

TOURISM IMPROVEMENT DISTRICT (TID) WORK SESSION

Board of County Commissioners Meeting

May 14, 2024

Outline / Agenda

1. Present State of Seminole County Tourism and Sports Facilities
2. Future Opportunities for Sports Tourism
3. Tourism Improvement District (TID)
4. TID Details: A Unique Funding Mechanism
5. Discussion and Questions

Background / History

1. **May 9, 2023, BCC Tourism Work Session** - Presented the Tourism Improvement District (TID) and Indoor Sports Facility Concepts
2. **Based on direction given, staff has been:**
 - a. Working with the Tourism Development Committee (TDC), hoteliers and consultants to advance and refine the TID concept
 - b. Refining the Indoor Complex conceptual development program
 - c. Preparing for today's work session

Research and Analysis

Organization	Report
Smith Travel Research (STR)	Hotel Monthly Trends & Yearly Forecasts
Zartico	Sports Facilities Visitor Data (Drive and Overnight) Study
Hunden Strategic Partners (HSP)	Indoor Complex Feasibility Study
Destinations International	Event Impact Calculator
Downs and St. Germain	Visitor Study and Visitor Economic Impact Analysis
Civitas Advisors	Tourism Improvement District (TID) Feasibility and Formation

Seminole County Visitor Data

2022 / 2023

Economic Impact: **\$1,236,299,700**

Visitors: **2,243,300**

Direct Visitor Spending: **\$740,437,300**

Tourism Supported Jobs: **11,960**

Tourism Wages and Salaries: **\$363,503,900**

Source: 2022/2023 Visitor Study Conducted By Downs & St. Germain

Day-of-Week Stay Trends

February 2024		Occupancy		Average Daily Rate (ADR)		Revenue Per Available Room (RevPAR)	
		Percentage	% Change	Rate (\$)	% Change	Revenue (\$)	% Change
Weekday / Weekend							
Weekday (Sun-Thu)	Current Month	74.6	-3.1	123.95	-2.1	92.49	-5.1
	Year To Date	71.1	-3.4	118.56	-2.5	84.26	-5.8
	Running 12 Month	64.8	-6.6	107.42	3.0	69.65	-3.7
Weekend (Fri-Sat)	Current Month	84.8	-0.9	145.87	0.8	123.70	-0.1
	Year To Date	81.0	-3.3	134.94	-1.9	109.26	-5.1
	Running 12 Month	74.5	-6.5	118.31	0.3	88.10	-6.2
Total	Current Month	77.4	-2.5	130.58	-1.2	101.10	-3.7
	Year To Date	73.7	-3.4	123.36	-2.4	90.93	-5.7
	Running 12 Month	67.6	-6.6	110.83	2.1	74.90	-4.6

Seminole County Stays - Best In Region

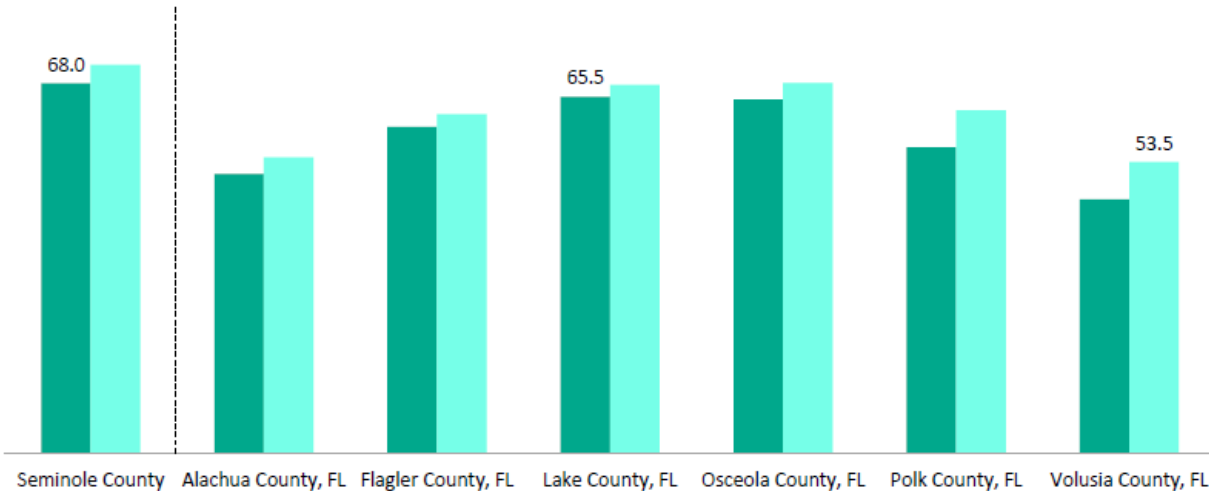
2022 / 2023

Seminole besting all counties in Occupancy

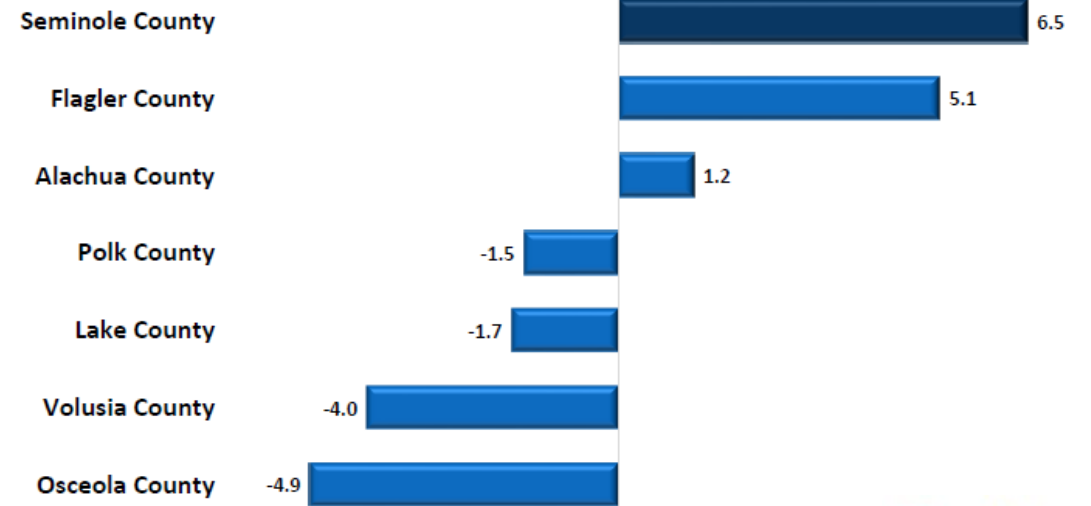


Select county Occupancy, 2022 and 2023

■ 2023 ■ 2022



ADR % Change – Seminole County leads in rate growth



Comparable Markets : ADR % Change; YE 2023



Source: STR 2024 Yearly Forecast

Sports Complex Current Status and Trends

Who are the sports facility visitors?

