



TOURIST DEVELOPMENT COUNCIL MEETING

March 22, 2013



TOURIST DEVELOPMENT COUNCIL MEETING

Friday, March 22, 2013

2:00 P.M.

County Administration Building
201 S. Rosalind Ave., Orlando, FL 32801
BCC Chambers, 1st Floor

AGENDA

- I. **Quorum established; meeting called to order by
Orange County Mayor/TDC Chairman, Teresa Jacobs**
- II. **Pledge of Allegiance**
- III. **Approval of the December 12, 2012, TDC Meeting Minutes**
- IV. **Orange County Convention Center Report
Yulita Osuba, Deputy General Manager, Convention Center**
- V. **Orange County Comptroller Report
Paul Wunderlich, Director, Finance & Accounting, Orange County**
- VI. **Visit Orlando Update
George Aguel, President & CEO, Visit Orlando**
- VII. **2012 Florida Blue Florida Classic Program Report
Lynn Thompson, Athletic Director, Bethune Cookman University
Derek Horne, Athletic Director, Florida Agricultural and Mechanical University**
- VIII. **International Drive Transit & Improvement District, 20th Anniversary Report
Luann Brooks, Executive Director, International Drive Transit &
Improvement District**
- IX. **Central Florida Sports Commission Tourist Development Tax Request,
2014 NCAA Men's Basketball Regional Games
John Bisignano, President & CEO, Central Florida Sports Commission**
- X. **Other Business**
- XI. **The next TDC meeting will be held on Friday, June 21, 2013, @ 2:00 p.m.,
BCC Chambers**
- XII. **Adjournment**

MEETING MINUTES
OF
December 12, 2012



**TOURIST DEVELOPMENT COUNCIL
December 12, 2012**

MINUTES

A meeting of the TOURIST DEVELOPMENT COUNCIL (TDC) was held at 2:00 pm on Wednesday, December 12, 2012 at the Board of County Commissioners' Chambers in the Orange County Administration Building, 201 South Rosalind Avenue, Orlando, FL 32801.

MEMBERS PRESENT:

TDC Chairman/Orange County Mayor Teresa Jacobs
Mayor Buddy Dyer
Mayor Howard Schieferdecker
Jacqui Bradley
Randy Garfield
Doug Gehret
Christine O'Neal
Harris Rosen
Cheryl Seckman

Minutes are edited, as a verbatim transcript would be too voluminous. All meetings are recorded. If anyone wishes to review the tape, CD or receive a copy of material submitted during the meeting, please call or write to:

Lex Veech, Manager
Guest & Community Relations
Orange County Convention Center
P.O. Box 691509
Orlando, FL 32869-1509
407-685-5505 or e-mail: lex.veech@occc.net

Pledge of Allegiance

Approval of Minutes

Mayor Jacobs requested that the October 10, 2012 meeting minutes be approved.

A MOTION was made by Christine O'Neal to approve the October 10, 2012, TDC meeting minutes, seconded by Mayor Dyer. MOTION carried unanimously.

Orange County Convention Center (OCCC) Report

Lex Veech, Manager, Guest & Community Relations, OCCC, presented the OCCC accomplishments, which included an overview of convention/tradeshows, future bookings and contracts, for September – November 2012.

Orange County Comptroller Report

Mr. Paul Wunderlich, Director, Finance & Accounting, Orange County, presented the current financial report for the Tourist Development Tax Collections and the revenue and operational expenses for the Convention Center from October 2011 - September 2012.

Visit Orlando Update

Mr. Larry Henrichs, Chief Operating Officer of Visit Orlando, provided an update on the 2012 Local Market Indicators Year-to-Date Results, projected hotel demand and occupancy, visitor volume forecast for 2013, and an update regarding the **search for Visit Orlando's** vacant CEO position.

Other Business

No other business was discussed.

Next TDC Meeting

Friday, March 22, 2013 at 2:00 p.m., BCC Chambers

Adjournment

Given there was no further business, the meeting was adjourned by Mayor Jacobs at 3:03 p.m.

**Orange County
Convention Center
Report
March 22, 2013**



Tourist Development Council Meeting March 22, 2013



TDC Meeting Agenda

- I. Quorum established; meeting called to order by**
Orange County Mayor/TDC Chairman, Teresa Jacobs
- II. Pledge of Allegiance**
- III. Approval of the December 12, 2012 TDC Meeting Minutes**
- IV. Orange County Convention Center Report**
Yulita Osuba, Deputy General Manager, Convention Center
- V. Orange County Comptroller Report**
Paul Wunderlich, Director, Finance & Accounting, Orange County
- VI. Visit Orlando Update**
George Aguel, President & CEO, Visit Orlando
- VII. 2012 Florida Blue Florida Classic Program Report**
Lynn Thompson, Athletic Director, Bethune Cookman University
Derek Horne, Athletic Director, Florida Agricultural and Mechanical University
- VIII. International Drive Transit & Improvement District, 20th Anniversary Report**
Luann Brooks, Executive Director, International Drive Transit & Improvement District
- IX. Central Florida Sports Commission Tourist Development Tax Request, 2014 NCAA Men's Basketball Regional Games**
John Bisighano, President & CEO, Central Florida Sports Commission
- X. Other Business**
- XI. Next TDC Meeting: June 21, 2013, 2:00 p.m.**
- XII. Adjournment**



Orange County Convention Center

REPORT

Yulita Osuba
Deputy General Manager
Orange County Convention Center



AGENDA

- **OCCC Management Team**
- **Calendar Year 2012 In Review**
- **Recent Activity (Jan – Mar 2013)**
- **Upcoming Activity (Apr – Jun 2013)**
- **30th Anniversary**



OCCC MANAGEMENT TEAM

Kathie Canning,
Executive Director

Yulita Osuba,
Deputy General Manager

Jan Addison,
Deputy General Manager

Kris Shoemaker
Chief Financial Officer

Rodney Gutierrez
Sales, Event Management & Exhibitor Services

David Ingram
Event Operations

Greg Forehand
Security

Jack McGowan
Capital Projects

Terry Devitt
Facility Operations

Lex Veech
Guest & Community Relations



2012: Calendar Year in Review

- 181 total events
- Estimated 1.3 million total attendees
- 29,560 exhibits
- Economic impact estimated at \$2.1 billion





OCCC Recent Activity January 2013 – March 2013

- **59 total events**
 - 38 conventions/tradeshows
 - 17 meetings/banquets/
conferences
 - 4 public ticketed/
consumer events
- **382,065 estimated
total attendance**
- **\$587 million in
economic impact**



Attendance estimates provided by clients
Sources: OCCC Market Research, 3/13/13; Fishkind & Associates



PGA MERCHANDISE SHOW

- **January
24-26, 2013**
- **43,000 attendees**
- **1,000+ media
representatives**





ORGILL SPRING DEALER MARKET

- February
2-4, 2013
- 21,260 attendees
- \$40.4 million
economic impact



NORTH AMERICAN ASSOCIATION OF FOOD EQUIPMENT MANUFACTURERS

- February
7-9, 2013
- 16,000 attendees
- \$30.4 million
economic impact





NATIONAL AUTOMOTIVE DEALERS ASSOCIATION

- February 9-12, 2013
- 22,000 attendees
- \$41.8 million economic impact



W.W. Grainger 2013

- March 11-14, 2013
- 14,000 attendees
- \$24.7 million economic impact





OCCC Upcoming Activity April-June 2013

- **39 total events**
 - 20 conventions/tradeshows
 - 12 meetings/banquets/conferences
 - 7 public ticketed/consumer events
- **257,636 estimated total attendance**
- **\$400 million in economic impact**



Attendance estimates provided by clients
Sources: OCCC Market Research, 3/13/13; Fishkind & Associates



DIGESTIVE DISEASE WEEK

- **May 19-21, 2013**
- **20,000 attendees**
- **\$38 million economic impact**





PREMIERE BEAUTY SHOW

- June 2-3, 2013
- 50,000 attendees
- \$95 million economic impact

premiereorlando
International Beauty Event



INFOCOMM

- June 12-14, 2013
- 33,000 attendees
- \$62.7 million economic impact

infoComm
INTERNATIONAL







TOURIST DEVELOPMENT COUNCIL MEETING
Orange County Convention Center Accomplishments
 March 22, 2013

CONSUMED BUSINESS (by event start date)	Estimated Convention & Tradeshow Delegates*	Economic Impact
2013 - JANUARY		
14 Convention/Tradeshows including:	102,549	\$ 194,843,100
PGA MERCHANDISE SHOW	43,000	\$ 81,700,000
FLORIDA UNITED NUMISMATISTS	15,000	\$ 28,500,000
SURF EXPO	11,500	\$ 21,850,000
2013 - FEBRUARY		
11 Convention/Tradeshows including:	100,496	\$ 190,942,400
NATIONAL AUTOMOBILE DEALERS ASSOCIATION	22,000	\$ 41,800,000
ORGILL SPRING DEALER MARKET	22,000	\$ 41,800,000
NORTH AMERICAN ASSOCIATION OF FOOD EQUIPMENT MANUFACTURERS	16,000	\$ 30,400,000
2013 - MARCH		
13 Convention/Tradeshows including:	105,825	\$ 128,183,500
MEGACON**	40,000	\$ 3,116,000
W. W. GRAINGER 2013	13,000	\$ 24,700,000
HEARTH, PATIO & BARBECUE ASSOCIATION	8,000	\$ 15,200,000

FUTURE BUSINESS (by event start date)	Estimated Convention & Tradeshow Delegates*	Economic Impact
2013 - APRIL		
10 Convention/Tradeshows including:	46,899	\$ 89,108,100
GIRL'S JUNIOR REGIONAL VOLLEYBALL CHAMPIONSHIPS	11,400	\$ 21,660,000
GIRL'S JUNIOR REGIONAL QUALIFIER	7,000	\$ 13,300,000
INFORUM 2013	6,000	\$ 11,400,000
2013 - MAY		
3 Convention/Tradeshows including:	39,000	\$ 74,100,000
DIGESTIVE DISEASE WEEK	20,000	\$ 38,000,000
SAPPHIRE 2013	16,000	\$ 30,400,000
RFID JOURNAL LIVE 2013	3,000	\$ 5,700,000
2013 - JUNE		
7 Convention/Tradeshows including:	124,500	\$ 236,550,000
PREMIERE BEAUTY SHOW	50,000	\$ 95,000,000
INFOCOMM	33,000	\$ 62,700,000
AAU JR. NATIONAL VOLLEYBALL CHAMPIONSHIP	10,000	\$ 19,000,000

*Attendance figures are estimates provided to the OCCC by the respective client.

**Megacon has a large local attendance, therefore estimated Economic Impact has been adjusted

Source: OCCC Market Research, 03.13.13

**Orange County
Comptroller
Report
March 22, 2013**



Comptroller's Report

Paul Wunderlich

Director, Finance & Accounting



County Comptroller Report

Tourist Development Council

March 22, 2013

- Financial Statements as of February 28, 2013
- Tourist Development Tax Revenues
- Lodging Statistical Data

Convention Center Financial Statements

Cash and Investment Accounts
as of February 28, 2013

- Renewal and Replacement Reserve – \$82.5 million
- Bond Debt Service Accounts – Debt Service Reserve - \$72.7 million

2

Convention Center Financial Statements, continued

- February cash balance in Renewal and Replacement Reserve and Bond Reserve accounts – \$155.2 million
- Cash balance target for property replacement reserves and cash funded debt reserves – \$129.6 million
- Cash amount above target – \$25.6 million

3

Convention Center Financial Statements, continued

Center Operations – 5 months
Current vs. Prior Fiscal Year

- Operating Revenues –
\$26.9 million – up 28.4%
- Operating Expenses –
\$24.7 million – up 1.5%

4

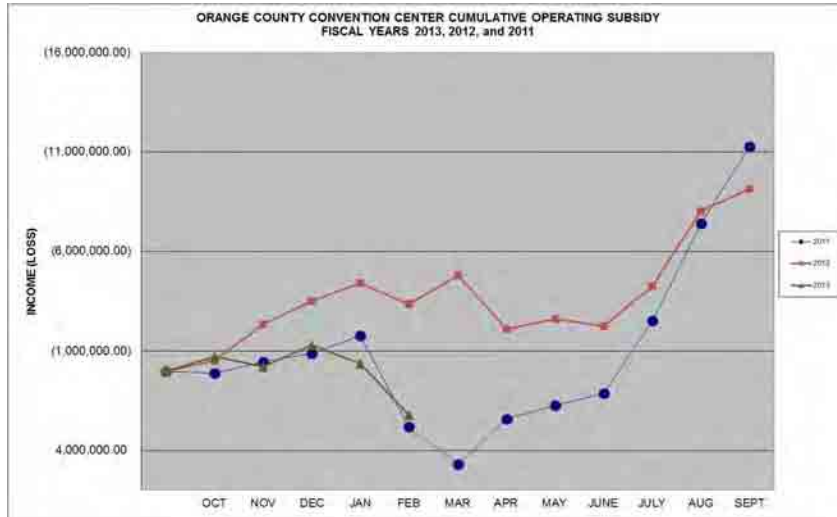
Convention Center Financial Statements, continued

Center Operations – 5 months

- Operating Expenses –
\$24.7 million
- Operating Revenues –
\$26.9 million
- Operating Income –
\$2.2 million

