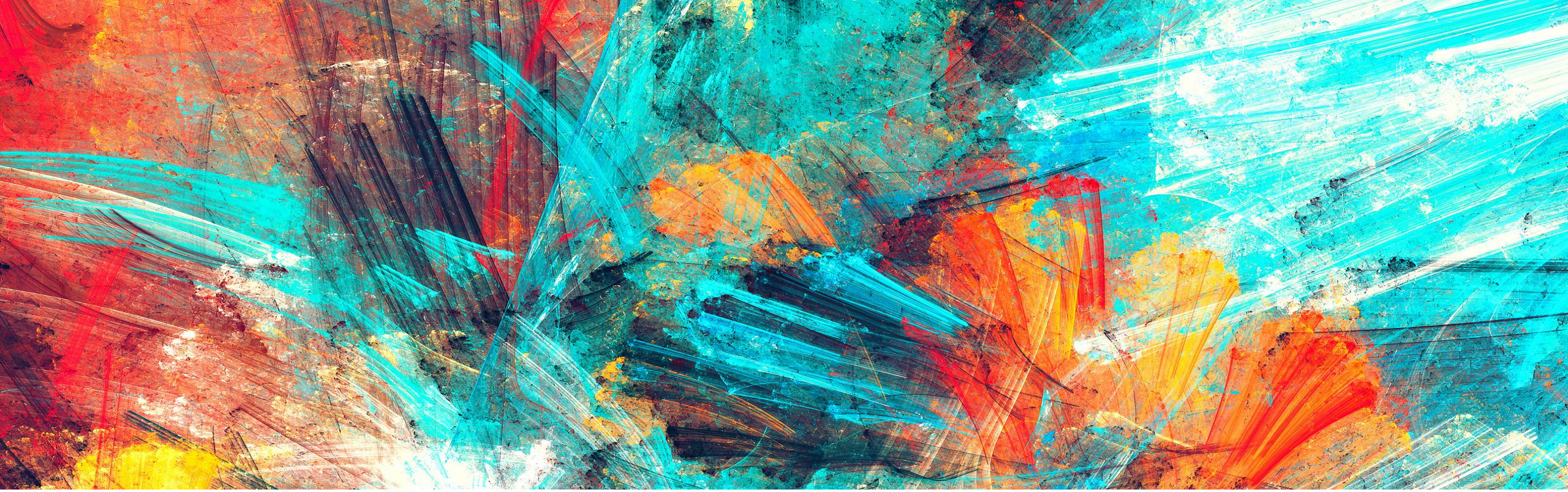
BOARD OF DIRECTORS MEETING

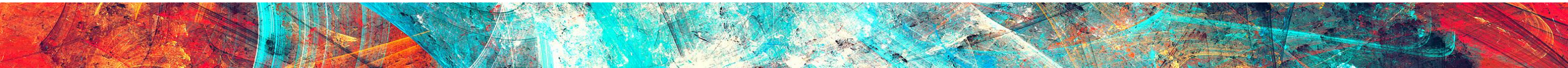
March 2019

EXPERIENCE Kissimmee FLORIDA



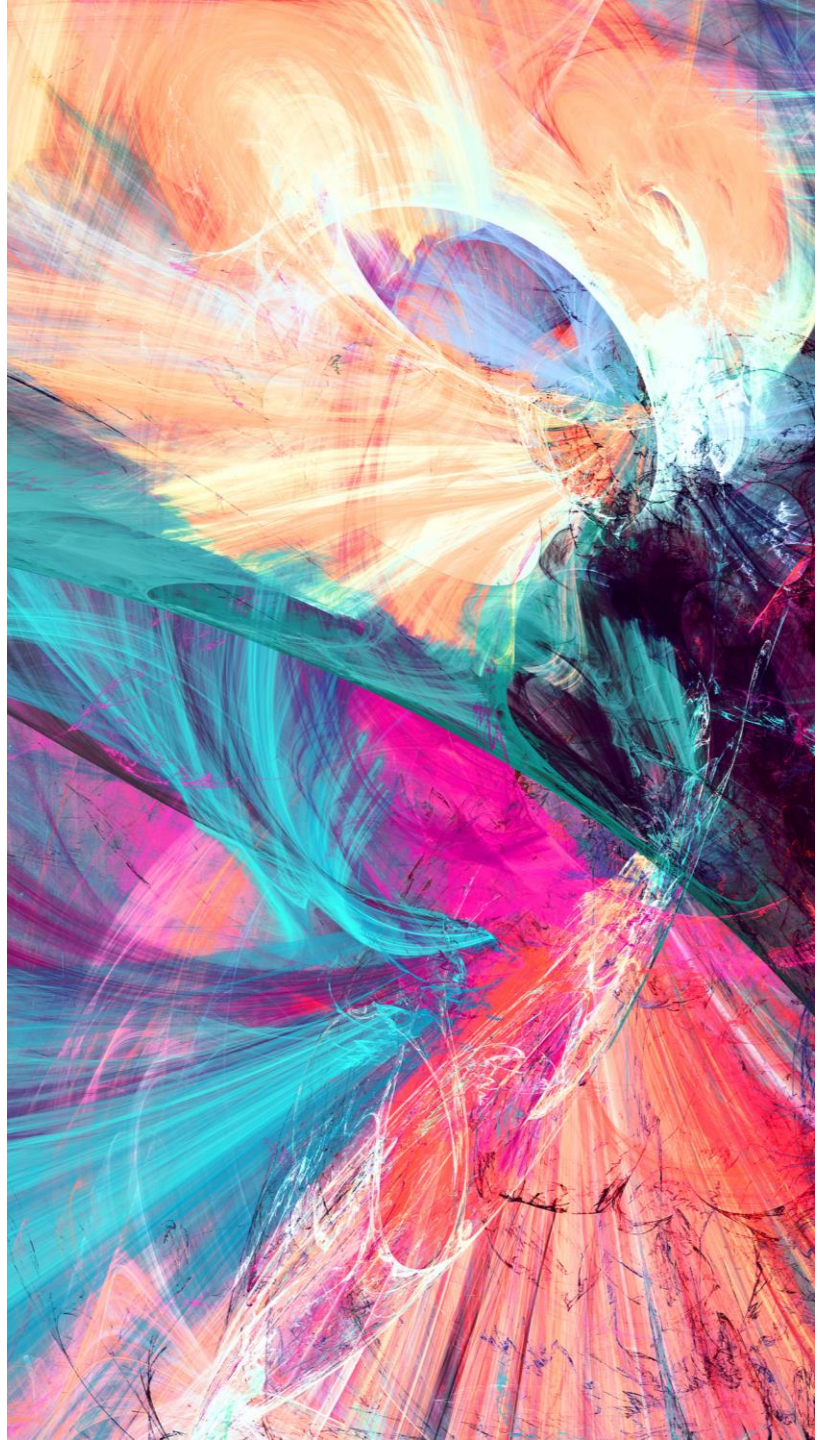
osceola arts

Bringing the Arts to Osceola County



MAKING AN ARTFUL IMPACT

In Osceola County

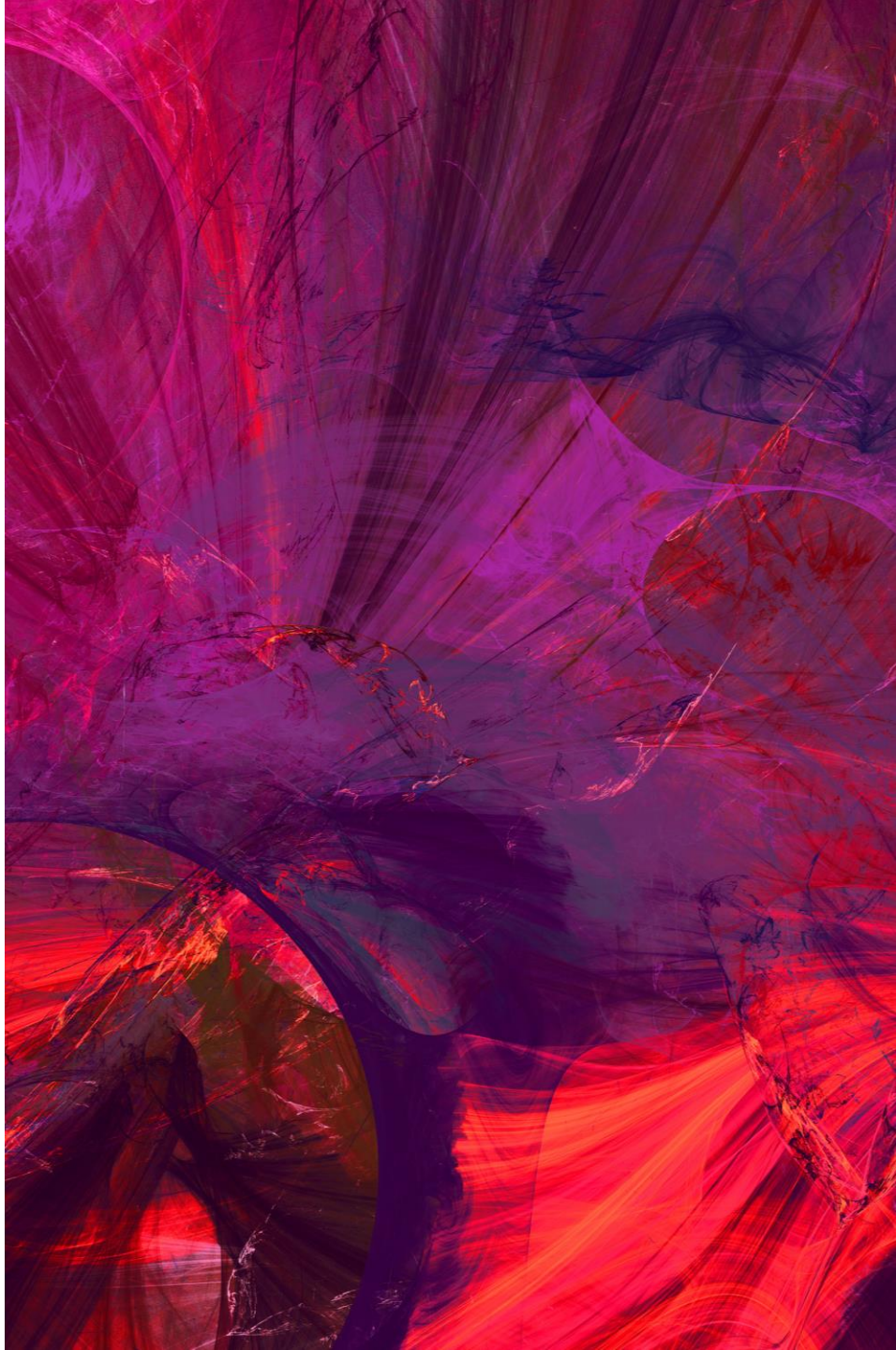


BY THE NUMBERS

- **200 events**
  - Theatre productions
  - Art Classes & Workshops
  - Camps
  - Visual Art Exhibits
  - Concerts
  - Special Events
  - Rentals
- **21,000 attendees**

