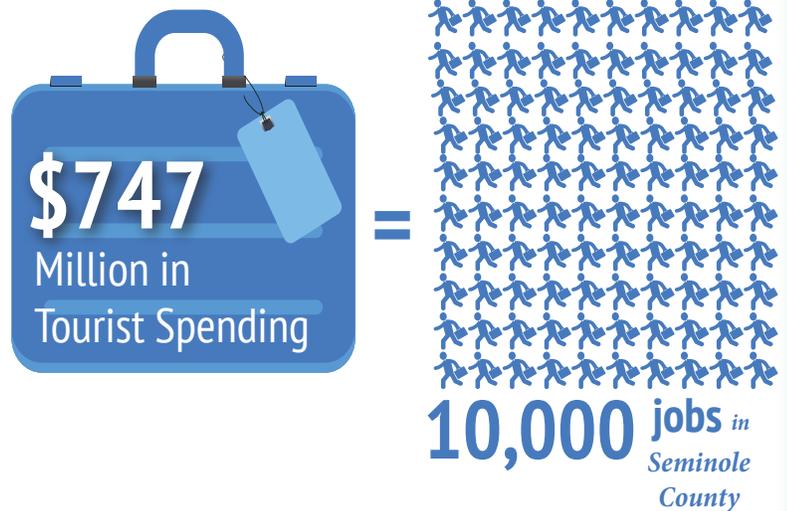


PROPOSED NEW BRANDING FOR **TOURISM** IN SEMINOLE COUNTY

What will the proposed Orlando North rebranding affect?

What is...	Changing	Not Changing
The Seminole County Name		✓
"Florida's Natural Choice" Tagline		✓
Blue and Green Sailboat Logo		✓
Signage		✓
Seminole-CountyFL.gov		✓
All County forms and brochures		✓
The Tourism Development Division Brand	✓	

TOURISM'S ECONOMIC IMPACT IN 2013*



% OF WORLD USING INTERNET FOR VACATION SEARCHES*



OF MONTHLY KEYWORD SEARCHES** FOR...