Source: Near

16% are Visitors

+41% higher compared to overall destination mix

60% In-State Visitors

+18% higher compared to overall destination mix

42% observed in Accommodations

+78% higher compared to average visitor

Boombah Sports Complex Status - 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
Totals	401	22,737	965,790	150,045	\$214,188,820

Other Seminole County 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
Totals	289	11,046	515,204	96,819	\$102,379,775

Seminole County Tourism Forecast

Key Performance Indicators

Metric	2023 Actual	2024 Forecast	% Change
Occupancy	68.0%	68.1%	0.2%
Average Daily Rate (ADR) \$	\$111.45	\$111.01	(0.4%)
Revenue Per Available Room (RevPAR) \$	\$75.79	\$75.63	(0.2%)

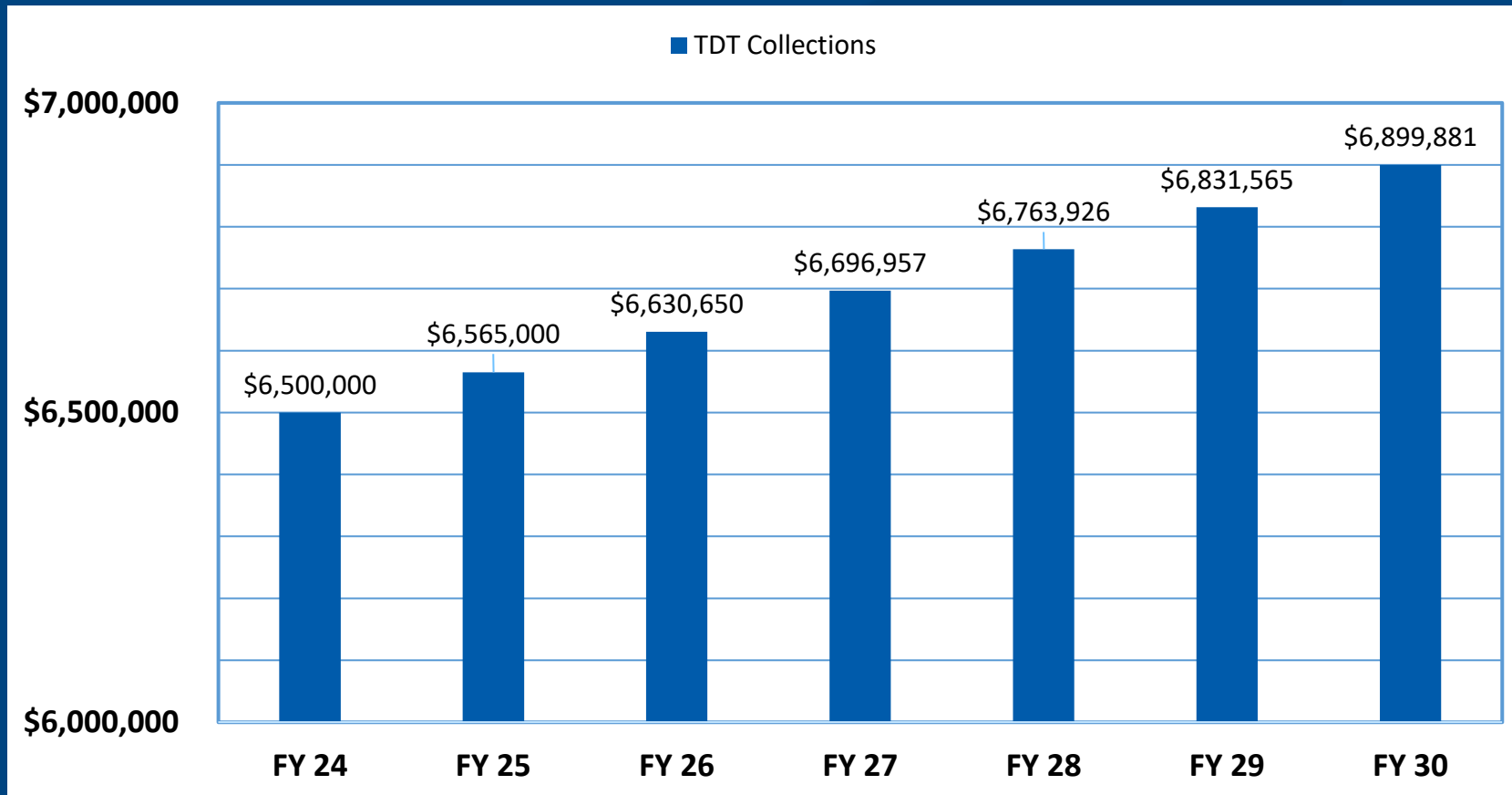
Source: STR 2024 Yearly Forecast

Moderate Revenue Per Available Room (RevPAR) Growth Expected U.S. Hotel Industry Forecast

Metric	2023 Actual	2024 Forecast	2025 Forecast	2026 Forecast
Occupancy %	63.0%	63.6%	64.0%	64.1%
Average Daily Rate (ADR) % Change	4.3%	3.1%	2.8%	3.1%
Revenue Per Available Room (RevPAR) % Change	4.9%	4.1%	3.5%	3.2%
2019 Real RevPAR Index	(5.0%)	(3.5%)	(2.1%)	(1.0%)

