



**LEON COUNTY**  
TOURIST DEVELOPMENT COUNCIL

**Wednesday, July 8, 2015, 9 a.m.**  
**Board of County Commissioners Assembly Room**  
**301 South Monroe Street**

## **MEETING AGENDA**

- I. Call to Order – **Bo Schmitz, Chairman**
- II. Request for Additional Agenda Items – **Bo Schmitz**
- III. Items for Consent Approval – **Bo Schmitz**
  - May 7, 2014 Meeting Minutes
  - Direct Sales, Communications, Visitor Services, Sports & Film Reports
  - Financial Reports: May 2015 / June 2015
  - Total Year-to-Date Bed Tax Collections
  - Advertising/PR Activity Report/Digital Activity Report
  - Marketing Research Reports
- IV. General Business – **Bo Schmitz**
  - X Ad Presentation—Alicia DiStefano
  - Economic Impact Studies—Phillip Downs
  - Word of South Update—Mark Mustian
  - Signature Event Grant Request—Lee Daniel
  - Proposed New Visit Tallahassee Logo—The Zimmerman Agency
  - Appointment to the City’s Special Events Committee—Lee Daniel
  - Staff Reports
- V. Director’s Report – **Lee Daniel**
  - COCA Grant Panelist & Cultural Plan Update
  - TDC Special Event Grant Review Committee
  - Florida Supreme Court Decision
  - STAGE Committee Update
- VI. Additional Business: "For the Good of the Cause" – **Bo Schmitz**

### **Next Meeting:**

September 3, 2015 – 9:00 a.m.  
Board of County Commissioners  
Commission Chambers

Tourist Development Council

Minutes of the May 7, 2015 Meeting

**Members Present:** Bo Schmitz, Chair  
Commissioner Bryan Desloge  
Russell Daws  
Chucha Barber  
Sam McKay  
Dr. Audra Pittman  
Marion McGee  
Leslie Smith

**Members Absent:** Commissioner Nancy Miller  
Commissioner Scott Maddox  
Paresh Master

**Staff Present:** Lee Daniel, Tourism Development  
Aundra Bryant, Tourism Development  
Chris Holley, Tourism Development  
Gary Stogner, Tourism Development  
Janet Roach, Tourism Development  
Lauren Pace, Tourism Development  
Brian Hickey, Tourism Development  
Amanda Heidecker, Tourism Development  
Lorrie Allen, Tourism Development  
Lynda Belcher, Tourism Development  
Andi Ratliff, Tourism Development

**Guests Present:** Phillip Downs, Kerr & Downs  
Mallory Hartline, Zimmerman Agency  
Carrie Zimmerman, Zimmerman Agency  
Joseph St. Germain, Kerr & Downs  
Tim Carlson, Leon County OMB

Chairman Bo Schmitz called the meeting to order at 9:00 AM. The Chairman welcomed the newest member to the TDC Sam McKay, General Manager for Staybridge Suites.

**Consent Agenda:** Russell Daws moved for acceptance of agenda. Second by Commissioner Brian Desloge. The motion passed unanimously. Lee Daniel mentioned about the budget report which shows that the TDC is up 12 % from last year and the incredible digital report which has attracted visitors to our website.

**Online Grant Application:** Brian Hickey gave a thorough presentation on the new online grant application process. Mr. Hickey mentioned that Gary Stogner and Amanda Heidecker should be commended for all of their many hours devoted to working on this task. Marion McGee inquired as to when the new online application will be implemented. Also, will the present grant recipients be able to submit their post event report using the new online application? Mr. Hickey stated that they would have the option of using the new application or the hard copy. Chairman Schmitz asked about an event comparison to past grant recipients. Mr. Hickey stated that he would not be able to provide information for an event to event comparison. Chucha Barber suggested that it would be good for some of the TDC members to go through the process and give staff their feedback on their experience with the new process. Also, she thought it would be good to have a workshop with all past grant recipients. We should also have a courtesy review for those groups submitting applications for the first time. There will be a grant workshop on May 27<sup>th</sup>. Russell Daws inquired about the application requiring information concerning insurance, medical and liability. Chucha Barber was concerned that it should be clarified that the information used in the application be addressed in the “agree to terms” section of the application.

**Kerr & Downs Economic Impact Study: Red Hills Horse Trials:** Mr. Downs and Dr. Joseph St. Germain gave a presentation and talked about their findings from the study. Chucha Barber asked about how the TDC can make this event an even greater event in the future. Sam McKay stated that it is a great challenge for us to try and give visitors other things to do while they are in our city for events such as Red Hills. Russell Daws agreed with Chucha Barber that many smaller groups are trying to partner with groups that have the potential to become signature events. Lee Daniel commented that based on the number of room nights that were generated from this event, Red Hills would fit into the criteria of being considered as a signature grant next year and not a special event. Also, Red Hills would be included as an agenda item at a future budget workshop.

**Kerr & Downs Potential Visitor Study:** Mr. Downs and Dr. Joseph St. Germain gave a presentation and their perspective on various statistics that were gathered from the survey. Lee Daniel observed from reading the study that we need to put as much as possible into marketing and targeting our visitors once they are in our destination and letting them know that Tallahassee has many things to offer. Sam McKay said that we must work closer together to attract those visitors who are coming through our city headed to other destinations throughout the state or southeast. Dr.

Audra Pittman said that people are looking for the small unique things not necessarily the big things that attract their interest culturally and socially. Marion McGee noticed that when she was growing up where her family stopped while on vacation depended upon how much information was out there about a certain city or town. Chucha Barber encouraged the TDC that we must play to our strengths about what makes us unique as a destination. Russell Daws urged that we must take our focus to the millennial age group because this will determine our future in the tourism industry. Gary Stogner clarified that Tallahassee is not viewed by everyone as an old folk city but it attracts visitors from all age groups.

**Room Keys versus Tablets:** Lee Daniel continued the conversation from the March meeting relating giving guest more information. He stated work was progressing on putting inserts in the hotel key card envelopes. There may be some challenges about placing tablets in the lobby by the managements. Sam McKay mentioned that in the past they have put messages in the elevators. Lee Daniel stated that Zimmerman Agency could produce 50,000 inserts on heavy card stock for a reasonable price of \$4,400. He went on to suggest that we try the idea on a trial basis maybe for a quarter and see how it works. Russell Daws commented that you would have to have the support of the front desk staff to make this venture work. Marion McGee asked how can we measure the effectiveness of the visitor insert. Lee Daniel responded by saying that the website traffic is very important in showing how vital the inserts are to additional visitor activity in Tallahassee.

**Director's Report:** Lee Daniel mentioned Capital City Restaurant Week and he touched on the STAGE Committee and their twelve month report which will be presented at the Leon County Commission Meeting on May 12<sup>th</sup>. The revised COCA contract has been fully executed. Lee Daniel discussed briefly about the Airline Conference that he attended in California and three major airlines are looking at our market and he hopes to have some good news in the near future about Tallahassee adding new air service.

**Staff Reports** – Staff presented proposed FY 2016 Sales Plans to the TDC for consideration.

**Marketing Sales Plan:** Lauren Pace discussed the success of Fall Frenzy, Holiday Lights, Spring on Stage, Four Media Tours, African American Heritage Media Tour, Adventurous Souls, Arts & Culture. They have been working very hard to enhance the social media and PR focusing more on Tallahassee locally. Lauren Pace stated that Marketing Communications will be striving for more media exposure year round through local, regional, national newspapers, magazines, bloggers, instagrams and pinterest. They will continue with the Four FAMS, bring in media and journalist to Tallahassee and develop relationships, a more detailed media database, focusing on a more exciting Visitor Guide and the Annual Market Rollout.

**Visitor Services Sales Plan:** Andi Ratliff the Visitor Services Manager presented the sales plan which will be to continue the demand for the Visitor's Guide. She that one of the goals of the visitor services for the next fiscal year is to concentrate more on increasing the efficiency of the iDSS database, create more exciting window displays, making the Visitor Service Information Center a more user friendly environment. Ms. Ratliff stated that she

wants to make sure that the Event Calendar is constantly updated and as informative as possible. We will work hard to continue to have a better relationship with our local partners, making sure that the local and regional partners have accurate up to date information on various events going on in Tallahassee and the Big Bend Area.

**Meetings and Conventions Sales Plan:** Janet Roach gave her report which focused on an increase in partner participation with the co-ops over the last six months. She has been working with several groups over the last few months. One of the goals for the next fiscal year is to generate more room nights. Janet stated that she is scheduled to visit about fourteen trade shows and plans are to work harder with associations, fraternal organizations, conventions, military groups, and religious groups. She said that she plans on hosting the Florida Society Association of Executives Convention for the first time in November. Sam McKay asked which market is the largest? Janet Roach stated government has been a decreasing market but the corporate segment has shown significant growth.

**Leisure Travel Sales Plan:** Lorrie Allen gave her report and began by stating that she has produced 3, 535 room nights which economic impact comes to around \$935,000. She stated that people that approach her talk about visiting Tallahassee they ask about family reunions, family activities and cultural events. Continue to visit festivals, host a FAM Tour, target on regional consumer events that deal with cultural, history, outdoor, and heritage dynamics. Increasing exposure to travel operators and motor coach operators is one of the goals for the future. She stated that she plans on having a roundtable session with industry partners and the motor coach operators to expose others as to what Tallahassee has to offer.

**Sports Sales Plan:** Amanda Heidecker and Brian Hickey gave their report which highlighted some of the major events from the last several months. They hosted three major cross country events at the Apalachee Regional Park, FSU Cross Country Invite, FHSSA State Cross Country Championship, NCAA South Regionals which brought in over 4900 competitors, 9500 visitors, 4800 room nights and \$3.7 million in revenue. She mentioned that the entire \$115,000 in sports grants was awarded to worthy event organizers. Were selected to host the USA Track & Field 2 National Cross Country Championship the fall of 2016 which will be the first time hosting a national championship in Tallahassee. It will be the Masters and the Club National Championship. Also, were awarded the 2015 and 2016 State Cross Country FHSSA Championship. The AAU National Track & Field Qualifier will be in June 25-28, 2015 over at FSU Mike Long Track. She also was happy to announce that the new online grant application would be active in a few weeks which will relieve the staff of some input time. Ms. Heidecker announced that everyone was welcome to come to the FHSSA Flag Football Championship at Gene Cox Stadium May 10-11, 2015.

Brian Hickey stated that the goal of the coming year is to increase room nights to 28,000 a 2% increase from last year. He says that the staff plans to continue visiting trade shows and work on the Leon County Market Study Committee which will be to determine the future of the Fairgrounds. He stated that he will continue to look for sports meetings to help to promote tourism throughout the Tallahassee area.

Commissioner Brian Desloge moved to accept sales plans and budgets for FY 2016. It was second by Russell Daws and was unanimously approved.

**Zimmerman Agency:** Carrie Zimmerman and Mallory Hartline gave their presentation which was a recap from the present year’s activities and some innovative ideas to broaden the advertising and public relations level for FY 2016. Sam McKay made an observation that one of the reasons people come to Tallahassee is because of the universities and he inquired as to if a partnership as for as search engines for all of the websites of the vendors, cities and partners.

**FY 2016 Budget:** Lee Daniel says that there is a challenge in budgeting revenue for FY 2016 due to an early legislative session, an unattractive football home schedule which will both have a negative impact on revenues. Lee Daniel stated that one of his goals was a million dollars per penny and that should be achieved in 2015. He is recommending that we should keep revenues for FY 2016 the same as FY 2015 at \$975,000 per penny. Lee Daniel asked if the TDC wants to keep the grant program whole to the current year and what does the TDC think about the revenue projections. He said that it would be better to have the money in the grants program even if you have to make an adjustment. Lee Daniel asked Chris Holley if you can go back to the County at midyear to ask for an increase? Commissioner Brian Desloge said we should just leave the grant program as it is now and not handicap its progress which would be Special Grants \$90,000, Sports \$110,000 and Signature \$125,000. Commissioner Brian Desloge moved that the TDC keep the revenue projections for FY 2016 but we add the additional \$65,000 to the unallocated fund balance to bring all three grant programs back to their current level. It was second by Russell Daws. The motion was unanimously approved.

Chucha Barber made the observation that in our situation we need to encourage the grant applicants to hold their events during the time of the year where we will be having a shortfall in essence “winter in Florida”. Lee Daniel announced that the next budget workshop will be June 23<sup>rd</sup>.

Commissioner Brian Desloge made final comments that there are many people in Tallahassee who do not know much about what our city has to offer and he hopes that we can do a better job in 2016 of promoting the exciting aspects of our city.

The meeting adjourned at 11:25 AM

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Chairman Bo Schmitz

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Attest: Aundra Bryant

Visit Tallahassee  
PROGRAM HIGHLIGHTS  
May 2015

**I. Marketing Communications**

Development Activities:

- Hosted *Monarch Magazine*, *Pensacola News Journal and Blogging*, *Babies and the Bayou* for the African American Heritage Group Media Tour. Participating industry partners included: Sheraton Four Points Downtown Tallahassee/Juicy Blue, The Front Porch, Paisley Café, The Black Archives, The Knott House, Shell Oyster Bar, Mission San Luis, Nefetari's, Canopy Roads, The Riley House, Bella Bella, Tallahassee Museum, A La Provence, Lofty Pursuits, Bradfordville Blues Club and Uptown Café. As a result of this Media Tour there have been six story placements to date.
- Coordinated itineraries and hosted three individual media visits for: Tamara Ingram with *TravelingMamas.com*, Lindsay Sutton with *Trinity Mirror Group* and Lauren Fusilier with *The Daily Meal*. As a result of these individual media visits there has been one story placement to date.
- Provided Anh Phan with *Vacation Publications/Where to Retire* with information and images for an article showcasing different retirement destinations
- Discussed partnership and collaboration opportunities with KCCI Encompass Tallahassee group regarding their proposed interactive wayfinding app
- Analyzed social media content ensuring relevant and engaging posts
- Tracked progress of marketing activities in weekly status calls with Zimmerman
- Hosted industry Twitter Chat focusing on T.O.U.R. Guide
- Participated in VISIT FLORIDA® Twitter Chat focusing on family travel
- Delivered marketing materials to 29 restaurants participating in Capital Cuisine Restaurant Week
- Conducted post-event survey of restaurants participating in Capital Cuisine Restaurant Week
- Reviewed upcoming editorial deadlines, wrote and edited copy and discussed design concepts, layout and editorial changes with Rowland Publishing for the 2016 Visitor Guide
- Attended and presented at Grants Workshop
- Coordinated final Spring on Stage photo shoot with Steve Saccio
- Conducted television interviews with *WTXL-TV* and *AM Break with Ann & Audra* promoting Capital Cuisine Restaurant Week and T.O.U.R. Guide.
- Met with 12 journalists at the VISIT FLORIDA® Family Blogger Reception in Orlando.
- Coordinated news releases for: Apalachee Regional Park Secures FHSAA State Championship Through 2016, Family Fun in the Capital City (for blogger reception), Capital Cuisine Restaurant Week, T.O.U.R. Guide and Grants Application Goes Digital/Grants Workshop
- Developed and/or coordinated stories for VisitTallahassee.com on Mother's Day Brunch Ideas, Say I Do in Downtown Tallahassee and All Aboard Capital City Tours
- Finalized and distributed Event Marketing/Promotional Tool Kits for grant recipients
- Reviewed Kerr-Downs Potential Visitor Study Review with staff at the Zimmerman Agency

- Coordinated social strategy meeting with Zimmerman and staff
- Coordinated staff to work the Leon County Tourism booth at Tallahassee Museum and John G. Riley House for T.O.U.R. Guide

Performance Measures:

- Reviewed, edited and approved social media posts (Facebook Twitter and Instagram) and Pinterest boards.
- Updated content on VisitTallahassee.com showcasing more relevant events and content
- Developed and distributed industry newsletter showcasing upcoming events, partnership opportunities, division activities, sales and sports news

**II. Meetings & Conventions/Customer Service**

Development Activities:

- Partnered with Laurin Robinson from the Aloft Tallahassee Downtown in hosting lunch for two HelmsBriscoe planners; Cheryl Schreiner and Gaby Arisso. We discussed potential group business and provided information about what's new and upcoming in the area.
- Attended, networked at the Meeting Professionals International (MPI) North Florida Tallahassee Meeting on May 13 at Hilton Garden Inn Central attended by 10 meeting professionals from Tallahassee and Jacksonville.
- Exhibited and networked at Capital Events Tradeshow on May 19 attended by 150 meeting planners with Doubletree Hotel Tallahassee.
- Networked and attended Florida Society of Association Executives (FSAE) Power Luncheon at Hotel Duval on May 20 attended by 150 meeting professionals.
- Registered Visit Tallahassee as a participating partner with VISITFLORIDA's online hospitality program that launches in July 2015.
- Revised the Transportation Fund Program Policy.

Performance Measures:

- Sent four new leads with 515 visitors, 617 room nights and an estimated \$341,039 in direct spending.
- Currently working seven tentative groups with 1,550 visitors, 1,405 room nights and an estimated \$1,481,045 in direct spending.
- Booked one group with 200 attendees with meeting space only with an estimated \$406,730 in direct spending.

Hosted in May:

- 2015 Florida History Fair (May 2-5, 2015) with 2,550 visitors, 1,910 room nights and an estimated \$1,255,873 in direct spending.
- American Association of State Highway and Transportation Officials Information Technology Conference (May 17-20, 2015) with 50 visitors, 150 room nights and an estimated \$38,147 in direct spending.
- Florida Department of Education Training (May 21, 2015) with 200 attendees and

- meeting space only and an estimated \$10,780 in direct spending.
- Capital Insurance Agency Conference (May 25-28, 2015) with 125 visitors, 150 sleeping rooms and an estimated \$98,750 in direct spending.
- Florida Native Plant Society Annual Conference (May 27-31, 2015) with 250 visitors, 310 room nights and an estimated \$229,213 in direct spending.

### **III. Leisure Travel**

#### Development Activities:

- Prepared itineraries for Black College Tours 2016 for four tours in April and May.
- Provided destination information, venue space information and lead assistance to Connections Housing for hosting the American Kennel Club Cavalier King Charles Spaniel National Specialty Westminster Invitational in April 2016.
- Assisted Kings College Tours with group dining reservations for 100 visitors arriving for three tours in February, March and April 2016.
- Assisted the Hadley, Hawthorne, Dickey and Walden Reunion arriving July 15-19, 2015 with 1,050 visitors with information about local Motorcoach companies and downtown dining options.
- Assisted Trek Travel in coordinating visits to Challenger Learning Center, Tallahassee Museum and Mission San Luis for 300 students.
- Discussed ideas with Beth Lacivita, All Aboard Capital City Tours for step-on guide and walking tour services available to motorcoach groups.
- Assisted eight family reunions, three weddings and six tour operators.

#### Performance Measures: (Anticipated numbers)

- Sent one new lead for 250 visitors, 600 room nights and an estimated direct spending of \$116,000.
- Currently working four tentative groups with 340 visitors, 172 room nights and an estimated \$77,720 in direct spending.

#### Hosted the following groups:

- King College Tours (May 5-6, 2015) with 50 visitors, 25 room nights and an estimated direct spending of \$11,600.
- Trek Programs (May 6-8, 2015 and May 7-8, 2015) with 235 visitors, 210 room nights and an estimated direct spending of \$58,000 in direct spending.
- AS Expeditions (May 7-9, 2015 ) with 400 visitors, 420 room nights and an estimated direct spending of \$92,800
- Paytee Family Reunion (May 8-10, 2015) with 110 visitors, 50 room nights and an estimated direct spending of \$25,752.
- Connecting the Dots Bus Tour (May 16-20, 2015) with 150 visitors, 76 room nights and an estimated direct spending of \$52,200.
- Tales of the South (May 18-20, 2015) with 25 visitors, 50 room nights and an estimated direct spend of \$5,800.

## **IV. Visitor Services**

### Development Activities:

- Assisted the Marketing Department in verifying and listings for 2015-2016 Visitor Guide.
- Helped deliver marketing materials to restaurants participating in Capital Cuisine Restaurant Week.
- Created themed window display in Visitor Center for Capital Cuisine Restaurant Week.

### Performance Measures:

#### Downtown Visitor Center Walk-In Traffic

- Provided services to 347 walk-in visitors (261 domestic and 86 international)

#### Telephone Visitor Services

- Received and fulfilled 170 telephone inquiries

#### Visitor Gift Store Sales

- \$191.87 in total sales

### **Group Services (Visitor Inquiries/Fulfillment)**

### Performance Measures:

#### Mail Fulfillment

- 11 phone and mail requests.
- 800 inquiries from advertisements.
- 103 website requests for visitor guides.

#### Group Services Requests:

- Distributed 1,614 visitor guides and other material to the following:
  - Maggie Coffey Tennis Tournament
  - Florida Native Plant Society 35th Annual Conference
  - Fraternal Order Of Police State Lodge
  - Capital City Invitational Softball Tournament
  - Florida High School Athletic Association Flag Football Championship
  - Vincent Casper Wedding
  - Florida African American Heritage Preservation Network Statewide Museums Conference
  - Tallahassee Museum
  - Fain Family Reunion
  - Blackshear Cooper Family Reunion
  - Alarm Holy Assembly
  - Workshop Biological Enabled Self-Assembly
  - Cutler-Seeber Wedding
  - Fun Day For Lincoln Class of 62
  - National Conference Of State Historic Preservation Officers
- Distributed 639 visitor guides to area partners
- Distributed 175 visitor guides to downtown Visitor Center guests.

## **V. Sports Marketing**

### Development Activities:

- Hosted the Florida High School Athletic Association Flag Football Championships at Gene Cox Stadium in partnership with Leon County Schools.
- Tarlan Chahardovali sports management graduate student from Iran started her internship for the summer of 2015.
- Hosted the Tallahassee Sports Council meeting at Courtyard by Marriott North and presented the new online special event grant process.
- Presented and reviewed the online special event grant application and its functionality to the TDC.
- Worked with the Zimmerman Agency and iDSS in finalizing details and addressing operational problems to insure the online grant application system was ready for the June 1 launch.
- Hosted the Atlantic Coast Conference Track and Field Championships with 15 teams. The event was broadcast on tape delay on ESPN-U.
- Hosted and assisted in planning the Youth Basketball of America Super Regional.
- Hosted a Special Event Grants workshop that reviewed eligibility, the application process and important criteria that the review committee and TDC consider. This was the first of two workshops conducted as it introduced the new online grant process.

### Performance Measures:

#### Events Hosted (Anticipated numbers)

- Comets Summer Xplosion (May 8-9) 265 room nights, 1,250 visitors and estimated direct spending \$708,159
- Florida High School Athletic Association (FHSA) Flag Football State Championship 2015 (May 8-9) 196 visitors, 140 room nights and a direct visitor spending of \$68,208.
- Youth Basketball of America Super-Regionals 2015 (May 15-16) 600 visitors, 100 room nights and a direct visitor spending of \$208,800.
- Atlantic Coast Conference (ACC) Track & Field Championship (May 14-17), 2,500 visitors, 3200 room nights and an estimated direct spending of \$1,866,595.
- United States Fast Pitch Association (USFA) Softball Tournament (May 15-17) 500 visitors, 750 room nights and direct visitor spending of \$ 494,672.91.
- Comets Capital Challenge (May 21-22) 88 room nights, 850 visitors and estimated direct spending \$354,034.

#### Leads Distributed (Anticipated numbers)

- 2015 FHSA State Cross Country State Championship, (November 6-7) 5,000 visitors, 2,200 room nights and estimated direct spending \$2,322,780.
- Jacksonville Storm Showcase, (July 9-12), with 3,000 visitors, 2,400 room nights and an estimated direct spending of \$1,331,869.



