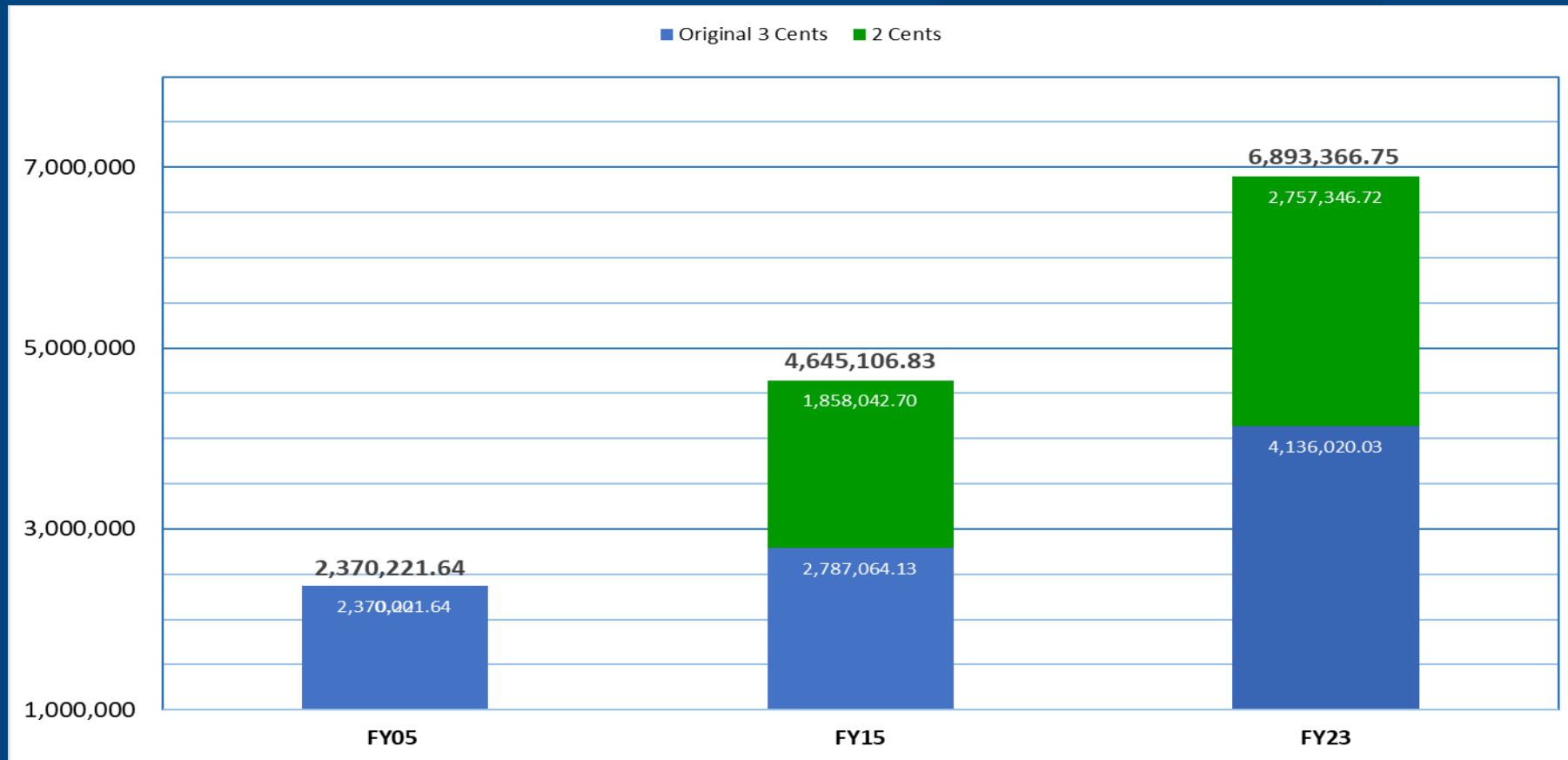


Appendix

**TOURISM IMPROVEMENT DISTRICT (TID)
WORK SESSION**

**BOARD OF COUNTY COMMISSIONERS MEETING
MAY 14, 2024**

Tourist Development Tax (TDT) Collection Seminole County



Source: Downs & St. Germain

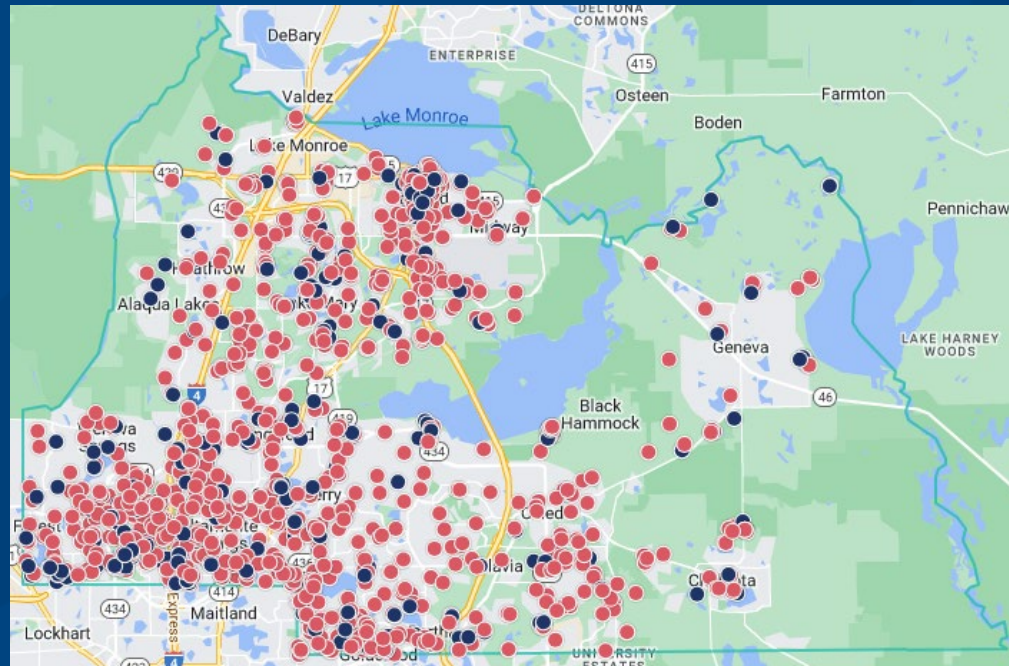
Vacation Rental Report

Month 2023/24	Occupancy (%)	ADR (\$)	Rev PAR (\$)
December	30%	\$157	\$46
January	28%	\$153	\$42
February	32%	\$163	\$52

Source: KeyData Dashboard

Vacation Rental Map

Total Listings 1,347	Airbnb 1,137	Vrbo 210
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Source: KeyData Dashboard