COMMUNITY PARTNERS

- **4th Grade Field Trips**
  - Osceola County School District
- **Gifted Rental Space**
  - Community Vision
  - Kissimmee Rotary Clubs
  - Kissimmee Main Street & Downtown Business Association
  - Rose Dynasty Foundation
  - Raskin Dance Studio
- **Donations**
  - Osceola County Historical Society
  - Arts for a Complete Education
- **Art in Public Places**
  - Kissimmee City Hall
  - Osceola County Library System- four locations



ARTS FOR ALL

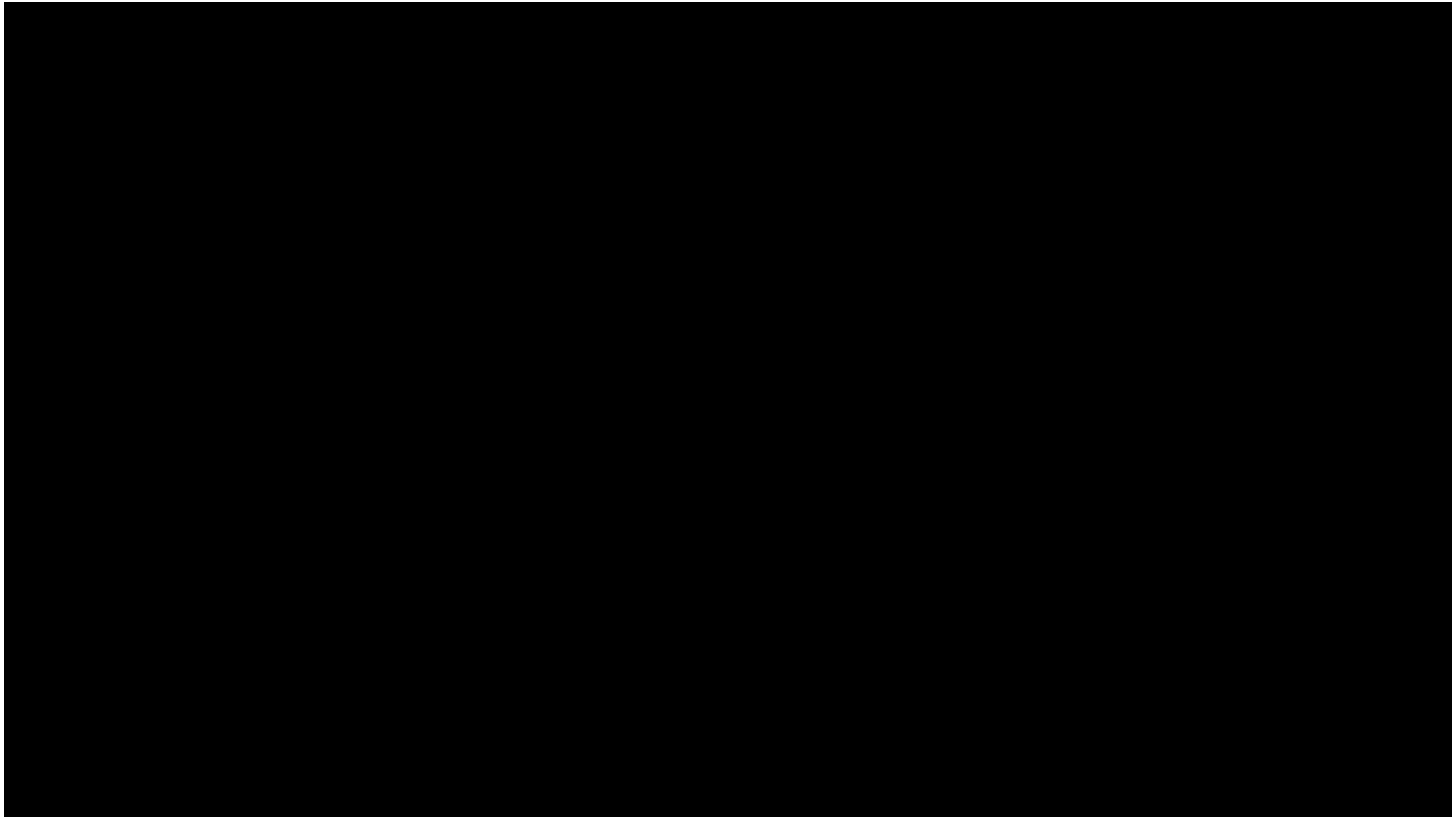
Programs for Everyone

ADULT PROGRAMMING

MURAL PROJECT

YOUTH PROGRAMMING

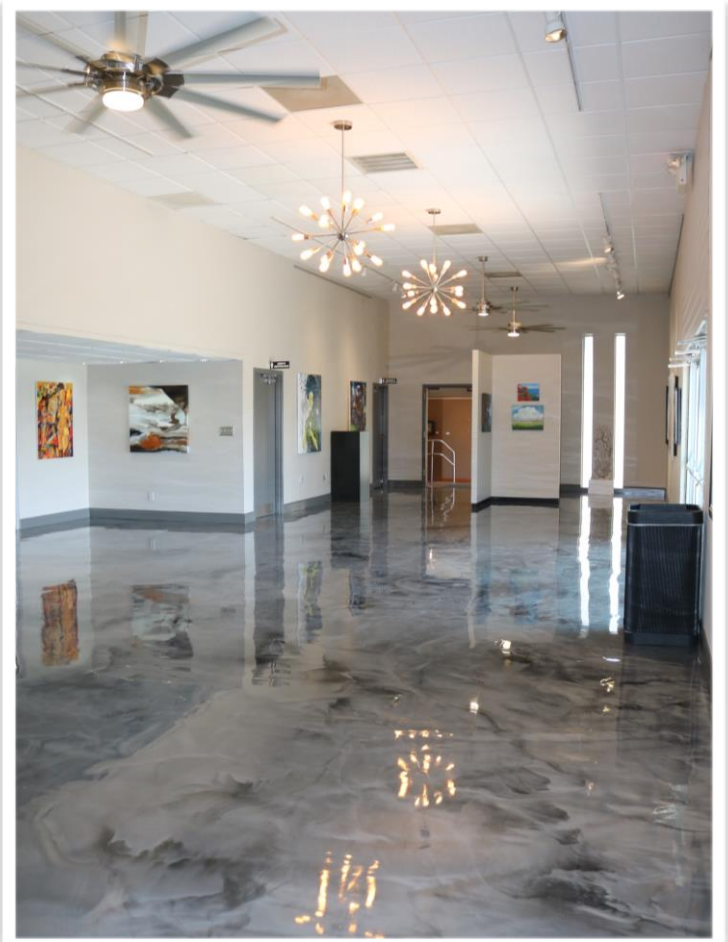
YOUTH ORCHESTRA TRIP TO KENYA



ENHANCING OUR CAMPUS

On Site Improvements

FACILITY UPGRADES



FACILITY UPGRADES

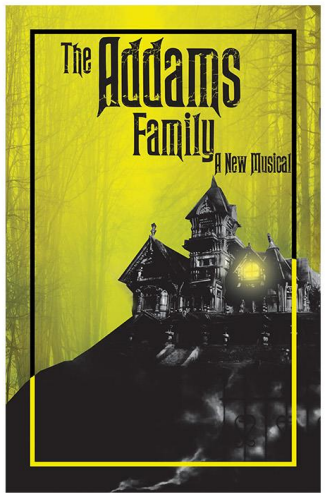
ON THE HORIZON

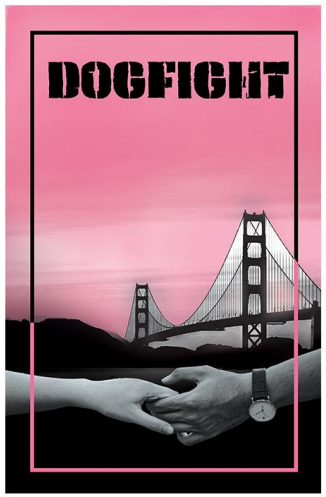
Coming Soon

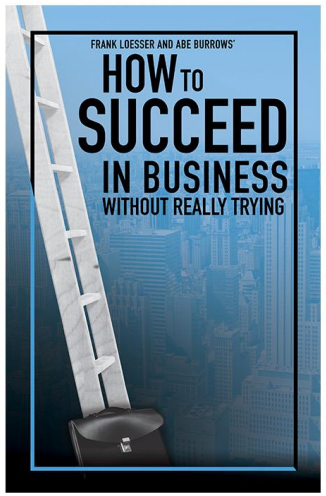
WHAT'S NEXT

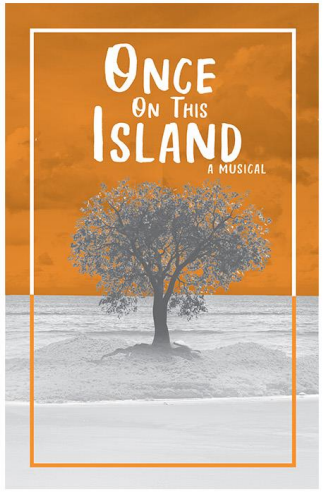
- **Tap into our Tourism**
  - Concierge Program
    - Hotels, Resorts & Vacation Rentals
- **Grow our Campus**
  - Build on our current facility
- **Expand our Footprint**
  - Downtown Kissimmee Civic Center Project
  - Mural Program Expansion