Visit Tallahassee  
PROGRAM HIGHLIGHTS  
*June 2015*

**I. Marketing Communications**

Development Activities:

- Hosted *Sherman's Travel*, *Georgia Family Magazine* and *MomLuck.com* for the Adventurous Souls Group Media Tour. Participating industry partners included: Aloft Downtown Tallahassee, Zin, TNT Hideaway, Wakulla Springs, Backwoods Bistro, Uptown Café, Tallahassee Museum, Andrew's Capital Grill, A la Provence, Lofty Pursuits, Bradfordville Blues Club and Bike Tallahassee.
- Tracked progress of marketing activities in weekly status calls with Zimmerman
- Analyzed social media content to ensure relevant and engaging posts
- Reviewed upcoming editorial deadlines, wrote and edited copy and provided images to Rowland Publishing for the 2016 Visitor Guide
- Attended and presented at Grants Workshop
- Conducted television interviews with *WCTV-TV* and *AM Break with Ann & Audra* promoting T.O.U.R. Guide
- Coordinated news releases for: AAU Region 9 Track & Field National Qualifier and Tournaments Bring County Economic Diamond
- Finalized press kits for Family Friendly Tallahassee, Arts & Culture and Outdoors
- Assisted, Whitney Tressel, Budget Travel Photography Editor solicit input from Visit Tallahassee's social following regarding things to see, do and eat while visiting the area and coordinated @Visit\_Tally's first Instagram Take-Over with Budget Travel
- Developed and/or coordinated stories for VisitTallahassee.com on Father's Day Fun, Berry Picking and Park Avenue Inn
- Coordinated staff educational trips various local attractions
- Discussed available partner resources with Sarah Bozeman from Open Nights Performing Arts
- Assisted City/County Planning Department review downtown wayfinding signs and provided #IHeartTally graphics
- Reviewed the division's Crisis/Emergency Plan and provided updated City of Tallahassee Communications Department contact information
- Reviewed journalist profiles and submitted appointment requests for Travel Media Showcase
- Compiled comprehensive recap of all Marketing efforts for Spring on Stage/Spring Concert Series for County Administration
- Coordinated staff to work the Leon County Tourism booth at Historic Capitol Museum and the St. Marks National Wildlife Refuge for T.O.U.R. Guide

Performance Measures:

- Reviewed, edited and approved social media posts (Facebook Twitter and Instagram) and Pinterest boards.
- Updated content on VisitTallahassee.com and CapitalCityAmphitheater.com
- Developed and distributed industry newsletter showcasing upcoming events, partnership opportunities, division activities, sales and sports news

## **II. Meetings & Conventions/Customer Service**

### Development Activities:

- Continued assisting the Florida Association of Science Teacher (FAST) Conference for October 2015 including providing rates and availability for overflow sleeping rooms and scheduling site visits at partner properties.
- Assisted the Marketing and Communications Department with an E-pro email newsletter promoting spring 2016 availability and the Special Event Grant Program. More than 7, 300 association, specialty and corporate meeting planners from Florida, Georgia and Alabama received the email.
- Met with Dustin Frost to from Tallahassee Community College (TCC) and toured the Work Force Development Center and discussed partnership opportunities.
- Secured sponsorship for the Society of Government Meeting Professionals (SGMP) Florida Capital Meeting on July 21 with co-host partner, Tallahassee Community College (TCC).
- Processed and approved Transportation Funding for the Hadley Hawthorne Walden and Dickey Family Reunion with more than 600 sleeping rooms, July 16-19, 2015.

### Performance Measures:

- Sent one new lead with 130 visitors, 100 room nights and an estimated \$64,236 in direct spending.
- Currently working nine tentative groups with 1,620 visitors, 1,712 room nights and an estimated \$1,610,973 in direct spending.
- Booked two groups with 160 visitors, 35 room nights and an estimated \$ 181,356 in direct spending.

### Hosted in June:

- WM Durham Advisory Council Meeting (June 4, 2015) with 10 visitors, 5 room nights and an estimated \$3,238 in direct spending.

## **III. Leisure Travel**

### Development Activities:

- Exhibited at the Tampa Bay Caribbean Carnival in St. Petersburg June 5-8, 2015.
- Researched tour operator profiles and requested 43 one-on-one appointments at the Student Youth Travel Association Annual Conference (SYTA), August 28 - September 2, 2015 in Branson, MO.
- Conducted a site visit for the National Classic Thunderbird Car Club arriving July 2016 with 200 visitors.
- Assisted the Owls Nest Recovery Community with venue space and attraction reservations. This group is a direct result of exhibiting at the Original Tampa Bay Blues Festival.
- Attended a meeting with the new Hotel Duval sales team sales and discussed hotel room leads and partnership opportunities with Visit Tallahassee.

- Participated in June 20 T.O.U.R. Guide program at St. Marks National Wildlife Refuge.
- Assisted nine family reunions, three weddings, six tour companies and one senior group.

Performance Measures: (Anticipated numbers)

- Sent three new leads with 5,750 visitors, 2,010 room nights and an estimated direct spending of \$1,914,000.
- Currently working six tentative groups with 6,140 visitors, 2,887 room nights and an estimated \$2,600,720 in direct spending.
- Turned definite three groups with 725 visitors, 580 room nights and an estimated direct spending of \$185,600.

Hosted the following groups:

- Group Voyagers, Inc. (June 8-9, 2015) with 200 visitors, 200 room nights and an estimated direct spend of \$46,400.
- Lake City Educators Club (June 11-12, 2015) with 100 visitors, 208 room nights and an estimated direct spend of \$34,800.
- Blue Grass Tours (June 9-10, 2015) with 250 visitors, 120 room nights and an estimated direct spend of \$58,000.
- Lockett Family Reunion (June 26-27, 2015) with 140 visitors, 45 room nights and an estimated direct spend of \$32,480.

Lost the following groups:

- Connection Housing for the American Cavalier King Charles Spaniel Club National Specialty Management (April 1-8, 2016). Lost to Orlando
- Elvis Presley Music Festival – Sherry Management (December 6-9, 2016). Lost to Orlando.

#### **IV. Visitor Services**

Development Activities:

- Conducted inventories of promotional items, Visitor Center gift shop items and updated displays in the gift shop
- Updated art gallery in Visitor Center (provided by Lemoyne Center for Visual Arts) with paintings of local area landscapes.
- Created a T.O.U.R. Guide-themed window display.
- Assisted with the June 20 T.O.U.R. Guide program at St. Marks National Wildlife Refuge.

Performance Measures as of June 23:

Downtown Visitor Center Walk-In Traffic

- Provided services to 280 walk-in visitors (191 domestic and 40 international)

Telephone Visitor Services

- Fulfilled 110 telephone inquiries

Visitor Gift Store Sales

- \$107.38 in total sales

## **B. Group Services (Visitor Inquiries/Fulfillment)**

Performance Measures as of June 23:

Mail Fulfillment

- 14 phone and mail requests.
- 287 inquiries from advertisements.
- 54 website requests for visitor guides.

Group Services Requests as of June 23:

- Distributed 1769 visitor guides and other material to the following:
  - All American City #Tally4AAC
  - FSU Law School
  - Tampa Bay Caribbean Fest Carnival
  - Williams Lancaster Wedding
  - Womble Wedding
  - National Conference of State Historic Preservation Officers
  - Masters of Fine Arts
  - Jones Family Reunion
  - Harrell Family Reunion
  - FSU College of Criminology Graduate School Orientation
  - Amateur Athletic Union Track & Field National Qualifier
- Distributed 2208 visitor guides to area partners and 792 to the I-95 Florida Welcome Center.
- Provided 135 visitor guides to downtown Visitor Center guests.

## **V. Sports Marketing**

Development Activities:

- In partnership with Florida State Athletics and USA Diving, the British Olympic Association Diving Team will train for the 2016 Olympics in Tallahassee at Morcom Aquatic Facility.
- Participated in the National Association of Sports Commission's monthly board of directors' conference call.
- Brian Hickey is serving on a committee for the planning and further development of the Florida Sports Foundation Annual Summit.
- Continued planning the AAU Track and Field Region 9 Qualifier with multiple meetings with meet director Alice Sims and Florida State Athletics facility staff finalizing all details.
- Hosted the AAU Track and Field Region 9 Qualifier at Florida State University's Mike Long Track in partnership with Capital City Christian Cruisers. The event drew over 950 athletes and 3,000 visitors to the community providing an estimated \$1.2 million in direct visitor spending.
- Brian Hickey discussed upcoming events and the special event grant process in an interview with St. Clair Murrane on WTAL 1450 AM.
- Conducted a site visit at Apalachee Regional Park and secured Insane Inflatable 5k. This event promotes fun, active lifestyles and benefits a local charitable organization. Leigh Davis, Leon County Parks and Recreation, Jon Brown, Leon County Community and Media Relations, and Brian Hickey met with Kathryn

Rolle with United Way of the Big Bend to introduce this opportunity and how this organization can generate additional funds for United Way of the Big Bend.

- Researched fiber optic options for cross country race timing companies for the installation at Apalachee Regional Park.
- Participated in a discussion with Marjorie Turnbull, Lee Daniel and Gary Stogner to discuss the possibility of Leon County Tourism Development assisting 'Choose Tallahassee' with some administrative and operational tasks.
- Conducted a post event wrap up meeting with Leon County Schools and Florida High School Athletic Association regarding the Flag Football Championships. This was the last of event of the three year commitment. The event will go back out to bid later in the summer of 2015.
- Participated in the Leon County Fairgrounds Market Study Review with Joshua Pascua and Brian Wiebler.
- Hosted a Special Event Grants workshop that reviewed eligibility, the application process and important criteria that the review committee and TDC consider. This was the first of two workshops conducted as it introduced the new online grant process.

#### Performance Measures:

##### Events Hosted (Anticipated numbers)

- Summer Baseball Tournament/2015 Tournament of Champions, (June 13-14), 40 room nights, 100 visitors and estimated direct spending \$78,435.
- Tallahassee Open - Disc Golf Tournament, (June 6-7), 95 room nights, 110 visitors and estimated direct spending \$25,520.
- The Ride for Hope 2015, (June 13-14), 30 room nights, 200 visitors and estimated direct spending \$168,505
- 24<sup>th</sup> Annual Capital City Invitational (Softball) (June 5-7) 1,000 visitors, 730 room nights and a direct visitor spending of \$348,000.
- USFA Sunshine State Tournament (June 12-13) 1,500 visitors, 850 room nights and a direct visitor spending of \$522,000
- Goldstar Invitational (June 19-21) 1,200 visitors, 800 room nights and a direct visitor spending of \$556,800.
- AAU Track & Field National Qualifier (June 24-28) 3,000 visitors, 1,500 room nights and direct visitor spending of \$1.2 million.
- Dizzy Dean State Baseball (June 23-28) 1000 visitors, 500 room nights and direct visitor spending of \$550,564.36
- ASA Black Worlds (June 27-28) 1,000 visitors, 730 room nights and a direct visitor spending of \$348,000.

##### Events Booked (Anticipated numbers)

- ACC Track & Field Championship (May 13-16 2016), 2,500 visitors, 3,200 room nights and an estimated direct spending of \$1,866,595.



**Tourist Development Council**  
Statement of Cash Flow  
Period Ending May 31, 2015

<b>4-Cents Collections</b>		YTD	May	FY 2014/15		% Revenue	
Acct #	REVENUES	Actuals	Actuals	Budget	Received	Variance	
312100	Local Option Resort Taxes (4-cents)	\$ 2,651,015.70	\$ 345,276.85	\$ 3,593,850	74%	(942,834)	
361320	Tax Collector FS 125.315	\$ -	-	-		-	
361111	Pooled Interest Allocation	\$ 32,666.43	23,229.11	44,935			
362000	Rents & Royalties	\$ 10,200.00		10,200		-	
365000	Merchandise Sales	\$ 1,689.04	146.85	5,000			
366930	Other Contributions/Partnerships	\$ 700.00		3,600			
361300	Interest Inc/FMV Adjustment	\$ -	-				
369900	Miscellaneous Revenue	\$ -	-				
399900	Appropriated Fund Balance			696,997			
Total Estimated Receipts				4,354,582			
		<u>\$ 2,696,271.17</u>	<u>\$ 368,652.81</u>				
Acct #	EXPENDITURES	YTD	May	FY 2014/15	FY 2014/15	% Budget	Under/
	<i>Administration (301)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
51200	Salaries & Wages	\$ 138,830.88	23,883.96	\$ 237,113	\$ 237,113	59%	\$ 98,282
51210	Regular OPS Salaries & Wages	\$ 9,444.35	1,655.26	10,606	10,606	89%	1,162
52100	FICA	\$ 10,174.10	1,864.43	18,670	18,670	54%	8,496
52200	Retirement Contributions	\$ 22,044.89	3,809.77	35,077	35,077	63%	13,032
52210	Deferred Compensation	\$ 70.87	12.61	755	755	9%	684
52300	Life & Health Insurance	\$ 26,991.43	6,543.76	36,819	36,819	73%	9,828
52400	Workers Compensation	\$ 385.30	66.39	443	443	87%	58
53400	Other Contractual Services	\$ 69,273.31	8,333.33	115,500	115,500	60%	46,227
54000	Travel & Per Diem	\$ 4,159.28	1,093.27	7,500	7,500	55%	3,341
54101	Communications - Phone System	\$ 677.03	98.34	1,370	1,370	49%	693
54300	Utilities	\$ 7,873.61	1,126.44	14,500	14,500	54%	6,626
54400	Rental & Leases	\$ 5,241.25	146.85	5,000	5,000	105%	(241)
54505	Vehicle Coverage	\$ 799.00	-	799	799	100%	-
54600	Repair & Maintenance	\$ 2,347.18	155.00	34,000	34,000	7%	31,653
54601	Vehicle Repair	\$ 60.47	-	1,210	1,210	5%	1,150
54900	Other Current Charges	\$ 783.50	141.50	1,971	1,971	40%	1,188
55100	Office Supplies	\$ 329.40	-	1,000	1,000	33%	671
55200	Operating Supplies	\$ 5,803.77	117.00	7,500	7,500	77%	1,696
55210	Fuel & Oil	\$ 194.75	36.16	1,000	1,000	19%	805
55400	Publications, Memberships	\$ 1,517.73	300.00	2,300	2,300	66%	782
55401	Training	\$ -	-	3,000	3,000	0%	3,000
<i>Advertising/Public Relations (302)</i>							
53400	Other Contractual Services	\$ 390,193.56	\$ 65,670.55	\$ 960,000	\$ 960,000	41%	\$ 569,806
<i>Marketing (303)</i>							
51200	Salaries & Wages	\$ 291,876.95	50,528.39	439,517	439,517	66%	147,640
51210	Regular OPS Salaries & Wages	\$ 9,444.34	1,655.25	11,306	11,306	84%	1,862
52100	FICA	\$ 22,598.03	3,900.47	32,575	32,575	69%	9,977
52200	Retirement Contributions	\$ 21,382.02	3,712.64	30,390	30,390	70%	9,008
52210	Deferred Compensation	\$ 494.22	90.49	-	-		(494)
52300	Life & Health Insurance	\$ 23,475.43	6,304.86	45,703	45,703	51%	22,228
52400	Workers Compensation	\$ 1,247.76	214.12	1,368	1,368	91%	120
53400	Other Contractual Services	\$ 44,209.00	-	92,700	92,700	48%	48,491
54000	Travel & Per Diem	\$ 22,471.00	2,084.32	83,777	83,777	27%	61,306
54100	Communications Services	\$ 3,370.49	342.33	7,823	7,823	43%	4,453
54101	Communications - Phone system	\$ 456.01	-	890	890	51%	434
54200	Postage	\$ 23,165.80	-	48,000	48,000	48%	24,834
54400	Rental & Leases	\$ 1,506.60	192.00	3,347	3,347	45%	1,840
54700	Printing	\$ 5,008.23	-	5,000	5,000	100%	(8)
54800	Promotional Activities	\$ 16,262.95	250.00	87,732	104,532	16%	88,269
54860	TDC Direct Sales Promotions	\$ 21,398.18	-	65,805	70,805	30%	49,407
54861	TDC Community Relations	\$ 5,837.57	-	11,800	11,800	49%	5,962
54862	TDC Merchandise	\$ 171.26	-	5,000	5,000	3%	4,829
54900	Other Current Charges	\$ 80,002.42	10,543.49	227,000	232,500	34%	152,498
54948	Other Current Chrg - Amphitheater	\$ -	-	100,000	100,000	0%	100,000
55100	Office Supplies	\$ 485.76	-	3,700	3,700	13%	3,214
55200	Operating Supplies	\$ 1,448.04	679.13	5,000	5,000	29%	3,552
52250	Uniforms	\$ 2,006.37	-	1,500	1,500	134%	(506)

**Tourist Development Council**  
Statement of Cash Flow  
Period Ending May 31, 2015

Acct # EXPENDITURES	YTD	May	FY 2014/15	FY 2014/15	% Budget	Under/
<i>Administration (303)(Continued)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
55400 Publications, Memberships	\$ 12,435.48	\$ -	\$ 17,163	\$ 17,163	72%	4,728
55401 Training	\$ -	-	9,245	9,245	0%	9,245
56400 Machinery & Equipment	\$ -	-	3,400	3,400		3,400
58160 TDC Local T&E	\$ 521.46	-	1,500	1,500	35%	979
58320 Sponsorship & Contributions	\$ 12,880.00	-	16,650	16,650	77%	3,770
<i>Special Events/Grants (304)</i>						
58300 Grants & Aids	\$ 100,847.00	17,049.00	340,000	402,500	25%	301,653
<i>Countywide Automation (470)</i>						
54110 Com-net Communications	\$ -	-	8,815	8,815	0%	8,815
<i>Risk Allocations (495)</i>						
54500 Insurance	\$ 6,987.00	-	6,987	6,987	100%	-
<i>Indirect Cost (499)</i>						
54900 Indirect Cost Charges	\$ -	-	154,000	154,000	0%	154,000
<i>Line Item Funding - (888)</i>						
58214 Cultural Resource Grant Program	\$ 504,500.00	-	504,500	504,500	100%	-
58300 Word of South	\$ 100,000.00	-	-	100,000	100%	-
58300 Red Hills Horse Trials	\$ 129,000.00	-	-	129,000	100%	-
<i>Transfers (950)</i>						
591220 Transfer to Fund 220	\$ -	-	163,451	163,451	0%	163,451
591220 Transfer to Fund 305	\$ -	-	-	-	0%	-
<i>Salary Contingency (990)</i>						
59900 Other Non-operating Uses	\$ -	-	40,998	40,998	0%	40,998
Reserve for Fund Balance	\$ -	-	-	-		-
Total Expenditures	<u>\$ 2,162,685.03</u>	<u>\$ 212,601.11</u>	<u>\$ 4,072,775</u>	<u>\$ 4,391,575</u>		

<b>1-Cent Collections</b>						
Acct # REVENUES	YTD	May	FY 2014/15	FY 2014/15	% Revenue	Variance
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Received	
312110 Local Option Resort Taxes (1-cent) <sup>2</sup>	\$ 662,751.50	\$ 86,319.00	\$ 898,463	\$ 898,463	74%	235,712
361120 Pooled Interest	\$ 55.83	-	-	-		
361320 Tax Collector FS 125.315	\$ 12.40	-	-	-		
366930 Refund from Prior Years	-	-	-	-		
Total Revenues	<u>\$ 662,819.73</u>	<u>86,319.00</u>	<u>\$ 898,463</u>	<u>\$ 898,463</u>		

Acct # EXPENDITURES	YTD	May	FY 2014/15	FY 2013/14	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
58100 Aids to Government Agencies	\$ -	\$ -	\$ 898,462	\$ 898,462	0%	898,462
Total Expenditures	<u>\$ -</u>	<u>\$ -</u>	<u>\$ 898,462</u>	<u>\$ 898,462</u>	0%	898,462

**NOTES TO THE FINANCIAL STATEMENT**  
**As of May 31, 2015**

**REVENUES**

- 1- Revenue deposited for May for the 4-cent collections - \$345,277.
- 2- Revenue deposited for May for the 1-cent collections - \$86,319.

**EXPENSES**

No Transfers.

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**Tourist Development Council**  
Statement of Cash Flow  
Period Ending June 30, 2015

<b>4-Cents Collections</b>		YTD	June	FY 2014/15		% Revenue	
Acct #	REVENUES	Actuals	Actuals	Budget		Received	Variance
312100	Local Option Resort Taxes (4-cents)	\$ 3,006,179.70	\$ 355,164.00	\$ 3,593,850		84%	(587,670)
361320	Tax Collector FS 125.315	\$ -	-	-			-
361111	Pooled Interest Allocation	\$ 32,666.43	-	44,935			-
362000	Rents & Royalties	\$ 10,200.00	-	10,200			-
365000	Merchandise Sales	\$ 1,689.04	-	5,000			-
366930	Other Contributions/Partnerships	\$ 700.00	-	3,600			-
361300	Interest Inc/FMV Adjustment	\$ -	-	-			-
369900	Miscellaneous Revenue	\$ -	-	-			-
399900	Appropriated Fund Balance			696,997			-
	Total Estimated Receipts			4,354,582			
		\$ 3,051,435.17	\$ 355,164.00				
Acct #	EXPENDITURES	YTD	June	FY 2014/15	FY 2014/15	% Budget	Under/
	<i>Administration (301)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
51200	Salaries & Wages	\$ 154,753.52	15,922.64	\$ 237,113	\$ 237,113	65%	\$ 82,359
51210	Regular OPS Salaries & Wages	\$ 10,528.92	1,084.57	10,606	10,606	99%	77
52100	FICA	\$ 11,411.91	1,237.81	18,670	18,670	61%	7,258
52200	Retirement Contributions	\$ 24,593.37	2,548.48	35,077	35,077	70%	10,484
52210	Deferred Compensation	\$ 79.05	8.18	755	755	10%	676
52300	Life & Health Insurance	\$ 30,263.31	3,271.88	36,819	36,819	82%	6,556
52400	Workers Compensation	\$ 429.53	44.23	443	443	97%	13
53400	Other Contractual Services	\$ 77,606.64	8,333.33	115,500	115,500	67%	37,893
54000	Travel & Per Diem	\$ 4,159.28	-	7,500	7,500	55%	3,341
54101	Communications - Phone System	\$ 775.37	98.34	1,370	1,370	57%	595
54300	Utilities	\$ 8,406.15	532.54	14,500	14,500	58%	6,094
54400	Rental & Leases	\$ 5,776.95	535.70	5,000	5,000	116%	(777)
54505	Vehicle Coverage	\$ 799.00	-	799	799	100%	-
54600	Repair & Maintenance	\$ 2,936.06	588.88	34,000	34,000	9%	31,064
54601	Vehicle Repair	\$ 60.47	-	1,210	1,210	5%	1,150
54900	Other Current Charges	\$ 783.50	-	1,971	1,971	40%	1,188
55100	Office Supplies	\$ 329.40	-	1,000	1,000	33%	671
55200	Operating Supplies	\$ 6,252.09	448.32	7,500	7,500	83%	1,248
55210	Fuel & Oil	\$ 194.75	-	1,000	1,000	19%	805
55400	Publications, Memberships	\$ 1,517.73	-	2,300	2,300	66%	782
55401	Training	\$ -	-	3,000	3,000	0%	3,000
	<i>Advertising/Public Relations (302)</i>						
53400	Other Contractual Services	\$ 421,722.91	\$ 31,529.35	\$ 960,000	\$ 960,000	44%	\$ 538,277
	<i>Marketing (303)</i>						
51200	Salaries & Wages	\$ 327,148.05	35,271.10	439,517	439,517	74%	112,369
51210	Regular OPS Salaries & Wages	\$ 10,528.91	1,084.57	11,306	11,306	93%	777
52100	FICA	\$ 25,297.88	2,699.85	32,575	32,575	78%	7,277
52200	Retirement Contributions	\$ 23,942.24	2,560.22	30,390	30,390	79%	6,448
52210	Deferred Compensation	\$ 554.34	60.12	-	-		(554)
52300	Life & Health Insurance	\$ 26,784.11	3,308.68	45,703	45,703	59%	18,919
52400	Workers Compensation	\$ 1,396.79	149.03	1,368	1,368	102%	(29)
53400	Other Contractual Services	\$ 54,209.00	10,000.00	92,700	92,700	58%	38,491
54000	Travel & Per Diem	\$ 25,679.61	3,208.61	83,777	83,777	31%	58,097
54100	Communications Services	\$ 3,689.89	319.40	7,823	7,823	47%	4,133
54101	Communications - Phone system	\$ 456.01	-	890	890	51%	434
54200	Postage	\$ 23,165.80	-	48,000	48,000	48%	24,834
54400	Rental & Leases	\$ 1,536.10	29.50	3,347	3,347	46%	1,811
54700	Printing	\$ 5,008.23	-	5,000	5,000	100%	(8)
54800	Promotional Activities	\$ 16,262.95	-	87,732	104,532	16%	88,269
54860	TDC Direct Sales Promotions	\$ 21,398.18	-	65,805	70,805	30%	49,407
54861	TDC Community Relations	\$ 5,837.57	-	11,800	11,800	49%	5,962
54862	TDC Merchandise	\$ 171.26	-	5,000	5,000	3%	4,829
54900	Other Current Charges	\$ 97,133.50	17,131.08	227,000	232,500	42%	135,367
54948	Other Current Chrg - Amphitheater	\$ -	-	100,000	100,000	0%	100,000
55100	Office Supplies	\$ 485.76	-	3,700	3,700	13%	3,214
55200	Operating Supplies	\$ 1,448.04	-	5,000	5,000	29%	3,552
52250	Uniforms	\$ 2,006.37	-	1,500	1,500	134%	(506)