Source: STR 2024 Yearly Forecast

Tourist Development Tax (TDT) Collection Forecast Seminole County

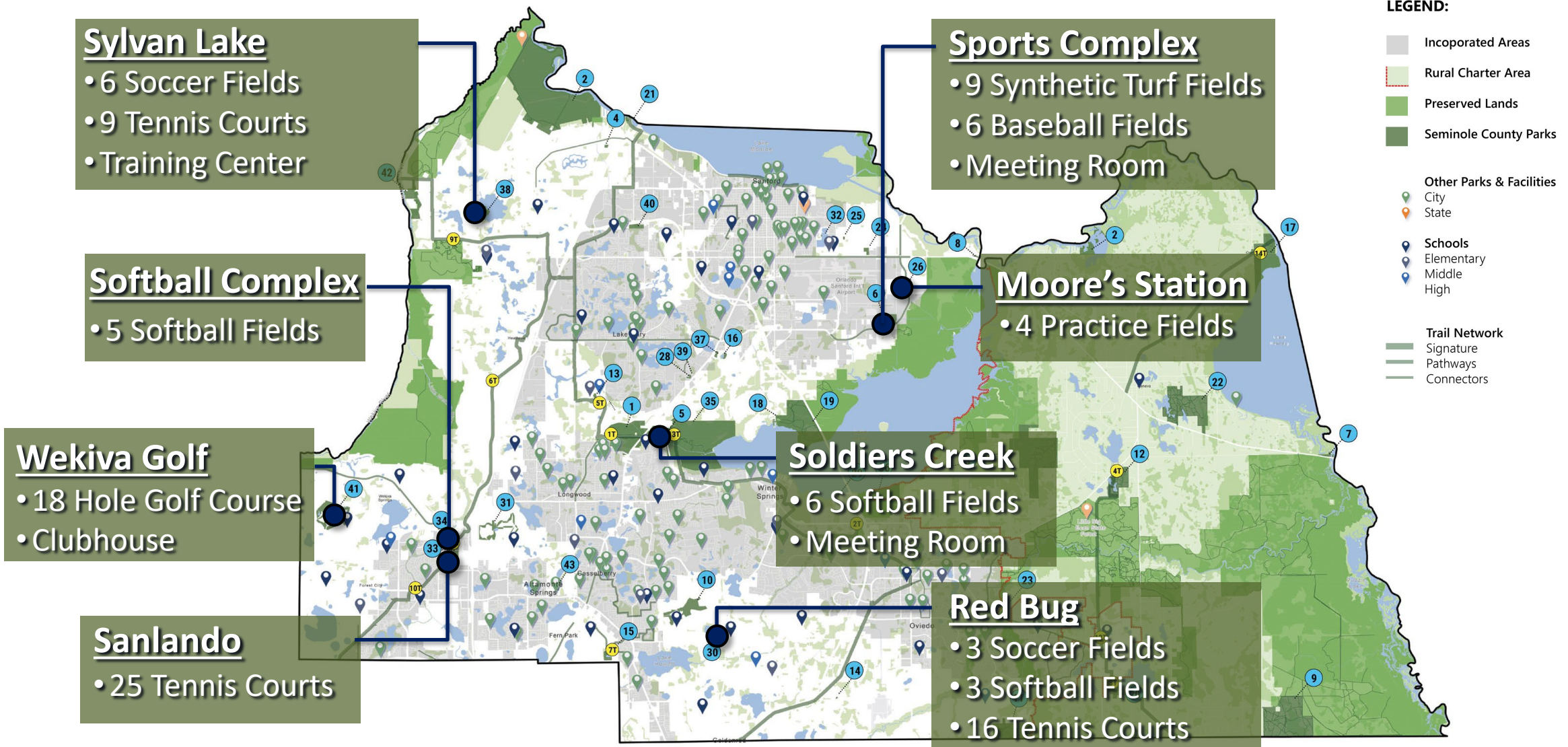


Source: Downs & St. Germain

Potential Tourism Future Challenges

- Travel Demand Plateau
- FL Statute 125.0104 TDT Constraints
- Legislative Uncertainty
- Increased Competition
- Increased Risk Due to Venue Limitations

