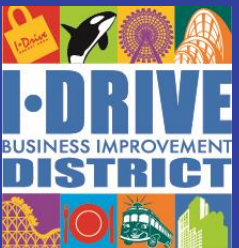


Tab 5: District Marketing Efforts – Post Covid 19





www.InternationalDriveOrlando.com

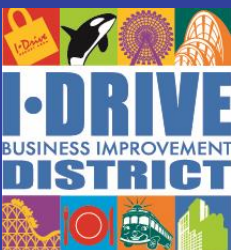
3/1/2020 – 12/31/2020

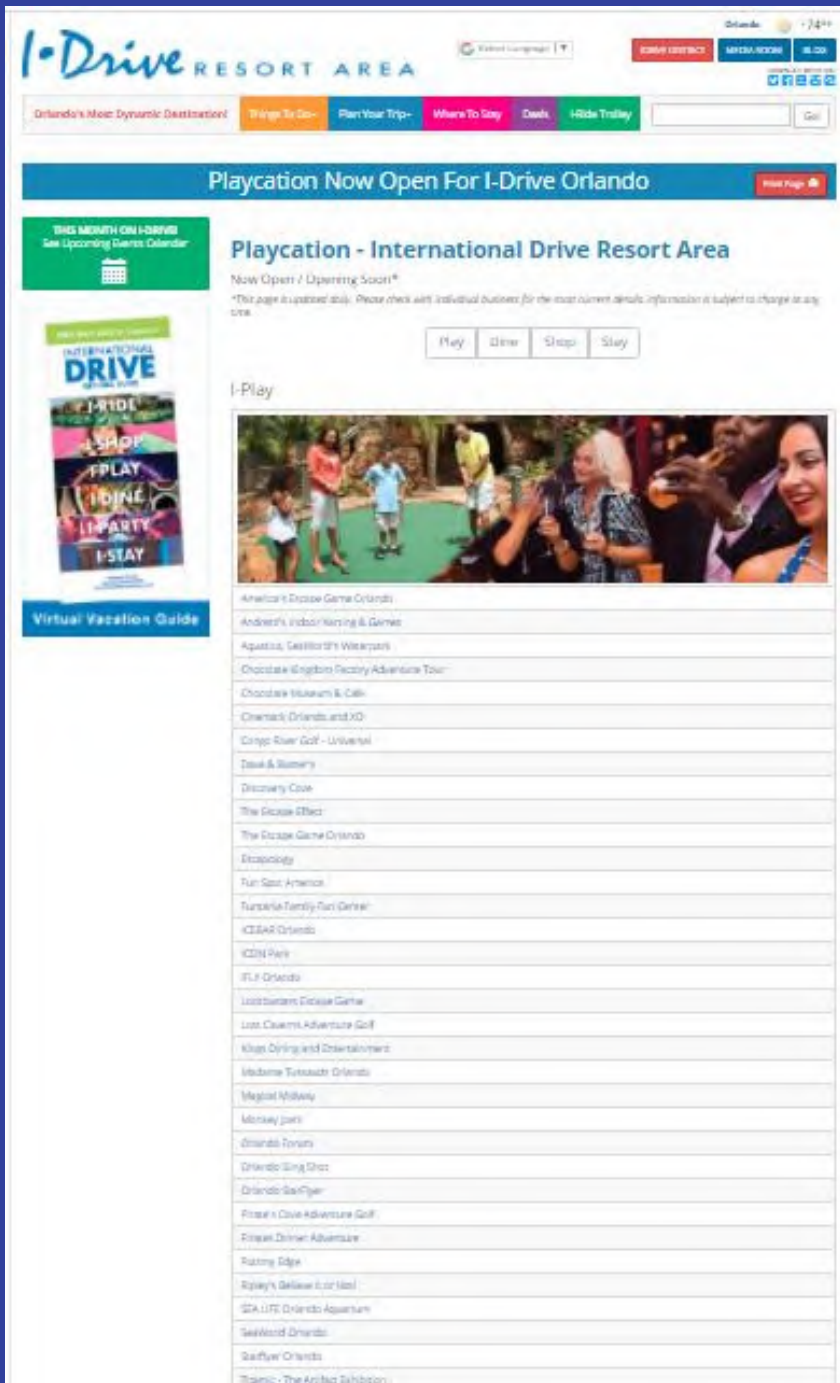
186,921 Visits

(622,031 previous year)

447,600 Page Views

(1,529,358 previous year)