**Tourist Development Council**  
Statement of Cash Flow  
Period Ending June 30, 2015

Acct # EXPENDITURES	YTD	June	FY 2014/15	FY 2014/15	% Budget	Under/
<i>Administration (303)(Continued)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
55400 Publications, Memberships	\$ 12,435.48	\$ -	\$ 17,163	\$ 17,163	72%	4,728
55401 Training	\$ -	-	9,245	9,245	0%	9,245
56400 Machinery & Equipment	\$ -	-	3,400	3,400		3,400
58160 TDC Local T&E	\$ 521.46	-	1,500	1,500	35%	979
58320 Sponsorship & Contributions	\$ 12,880.00	-	16,650	16,650	77%	3,770
<i>Special Events/Grants (304)</i>						
58300 Grants & Aids	\$ 177,044.00	76,197.00	340,000	402,500	44%	225,456
<i>Countywide Automation (470)</i>						
54110 Com-net Communications	\$ -	-	8,815	8,815	0%	8,815
<i>Risk Allocations (495)</i>						
54500 Insurance	\$ 6,987.00	-	6,987	6,987	100%	-
<i>Indirect Cost (499)</i>						
54900 Indirect Cost Charges	\$ -	-	154,000	154,000	0%	154,000
<i>Line Item Funding - (888)</i>						
58214 Cultural Resource Grant Program	\$ 504,500.00	-	504,500	504,500	100%	-
58300 Word of South	\$ 100,000.00	-	-	100,000	100%	-
58300 Red Hills Horse Trials	\$ 129,000.00	-	-	129,000	100%	-
<i>Transfers (950)</i>						
591220 Transfer to Fund 220	\$ -	-	163,451	163,451	0%	163,451
591220 Transfer to Fund 305	\$ -	-	-	-	0%	-
<i>Salary Contingency (990)</i>						
59900 Other Non-operating Uses	\$ -	-	40,998	40,998	0%	40,998
Reserve for Fund Balance	\$ -	-	-	-		-
Total Expenditures	\$ 2,380,888.44	\$ 218,203.41	\$ 4,072,775	\$ 4,391,575		

<b>1-Cent Collections</b>						
Acct # REVENUES	YTD	June	FY 2014/15	FY 2014/15	% Revenue	Variance
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Received	
312110 Local Option Resort Taxes (1-cent) <sup>2</sup>	\$ 751,542.50	\$ 88,791.00	\$ 898,463	\$ 898,463	84%	146,921
361120 Pooled Interest	\$ 55.83	-	-	-		
361320 Tax Collector FS 125.315	\$ 12.40	-	-	-		
366930 Refund from Prior Years	-	-	-	-		
Total Revenues	\$ 751,610.73	88,791.00	\$ 898,463	\$ 898,463		

Acct # EXPENDITURES	YTD	June	FY 2014/15	FY 2013/14	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
58100 Aids to Government Agencies	\$ -	\$ -	\$ 898,462	\$ 898,462	0%	898,462
Total Expenditures	\$ -	\$ -	\$ 898,462	\$ 898,462	0%	898,462

**NOTES TO THE FINANCIAL STATEMENT**  
**As of June 30, 2015**

**REVENUES**

- 1- Revenue estimated to be deposited for June for the 4-cent collections - \$355,164.
- 2- Revenue estimated to be deposited for June for the 1-cent collections - \$88,791.

**EXPENSES**

No Transfers.

#####

**Leon County Tourist Development Council**  
**Local Option Tourist Development Tax Collections**  
**(Bed Tax Revenues)**

	October	November	December	January	February	March	April	May	June	July	August	September	Totals
<b>FY2010/2011 (3-cents)</b>	<b>176,487.38</b>	<b>220,185.11</b>	<b>222,144.54</b>	<b>164,079.22</b>	<b>167,152.22</b>	<b>180,699.03</b>	<b>230,155.03</b>	<b>226,826.62</b>	<b>168,562.63</b>	<b>183,202.73</b>	<b>163,614.65</b>	<b>207,745.22</b>	<b>2,310,854.38</b>
<b>(1-cent - 4th Penny)</b>	58,829.13	73,395.04	74,048.18	54,693.07	55,717.40	60,233.01	76,718.34	75,608.87	56,187.54	61,067.58	54,538.22	69,248.41	770,284.79
<b>(1-cent - 5th Penny)</b>	58,829.13	73,395.04	74,048.18	54,693.07	55,717.40	60,233.01	76,718.34	75,608.87	56,187.54	61,067.58	54,538.22	69,248.41	770,284.79
Total	294,145.64	366,975.19	370,240.90	273,465.37	278,587.02	301,165.05	383,591.71	378,044.36	280,937.71	305,337.89	272,691.09	346,242.03	3,851,423.96
Gain/Loss - Month: 3 cent	(10%)	4%	45%	11%	21%	2%	5%	6%	(6%)	(2%)	(7%)	6%	
Gain/Loss - YTD: 3 cent	(10%)	(3%)	10%	10%	12%	10%	9%	9%	7%	6%	5%	5%	
Year to date: 3-cent	176,487.38	396,672.50	618,817.04	782,896.26	950,048.48	1,130,747.51	1,360,902.54	1,587,729.16	1,756,291.78	1,939,494.52	2,103,109.17	2,310,854.38	
Year to date: 1-cent (4th)	58,829.13	132,224.17	206,272.35	260,965.42	316,682.82	376,915.83	453,634.17	529,243.04	585,430.58	646,498.16	701,036.38	770,284.79	
Year to date: 1-cent (5th)	58,829.13	132,224.17	206,272.35	260,965.42	316,682.82	376,915.83	453,634.17	529,243.04	585,430.58	646,498.16	701,036.38	770,284.79	
<b>FY2011/2012 (3-cents)</b>	<b>202,314.05</b>	<b>241,057.61</b>	<b>300,343.03</b>	<b>171,796.96</b>	<b>195,893.51</b>	<b>225,720.62</b>	<b>215,875.81</b>	<b>212,687.06</b>	<b>177,347.80</b>	<b>199,689.96</b>	<b>174,936.79</b>	<b>220,525.36</b>	<b>2,538,188.54</b>
<b>(1-cent - 4th Penny)</b>	67,438.02	80,352.54	100,114.34	57,265.65	65,297.84	75,240.21	71,958.60	70,895.69	59,115.93	66,563.32	58,312.26	73,508.45	846,062.85
<b>(1-cent - 5th Penny)</b>	67,438.02	80,352.54	100,114.34	57,265.65	65,297.84	75,240.21	71,958.60	70,895.69	59,115.93	66,563.32	58,312.26	73,508.45	846,062.85
Total	337,190.08	401,762.68	500,571.72	286,328.26	326,489.18	376,201.04	359,793.01	354,478.43	295,579.66	332,816.60	291,561.31	367,542.26	4,230,314.23
Gain/Loss - Month: 3 cent	15%	9%	35%	5%	17%	25%	(6%)	(6%)	5%	9%	7%	6%	
Gain/Loss - YTD: 3 cent	15%	12%	20%	17%	17%	18%	14%	11%	11%	10%	10%	10%	
Year to date: 3-cent	202,314.05	443,371.66	743,714.69	915,511.64	1,111,405.15	1,337,125.78	1,553,001.58	1,765,688.64	1,943,036.44	2,142,726.40	2,317,663.18	2,538,188.54	
Year to date: 1-cent (4th)	67,438.02	147,790.55	247,904.90	305,170.55	370,468.38	445,708.59	517,667.19	588,562.88	647,678.81	714,242.13	772,554.39	846,062.85	
Year to date: 1-cent (5th)	67,438.02	147,790.55	247,904.90	305,170.55	370,468.38	445,708.59	517,667.19	588,562.88	647,678.81	714,242.13	772,554.39	846,062.85	
<b>FY2012/2013 (3-cents)</b>	<b>223,165.00</b>	<b>242,102.27</b>	<b>228,817.94</b>	<b>168,858.73</b>	<b>181,755.81</b>	<b>203,535.02</b>	<b>254,217.13</b>	<b>229,551.36</b>	<b>238,558.94</b>	<b>226,915.85</b>	<b>191,671.88</b>	<b>232,633.20</b>	<b>2,621,783.14</b>
<b>(1-cent - 4th Penny)</b>	74,388.33	80,700.76	76,272.65	56,286.24	60,585.27	67,845.01	84,739.04	76,517.12	79,519.65	75,638.62	63,890.63	77,544.40	873,927.71
<b>(1-cent - 5th Penny)</b>	74,388.33	80,700.76	76,272.65	56,286.24	60,585.27	67,845.01	84,739.04	76,517.12	79,519.65	75,638.62	63,890.63	77,544.40	873,927.71
Total	371,941.67	403,503.79	381,363.24	281,431.22	302,926.35	339,225.04	423,695.21	382,585.60	397,598.24	378,193.08	319,453.13	387,722.00	4,369,638.57
Gain/Loss - Month: 3 cent	10%	0.4%	(24%)	(2%)	(7%)	(10%)	18%	8%	35%	14%	10%	5%	
Gain/Loss - YTD: 3 cent	10%	5%	(7%)	(6%)	(6%)	(7%)	(3%)	(2%)	1%	3%	3%	3%	
Year to date: 3-cent	223,165.00	465,267.28	694,085.22	862,943.95	1,044,699.76	1,248,234.79	1,502,451.91	1,732,003.27	1,970,562.22	2,197,478.06	2,389,149.94	2,621,783.14	
Year to date: 1-cent (4th)	74,388.33	155,089.09	231,361.74	287,647.98	348,233.25	416,078.26	500,817.30	577,334.42	656,854.07	732,492.69	796,383.31	873,927.71	
Year to date: 1-cent (5th)	74,388.33	155,089.09	231,361.74	287,647.98	348,233.25	416,078.26	500,817.30	577,334.42	656,854.07	732,492.69	796,383.31	873,927.71	
<b>FY2013/2014 (3-cents)</b>	<b>196,254.46</b>	<b>287,207.31</b>	<b>265,286.16</b>	<b>167,686.13</b>	<b>183,137.77</b>	<b>227,704.36</b>	<b>264,192.29</b>	<b>259,057.28</b>	<b>224,205.35</b>	<b>224,941.50</b>	<b>208,286.19</b>	<b>226,966.81</b>	<b>2,734,925.62</b>
<b>(1-cent - 4th Penny)</b>	65,418.15	95,735.77	88,428.72	55,895.38	61,045.92	75,901.45	88,064.10	86,352.43	74,735.12	74,980.50	69,428.73	75,655.60	911,641.87
<b>(1-cent - 5th Penny)</b>	65,418.15	95,735.77	88,428.72	55,895.38	61,045.92	75,901.45	88,064.10	86,352.43	74,735.12	74,980.50	69,428.73	75,655.60	911,641.87
Total	327,090.76	478,678.85	442,143.60	279,476.88	305,229.62	379,507.27	440,320.49	431,762.14	373,675.59	374,902.50	347,143.65	378,278.02	4,558,209.37
Gain/Loss - Month: 3 cent	(12%)	19%	16%	(1%)	1%	12%	4%	13%	(6%)	(1%)	9%	(2%)	
Gain/Loss - YTD: 3 cent	(12%)	4%	8%	6%	5%	6%	6%	7%	5%	5%	5%	4.3%	
Year to date: 3-cent	196,254.46	483,461.77	748,747.93	916,434.05	1,099,571.83	1,327,276.19	1,591,468.48	1,850,525.77	2,074,731.12	2,299,672.62	2,507,958.81	2,734,925.62	
Year to date: 1-cent (4th)	65,418.15	161,153.92	249,582.64	305,478.02	366,523.94	442,425.40	530,489.49	616,841.92	691,577.04	766,557.54	835,986.27	911,641.87	
Year to date: 1-cent (5th)	65,418.15	161,153.92	249,582.64	305,478.02	366,523.94	442,425.40	530,489.49	616,841.92	691,577.04	766,557.54	835,986.27	911,641.87	
<b>FY2014/2015 (3-cents)</b>	<b>235,483.93</b>	<b>311,616.83</b>	<b>288,190.11</b>	<b>173,577.30</b>	<b>198,900.49</b>	<b>254,369.92</b>	<b>320,647.85</b>	<b>266,966.41</b>	<b>274,611.29</b>	-	-	-	<b>2,324,364.12</b>
<b>(1-cent - 4th Penny)</b>	78,494.64	103,872.28	96,063.37	57,859.10	66,300.16	84,789.97	106,882.62	88,988.80	91,537.10	-	-	-	774,788.04
<b>(1-cent - 5th Penny)</b>	78,494.64	103,872.28	96,063.37	57,859.10	66,300.16	84,789.97	106,882.62	88,988.80	91,537.10	-	-	-	774,788.04
Total	392,473.21	519,361.38	480,316.85	289,295.50	331,500.81	423,949.86	534,413.09	444,944.02	457,685.48	-	-	-	3,873,940.20
Gain/Loss - Month: 3 cent	20%	8%	9%	4%	9%	12%	21%	3%	22%	-	-	-	
Gain/Loss - YTD: 3 cent	20%	13%	12%	10%	10%	10%	12%	11%	12%	-	-	-	
Year to date: 3-cent	235,483.93	547,100.75	835,290.86	1,008,868.16	1,207,768.65	1,462,138.57	1,782,786.42	2,049,752.83	2,324,364.12	-	-	-	
Year to date: 1-cent (4th)	78,494.64	182,366.92	278,430.29	336,289.39	402,589.55	487,379.52	594,262.14	683,250.94	774,788.04	-	-	-	
Year to date: 1-cent (5th)	78,494.64	182,366.92	278,430.29	336,289.39	402,589.55	487,379.52	594,262.14	683,250.94	774,788.04	-	-	-	

**Notes:**

- (1) Gain/Loss for month and year-to-date are percentage change comparisons to the previous year.
- (2) The collection of the 3rd Penny Bed Tax began January 1, 1994.
- (3) These figures represent the total bed taxes collected. Of the total collections, 97% is actually deposited in the Tourist Development Trust Fund.
- (4) The collection of the 4th Penny Bed Tax began November, 2004 (Revenues reported for December, 2004) and are designated for the proposed Performing Arts Center.
- (5) The Tourist Tax collection percentages may fluctuate greatly for the 1st quarter of the fiscal year. The fluctuations usually "true-up" after the end of the 2nd quarter of the fiscal year.  
Example: FY2006/2007: 1st quarter, Gain/Loss - YTD: 3-cent is 17%. 2nd quarter, Gain/Loss -YTD: 3-cent is 6%.
- (6) Due to holiday schedule, \$105,864.94 of December 2007 total collections were not included in the December 2007 Tax Collectors Report. The \$105,864.94 will be included in the January 2008 Tax Collectors Report.
- (7) Collection of 5th Penny began May, 2009. Collection reflected in June Tax Collection report.



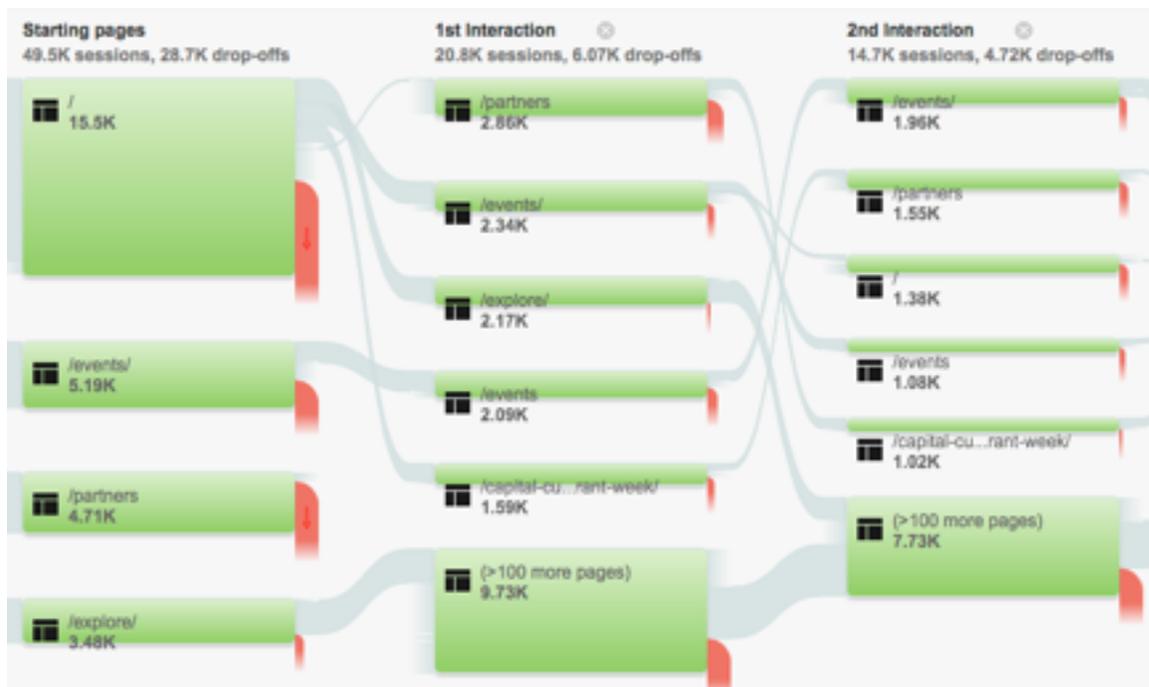
## Executive Summary

In May, VisitTallahassee.com experienced over 49,500 sessions, 71% responsible from organic traffic. While the Homepage and Events pages continually receive the most page views, users showed strong interest in Capital Cuisine Restaurant Week, as the landing page received over 11,000 page views. The Sundown Summer Concert Series also showed interest and engagement with 3,000 page views, and users spending over a minute on the page. Of the total page views, over half were completed by out-of-market users. Referral traffic from Facebook and FSU continued to be strong in May. Besides Tallahassee, geographically, visitation from Orlando, Miami Beach and Bay Lake were the largest contributors this month.

Website Metric	May 2015	May 2014
<b>Sessions</b>	49,511	53,567
<b>Users</b>	39,417	43,242
<b>Page Views</b>	155,027	172,731
<b>Avg Pages Viewed per Session</b>	3.13	3.22
<b>Avg Session Duration</b>	02:12	02:07
<b>New Sessions</b>	69.41%	73.30%
<b>Mobile Sessions</b>	20,897 (42.21%)	18,942 (35.36%)
<b>Mobile + Tablet Sessions</b>	25,979 (52.47%)	25,634 (47.85%)

## Behavior Flow

The map below shows the user experience upon landing on the site.





## Top Content

The chart below shows the top pages viewed on the site.

Page	May Page Views	% of Total Page Views
Homepage	19,144	12.35%
Events	15,982	10.31%
Capital Cuisine Restaurant Week	11,058	7.13%
Explore	10,823	6.98%
Explore: Outdoors & Nature	4,570	2.95%
Dine	3,961	2.56%
Explore: Nightlife	3,641	2.35%
Stay	3,136	2.02%
Events: Sundown Summer Concert Series	3,117	2.01%
Explore: History & Heritage	2,690	1.74%

## Keywords

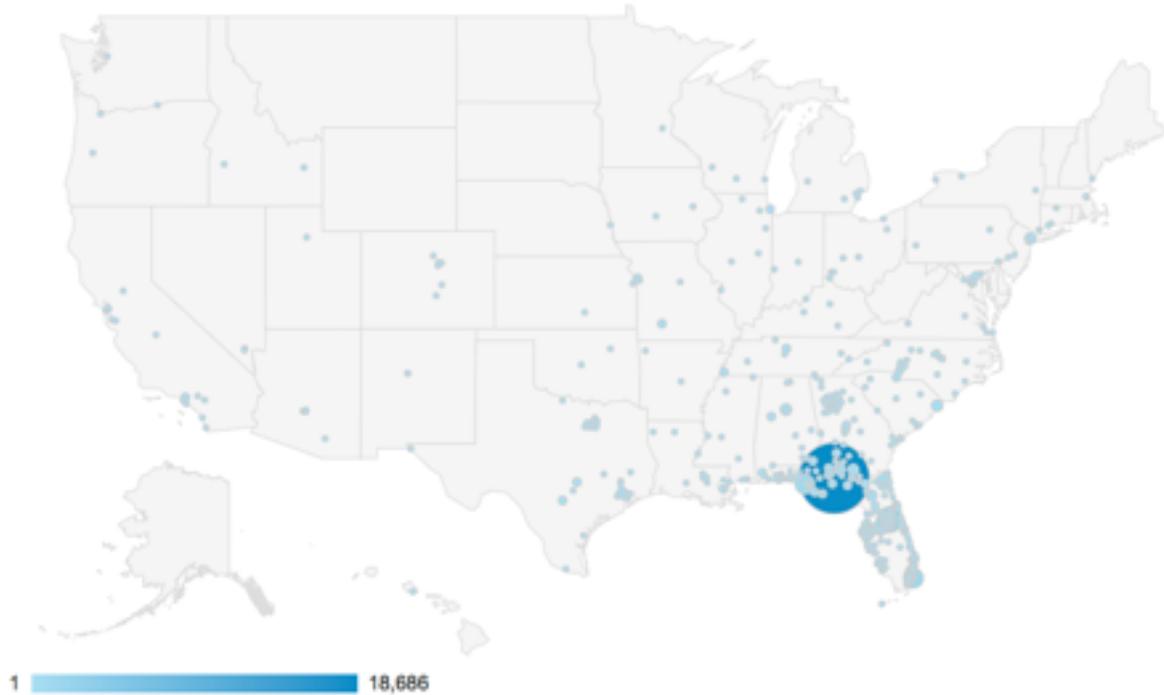
Listed below are the top ten organic keywords used to find the website.

Keywords	Sessions
tallahassee	356
tallahassee fl	283
tallahassee events	139
tallahassee florida	138
things to do in tallahassee	128
visit tallahassee	91
things to do in tallahassee florida	67
tallahassee, fl	56
http://bit.ly/1djhve8	35
what to do in tallahassee	34



## Geography

The map below shows a concentration of visits by city and state.



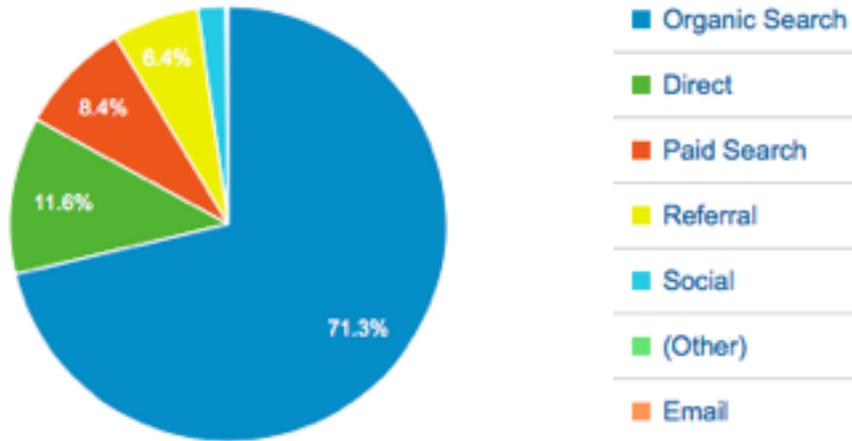
State	Visits
Florida	34,256
Georgia	2,826
Alabama	1,135
Texas	1,135
South Carolina	719
California	672
North Carolina	581
New York	528
Illinois	407
Tennessee	384

City	Visits
Tallahassee	18,686
Orlando	2,362
Miami Beach	1,484
Bay Lake	1,376
Panama City Beach	1,200
Atlanta	703
Jacksonville	526
Gainesville	419
Birmingham	410
Tampa	398



## Traffic Sources

This chart shows how many sessions originated from a specific source.