Current Status of Sports Facilities Inventory



Sylvan Lake

- 6 Soccer Fields
- 9 Tennis Courts
- Training Center

Sports Complex

- 9 Synthetic Turf Fields
- 6 Baseball Fields
- Meeting Room

Softball Complex

- 5 Softball Fields

Moore's Station

- 4 Practice Fields

Wekiva Golf

- 18 Hole Golf Course
- Clubhouse

Soldiers Creek

- 6 Softball Fields
- Meeting Room

Sanlando

- 25 Tennis Courts

Red Bug

- 3 Soccer Fields
- 3 Softball Fields
- 16 Tennis Courts

2024 Facility and Program Review: Revenue & Economic Impact

	ID	Hours Reserved			Reservation Counts			Organization Count			Revenue		Layout
		FY 22	FY 23	Diff	FY 22	FY 23	Diff	FY 22	FY 23	Diff	FY 22	FY 23	
Moore Station	1	58	188	130	19	89	70	4	5	1	\$1,322.19	\$4,782.30	Rectangular
	2	100	97	-3	31	52	21	9	9	0	\$2,259.82	\$2,794.30	Rectangular
	3	223	106	-118	91	50	-41	12	6	-6	\$6,012.28	\$3,139.42	Rectangular
	4	164	114	-50	72	40	-32	11	5	-6	\$4,280.50	\$2,432.55	Rectangular
Red Bug	1	494	543	49	215	237	22	66	77	11	\$13,790.46	\$17,519.99	Diamond
	2	362	415	53	151	192	41	80	81	1	\$10,615.66	\$12,758.82	Diamond
	3	295	427	133	117	157	40	55	66	11	\$8,606.38	\$13,890.55	Diamond
	A	741	736	-5	302	293	-9	17	15	-2	\$24,120.18	\$27,259.48	Rectangular
	B	471	531	61	158	180	22	14	8	-6	\$14,931.74	\$19,709.70	Rectangular
	C	600	613	13	211	203	-8	9	6	-3	\$18,533.09	\$21,992.65	Rectangular
SC Softball Complex	1	548	549	2	106	92	-14	27	33	6	\$12,587.58	\$14,326.76	Diamond
	2	771	808	37	168	171	3	28	28	0	\$17,387.27	\$20,982.56	Diamond
	3	649	663	14	134	129	-5	25	27	2	\$14,493.12	\$17,170.52	Diamond
	4	595	563	-32	119	88	-31	24	25	1	\$13,238.82	\$14,246.27	Diamond
	5	572	584	11	109	121	12	29	28	-1	\$12,708.34	\$14,975.26	Diamond
Soldiers Creek Park	CF	1,196	1,121	-76	308	283	-25	23	28	5	\$29,797.05	\$29,823.86	Diamond
	2	1,124	1,127	3	255	273	18	20	36	16	\$26,322.71	\$29,955.99	Diamond
	3	1,008	1,056	48	258	274	16	26	36	10	\$23,447.93	\$29,085.19	Diamond
	4	813	1,054	241	208	297	89	24	32	8	\$19,716.85	\$27,822.73	Diamond
	5	992	1,166	174	242	335	93	24	23	-1	\$23,490.57	\$31,311.35	Diamond
	6	1,025	1,164	139	243	368	125	24	28	4	\$24,717.01	\$31,138.79	Diamond
Sports Complex	A1	1,493	1,468	-25	192	216	24	19	17	-2	\$37,271.66	\$41,304.76	Multipurpose
	A2	1,440	1,337	-103	203	204	1	18	18	0	\$35,414.41	\$37,674.72	Multipurpose
	A3	1,359	1,337	-22	206	204	-2	23	13	-10	\$33,607.83	\$38,576.72	Multipurpose
	A4	1,277	1,372	95	182	202	20	20	16	-4	\$31,341.12	\$38,403.13	Multipurpose
	B1	1,402	1,432	30	223	220	-3	17	15	-2	\$43,540.06	\$45,706.70	Multipurpose
	B2	1,330	1,333	2	201	201	0	16	10	-6	\$33,494.33	\$36,992.72	Multipurpose
	B3	1,319	1,273	-46	194	190	-4	10	9	-1	\$32,703.99	\$35,062.66	Multipurpose
	B4	1,384	1,393	9	216	213	-3	10	10	0	\$34,308.55	\$38,792.13	Multipurpose
	B5	1,403	1,432	29	238	232	-6	15	14	-1	\$35,213.19	\$40,635.36	Multipurpose
	C1	745	740	-5	88	84	-4	5	5	0	\$18,236.55	\$19,908.25	Diamond
	C2	626	661	35	77	78	1	4	5	1	\$15,245.29	\$17,635.87	Diamond
	C3	622	613	-9	75	71	-4	4	5	1	\$15,082.41	\$16,162.01	Diamond
	C4	690	653	-37	92	72	-20	5	5	0	\$16,676.10	\$17,372.46	Diamond
	D1	579	523	-56	69	58	-11	5	4	-1	\$13,897.37	\$13,776.56	Diamond
D2	542	488	-54	68	55	-13	5	4	-1	\$12,962.84	\$12,826.76	Diamond	
Sylvan Lake Park	A	478	547	69	135	154	19	17	17	0	\$12,977.20	\$16,311.39	Rectangular
	B	504	545	41	118	139	21	15	13	-2	\$13,727.25	\$16,102.87	Rectangular
	C	661	716	55	220	217	-3	22	23	1	\$20,468.05	\$23,707.51	Rectangular
	D	577	602	26	169	187	18	19	22	3	\$17,820.50	\$20,236.80	Rectangular
Totals		31,222	32,080	858	6,483	6,921	438	800	827	27	\$796,368.25	\$914,308.42	

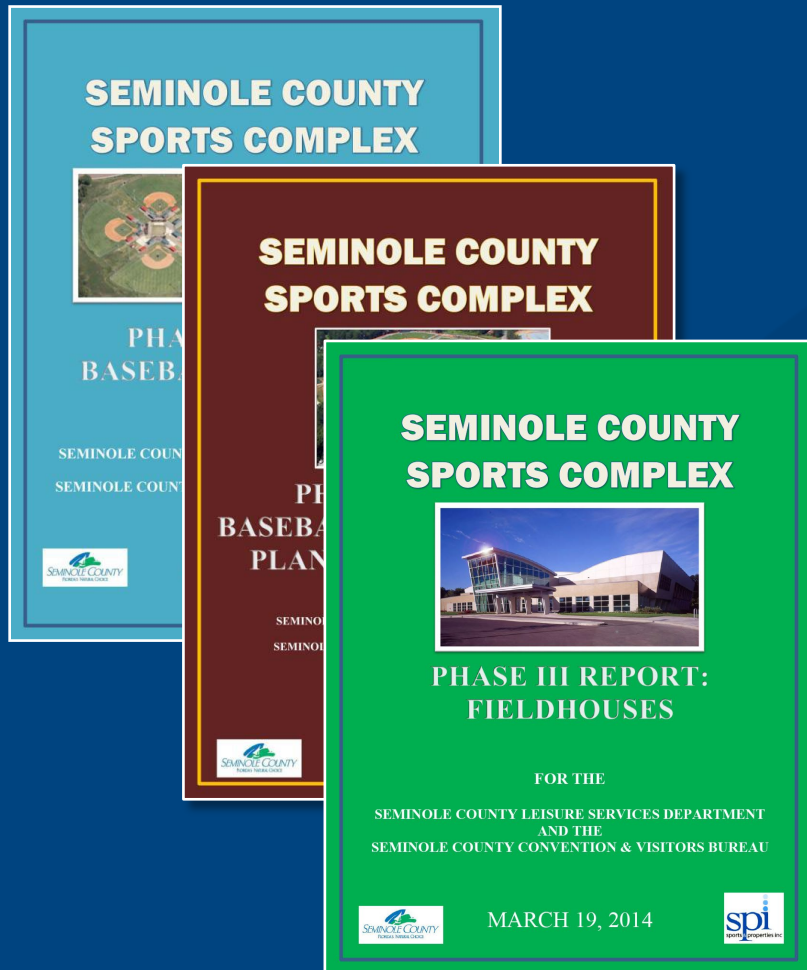
Key Findings

1. In 2022 sporting events generated \$63.4 Million in economic impact.
2. Additional investment is needed to keep up with demand for sports fields and capitalize on their economic impact.
3. Growth in facility rentals / demand continues to increase beyond facility capacity for our residents.
4. Direct revenue for programs has been maximized (cost + 10% philosophy).
5. There is an opportunity to increase revenues through a wholistic approach to a sponsorship program.