KEY INSIGHTS

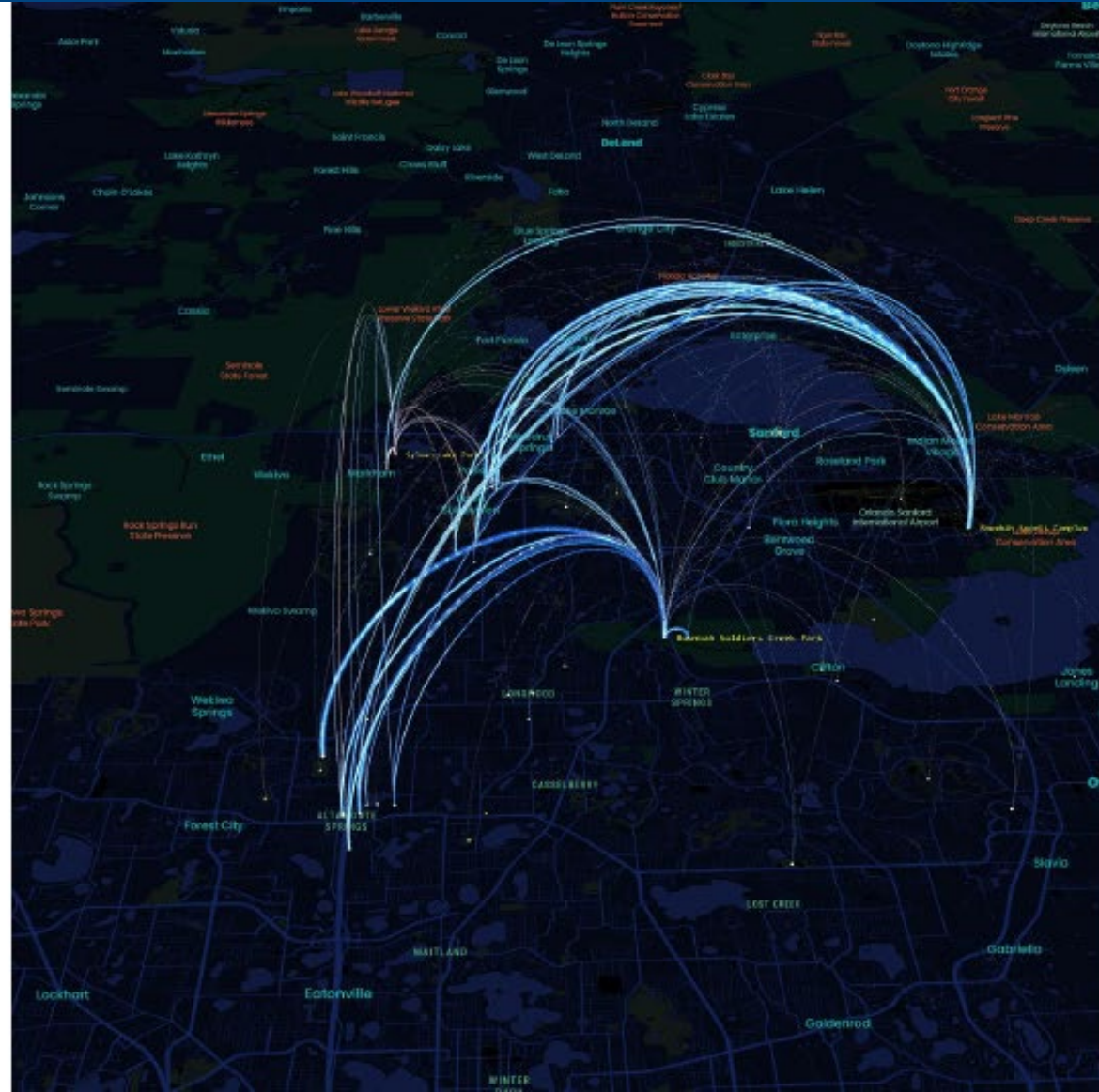
13% of all visitors to Orlando North - Seminole County during the time studied **were observed at a sports POI**. Furthermore, **visitors represented 16% of all observations at sports facilities**, with the Boombah Sports Complex and Boombah - Soldiers Creek Park having the highest shares of visitors.

Sports tourism visitors are **more likely to be from in-state markets**, including the Tampa FL and Miami FL markets, compared to the overall destination mix.

Sports tourism visitors were **more likely to visit other POIs in the Southwest Region and Lake Mary regions** compared the average destination visitor. They were also **more likely to visit accommodations, food, and other sports POIs** compared to the average destination visitor.