Traffic Source	May Sessions
Google (organic)	30,236
Direct Traffic	5,767
Google (CPC)	4,162
Yahoo (organic)	2,613
Bing (organic)	2,238

## Top Referring URLs

The chart below shows the top websites that referred traffic to VisitTallahassee.com.

Referring Site	May Sessions
facebook.com	735
visit.fsu.edu	425
tallyconnection.com	255
search.yahoo.com	248
theacc.com	235
twitter.com	222
visitflorida.com	137
50states.com	117
cms.leoncountyfl.gov	91
tallahasseeuseum.org	74



## Search Words

Listed below are the top ten searches on VisitTallahassee.com for all sessions and out of market sessions only.

Searched Words (All)	Page Views
Memorial Day	12
hotels	7
beaches	4
tour guide	4
memorial day events	3
rock the ragnar	3
things to do	3
101	2
brunch	2
camping	2

Searched Words (Out of Market Only)	Page Views
Hotels	7
Memorial Day	4
things to do	3
beaches	2
weather	2
10 important events tallahassee	1
101 restaurant	1
31 things	1
4th of July	1
5 reasons a visitor would choose to go to tallahassee	1



## Media Performance

The chart below shows paid media performance based on impressions.

Partner	Impressions	Clicks*	Click Rate
Goodway Group / Brand Retargeting	445,027	357	0.08%
Goodway Group / Spring LGBT (EXP)	41,119	46	0.11%
Trip Advisor / Spring On Stage	2,538	8	0.32%

\* Rich media/expandable units report engagements or expansions; not clicks.

The chart below shows paid media performance based on click rate.

Partner	Impressions	Clicks*	Click Rate
Trip Advisor / Spring On Stage	2,538	8	0.32%
Goodway Group / Spring LGBT (EXP)	41,119	46	0.11%
Goodway Group / Brand Retargeting	445,027	357	0.08%

\* Rich media/expandable units report engagements or expansions; not clicks.



## ***Top Landing Pages***

The chart below shows the top landing pages on the site as a result of media activity.

<b>Page</b>	<b>May Page Views</b>	<b>% of Total Page Views</b>
Homepage	14,400	29.08%
Events	5,182	10.47%
Explore	3,481	7.03%
Capital Cuisine Restaurant Week	3,062	6.18%
Dine	1,553	3.14%
Explore: Nightlife	1,503	3.04%
Events: The Beach Boys	1,229	2.48%
Explore: Outdoors & Nature	1,019	2.06%
Partners: Trousdell Gymnastics & Aquatics Center	994	2.01%
About Tallahassee	767	1.55%



**VISIT TALLAHASSEE MAY 2015 ADVERTISING  
ACTIVITY REPORT  
JUNE 15, 2015**

**PROJECTS COMPLETED**

TOUR Guide May Digital Billboards  
Launched 5/8

TOUR Guide May Limelight  
Launched 5/8

Capital Cuisine Restaurant Week Facebook Cover  
Delivered 5/12

Capital Cuisine Restaurant Week Table Top Display  
Delivered 5/12

Beach Boys Limelight Ad  
Delivered 5/11

Capital Cuisine Restaurant Week Email Blast  
Launched 5/12

Sports Grant From Submission Process  
Launched 5/27

TOUR Guide Social Media Cover Photo  
Delivered 5/29

## **PROJECTS UNDERWAY**

TOUR Guide June Limelight  
Completed 6/4

TOUR Guide May Digital Billboards  
Completed 6/4

#IHeartTally Wayfinder Maps  
Completed 6/10

Visitor Guide Cover  
Anticipated delivery 6/19

ePro Direct Email  
Anticipated delivery 6/19

TDC Logo Exploration  
Anticipated delivery 6/26

TOUR Guide July Limelight  
Anticipated delivery 6/19

TOUR Guide July Digital Billboards  
Anticipated delivery 6/19

TOUR Guide August Limelight  
Anticipated delivery 6/26

TOUR Guide August Digital Billboards  
Anticipated delivery 6/26

Fall Frenzy Digital Campaign  
Anticipated delivery 6/29

## UPCOMING MEDIA PLACEMENTS

Visit Florida Magazine-January 2014-December 2015  
Trails.VisitFlorida.com-January –September 2015  
TripAdvisor.com- October-September 2015  
TOUR Guide Digital Outdoor May-August 2015  
Tallahassee Democrat Friday Limelight Ma-August 2015  
Goodway Group Retargeting March-September 2015  
FAMUAthletics.com November-June 2015  
eBrains Lead Generation Feb-June 2015  
Travel Spike Mar-May 2015  
ePro Direct June, September 2015  
Rowland Publishing Sponsorship January-May 2015  
Live in Tallahassee Partnership April-September 2015  
Search Engine Activation Program-Google, Yahoo, Bing-October 2014-  
September 2015

# VISIT TALLAHASSEE PUBLIC RELATIONS PUBLICITY REPORT



May 1 - June 29, 2015  
 IMPRESSIONS: 5,837,235  
 TOTAL CIRCULATION: 3,568,579  
 TOTAL UNIQUE VISITORS: 1,951,427  
 TOTAL LISTENERSHIP: 163,229  
 TOTAL VIEWERSHIP: 154,000  
 TOTAL MEDIA VALUE: \$60,464

## Print

Outlet	Article Name	Date	Circulation	Media Value
<i>Orlando Sentinel</i>	"This Week"	May 10, 2015	258,974	4,347.00
<i>Sun-Sentinel</i>	"This Week"	May 10, 2015	239,605	1,814.40
<i>Cooking with Paula Deen</i>	"Ten to Try"	June Issue	3,000,000	2,600.00
<i>Orlando Style</i>	"A Taste of the South"	June Issue	35,000	10,500.00
<i>Tampa Style</i>	"A Taste of the South"	June Issue	35,000	6,885.00
<b>TOTAL</b>			<b>3,568,579</b>	<b>\$26,146</b>

## Radio

Outlet	Segment Name	Date	Listenership	Media Value
WKNK-FM Panama City, Fla.	Promotion for the Avett Brothers concert for the Capital City Amphitheater	March 23-April 3, 2015	66,825	10,500.00
WWAV-FM Fort Walton/Destin, Fla.	Promotion for The Beach Boys for the Capital City Amphitheater	May 6-15, 2015	96,404	\$8,500.00
<b>TOTAL</b>			<b>163,229</b>	<b>\$19,000</b>

## Interactive

Site	Title	Date	Unique Visitors	Media Value
Sun-Sentinel.com	"Florida Travel Calendar for May"	May 5, 2015	1,801,427	\$1,161.00
Momluck.com	"Things to do in Tallahassee"	June 19, 2015	75,000	\$350.00
Momluck.com	"Best Places to Eat in Tallahassee"	June 22, 2015	75,000	\$350.00
<b>TOTAL</b>			<b>1,951,427</b>	<b>\$1,861.00</b>

## Television

Station	Segment	Date	Viewership	Media Value
WCTV-TV	"The Good Morning Show" chef segment with owner of Riccardo's for Capital Cuisine Restaurant Week	May 18, 2015	70,000	\$4,000.00

WJXT-TV	"The Morning Show" chef segment with executive chef of Zin for Capital Cuisine Restaurant Week	May 14, 2015	84,000	\$9,457.00
		<b>TOTAL</b>	<b>154,000</b>	<b>\$13,457.00</b>

# Orlando Sentinel



## **3 Tallahassee**

Our state capital presents the Capital Cuisine Restaurant Week & Concert Series celebrating the diverse selection of dining and the city's growing reputation as a culinary destination, May 14-26. The event, which this year also includes music, allows patrons to explore the tastes of the area's most popular eateries. Participating restaurants offer prix fixe menus featuring two and three-course meals for lunch and dinner. Info: [visittallahassee.com](http://visittallahassee.com).



**THIS WEEK**

**1 Amelia Island**  
The 2015 Wild Amelia Nature Festival, May 25-27, features numerous guided eco-tours led by area naturalists and park rangers. For example, an island beach walk and talk is \$14 per person; a sunset with the birds program is \$16 per person; a naturalist kayak excursion is \$60 per adult, \$30 per child. Other highlights include an EcoCape with nature-based vendors and organizations, activities for children, a sea turtle release and more. Info: wildamelia.com.

**2 Key Largo**  
The Key Largo Original Music Festival, May 14-17, features multiple stages and entertainment areas, on the water venues, entertainers from Nashville and around the country as well as local music acts. The music starts at 7 p.m. Thursday at 10:30 p.m., Friday at 1 p.m., Saturday and at 1:30 p.m., Sunday. Info: keylargooriginalmusicfest.com.

**3 Tallahassee**  
Our state capital presents the Capital Cuisine Restaurant Week & Concert Series celebrating the diverse selection of dining and the city's growing reputation as a culinary destination, May 14-26. The event, which this year also includes music, allows patrons to explore the tastes of the area's most popular eateries. Participating restaurants offer prix fixe menus featuring two and three-course meals for lunch and dinner. Info: visittallahassee.com.

**4 Key West**  
The 12th Annual Harry S. Truman Legacy Symposium, May 15-16, highlights Key West's political history in panel discussions, a reception and tour of the Little White House where Truman spent many working vacations during his presidency. The 2015 topic is "America's Greatest Humanitarian Effort — The Marshall Plan." Tickets are \$25 per person including a reception on Friday, the conference, a snack and lunch on Saturday. Info: trumanlegacy.com.

**5 Bostwick**  
The Bostwick Blueberry Festival on May 26 is held at the Bostwick Community Center, 120 Tillman St., serving up a blueberry pancake breakfast, blueberry ice cream, homemade blueberry pies and other goodies as well as live entertainment and arts and crafts. Event hours are from 8 a.m. to 4 p.m. (breakfast is served from 8 a.m. to 10 a.m.). Info: bostwickblueberryfestival.com.

— Georgina Cruz

TOUR PAULA'S  
*Garden*  
page 39

# cooking with **Paula** DEEN®

## *Sweet & Savory* **SUMMER DISHES**

*Pecan Praline*  
**BANANA PUDDING**

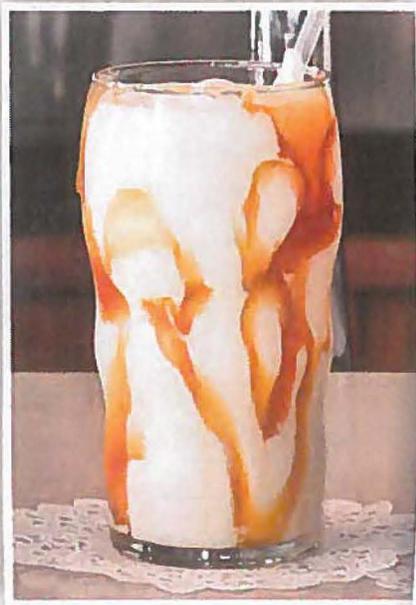
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*Potluck Family Reunion*

page 29



Pop's Ice Cream & Soda Bar



The Franklin Fountain



Fentons Creamery

## Mouthwatering Milk Shakes

THERE'S NOTHING LIKE A COLD, CREAMY MILK SHAKE TO BEAT THE SUMMER HEAT, AND THESE 10 PLACES OFFER SOME OF THE TASTIEST FROZEN TREATS YOU'LL EVER TRY.

### POP'S ICE CREAM & SODA BAR Roanoke, VA

Pop's owners Brandon Davis and Anna Robertson collected soda fountain equipment from the 1930s and '40s to open their quaint little soda shop. They learned the tricks to making a great shake from an ice cream book published in the '50s and use ice cream from a Virginia-based creamery for their old-fashioned shakes. You'll find fun flavors such as Bananas Foster and Strawberry Bliss (with cheesecake and cinnamon), as well as traditional flavors and malts. You can also add their house-made soda syrups to shakes. 1916 Memorial Ave. SW. [facebook.com/popsicecream](https://www.facebook.com/popsicecream)

### LOFTY PURSUITS Tallahassee, FL

Lofty Pursuits is a combination of an old-timey soda fountain and a vintage toyshop. Their shakes are made with local non-homogenized milk, which means the milk proteins hold the air whipped into the shakes, giving them a lighter, fluffier texture. With milk shakes such as Toasted Marshmallow, Chocolate Orange Marmalade, and Apple Pie, both kids and adults can find something to love. After sipping on shakes, walk around the store to see the yo-yo museum or watch Victorian hard candies being made by the staff. 1415 Timberlane Rd. #410 [loftypursuits.com](https://www.loftypursuits.com)

### SASSAFRAS AMERICAN EATERY Denver, CO

This breakfast and lunch café with two Denver locations brings a bit of Southern flair out West. In addition to menu items such as beignets, grits, and po' boys, the eatery has become known for its fun variety of hand-made shakes. Some of the most popular flavors include Chocolate Salted Pretzel, Chocolate Dipped Bacon, Praline Crunch, and in true Paula Deen style, Goopy Butter Cake. You'll also find fruity flavors such as Orange Creamsicle and Blackberry Basil, as well as some Icy Inebriants for the adults. 320 E. Colfax. [sassafrasamericaneatery.com](https://www.sassafrasamericaneatery.com)

### SILLY'S RESTAURANT Portland, Maine

Silly's is a funky little restaurant in Portland with eclectic décor and a "silly" theme. All the menu items have funny names, and the milk shakes are no exception. Try options such as What's Shakin Bacon with peanut butter and bacon; The Bees Knees with honey, graham cracker, and cinnamon; Black Forest blended with their homemade triple-layer chocolate cake and cherries; and the Nutella De Ville, a spiked shake for the adults. Silly's can also customize the shakes for those who are vegan, dairy intolerant, or soy intolerant. 40 Washington Ave. [sillys.com](https://www.sillys.com)

Photos courtesy of Scott Craig, The Franklin Fountain, Eurydice Galika Photography, Jon Jarost/Door County Visitor Bureau, and Ted Azevedo/Azeirod Photography

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THE CITY'S WARD'S WINGS & WIGS | 10000

WOMEN'S FASHION

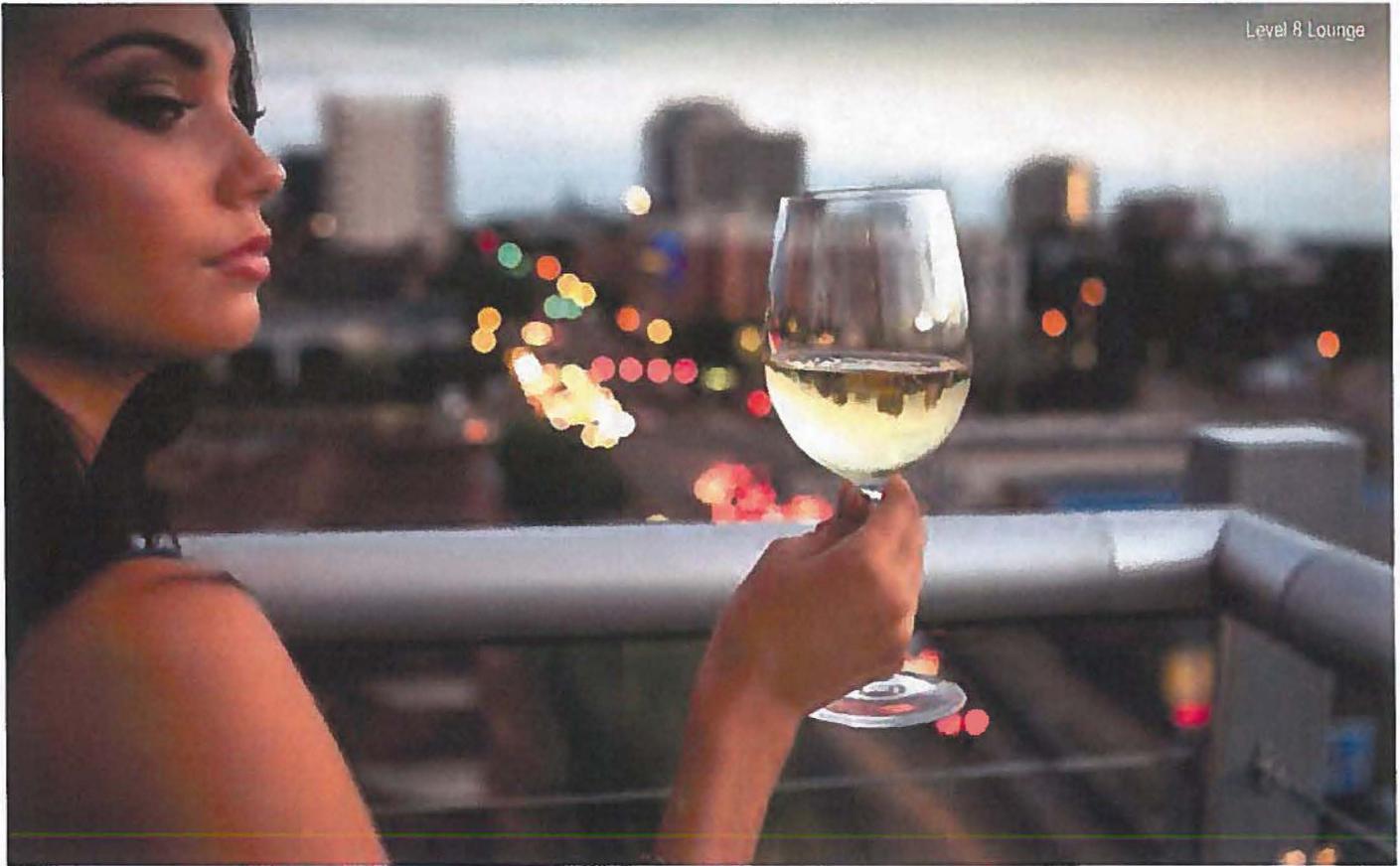


JUNE 2015 VOL. XII NO. 06 \$3.95



On stands until July 15

## BEING HAN SOLO



# A TASTE OF THE SOUTH

By Dana Damato

**Florida State University. Seminoles. College town. Capital of Florida.** *Those are just some, or all, of the things that came to mind whenever I thought about the city of Tallahassee. I've been a Florida native my whole life - 27 years. I've traveled all across the world; yet, I never found a reason to visit Tallahassee. "What is there to do in Tallahassee besides go to FSU or work for the government?" I thought. Finally, I made the trip and got to explore all this city has to offer, and needless to say, I was completely blown away.*

Whether one is a foodie, single, has a family, in a relationship, etc., there's something in Tallahassee for everyone to discover that will leave you wanting more. For me, I explored the culinary and entertainment side of Tallahassee, because who doesn't adore a delicious meal and a good time? From the moment I pulled into my hotel, The Governors Inn, until the moment I left, I experienced an endless amount of exquisite food, refreshing cocktails and live entertainment. The Governors Inn is an elegant 41-room boutique hotel located in the heart of downtown Tallahassee - just one block from Florida's Capitol Building. The Inn opened in 1983 in what was originally a livery

stable. The interior features the original exposed stable beams giving the first class establishment a taste of the past. As much as I loved the inn and their cozy lobby lounge, there was a lot of the city to discover.

I began my trip with a cocktail in the chic Level 8 Lounge, located in the Hotel Duval, and nearly devoured a delicious cheese plate paired with one of their specialty cocktails, an Old Fashioned. The best part of enjoying a few cocktails at Level 8 Lounge is the spectacular view overlooking downtown Tallahassee. Level 8 Lounge is a perfect spot to meet up with friends after work or to enjoy a drink in a casual and comfortable atmosphere. For me, it was a little "welcome to Tallahassee," treat before heading to The Front Porch for dinner.

If there's any place to go for a fresh seafood meal, it's The Front Porch. A classy but comfortable environment will make you feel right at home. Enjoy some of their most mouthwatering menu items such as their Fried Local Flounder with classic meuniere sauce over mashed red bliss potatoes and garlic green beans. Another excellent dinner



restaurant includes the ethnic Nefetari's Fine Cuisine & Spirits, which offers unique and diverse menu items from around the world. Guests can enjoy their ethnic meals while being entertained by musicians and belly dancers, depending on the night. For a classy and sophisticated restaurant, perfect for a romantic date, Cypress Restaurant is the best in town serving classic southern dishes with a five-star twist.

The next morning, I was still feeling full from The Front Porch meal; however, we were on our way to Backwoods Bistro, which is a popular restaurant in town - especially for breakfast. My breakfast experience at Backwoods Bistro can be described in two words - French toast. This wasn't just any French toast though; this was a thick, soft and perfectly prepared meal with a side of fresh strawberries and whipped cream that was to die for. It was worth the guilt and definitely worth the calories. Another fantastic breakfast spot in Tallahassee includes the cute

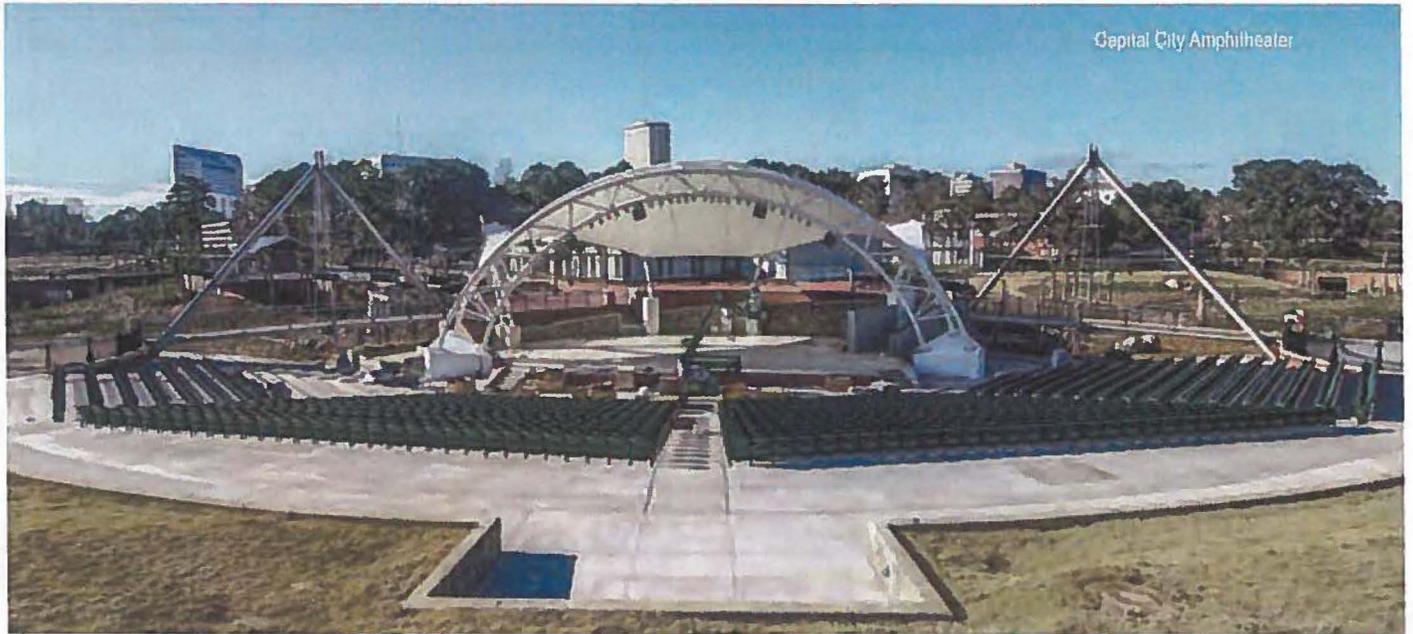


Goodwood Museum Gardens

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Maybe you're thinking about skipping breakfast and just heading straight to lunch. Some great lunch spots in Tally include Madison Social, (do NOT leave without ordering their Butcher Cut Bacon and The Madison Mule to wash it down). Madison Social is Tallahassee's newest Social House that features lunch, dinner, happy hour, and late night experiences for all ages. On weekends, their six garage doors open up to expansive outdoor patio seating overlooking Doak Campbell Stadium. For seafood fans, head over to Shell Oyster Bar to indulge in the best oysters you can find in the panhandle area.