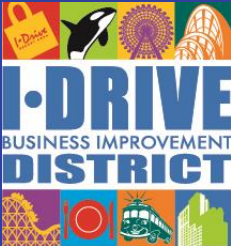


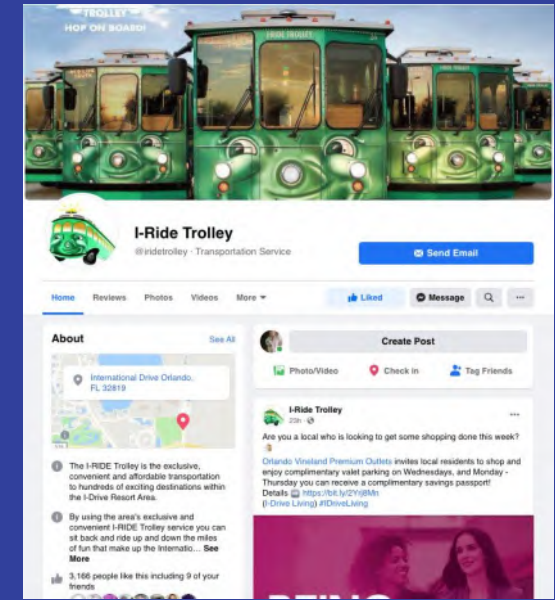
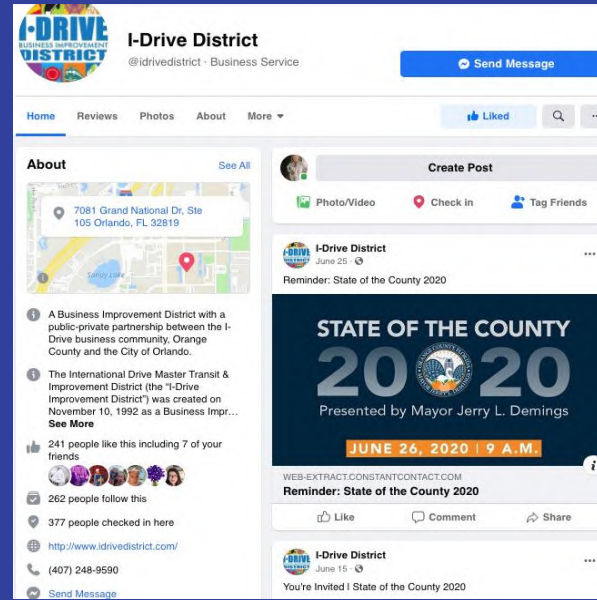
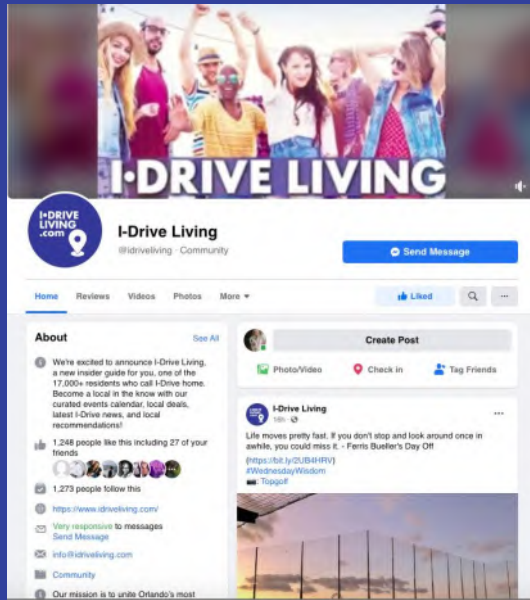
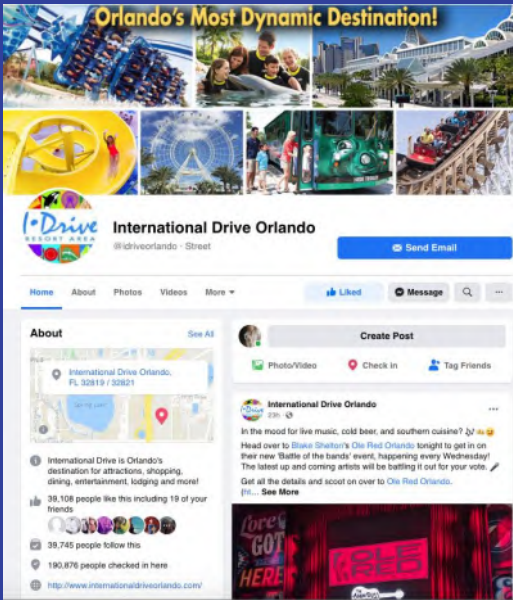
www.IDrivePlaycation.com

