

TOURISM IMPROVEMENT DISTRICT (TID) ADVISORY BOARD

April 16, 2026

Seminole State College
Heathrow Campus
Rm 138





**Tourist Improvement District
Advisory Board
April 16, 2026 Meeting Agenda
Seminole State College - Heathrow Campus
Room 138**

I.	Call to Order	Jaclyn Lorigan Hilton Orlando Altamonte Springs
	Pledge of Allegiance followed by Moment of Silence	
II.	Welcome and Introductions	
III.	Approval of January 2026 TID Advisory Board Minutes*	
IV.	Approval of 2025/2026 Annual Report*	
V.	Hotel Trends Report	Shannae Greene Seminole County Government
VI.	Tourism & Capital Projects Updates	Danny Trosset & Rick Durr Seminole County Government
VII.	Old/New Business	
	Adjourn	

Next Meeting

August 20, 2026

Seminole State College - Heathrow Campus
Room 138

** These items need formal action by the TID Board.*

PERSONS WITH DISABILITIES NEEDING ASSISTANCE TO PARTICIPATE IN ANY OF THESE PROCEEDINGS SHOULD CONTACT THE HUMAN RESOURCES DEPARTMENT, ADA COORDINATOR 48 HOURS IN ADVANCE OF THE MEETING AT 407-865-7941.

PURSUANT TO FLORIDA LAW, THE PUBLIC HAS THE RIGHT TO BE HEARD ON ALL PROPOSITIONS. PUBLIC COMMENT TIME ON PROPOSITIONS SHALL BE THREE (3) MINUTES FOR INDIVIDUALS AND SIX (6) MINUTES FOR GROUP REPRESENTATIVES. PROPER DECORUM WILL BE OBSERVED.

Tourist Improvement District Meeting Minutes

January 15, 2026

Meeting called to order at 4:38 pm

A quorum was established

In Attendance:

- Chairman Jaclyn Lorigan, General Manager, Hilton Orlando Altamonte Springs
- Vice Chair Kristen Oswald, General Manager, TownePlace Suites Altamonte Springs
- Brent Nelson, Senior Vice President, Greater Orlando Sports Commission
- Duncan Wall, Regional Director of Sales, Hampton Inn Altamonte Springs
- Jonathan Constantino, General Manager, Westin Lake Mary Sanford
- Matthew Hoffman, General Manager, Comfort Inn Suites Rick Donhue, General Manager, Embassy Suites Orlando North

Excused:

N/A

Chair Appointment:

Nomination: Jaclyn Lorigan

Motion: Rick Donohue

Second: Kristen Oswald

Vote: Unanimous

Vice Chair Appointment:

Nomination: Kristen Oswald

Motion: Jaclyn Lorigan

Second: Rick Donohue

Vote: Unanimous

Pledge of Allegiance and Moment of Silence

Welcome and Introductions

Approval of November 2025 TID Minutes:

Motion: Kristen Oswald

Second: Rick Donohue

Vote: Unanimous

Seminole County Tourism Update

Gui Cunha, Seminole County Tourism

- Provided dates for upcoming TID meetings and agenda items
- TID collection is accruing interest at the same rate as TDT
- January 13 BCC recognitions included Boombah turf updates, board appointments, and clarification that arts are not funded through TDT
- STR forecast meeting: Members to coordinate with Shannae Greene to be added to the virtual distribution list
- Congratulations to Esteban and Raul on their 40 Under 40 recognition.

- Hotel forecast indicates record performance with expectations to plateau
- New TID board member Duncan Wall, appointed by CFHLA
- New TID board member Jonathan Constantino is replacing Donnie Jenkins

Seminole County Sports Tourism Update

Danny Trosset, Seminole County Tourism

- Event and construction updates
- Astroturf samples distributed to hoteliers
- Fields A and B completed; work underway on Fields C and D
- Project anticipated to be completed before Fall 2026
- A total of 15 new astroturf fields are expected upon completion

Indoor Sports Complex Presentation

Ashley Senn, Jim Russell, & Tom Harmer; Pizzuti Solutions

- Indoor Complex Project examples shared
- Overall team experience with similar facilities was discussed
- Project deliverables include financial alignment, operational planning, statement of costs, design RFQ, renderings, and timeline
- Team has conducted 12 stakeholder meetings to date

Question: Jaclyn Lorigan asked if the submitted questions that were sent in will be reviewed.

Response: Gui Cunha responded yes

Question: Jaclyn Lorigan asked whether this would compete with the hotel's meeting spaces.

Response: Gui Cunha explained that it does not compete and that it will be beneficial to hoteliers

Question: What sports are top priority?

Response: Pizzuti explained that this area is currently in its research phase.

Question: Rick Donohue asked for an update on the timeline

Response: Pizutti said schedules will be provided once more details on needs are confirmed.

Comment: Kristen Oswald mentioned that she would like this to cater to families. She wants people to stay on property during breaks, and it would have to be all inclusive. All ages should be comfortable and able to spend long periods of time there.