With all this eating, there has to be some way to burn it all off, and Tallahassee is the perfect city to explore with a large variety of walking activities. Just a short drive north is the charming town of Thomasville, Georgia. Downtown Thomasville is made up of shops, boutiques, restaurants and my personal favorite - Sweet Grass Dairy. If you're a cheese fanatic, this will be your new favorite spot. Stop in after walking around the downtown area for a tasting of their fresh cheese from their very own farm. Looking for a historical activity? The Goodwood Museum and Gardens is a wonderful place to tour! Spend the day touring their 170 year old Main House or stroll through their scenic gardens. The estate began in the 1830s as a cotton and corn plantation that ultimately encompassed 2,400 acres. Another excellent walking activity is the Downtown Marketplace, which takes place on Saturday mornings and hosts' vendors that sell local produce and goods with live music each week.



Speaking of live music, Tallahassee is becoming a hot spot for live entertainment due to their fairly new Capital City Amphitheater. The Amphitheater at Cascades Park is the home to musical, theatrical and other community events. It features more than 1,500 permanent seats and a sloping landscaped area for more than 2,000 festival seats. Concert goers will enjoy an intimate music experience in a clean venue. Looking for more live music? Out in the country passed the city limit sign... is the Bradfordville Blues Club. When we say this music venue is out in the country... it really is! The Bradfordville Blues Club experience is like no other. It combines a truly unique location and atmosphere with the best the Blues has to offer. Hidden in a rural part of Tallahassee, the experience begins when you travel down the winding dirt roads and up the hill that lead to the Club. Don't miss out on the bonfire area as well. The bonfire burns nightly under the large oaks and provides a romantic atmosphere. You can usually meet the artists as they too enjoy the rustic surroundings out by the fire or you can just sit back and relax during the set breaks. You'll sing, you'll dance, you'll drink, and you'll have the time of your life.

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TAMPA

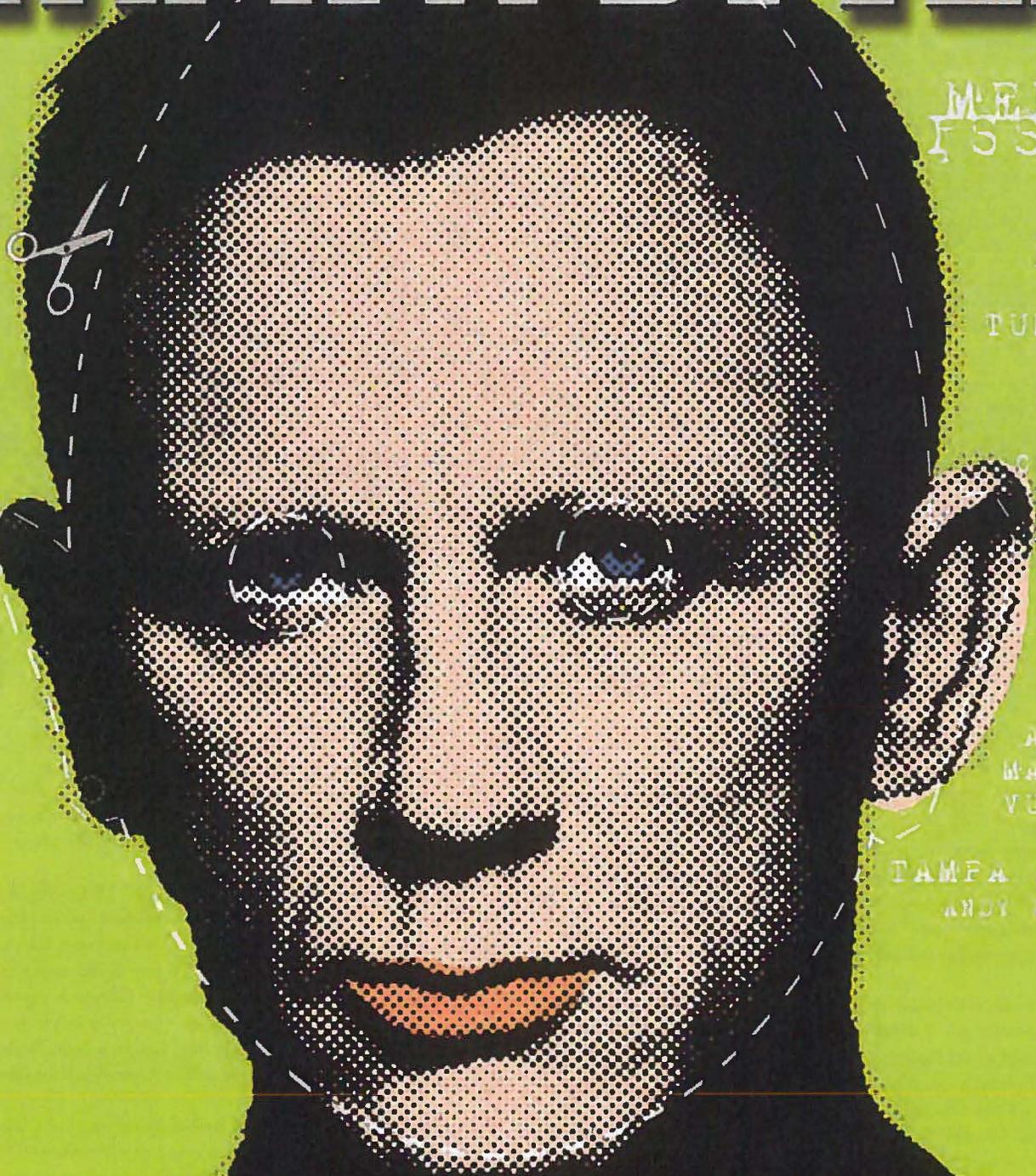
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CLEARWATER

SARASOTA

# TAMPA STYLE®

THE CITY'S WILD'S WHIP & WHAT TO DO



MEN'S  
ISSUE

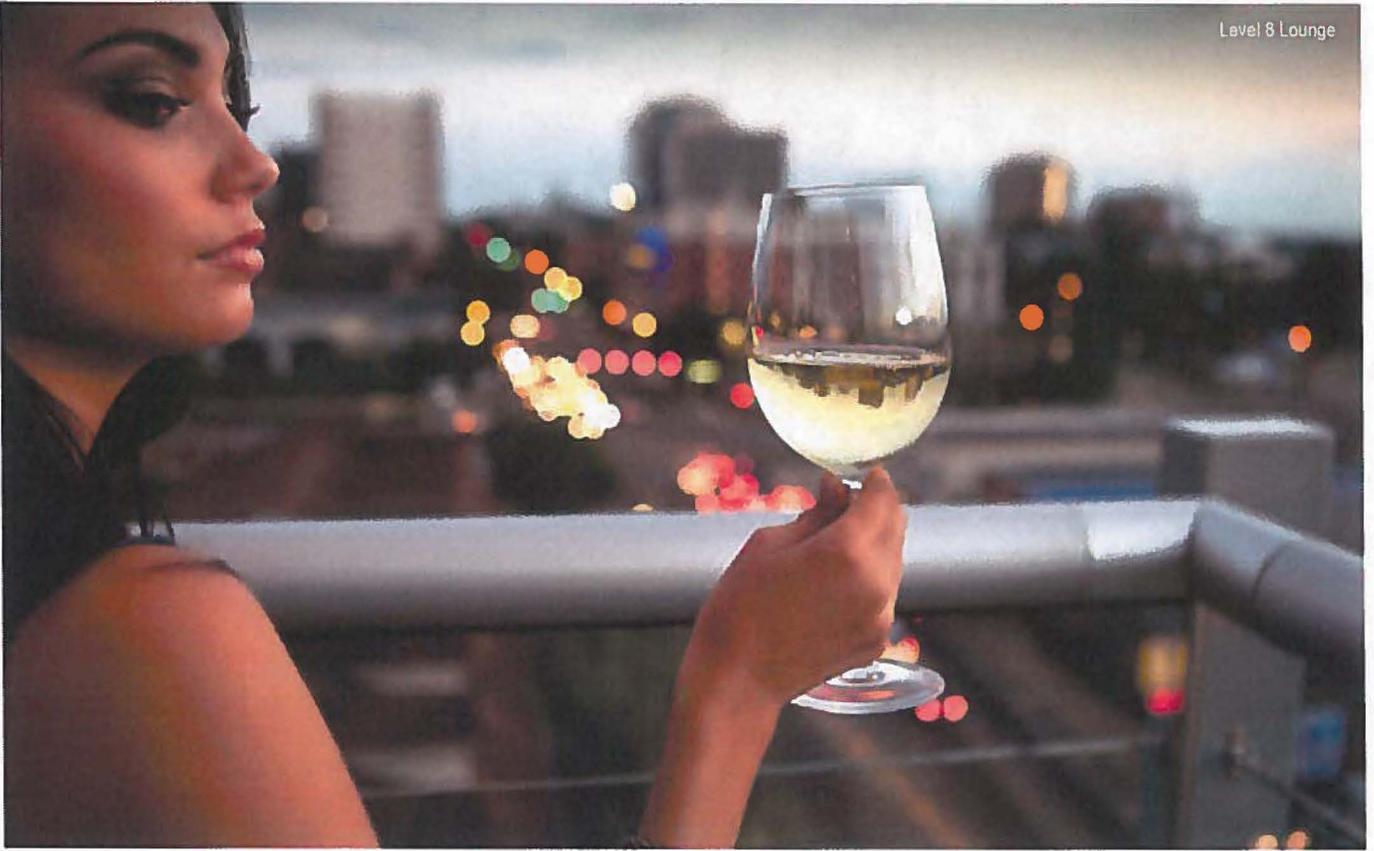
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TAMPA ARTS  
ANDY WARHOL

## BEING BOND



# A TASTE OF THE SOUTH

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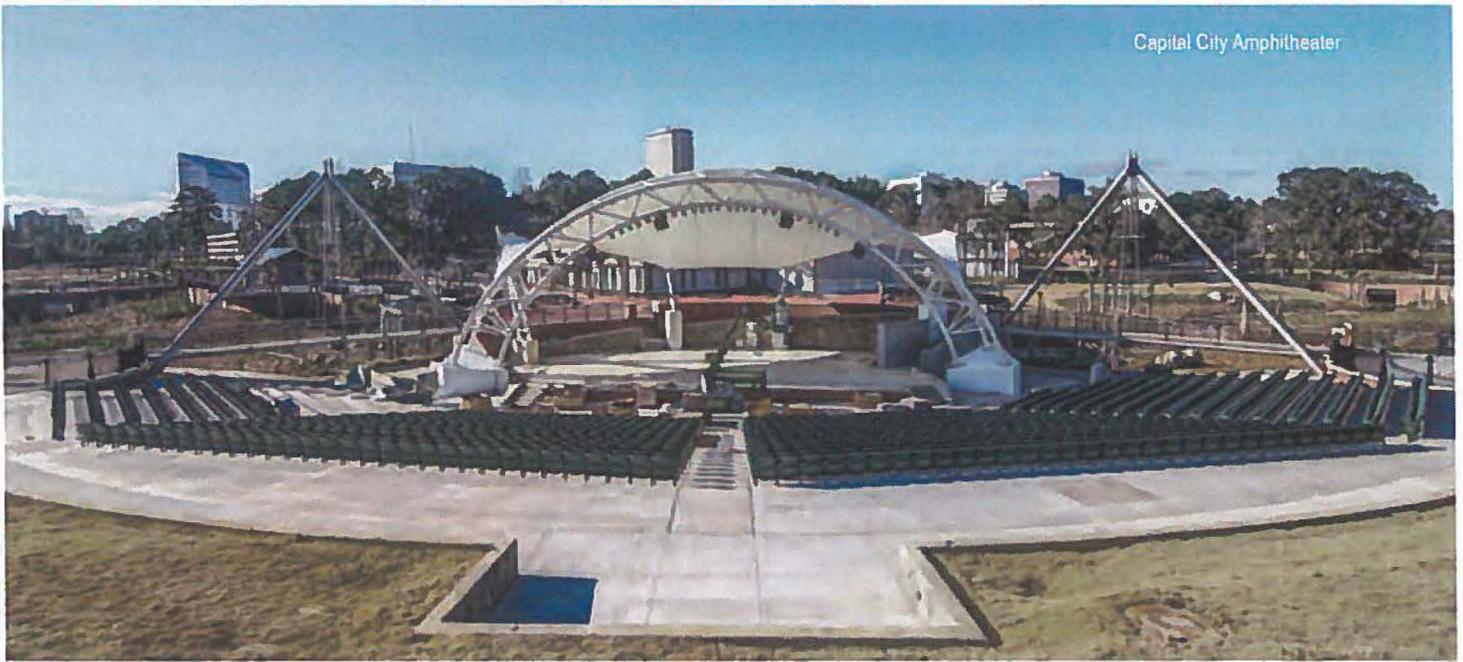
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Capital City Amphitheater

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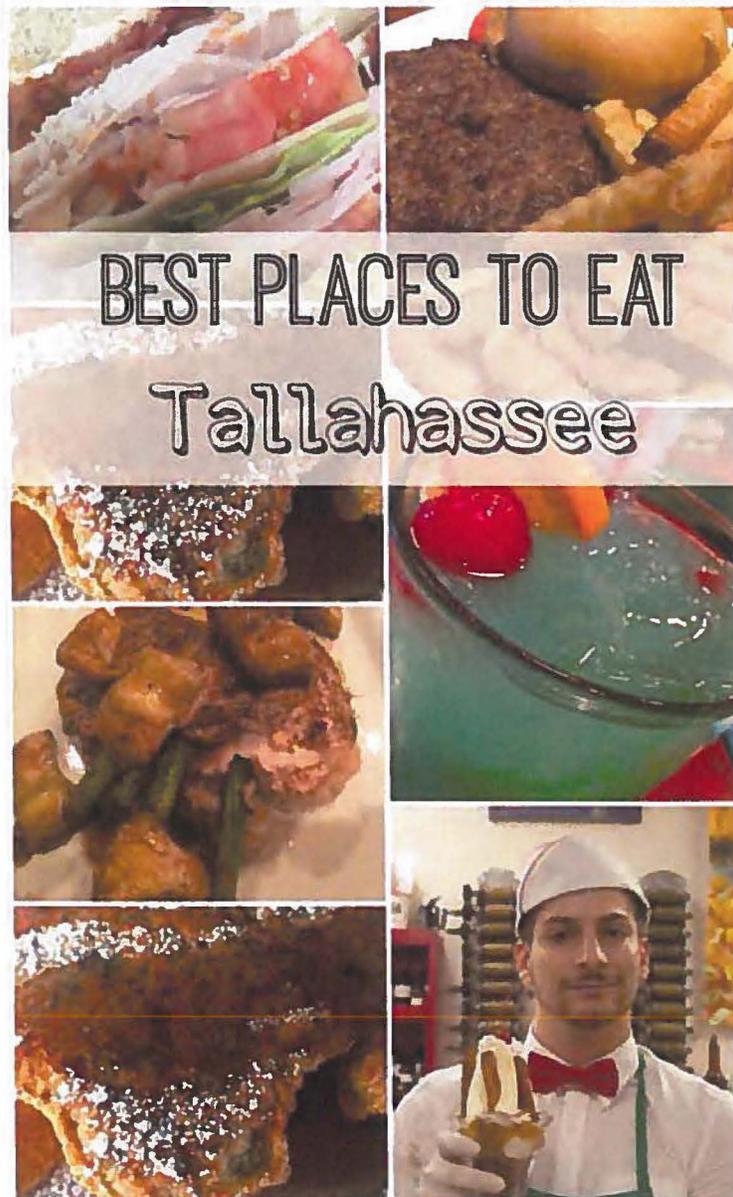
## Florida travel calendar, May 14-17

**Tallahassee:** Our state capital presents the Capital Cuisine Restaurant Week & Concert Series celebrating the diverse selection of dining and the city's growing reputation as a culinary destination, May 14-26. The event, which this year also includes music, allows patrons to explore the tastes of the area's most popular eateries. Participating restaurants offer prix fixe menus featuring two and three-course meals for lunch and dinner. Info: [visittallahassee.com](http://visittallahassee.com).



## The Best Places To Eat In Tallahassee

Vacationing and eating go hand in hand. So it's extremely important that when your away from home, you have the best dining experiences available. Tallahassee definitely has it's fair share of diverse and delicious food options. But with so many to choose from the question most people want to now is, where are the best places to eat in Tallahassee.



After a few days in Tallahassee I think I have the answer. Here are my choices for the best places to eat in Tallahassee.



## Best Places To Eat In Tallahassee

### Zin an American Eatery

If there were only one food that I would tell you to eat while in Tallahassee it would be the lobster mac and cheese at Zin. This dish has the perfect combination of cheesy, salty goodness all mixed together. It's Zinful. After you enjoy dinner at Zin, be sure to step just right next door for dessert at Sin. Sin is connected to Zin and serves a wide assortment of desserts. Fair warning though, these are huge portion sizes so be sure to save a little room. My recommendation is the carrot cake.





### **A La Provence**

A La Provence is a Tallahassee favorite which offers French Classics and Euro-American cuisine. The restaurant features local farmed ingredients, all natural and organic meats and everything is freshly cooked to order. You might notice that the prices are a little high, but after you eat at Al La Provence will see why. The food is fresh and delicious, worth every penny.



### **Andrew's Capital Grill & Bar**

If you're looking for good fun and great food, then Andrew's Capital Grill & Bar is where you want to be. Located just an arm's length from the capital you will frequently dine with politicians or even eat a burger named after one of them. They have a great selection of food options for lunch such as burgers, salads and sandwiches. I HIGHLY recommend the buffalo chicken dip as an appetizer. It is one of the best dips ever.





### **Backwoods Bistro**

Pizza, pasta, chicken, steak and grouper. These are just a few of the selections you will find on the menu at Backwoods Bistro. This place is not only known for it's great food, but on the weekends they have a live band playing in the bar area which you can hear throughout the restaurant. This is a great place to have dinner, a few drinks then listen to the band. And if you like a cocktail with your dinner, definitely order the Backwoods River Water. It may sound strange but the taste is anything but.



### **Wakulla Springs Lodge**

Wakulla Springs Lodge Restaurant is located inside the lodge at Wakulla Springs National Park. It's one of the most beautiful places in Tallahassee but also one of the best places to eat. I had the pleasure of visiting the restaurant for lunch and I am so glad I got to experience this little hidden gem. The food is fantastic and they cover a wide range of food options from salads and sandwiches to fried chicken and beef liver. If you find yourself dining at Wakulla Springs Lodge, then you must try the Fried Green Tomatoes. They are the epitome of what fried green tomatoes should be cooked like.





## **Uptown Café**

Banana Bread French Toast. The best breakfast food ever invented and Uptown Cafe has it on their menu. This cute little cafe has been in Tallahassee for years and it's well known for not only the banana bread french toast but also the smoked salmon. Uptown smokes their own salmon in house and it's so popular that people can order a whole smoked salmon and have it shipped to their loved one's on Father's Day, Christmas and Thanksgiving. Tip: Like Uptown Cafe on Facebook and get a free pancake.





### **Hotel Duval's Level 8 Lounge**

Level 8 lounge isn't a restaurant but more of an experience. Located on the 8th floor of the Hotel Duval, this trendy rooftop lounge is truly one of a kind. If you are looking for a place to unwind, have a few cocktails and delicious appetizers than Level 8 is the place. It's the only rooftop lounge for miles and from the top you can get a birdseye view of the beautiful downtown Tallahassee. They have a great selection of cocktails, but if you aren't sure which one to have just ask your waiter. They are more than happy to help you decide.



### **Lofty Pursuits**

Have you ever wondered what it would be like to visit one of those old fashioned soda fountains that they use to have back in the early 1900's? Well prepare to take a step back in time as you walk through the doors of Lofty Pursuits. This place is every kids dream with made from scratch ice cream, sundaes, soda, freezes and even candy! Some fun things you will find at Lofty Pursuits is a yo-yo museum, original Frisbie pie tin, and a working 1920's pay phone. They also make handmade hard candy which you watch them make and even get a free sample. The process is amazing and something you won't want to miss.



Tallahassee is such a fun place but also a delicious one. If you're in town and looking for great place to eat, you won't be disappointed. For more information on any of these restaurants plus many more, be sure to check out Visit Tallahassee online.



## Tallahassee: Where The Adventure Begins

Kayaking, zip lining, hiking and biking. Those are just a few of the adventures that await you in Tallahassee. I just recently got back from 3 days of exploring this amazing city and it was honestly one of the best trips I have had in a long time. Tallahassee is full of adventure, fun, excitement, entertainment, great food and so much more.



### Tallahassee Adventures

Tallahassee is an adventure seekers paradise. There is something to do around every corner. Whether you want a mild thrill or something extreme, chances are you'll find it, in this beautiful part of Florida.



## **What To Do In Tallahassee**

### **Wakulla Springs State Park**

Wakulla Springs State Park is such a unique and fun place. It features one of the countries most beautiful, largest and deepest freshwater springs. These springs are crystal clear and you can actually see the fish

swimming below you. One of the landmarks of this state park is a 1930s-era lodge which is reminiscent of what family summers used to be like. Right outside of the lodge is a huge swimming area with crystal blue waters. This swimming area is filled with fresh spring water so the temperature stays pretty cool, year round. Although no one seemed to mind. At the park you can also take a River cruise. This is an entertaining and informative guided cruise which gives an up-close glimpse of wildlife on the Wakulla River.



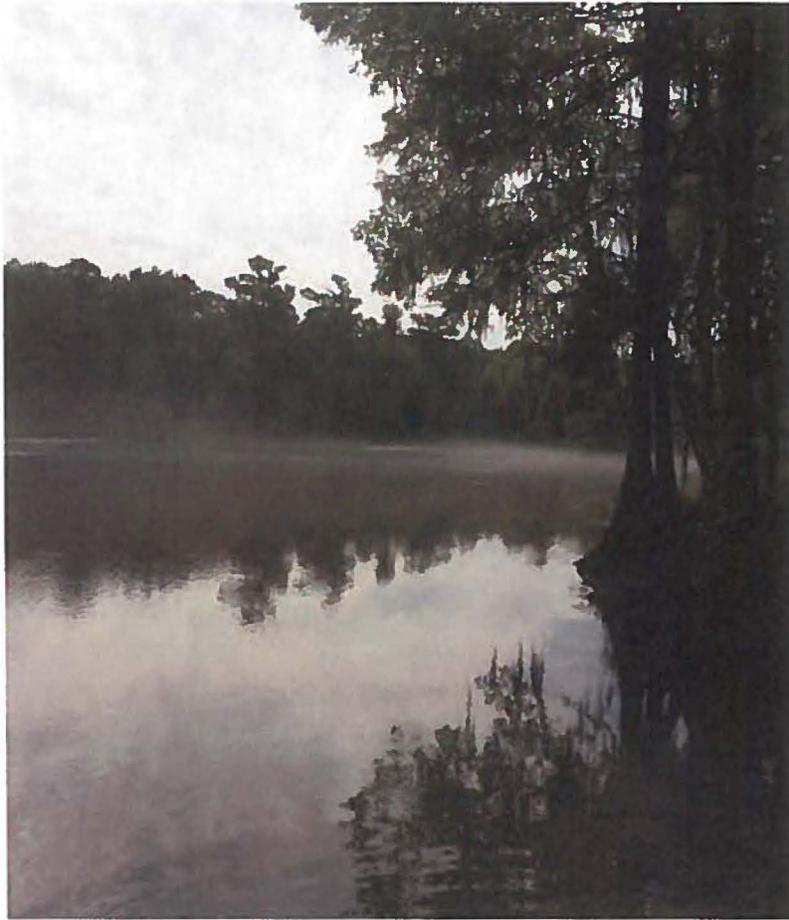


**Fun Fact:** The 1954 action/adventure film *The Creature From The Black Lagoon* was filmed here at the Wakulla River.

### **Kayaking with Wildlife**

Kayaking is so much fun. But add in a few alligators, manatees, and fish and you've just made it a whole new adventure. At T-n-T Hide-A-Way you can kayak down the Wakulla River and do just that. I will admit, I was a little nervous about the idea of being so close to the wildlife but this was one of the most peaceful and thrilling activities I've done. The Wakulla River is so beautiful and I can't think of a better place to become one with nature than here.