5

Convention Center Financial Statements, continued



6

Tourist Development Tax Revenues

- January 2013 actual revenue
\$15,258,600
- Versus January 2013 budget –
Up \$1,337,300 (9.6%)
- Versus January 2012 actual –
Up \$ 1,831,900 (13.6%)

7

Tourist Development Tax Revenues, continued

- Cumulative FY 2013 actual revenue
\$60,377,300
- Versus Fiscal Year 2013 budget –
Up \$3,265,600 (5.7%)
- Versus Fiscal Year 2012 actual –
Up \$4,983,100 (9.0%)

8

Tourist Development Tax Revenues - Monthly

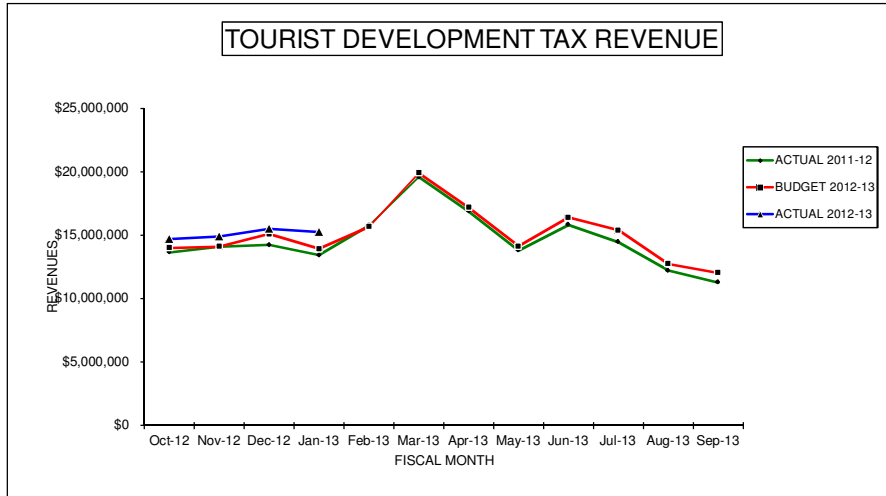
Fiscal Year Ending September 30, 2013

HOTEL COLLECTION MONTH	CURRENT BUDGET 2012-13	PRIOR YEAR ACTUAL 2011-12	CURRENT ACTUAL 2012-13	----- VARIANCE -----			
				versus CURRENT BUDGET		versus PRIOR YEAR ACTUAL	
Oct-12	\$13,993,500	\$13,639,800	\$14,701,500	\$708,000	5.1%	\$1,061,700	7.8%
Nov-12	14,101,900	14,090,600	14,911,000	809,100	5.7%	820,400	5.8%
Dec-12	15,095,000	14,237,100	15,506,200	411,200	2.7%	1,269,100	8.9%
Jan-13	13,921,300	13,426,700	15,258,600	1,337,300	9.6%	1,831,900	13.6%
Feb-13	15,672,700	15,781,600					
Mar-13	19,916,000	19,586,700					
Apr-13	17,189,500	16,894,300					
May-13	14,119,900	13,799,300					
Jun-13	16,395,000	15,824,300					
Jul-13	15,401,900	14,469,000					
Aug-13	12,729,600	12,218,600					
Sep-13	12,025,400	11,280,600					
Adjustments*		54,000					
Totals	<u>\$180,561,700</u>	<u>\$175,302,600</u>	<u>\$60,377,300</u>	<u>\$3,265,600</u>	5.7%	<u>\$4,983,100</u>	9.0%

* Represents amounts received from audits and timing adjustments.

9

Tourist Development Tax Revenues - Monthly



10

Orlando Area Hotel/Motel Room Occupancy Rates

Excludes condos, timeshares, campgrounds, etc.

(Metro Orlando area: Orange, Osceola, Seminole)

Calendar Year	Metro Orlando		Orange County		Nat'l Average	
	Occupancy Rate	Rate Change	Occupancy Rate	Rate Change	Occupancy Rate	Rate Change
2003	62.7%					
2004	70.9%	13.1%				
2005	70.7%	-0.3%				
2006	67.7%	-4.2%	70.0%		63.3%	
2007	67.9%	0.3%	70.9%	1.3%	63.1%	-0.3%
2008	65.8%	-3.1%	69.2%	-2.4%	60.3%	-4.4%
2009	59.5%	-9.6%	62.8%	-9.2%	54.5%	-9.6%
2010	63.9%	7.4%	68.2%	8.6%	57.5%	5.5%
2011	67.6%	5.8%	71.7%	5.1%	59.9%	4.2%
2012	68.8%	1.8%	71.9%	0.3%	61.4%	2.5%
January 2012	65.7%		68.5%		49.2%	
January 2013	69.3%	5.5%	72.6%	6.0%	51.0%	3.7%

Note: Data excludes Disney owned and operated properties

Source: Copyright 2013 Smith Travel Research, All Rights Reserved

11

Orlando Area Hotel/Motel Room Average Daily Rates

Excludes condos, timeshares, campgrounds, etc.

(Metro Orlando area: Orange, Osceola, Seminole)

Calendar Year	Metro Orlando		Orange County		Nat'l Average	
	Avg Daily Rate	Rate Change	Avg Daily Rate	Rate Change	Avg Daily Rate	Rate Change
2003	\$ 84.60					
2004	\$ 86.80	2.6%				
2005	\$ 91.91	5.9%				
2006	\$ 100.52	9.4%	\$ 110.08		\$ 97.89	
2007	\$ 105.84	5.3%	\$ 113.80	3.4%	\$ 104.04	6.3%
2008	\$ 105.83	0.0%	\$ 113.83	0.0%	\$ 106.96	2.8%
2009	\$ 93.34	-11.8%	\$ 99.44	-12.6%	\$ 98.17	-8.2%
2010	\$ 90.76	-2.8%	\$ 96.34	-3.1%	\$ 98.06	-0.1%
2011	\$ 94.11	3.7%	\$ 100.37	4.2%	\$ 101.85	3.9%
2012	\$ 96.88	2.9%	\$ 103.38	3.0%	\$ 106.10	4.2%
January 2012	\$ 99.45		\$ 106.69		\$ 100.84	
January 2013	\$ 104.31	4.9%	\$ 111.02	4.1%	\$ 105.96	5.1%

Note: Data excludes Disney owned and operated properties

Source: Copyright 2013 Smith Travel Research, All Rights Reserved

12

Orlando Area Hotel/Motel Room Supply

Metro Orlando area: Orange, Osceola, Seminole

(excludes condos, timeshares, campgrounds, etc.)

Calendar Year	Total Rooms	Annual Change
2002	109,784	
2003	111,687	1.7%
2004	112,981	1.2%
2005	111,564	-1.3%
2006	112,156	0.5%
2007	111,348	-0.7%
2008	111,551	0.2%
2009	114,109	2.3%
2010	115,199	1.0%
2011	115,413	0.2%
2012	117,396	1.7%
2013 projected	118,526	1.0%

Source: Visit Orlando

13

**ORANGE COUNTY CONVENTION CENTER
BALANCE SHEETS
FEBRUARY 28 AND JANUARY 31, 2013**

	<u>FEBRUARY</u>	<u>JANUARY</u>
<u>ASSETS</u>		
Current assets:		
Cash and investments	\$ 92,698,173	\$ 88,913,406
Accrued interest receivable	264,929	264,929
Taxes receivable	31,044,232	28,732,888
Accounts receivable	16,579,322	15,216,730
Less allowance for doubtful accounts	(377,323)	(377,323)
Prepaid expenses	2,224,040	2,634,435
Note receivable	275,000	275,000
Cash and investments, restricted	<u>30,028,928</u>	<u>24,023,449</u>
Total current assets	<u>172,737,301</u>	<u>159,683,514</u>
Noncurrent assets:		
Cash and investments, restricted	89,458,866	89,448,042
Note receivable	<u>1,049,878</u>	<u>1,049,879</u>
Capital assets:		
Land	111,601,451	111,601,451
Construction in progress	21,865,134	21,103,284
Buildings and improvements	1,388,622,248	1,388,622,248
Machinery and equipment	33,834,932	33,660,738
Intangible	8,094,291	8,094,291
Less accumulated depreciation and amortization	<u>(429,029,873)</u>	<u>(426,374,306)</u>
Total capital assets	<u>1,134,988,183</u>	<u>1,136,707,706</u>
Total noncurrent assets	<u>1,225,496,927</u>	<u>1,227,205,627</u>
Total assets	<u>\$ 1,398,234,228</u>	<u>\$ 1,386,889,141</u>
<u>LIABILITIES</u>		
Current liabilities:		
Accounts payable and accrued liabilities	\$ 17,763,101	\$ 15,722,785
Due to other governmental agencies	-	-
Unearned revenue	3,918,913	7,192,516
Payable from restricted assets:		
Accrued interest payable	16,240,712	12,992,569
Revenue bonds payable	<u>33,090,000</u>	<u>33,090,000</u>
Total current liabilities	<u>71,012,726</u>	<u>68,997,870</u>
Noncurrent liabilities:		
Compensated absences payable	652,472	652,472
Revenue bonds payable	769,100,000	769,100,000
Less deferred amount on bond refunding	(50,890,587)	(51,293,322)
Less unamortized bond premium (discount)	30,712,472	31,101,818
Less unamortized bond issuance costs	<u>(5,445,525)</u>	<u>(5,468,137)</u>
Total noncurrent liabilities	<u>744,128,832</u>	<u>744,092,831</u>
Total liabilities	<u>815,141,558</u>	<u>813,090,701</u>
<u>NET ASSETS</u>		
Invested in capital assets, net of related debt	358,421,823	360,177,347
Restricted for debt service	86,989,046	84,229,179
Other	<u>137,681,801</u>	<u>129,391,914</u>
Total net assets	<u>583,092,670</u>	<u>573,798,440</u>
Total liabilities and net assets	<u>\$ 1,398,234,228</u>	<u>\$ 1,386,889,141</u>

**ORANGE COUNTY CONVENTION CENTER
CASH AND INVESTMENT DETAIL
FEBRUARY 28 AND JANUARY 31, 2013**

	<u>FEBRUARY</u>	<u>JANUARY</u>
Current:		
Unrestricted:		
Operation and maintenance	\$ 9,965,611	\$ 7,050,879
Renewal & replacement reserve (see note 1):		
- (a) Physical plant & equipment	56,898,287	56,891,319
- (b) Other authorized uses	25,573,557	23,769,579
Arts and Cultural Affairs	144,518	1,126,429
Petty cash	<u>116,200</u>	<u>75,200</u>
Total current cash and investments, unrestricted	<u>92,698,173</u>	<u>88,913,406</u>
Restricted:		
Sixth Cent TDT	-	-
Bond interest	16,241,428	12,993,449
Bond principal	<u>13,787,500</u>	<u>11,030,000</u>
Total current cash and investments, restricted	<u>30,028,928</u>	<u>24,023,449</u>
Noncurrent:		
Restricted:		
Bond reserve (see note 2)	73,200,830	73,198,299
Hotel surcharge	5,445,219	5,442,423
Hotel surcharge funded by TDT revenue	<u>10,812,817</u>	<u>10,807,320</u>
Total noncurrent cash and investments, restricted	<u>89,458,866</u>	<u>89,448,042</u>
 Total cash and investments	 <u>\$ 212,185,967</u>	 <u>\$ 202,384,897</u>

Notes: 1. The balance in the Renewal & Replacement Reserve ("R&RR") Account is categorized as follows:

- (a) The County has committed to maintaining a reserve for property replacement equal to 4% of gross physical plant and equipment, excluding construction in progress. Currently, this commitment is fully funded at \$56,898,287.
- (b) Other authorized uses:
This category indicates the amount available for other authorized uses of the R&RR Account. These uses include:
 - (1) To prevent default on debt service or remedy deficiency in bond principal, interest, or reserve accounts.
 - (2) Subsidies for the operations, maintenance, and promotional expenses of the Center
 - (3) Capital improvements to the Center in accordance with the County's adopted Capital Improvement Plan
 - (4) Annual contractual payment to the City of Orlando under the Agreement for the Performing Arts Center and Citrus Bowl projects
 - (5) Contractual payments to Visit Orlando and other organizations for tourism promotion, and to fund the County's Arts and Cultural Tourism program and operation of its Regional History Museum
 - (6) To provide for coverage of accrued liabilities in the R&RR Account
 - (7) To replenish the funding commitment under category (a) above, to the extent that those funds may be used for the other authorized uses within this category.
 - (8) To make any other payments in the Tourist Development Plan or otherwise approved by the County.

2. The Bond Reserve requirement is prescribed in the bond covenants as the maximum annual debt service for all bonds outstanding, \$72,724,074. The amount reflected in this statement represents the current market value of this account.