Old/New Business

- An indoor complex presentation is expected at a future BCC meeting.
- Sunshine Law training will be done in April

Meeting adjourned at 5:48 PM



2025/2026 TID Annual Report

**Seminole County Tourism Improvement District (TID) Advisory Board
2025-2026 Annual Report**

Meeting Dates

August 7, 2025

November 13, 2025

April 16, 2026

Advisory board members

- Chairman Jaclyn Lorigan, General Manager, Hilton Orlando Altamonte Springs
- Vice Chair Kristen Oswald, General Manager, TownePlace Suites Altamonte Springs
- Brent Nelson, Senior Vice President, Greater Orlando Sports Commission
- Rick Donhue, General Manager, Embassy Suites Orlando North
- Matthew Hoffman, General Manager, Comfort Inn Suites
- Duncan Wall, Regional Director of Sales, Hampton Inn Altamonte Springs
- Jonathan Constantino, General Manager, Westin Lake Mary

Expenditure Summary

\$251,790 Associates of Pizzuti Solutions shall perform the Scope of Services outlined in RFP-6712-25 and as is attached to the project agreement. These services are generally described as follows:

- A refined/finalized facility development program, including space types and size that aligns with the County's vision, leverages opportunities and addresses key challenges.
- Cost estimates for the recommended facility for establishment of a recommended project budget.
- Refining and clarifying a business model aligned with the County's definition of success.
- Performance expectations based on comparable facility and national industry benchmarks.

Accomplishments attributable to the SCTID.

- TID collections started in April 2025
- Three TID Advisory Board meetings were held.
- TID has funded the Indoor Complex consultant project.

**Seminole County Tourism Improvement District (TID) Advisory Board
2025-2026 Annual Report**

Revenue

Month	FY25 Actuals (\$)
April	256,725
May	255,337
June	289,471
July	264,940
August	274,325
September	236,915
Total to be carried over to FY26	1,577,713
Month	FY26 Actuals (\$)
October	255,497
November	274,978
December	269,605
January	267,866
Total as of January	1,067,945

Assessment Rate increase request and reasoning

No increase to the TID Assessment Rate has been requested.

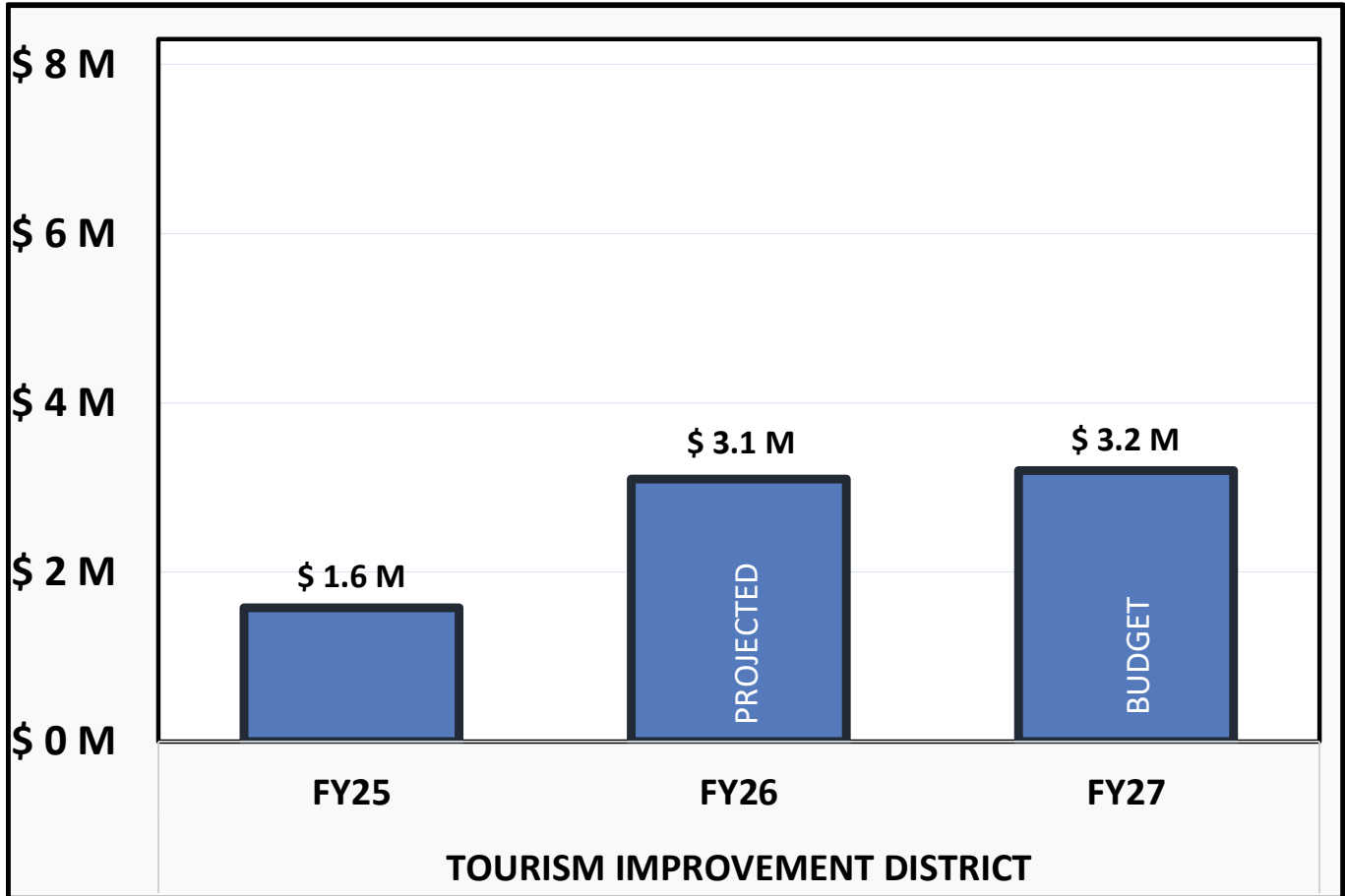
_____ Date: _____

Jaclyn Lorigan
Chairman
Tourism Improvement District Advisory Board

TOURISM IMPROVEMENT DISTRICT

SCTID TOURISM IMP DIST FUND

LOWER VARIANCE



ACTUAL COLLECTIONS

COLLECTIONS ON A 10 YEARS TERM BEGINNING APRIL 1, 2025

MONTH*	FY25	FY26
OCTOBER		255,497
NOVEMBER		274,978
DECEMBER		269,605
JANUARY		267,866
APRIL	256,725	
MAY	255,337	
JUNE	289,471	
JULY	264,940	
AUGUST	274,325	
SEPTEMBER	236,915	
Grand Total	1,577,713	1,067,945

*Data for February and March are not included, as collection activity for these periods has not yet been posted since the start of the collection cycle.