“Now Open” Campaign
Began 5/27/2020

May 2020 - December 2020

12,136 Page Views



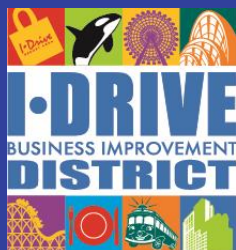


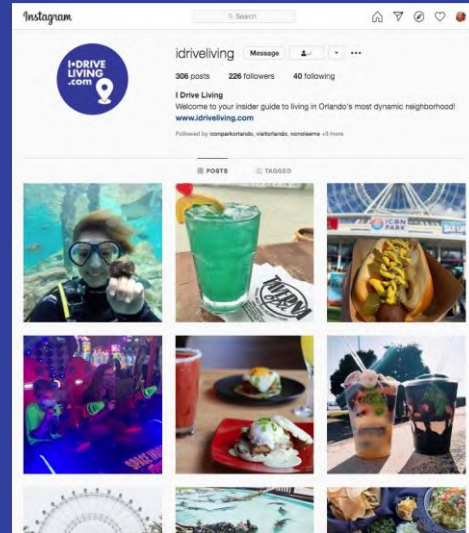
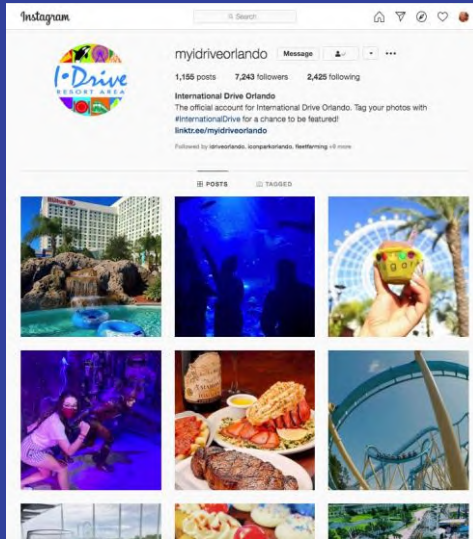
Facebook - 44,190 Followers

3/1/2020 – 12/31/2020

7,701,660 Impressions

217,669 Engagements





Instagram – 7,606 Followers

3/1/2020 – 12/31/2020

554,544 Impressions

22,193 Engagements

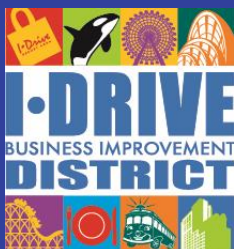


Twitter – 10,977 Followers

3/1/2020 – 12/31/2020

1,511,716 Impressions

17,448 Engagements

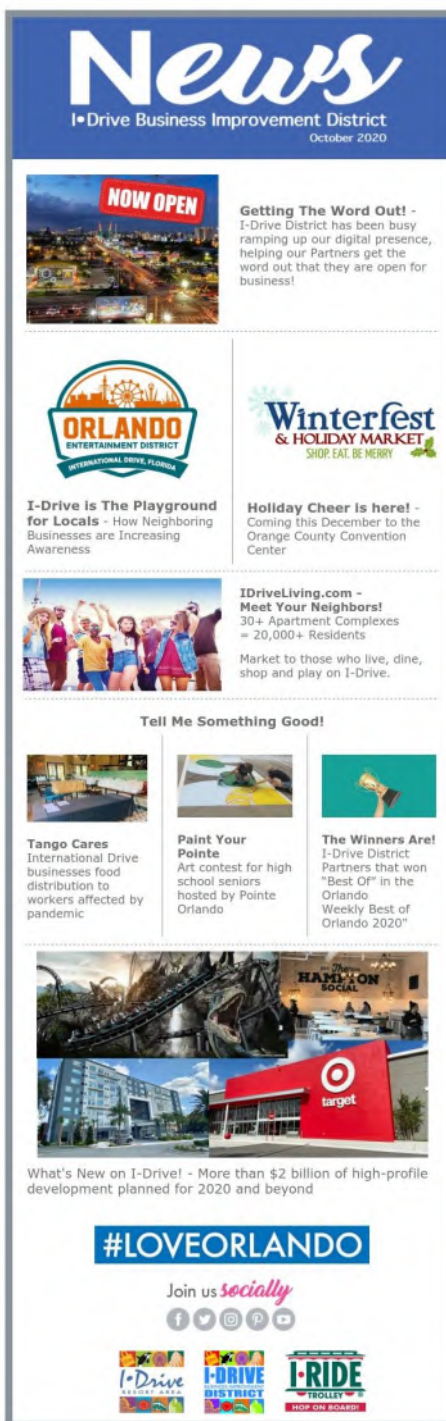


October 2020 Newsletters

District Partners:
728 emails sent

Consumers:
8689 emails sent

Residents:
103 emails sent



News
I-Drive Business Improvement District
October 2020

NOW OPEN
Getting The Word Out! - I-Drive District has been busy ramping up our digital presence, helping our Partners get the word out that they are open for business!