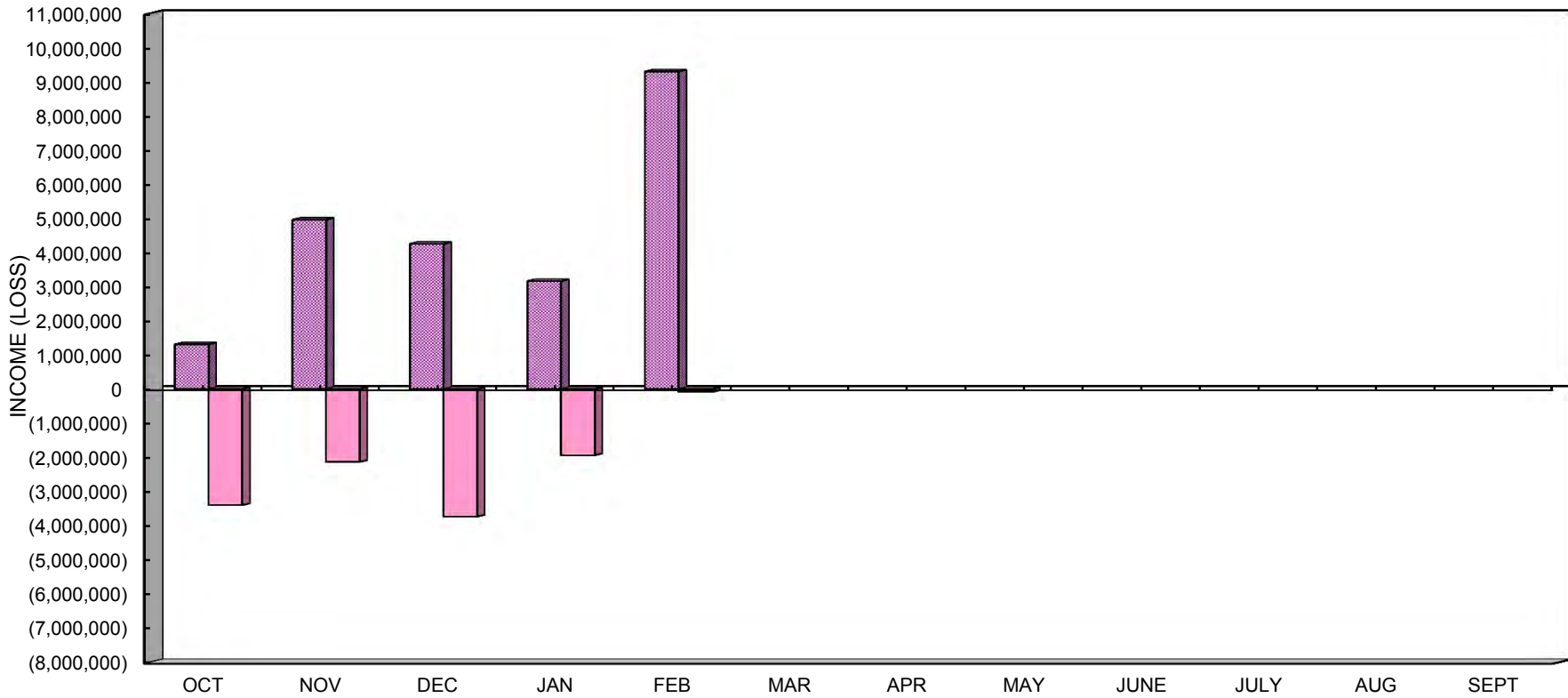
**ORANGE COUNTY CONVENTION CENTER
STATEMENT OF REVENUES & EXPENSES
FOR THE MONTH ENDED FEBRUARY 28, 2013**

	MONTH OF FEBRUARY <u>ACTUAL</u>	FISCAL YEAR TO DATE <u>ACTUAL</u>	ANNUAL <u>BUDGET</u>	<u>YEAR TO DATE PERCENTAGE</u>	
				<u>CURRENT</u>	<u>3 YR AVERAGE</u>
				<u>(ACT v. BUD)</u>	<u>(YTD v. ANN)</u>
Operating revenues					
Event services	\$ 3,676,178	\$ 15,101,231	\$ 26,947,614	56.04	48.75
Rentals	2,781,931	9,367,737	16,056,418	58.34	59.95
Miscellaneous	507,338	2,445,288	4,646,857	52.62	45.49
Total operating revenues	6,965,447	26,914,256	47,650,889	56.48	52.49
Operating and maintenance expenses					
Personal services	2,082,504	10,790,022	26,409,794	40.86	41.88
Materials & supplies	85,395	217,137	1,919,156	11.31	11.44
Miscellaneous	2,228,003	13,705,821	37,381,009	36.67	40.46
Total operating and maintenance expenses (4)	4,395,902	24,712,980	65,709,959	37.61	39.91
Operating income (loss) before depreciation and amortization	2,569,545	2,201,276	(18,059,070)		
Depreciation and amortization (1)	2,655,567	13,277,832	-		
Operating income (loss)	(86,022)	(11,076,556)	(18,059,070) (3)		
Nonoperating revenues					
Tourist Development Taxes (2)	17,793,811	76,113,908	180,561,718	42.15	41.33
Interest earnings	66,075	447,846	680,500	65.81	67.97
Miscellaneous	100	15,897	-	-	-
Total nonoperating revenues	17,859,986	76,577,651	181,242,218	42.25	41.53
Nonoperating expenses					
Debt service interest and fees	3,261,530	16,322,436	39,134,942	41.71	
Amortization of bond issuance costs (1)	22,612	113,062	-	-	
Payments to Visit Orlando	3,400,795	14,861,457	35,410,303	41.97	
Payments to other gov't agencies	1,718,489	7,521,185	17,922,250	41.97	
Payments to private organizations	-	2,654,577	4,588,043	57.86	
Tax collection expense	76,308	381,636	1,015,697	37.57	
Loss on disposal of fixed assets	-	-	-		
Total nonoperating expenses (4)	8,479,734	41,854,353	98,071,235	42.68	
Transfer out	-	472,930	2,543,310	18.60	
Change in net assets	9,294,230	23,173,812	\$ 62,568,603	37.04	
Total net assets, beginning of period	573,798,440	559,918,858			
Total net assets, end of period	\$ 583,092,670	\$ 583,092,670			

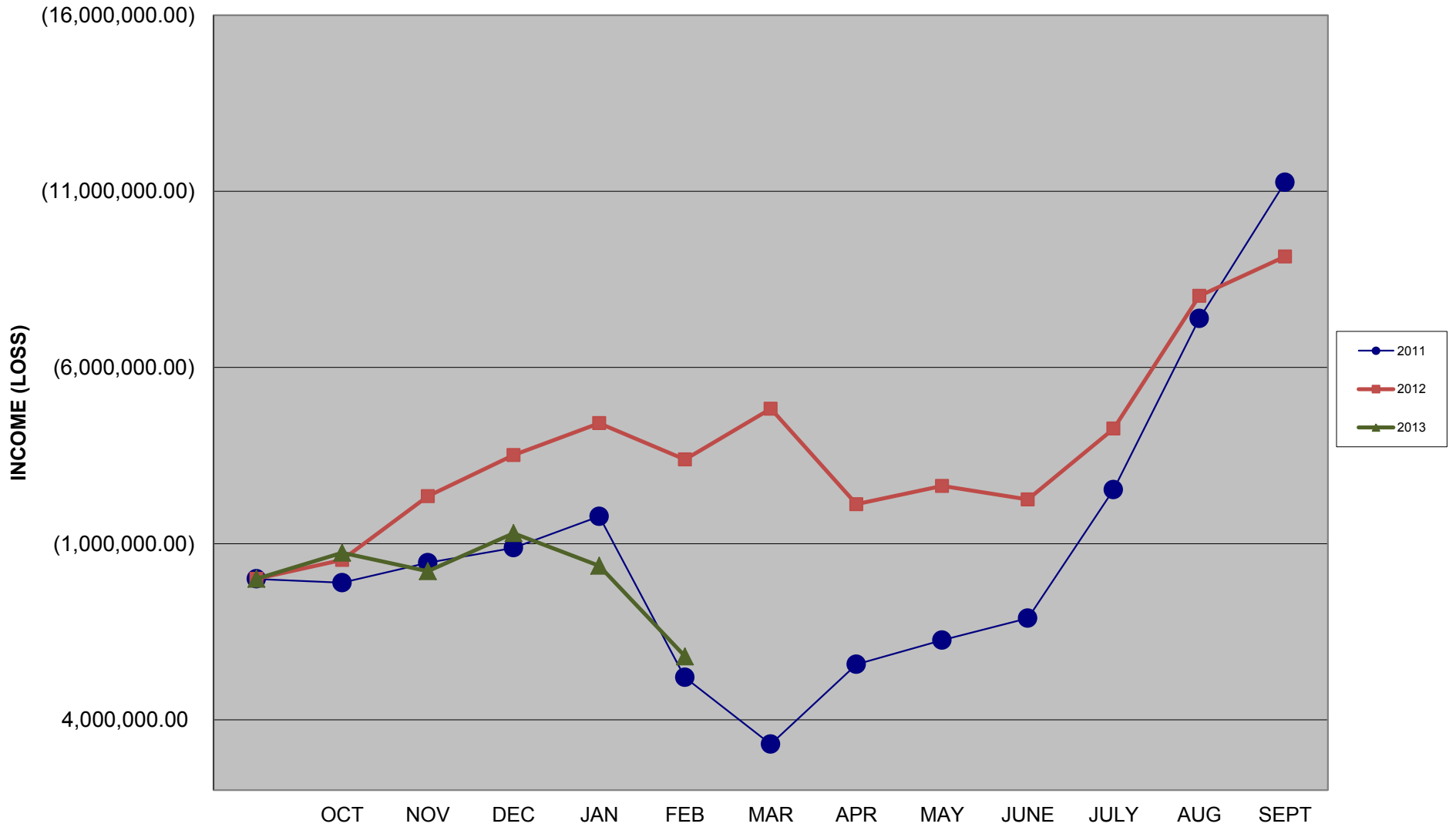
- (1) These are noncash items, and therefore are not included in the adopted budget.
- (2) The Tourist Development Taxes shown on this statement include all of the six-cent resort tax. The six cents monthly revenue amount is reported on the accrual basis which includes a current monthly estimate plus or minus adjustments for previous monthly estimates as actual collections become known. The cash received in this month was \$15,482,466.46.
- (3) To the extent actually realized (excluding depreciation and amortization), the budgeted operating loss of \$18,059,070. will be subsidized from a combination of \$10,000,000 of Tourist Development Tax revenues as per the Tourist Development Plan, up to \$5,000,000 from the Renewal and Replacement Reserve Account, and the Hotel Surcharge Account.
- (4) Expenditures of Tourist Development Tax revenues from the tourist development trust fund are disbursed by the Convention Center and Visit Orlando. Details of such expenditures are available on the County Comptroller web site, www.occompt.com, by selecting *Check Registers* and viewing *County Check Registers* and *Visit Orlando (Tourist Tax Funds)*.

**ORANGE COUNTY CONVENTION CENTER
FISCAL YEAR 2012-2013**

■ NET INC (LOSS)
■ OPER INC (LOSS)