BUDGET	1,500,000	3,084,000	3,200,000
FDOR EST	N/A	N/A	N/A

STR Monthly Trends Report

Current Month - November 2025 vs November 2024												
	Occ %		ADR		RevPAR		Percent Change from November 2024					
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Alachua County, FL	56.6	66.0	149.44	145.79	84.61	96.18	-14.2	2.5	-12.0	-12.0	0.1	-14.1
Orange County, FL	74.1	73.6	215.38	207.51	159.68	152.65	0.8	3.8	4.6	6.1	1.4	2.2
Seminole County, FL	73.5	75.6	104.1	104.9	76.45	79.3	-2.8	-0.8	-3.6	-4.9	-1.4	-4.1
Osceola County, FL	63.3	66.8	124.88	125.00	79.09	83.48	-5.2	-0.1	-5.3	-7.8	-2.7	-7.7
Polk County, FL	58.3	73.1	127.05	136.51	74.10	99.83	-20.2	-6.9	-25.8	-25.9	-0.2	-20.4
Volusia County, FL	46.4	60.4	123.30	128.84	57.27	77.86	-23.1	-4.3	-26.4	-25.8	0.9	-22.5
Lake County, FL	66.2	74.0	111.57	117.06	73.84	86.67	-10.6	-4.7	-14.8	-10.4	5.1	-6.0

Current Month - December 2025 vs December 2024												
	Occ %		ADR		RevPAR		Percent Change from December 2024					
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Alachua County, FL	49.2	60.8	103.54	112.70	50.98	68.48	-19.0	-8.1	-25.6	-25.6	-0.0	-19.0
Orange County, FL	74.2	74.8	241.63	230.20	179.20	172.18	-0.8	5.0	4.1	5.9	1.8	0.9
Seminole County, FL	70.8	75.2	99.81	106.97	70.69	80.39	-5.8	-6.7	-12.1	-13.3	-1.4	-7.1
Osceola County, FL	64.8	66.6	153.10	155.01	99.27	103.17	-2.6	-1.2	-3.8	-6.2	-2.5	-5.0
Polk County, FL	57.9	69.4	123.97	135.93	71.74	94.39	-16.7	-8.8	-24.0	-23.6	0.5	-16.3
Volusia County, FL	46.8	56.7	109.28	122.84	51.17	69.59	-17.3	-11.0	-26.5	-25.2	1.7	-16.0
Lake County, FL	64.9	73.3	112.17	114.08	72.79	83.61	-11.5	-1.7	-13.0	-8.5	5.1	-6.9

Source: STR Monthly Trends Report

STR Monthly Trends Report

	Current Month - January 2026 vs January 2025											
	Occ %		ADR		RevPAR		Percent Change from January 2025					
	2026	2025	2026	2025	2026	2025	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Alachua County, FL	57.0	63.8	104.69	115.19	59.72	73.44	-10.5	-9.1	-18.7	-18.7	-0.0	-10.5
Orange County, FL	76.6	75.5	226.80	220.98	173.80	166.82	1.5	2.6	4.2	5.3	1.1	2.6
Seminole County, FL	73.8	74.5	119.14	120.76	87.91	90.01	-1.0	-1.3	-2.3	-3.7	-1.4	-2.4
Osceola County, FL	67.6	69.8	157.71	152.46	106.53	106.39	-3.2	3.4	0.1	0.9	0.7	-2.5
Polk County, FL	62.0	70.2	137.36	147.78	85.16	103.72	-11.7	-7.1	-17.9	-18.9	-1.2	-12.8
Volusia County, FL	55.5	60.3	153.34	157.53	85.09	95.05	-8.0	-2.7	-10.5	-9.0	1.6	-6.5
Lake County, FL	66.3	72.2	119.14	123.47	79.03	89.11	-8.1	-3.5	-11.3	-9.6	2.0	-6.3

	Current Month - February 2026 vs February 2025											
	Occ %		ADR		RevPAR		Percent Change from February 2025					
	2026	2025	2026	2025	2026	2025	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Alachua County, FL	70.0	71.0	125.73	132.05	88.02	93.79	-1.4	-4.8	-6.2	-6.2	-0.0	-1.5
Orange County, FL	82.9	81.9	261.27	245.89	216.65	201.40	1.2	6.3	7.6	8.5	0.9	2.1
Seminole County, FL	79.5	80.3	129.70	128.68	103.11	103.27	-0.9	0.8	-0.1	0.5	0.7	-0.2
Osceola County, FL	77.1	74.8	182.69	168.63	140.92	126.07	3.2	8.3	11.8	12.6	0.7	3.9
Polk County, FL	76.2	78.7	165.65	173.27	126.22	136.44	-3.2	-4.4	-7.5	-9.8	-2.5	-5.7
Volusia County, FL	64.9	65.8	202.86	198.10	131.70	130.31	-1.3	2.4	1.1	3.7	2.6	1.3
Lake County, FL	78.3	79.5	138.13	138.39	108.14	109.98	-1.5	-0.2	-1.7	0.3	2.0	0.5