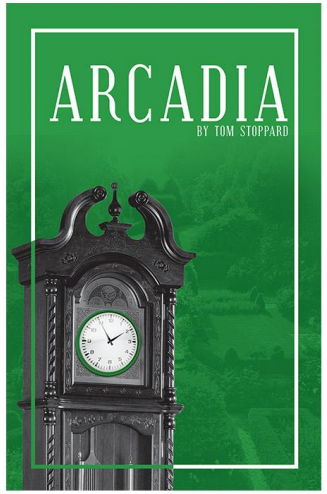
COMING TO THE MAIN STAGE NEXT SEASON

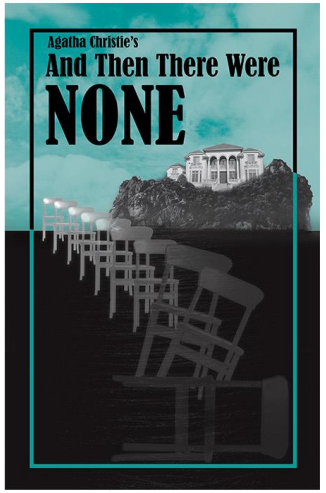


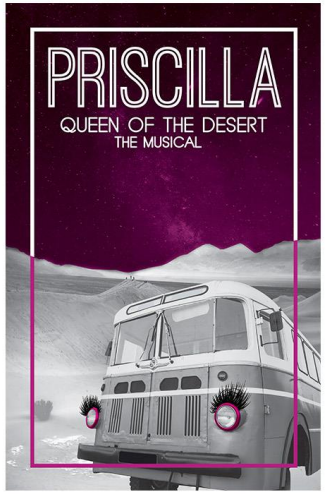


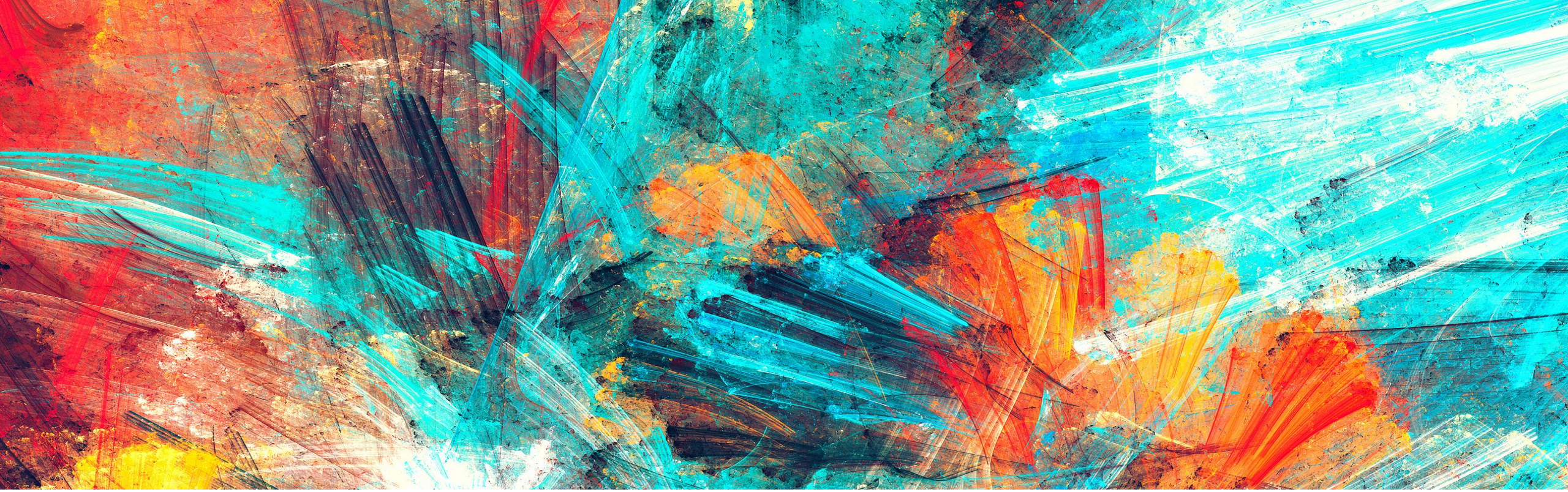






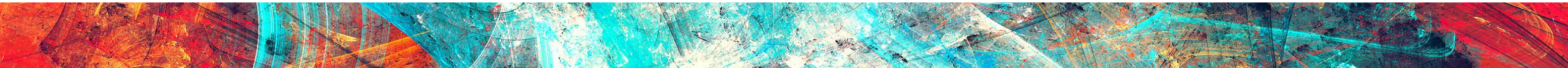






osceola arts

Bringing the Arts to Osceola County



STRATEGIC PLANNING

EXPECTATIONS AND ALIGNMENT

Purpose

- Comprehensive and Actionable with KPIs
- Framework for Accountability and Reporting

Outcomes

- Stakeholder Buy-in
- Team Engagement and Agility

Plan Structure

- Vision (BOD Support)
  - Strategic Objectives (Executive Team)
    - Organizational Goals (Production Team)
      - Initiatives (Managers)
        - Action Items (Production and Managers)

EXPERIENCE KISSIMMEE FLORIDA

TIMELINE OF ACTIVITIES (PRINTOUT)

Status Key: *Completed* / *In Progress* / *Not Started* / *Budget Alignment*

EXPERIENCE Kissimmee FLORIDA

BOARD ACTIVITIES

Upcoming

- Now-April 15: Executive Committee Interviews
- By April 30: Board Survey
- May 17: Board Strategy Session and Retreat
- By June 27: Board Feedback on Draft Strategic Plan
- Aug. 16: Board Approval
- Sep. 2: Submission to County
- Oct. 1: Implementation and Launch

PRESIDENT & CEO REPORT

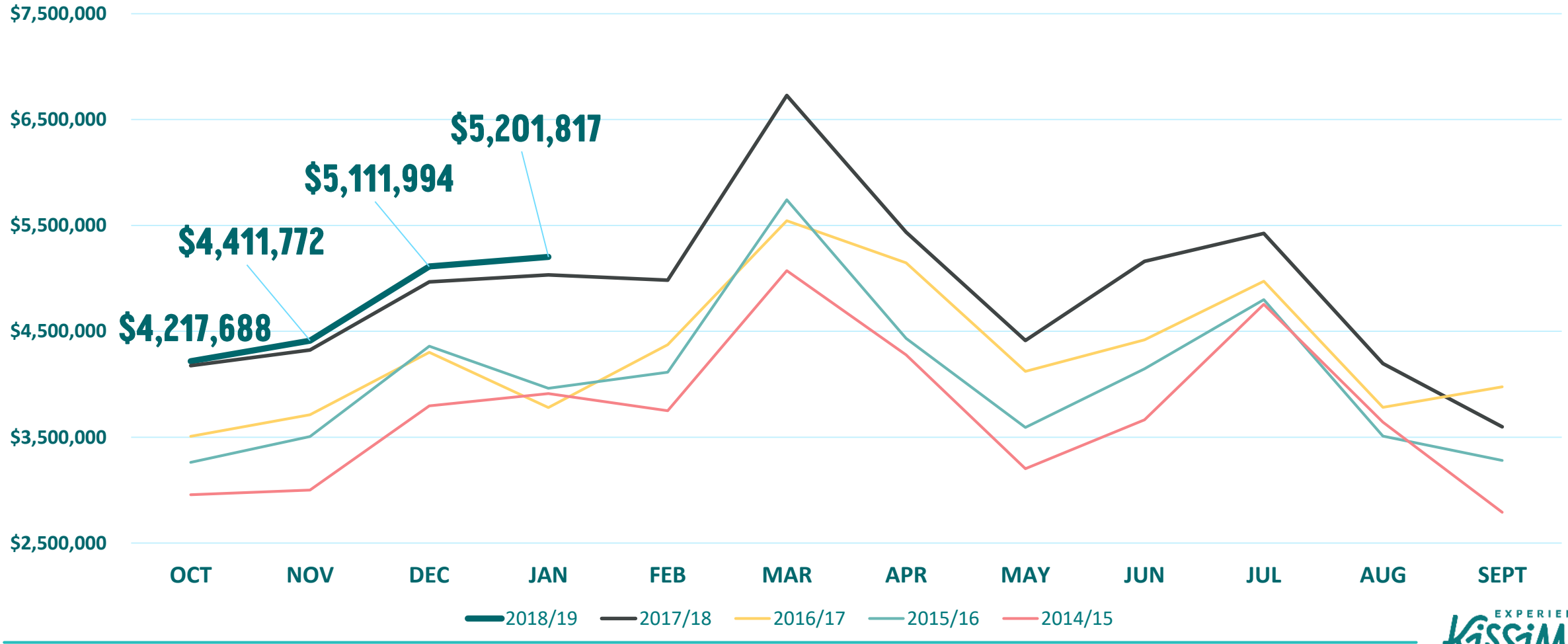
PRELIMINARY REPORTING

BY THE NUMBERS – PARTNER INVESTMENTS

	OCTOBER-JANUARY FY 18/19	FEBRUARY FY 18/19	YTD TOTAL FY 18/19	YTD TOTAL FY 17/18
REVENUE	$43,414	$94,252	$137,666	$37,390
IN-KIND	$253,370	$38,205	$291,575	$215,680
CO-OP MARKETING	$229,175	$69,550	$298,725	$306,165
FY 18/19 PRIVATE FUNDS			$727,965	$559,234