**ORANGE COUNTY CONVENTION CENTER CUMULATIVE OPERATING SUBSIDY
FISCAL YEARS 2013, 2012, and 2011**



**ORANGE COUNTY CONVENTION CENTER
SCHEDULE OF REVENUES
FOR THE MONTH ENDED FEBRUARY 28, 2013**

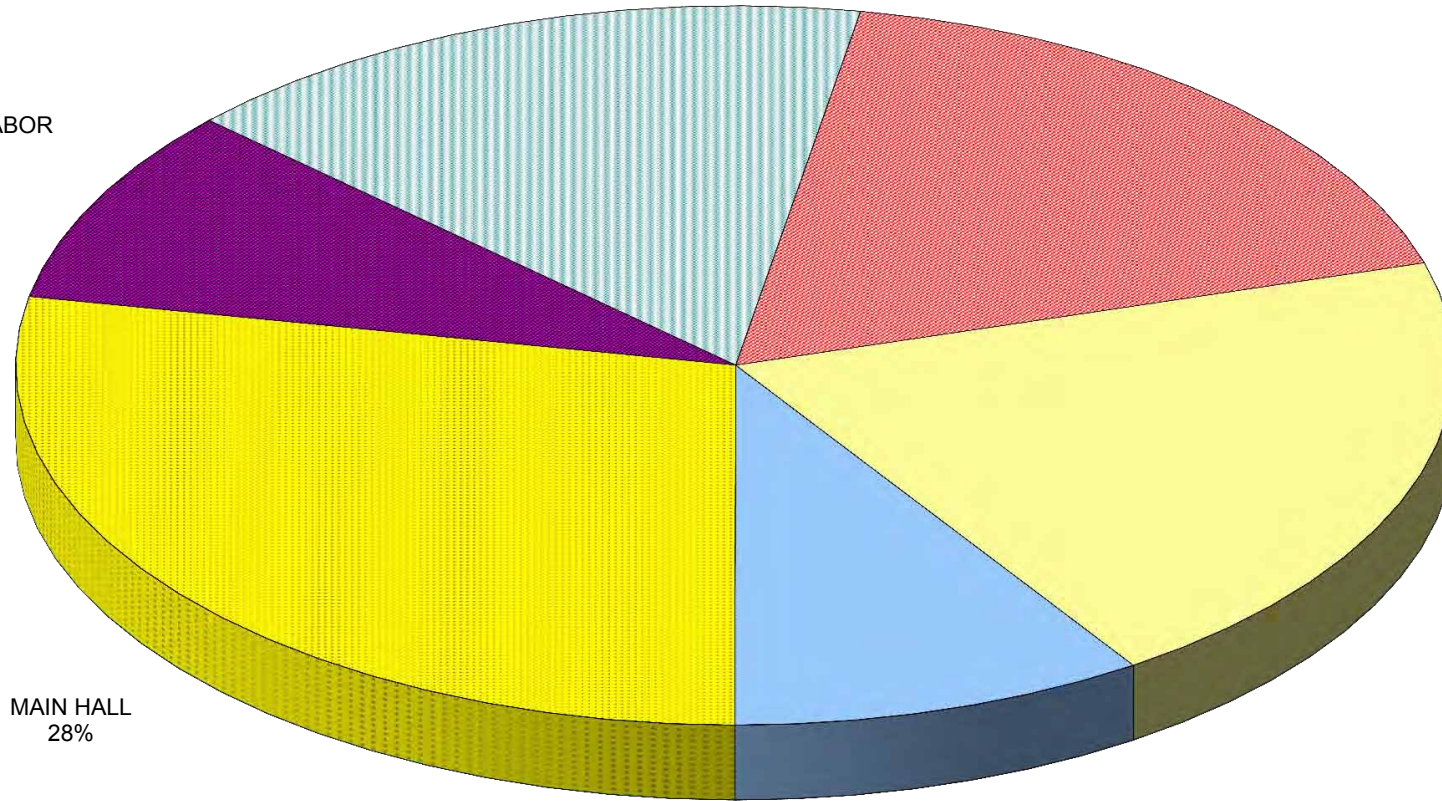
	MONTH OF FEBRUARY <u>ACTUAL</u>	FISCAL YEAR TO DATE <u>ACTUAL</u>	YEAR TO DATE PERCENTAGE		
			ANNUAL BUDGET	CURRENT (ACT v. BUD)	3 YR AVERAGE (YTD v. ANN)
Operating revenues					
Event services:					
Event labor	\$ 670,658	\$ 2,386,127	\$ 3,451,675	69.13	
Parking lot	565,492	2,508,228	4,435,704	56.55	
Utility services	1,583,795	5,157,735	9,405,688	54.84	
Telephone services	83,287	304,219	548,970	55.42	
Catering & concessions	<u>772,946</u>	<u>4,744,922</u>	<u>9,105,577</u>	52.11	
Total event services	<u>3,676,178</u>	<u>15,101,231</u>	<u>26,947,614</u>	56.04	48.75
Rentals:					
Main hall	2,168,257	7,546,206	12,991,178	58.09	
Meeting room	76,285	201,819	105,104	192.02	
Storage unit	1,050	18,900	50,000	37.80	
Equipment	<u>536,339</u>	<u>1,600,812</u>	<u>2,910,136</u>	55.01	
Total rentals	<u>2,781,931</u>	<u>9,367,737</u>	<u>16,056,418</u>	58.34	59.95
Miscellaneous:					
Box office service charge	-	12,666	20,000		
Vendor commissions	480,966	1,743,805	3,373,107		
Liquidated damages	1,820	185,729	-		
Insurance proceeds	6,042	19,016	-		
Miscellaneous operating revenues	<u>18,510</u>	<u>484,072</u>	<u>1,253,750</u>		
Total miscellaneous	<u>507,338</u>	<u>2,445,288</u>	<u>4,646,857</u>	52.62	45.49
Total operating revenues	<u>6,965,447</u>	<u>26,914,256</u>	<u>47,650,889</u>	56.48	52.49
Nonoperating revenues					
Tourist Development Taxes	<u>17,793,811</u>	<u>76,113,908</u>	<u>180,561,718</u>	42.15	41.33
Interest earnings:					
Operating funds	63,316	394,846	453,000	87.16	
Bond reserve	2,535	52,282	225,000		
Debt service funds	<u>224</u>	<u>718</u>	<u>2,500</u>	28.72	
Total interest earnings	<u>66,075</u>	<u>447,846</u>	<u>680,500</u>	65.81	67.97
Miscellaneous:					
Sale of surplus furniture and equipment	<u>100</u>	<u>15,897</u>	<u>-</u>		
Total miscellaneous	<u>100</u>	<u>15,897</u>	<u>-</u>	-	-
Total nonoperating revenues	<u>17,859,986</u>	<u>76,577,651</u>	<u>181,242,218</u>	42.25	41.53
Total revenues	<u>\$ 24,825,433</u>	<u>\$ 103,491,907</u>	<u>\$ 228,893,107</u>	45.21	43.89

**ORANGE COUNTY CONVENTION CENTER
F-Y-T-D OPERATING REVENUES AT FEBRUARY 28, 2013**

CATERING & CONCESSIONS
18%

OTHER OPERATING
REVENUES
16%

EVENT LABOR
9%



MAIN HALL
28%

UTIL & PHONE
20%

PARKING LOT
9%

**ORANGE COUNTY CONVENTION CENTER
SCHEDULE OF EXPENSES AND OTHER DISBURSEMENTS
FOR THE MONTH ENDED FEBRUARY 28, 2013**

	MONTH OF FEBRUARY <u>ACTUAL</u>	FISCAL YEAR TO DATE <u>ACTUAL</u>	ANNUAL <u>BUDGET</u>	<u>YEAR TO DATE PERCENTAGE</u> CURRENT (ACT v. BUD)	<u>3 YR AVERAGE</u> (YTD v. ANN)
Operating and maintenance expenses					
Personal services:					
Salaries	\$ 1,644,580	\$ 8,578,862	\$ 20,022,851	42.85	
Benefits	437,924	2,211,160	6,386,943	34.62	
Total personal services	<u>2,082,504</u>	<u>10,790,022</u>	<u>26,409,794</u>	40.86	41.88
Materials & supplies:					
Office supplies	1,912	10,015	44,150	22.68	
Operating supplies	66,870	81,670	761,527	10.72	
Household & kitchen supplies	-	1,181	451,000	0.26	
Gas	5,509	10,981	45,319	24.23	
Graphic reproduction	854	3,275	45,658	7.17	
Clothing	4,955	6,461	32,402	19.94	
Tools	2,201	25,467	60,300	42.23	
Event/meal reimbursements	(4,608)	3,537	7,045	50.21	
Equip & software under \$1,000	7,702	74,550	471,755	15.80	
Total materials & supplies	<u>85,395</u>	<u>217,137</u>	<u>1,919,156</u>	11.31	11.44
Miscellaneous:					
MSTU assessments	74,747	470,043	1,327,618	35.40	
Public service tax	166	166	500	-	
Transportation studies	-	126,148	210,000	-	
Legal services	-	70	2,500	2.80	
Indirect cost	165,269	826,342	1,983,220	41.67	
Comm & fees-Comptroller	70,050	350,248	840,596	41.67	
Contract services	62,579	316,420	1,363,708	23.20	
Contract svcs-temp employ	31,413	180,774	566,360	31.92	
Bank charges	15,876	132,356	614,937	21.52	
License and other fees	13,850	104,950	172,971	60.67	
Janitorial services	130,185	794,052	2,184,500	36.35	
Travel	5,852	18,031	142,893	12.62	
Training	18,113	19,827	60,997	32.50	
Communications	5,239	17,676	53,861	32.82	
Postage	1,016	1,947	11,000	17.70	
Utilities	991,962	4,631,064	13,345,000	34.70	
Equipment rental	22,436	62,150	275,157	22.59	
Insurance	252,734	1,263,669	3,032,805	41.67	
Maintenance-building	248,332	2,818,581	7,710,748	36.55	
Maintenance-equipment	28,883	91,065	1,049,548	8.68	
Vehicle maintenance charges	10,195	15,884	93,741	16.94	
Promotional expense	45,511	276,648	1,893,500	14.61	
Advertising	-	195	195	100.00	
Education	2,210	4,884	16,675	29.29	
Dues & memberships	599	6,797	46,619	14.58	
Subscriptions	123	849	11,570	7.34	
Laundry	4,767	19,638	122,500	16.03	
Bad debt expense	-	5,900	193,500	3.05	
Accrued expense	14,418	1,137,099	-	-	
Payment to other gov't agencies	740	1,610	2,540	63.39	
Other	10,738	10,738	51,250	20.95	
Total miscellaneous	<u>2,228,003</u>	<u>13,705,821</u>	<u>37,381,009</u>	36.67	40.46
Total operating and maintenance expenses before depreciation and amortization	4,395,902	24,712,980	65,709,959	37.61	39.91
Depreciation and amortization (1)	<u>2,655,567</u>	<u>13,277,832</u>	<u>-</u>		
Total operating expenses	<u>\$ 7,051,469</u>	<u>\$ 37,990,812</u>	<u>\$ 65,709,959</u>		

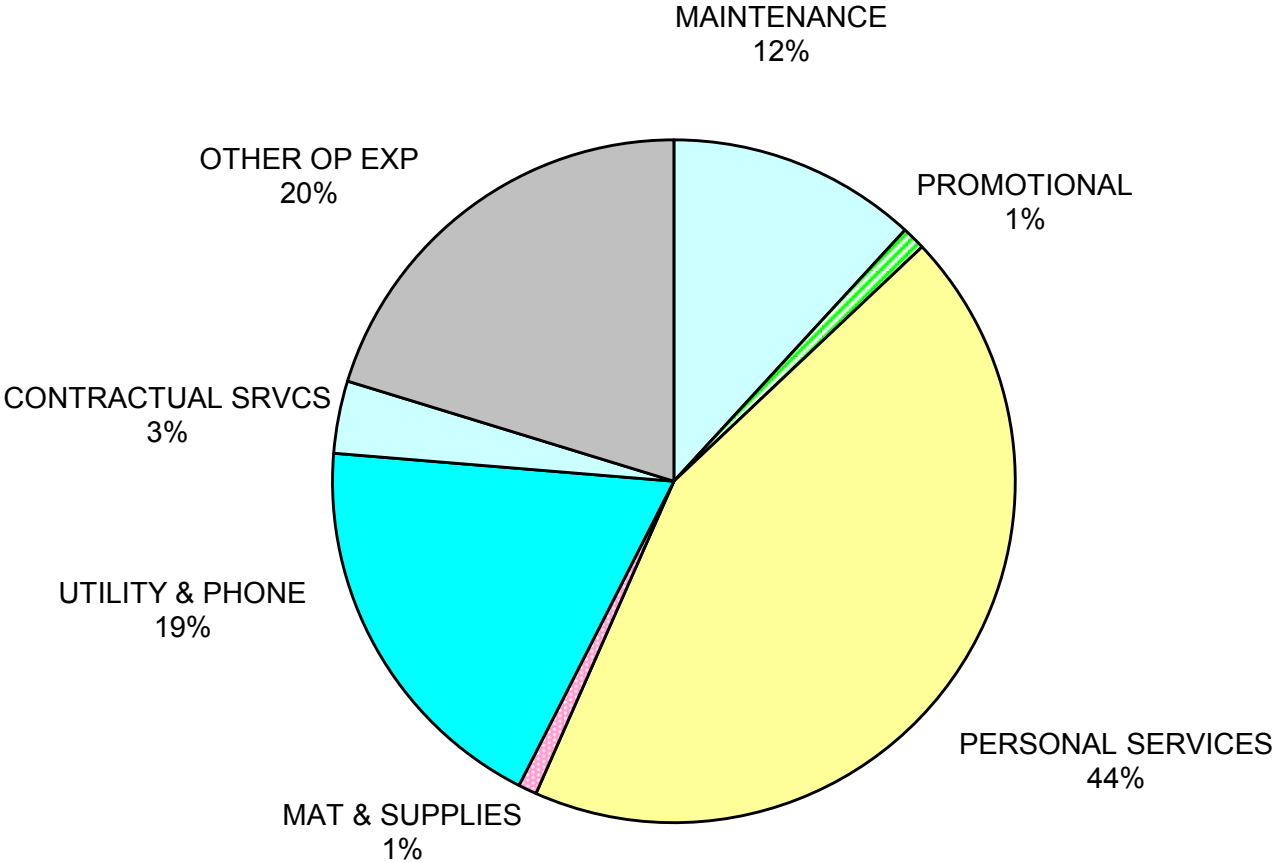
(1) This is a noncash item, and therefore not included in the adopted budget.

**ORANGE COUNTY CONVENTION CENTER
SCHEDULE OF EXPENSES AND OTHER DISBURSEMENTS (CONTINUED)
FOR THE MONTH ENDED FEBRUARY 28, 2013**

	MONTH OF FEBRUARY <u>ACTUAL</u>	FISCAL YEAR TO DATE <u>ACTUAL</u>	<u>YEAR TO DATE PERCENTAGE</u>	
			<u>ANNUAL BUDGET</u>	<u>CURRENT (ACT v. BUD)</u>
Nonoperating expenses and other disbursements				
Capital outlay:				
Buildings	\$ 373,315	\$ 1,552,441	\$ 20,861,985	7.44
Structures	307,403	332,979	7,616,909	4.37
Equipment - O&M	49,194	95,064	959,995	9.90
Equipment - CIP	206,132	3,505,967	8,477,791	41.35
Total capital outlay	<u>936,044</u>	<u>5,486,451</u>	<u>37,916,680</u>	14.47
Debt service:				
Principal	2,757,500	13,787,500	33,090,000	41.67
Interest and fees	3,261,530	16,322,436	39,134,942	41.71
Amortization of bond issuance costs (1)	22,612	113,062	-	-
Total debt service	<u>6,041,642</u>	<u>30,222,998</u>	<u>72,224,942</u>	41.85
Other:				
Payments to Visit Orlando	3,400,795	14,861,457	35,410,303	41.97
Payments to other gov't agencies	1,718,489	7,521,185	17,922,250	41.97
Payments to private organizations	-	2,654,577	4,588,043	57.86
Payments to Venues Reserves	-	12,500,000	12,500,000	100.00
Tax collection expense	76,308	381,636	1,015,697	37.57
Loss on disposal of fixed assets	-	-	-	-
Total other	<u>5,195,592</u>	<u>37,918,855</u>	<u>71,436,293</u>	53.08
Total nonoperating expenses and other disbursements	<u>12,173,278</u>	<u>73,628,304</u>	<u>181,577,915</u>	40.55
Transfer out	<u>-</u>	<u>472,930</u>	<u>2,543,310</u>	
Total expenses and other disbursements	<u>\$ 19,224,747</u>	<u>\$ 112,092,046</u>	<u>\$ 249,831,184</u>	44.87

(1) This is a noncash item, and therefore not included in the adopted budget.