Source: STR Monthly Trends Report

February Day of Week STR

		Occupancy (%)		ADR		RevPAR		Supply		Demand		Revenue	
Weekday / Weekend			% Chg		% Chg		% Chg		% Chg		% Chg		% Chg
Weekday (Sun-Thu)	Year To Date	73.8	-0.3	119.56	0.3	88.26	0.0	218,659	-2.7	161,428	-3.0	19,299,824	-2.7
Weekend (Fri-Sat)	Year To Date	82.7	-3.0	134.28	-1.5	111.04	-4.4	95,910	5.4	79,306	2.3	10,649,473	0.7
Total	Year To Date	76.5	-0.9	124.41	-0.2	95.21	-1.1	314,569	-0.4	240,734	-1.3	29,949,297	-1.5

Source: STR Monthly Trends Report

*As of 2/28/26

Vacation Rental Report

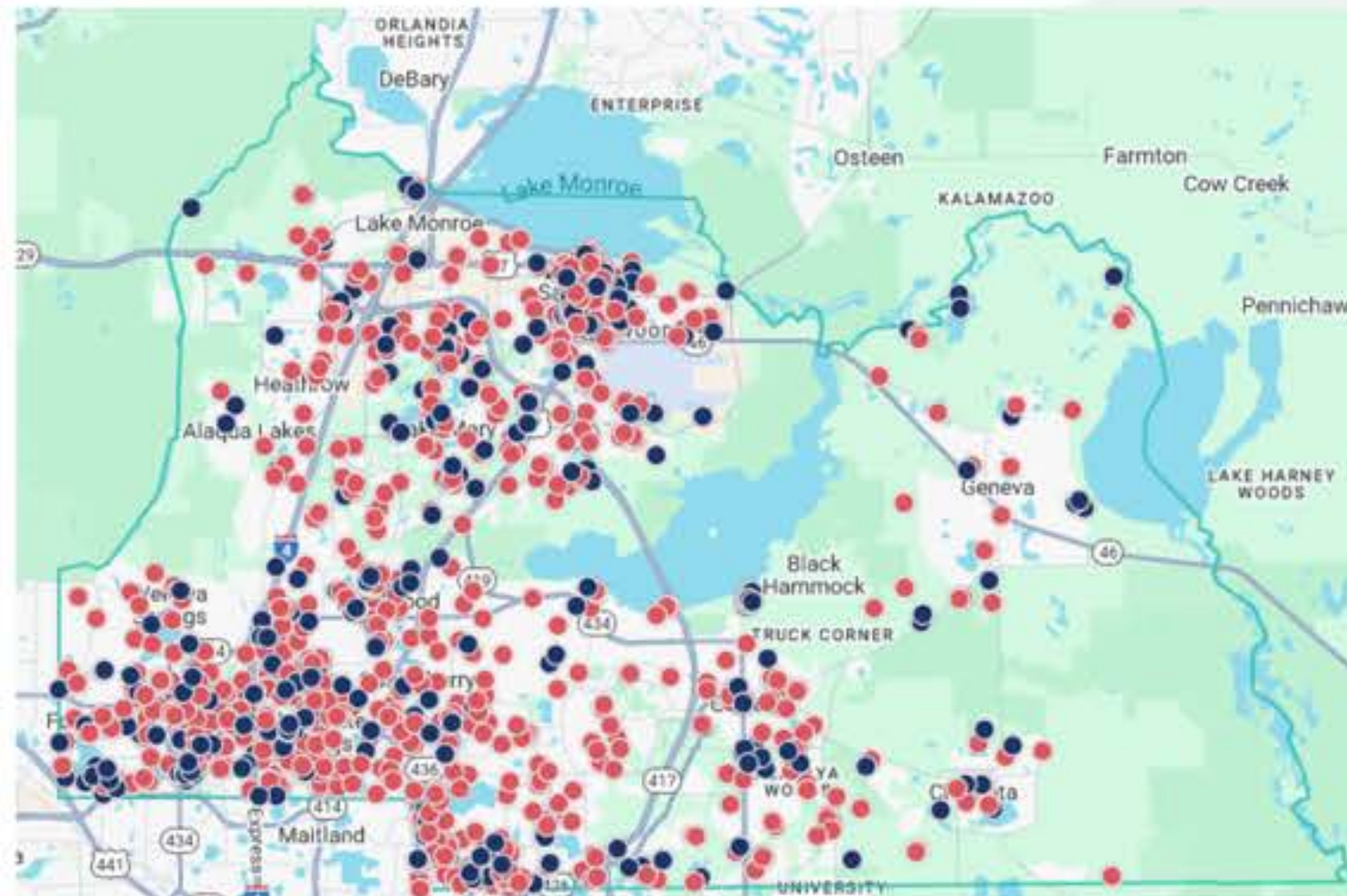
Month 2025-2026	Occupancy (%)	ADR (\$)	Rev PAR (\$)
November	40%	\$215	\$86
December	39%	\$227	\$87
January	44%	\$209	\$93
February	51%	\$214	\$108

Source: KeyData Dashboard

*As of 4/13/26

Vacation Rental Map

Total Listings 1,277	Airbnb 941 (Red)	VRBO 322 (Blue)
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Source: KeyData Dashboard

*As of 4/13/26



Tourism & Capital Project Updates



Fiscal Year Comparison

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

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



Sports Complex Fiscal Year Recaps

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



Other Venues Fiscal Year Recap

All Other Venues Actuals					
Fiscal Year	# of Events	Teams	Visitors	Room Nights	Eco Impact
'16/'17	8	265	11,338	954	\$1,405,465
'17/'18	48	1,939	83,848	17,163	\$16,585,948
'18/'19	53	1,955	90,270	17,071	\$12,200,099
'19/'20	40	1,626	78,090	14,668	\$16,138,484
'20/'21	50	1,882	92,023	17,152	\$14,032,180
'21/'22	47	1,709	81,861	16,865	\$21,191,987
'22/'23	43	1,670	78,102	12,946	\$20,825,612
'23/'24	40	1,819	78,009	12,558	\$21,421,459
'24/'25	46	1,867	82,135	15,865	\$25,140,775
Total	375	14,732	675,348	141,107	\$148,281550