Experience Kissimmee Florida

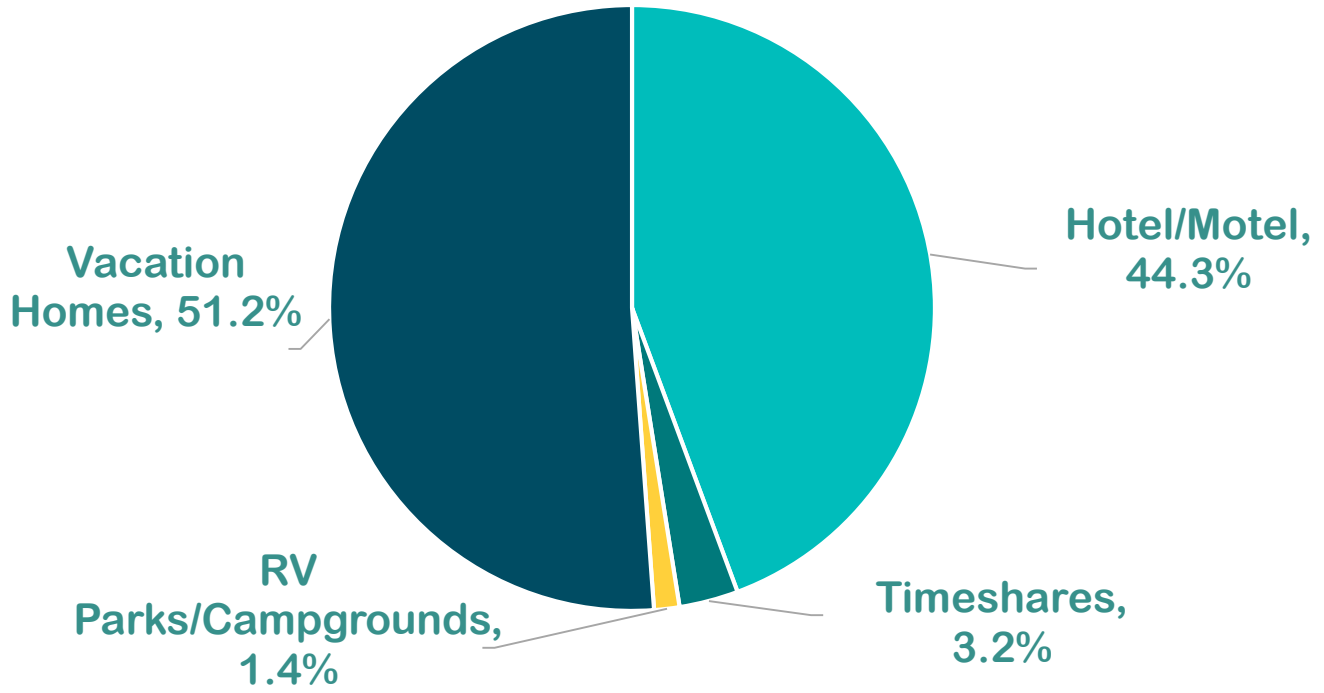
TDT COLLECTIONS YEAR OVER YEAR



Sources: Osceola County Tax Collector

BY THE NUMBERS: MONTHLY TDT COLLECTIONS

January TDT Collections increased ($5.2M vs. $5.0M) 3.37% YOY

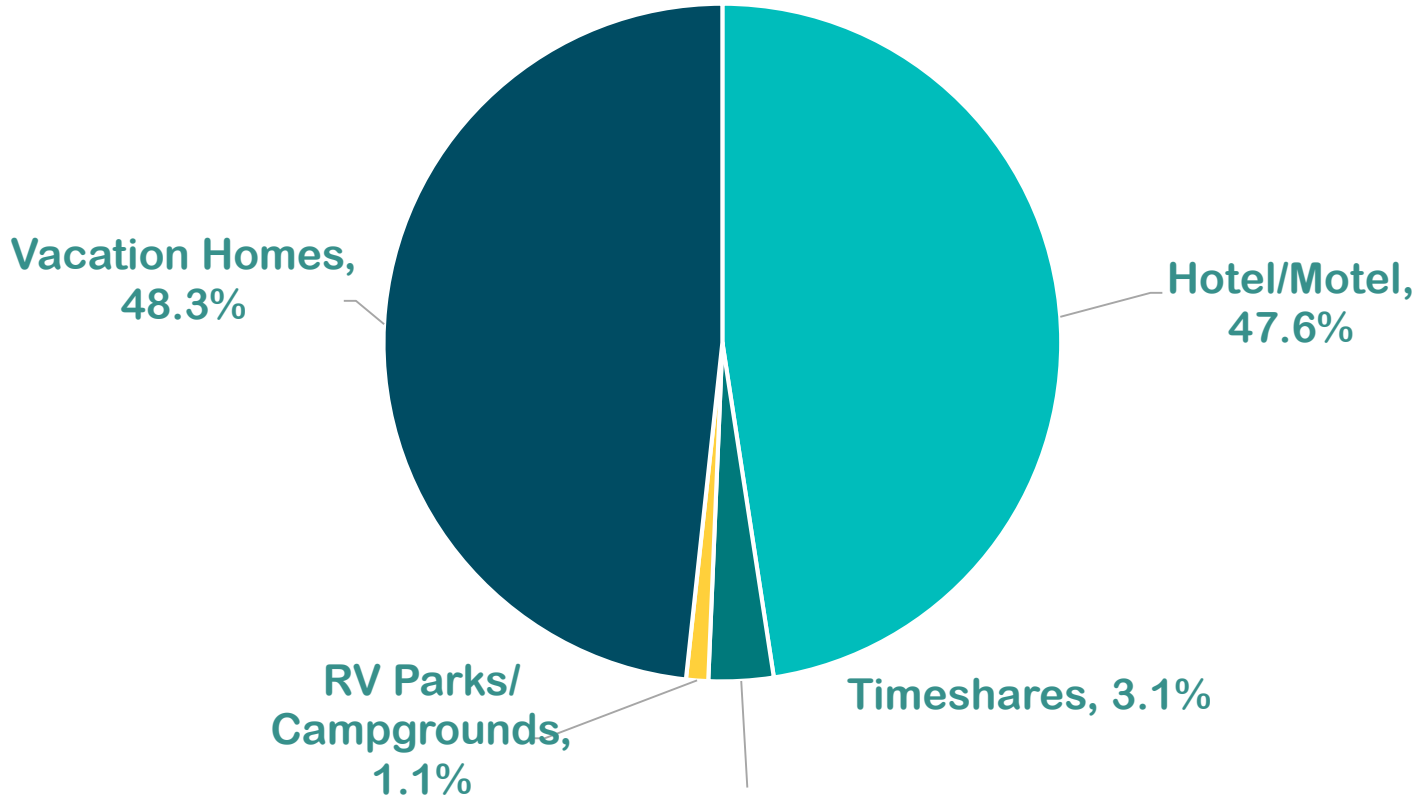


Sources: Osceola County Tax Collector

EXPERIENCE Kissimmee FLORIDA

BY THE NUMBERS: YTD TDT COLLECTIONS

YTD TDT Collections increased ($18.9M vs. 18.5M) 2.40% YOY



Sources: EK Research Department

EXPERIENCE Kissimmee FLORIDA

Destination Health Indicators

JAN 2018	HOTEL/MOTEL	Y/Y PERCENT CHANGE	VACATION HOME	Y/Y PERCENT CHANGE
OCCUPANCY	62.6%	-12.3%	66.7%	30.9%
ADR	$100.15	0.9%	$334.69	34.4%
REVPAR	$62.72	11.6%	$223.07	75.9%

Sources: Smith Travel Research, AirDNA

EXPERIENCE Kissimmee FLORIDA

INDUSTRY PARTNER RELATIONS

BY THE NUMBERS: INDUSTRY PARTNERS

CATEGORY	PARTNERS
Places to Stay	221
Things to Do	178
Dining	181
Meeting Services	201
Shopping	27
Sports Facilities	11
Transportation	64
Visitor Services	4
TOTAL	887

Out of Business
(as of February 28)

1 Partner

EXPERIENCE Kissimmee FLORIDA

NEW PARTNERS

NEW PARTNERS	
Buca di Beppo Italian Restaurant	Dining
Flippers Pizzeria Restaurants-Old Town	Dining
Flippers Pizzeria Restaurants-Rolling Oaks	Dining
IQ Event Planning	Meeting Services
Tampa Bay Buccaneers	Things to Do
Tommy Hilfiger	Shopping

MARGARITAVILLE POOLSIDE PREVIEW EVENT

February 6th

260 attendees

EXPERIENCE Kissimmee FLORIDA

INTERNATIONAL & DOMESTIC SALES

TRADE SHOWS

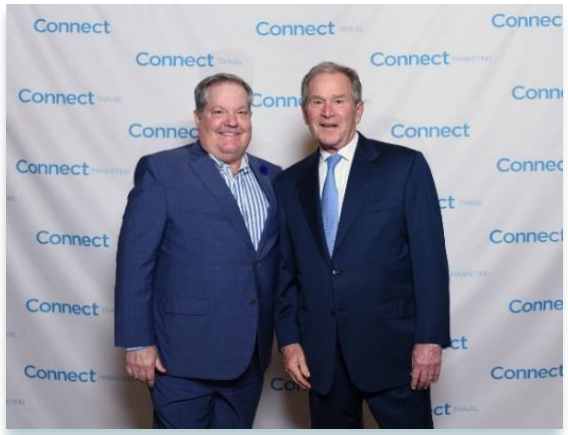
Kissimmee
February 20 - 22, 2019

- **Connect Travel Marketplace** was hosted at the Gaylord Palms Resort & Convention Center
- Experience Kissimmee conducted 69 international appointments
- As the host city, EK sponsored the closing event at Discovery Cove

EXPERIENCE Kissimmee FLORIDA

Experience Kissimmee Partners:

- Wild Florida Airboats & Gator Park
- Encore Resort at Reunion
- Fantasy World Resort
- Legacy Vacation Club Orlando
- Oak Plantation Resort
- Old Town Kissimmee
- Park Inn by Radisson
- Pirates Dinner Adventure
- VHC Hospitality



EXPERIENCE Kissimmee FLORIDA

FAMS

Kissimmee

February 1 – 7, 2019

- In partnership with Delta Airlines
- 10 tour operators from the Netherlands
- The group stayed at a vacation home, and visited the following partners:
  - Gatorland
  - Japanese Steak House
  - Boggy Creek Airboat Rides
  - Island Grove Wine Company
  - Medieval Times Dinner & Tournament
  - Walt Disney World® VIP Tour
  - Market Street Diner
  - Celebration Bike Rental
  - Premium Outlets

EXPERIENCE Kissimmee FLORIDA

SPORTS DEVELOPMENT

AMERICAN YOUTH FOOTBALL & CHEER

- Dates: Dec. 2-9, 2018
- Venue: Austin Tindall Sports Complex and Osceola Heritage Park
- 158 football teams and 181 cheer squads
- 7,319 Participants
- 6,587 Spectators
- 18,750 Room Nights
- $8.2 Million Economic Impact
- CPA less than $6

EXPERIENCE Kissimmee FLORIDA

BATTLE ORLANDO FLAG FOOTBALL WORLD CHAMPIONCHIP TOUR (FFWCT)

- Dates: Jan. 18-20, 2019
- Venue: Austin Tindall Sports Complex
- 7,137 Participants
- 6,343 Spectators
- 9,142 Room Nights
- $3,405,477 Economic Impact

FFWCT
FLAG FOOTBALL WORLD CHAMPIONSHIP TOUR

EXPERIENCE Kissimmee FLORIDA

COMMUNICATIONS

PR EFFORTS

Press Releases

- La Cita 2019 will be hosted in Kissimmee

Media FAMs: 3

- Curb Free with Cory Lee
- Toronto Sun
- National Margarita Day

Media Mentions in January: 19

- USA: 2
- Brazil: 3
- Argentina: 5
- Canada: 3
- UK: 1
- Mexico: 5

TOP ARTICLES

CONTEÚDO PATROCINADO

Kissimmee é destino turístico cada vez mais procurado por brasileiros

URL CURTA MAIOR MENOR

DE SÃO PAULO

18/02/2019 11h24

A cidade de Kissimmee e a Decolar.com se juntaram em uma campanha com o Estúdio Mauricio de Souza para levar a Turma da Mônica à cidade com mais atrações turísticas da Flórida.

Durante a visita, os personagens da Turma da Mônica fizeram passeios de balão, airboat, arvorismo e visitaram atrações como Gatorland, o parque dos jacarés, e Old Town, o centro de compras de Kissimmee.

De centro de compras a turismo de aventura, Kissimmee comporta passeios e atividades de lazer voltadas para toda a família.

A campanha foi feita para divulgar a cidade como um destino turístico para os brasileiros que podem alugar uma das 22 mil casas disponíveis na cidade, ou se hospedar em hotéis da rede Decolar.

Confira abaixo, as atividades feitas pela Turma da Mônica e uma lista de outras atrações da cidade:

1. **Aventuras da Turma da Mônica em Kissimmee**

PUBLICIDADE

SAIBA TUDO O QUE ELES FIZERAM...

CLICAR AQUI

GOLF TRAVEL By BRUCE VITTNER

Inaugural Kissimmee Family Golf Classic Scheduled June 20-23

With a star-studded golf course lineup and an idyllic host destination, the first annual Kissimmee Family Golf Classic will be played June 20-23, 2019. The 54-hole, team scramble event is open to any combination of family members and will be a celebration of the bonds the game helps create.

Cost of entry is $799 for a team of four. Tournament rounds will be played at the Nicklaus and Watson courses at Reunion Resort, one of Florida's premier golf facilities, and Celebration Golf Club, an unforgettable co-design of industry legends, Robert Trent Jones Jr. and Sr.

Entry also includes a VIP welcome gift package, breakfast and lunch each day at the tournament, and on-course contests.

"Kissimmee has so much to offer as both a golf and family vacation destination, the decision to launch this tournament was a natural one," said John Poole, Executive Director, Experience Kissimmee. "Golf and family are inextricably linked for so many players. It's a multi-generational game, allowing for special time spent with parents, grandparents, and children in a fun, stress-free environment."

The schedule of events for the Kissimmee Family Golf Classic:

June 20: Welcome Reception

June 21: Nicklaus Course at Reunion

placing a premium on creativity.

"This is the first year of this event, and we believe it will grow quickly," said Kevin Baker, General Manager of Reunion Resort. "The quality of golf, value, and beautiful weather will make the Kissimmee Family Golf Classic a favorite destination event."

Celebration Golf Club has been ranked among the top 25 family golf courses in the U.S. and has drawn rave reviews for both the quality of its design and its commitment to customer service. Among the six sets of tees at Celebration are four between the 5,958 and 6,817 yards, helping ensure an enjoyable challenge for players of all skill levels.

"Families from around the world visit Kissimmee to enjoy its close proximity to legendary attractions. Plus, the value they receive at our area resorts, hotels, and restaurants is unmatched," said John Bixler, General Manager of Celebration Golf Club who added, "The Kissimmee Family Golf Classic will combine all those elements in a tournament that will place equal emphasis on fun and competition."

Kissimmee is a one-of-a-kind sunny golf and vacation destination, providing easy-access to world-famous theme parks, incredible outdoor adventures, and renowned cuisine. With an average high temperature of 73 degrees, January is an

finais Obrigada! Bjs

Kissimmee is a Great Destination

Most people think of heading to central Florida for a vacation is to go to Orlando. Think about it—You say you are going to Disney World. Where is your destination? You say "Orlando." Actually Disney World is in Kissimmee just off of Route 192.

A group of golf writers were recently invited to Kissimmee by Experience Kissimmee, the vacation, convention and visitors bureau-like arm of the town that was founded in 1883. "We want to show you how great our town is," said Adam Ashton, Sports Development Manager for the Kissimmee Sports Commission and is involved with the Family Golf Classic being held this June (see sidebar story). "We have 22,000 vacation homes and 45,000 accommodation options. There is something to suit every traveler's needs and budgets," added Ashton.

Our visit to Kissimmee included three rounds of golf, a wonderful kayaking experience, great dining and a stay in a wonderful 10-bedroom home at Reunion Resort, a Salamander property. Our first round of golf was at **Celebration Golf Club**. We knew we were in for a treat when we drove up to Celebration Golf Club and two beautiful 1920's cards were parked in front.

Celebration Golf club is part of the Disney-designed town center and community that opened in 1996. The

to play the courses, but there are plenty of options for your accommodations. We stayed in a ten bedroom home, but there are units from 700 to 10,000 square feet to choose from as well as an outstanding eleven-story hotel that has a fine restaurant.

The Nicklaus course, opened in 2007, has a great deal of bunkering and huge fairways. The par 5 third hole is a "Bear" as it measures over 500 yards from even the white tees. There is waste area left and right, a huge pond front right that goes all the way to the green and a set of bunkers down the left side. It is true risk/reward hole.

They are building 80 properties along the 17th and 18th holes called the "Bear's Den" that will be a gated community within the gated community of Reunion. This is the first such enterprise for this type of community, and Reunion has been selected to be the one develop the concept. The sales of the lots have been moving quickly, and the owners are evenly split between Americans and international buyers.

On the third day we played Mystic Dunes, a Gary Koch design a few miles from Reunion. It is a unique course as it has two very distinct nines. The front nine looks like it belongs in the Low Country with live oaks with moss dangling from their limbs, orange groves and wetlands. The back nine looks more like a Scottish

