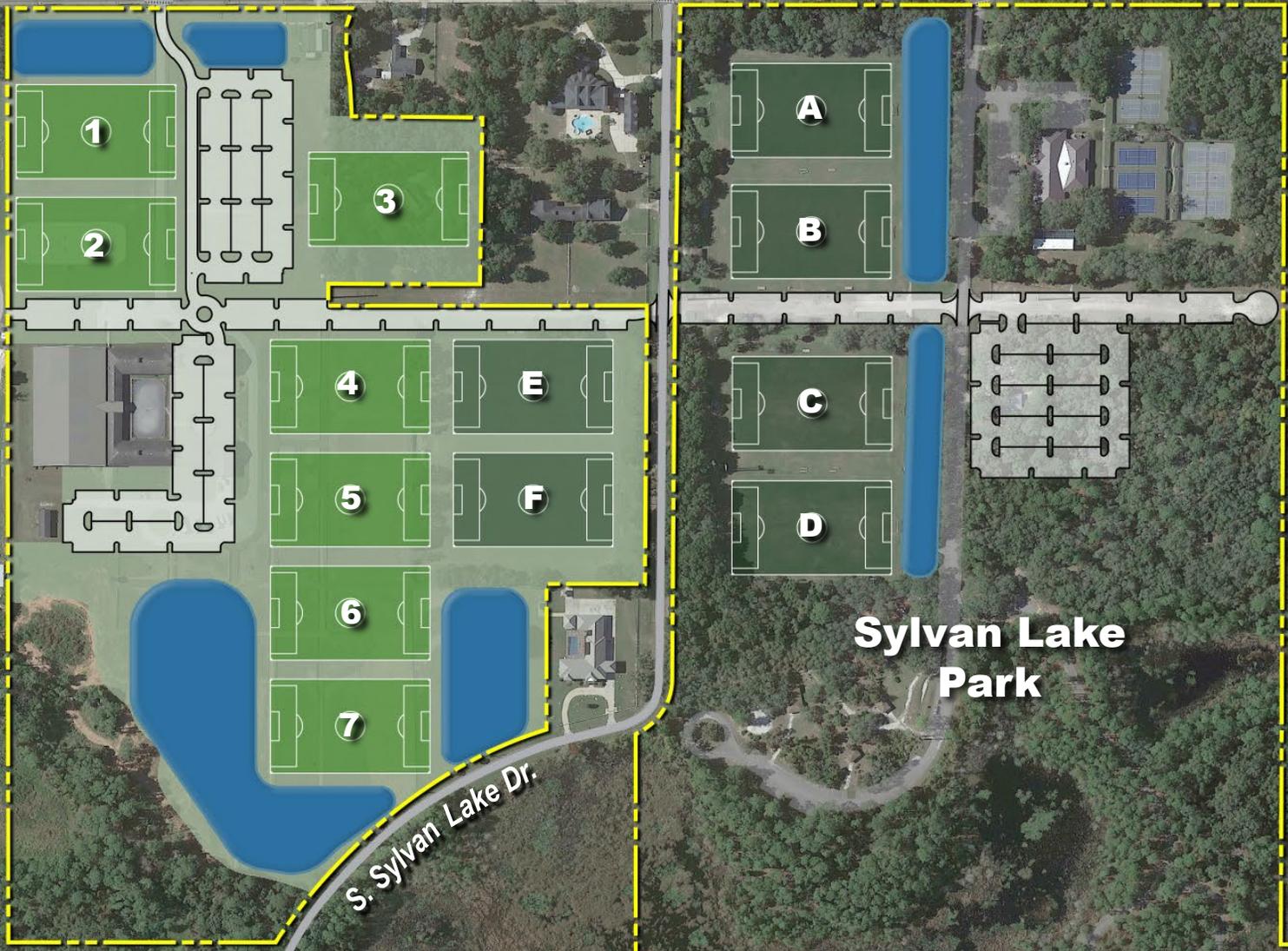


Sylvan Lake Park

S. Sylvan Lake Dr.

Markham Rd.

Lake Markham Rd.



Sylvan Lake Park

S. Sylvan Lake Dr.

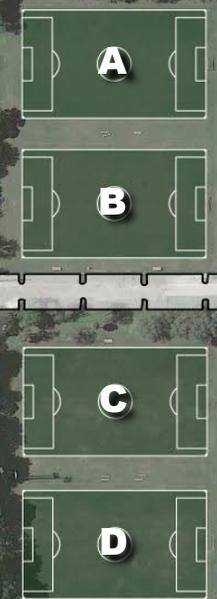
Sylvan Lake Park Renovations



Markham Rd.

Lake Markham Rd.

**Seminole Soccer
(Privately Owned)**



**Sylvan Lake
Park**

S. Sylvan Lake Dr.

Total Potential Soccer Facilities



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Recommendations

- Tourism Improvement District:
 - Work with Civitas to Proceed with Phase Two of TID establishment
- Indoor Sports Complex:
 - Contract with an architect/contractor for further design
- Sylvan Lake Expansion:
 - An appraisal of the WB Horse Farm property is in progress
 - Develop the following for Board consideration:
 - Capital improvements, operations, and maintenance estimates
 - Event projections
 - Funding recommendations

Questions