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Timeline of Sports Facility Studies & Investments



2013 Sports Complex Volumes I and II Reports Completed:
I. Facility Development Program Study
II. Facility ProForma

2014 Analysis / Benchmarks Completed for Potential Indoor Complex

2014 A/E Design Services Contract Awarded
CMAR Contract Awarded, for:

1. Sports Complex
2. Soldiers Creek Park Complex
3. Indoor Sports Complex

Timeline of Sports Facility Studies & Investments



- 2016** Sports Complex Construction Completed
- 2017** Soldiers Creek Construction Completed
- 2017** Indoor Complex Concept Revisited (Internal)
- 2019** Park System Master Plan Update (Internal)
- 2023** Tourism Update / Work Session
- 2024** 10-Year Park System Master Plan Update

Tourist Development Tax (TDT) Funding: Sports Facilities

Current TDT Funding Allocations:

- Debt service on Sports Complex and Soldiers Creek construction:
\$1.64M Annually Through FY 2044
- Debt service on the sports lighting for Sports Complex and Soldiers Creek:
\$300,000 +/- Annually Through October 2027
- Funding for limited maintenance and minor upgrades at County Sports Facilities:
Current FY Funding \$431,679
- Funding for artificial turf replacement from TDT Reserves:
\$5.3M +/- FY 2025

Sports Facilities and Other County Funding Initiatives

General Fund CIP/Unfunded (2024 Park System Master Plan)

- **\$14.4M** - Sports Facility Identified Needs (End-of-Life)
- **\$19.4M** - Sports Facility 'Opportunities'

(Note: Does Not Include the Indoor Facility, WB Equestrian Property or Wekiva Golf Club)

Selected Sports Facilities Needs & Opportunities

- 1. Expand Sports Facility Inventory** - Complete Hub D at Sports Complex; Tennis Complex renovations; new Pickleball courts, etc.
- 2. Major Facility Renovations Need** - Softball Complex, Red Bug (age, end of life, etc.)
- 3. Adapt to Resilient Field Construction** - Replace natural grass fields with synthetic turf at Hubs C and D at Sports Complex.
- 4. Technology** - Upgraded Wi-Fi for live streaming and other needs system-wide.
- 5. Concessions Facilities** - Sports Complex kitchen; New opportunities at Sylvan Lake Park, etc.
- 6. Indoor Spaces** - Building enhancements or expansions for meeting rooms at Sylvan Lake, Sanlando, Red Bug, Wekiva Golf Club

Sports Facilities and Other County Funding Initiatives

General Fund CIP/Unfunded (2024 Park System Master Plan)

- \$33.8M Identified Needs and Opportunities

Infrastructure Sales Tax - Proposed

- Proposed Limited List of Facility End-of-Life Projects

Sports Lighting RFP - Proposed

- In process – will evaluate funding/implementation opportunities

Enhanced Sponsorship Package - Proposed

- Evaluation of potential revenue opportunities in process

Indoor Complex Concept 2014 - 2017

Benchmarked "The Top 20"



◀ **The Big House**
Tavares, FL

Myrtle Beach Sports Center ▶
Myrtle Beach, SC



◀ **AdventHealth Arena**
Bay Lake, FL

Sports Pavilion ▶
Lawrence, KS



LakePoint Indoor Sports Facility Case Study

Emerson, GA

Features:

- Opened in May 2016
- \$32M Construction Cost
- 170,000+ SF Building
- 125,000 SF of clear-span floor space
- 12 Basketball Courts
- 24 Volleyball Courts
- 9 Meeting Rooms
- Video Wall
- 12 Digital Scoreboards
- Food Court
- 16,600 SF of Storage and Locker Rooms



Potential Types of Hosted Events/Activities

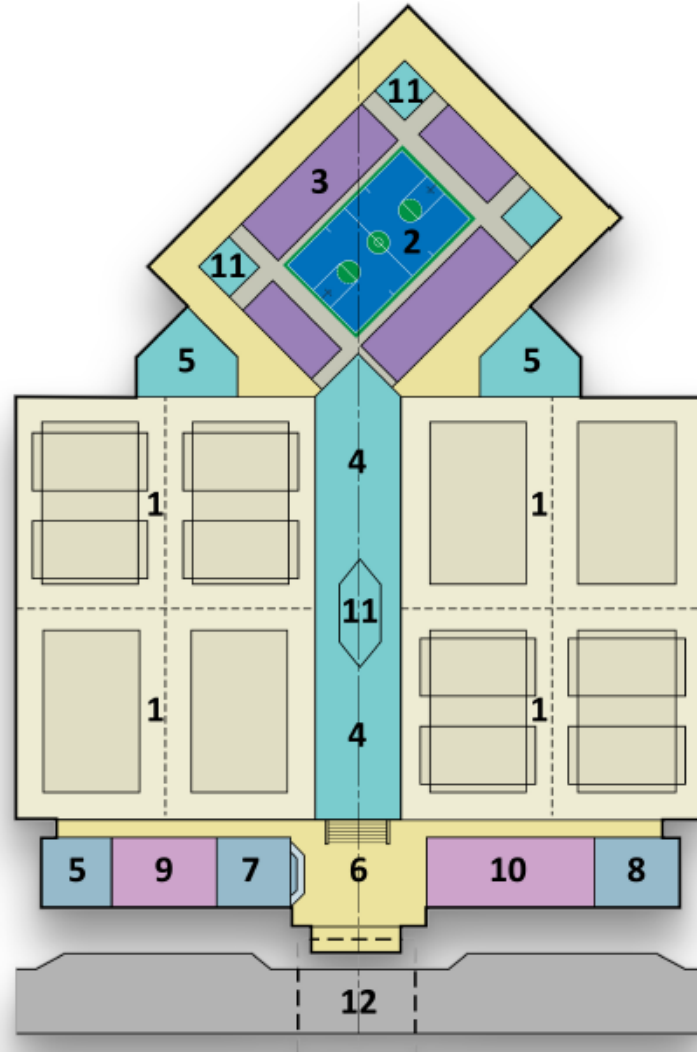


- Basketball
- Volleyball
- Wrestling
- Cheer/Dance
- Pickleball
- Graduations
- Banquets/Special Events