Kissimmee Trending among Brazilians

- Outlet: Folha de Sao Paulo
- Market: Brazil
- UMV: 23M

Spring Itinerary for Kissimmee

- Outlet: Blue & Blanc
- Market: Mexico
- UMV: 19K
- Print: 45K

Kissimmee is a Great Destination

- Outlet: Southern New England Golfer
- Market: USA
- Print: 25K

EXPERIENCE Kissimmee FLORIDA

Curb Free with Cory Lee

Total Likes: 648K
Shares: 79 times
Videos Views: 10.4K

Combined Social Followers: 55K

National Margarita Day
Margaritaville

3 Canadian Influencers

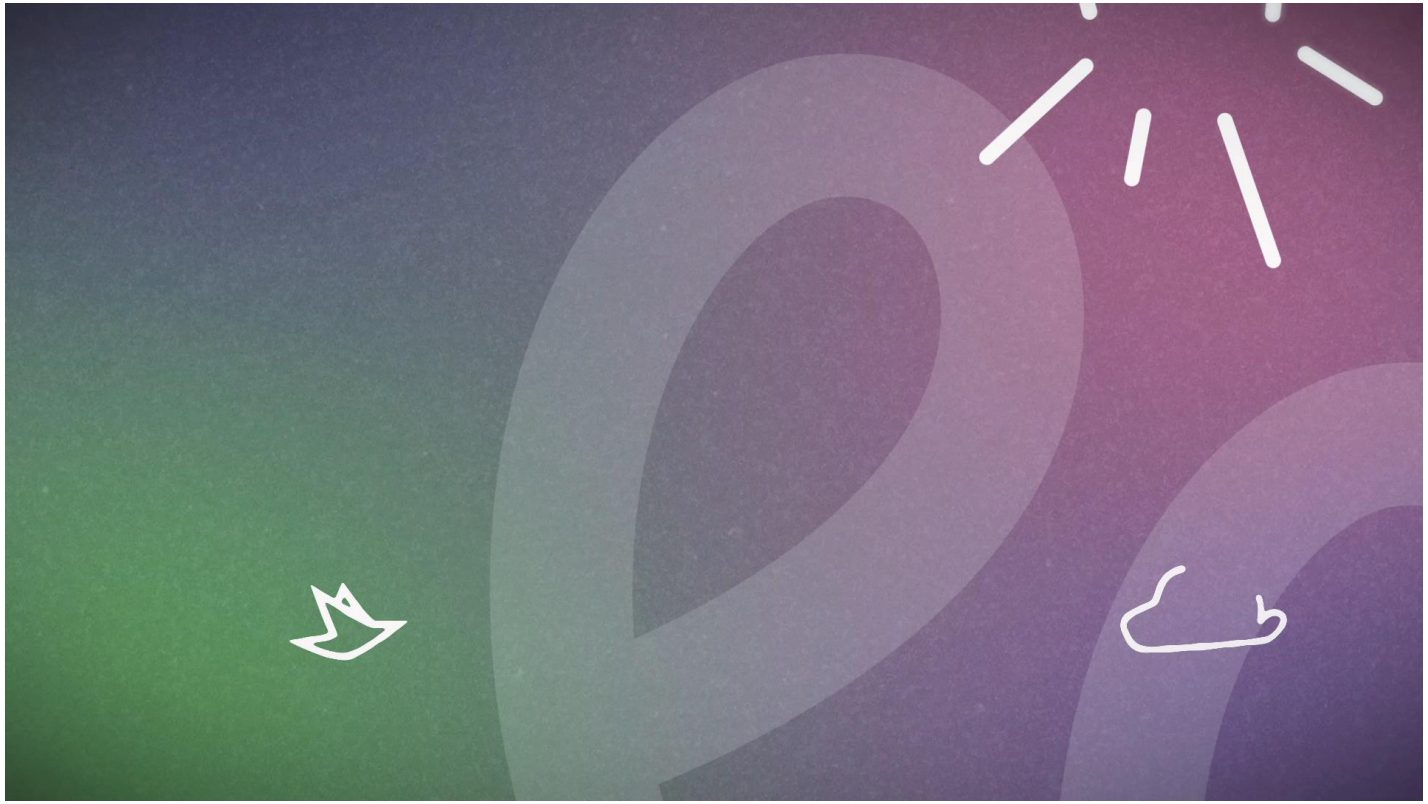
- **Posts to date:** 158 (social and blogs)
- **Combined reach:** 29.3 M
- **Combined engagement:** 92K (likes and comments)
- Instagram Takeover

EXPERIENCE Kissimmee FLORIDA

#PLANFORVACATION CAMPAIGN

Highlights

- Partnership video received 6.5K+ views
- Instagram account grew by 5.1K followers
- Twitter impressions spiked by 66K
- Landing page received 1.5K sessions



EXPERIENCE KISSIMMEE FLORIDA

SOCIAL MEDIA

EXECUTIVE SUMMARY

- **Social traffic:** 131% year-over-year increase
- **Impressions:** 65% year-over-year increase
- **Instagram followers:** 70% year-over-year increase

EXPERIENCE Kissimmee FLORIDA

EXECUTIVE SUMMARY

- **Twitter:** 36% month-over-month increase
- **Pinterest:** 21% month-over-month increase
- **Instagram:** 3% month-over-month increase

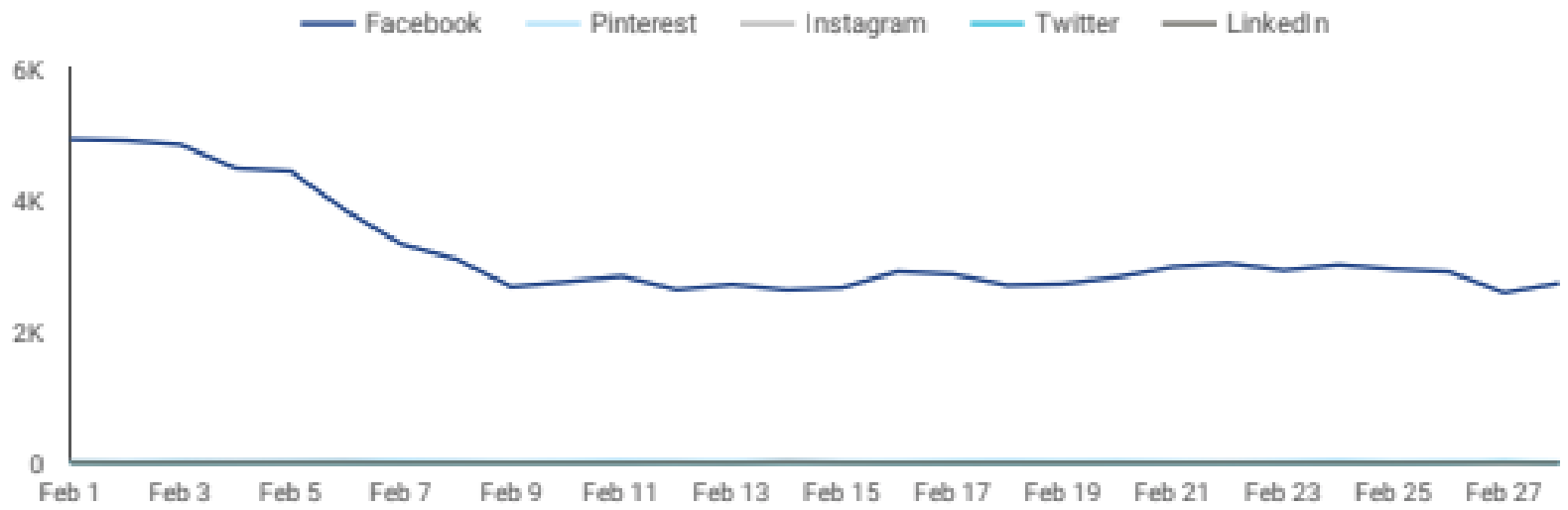
EXPERIENCE Kissimmee FLORIDA

SOCIAL TRAFFIC

Daily Traffic

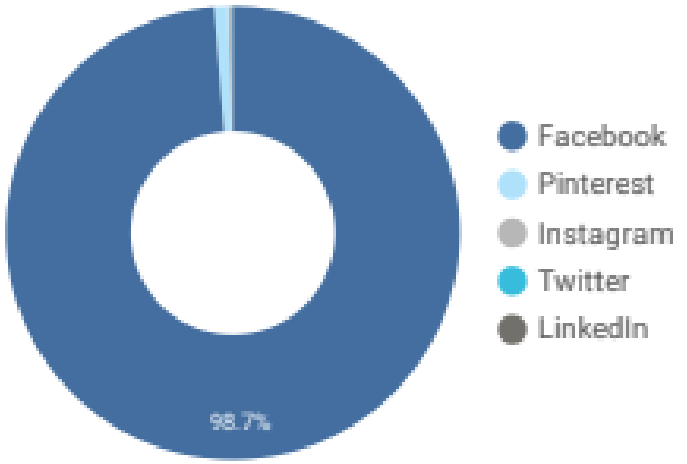
When are people coming to the website through social media?

Social Networks



Traffic Source

What social network are they coming from?

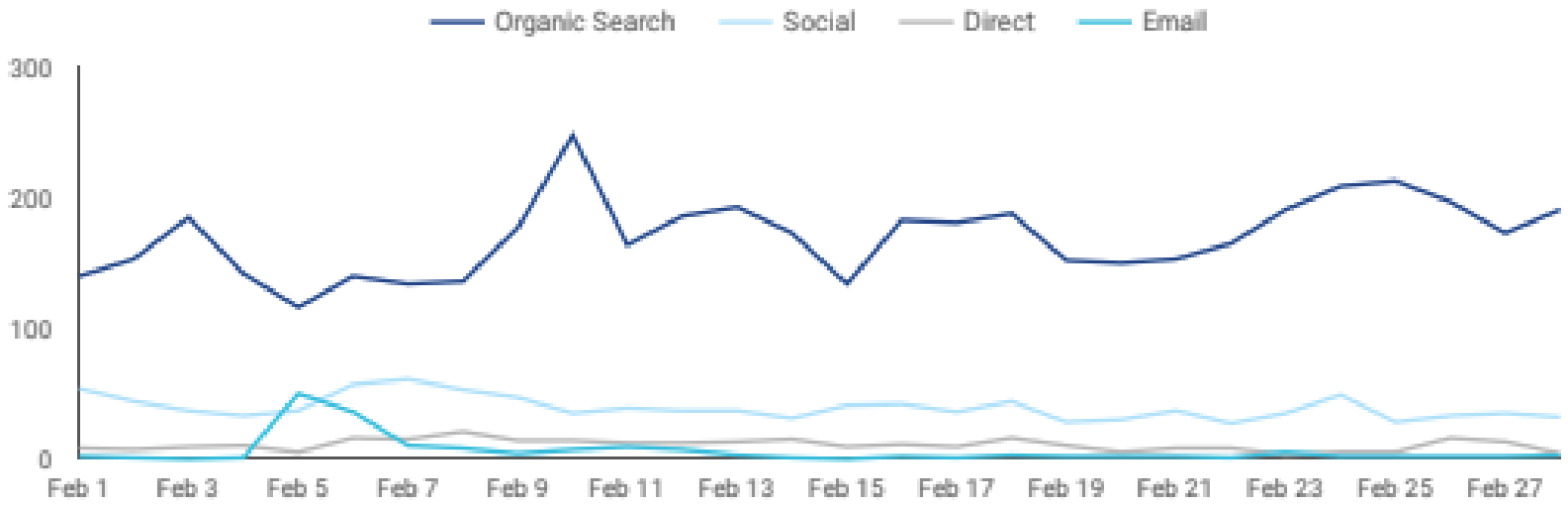


BLOG

Daily Blog Traffic

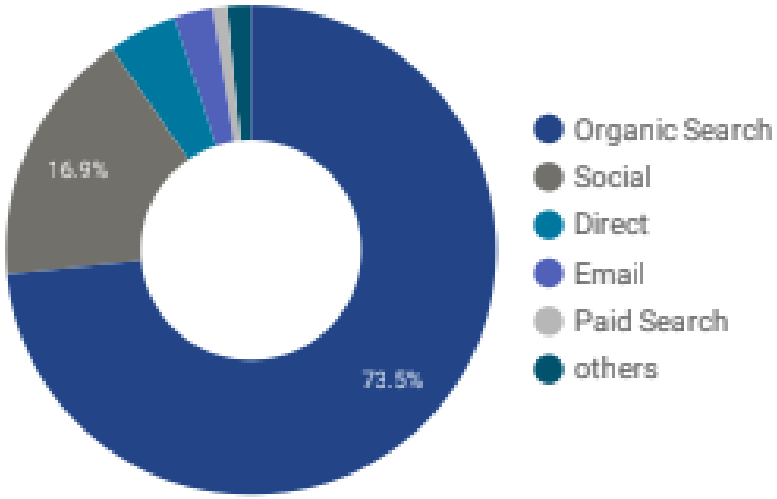
When are people coming to the blog?