**ORANGE COUNTY CONVENTION CENTER
F-Y-T-D OPERATING EXPENSES AT FEBRUARY 28, 2013**



ORANGE COUNTY TOURIST DEVELOPMENT TAX
ESTIMATED/ACTUAL MONTHLY RECEIPTS
FISCAL YEAR 2012 - 2013

HOTEL COLLECTION MONTH	TAX RECEIPT DATE	COLLECTION PERIOD	MONTHLY PRORATION	REVENUE BUDGET [D]	FY 11-12 ACTUAL PROCEEDS	FY 12-13 ACTUAL PROCEEDS	ACTUAL vs. BUDGET VARIANCE	ACTUAL vs. ACTUAL VARIANCE	VISIT ORLANDO SHARE			TOTAL AMOUNT DISBURSED
									[A]	[B]	[C]	
Aug. 2012	10/02/12	09/04/12 - 10/01/12								\$608,333.34		\$608,333.34
Sept. 2012	11/02/12	10/02/12 - 11/01/12								608,333.34		608,333.34
Oct. 2012	12/03/12	11/02/12 - 12/02/12	7.75%	\$13,993,534	\$13,656,371.05	\$14,690,724.31	\$1,371,556.31	\$1,034,353.26	\$1,224,227.03	670,833.34	\$ 988,554.94	2,883,615.31
Nov. 2012	01/02/13	12/03/12 - 01/01/13	7.81%	14,101,870	13,960,966.62	14,896,484.75	794,614.75	935,518.13	1,241,373.74	670,833.34	1,005,701.63	2,917,908.70
Dec. 2012	02/04/13	01/02/13 - 02/03/13	8.36%	15,094,960	14,267,937.56	15,482,466.46	387,506.46	1,214,528.90	1,290,205.54	670,833.34	1,054,533.46	3,015,572.34
Jan. 2013	03/04/13	02/04/13 - 03/03/13	7.71%	13,921,308	13,453,704.30	15,371,475.14	1,450,167.14	1,917,770.84	1,280,956.27	670,833.34	1,045,284.18	2,997,073.79
Feb. 2013			8.68%	15,672,757	15,762,098.92							
Mar. 2013			11.03%	19,915,957	19,615,772.56							
Apr. 2013			9.52%	17,189,476	16,880,163.48							
May 2013			7.82%	14,119,926	13,694,675.18							
June 2013			9.08%	16,395,004	16,019,002.26							
July 2013			8.53%	15,401,915	14,454,352.43							
Aug. 2013			7.05%	12,729,601	12,002,511.46							
Sept. 2013			6.66%	12,025,410	11,535,082.81							
			100.00%	\$180,561,718	\$175,302,638.63	\$60,441,150.66	\$4,003,844.66	\$5,102,171.13	\$5,036,762.57	\$3,900,000.04	\$4,094,074.20	\$13,030,836.81
							7.01%	9.22%				

Sixth Cent Tax	October	November	December	January	February	March	April	May	June	July	August	September
Portion to the City of Orlando [C]	1,459,899.07	1,477,045.76	1,525,877.58	1,516,628.30								
											Total	\$5,979,450.70

Notes:

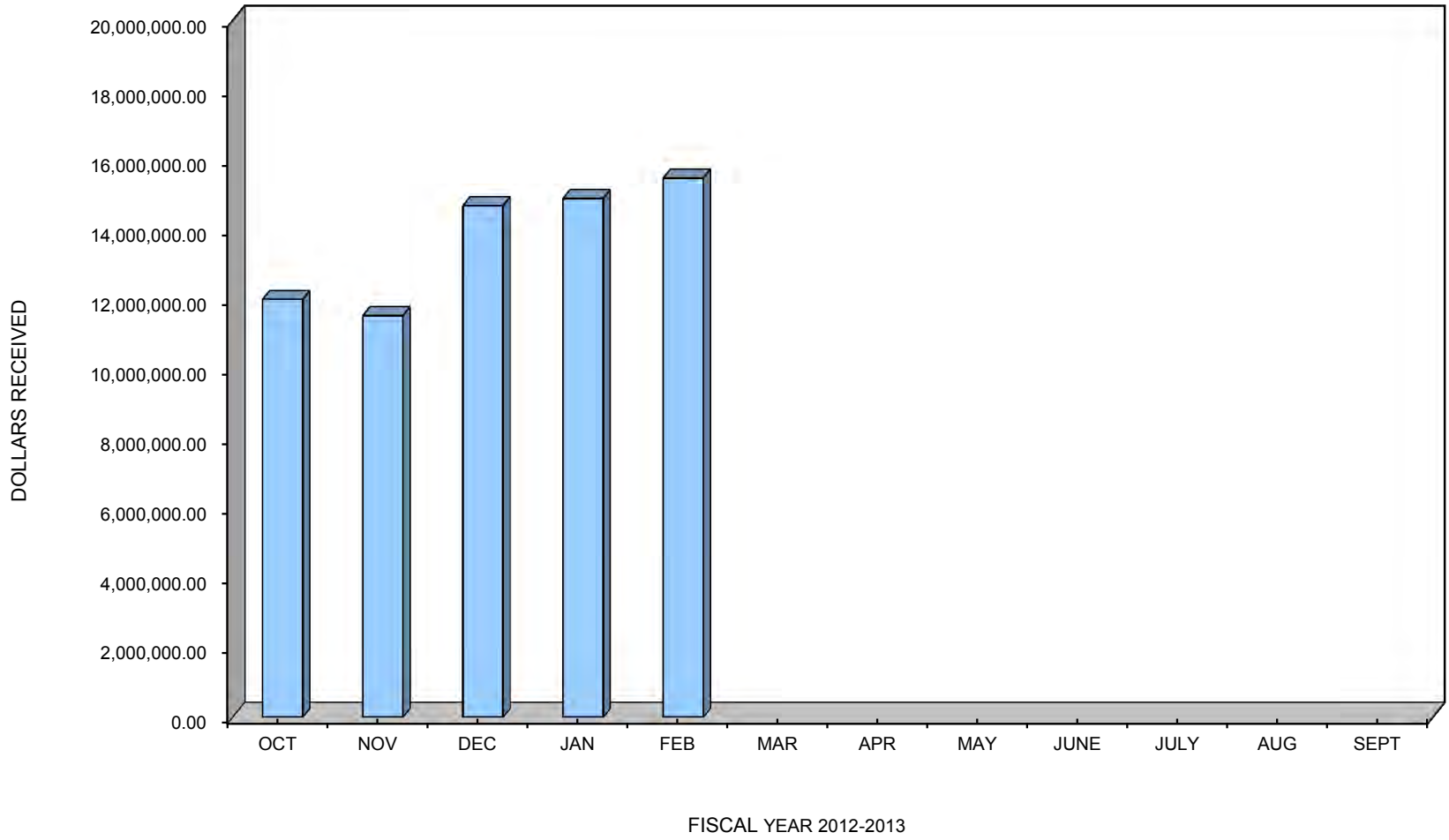
[A] Represents monthly payments of one-half cent of actual tax proceeds from the first four cents collected for the month pursuant to the Tourist Development Plan and Section 1 of the Tourism Promotion Agreement with the Orlando/Orange County Convention and Visitors Bureau, d/b/a Visit Orlando (Visit Orlando).

[B] Represents additional monthly payments of \$62,500 (\$750,000/12), \$275,000 (\$3,300,000/12) and \$333,333.34 (\$4,000,000/12) from the first four cents collected for the month pursuant to the Tourist Development Plan and Section 1 of the Tourism Promotion Agreement with Visit Orlando.

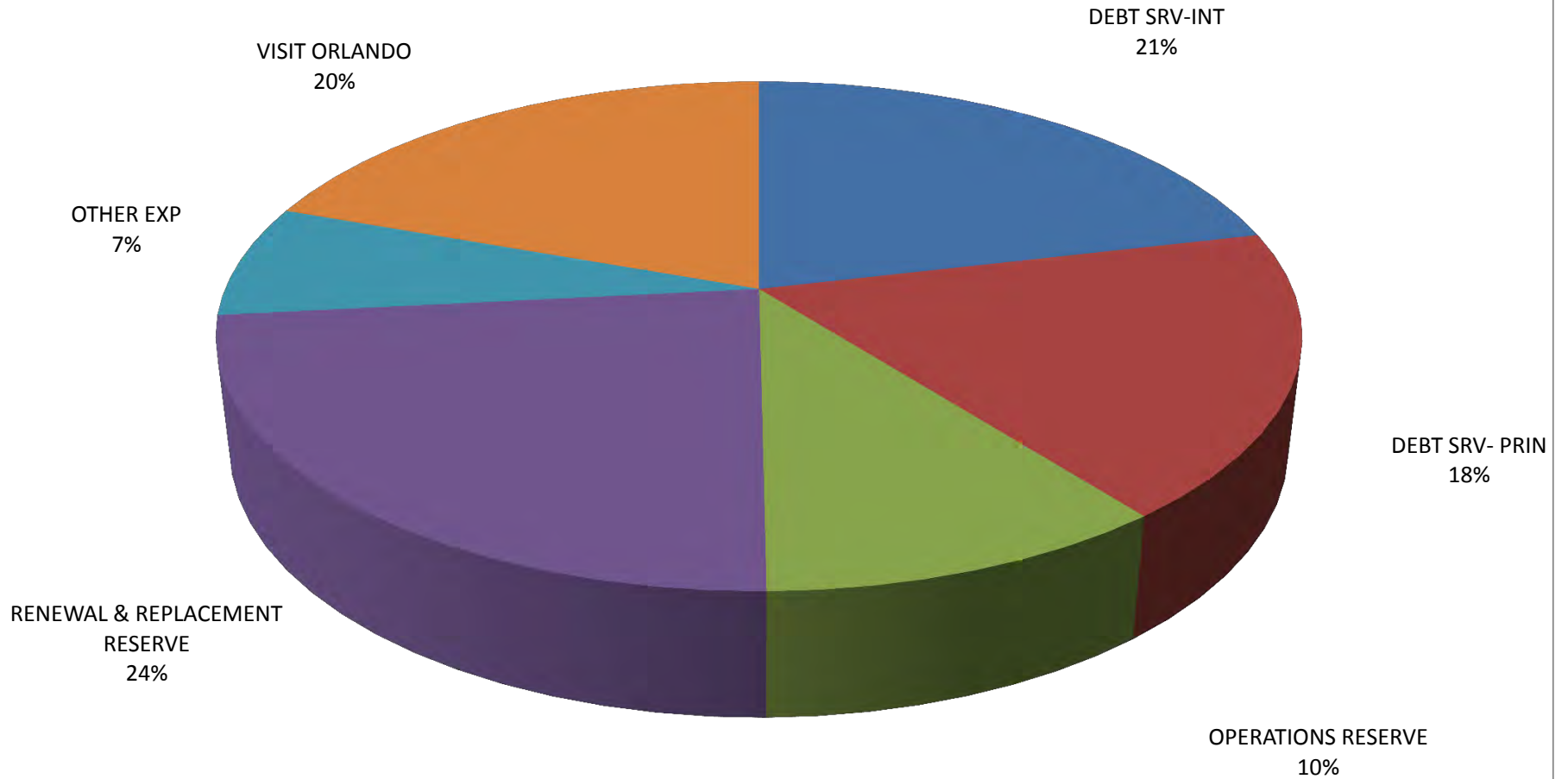
[C] Represents monthly payments from collection of the Sixth Cent of the Tourist Development Tax. Proceeds of the Sixth Cent, which are collected in a separate fund of the County, are allocated between Visit Orlando and the City of Orlando per the terms of Section 1 of the Tourism Promotion Agreement and Article V of the Community Venues Interlocal Agreement, respectively.

[D] Per action of the Board of County Commissioners on January 29, 2013, the Revenue Budget for Fiscal Year 2013 was increased by \$8,701,505 or 5.06%.