Sports Tourism Update – Sports Complex

October '25 – February '26			
Month	# of Events	Room Nights	Eco Impact
October	3	1,531	\$2,565,590
November	3	732	\$2,504,564
December	2	1,121	\$3,173,652
January	5	2,771	\$5,065,188
February	5	1,063*	\$3,060,525
Total	19	7,218*	\$16,369,519



Monthly Projections			
Month	# of Events	Room Nights	Eco Impact
March	5	2,600	\$2,991,296
April	4	2,950	\$4,393,895

*Pending additional verification

Sports Tourism – All Other Venues

October '25 – February '26			
Month	# of Events	Room Nights	Eco Impact
October	4	297*	\$471,315*
November	4	1,947	\$2,059,278
December	3	709	\$1,185,689
January	5	5,535	\$10,364,839
February	5	311*	\$756,390
Total	21	8,799*	\$14,837,511*



Monthly Projections			
Month	# of Events	Room Nights	Eco Impact
March	5	1,200	\$1,433,355
April	4	875	\$1,053,887

*Pending additional verification

Notable Upcoming Events

Organization	Event	Date	Location	Teams	Visitors	Room Nights	Eco Impact
Premier Soccer Services	Easter International Cup	April 2-4, 2026	BOOMBAH Sports Complex	80	4,480	1,600	\$1,282,455
University Athletic Association	UAA Tennis Championship	April 22-26, 2026	Sanlando Park	16	740	400	\$346,984
FHSAA	Tennis State Championship	April 27-May 1, 2026	Sanlando/Red Bug/ Sylvan Lake	64	1,498	635	\$835,364
Sunshine State Diamond Sports (USSSA)	Central Florida State Championship	May 2-3, 2026	BOOMBAH Sports Complex	90	3,420	350	\$310,567
Perfect Game, Inc	Beast of the East	May 22-25, 2026	BOOMBAH Sports Complex	70	2,660	500	\$856,334
USSSA Fastpitch	Summer State Championship	June 13-14, 2026	Soldiers Creek/Softball Complex/Merrill Park	100	4,400	900	\$1,255,741



SEMINOLE COUNTY INDOOR COMPLEX AND CAPITAL PROJECTS UPDATE

April 16, 2026

Proposed Site Location



Potential Types of Hosted Events/Activities



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

Building Program Options, Projected Costs & Funding

Approach

- a. Multi-purpose
- b. Flexible
- c. Expandable - factor into design approach
- d. Additional amenities, including phasing options
- e. Accommodate non-sports related events
- f. Accommodate post-hurricane sheltering

Building Program (As Presented to BCC)

Indoor Complex

151,800 +/- SF Structure

- Clear-span floor space to accommodate 6,000 Seating
- 10 Basketball Courts
- 20 Volleyball Courts
- 1 Championship Court with 2,500 Seating
- 9 Multipurpose Rooms
- Convertible Space for 70 Banquet Tables (540 Seats)
- Café/Restaurant
- Officials Space, First Aid, & Team
- Management Spaces
- Limited Mezzanine

Site Development – 20 Acres

- Surface Parking
- Required Utilities and Infrastructure

Building Style Description

- CMU Block Building
- Multi- Room Flexibility
- Higher Durability
- Lower Maintenance/Energy Cost

Site Development Opportunities And Issues

Cameron Ave.

Seminole Masonry

KEMCO Industries

Site Adjacency Issues & Opportunities

Drainage Ditch

Site Access

Site Soils

E. Lake Mary Blvd.

Intersection Improvements

Site Access & Utilities

Moore's Station Rd.



