



Visit
Tallahassee

LEON COUNTY **Tourist Development Council**

Friday, March 8, 2024, 9:00 a.m.
County Commission Chambers - Leon County Courthouse, Fifth Floor
301 South Monroe Street, Tallahassee FL 32301

SPECIAL MEETING AGENDA

- I. Call to Order – **Michelle Personette, Chairperson**
- II. Public Comment
- III. General Business – **Michelle Personette**
 - Second Cycle Bicentennial Event Grant Recommendations
 - Second Cycle Sports Event Grant Recommendations
- IV. Executive Director's Report – **Kerri Post**
 - Update on Conference Center/Meeting Space Resolution and Action Plan
- V. Additional Business: "For the Good of the Cause" – **Michelle Personette**

Next TDC Meeting:
May 2, 2024 - Tentative
County Commission Chambers



MEMORANDUM

DATE: March 8, 2024

TO: Leon County Tourist Development Council

FROM: Kerri L. Post, Director, Leon County Division of Tourism/Visit Tallahassee

SUBJECT: FY2024 Second Cycle Bicentennial Special Event Grant Funding Recommendations

At the October 14, 2023, Tourist Development Council Meeting, the TDC approved the four (4) Signature/Emerging Signature Event Grants for a total amount of \$91,600 of the \$130,000 allocated and the 32 Special Events for a total amount of \$153,800 of the allocated \$184,500 in the Special Event Grant budget. It was recommended by the TDC that the remaining \$69,100 be carried over for a second cycle grants period to help support additional events for the Bicentennial throughout 2024.

The Tourist Development Council Grant Review Committee (TDCGRC) comprised of Matt Thompson (Chair)- For The Table Hospitality, Carolanne Savage - Hyatt House and Emily Johnson-Truitt – Springhill Suites respectfully presents the funding recommendation for twenty-one (21) Second Cycle Bicentennial Special Events.

The TDCGRC conducted their meeting on March 5, 2024. The meeting was well attended by the Second Cycle Bicentennial Special Events grant applicants. After carefully considering 21 event applications and their ability to generate room nights for our community, especially in the non-peak times and shoulder seasons, the TDCGRC is recommending funding 21 events.

The TDCGRC recommend a total amount of \$69,100 of the remaining \$69,100 allocated in the Second Cycle Bicentennial Special Event Grant budget. Attached you will find the listing of events summarizing the TDCGRC's recommendations.



**FY 2024 TOURIST DEVELOPMENT COUNCIL
Second Cycle Bicentennial Special Event Grants**

	Name Of Event	Requested Amount	Recommended Funding
1	2024 Florida State Primitive Baptist Association Annual Conference	\$5,999.00	\$3,672.55
2	2024 Soul of Southside Arts and Humanities Festival	\$5,999.00	\$2,898.40
3	A Bicentennial Celebration Honoring African Americans in Leon County from Territorial Days to the 21st Century	\$1,499.00	\$731.93
4	Bicentennial Backyard Blues Festival	\$1,499.00	\$500.00
5	Bicentennial Jazzfest	\$1,499.00	\$500.00
6	Bicentennial Old-Time Music Night	\$1,499.00	\$500.00
7	Bicentennial Songwriter Night	\$1,499.00	\$500.00
8	Blind CAN Music & Film Festival	\$10,000.00	\$6,150.24
9	Bringing the Bicentennial to Life for Public History Forum 2024	\$15,000.00	\$13,285.96
10	National Ballroom Week Workshop, Showcase & Social Dance	\$1,499.00	\$501.47
11	Paradise Illuminated	\$10,000.00	\$5,883.77

12	Preservation on Main Street 2024	\$8,200.00	\$7,852.71
13	Quilt Show: Kaleidoscope of Color	\$1,200.00	\$587.66
14	Roller Revolt: Tallahassee's 200-Year Ride	\$9,999.00	\$3,420.80
15	Smoke Fest	\$4,000.00	\$1,254.29
16	Tallahassee Bicentennial Magic in Motion Film Premiere & Local Lores Short	\$3,300.00	\$2,490.58
17	TallyFest 2024	\$4,500.00	\$3,000.70
18	The Business of Art and Music Youth Workshop Symposium	\$2,999.00	\$2,043.76
19	The Music Business Conference	\$5,000.00	\$3,010.30
20	The Tallahassee Museum celebrates Leon County's Bicentennial through programs, a special exhibit, and music.	\$8,000.00	\$7,674.59
21	"Connecting the Dots" Bicentennial Descendants Trail	\$3,000.00	\$2,640.29

TOTAL	\$69,100.00
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MEMORANDUM

DATE: March 8, 2024

TO: Leon County Tourist Development Council

FROM: Kerri L. Post, Director, Leon County Division of Tourism/Visit Tallahassee

SUBJECT: FY2024 Sports Event Grant Funding Recommendations

The Tallahassee Sports Council (TSC) respectfully presents the 2024 Second Cycle Sports grant funding recommendation for three (3) Sports Events.