Channel



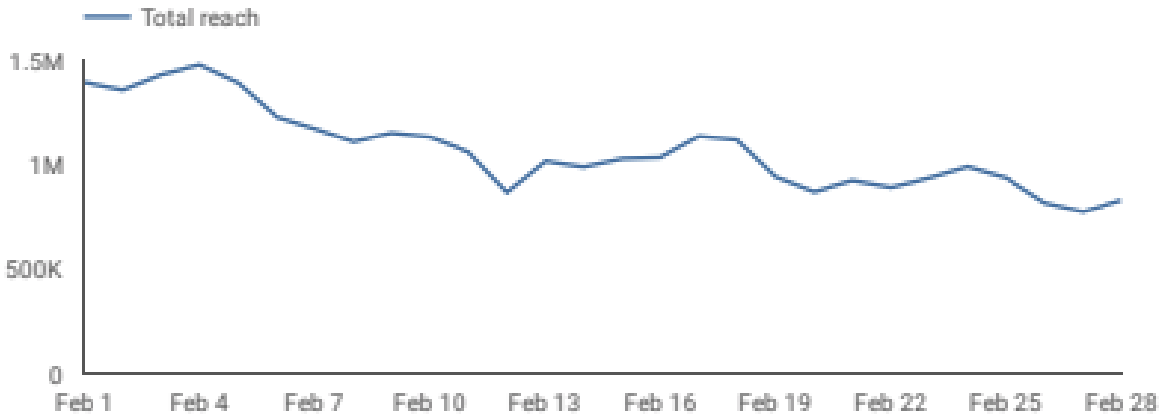
Traffic Source to Blog

What channel are they coming from?



FACEBOOK

Total likes	Total impressions	Engagement	Total Posts
1.3M	44.7M	24,767	77
⬆ 1.1%	⬆ 52.7%	⬇ -71.9%	⬇ -26.0%



INSTAGRAM

Followers	Engagement Total	Instagram Story Impressions
43,849	17,253	89,142
↑ 2.8%	↑ 3.4%	↓ -12.0%

Instagram

Likes	Likes Per Day	Comments	Comments Per Day	Media Posted
16,966	606	287	10.25	60
↑ 4.1%	↑ 4.1%	↓ -26.6%	↓ -26.6%	↑ 3.4%

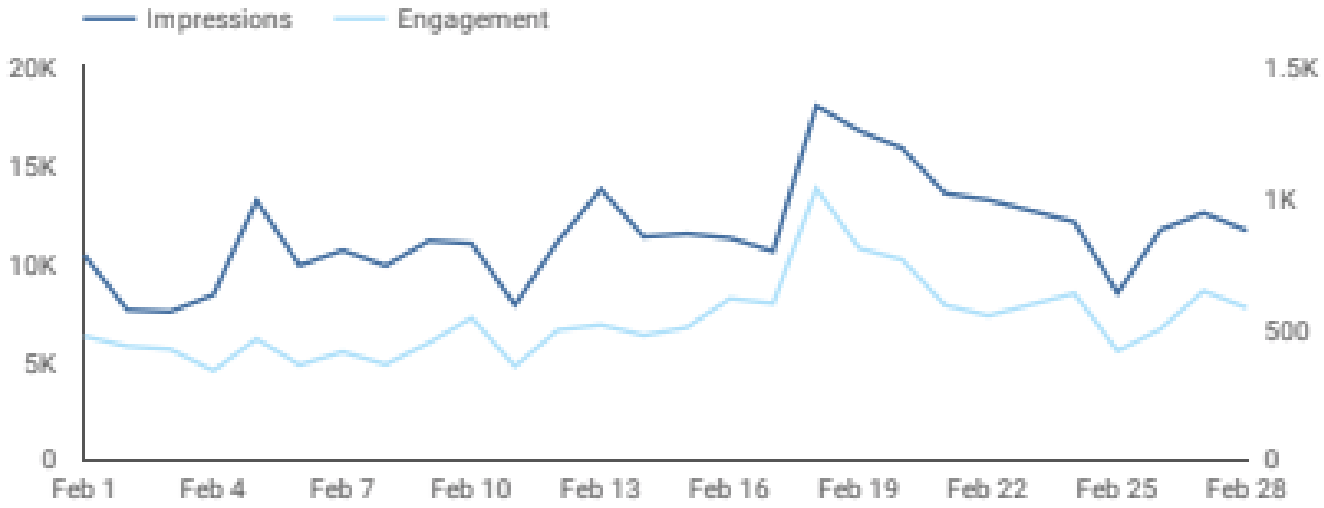
Instagram Stories

Reach	Taps Forward	Taps Back	Replies	Total Stories
82,536	70,242	2,286	4	136
↓ -12.8%	↓ -13.9%	↓ -7.1%	↑ N/A	↓ -5.6%

**Previous period comparison*

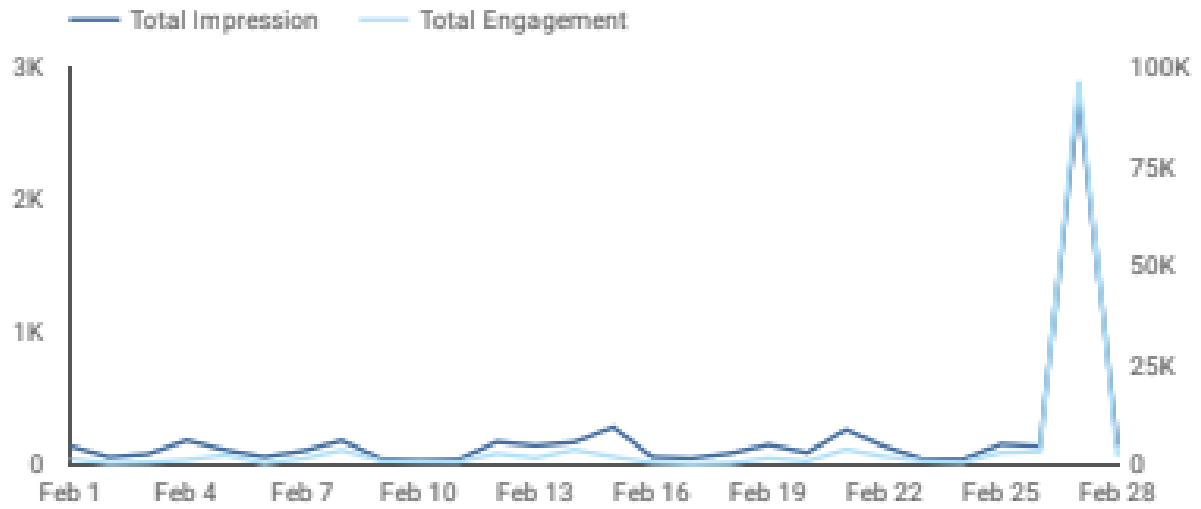
PINTEREST

Average Monthly Viewers	Impressions	Pinterest Pins
206.2K	325.6K	90
⬆ 70.5%	⬆ 45.8%	⬇ -2.2%



TWITTER

Total Followers	Total Impression	Total Engagement	Total Tweets
51,391	194,825	4,103	303
	⬆ 18.8%	⬆ 35.9%	⬆ 298.7%



MEETING SALES

MEETING SALES SUCCESS

FEBRUARY 2018	
Leads Sent	Requested Rooms
114	101,652

FEBRUARY 2019		
Leads Sent	Requested Rooms	YOY Leads Sent
145	153,450	27%

FISCAL YTD 2017/2018	
Leads Booked	Contracted Rooms
187	96,263

FISCAL YTD 2018/2019		
Leads Booked	Contracted Rooms	YOY Leads Booked
212	193,512	13%

Increased the number of contracted rooms in Kissimmee, this fiscal year by 101%!

EXPERIENCE Kissimmee FLORIDA

FUTURE MEETINGS BOOKED

Booked through Incentive Beyond September 30, 2024

	2024	2025	2026	2027	Total
Booked Meetings	3	5	3	1	12
Contracted Room Nights	5,094	12,155	11,721	3,246	32,216

ACE SUMMIT AND REVERSE EXPO

February 2021, 2022, 2023, 2024, 2025
Healthcare Business Media, Inc

Omni Orlando ChampionsGate

8,955 Total Room Nights

PRESIDIO®
Future. Built.