ORANGE COUNTY CONVENTION CENTER
ACTUAL TOURIST DEVELOPMENT TAX COLLECTIONS - CASH BASIS



**ORANGE COUNTY CONVENTION CENTER
USE OF CURRENT TDT PROCEEDS
F-Y-T-D AS OF FEBRUARY 28, 2013**

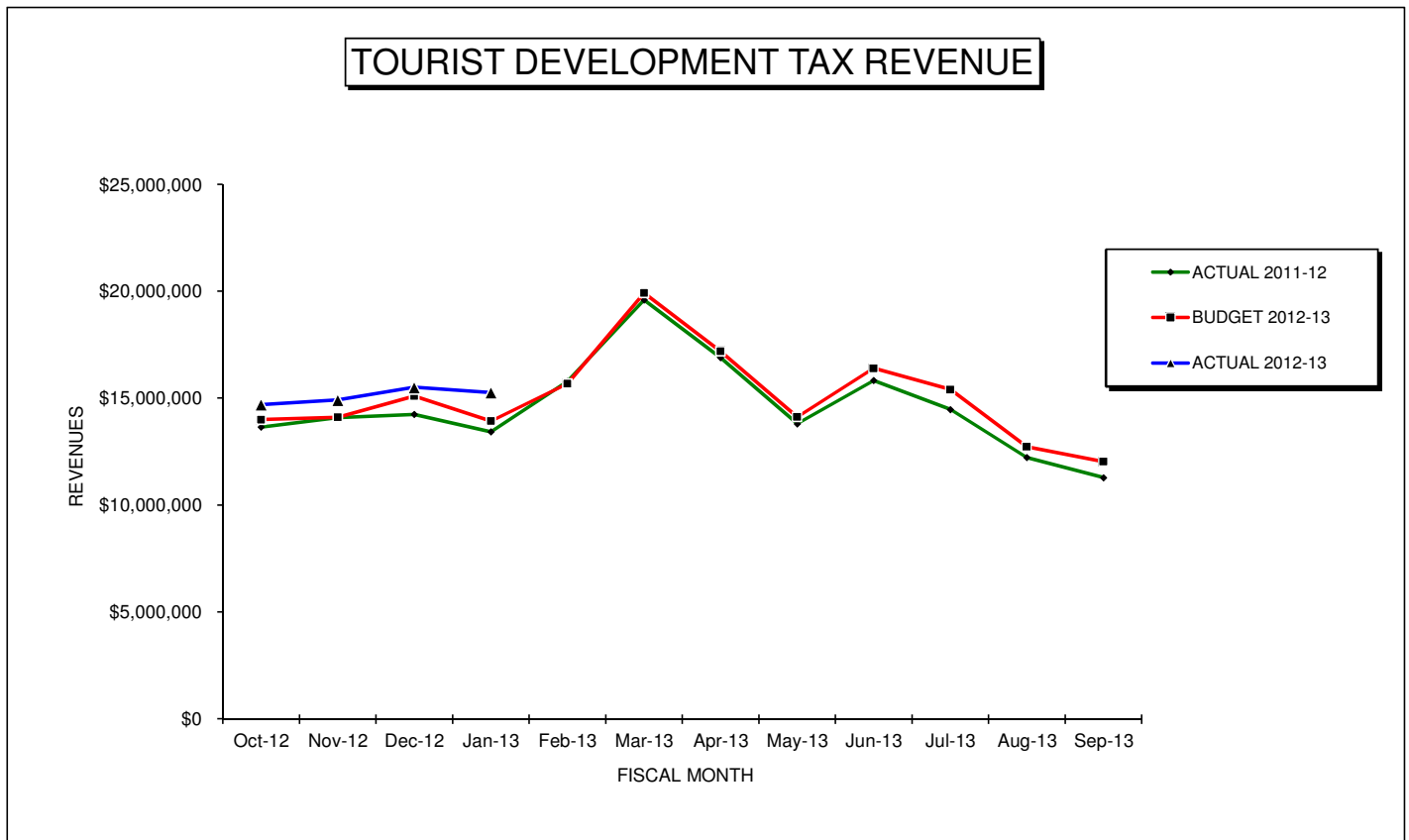


TOURIST DEVELOPMENT TAX REVENUE

Fiscal Year Ending September 30, 2013

HOTEL COLLECTION MONTH	CURRENT BUDGET 2012-13	PRIOR YEAR ACTUAL 2011-12	CURRENT ACTUAL 2012-13	----- VARIANCE -----			
				versus CURRENT BUDGET		versus PRIOR YEAR ACTUAL	
Oct-12	\$13,993,500	\$13,639,800	\$14,701,500	\$708,000	5.1%	\$1,061,700	7.8%
Nov-12	14,101,900	14,090,600	14,911,000	809,100	5.7%	820,400	5.8%
Dec-12	15,095,000	14,237,100	15,506,200	411,200	2.7%	1,269,100	8.9%
Jan-13	13,921,300	13,426,700	15,258,600	1,337,300	9.6%	1,831,900	13.6%
Feb-13	15,672,700	15,781,600					
Mar-13	19,916,000	19,586,700					
Apr-13	17,189,500	16,894,300					
May-13	14,119,900	13,799,300					
Jun-13	16,395,000	15,824,300					
Jul-13	15,401,900	14,469,000					
Aug-13	12,729,600	12,218,600					
Sep-13	12,025,400	11,280,600					
Adjustments*		54,000					
Totals	\$180,561,700	\$175,302,600	\$60,377,300	\$3,265,600	5.7%	\$4,983,100	9.0%

* Represents amounts received from audits and timing adjustments.





OFFICE OF COMPTROLLER

**ORANGE
COUNTY
FLORIDA**

FOR IMMEDIATE RELEASE
March 4, 2013

CONTACT: Martha O. Haynie (407) 836-5690

**TOURIST DEVELOPMENT TAX COLLECTIONS
ORANGE COUNTY, FLORIDA**

ORLANDO, FLORIDA -- County Comptroller Martha Haynie announced today that tourist tax collections (resort tax) received by the County for the hotel collection month of January 2013 were \$15,258,600. Tourist taxes are charged on short-term rentals, mostly hotels and motels.

Comptroller Haynie noted that January 2013 collections were over 13% higher than January 2012. "As the resort tax continues to show year over year growth, it is clear that our entire community will see benefits from the hospitality industry's strong recovery," Haynie stated.

- more -

TOURIST DEVELOPMENT TAX COLLECTIONS
 ORANGE COUNTY, FLORIDA
ALL SIX CENTS
 FISCAL YEAR 2013

Monthly Collections

			<u>Budget to Actual</u>	
	<u>FY 2013 Budget(1)</u>	<u>FY 2013 Actual</u>	<u>Difference</u>	<u>Percentage Difference</u>
Hotel Collection Month of January 2013	\$13,921,300	\$15,258,600	\$ 1,337,300	9.6% up

			<u>Actual to Actual</u>	
	<u>FY 2012 Actual</u>	<u>FY 2013 Actual</u>	<u>Difference</u>	<u>Percentage Difference</u>
	\$13,426,700	\$15,258,600	\$ 1,831,900	13.6% up

Cumulative Collections

			<u>Budget to Actual</u>	
	<u>FY 2013 Budget(1)</u>	<u>FY 2013 Actual</u>	<u>Difference</u>	<u>Percentage Difference</u>
Thru Hotel Collection Month of January 2013	\$57,111,700	\$60,377,300	\$ 3,265,600	5.7% up

			<u>Actual to Actual</u>	
	<u>FY 2012 Actual</u>	<u>FY 2013 Actual</u>	<u>Difference</u>	<u>Percentage Difference</u>
	\$55,394,200	\$60,377,300	\$ 4,983,100	9.0% up

(1) On January 29, 2013, the Board of County Commissioners approved increasing the FY 2013 revenue budget by \$8,701,500 or 5.1%.

###

**VISIT
ORLANDO
UPDATE
March 22, 2013**



**GEORGE AGUEL
PRESIDENT & CEO
VISIT ORLANDO**

George Aguel started with Visit Orlando in February 2013 as leader of the nation's premier destination marketing organizations and represents the nation's leading travel destination.

Aguel has more than 35 years of executive-level experience in sales and marketing. Most recently as senior vice president of Global Corporate Alliances and Operating Participants at The Walt Disney Company, where he led worldwide management for the company's strategic corporate alliance agreements across all business units of the company. Aguel also served as senior vice president of Worldwide Sales and Services for Walt Disney Parks and Resorts for 22 years. His responsibilities included resort sales, catering sales and operations, convention services, national and international sales offices, trade marketing, Disney Cruise Line charter and incentive business, as well as internal corporate meetings and events. He was also general manager of The Disney Institute, which provides professional development and consulting services to a diverse audience of domestic and multinational corporate brands.

Throughout his career, Aguel has proven himself to be a leader in the industry, as well as in the community. He has twice been recognized as one of the "25 Most Extraordinary Minds in Sales and Marketing" by Hospitality Sales & Marketing Association International. He is among a select group of industry professionals to receive the Academy of Leaders Award from the American Society of Association Executives (ASAE) and be inducted into the Convention Liaison Council Hall of Leaders. He's also an ASAE Fellow and recipient of the Professional Convention Management Association Professional Achievement Award and the APEX award from Black Meetings & Tourism. He has served as chairman of Meeting Professionals International and a board member of numerous industry groups.

Aguel's contributions to Central Florida include two years as chairman of Visit Orlando (2009-2010), vice chairman of the Central Florida Sports Commission and past member of the Orange County Tourist Development Council. He's also a past recipient of the Metro Orlando Hispanic Chamber of Commerce Don Quixote Award and an alumnus of Leadership Florida.



**Orange County
Tourist Development Council
March 22, 2013**

George Aguel
President & CEO



Industry Performance



Hotel Industry Performance

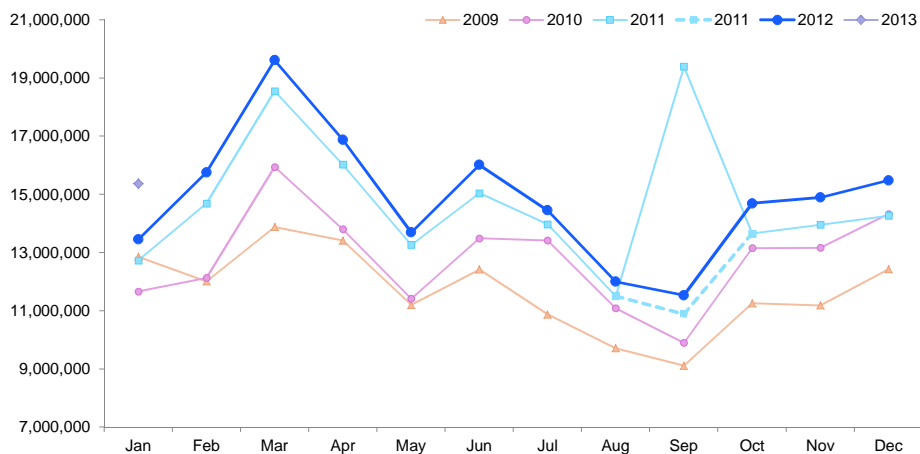
2013 January YTD	Metro Orlando	Florida	National
Demand (% change)	7.3%	4.8%	4.3%
Occupancy*	69.3%	65.2%	51.0%
Average Daily Rate*	\$104.31	\$126.67	\$105.96
RevPAR*	\$72.31	\$82.63	\$54.02

* Occupancy, ADR & RevPAR from Smith Travel Research does not include Disney-owned hotels or alternative forms of accommodations such as vacation homes, timeshares, or campgrounds.



Source: Smith Travel Research; Visit Orlando Market Research & Insights

Orange County TDT



Source: Orange County Comptroller Report to Visit Orlando

Market Indicators

Year-to-Date Results

	<u>2013 (millions)</u>	<u>vs. '12</u>
Orange County Convention Center (Feb YTD)		
Convention & Tradeshow attendance	.202	-37.1%
<hr/>		
	<u>2012 (millions)</u>	<u>vs. '11</u>
Orlando International Airport (Dec YTD)		
Domestic	31.504	-1.3%
International	3.785	+8.1%
<hr/>		
Orlando Sanford International Airport (Dec YTD)		
Domestic	1.362	+20.6%
International	.453	+1.3%

VisitOrlando

Source: Airports, Orange County Convention Center

Forecasts: Travel to Orlando

	Millions		% Change vs. Prior Year			
	<u>2010</u>	<u>2011</u>	<u>2010</u>	<u>2011</u>	<u>2012(f)</u>	<u>2013(f)</u>
Total Visits	51.46	55.17	10.5%	7.2%	2.9%	1.0%
Domestic	47.78	51.37	10.3%	7.5%	2.6%	0.7%
Leisure	38.26	41.43	12.6%	8.3%	2.7%	0.9%
Business	9.52	9.93	2.0%	4.4%	2.2%	-0.2%
International	3.68	3.80	12.6%	3.5%	7.9%	4.4%
Canada	0.96	1.02	11.0%	5.7%	6.5%	2.1%
Overseas	2.72	2.79	13.2%	2.7%	8.3%	5.2%

VisitOrlando

Source: Tourism Economics (Dec 2012)



May/June Campaign

Visit Orlando

Visit Orlando



“More” Digital Ads

13-000128 - VISIT FLORIDA / GOOGLE COOP MARKETING / WC 4 407

Visit Orlando

Consumer Engagement Cleveland, Ohio

Medina Ice Festival

Visit Orlando Warming Zone

- 30' x 40' heated tent
- Interactive SeaWorld photo display
- Partnership with Wild Florida for gator meet/greet
- Free hot chocolate