OPTION 1

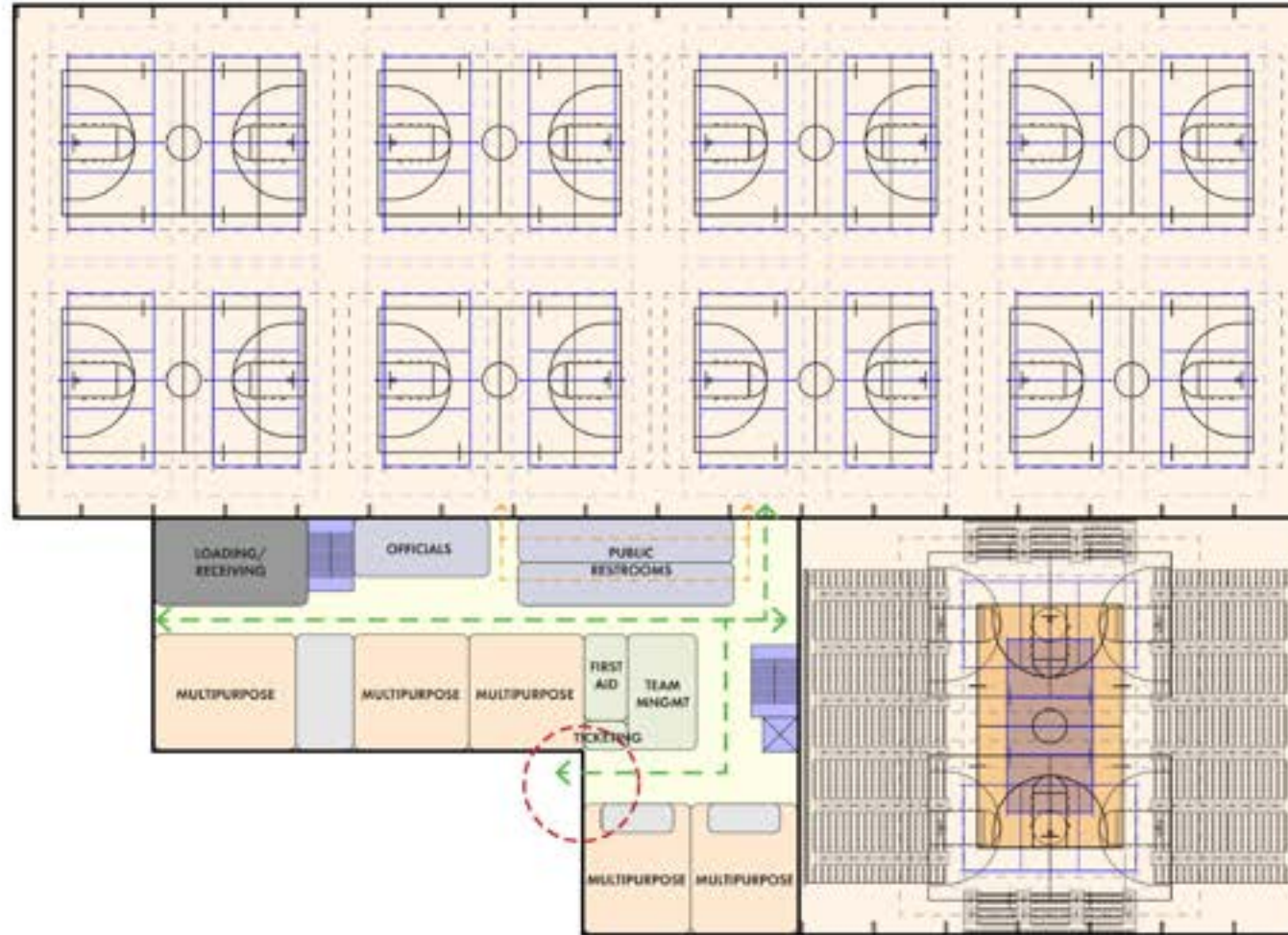
151,000 SF

(10) Basketball Courts

(18) Volleyball Courts

(1) Championship Court – 2,500 Seats

DRAFT



FIRST FLOOR PLAN

SCALE - 1" : 20'



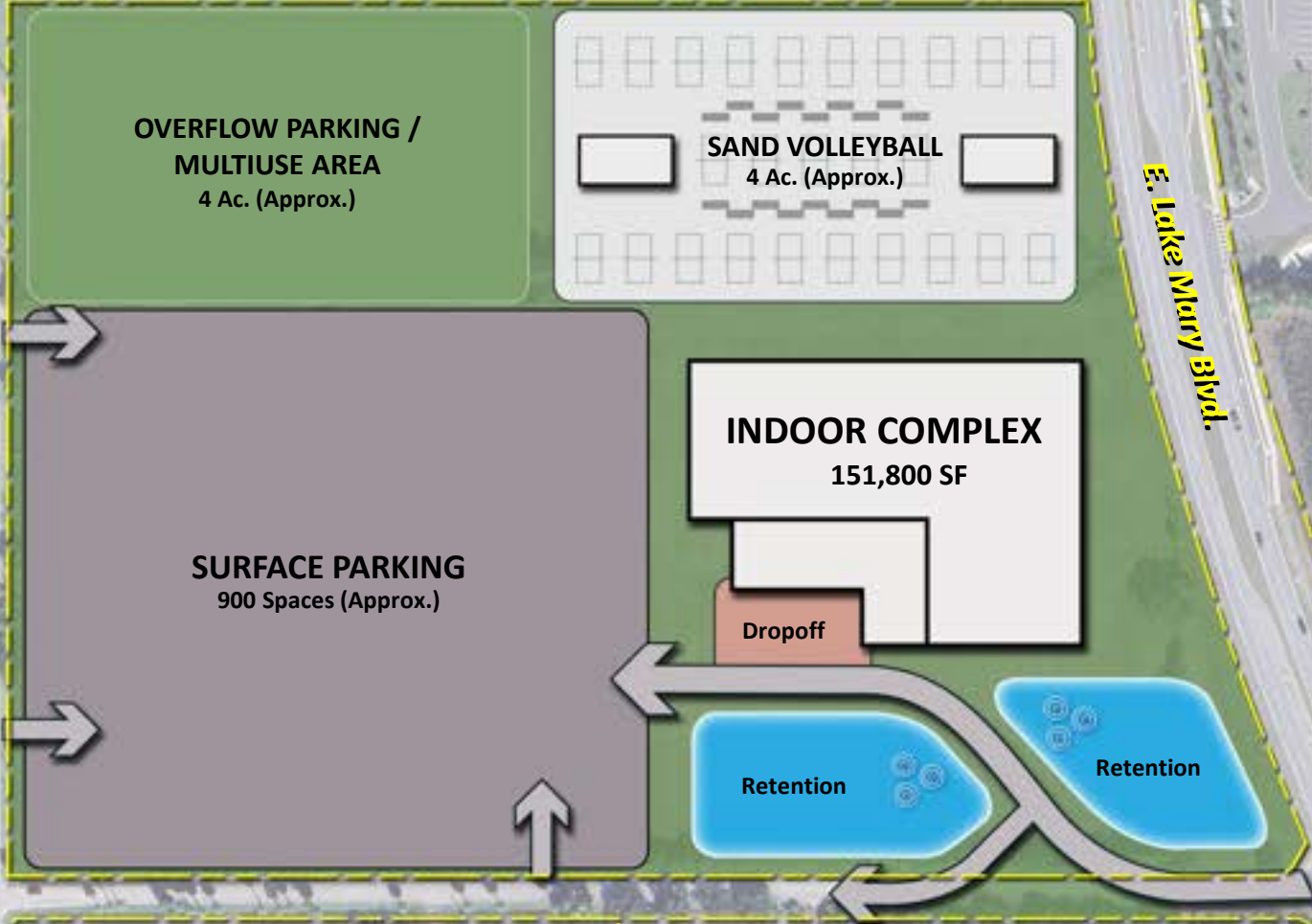
OPTION 1

Conceptual Site Plan

Cameron Ave.