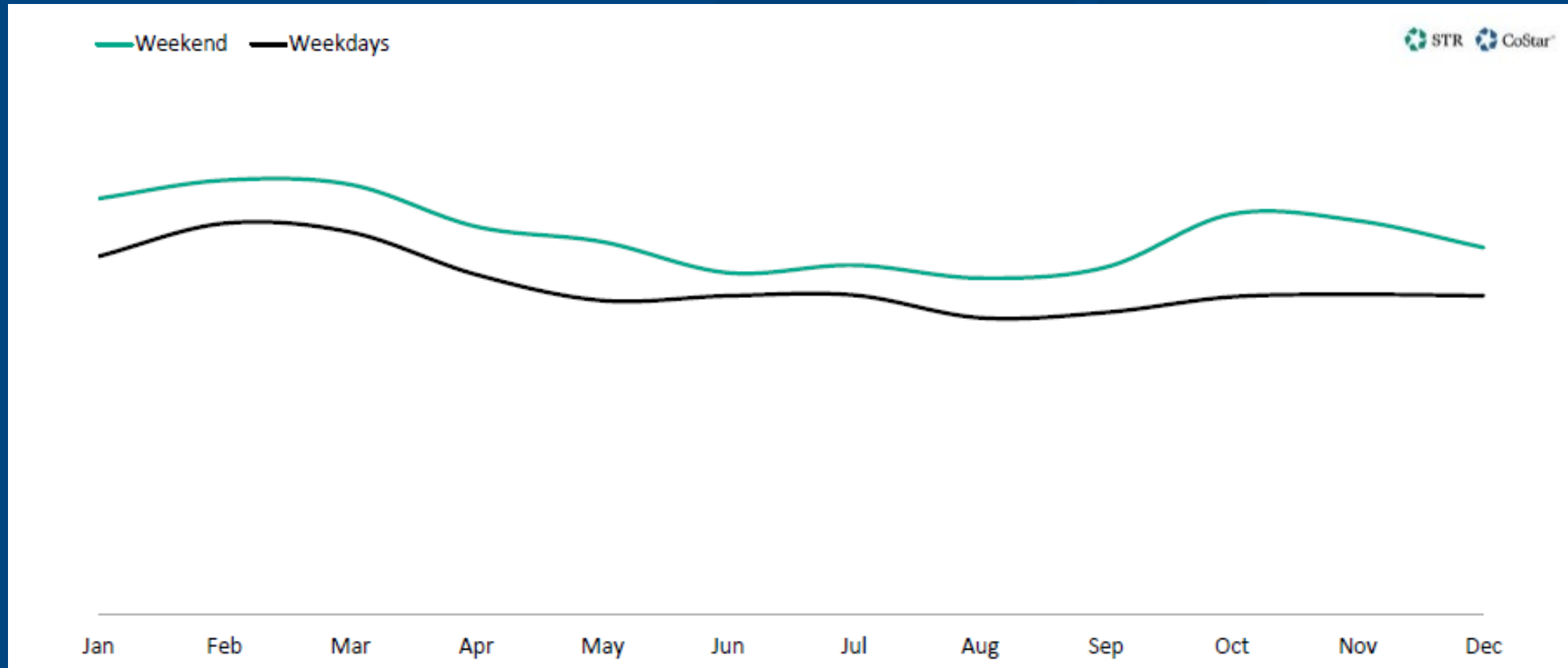
Where do sports visitors also go?

- **42% of sports facility visitors were also observed at a Seminole County accommodation POI**
- **10% of sports facility visitors were also observed the Orlando International Airport**
- **15% of sports facility visitors were also observed the Walt Disney World resort.**
- **Visitors observed at the Boombah Sports Complex and Boombah - Soldiers Creek Park had the highest share of visitation to accommodations**