The TSC conducted their meeting on March 4, 2024. After carefully considering three event applications and their ability to generate room nights and economic impact for the community, especially during non-peak times and shoulder seasons, the TSC is recommending funding for all three events.

The TSC recommend a total amount of \$14,950 of the remaining \$14,950 allocated in the Sports Second Cycle Event Grant budget. Attached you will find the listing of events summarizing the TSC's recommendations.



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FY 2024 TOURIST DEVELOPMENT COUNCIL • Sports Grants

Name Of Event		Total Score	Requested Amount	Recommended Funding
1	Maggie Coffey Memorial Annual	88.67	\$2,000	\$1,000
2	Leonard Hamilton Basketball Camp	86.67	\$9,000	\$3,150
3	FSU Relays 2024	86.67	\$15,000	\$10,800

TOTAL	\$14,950
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REMAINING	\$0
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LEON COUNTY TOURIST DEVELOPMENT COUNCIL

RESOLUTION AFFIRMING THE NEED FOR A CONFERENCE CENTER/MEETING DISTRICT IN THE DESTINATION

WHEREAS, the Leon County Tourist Development Council (TDC) recognizes the intention and opportunity to continue to grow the economic impact from tourism by expanding the meeting and conference capacity and capability in the capital city of the State of Florida.

WHEREAS, as the capital city of the third largest state in the United States, home to over 400 trade and professional organizations, Florida Agriculture & Mechanical University (FAMU), Florida State University (FSU), and Tallahassee State College (TSC) so therefore, Tallahassee-Leon County has great potential to attract major meetings and conferences by expanding hotel and meeting venues in the destination; and

WHEREAS, for nearly two decades the need for a conference center and/or large full-service hotel with meeting space to accommodate multi-day groups with more than 1000 delegates remains unfulfilled, along with significant missed opportunity; and

WHEREAS, two previous market feasibility studies for Florida State University, conducted by HVS Convention, Sports & Entertainment Facilities Consulting (HVS), confirmed and detailed the need for a conference center with attached full-service hotel and adjacent amenities required by meeting attendees in Tallahassee-Leon County; and

WHEREAS, the 2019 HVS Study concluded that Tallahassee-Leon County currently lacks the function space and hotel rooms to attract significant association, corporate and sports events, as the destination lags behind regional meeting venues and comparable state capitals by all metrics of event space; and

WHEREAS, a conference center facility that operates independently of universities will ensure year-round booking capabilities and unrestricted access, further diversifying Tallahassee-Leon County's event portfolio and enhancing its appeal as a meetings destination; and

WHEREAS, a meeting district containing a conference center with adequate meeting space, full-service host hotel(s), additional overflow hotels, restaurants and entertainment to support large multi-day groups and meetings is needed in the destination; and

WHEREAS, it will be necessary to enhance community awareness among various stakeholders of the limitations in the current meeting and conference marketplace; and requires collaboration, combined efforts, and the support of organizations from the local, state, and federal government to address the infrastructure development and enhancement necessary to overcome these limitations, recognizing that funding resources may come from private and corporate business investment, and from leveraging local, state and federal grant funding; and

WHEREAS, over the past five (5) years, Downs & St. Germain Research, Inc. reports that "attending a meeting or conference" typically accounts for more than 23% of the annual visitation to Tallahassee, nearly 1 in 4 visitors; and

WHEREAS, further demonstrating Tallahassee-Leon County is significantly under-built in meeting space, the 2019 HVS Study states that in competing destinations in the state, regional and other state capital cities the average ratio of meeting space to adjacent guest rooms is reported as 177 square feet per room for in-state competitors, 375 square feet for regional competitors, and 364 square feet for the state capitals, with Tallahassee-Leon County having only 33 square feet per guest room; and

WHEREAS, Tallahassee-Leon County, Florida is the only state capital in the southeastern United States that does not have a conference or convention center; and

NOW, THEREFORE, be it resolved that the Leon County Tourist Development Council hereby recognizes the need and significant opportunity for the development of a meeting district with a conference center in Tallahassee-Leon County, presenting Visit Tallahassee/Leon County Division of Tourism, as the Destination Marketing Organization, the opportunity to also attract, bid on, support, and host more meetings and conferences in the capital city of the State of Florida.