5 Ice Orlando Partner Ice Displays

Cleveland

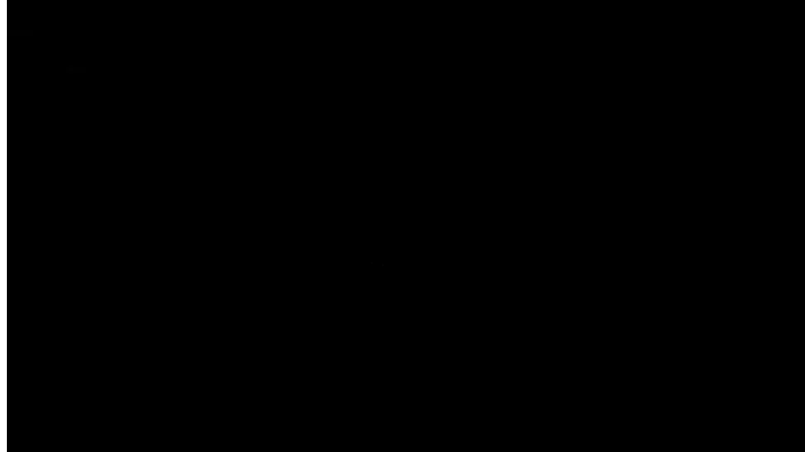
AHL Lake Erie Monsters

- 2-1/2 month activation- February 8-April 20
- Radio :30 spots & live reads
- Web banner adds
- Scoreboard :30 "More" campaign spot & logo
- Public address announcements
- Dasherboard rink sign
- LED board displays
- Luggage tags distribution to the first 5,000 attendees with trip giveaway



Visit Orlando

**Travel Mom – Emily
Kaufman**



VisitOrlando

**“INFLUENCER CAMPAIGN”
SUPPORTING CONVENTION SALES**



VisitOrlando

Creative – Print Ads



Visit Orlando

Creative - Microsite



Visit Orlando

2012 Results

- Following a six-month campaign run in 2012, the Business Influencer ad tracking research revealed the following:
 - The likelihood of recommending Orlando for a business meeting trip is 13 percentage points higher among ad aware respondents (66%) compared to pre-wave respondents (53%)
 - Orlando's rating as a business meeting destination having unique and local dining options is 14 percentage points higher among ad aware respondents (58%) compared to pre-wave respondents (44%)
 - Orlando's association with unique and fine dining compared with other dining options is now 14 percentage points higher among ad aware respondents (50%) compared to pre-wave respondents (36%)

VisitOrlando

Thank You

VisitOrlando

2012

FLORIDA BLUE

FLORIDA CLASSIC

PROGRAM REPORT

March 22, 2013




2012 Florida Blue Florida Classic Program Report




About Florida A&M University

- Founded 1887; Enrollment of 13,809
- 62 Bachelor's Degrees offered in 103 majors
- 39 master's degrees; 11 Doctoral programs
- Ranked as the No. 1 public historically black colleges and universities in the 2012 U.S. News and World Report college ranking for HBCUs.
- On November 15, 2008, FAMU became the first historically black college or university to host ESPN College Game Day.









About Bethune-Cookman University

- Founded 1904 and affiliated with Methodist Church
- Enrollment of 3,594
- Baccalaureate and master degrees in 37 majors/disciplines through seven academic schools
- Founded by Dr. Mary McLeod Bethune
- Motto: "Enter to learn; depart to serve"
- Ranked by US News & World Report's 2009 America's Best Colleges edition as one of the top baccalaureate colleges in the south and one of the nation's top historically black colleges and universities
- Achieved University status Spring, 2007









Event History

- The series began in 1925, with Florida A&M winning 25-0. B-CU's (then B-CC) first win came a year later, 12-0 in 1926.
- Despite FAMU's early dominance in the series overall, the two schools drew ever-increasing crowds until they had to abandon their home stadiums for larger venues.
- Sites like the Florida Citrus Bowl in Orlando, the Daytona International Speedway and Doak Campbell Stadium in Tallahassee were the sites of some of those "home" games before the two schools agreed on a permanent site -- Tampa -- in 1978.
- Since 1997, a total of 1,027,740 fans have watched the Florida Classic in the Florida Citrus Bowl Stadium, an average of 68,500 per year. By comparison, the total attendance for the 17 years prior to Orlando was 685,804, an average of only 40,341.





Executive Summary

- All proceeds from the Florida Classic game and official ancillary events benefit academic opportunities for young people at FAMU and B-CU
- The Florida Classic is America's #1 HBCU football game featuring thirteen (13) consecutive 59,000+ crowds.
- Game aired on ESPN Classic (33 million household reach.)
- *Working towards a future on ESPN or ABC*



2012 Schedule of Events

Friday, Nov. 16th

- Florida Classic Consortium Kickoff Luncheon presented by Florida Blue – 577 in Attendance: **SOLD OUT LAST Yr. 620.**
- Florida Blue Battle of the Bands – **3,398 in attendance: Last Yr. 11,092**





2012 Schedule of Events Continued

Saturday, Nov. 17th

- Pre-game Fan Fare – 19,181 fans attended (Last yr. 35,741)
- Pregame Hospitality
- Game Kickoff

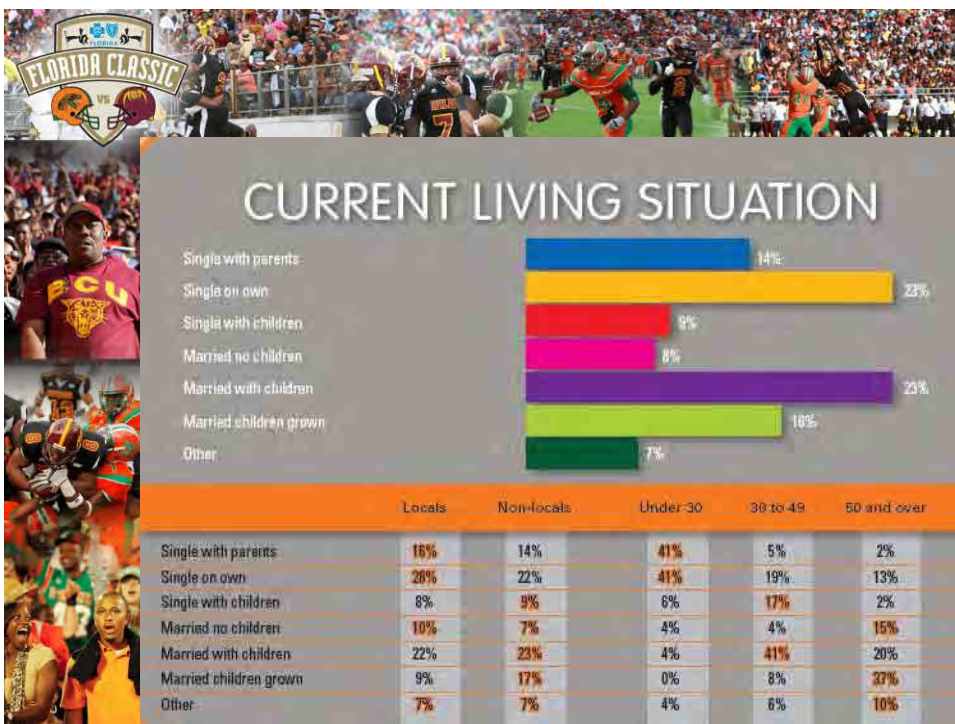
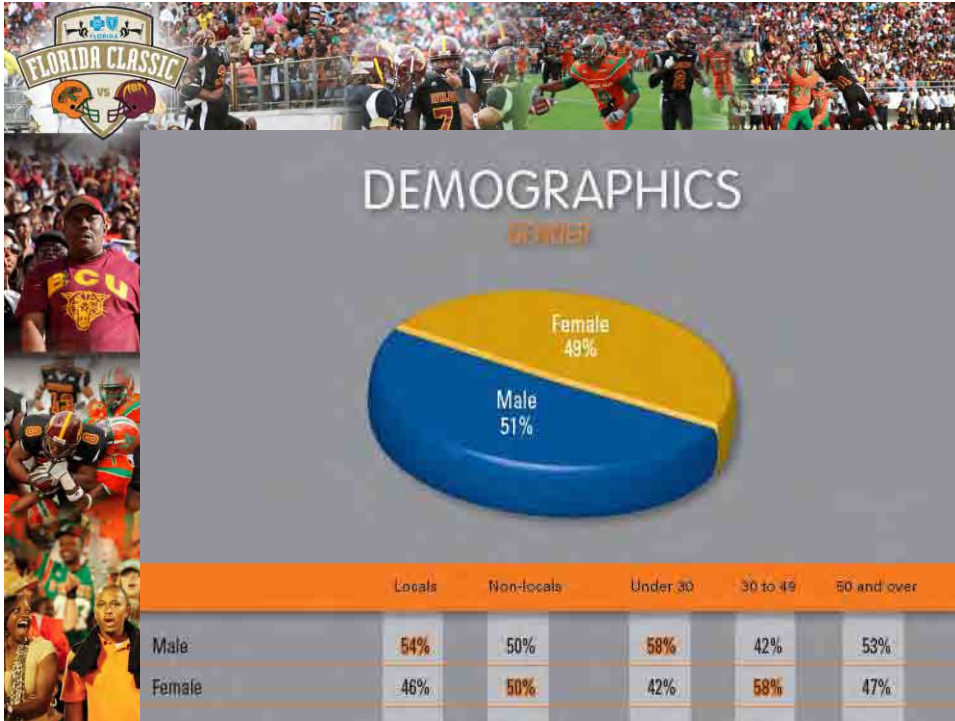


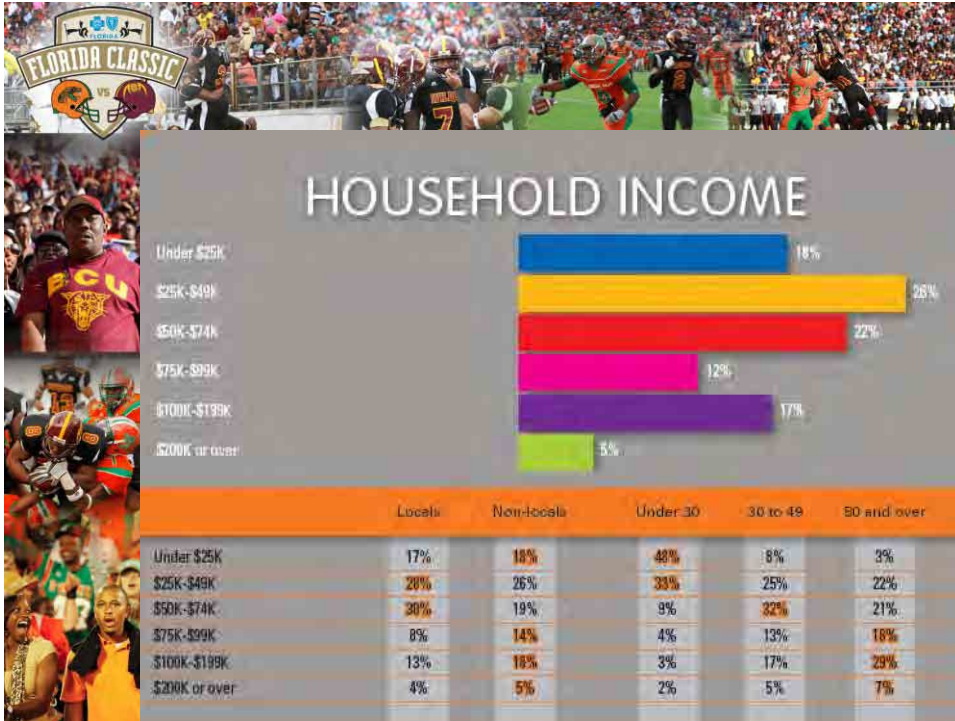
Economic Impact

Most would return to Orange County for vacation or employment

- Considering experience at game, 95% of non-locals would return for a vacation
- Half would move to Orange County if offered attractive position in field







2012 Florida Blue Florida Classic Program Report

- Attendance
 - Total Florida Classic game attendance: 30,721(Last yr. 60,218)
 - 77% of the people attending the game are coming from OUTSIDE of the Orlando area*
- Impact to local hotels
 - Total estimated number of room nights: Over 23,000(Last yr. 46,000)
 - Average daily rate: \$99.17 (Last yr.\$92.66)*
- Estimated Total Economic Activity
 - Over \$15,000,000

Sources: * Enigma Research Corporation 2007 Florida Classic ; Smith Travel Research



**INTERNATIONAL
DRIVE TRANSIT
& IMPROVEMENT
DISTRICT, 20th
ANNIVERSARY
REPORT**

March 22, 2013

International Drive Then ...



International Drive Now !!!



Who, What, When & Why of the International Drive Master Transit & Improvement District

Created in 1993, as a special taxing district which is formed under a Public – Private Partnership with Orange County, the City of Orlando & the business stakeholders of the International Drive area. The District operates under three separate Municipal Service Taxing Units (MSTU). Currently our District represents over 900+ individual parcels within 5,500 acres and nearly \$6.0 billion dollars on the County Tax Roll.

Our Objectives:

- Planning, designing & operating an exclusive transit service
- Implement marketing & promotional programs
- Work with Local & State governments to:
 - Reduce traffic congestion
 - Improve pedestrian safety
 - Increase overall security
 - Involved in beautification projects
 - Report code enforcement violations



20 years of “Firsts”

Developed the **FIRST** Destination Logo



Then



Now

Planned, Developed & Operate the **FIRST** Transit Service



Began I-Ride Service in 1994 with Lynx.
Operated a 9 mile route with 11 vehicles



Redeveloped the I-Ride Service to themed rubber tire trolley in 1996. Currently operated under contract with Mears. Route is 15 miles in length with 18 vehicles. Carried 2 Million trips in 2012

Transit Stop Amenities ...**First**



First amenities included bench, canopy, litter receptacle & marker map.