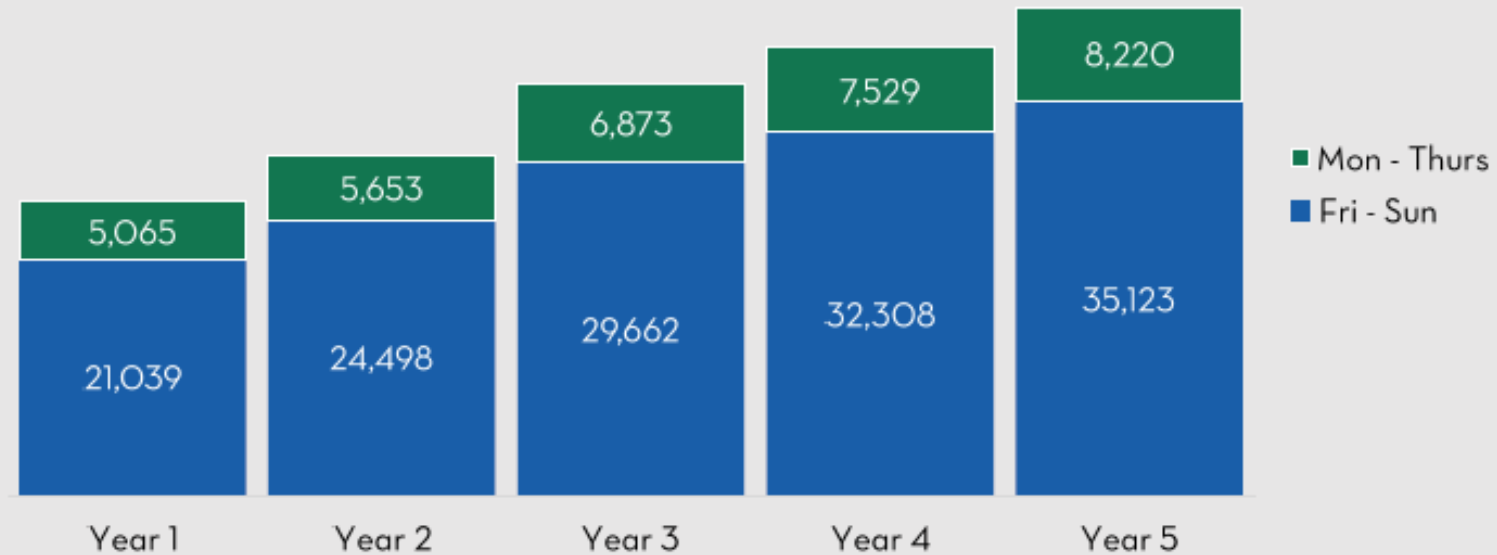
Weekend Occupancy Continues to Trend Higher Than Weekday