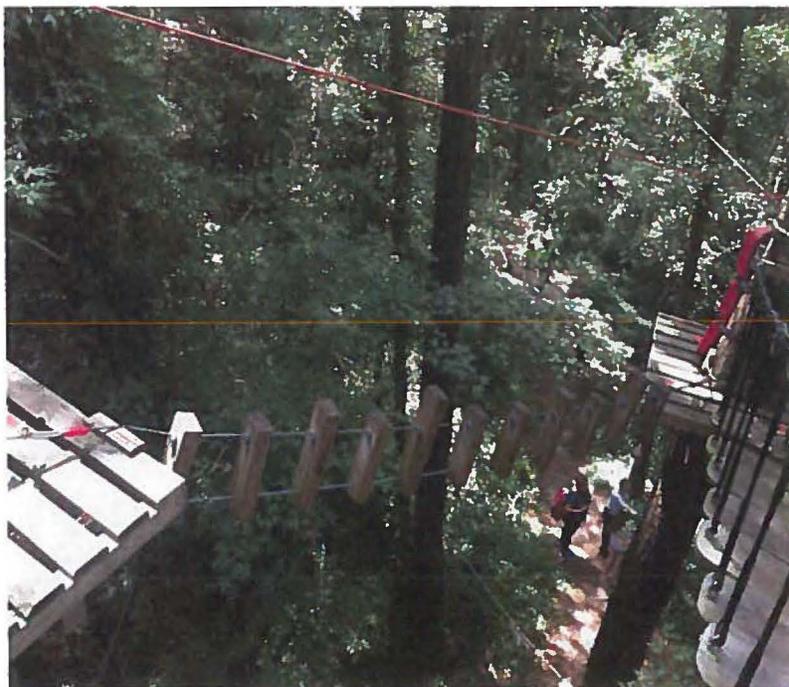


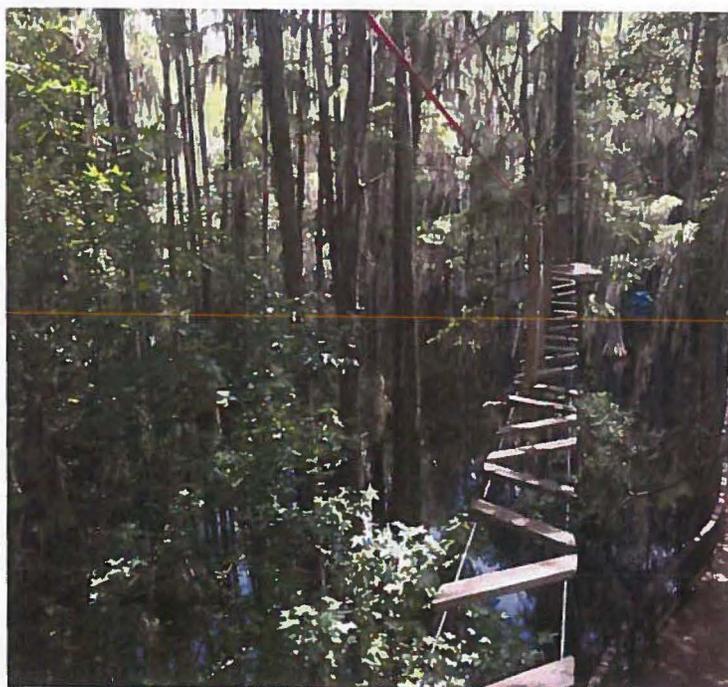


### **Zip-line through the Trees**

There is zipping and then there is zipping at Tallahassee Tree to Tree Adventures. At Tree To Tree Adventures you will zip through the tree-tops, over swamps all while conquering heart-pounding obstacle courses. This isn't your normal zip line. Sure there are plenty of zips throughout the course but there is so much more going on. And it's all different so your always alert to what is awaiting you on the

next course.

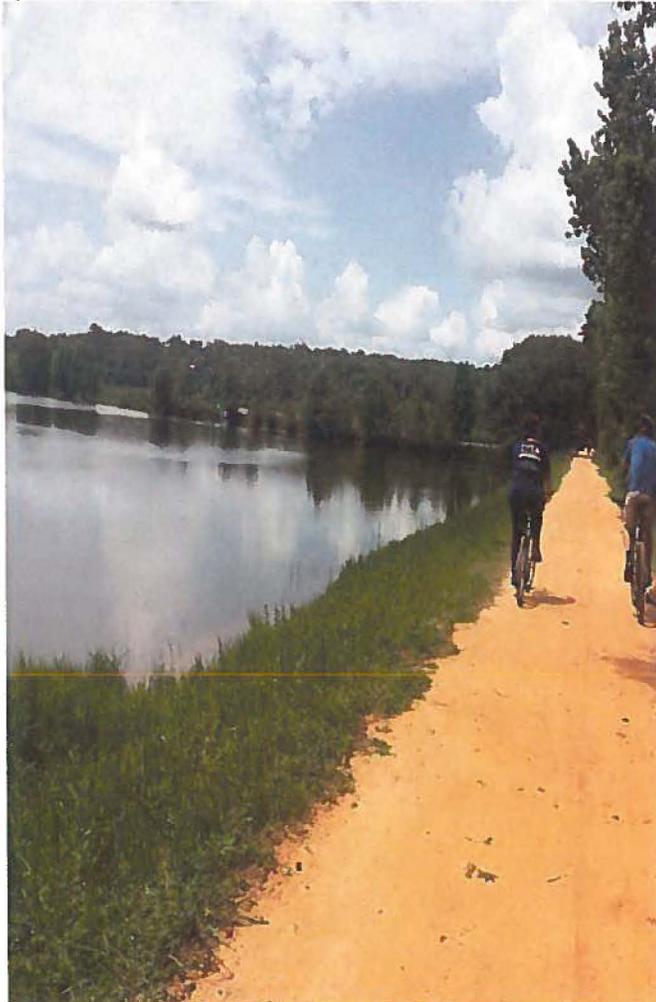






### **Bike and Hike through 600+ Miles of Beautiful Trails**

If biking and hiking is your thing, then Tallahassee is the place you need to be! They have over 600 miles of beautiful trails all over the city. In fact they have so many trails that they have a nickname for Tallahassee, it's Trailhassee. These trails aren't just your normal straight and narrow roads, they are trails that take you on an adventure through forests and next to swamps. It's a great way to explore the city.





I feel in love with Tallahassee during my short trip. It's a beautiful city with so much adventure, beauty and excitement. If you are looking for a place to visit this summer or anytime for that matter, definitely check into Tallahassee. It's one of Florida's best cities. For more information on these adventures and other exciting activities be sure to check out [VisitTallahassee](#) online.





# VISIT TALLAHASSEE PUBLIC RELATIONS ACTIVITY REPORT



## June 2015

Below is a snapshot of public relations efforts for Visit Tallahassee, either initiated or completed June 1- 29, 2015. These are top line items and do not encompass the various efforts executed on a day-to-day basis.

Total Hours: 210

### Media Relations

The Zimmerman Agency negotiated bonus digital coverage highlighting Tallahassee's culinary scene on [MomLuck.com](http://MomLuck.com) — a popular travel and lifestyle blog that covers a variety of travel tips, advice and inspiration, reaching 75,000 unique visitors. The highly visual "Best Places to Eat in Tallahassee" feature recounts the editor's dining experiences as well as directing readers to [VisitTallahassee.com](http://VisitTallahassee.com) and direct links back to eight-restaurant partner's sites.

As a result of the 'Naturally Entertaining' FAM, The Zimmerman Agency secured coverage in *Orlando Style & Tampa Style Magazine* — Florida's lifestyle publications of choice for luxury brands and trendsetters in central Florida. The magazine reaches more than 70,000 affluent readers with an average HHI totaling \$205,000+. The syndicated three-page spread positioned Tallahassee as "A Taste of the South" in both culinary and entertainment, including 14 Leon County Division of Tourism Development partners and a direct link to [VisitTallahassee.com](http://VisitTallahassee.com).

Garnered coverage for Tallahassee in *Macon Magazine* — an award-winning bi-monthly publication that emphasizes history, arts, food and culture, reaching 10,000 readers. The six-page feature positions Tallahassee as a "new vacation destination" and includes 15 Leon County Division of Tourism Development partners.

### Media Experiences

#### Group

Executed 'Adventurous Souls' FAM tour that we aligned with national trails month to support Tallahassee and our No. 1 selling point of outdoors and nature-based activities, that will result in five articles to be produced in 2015 highlighting Tallahassee's outdoors and nature offerings. Received industry support from 16 partners during media tour including: Aloft Tallahassee Downtown, Level 8, Zin & Sin, Backwoods Bistro, Lofty Pursuits, Re:Fuel, T-n-T Hide-A-Way, Wakulla Springs State Park, Wakulla Springs Lodge, Bike Florida, Coastal Plains Institute, Uptown Café, Tallahassee Museum,

Andrew's Capital Grill, A la Provence and Bradfordville Blues Club.

Qualified and secured three outlets for group media tour, resulting in guaranteed destination coverage. Attendees secured:

- *Georgia Family Magazine*: An award-winning regional parenting publication, reaching thousands of readers in the Macon, Georgia drive market.
- *Sherman's Travel*: Provides readers with in-depth editor reviews, unbiased and experiential travel content, and comprehensive travel guides and advice reaching more than 750,000 readers with a high propensity to travel.
- *MomLuck.com* — a popular travel and lifestyle blog that covers a variety of travel tips, advice and inspiration, reaching 75,000 unique visitors.

Executed pre-con meeting with Client to provide prepared FAM informational documents, including detailed internal agenda and briefings on each attendees outlet and story plans.

Prepared attendee materials including welcome letter, personalized agendas and list of media participating in the trip.

Distributed final agenda draft to media attendees and destination partners.

Provided nightly detailed recaps to Client and destination partners each night of the FAM, June 11-14.

Followed up with all attendees upon return home. Continuing follow-up until each story runs. Contacted all partners to thank them for participating.

### **Individual**

Secured an individual stay for Tallahassee with *Upscale Magazine* — a national African-American lifestyle and entertainment publication reaching more than 177,000 readers for a media experience, July 10-12, 2015. Tallahassee will receive a feature in the September/October issue highlighting the capital city as an outdoors and culinary destination for new retirees that are looking to start traveling more.

Secured an individual stay with *Orlando Magazine* — an upscale lifestyle publication, reaching more than 31,000 readers in a top drive market. In exchange for the editor's Oct. 9-11, 2015 stay, a two-page destination feature was negotiated.

Continuing to leverage Tallahassee's Great Southern Summer campaign and individual media experiences goal, The Zimmerman Agency secured an individual stay with *South Florida Parenting* July 24-27, 2015 — a premier parenting publication in Florida that offers comprehensive information about resources and activities for families, reaching 95,000 readers. Tallahassee will receive a two-three page spread highlighting a family-friendly destination with an abundance of outdoor activities.

### **Television Broadcast**

Secured a TV segment on WBTV-TV – the CBS affiliate in Charlotte, NC reaching 32,000+ viewers. Tallahassee will receive one minute of airtime (valued at \$4,000) including b-roll on why Tallahassee is a “Great Southern Summer” destination, airing on July 11, 2015.

### **Client and Industry Relations**

Executed weekly status calls/meetings with Client.

Conducted daily media monitoring of the Leon County Division of Tourism Development/Visit Tallahassee and general news affecting the area.

Screened marketing opportunities for maximum value and return on investment.

### **Publicity Monitoring**

Tracked print, online and broadcast publicity daily through clip service, Google news alerts and various other methods.

###





**VISIT TALLAHASSEE JUNE 2015 ADVERTISING  
ACTIVITY REPORT  
JUNE 29, 2015**

**PROJECTS COMPLETED**

TOUR Guide June Limelight  
Completed 6/4

TOUR Guide May Digital Billboards  
Completed 6/4

#IHeartTally Wayfinder Maps  
Completed 6/10

Visitor Guide Cover  
Completed 6/19

ePro Direct Email  
Completed 6/19

TDC Logo Exploration  
Completed 6/17

#IHeartTally Hotel Cards  
Completed 6/22

Pre Fall Frenzy Digital Campaign  
Completed 6/26

## **PROJECTS UNDERWAY**

TOUR Guide July Limelight  
Anticipated delivery 6/30

TOUR Guide July Digital Billboards  
Anticipated delivery 6/30

Andi Business Cards  
Anticipated delivery 7/2

TOUR Guide August Limelight  
Anticipated delivery 7/6

TOUR Guide August Digital Billboards  
Anticipated delivery 7/6

Fall Frenzy Digital Campaign  
Anticipated delivery 8/1

## **UPCOMING MEDIA PLACEMENTS**

Visit Florida Magazine-January 2014-December 2015  
Trails.VisitFlorida.com-January –September 2015  
TripAdvisor.com- October-September 2015  
TOUR Guide Digital Outdoor May-August 2015  
Tallahassee Democrat Friday Limelight Ma-August 2015  
Goodway Group Retargeting March-September 2015  
FAMUAthletics.com November-June 2015  
eBrains Lead Generation Feb-June 2015  
Travel Spike Mar-May 2015  
ePro Direct June, September 2015  
Rowland Publishing Sponsorship January-May 2015  
Live in Tallahassee Partnership April-September 2015  
Search Engine Activation Program-Google, Yahoo, Bing-October 2014-  
September 2015



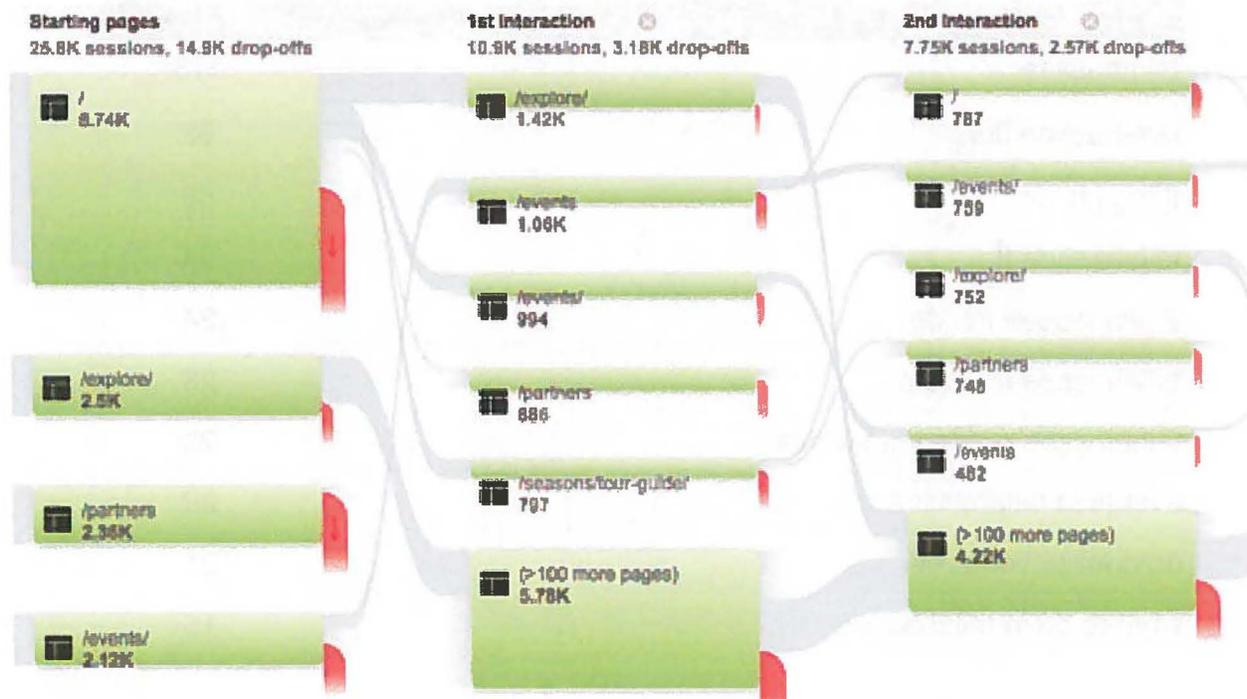
## Executive Summary

From June 1 - 28, VisitTallahassee.com experienced over 38,000 sessions. Organic traffic accounted for 76% of total traffic with nearly 26,000 sessions. While the Homepage, Events, and Explore pages continually receive the most page views, users showed interest in outdoor activities and the 4th of July. While overall traffic was down YOY for this time period, mobile traffic has grown nearly 20% from last year. Referral traffic from visit.FSU.edu outpaced all other referring websites this month. Geographically, visitation from Tallahassee, Miami Beach, Orlando and Panama City Beach continued to be the largest contributors.

Website Metric	June 1 - 28, 2015	June 1 - 28, 2014
Sessions	38,316	44,057
Users	31,161	34,221
Page Views	109,134	142,394
Avg Pages Viewed per Session	2.85	3.23
Avg Session Duration	02:06	02:21
New Sessions	70.29%	70.99%
Mobile Sessions	17,384 (45.37%)	11,570 (26.26%)
Mobile + Tablet Sessions	21,232 (55.41%)	21,412 (48.6%)

## Behavior Flow

The map below shows the user experience upon landing on the site.





## Top Content

The chart below shows the top pages viewed on the site.

Page	June 1 - 28 Page Views	% of Total Page Views
Homepage	13,415	12.29%
Events	10,929	10.01%
Explore	9,450	8.66%
Explore: Outdoors & Nature	3,816	3.50%
Explore: Nightlife	3,652	3.35%
Dine	3,366	3.08%
Explore: Sports Activities	2,658	2.44%
Stay	2,565	2.35%
Explore: Shopping	2,305	2.11%
Explore: History & Heritage	2,196	2.01%

## Keywords

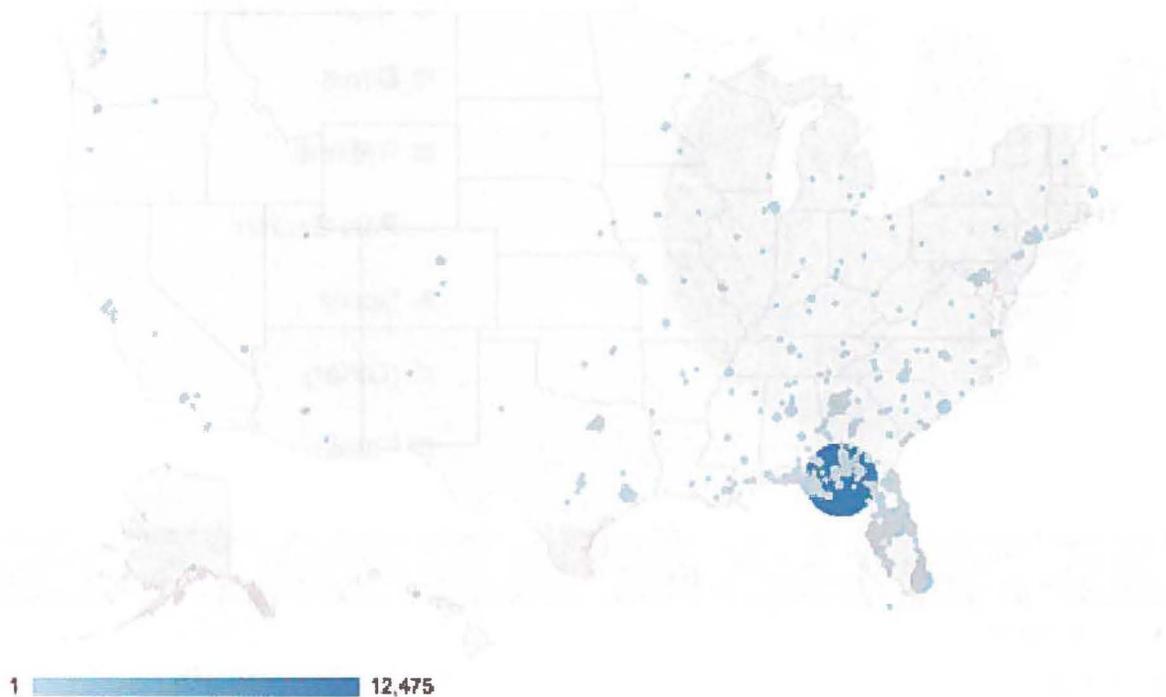
Listed below are the top ten organic keywords used to find the website.

Keywords	Sessions
tallahassee	115
tallahassee florida	88
things to do	65
tallahassee fl	54
+tallahassee florida	24
tallahassee festivals	23
tallahassee outdoor activities	23
events in tallahassee	22
outdoor adventures	21
what to do in tallahassee	16



## Geography

The map below shows a concentration of visits by city and state.



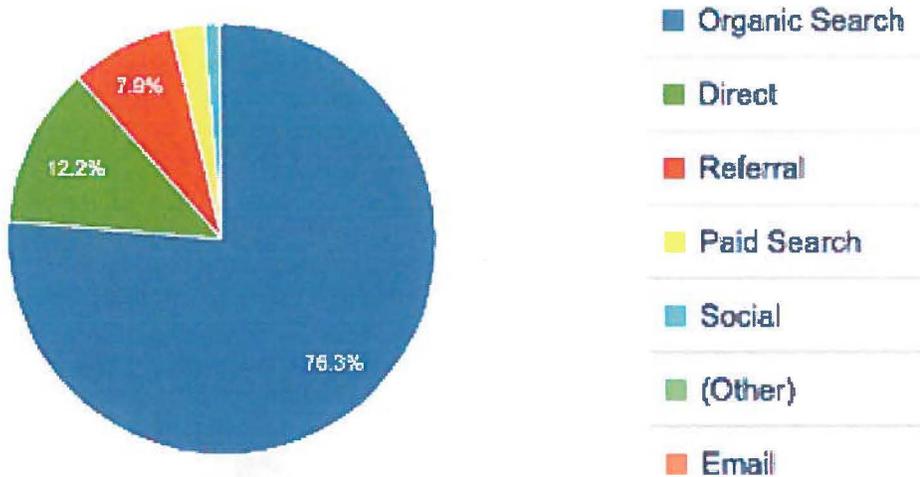
State	Visits
Florida	24,492
Georgia	2,275
Texas	1,033
Alabama	1,012
South Carolina	751
New York	448
California	439
North Carolina	396
Tennessee	342
Illinois	302

City	Visits
Tallahassee	12,475
Orlando	2,012
Miami Beach	1,139
Panama City Beach	931
Bay Lake	689
Jacksonville	536
Atlanta	478
Myrtle Beach	388
Davie	365
Houston	362



## Traffic Sources

This chart shows how many sessions originated from a specific source.



Traffic Source	June 1 - 28 Sessions
Google (organic)	25,935
Direct Traffic	4,137
Yahoo (organic)	2,316
Bing (organic)	1,772
Google (CPC)	772

## Top Referring URLs

The chart below shows the top websites that referred traffic to VisitTallahassee.com.

Referring Site	June 1 - 28 Sessions
visit.fsu.edu	427
facebook.com	277
search.yahoo.com	268
visitflorida.com	267
aauathletics.org	115
twitter.com	110
usa.asasoftball.com	96
cms.leoncountyfl.gov	91
tallahasseemuseum.org	69
search.xfinity.com	55



## Search Words

Listed below are the top ten searches on VisitTallahassee.com for all sessions and out of market sessions only.

Searched Words (All)	Page Views
4th of July	6
hotels	6
beach	5
Camping	4
Mall	4
black friday	4
18 and up	3
fire bettys	3
aaU	2
careers	2

Searched Words (Out of Market Only)	Page Views
4th of July	6
beach	5
hotels	4
Mall	4
18 and up	3
Camping	3
careers	2
July events	2
museums	2
Rodeo	2



## Media Performance

The chart below shows paid media performance based on impressions.

Partner	Impressions	Clicks*	Click Rate*
Goodway Group / Brand Retargeting	271,843	166	0.06%
Goodway Group / Spring LGBT	191,206	186	0.10%
Trip Advisor / Spring On Stage - CCRW	2,375	11	0.46%
Goodway Group / Spring LGBT (EXP)	169	10	5.92%

\* Rich media/expandable units report engagements or expansions; not clicks.