Seminole Masonry

DRAFT
Industries



Moore's Station Rd.

Signalized Intersection

March 10, 2026 BCC Retreat Recap

Feedback:

- **Increased Size:** Additional Basketball/Volleyball courts; increase capacity for graduations; include outdoor beach volleyball on site, among others
- **Facility Flexibility:** prefer combination of spaces and layouts for multiple events and fill the week with events, including local use
- **Facility Construction Type:** future operational and maintenance costs are the primary driver on design decisions, including materials
- **ROI:** provide updated ROI calculations based on latest program and input; include additional revenue opportunities; refined O&M costs

Project Funding and Return On Investment

Based on BCC Direction:

- Updated cost estimates based on BCC feedback
- Meetings with SCPS for graduation details
- Updated Hunden Report ROI projections with current building program
- Hunden projections on sand volleyball ROI

Next Steps - In Progress

Presentation Refinement:

- Normalization of cost estimates
- Finalize O&M/Revenue projected costs analysis and verification
- Update ROI projections to include sand volleyball

Scope /Contract Completion:

- Update program narrative, site plans/sketches
- Finalize 'Owner's Project Requirements' (OPR)
- Complete anticipated project delivery schedule
- Design Team procurement for accelerated process

Next Steps – Indoor Complex Timeline

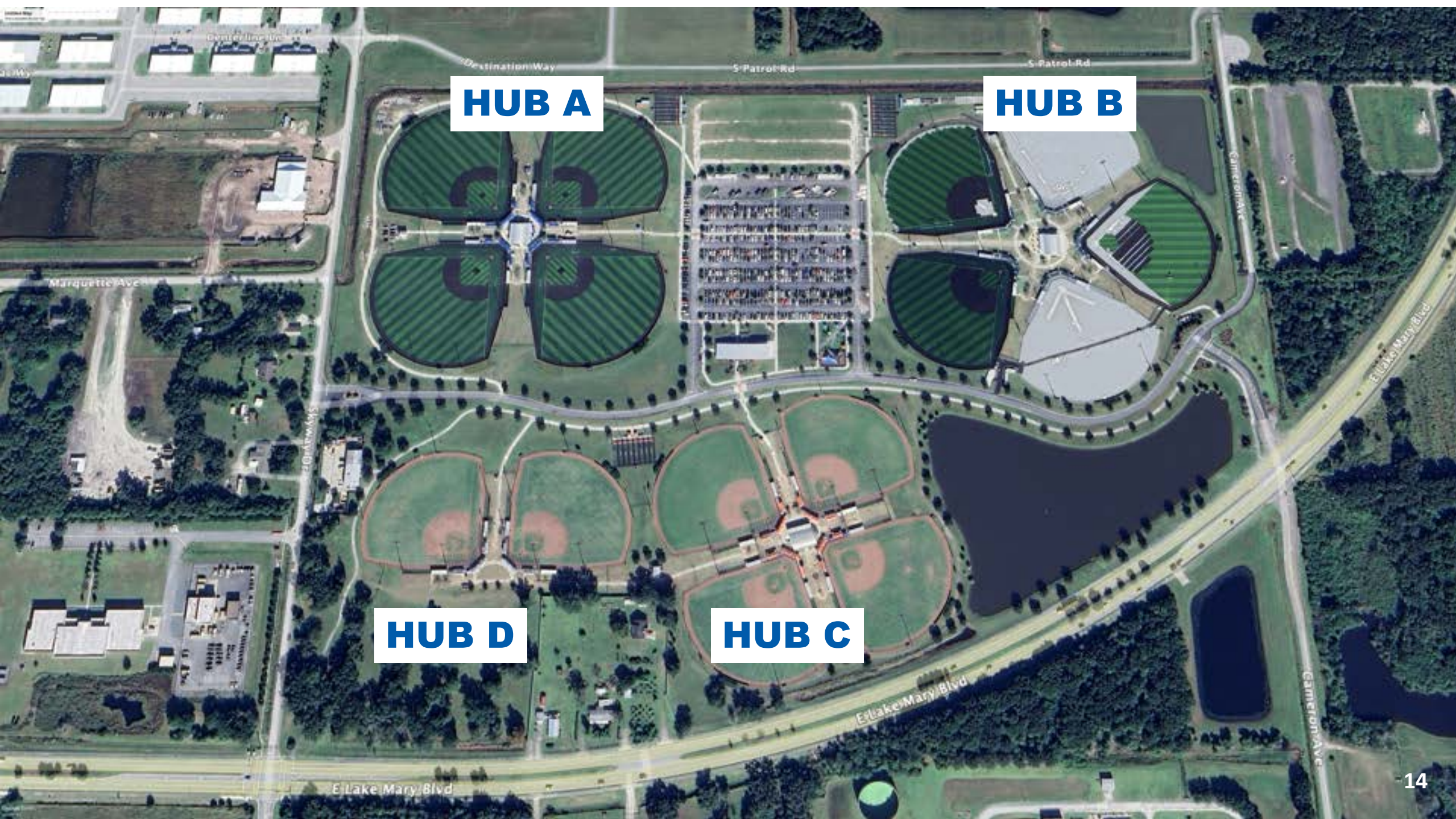
- **April 16:** TID/TCD Meeting Update
- **May 4 - May 8:** BCC Briefings
- **May 12:** BCC Meeting Presentation