Potential Site Location



Potential Development Concept



- 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

DRAFT

Concept Plan 2023



Potential Development Program - Updated

Indoor Complex (Fieldhouse)

172,000 +/- SF Structure

- 12 Basketball Courts
- 24 Volleyball Courts
- 6,000+ Guest Seating Capacity
- Stage / Special Events Flooring
- Full Size Synthetic Soccer Field
- Mezzanine/ Perimeter Track Level
- Cafe'/ Grille
- 8 Flexible Meeting Rooms
- Facility Offices
- First Aid Station
- Locker Rooms
- Maintenance/ Storage
- Restrooms/ Comfort Facilities

Site Development

- Parking Deck/ Surface Parking Combination
- Landscaping/ Outdoor Public Space(s)
- Controlled Site Access
- Loading Zones/ Maintenance Area
- Signs & Wayfinding (Thematic)
- Required Utilities and Infrastructure

Additional Development Opportunities

- Potentially 8 Acres +/- Remaining

Potential Cost Estimates (Jan. 2024)

- \$66 - \$100M +/- Based on
Development Program Options

Potential Development Concept



Conceptual Economic Impact of Indoor Complex

Impact Inputs & Projections	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	Yr 6	Yr 7	Yr 8	Yr 9	Yr 10	Yr 20	Yr 30
Total Room Nights Generated												
Basketball Tournaments	4,688	5,625	6,563	7,031	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500
Volleyball Tournaments	11,250	13,125	15,000	16,875	18,750	18,750	18,750	18,750	18,750	18,750	18,750	18,750
Wrestling Meets	-	-	540	540	540	540	540	540	540	540	540	540
Cheer/Dance	422	422	844	844	844	844	844	844	844	844	844	844
Pickle Ball	68	101	135	135	135	135	135	135	135	135	135	135
Graduations	682	682	1,364	1,364	1,364	1,364	1,364	1,364	1,364	1,364	1,364	1,364
Banquets/Special Events	39	53	79	105	105	105	105	105	105	105	105	105
Total	17,148	20,008	24,524	26,894	29,238	29,238	29,238	29,238	29,238	29,238	29,238	29,238
Source: Hunden Strategic Partners												

Conceptual Economic Impact - New Net Spending

Direct Net New/Recaptured Spending to Seminole County (000s) - Indoor Sports Complex

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Year 20	Year 30	Total
Food & Beverage	\$ 3,611	\$ 4,353	\$ 5,444	\$ 6,141	\$ 6,862	\$ 7,068	\$ 7,280	\$ 7,499	\$ 7,723	\$ 7,955	\$ 10,691	\$ 14,368	\$ 284,107
Lodging	\$ 1,458	\$ 1,752	\$ 2,211	\$ 2,498	\$ 2,797	\$ 2,881	\$ 2,967	\$ 3,056	\$ 3,148	\$ 3,243	\$ 4,358	\$ 5,857	\$ 115,756
Retail	\$ 1,982	\$ 2,390	\$ 2,989	\$ 3,372	\$ 3,768	\$ 3,881	\$ 3,998	\$ 4,118	\$ 4,241	\$ 4,369	\$ 5,871	\$ 7,890	\$ 156,017
Transportation	\$ 3,036	\$ 3,662	\$ 4,576	\$ 5,160	\$ 5,764	\$ 5,937	\$ 6,115	\$ 6,299	\$ 6,488	\$ 6,682	\$ 8,981	\$ 12,069	\$ 238,667
Other	\$ 1,777	\$ 2,144	\$ 2,680	\$ 3,022	\$ 3,377	\$ 3,478	\$ 3,582	\$ 3,690	\$ 3,800	\$ 3,914	\$ 5,261	\$ 7,070	\$ 139,800
Total	\$ 11,864	\$ 14,300	\$ 17,901	\$ 20,193	\$ 22,569	\$ 23,246	\$ 23,943	\$ 24,661	\$ 25,401	\$ 26,163	\$ 35,161	\$ 47,254	\$ 934,348