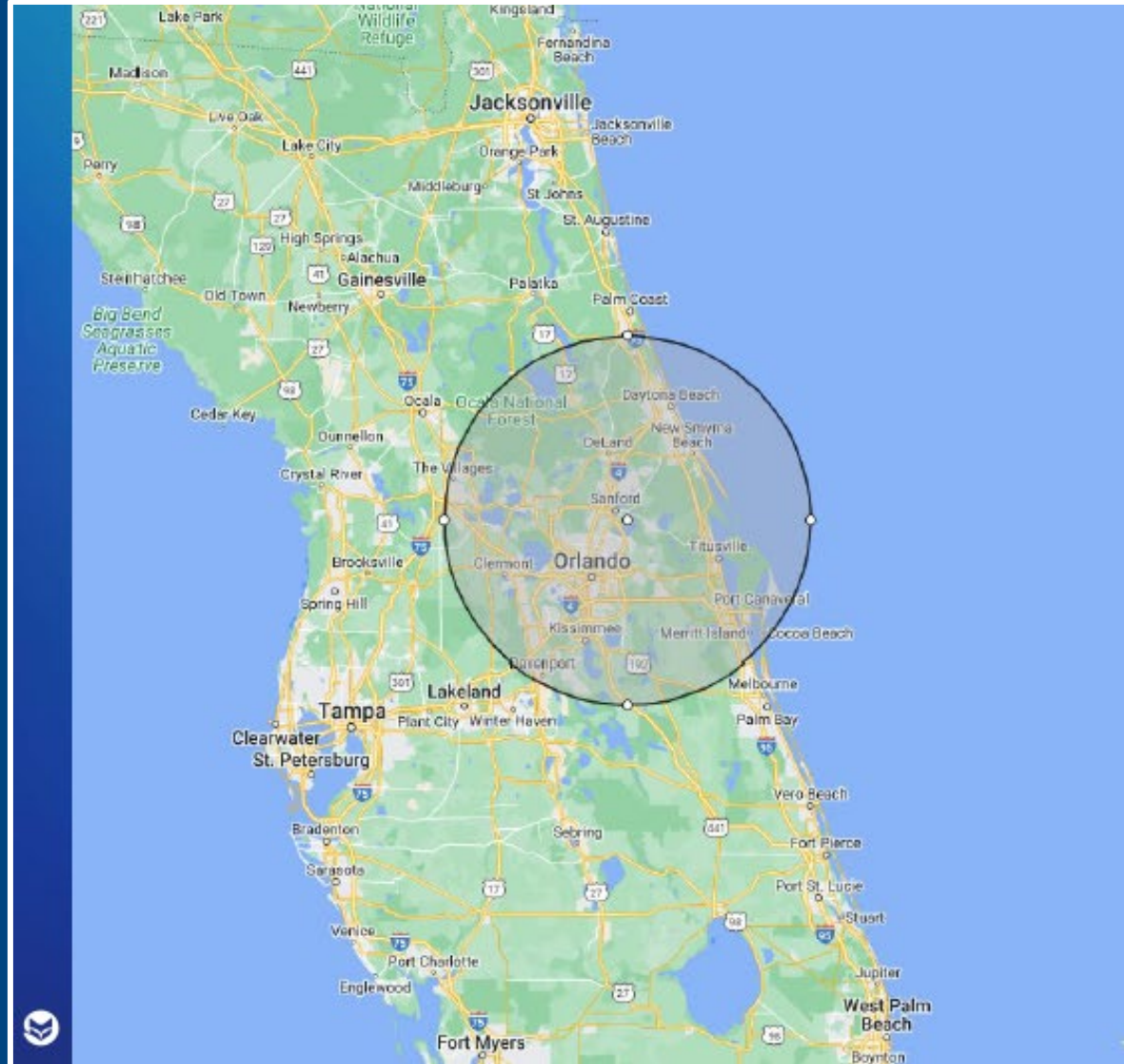
Seminole County, Weekend & Weekday Occupancy: January 2023 – December 2023



ROOM NIGHTS: WEEKEND vs. WEEKDAY

Weekend vs. Weekday Room Nights
from Facility Visitors





Visitor Definition

Zartico defines a visitor as someone who has:

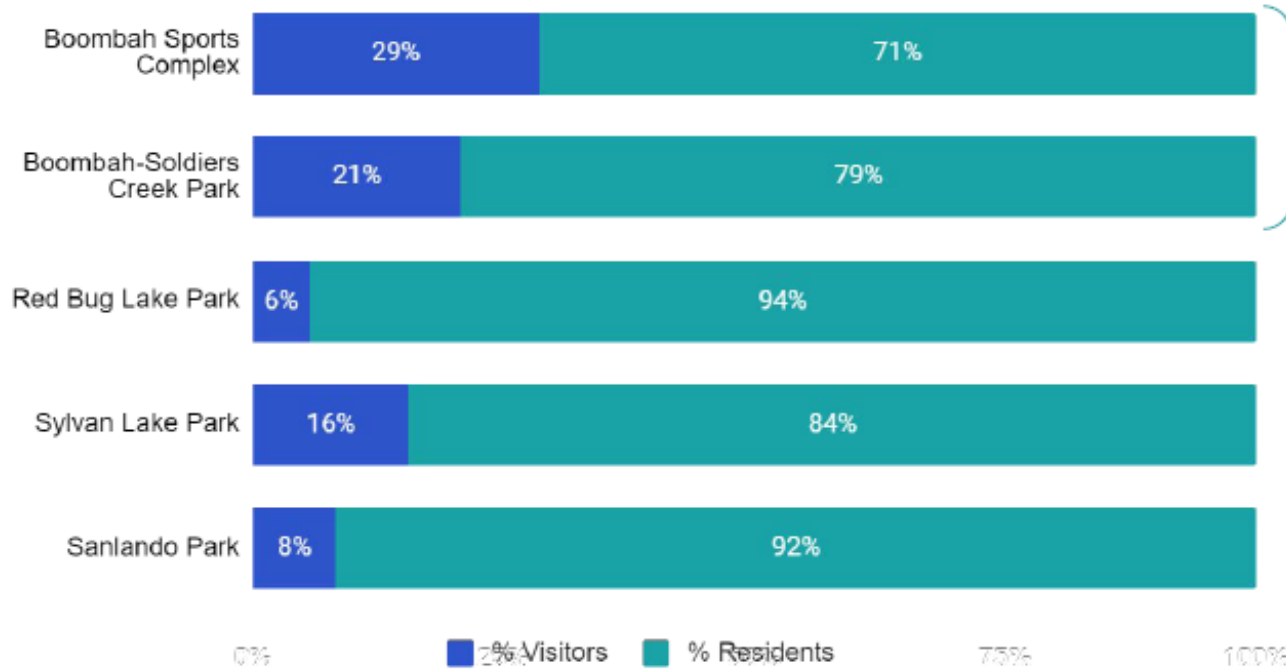
- Come from over **50 miles** from their common evening location
- Stayed for more than **two hours** in your destination
- Visited at least **one place of impact**

There is no time minimum that a person must stay at a POI to be counted a visitor, but they must meet all three criteria to be counted.

Regarding **visitor spending**, a visitor is defined as a transaction greater than **60 miles** between the center of the cardholder zip and the center of the merchant zip.

Local Demand is Vital

Visitor/Resident Mix Seminole County Sports Facilities



The **Boombah Sports Complex** and **Boombah - Soldiers Creek Park** had the **highest shares of visitors** compared to all sports facilities.

Source: Near

Seminole County Forecast Themes

- Get Used to Normalization
- Demand Continues to Grow, Albeit Slowly
- Travel Returns to Major Markets
- Seminole County:
Record Room Rate & Revenues in 2023
- Seminole County Forecast:
Seeing Plateau Effect

2024 Master Plan Facility and Program Reviews



Assessment Criteria:

1. Identified Public Safety Issues
2. Inventory Deficiency
3. Regulatory or Land Management Need
4. Existing Master Plans / Management Plans
5. Existing Analysis
6. Existing CIPs
7. Existing Agreements / Partnerships
8. Input from PPAC / Volunteers
9. Economic Opportunity
10. Staff Knowledge / Recognition of Opportunities

2017 Indoor Complex Concept Revisit



Moores Station Road Concept



Lake Mary Blvd. Concept

Potential Indoor Complex Timeline

Actions / Tasks	Possible Dates
Issue RFP for A/E, CMAR Contracts	September 2024
Initiate Bond Process for TID Revenue	January 2025
Selection of A/E Team, CMAR Contractor	March/April 2025
Indoor Complex Master Plan Approval/ Guaranteed Maximum Price (GMP) Negotiation	Early 2026
Potential Construction of Facility Duration	12-18 Months (Tentative)

Tourism Improvement District (TID)

Key Takeaways:

- TIDs are hotel-led and hotel managed
- TIDs have been successful at generating supplemental room nights
- If you start a TID, best practices demand that KPIs are established and resources are dedicated to continuous tracking
- General destination statistics should be supplemented with room night generation and hotel revenue generation tracking
- Service on a TID board or committee ensures that hotel voices are heard

Case Studies

San Diego



Los Angeles



Newport Beach



Memphis



Tourism Improvement Districts: Boon or Bust?
Kelsey Waite, Jennifer Foster, John Lambeth
STR & Civitas



HOTEL DATA
CONFERENCE
Hosted by STR and Hotel News Now
Presented by rainmaker