The chart below shows paid media performance based on click rate.

Partner	Impressions	Clicks*	Click Rate*
Goodway Group / Spring LGBT (EXP)	169	10	5.92%
Trip Advisor / Spring On Stage - CCRW	2,375	11	0.46%
Goodway Group / Spring LGBT	191,206	186	0.10%
Goodway Group / Brand Retargeting	271,843	166	0.06%

\* Rich media/expandable units report engagements or expansions; not clicks.

2014-2015 Facebook	October	November	December	January	February	March	April	May	June	July	August	September
Likes	40,314	42,193	42,230	42,296	42,408	42,045	43,576	44,774	44,795			
Reach	488,940	370,300	36,194	30,214	138,381	76,664	201,849	70,528	37,835			
Post Engagements	11,339	6,066	1,328	1,037	5,064	2,607	2,665	4,244	2,709			
Engagement Rate	2.32%	1.64%	3.67%	3.43%	3.66%	3.40%	1.32%	6.02%	2.53%			
#IHeartTally Mentions	211	202	91	187	182	143	148	-	-			
2013-2014	October	November	December	January	February	March	April	May	June	July	August	September
Likes	35,337	35,787	35,838	35,889	35,891	36,003	36,197	36,803	36,949	37,699	38,442	38,794
Reach	1,406,089	311,415	51,186	44,198	27,478	46,862	1,479,447	1,534,746	37,232	324,389	327,851	162,797
Post Engagements	4,410	4,160	1,607	2,566	853	2,310	1,391	4,456	911	10,663	5,106	5,156
Engagement Rate	0.31%	1.34%	3.14%	5.81%	3.10%	4.93%	0.09%	0.29%	2.45%	3.29%	1.56%	3.17%
#IHeartTally Mentions										121	132	191

2014-2015 Twitter	October	November	December	January	February	March	April	May	June	July	August	September
Followers	5,339	5,675	5,773	5,892	6,021	6,249	6,522	6,681	6,838			
Impressions	97,859	66,377	34,425	53,908	65,382	107,119	143,931	150,455	102,897			
Post Engagements	2,378	1,707	820	1,344	1,364	2,645	3,904	2,967	3,126			
Engagement Rate	2.43%	2.57%	2.38%	2.49%	2.09%	2.47%	2.71%	5.23%	3.78%			
#IHeartTally Mentions	2,042	1,004	676	731	930	1,445	1,949	1,609	1,416			
2013-2014	October	November	December	January	February	March	April	May	June	July	August	September
Followers	2,719	2,867	3,036	3,264	3,433	3,678	3,893	4,090	4,239	4,505	4,839	5,013
Impressions				37,900	31,500	70,800	134,100	119,336	37,036	67,367	80,918	76,115
Post Engagements				909	599	2,053	2,682	2,331	892	1,538	2,364	1,782
Engagement Rate				2.40%	1.90%	2.90%	2.00%	1.95%	2.41%	2.28%	2.92%	2.34%
#IHeartTally Mentions							1,237	1,334	623	1,123	1,043	1,225

2014-2015 Instagram	October	November	December	January	February	March	April	May	June	July	August	September
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Followers	926	1,072	1,151	1,318	1,560	1,821	2,035	2,277	<b>2,660</b>			
Post Engagements	1,040	1,150	1,013	807	1,455	1,934	1,834	1,105	<b>1,997</b>			
<b>#IHeartTally Mentions</b>	<b>774</b>	<b>505</b>	<b>348</b>	<b>291</b>	<b>440</b>	<b>1,023</b>	<b>1,016</b>	<b>1,141</b>	<b>1,199</b>			
<b>2013-2014</b>	<b>October</b>	<b>November</b>	<b>December</b>	<b>January</b>	<b>February</b>	<b>March</b>	<b>April</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>August</b>	<b>September</b>
Followers									579	644	689	789
Post Engagements	90	18	53	20	104	231	133	448	357	261	692	745
<b>#IHeartTally Mentions</b>								<b>424</b>	<b>336</b>	<b>490</b>	<b>414</b>	<b>492</b>

<b>2014-2015 Pinterest</b>	<b>October</b>	<b>November</b>	<b>December</b>	<b>January</b>	<b>February</b>	<b>March</b>	<b>April</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>August</b>	<b>September</b>
Followers	53	143	149	154	174	200	217	224	241			
Likes	1	0	0	0	2	1	0	0	0			
<b>Repins</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>5</b>	<b>7</b>			
<b>2013-2014</b>	<b>October</b>	<b>November</b>	<b>December</b>	<b>January</b>	<b>February</b>	<b>March</b>	<b>April</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>August</b>	<b>September</b>
Followers											10	19
Likes											8	3
<b>Repins</b>											<b>3</b>	<b>0</b>



**United Kingdom**  
Blue Fin Building  
110 Southwark Street  
London SE1 0TA  
Phone: +44 (0)20 7922 1930  
Fax: +44 (0)20 7922 1931  
www.strglobal.com

**United State**  
735 East Main Street  
Hendersonville  
TN 3707  
Phone: +1 (615) 824 866  
Fax: +1 (615) 824 384  
www.str.cor

## Visit Tallahassee

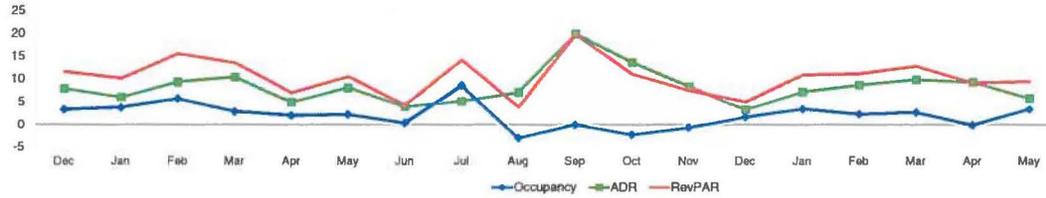
For the Month of May 2015

Date Created: Jun 18, 2015

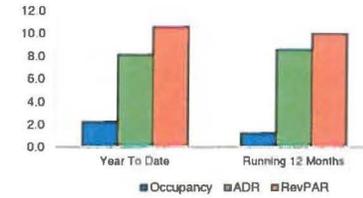
	Tab
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Response Leon County, FL	3
Help	4

Visit Tallahassee  
For the Month of May 2015

Monthly Percent Change



Overall Percent Change



		2013					2014					2015					Year To Date			Running 12 Months					
		Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2013	2014	2015	2013	2014	2015
<b>Occupancy (%)</b>	This Year	49.1	52.9	68.8	79.7	63.6	82.0	64.3	82.3	82.9	53.7	89.8	58.5	49.9	54.7	68.3	72.6	63.5	64.1	61.1	63.1	64.6	57.9	60.5	61.2
	Last Year	47.6	51.0	63.2	68.8	62.4	60.6	64.1	57.4	64.8	53.7	62.2	58.9	48.1	52.9	68.8	70.7	63.6	62.0	58.8	61.1	63.1	55.0	57.9	60.5
	Percent Change	3.3	3.8	5.7	2.8	1.9	2.2	0.3	8.6	-3.0	0.0	-2.3	-0.7	1.6	3.4	-2.3	2.7	-0.1	3.4	7.6	3.3	2.3	5.4	4.4	1.3
<b>ADR</b>	This Year	76.04	76.36	85.14	93.78	88.78	93.10	78.76	74.93	82.93	97.60	116.84	110.96	78.55	83.97	92.47	102.98	96.98	96.45	81.85	88.31	85.52	80.32	85.82	93.18
	Last Year	70.46	73.91	77.81	84.99	84.02	80.14	75.78	71.27	77.44	81.43	102.86	102.46	78.04	78.36	85.14	93.78	88.78	93.10	79.26	81.85	88.31	78.01	80.32	85.82
	Percent Change	7.9	6.0	9.3	10.3	4.9	8.1	3.9	5.1	7.1	19.9	13.6	8.3	3.3	7.2	8.6	9.8	8.2	5.6	3.3	7.9	8.2	1.7	6.8	6.6
<b>RevPAR</b>	This Year	37.36	41.47	56.86	66.32	56.45	57.69	50.63	46.65	52.12	52.41	71.07	64.86	39.22	45.95	63.15	74.77	61.58	63.09	50.02	55.77	61.66	46.54	51.91	57.07
	Last Year	33.51	37.68	49.23	58.43	52.78	52.23	48.56	40.88	50.20	43.74	64.01	60.33	37.38	41.47	56.86	66.32	56.45	57.69	45.02	50.02	55.77	43.42	46.54	51.91
	Percent Change	11.5	10.0	15.5	13.5	7.0	10.5	4.3	14.1	3.8	19.8	11.0	7.5	5.0	10.8	11.1	12.7	9.1	9.4	11.1	11.5	10.6	7.2	11.5	10.0
<b>Supply</b>	This Year	175,739	175,739	158,732	178,715	172,890	174,623	168,990	174,623	168,990	174,623	168,990	174,623	168,990	174,623	157,724	174,623	168,990	174,623	890,166	860,093	850,614	2,148,890	2,095,886	2,056,076
	Last Year	184,946	184,946	167,020	181,350	175,500	181,350	175,500	181,350	181,318	175,470	175,739	170,070	175,739	175,739	158,732	178,715	172,890	174,623	876,102	860,166	860,099	2,117,460	2,160,800	2,095,886
	Percent Change	-5.0	-5.0	-5.0	-1.5	-1.5	-3.7	-3.7	-3.7	-3.7	-3.7	-0.6	-0.6	-0.6	-0.6	-0.6	-2.3	-2.3	0.0	1.6	3.3	-1.2	2.3	3.3	-1.9
<b>Demand</b>	This Year	86,338	93,003	105,898	126,373	109,928	108,229	108,727	109,751	90,736	106,222	98,785	87,195	95,566	107,711	126,786	107,303	111,824	543,951	543,508	549,290	1,255,462	1,267,637	1,259,335	
	Last Year	87,951	94,303	105,539	124,683	109,470	109,056	112,466	104,021	117,527	94,259	109,372	100,146	86,338	93,003	105,998	126,373	109,928	108,206	497,620	543,951	543,508	1,183,829	1,255,462	1,267,637
	Percent Change	-1.8	-1.4	0.4	1.4	0.4	-1.6	-3.4	4.5	-6.6	3.7	-2.9	1.4	1.0	2.8	1.8	0.3	-2.4	3.4	9.3	-0.1	1.1	7.9	1.0	-0.7
<b>Revenue</b>	This Year	6,564,967	7,288,017	9,025,024	11,851,802	9,750,778	10,073,982	8,555,894	8,146,532	9,101,229	8,856,043	12,411,224	10,961,089	6,849,526	8,024,331	9,960,423	13,056,462	10,406,124	11,019,376	44,523,975	47,998,583	52,466,716	100,839,199	108,787,248	117,348,253
	Last Year	6,197,249	6,969,585	8,222,897	10,506,709	8,263,037	9,471,647	8,522,488	7,413,435	9,101,653	7,875,415	11,249,805	10,260,904	6,564,967	7,288,017	9,025,024	11,851,802	9,750,778	10,073,982	39,443,179	44,523,975	47,998,583	91,834,649	100,839,199	108,787,248
	Percent Change	5.9	4.6	9.8	11.8	5.4	6.4	0.4	9.9	0.0	15.4	10.3	6.8	4.3	10.1	10.4	10.2	6.6	9.4	12.9	7.8	9.3	9.7	7.9	7.9
<b>Census %</b>	This Year	61	61	61	62	62	61	61	61	61	61	61	61	61	61	61	61	61	61	61	61	61	61	61	61
	Last Year	5689	5669	5669	5785	5763	5633	5633	5633	5633	5633	5633	5633	5633	5633	5633	5633	5633	5633	5633	5633	5633	5633	5633	5633
	% Rooms Participating	89.7	89.7	89.7	87.6	87.6	89.7	89.7	89.7	89.7	89.7	89.7	89.7	89.7	89.7	89.7	91.4	91.4	91.4	89.7	89.7	89.7	89.7	89.7	89.7

A blank row indicates insufficient data.

Source 2015 STR, Inc.

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# Visit Tallahassee

2<sup>nd</sup> Quarter Visitor Tracking Report  
January – March 2015

# Study Objectives

---

- Estimate direct spending and total economic impact of visitors
- Estimate room nights generated by visitors
- Develop a profile of travel parties to Tallahassee
  - Size, length of stay, number of times visited
- Assess motivation for visiting Tallahassee
- Determine likelihood of returning
- Define mode of transportation
- Assess importance & evaluation of vacation attributes
- Investigate trip planning information
- Assess use of Tallahassee Visitors Guide & Visitors Center
- Create a demographic profile of visitors

# Methodology

---

- Internet survey & in-person interviews
- Sample size - 869 completed surveys
- Second quarter\* 2015 visitors to Tallahassee
- Data collection: January 2015 – April 2015

\*January, February, March, 2015

# Tourism Snapshot: Jan-Mar 2015

Visitor Statistics	2014	2015	% Change
Visitors	606,112	673,651	+11.1%
Direct Expenditures	\$149,520,000*	\$175,523,700	+17.4%
Total Economic Impact	\$236,241,600	\$277,327,400	+17.4%

Lodging Statistics	2014	2015	% Change
Occupancy	61.9%	65.2%	+5.3%
Room Rates	\$85.75	\$92.66	+8.1%
RevPAR	\$53.08	\$60.41	+13.8%
Room Nights	317,603	338,173	+6.5%
TDT Collections	\$964,214	\$1,044,746	+8.4%

\* Includes spending for: accommodations, restaurants, entertainment, shopping, transportation, groceries, and "other" expenses.

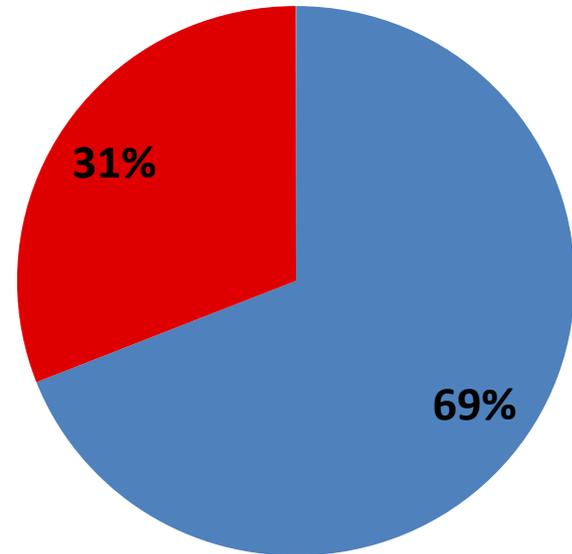
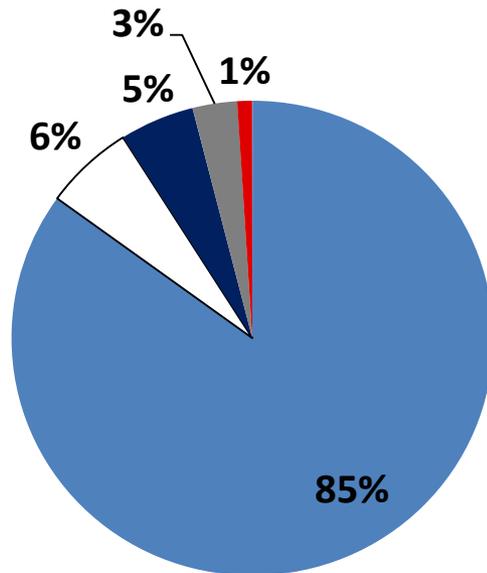
# Typical Tallahassee Visitor

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- Was **50** years old.
- Was female (**54%**).
- Had a median household income of **\$100,000**.
- Was from the Southeast (**85%**).

# Origin of Tallahassee Visitors

7 out of 10 visitors were from Florida



- Southeast      □ Northeast      ■ Midwest
- West            ■ Outside of U.S.

- Florida      ■ Other

Southeast: TX, AR, LA, TN, MS, AL, NC, SC, GA, FL  
 Northeast: VA, MD, DE, PA, NJ, NY, CT, RI, MA, VT, NH, ME  
 Midwest: WV, KY, OH, IN, MI, WI, IL, MN, IA, MO, ND, SD, NE, KS, OK  
 West: WA, OR, CA, NV, ID, MT, WY, CO, UT, AZ, NM

# Origin of Tallahassee Visitors

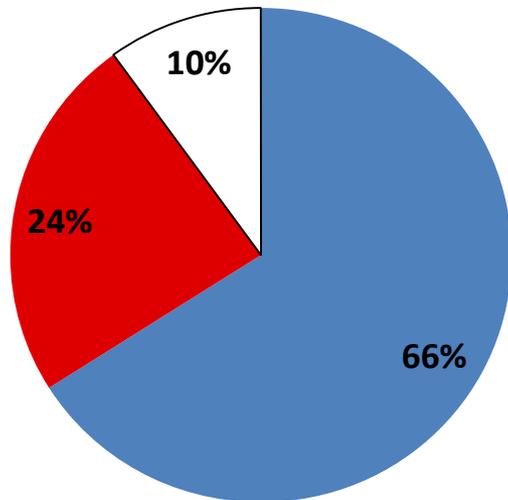
## Top Markets

Tampa	<b>14%</b>
Surrounding Counties*	<b>11%</b>
Miami/Ft. Lauderdale	<b>8%</b>
Orlando	<b>5%</b>
Atlanta	<b>5%</b>
Jacksonville	<b>5%</b>
Gainesville	<b>4%</b>
Fort Walton Beach	<b>4%</b>
Pensacola	<b>3%</b>
Port St. Lucie	<b>3%</b>

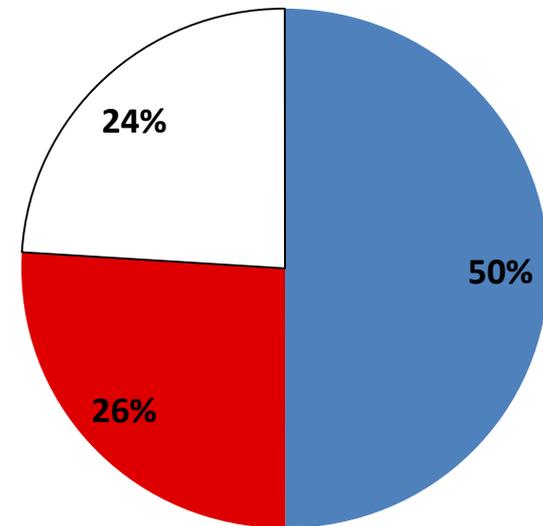
\*Gadsden, Liberty, Wakulla, & Jefferson Counties

# Event Attendees\*

- Visited Leon County strictly to attend an event (**66%**).



- Stayed in paid accommodations (**50%**).



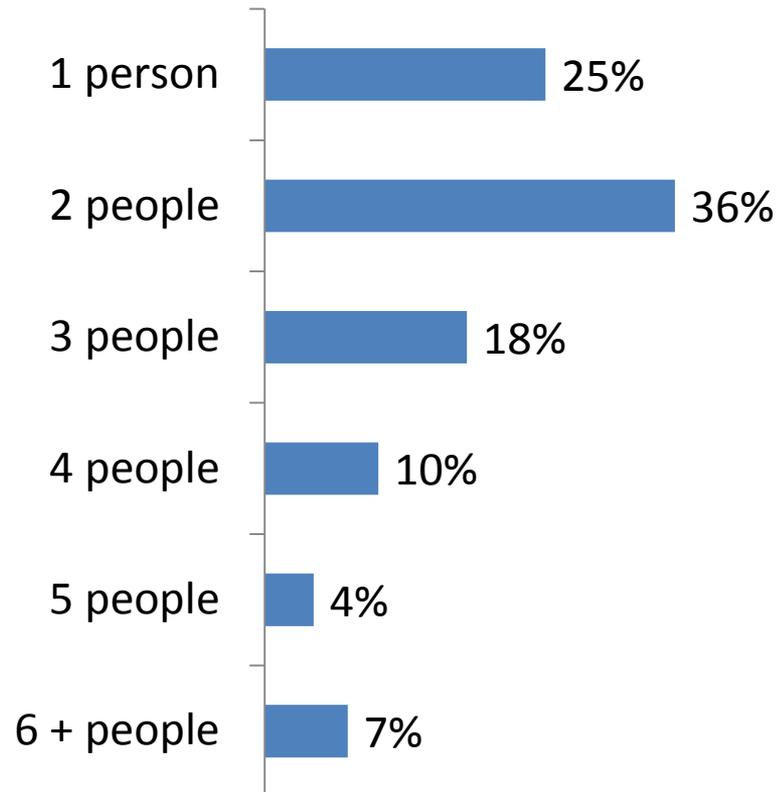
- Strictly to attend this event
- In part to attend this event
- Decided to attend this event after I was already there

- Paid accommodations
- Unpaid accommodations
- Day tripper

\*Only asked of visitors interviewed at events.

# Typical Tallahassee Visitor

- Traveled in a party composed of **2.6** people.
- **75%** traveled with at least one other person.
- **31%** traveled with people under the age of 20.



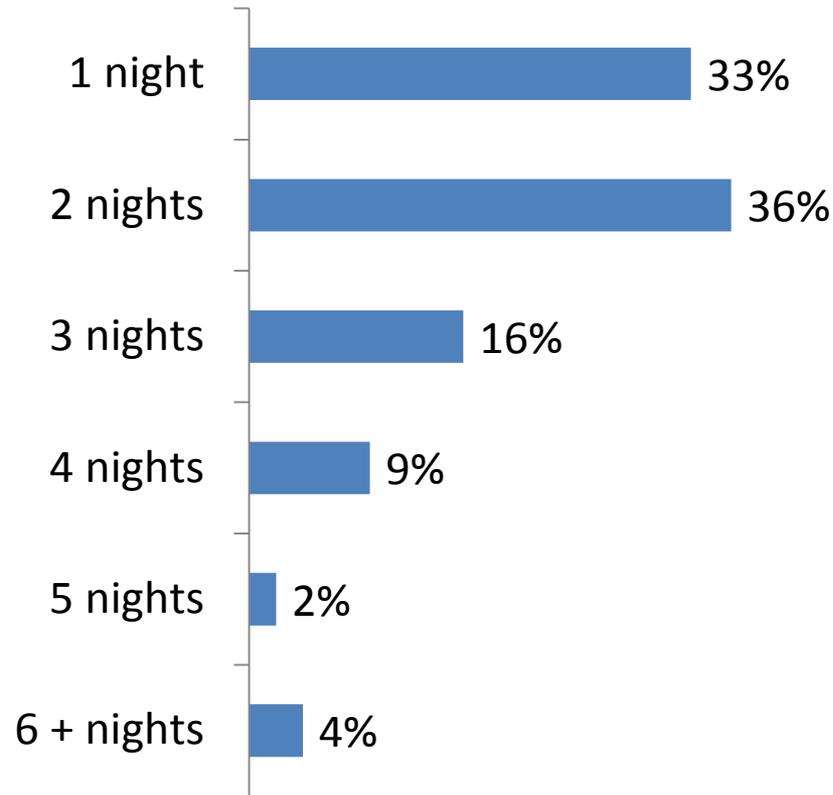
# Typical Tallahassee Visitor

---

- **Drove** to Leon County (**90%**).
- Indicated that Leon County was the primary destination for their trip (**91%**).