Began converting to new shelter product In 2012. 15 of our 105 stops now have the new Shelter. Solar powered

Develop & Publish the **FIRST** Official Visitors Guide for the I-Drive Resort Area



First published in 1996 with 200K printed

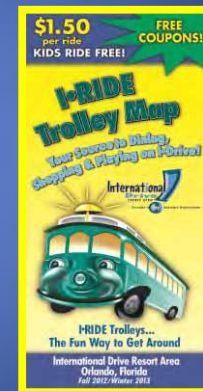


Currently print 500K

Developed and Publish the **FIRST** I-Drive Coupon Map



First published in 1996 with a total print of 50 K



Current print is 400 K

I-Drive Websites – **FIRST** of their kind

First Exclusive Destination Website: www.InternationalDriveOrlando.com



First Transit Oriented Website: www.IRideTrolley.com



First District wide Website: www.IDriveDistrict.com



North I-Drive **Firsts** ...



Wider sidewalks, new sod & trees in the ROW with irrigation installed.



FIRST 5 K Run for I-Drive

In Partnership with Pointe Orlando

Pointe Orlando came to District to assist them with developing an annual 5K run event for the I-Drive area. Event is cause marketing driven with the net proceeds going to the YMCA Aquatic Center Learn to Swim Scholarship program



Began in 2002 with 3 sponsors & a few hundred runners.



2012 marked our 10th year with 16 Sponsors and 1068 runners. \$15,000 donated to Y

Angels On I-Drive ... FIRST



Began partnership with the Salvation Army in 2002. We just celebrated our 10th year with the program. The I-Drive District contributed over 1000 items (clothing & gifts) in 2012 to over 560 families. I-Drive District Partners adopted the second highest number of angels and were responsible for 1/12 of all angels adopted in Orange County!



First Public Safety Program

Public Safety program began in May 2007 as an off duty program. COPS Grant Partnership with Orange County in 2010 established an elite Tourist Oriented Policing Squad (TOPS) program. Now fully funded by the I-Drive District. First of its kind partnership with Orange County, the Orange County Sheriff's Office and the Orlando Police Department.



FIRST I-Drive Clean Team

Began this initiative in 2008. Currently have a three man crew working 7 days per week. Responsible for all litter maintenance within the 15 mile corridor. Including all Rights of Way areas & transit stops. Reports code enforcement violations. Transit stop maintenance includes power washing each year.



First Art On I-Drive Program

In partnership with Orange County, City of Orlando and the ETC Stakeholder group, established the first ever traffic control signal Art Box program for I-Drive. First phase included wrapping 15 boxes with art created by UCF Ad Lab Students.

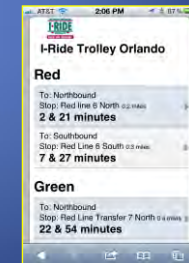


FIRST Mobile Website & AVLS for I-Drive

iDrive2Go.mobi



Automated Vehicle Location System (AVLS)



Holidays On I-Drive ... **Firsts**

**Holiday Dazzle
on I-Drive!**

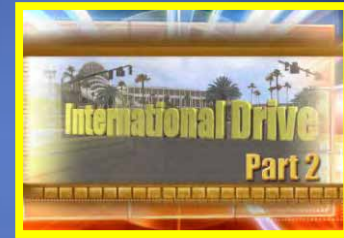


FIRST International Drive History program

Three segments have been produced for the International Drive series *The Road to Success history program*. Learn just how the International Drive Resort Area became *Orlando's Most Dynamic Destination!*



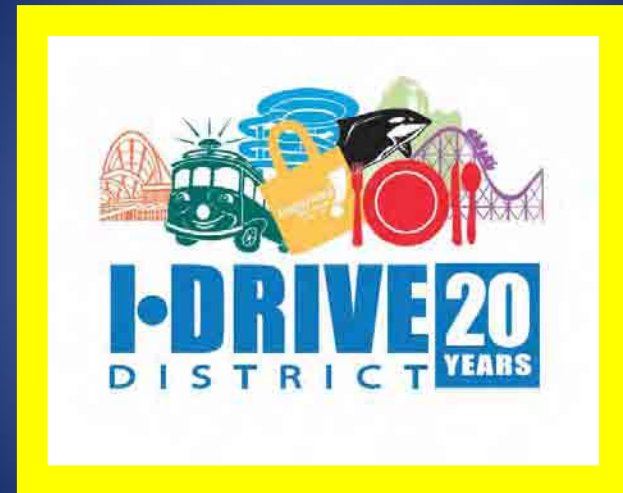
Released 2010 focuses on the early develop years



Released in 2011 focuses on the develop of the Convention Center & surrounding area

Part 3 released in 2012 fully funded by District and produced by Ericka Cotton and celebrates the attractions ... both past & present

First International Drive Development Information



**CENTRAL FLORIDA
SPORTS COMMISSION
TOURIST
DEVELOPMENT TAX
REQUEST,
2014 NCAA MEN'S
BASKETBALL REGIONAL
GAMES**

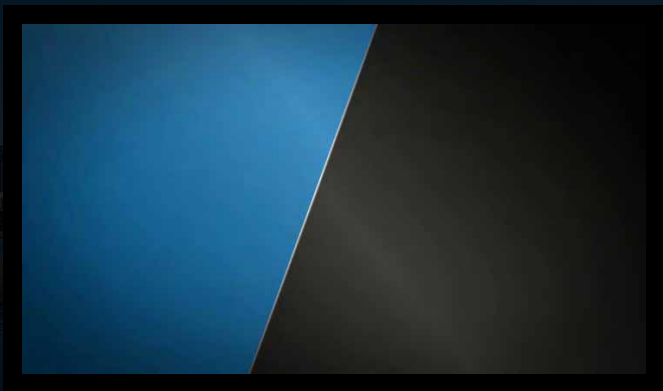




2014 BASKETBALL CHAMPIONSHIP

ORLANDO, FLORIDA



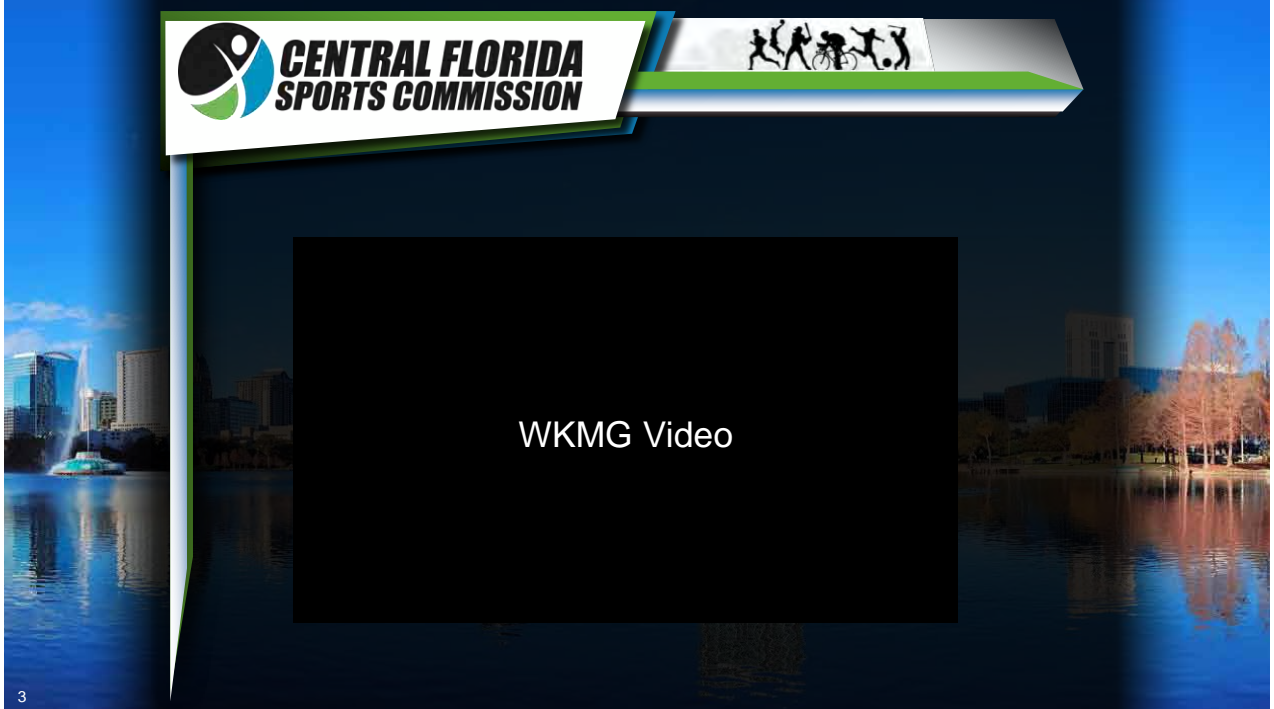
1

The slide features a background image of a city skyline reflected in a body of water. The Central Florida Sports Commission logo is in the top left, and a banner with athlete silhouettes is in the top right. The NCAA logo is on the left side of the main text area.



2

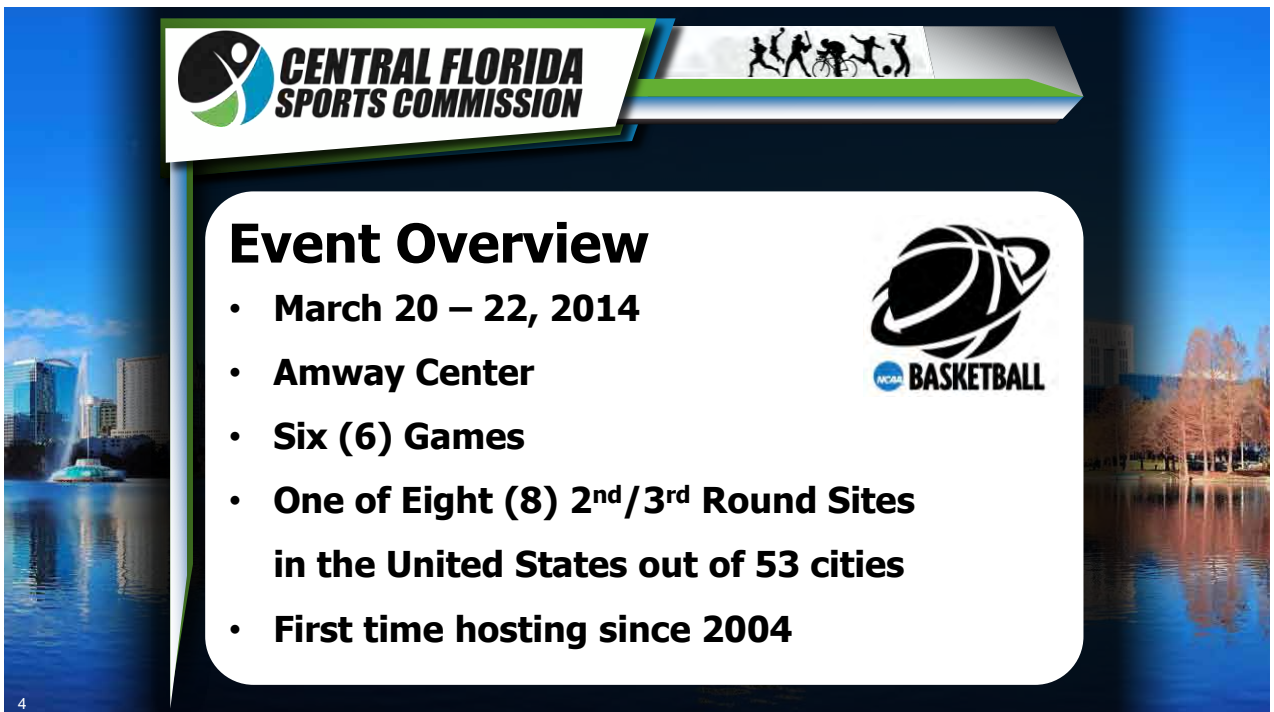
This slide is identical to the first one but includes a large, dark blue and black graphic in the center of the slide area.

WKMG Video


3





Event Overview

- **March 20 – 22, 2014**
- **Amway Center**
- **Six (6) Games**
- **One of Eight (8) 2nd/3rd Round Sites in the United States out of 53 cities**
- **First time hosting since 2004**



4



Event Impact

- **Attendance: 50K**
- **Economic Impact: \$9.5 M**
- **Room Nights: 14K**
- **International, / National Media in Attendance**
- **15 hours of live coverage on CBS/TBS**



5



Community Support

- **Bid Process**
 - **Strong Coalition of Public & Private Support**
- **Event Process**
 - **Strong Coalition of Public & Private to support Ticket Sales, Hospitality Packages & Sponsorships**



6



Marquee Events in our Pipeline

	Room Nights	Eco Impact
 April of 2016	40,000	\$100 Million
 March 2016 or 2017	12,000	\$15 Million
 March 2017 or 2018	15,000	\$18 Million
 Oct. of 2017 or 2019	20,000	\$35 Million
 April of 2015 or 2016	16,000	\$13 Million

7



Action Requested:

Tourist Development Tax Funding

2014 NCAA Division I Men's Basketball 2nd/3rd Round Site

\$137,500

8