



**DDB**

**MEETING NOTICE**

Welcome,

We are glad you have joined us for the March 24, 2021 Downtown Development Board meeting. In response to the COVID-19 pandemic social distancing efforts, City Hall is open to the public with limited seating. We encourage members of the public to participate by watching the virtual meeting online or listening by phone and providing live public comment or submitting written public comment in advance. Options to watch and participate in the meeting while it is occurring is available on [orlando.gov/virtualmeetings](http://orlando.gov/virtualmeetings).

The Board is pleased to hear all non-repetitive public comment. Large groups are requested to name a spokesperson. When you are recognized, state your name and address, direct all your remarks to the Board and limit your comments to 5 minutes per item or as set during the meeting.

The City of Orlando encourages courteous, civil discourse in online settings. Persons making public comment are asked to conduct themselves with the same rules of decorum as they would in a traditional public meeting.

**Live Public Comment**

- Join the live virtual meeting

Call into the virtual meeting by dialing any of these phone numbers:

- 312.626.6799
- 312.626.6799
- 929.205.6099
- 253.215.8782
- 301.715.8592
- 346.248.7799
- 669.900.6833

Once dialed-in and prompted, enter the Webinar ID: 874 7688 1353

- Use the “Raise Hand” feature to request to speak when prompted (or dial \*9 if on the phone)
- Wait to be recognized (either by name or by the last 4 digits of your phone number)
- Provide name and address when called upon

**Written Public Comment**

Written public comment must include your name, address, phone number, and topic. Comments are limited to a maximum of 700 words per item. To submit written public comment, select one of the following options: (1) complete an online comment form on [orlando.gov/publiccomments](http://orlando.gov/publiccomments), (2) email to [publiccomments@orlando.gov](mailto:publiccomments@orlando.gov), (3) mail to City Clerk, Public Comment 400 South Orange Avenue Orlando, FL 32801, or (4) drop off to the 1st floor Security Station at City Hall. Written public comments received 24 hours in advance of the meeting are distributed to the Board and attached to the related agenda item for public viewing.

**Note:** Comments that do not include the required information will not be distributed or attached to the agenda. All comments received are public record.

**Anyone requiring assistance to participate in this virtual meeting should contact the City Clerk's Office as soon as possible at 407-246-2251 or [cityclerk@orlando.gov](mailto:cityclerk@orlando.gov)**

**AGENDA**

1. Call Meeting to Order
2. Roll Call
3. Approval of Minutes
  - a. February 24, 2021 – Downtown Development Board Meeting
4. Executive Director's Report – Thomas C. Chatmon Jr., Executive Director
5. Public Comment
6. New Business
  - a. Travelhost Agreement – Thomas C. Chatmon Jr., Executive Director
7. Date of Next Meeting
8. Adjournment

Persons wishing to appeal any decision made with respect to any matter considered at the Downtown Development Board meeting, will need a record of the proceedings; for this purpose, such person may need to ensure that a verbatim record of the proceedings is made to include the testimony and evidence upon which the appeal is to be based. Persons with disabilities needing assistance to participate in any of these proceedings should contact the City Clerk's Office 24 hours in advance of the meeting at 407-246-2251.



## **MEMORANDUM**

**TO:** Bill Lambert, Chair  
Jamie Barati, Vice Chair  
Marissa John  
Monica McCown  
Eugene Jones

**FROM:** Thomas Chatmon, Executive Director of the Downtown Development Board/Community Redevelopment Agency

**DATE:** March 24, 2021

**SUBJECT:** Agenda items to be considered at the Downtown Development Board Meeting for March 24, 2021.

### **Approval of Minutes:**

Staff will be available to answer any questions prior to Board consideration of approving the minutes of the February 24, 2021 Downtown Development Board Meeting.

**Executive Director's Report:** Thomas C. Chatmon Jr., Executive Director

### **Public Comment:**

### **New Business:**

- a. **Travelhost Agreement – Thomas C. Chatmon Jr., Executive Director** - Since 1967, TRAVELHOST has served over 1 billion travelers nationally in over 400 cities across America and remains one of the most respected names in the tourism media industry. TRAVELHOST is available to visitors in both print and digital versions that help visitors decide on where to go and what to do while in Orlando.

TRAVELHOST is Orlando's most widely read visitor publication touching over 4.8 million visitors annually through digital magazines and with print distribution to premier hotels and to leading concierge desks.

The standard rate of advertising per issue in TRAVELHOST is about \$2,200 per full page.

By entering into an annual agreement, there is a cost savings of \$200 per full page ad, and DDB will also receive various digital promotions as well as a 2-page spread valued at \$10,200 at no additional cost which will allow the DDB to promote upcoming downtown happenings.

Staff is seeking approval of the attached agreement, subject to review and approval of the City Attorney's Office and authorize, and authorization for the Chief Procurement Officer's to execute the Agreement

**Date of Next Meeting:** – April 28, 2021, at 3:00 p.m. in City Council Chambers.

**Adjournment:**



*TravelHost Orlando is proud to be the largest distributed visitor magazine with 400,000 monthly and 4,800,000 readers annually.*

## LOCAL ADVERTISING PARTNERSHIP AGREEMENT



<u>Magazine Features</u>	<u>Benefits</u>	<u>Value</u>	<u>Investment</u>
Full Page Ad	High Visibility Premium Position	\$5600/issue	\$2000/issue
2 Full Page content	Bonus Inside Magazine	\$10200/issue	BONUS
<u>Digital Features</u>	<u>Benefits</u>	<u>Value</u>	<u>Investment</u>
1 Business Listing	Microsite landing page TravelHost Orlando	\$25/mo	\$ Included
5 Event Listings	Highlight 5 Events Travelhost Orlando	\$100/mo	\$ Included
1 Business Article	Feature on TravelHost Orlando	\$100/mo	\$ Included
1 Banner Ad (345 x 185)	Located on the Orlando EXPLORE Page	\$100/mo	\$ Included
1 Banner Ad (345 x 185)	Located on travelhost.com/Orlando HOME Page	\$100/mo	\$ Included
TravelHost Digital Magazine	Easy QR Code Download	\$200/mo	\$ Included
<u>Social Media Features</u>	<u>Benefits</u>	<u>Value</u>	<u>Investment</u>
1 Monthly Attraction/Event Post	Posted on Facebook, Twitter & Instagram	\$300/mo	\$ Included

### Terms & Conditions

Issue Rate	=	<u>\$2000</u>	Insertion Start Date	<u>July 1, 2021</u>
Frequency	=	<u>6 Total Issues</u>	Insertion End Date	<u>May 1, 2022</u>
Total Investment	=	<u>\$12,000 annual</u>	Total Value =	<u>\$61,200 BONUS</u>
Other Arrangements	<u>Bonus 2 pages included (\$10200 value per issue) to included</u>			

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Address: \_\_\_\_\_ Email: \_\_\_\_\_  
 \_\_\_\_\_

ACCEPTED BY: \_\_\_\_\_  
 Signature Date

### 2021 DEADLINES

**January-February 2021**  
*Deadline: December 18, 2020*

**May-June 2021**  
*Deadline: April 21, 2021*

**September-October 2021**  
*Deadline: September 22, 2021*

**March-April 2021**  
*Deadline: February 17, 2021*

**July-August 2021**  
*Deadline: June 23, 2021*

**November-December 2021**  
*Deadline: October 20, 2021*