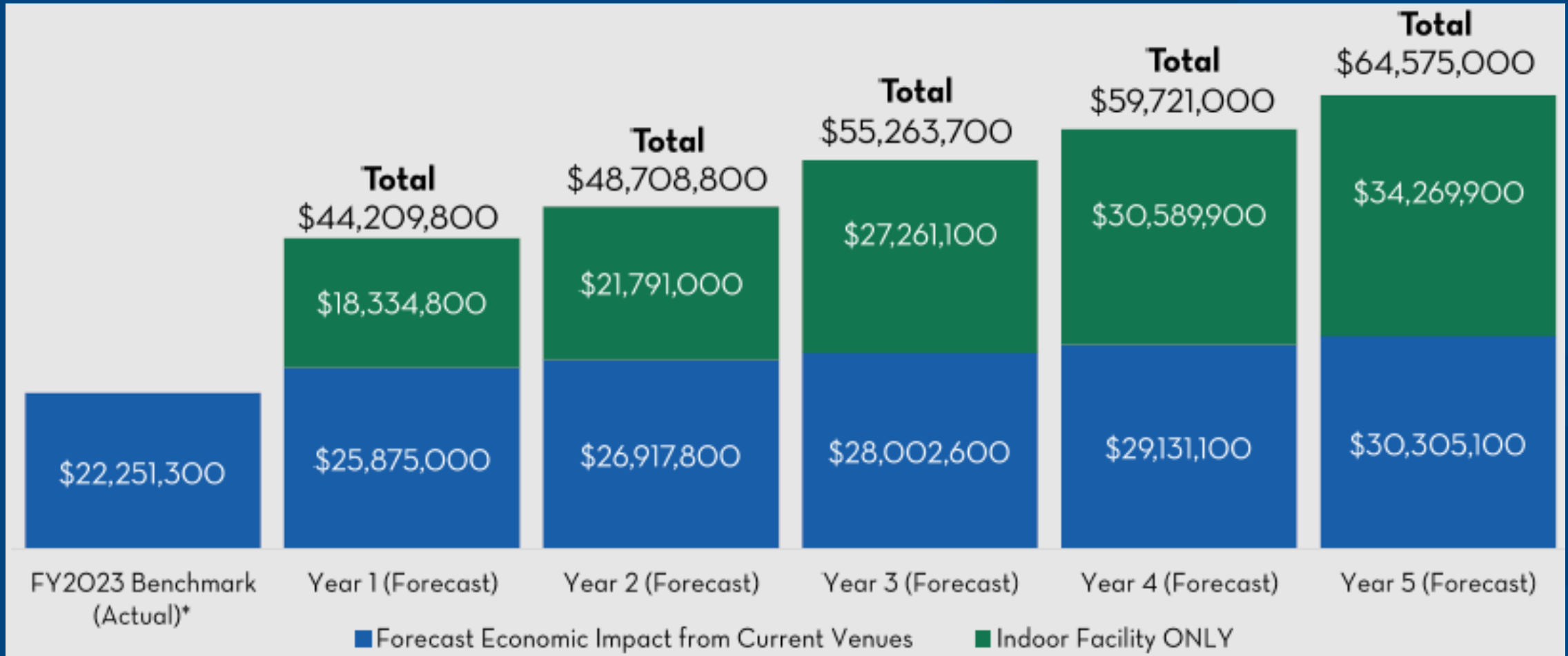
Source: Hunden Strategic Partners

Direct, Indirect & Induced Spending to Seminole County (000s) - Indoor Sports Complex

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Year 20	Year 30	Total
Direct	\$ 11,864	\$ 14,300	\$ 17,901	\$ 20,193	\$ 22,569	\$ 23,246	\$ 23,943	\$ 24,661	\$ 25,401	\$ 26,163	\$ 35,161	\$ 47,254	\$ 934,348
Indirect	\$ 4,601	\$ 5,545	\$ 6,942	\$ 7,831	\$ 8,752	\$ 9,015	\$ 9,285	\$ 9,564	\$ 9,851	\$ 10,146	\$ 13,636	\$ 18,325	\$ 362,341
Induced	\$ 2,511	\$ 3,027	\$ 3,788	\$ 4,273	\$ 4,775	\$ 4,918	\$ 5,066	\$ 5,218	\$ 5,374	\$ 5,535	\$ 7,439	\$ 9,998	\$ 197,686
Total	\$ 18,975	\$ 22,872	\$ 28,632	\$ 32,296	\$ 36,096	\$ 37,179	\$ 38,294	\$ 39,443	\$ 40,626	\$ 41,845	\$ 56,236	\$ 75,576	\$ 1,494,375