September 2020, 2021
Presidio - Exchange
Gaylord Palms Resort and Convention Center

7,490 Total Room Nights

SHAPE FLORIDA
Society of Health & Physical Educators

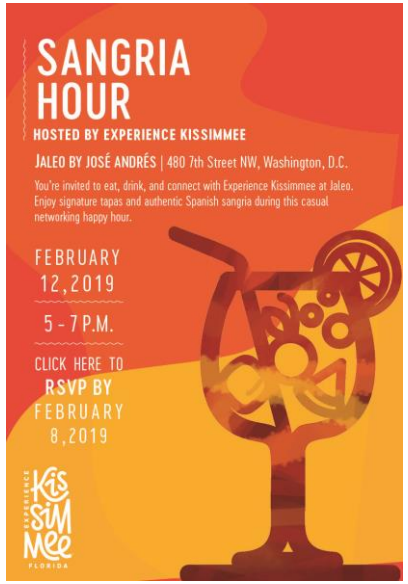
October 2021, 2022
SHAPE Florida Convention

Embassy Suites Lake Buena Vista South

750 Total Room Nights

EXPERIENCE Kissimmee FLORIDA

SALES ACTIVITIES



February 12, 2019
Washington DC
Networking Event with eight area Meeting Planners

DESTINATIONS INTERNATIONAL
2019 DESTINATION SHOWCASE

February 13, 2019
Washington DC
Sponsorship: Branded Directional Signage
Partner Participation: Embassy Suites Lake Buena Vista South
Met with 42 meeting planners

February 27, 2019
Hampton, CT
Sponsored MPI Luncheon
40 meeting and industry professionals

EXPERIENCE Kissimmee FLORIDA

PROFESSIONAL DEVELOPMENT

DESTINATIONS INTERNATIONAL

PDM | PROFESSIONAL in Destination Management

February 11, 2019
Professional of Destination Management (PDM) Course
Washington DC

Convention Sales and Services Committee

February 12, 2019
Washington DC

EXPERIENCE Kissimmee FLORIDA

COMMUNITY RELATIONS EXPERIENCE KISSIMMEE CARES

1st Year Review

COMMUNITY RELATIONS

Position Experience Kissimmee as a vital member of the community by liaising with tourism and local communities, cultivating mutually beneficial relationships, and strategically supporting programs that give back.

OBJECTIVE: Build relationships and engage with key local community organizations and Osceola County Government.

TACTIC: Regularly participate in government and community meetings and events related to tourism and other community interests to communicate the Value of Tourism and support the community.

COMMUNITY RELATIONS RESULTS

Government

- Attended 26+ government related meeting and events
- Attended City of Kissimmee's 9-week School of Government
- Attend all TDC meetings
- Attending Leadership Osceola

Education

- Supporting and investing in future tourism professionals
- Member of Osceola High School's Academy of Hospitality & Tourism Task Force
- UCF Rosen & Sports Management Program Presentations
- Established relationships with 6 schools, colleges, universities
- Principal for the Day at oTECH
- Many Hats of Tourism presentation to Mrs. Trover's 3rd grade class

COMMUNITY RELATIONS - RESULTS

Other

- EK staff are members of 15 local boards, councils, task forces
- Talking about the Value of Tourism and tourism as good community partners everywhere we go
- EK Staff gave 21 community presentations that included the Value of Tourism message
- Exhibited at Discover Osceola
- Created a database of community representatives and officials
- Worked with the TDC to award and administer TDC Grants
- Worked with Aid to Private Organizations to ensure funding agreements are mutually beneficial and deliverables are met

EXPERIENCE Kissimmee FLORIDA

EXPERIENCE KISSIMMEE CARES

Objective:

Develop and manage the Experience Kissimmee Cares charitable program to give back.

Tactic:

- ✓ **Create a core mission, policies and procedures that will act as a guideline for charitable giving and community service programs associated with Experience Kissimmee.**

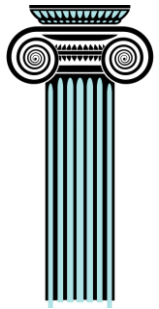
EXPERIENCE KISSIMMEE CARES

Mission:

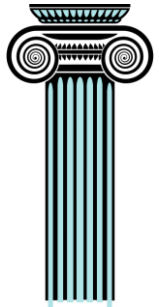
Experience Kissimmee Cares supports non-profit organizations and programs that EMPOWER Osceola County families to become self-sufficient, succeed and thrive.

Pillars:

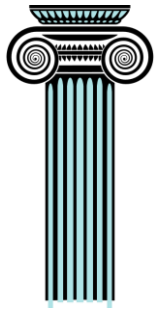
Education



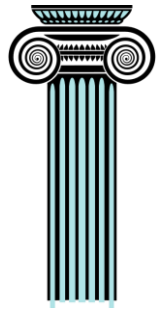
Shelter



Health & Wellbeing



Crisis Support



EXPERIENCE Kissimmee FLORIDA

OBJECTIVES – TACTICS - GOALS

Tactic:

Develop and conduct charitable events and programs that align with the Experience Kissimmee Cares mission.

- ✓ **Goal: Conduct at least 2 charitable events that include Industry Partner participation.**
- ✓ **Goal: Conduct at least 2 charitable/volunteer events that include Experience Kissimmee Staff.**

EXPERIENCE Kissimmee FLORIDA

2ND ANNUAL KISSIMMEE CARES GOLF CLASSIC

Kissimmee CARES Golf Classic

Celebration Golf Club
May 9, 2018

- 120 Players (25% increase from inaugural year)
- 24 participating sponsor companies
- $19,700 secured in sponsorships
- Charity – Special Olympics Florida – Osceola County
- Charitable Donation $13,500

EXPERIENCE Kissimmee FLORIDA

SPECIAL OLYMPICS FLORIDA – OSCEOLA COUNTY

EXPERIENCE KISSIMMEE FLORIDA

Osceola Council on Aging – Food Drive

OSCEOLA COUNCIL ON AGING
Serving All Generations

Experience Kissimmee Annual Meeting

EK and Industry partners donated

800+ lbs. of food

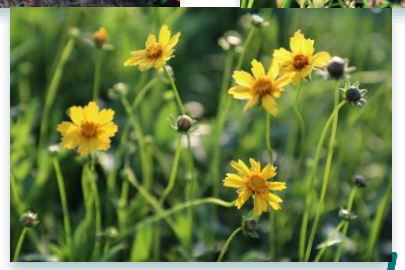
EXPERIENCE Kissimmee FLORIDA

EXPERIENCE KISSIMMEE CARES

Wild Flower Project

Shingle Creek Regional Park

- **Experience Kissimmee Cares' 3rd project of FY 17-18**
- **EK staff planted 1,700 wild flowers**
- **Beautification project in partnership with Osceola County Parks & Land Development**
- **Donation & staff time value = $9,750**



EXPERIENCE Kissimmee FLORIDA

Education Foundation - Supply Drive 500

A Gift For Teaching of Osceola County

Education Foundation

- EK staff donated school supplies
- 20,000 pieces with an estimated value of $6000
- Experience Kissimmee Excel-arators won 1st place in the Small Business Division – Education Foundation
- EK created internal teams to increase friendly competition amongst staff – Red Team Won!

EXPERIENCE Kissimmee FLORIDA

OBJECTIVES - TACTICS - GOALS

Tactic:

Develop and conduct charitable events and programs that align with the Experience Kissimmee Cares mission.

- ✓ **Goal: Donate a minimum giving value of $35,000 in cash, volunteer hours, in-kind services and other donations.**

OBJECTIVES - TACTICS - GOALS

Tactic:

Develop relationships with local charities and community service agencies and maintain a database that can be used as a referral resource for community service, CSR, and voluntourism programs for destination visitors and groups.

- ✓ **Goal: Meet with a minimum of 2 charities and community service agencies per month.**
  - ❑ **39 meetings with 21 central Florida non-profit/charitable organizations**

- **Goal: Create searchable webpages with information to help aid in the search for CSR and Voluntourism opportunities. In process.**

- ✓ **Goal: Send a minimum of 10 referrals to charities per year.**
  - ❑ **Sent 12 referrals**

EXPERIENCE Kissimmee FLORIDA

IT'S THE LITTLE THINGS THAT COUNT

December 2018

- Delivered cookies with thank you cards to 11 Osceola County charities and community service agencies.

January 2019

- Sent congratulations and thank you cards to Osceola County teacher of the year nominees.
- Contributed $250 of non-perishable food and hygiene products to Orlando International Airport – TSA, CBP, and FAA staff during the partial government shutdown.

February 2019

- Donated the EK suite at the Silver Spurs Rodeo to Help Now Osceola.

EKC TASK FORCE

KT Budde-Jones

Sam Haught

Mara Frazier

Linda Goodwin-Nichols

Fernando Pereira

WHAT'S NEXT? FY 18-19

In addition to what we are already doing…

- **Finish Community Relations/EKC microsite and collateral**
- **National Travel & Tourism Week comprehensive plan to include Value of Tourism & EKC**
- **Send EK quarterly e-newsletter to non-profits**
- **Greater presence on social media**
- **Pitch stories to local media about the Value of Tourism and EKC**
- **Include a Community Relations section in each EK quarterly e-newsletter**
- **Educate staff about the community, non-profits and government**
- **Include a CSR component to EK Industry Events and pre- and post-fam options**

EXPERIENCE Kissimmee FLORIDA

WHAT'S NEXT? FY 19-20

In addition to what we are already doing…

- **Create quarterly EKC e-newsletter**
- **Let's Talk about Tourism Community Roadshow**
- **Create a communication tool to inform Industry Partners and EK Staff of volunteer opportunities and community needs**
- **Attend Tourism Cares Inspiration Exchange – Oct. 2019**
- **Attend Destinations International Advocacy Summit –Nov. 2019**
- **Re-address if EKC should become a Foundation/501c3**
- **Community Perception Survey**

EXPERIENCE KISSIMMEE FLORIDA

KEY UPCOMING EVENTS

March 14 – 16: Military Shows

March 17 – 22: Brand USA China Mission

March 18 – 22: UK Sales Mission

March 19 – 21: Brand USA Mega FAM from Brazil

April 4: Global Meetings Industry Day (GMID) PCMA Capital Chapter Event, Washington DC

April 15 – 17: Christian Meeting & Conventions Association (CMCA), Greenville, SC

April 16: FSAE Executive Series Luncheon, Tallahassee, FL

April 23: Explore Kissimmee Partner Event

April 29 - May 3: Your Military Reunion Connection (YMRC) FAM, Kissimmee, FL

THANK YOU

EXPERIENCE KISSIMMEE FLORIDA