ORLANDO ENTERTAINMENT DISTRICT
INTERNATIONAL DRIVE, FLORIDA

Winterfest & HOLIDAY MARKET
SHOP. EAT. BE MERRY.

I-Drive is The Playground for Locals - How Neighboring Businesses are Increasing Awareness

Holiday Cheer is here! - Coming this December to the Orange County Convention Center

IDriveLiving.com - Meet Your Neighbors!
30+ Apartment Complexes = 20,000+ Residents
Market to those who live, dine, shop and play on I-Drive.

Tell Me Something Good!

Tango Cares
International Drive businesses food distribution to workers affected by pandemic

Paint Your Pointe
Art contest for high school seniors hosted by Pointe Orlando

The Winners Are!
I-Drive District Partners that won "Best Of" in the Orlando Weekly Best of Orlando 2020"

What's New on I-Drive! - More than \$2 billion of high-profile development planned for 2020 and beyond

#LOVEORLANDO
Join us *socially*

I-Drive DISTRICT **I-DRIVE DISTRICT** **I-RIDE TROLLEY**

January 2021 Newsletters

District Partners:
699 emails sent

Consumers:
8649 emails sent

Residents:
108 emails sent



News
IDriveLiving.com Orlando, Florida January 2021

NOW OPEN
Plan your I-Drive Playcation!
Visit our Playcation page to view a list of all businesses currently open in the I-Drive area. Keep checking back for updates.

ICON Park Play Pass
Museum of Illusions gets added to ICON Park's Play Pass - Orlando's Newest attraction gets added to popular ticket package

ORLANDO ENTERTAINMENT DISTRICT
INTERNATIONAL DRIVE, FLORIDA

I-Drive is The Playground for Locals
How neighboring businesses are increasing awareness

Ways to Enjoy the Cold Weather on I-Drive!

Get Cozy with Comfort Food on I-Drive - There is no shortage of delicious, scratch made, good old fashioned comfort food to choose from on I-Drive

I-Drive Hosts Fun Outdoor Activities for Winter in Orlando - With cooler weather rolling in, it's the perfect time to get out and enjoy the sunny City Beautiful on I-Drive

What's New on I-Drive! - More than \$2 billion of high-profile development planned for 2021 and beyond

#LOVEORLANDO
Join us *socially*

I-Drive DISTRICT **I-DRIVE DISTRICT** **I-RIDE TROLLEY**

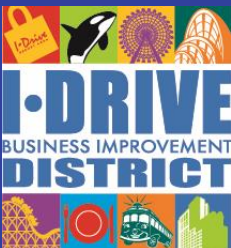
IDrive2Go Digital Campaign (April - June 2020)



SouthWest Orlando Bulletin:

144,336 impressions

256 clicks



“Now Open” Digital Campaign (June – August 2020)

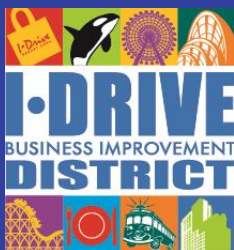


SouthWest Orlando Bulletin: 176,669 impressions | 146 clicks

Orlando Family: Email blast - 61,183 impressions | 1,082 opens

Website banners – 29,981 impressions | 138 clicks

Orlando Date Night: 448,353 impressions | 536 clicks



“Magical Dining” Digital Campaign (September & October 2020)

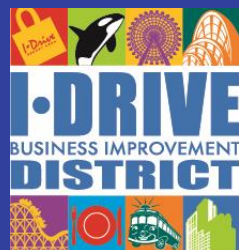


SouthWest Orlando Bulletin: 118,957 impressions | 137 clicks

Orlando Family: Email blast – 122,788 impressions | 4,698 opens

Website banners – 60,139 impressions | 460 clicks

Watermark: 36,129 impressions | 36 clicks



Holidays on I-Drive campaign

(Nov & Dec. 2020)



Print & Digital Ads:

SouthWest Orlando Bulletin

93,307 impressions | 240 clicks

Orlando Family

130,947 impressions | 2278 clicks

Orlando Date Night

235,364 impressions | 399 clicks

[IDriveHolidays.com](https://www.idriveholidays.com)