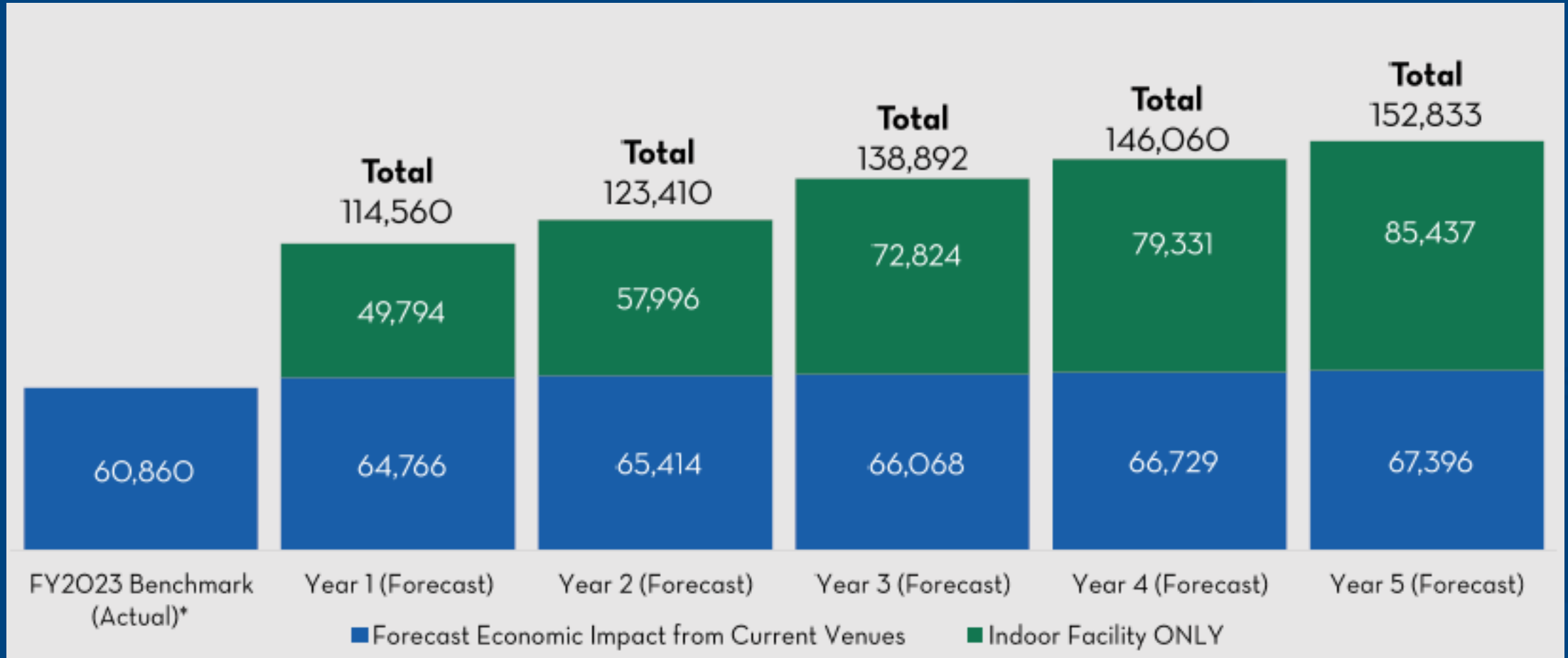
Source: Hunden Strategic Partners

Projected Out-of-County Visitor Economic Impact

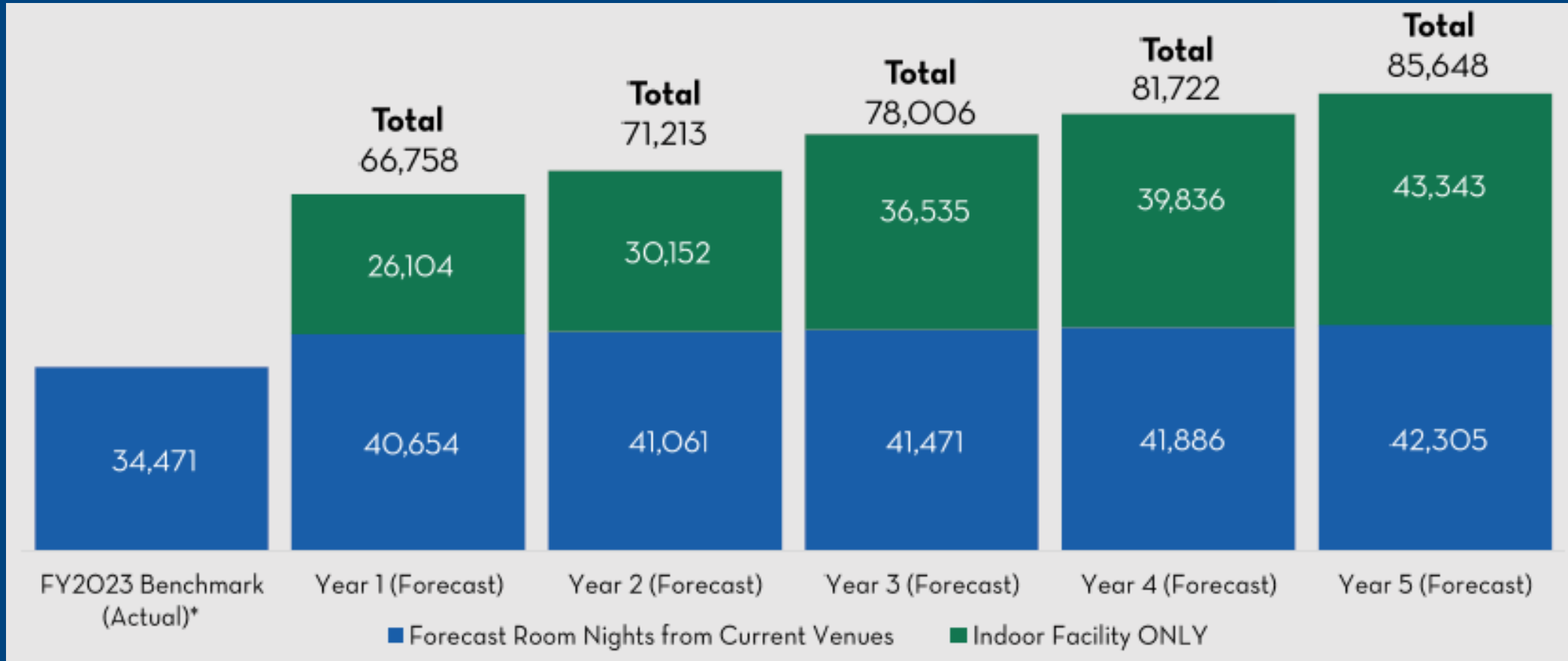


Source: Downs & St. Germain Research

Projected Out-of-County Visitors



Projected Total Room Nights



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2. Future Opportunities for Sports Tourism
3. Tourism Improvement District (TID)
4. TID Details: A Unique Funding Mechanism
5. Discussion and Questions

Tourism Improvement District (TID)

- Opportunity for the local government to support the Tourism Industry through a no-expense policy decision
- Assessment does not affect the 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

Tourist Development Tax (TDT) Funding: Programs

Current TDT Funding Allocations:

- Central Florida Zoo grant funding used for advertising, maintenance, and capital upgrades
- Main Street grant funding for Goldsboro and Sanford Main Street organizations
- Marketing programs that attract over 2 million visitors to Seminole County
- Sports Tourism business development initiatives that have accounted for over \$300 million in economic impact to Seminole County

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Procedural Ordinance Highlights

- Establish a TID District Plan (Term, Assessment, Map)
- Establish a Bond Advisory Council
- Surplus funds will be spent with the provisions of the TID Plan
- No more than two TID assessments shall be levied upon any given Tourism Property
- 50% of the rooms within the TID must sign the petitions
- A Tourist Improvement District Assessment shall be levied annually by resolution of the Board of County Commissioners at a duly noticed public hearing and following notice to Owners pursuant to Section 71.7

Draft Ordinance Timeline

Actions / Tasks	Dates
Completed Tasks	
Determine the formation of legal parameters with the County	July - August 2023
Outreach and consensus-building to hotel and lodging business representatives; confirm proposed district parameters	July – December 2023
County review of Procedural Ordinance, Draft District Plan & Petition	October 2023 - April 2024
Next Steps	
County Hearing for Procedural Ordinance	May 14, 2024

STEP 2 – District Plan Adoption

- 50% of the rooms within the TID must sign the petition

5,131 Total Guest Rooms =
2,566 Rooms Required



Draft District Plan - Timeline

Actions / Tasks	Proposed Dates
Public Hearing - Procedural Ordinance	May 14, 2024
Petition Drive	June 2024
Notice of Resolution of Levy	July 2024
Assessment Effective Date	January 2025

5. Discussion and Questions