Capital Projects Update

Boombah Sports Complex Hubs A&B AstroTurf Replacement:

Project Features and Benefits:

- Replacement of original turf of the 9 fields
- Replacement of batting cages turf
- Upgraded surface material over previous turf
- Robust maintenance program and warranty
- Custom design and visible upgrade
- Completed under budget and on-time in January 2026



HUB A

HUB B

HUB D

HUB C

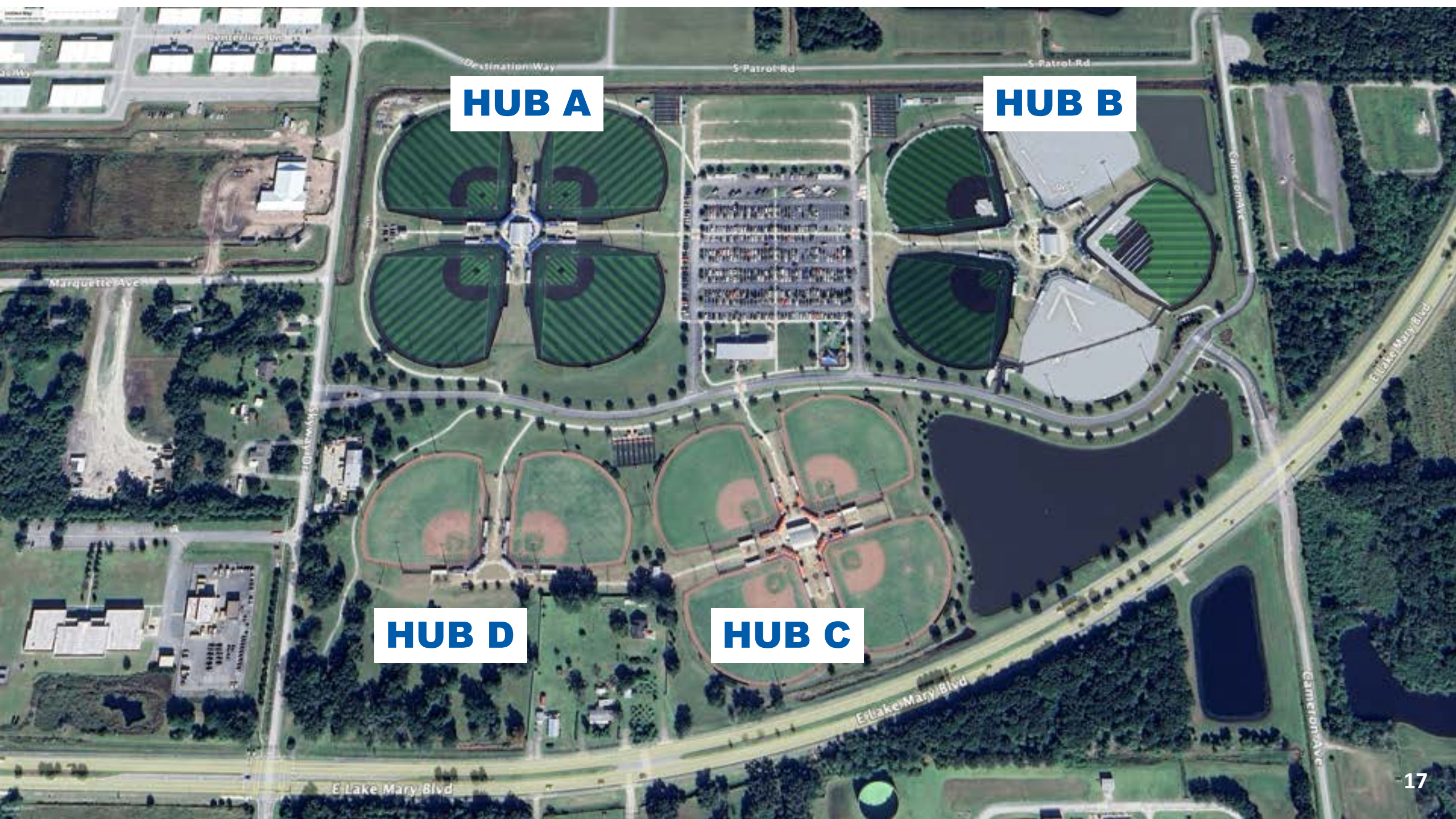


Capital Projects Update

Boombah Sports Complex Hubs C&D Conversion:

Project Features:

- Approved by BCC on January 13, 2026, as a change order
- Replacement of natural turf of the 6 baseball fields
- Reconstruction with multi-use artificial surface
- Subsurface excavation; augment drainage design
- Re-routing of irrigation; upgrade the irrigation source
- Construction to tentatively begin on May 27, 2026
- Completion scheduled for October 2026



HUB A

HUB B

HUB D

HUB C

Capital Projects Update

Boombah Sports Complex Hubs C&D Conversion:

Project Benefits:

- Multi-use compatibility - no longer baseball only
- Confidence regarding fast turnaround during rain events
- Consistency in playing surface for tournaments booking multiple hubs
- Increased bookings and utilization
- More teams, more participants

Capital Projects Update

Additional Projects In Development and Funded:

- Boombah Sports Complex Champions Monument
- WB Equestrian Property initial design phase

Projects In Planning Stage – Funding TBD:

- Boombah Soldiers Creek Park select improvements
- PA System replacement at Sports Complex, Soldiers Creek
- Field painter for Hubs C&D; Additional temporary field fences
- Additional portable bleachers for guest experience

Questions?