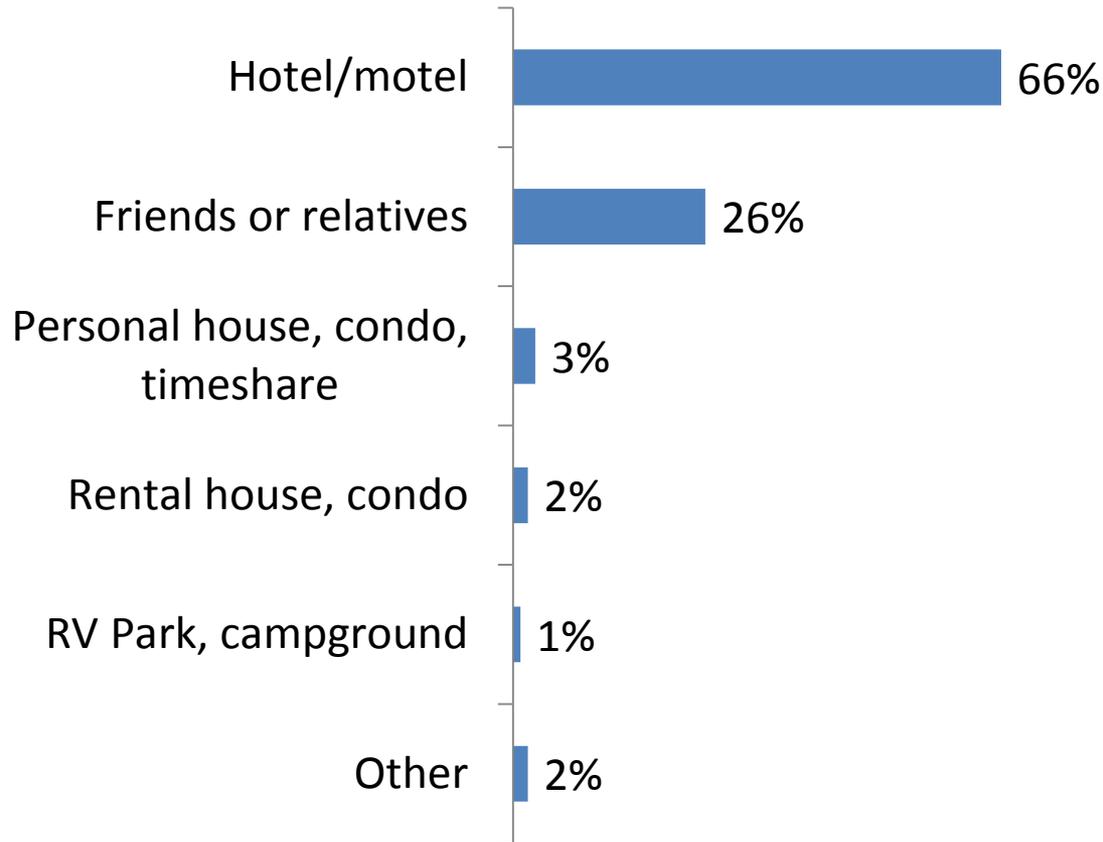
# Typical Overnight Tallahassee Visitor

- Spent **2.4** nights in Leon County.
- **67%** stayed 2 nights or more:



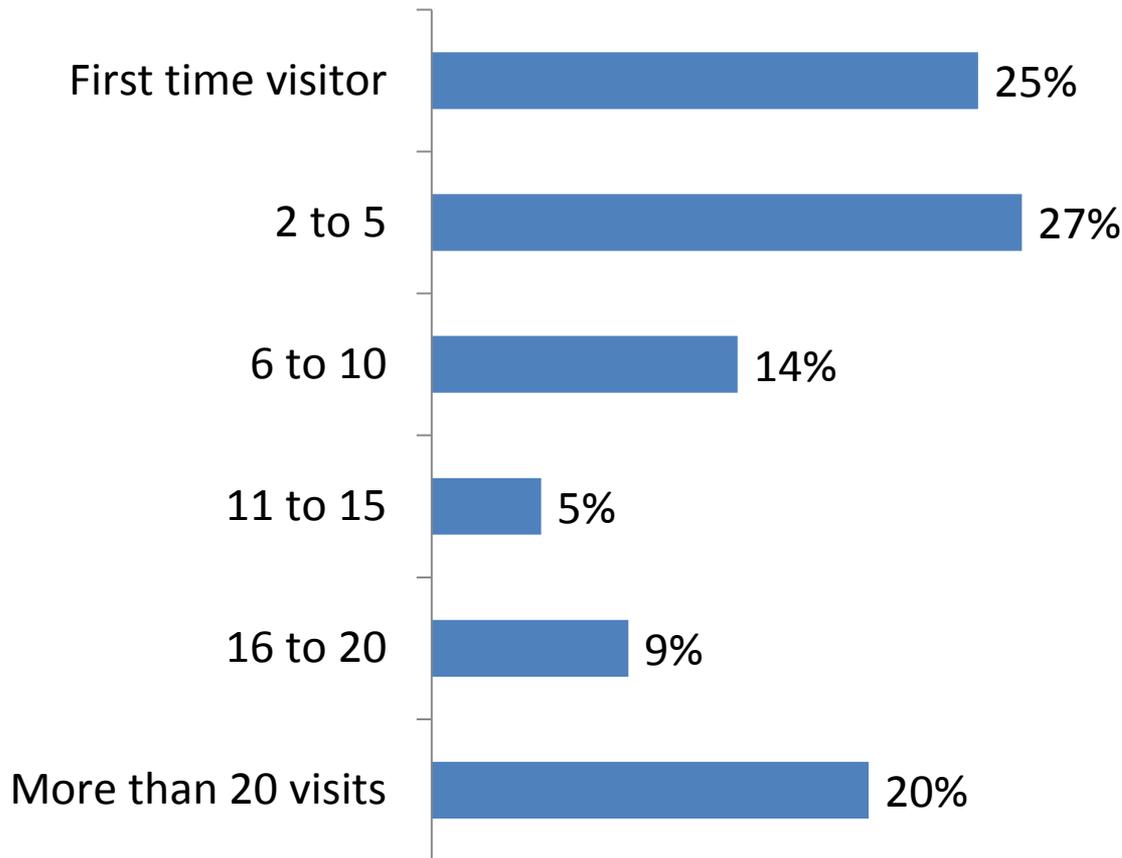
# Accommodations for Overnight Visitors

- 8 out of 10 visitors who stayed overnight booked a hotel.



# Experience with Tallahassee

- **25%** were first time visitors.
- **20%** have visited Tallahassee more than 20 times.



# Reasons for Visiting

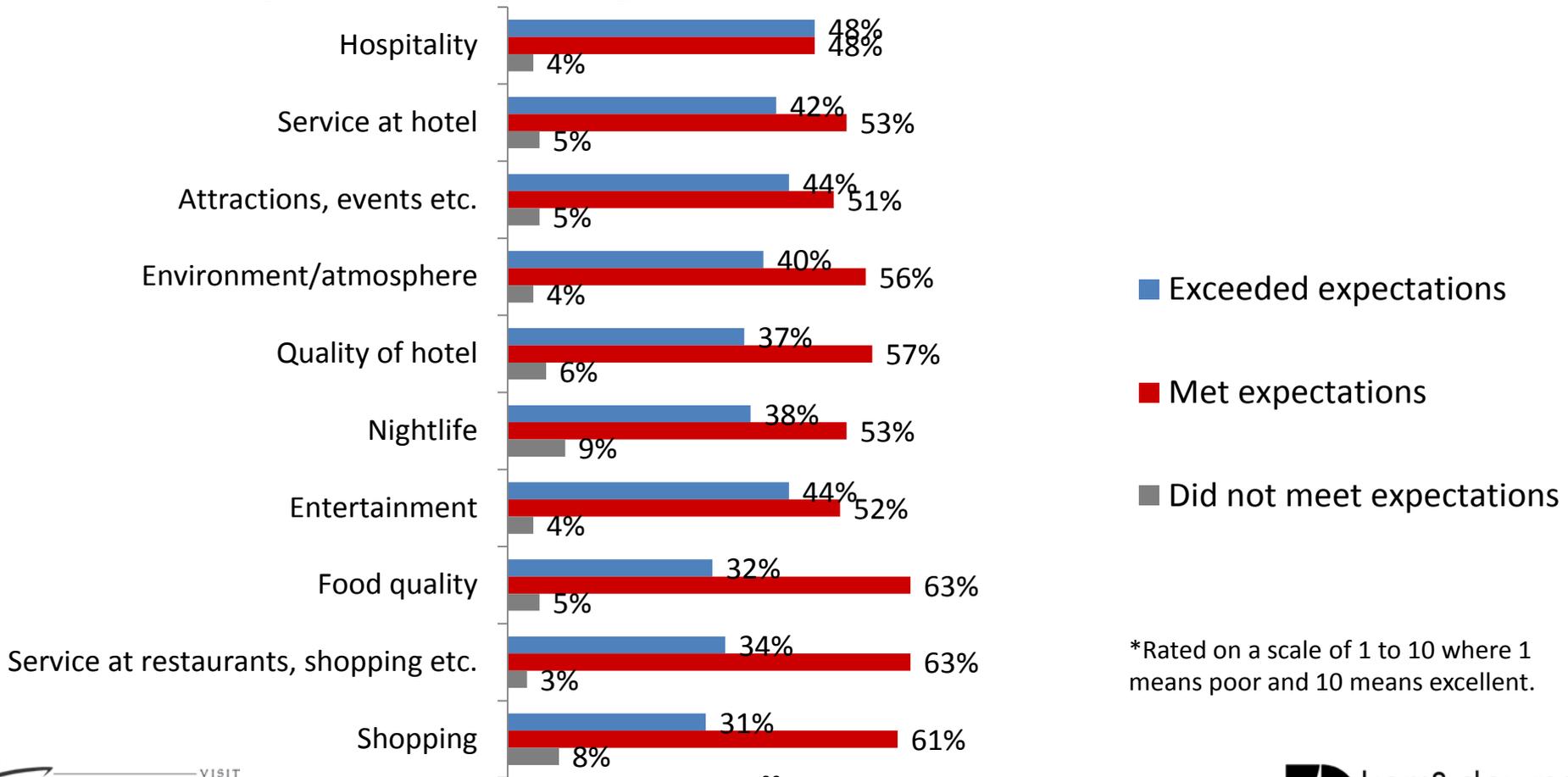
- Three in ten visitors came to visit for a business conference or meeting.\*



\*Multiple responses permitted

# Rating Experiences in Tallahassee

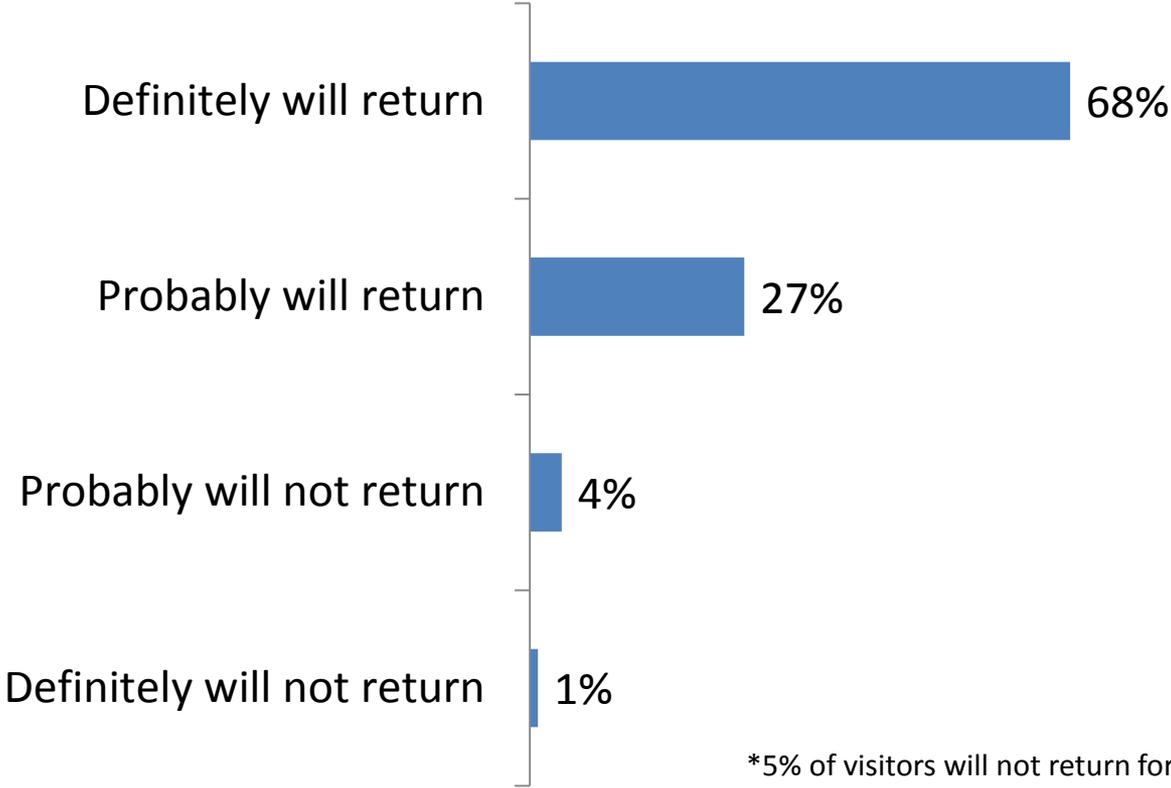
- Visitors gave Leon County a rating of **7.7 out of 10** as a place to visit.\*
- Visitors' ratings of their stay along various attributes:



\*Rated on a scale of 1 to 10 where 1 means poor and 10 means excellent.

# Likelihood of Returning

•95% of visitors will return to Leon County.\*



\*5% of visitors will not return for the following reasons:  
1. Event/occasion for visit is over (4%)  
2. Prefer other areas (1%)

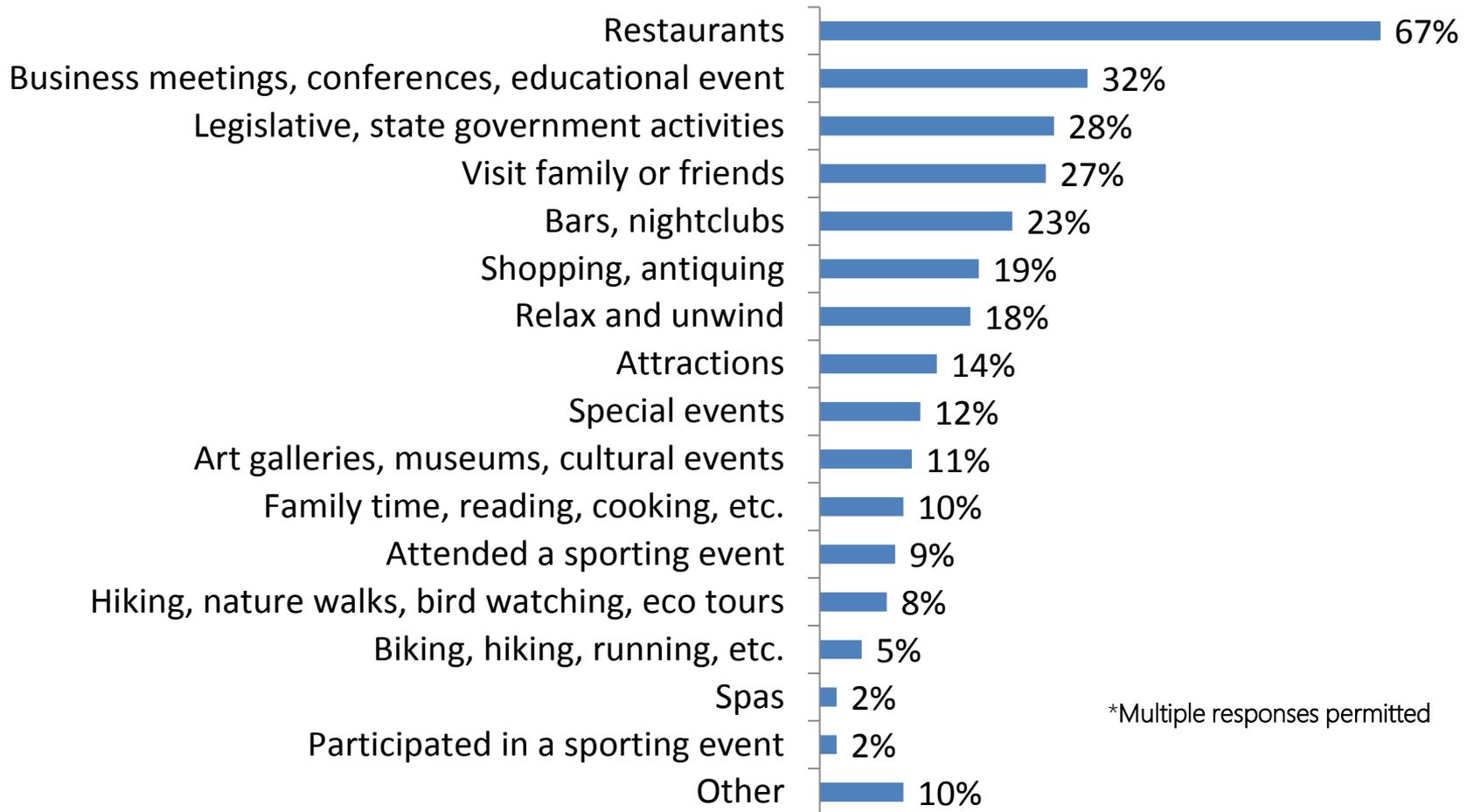
# Visitors' Expenditures

- Visitors spent **\$387** a day and **\$928** on their trip.

	Average Daily Expenditure	Total Trip Expenditure
Accommodations	\$127	\$305
Restaurants	\$82	\$197
Groceries	\$13	\$31
Shopping	\$70	\$168
Entertainment	\$51	\$122
Transportation	\$28	\$67
Other	\$16	\$38
<b>Total</b>	<b>\$387</b>	<b>\$928</b>

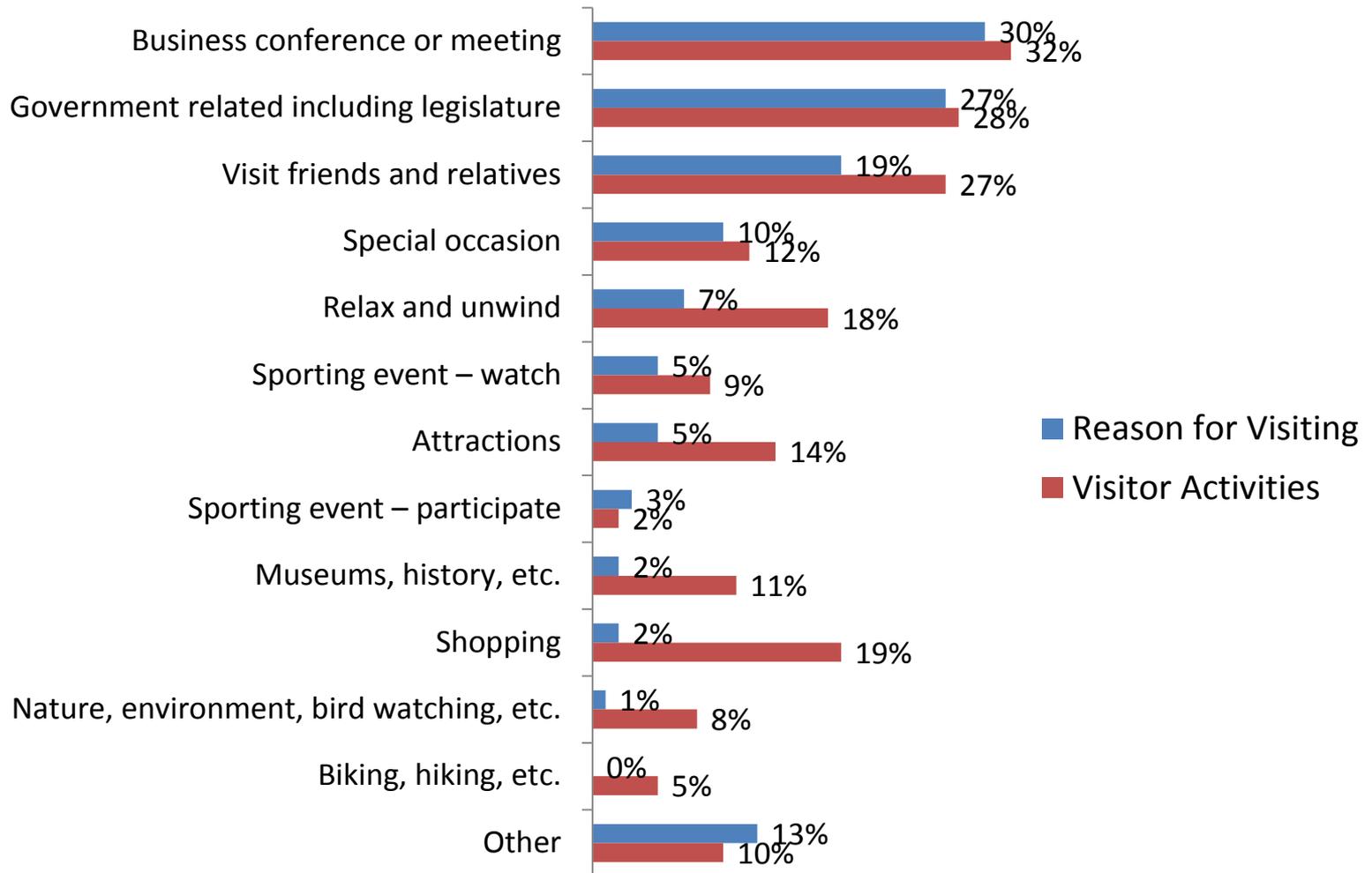
# Visitors' Activities

- 2 out of 3 visitors ate in area restaurants:\*



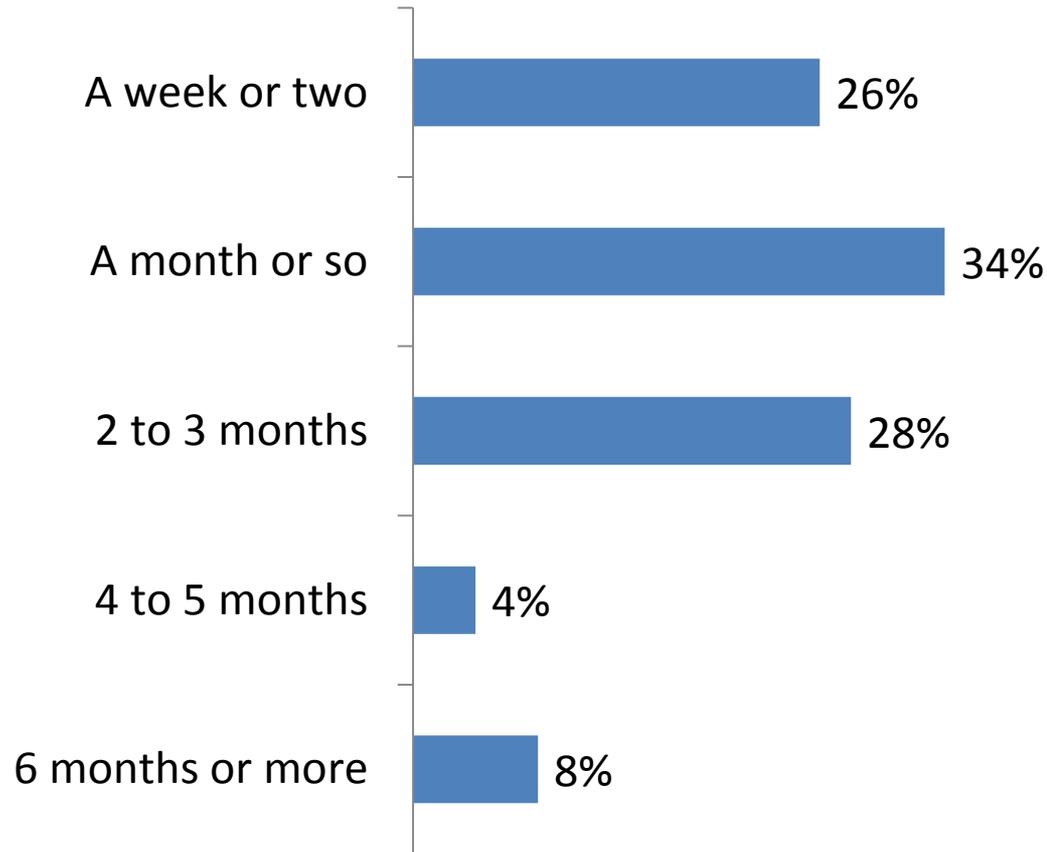
\*Multiple responses permitted

# Reasons for Visiting vs. Visitor Activities



# Trip Planning

- Six in ten visitors planned their trip within **a month** of travel.



# Sources of Information

- Hotel websites and talking to friends were used most frequently to plan trips to Tallahassee.\*



\*Multiple responses permitted

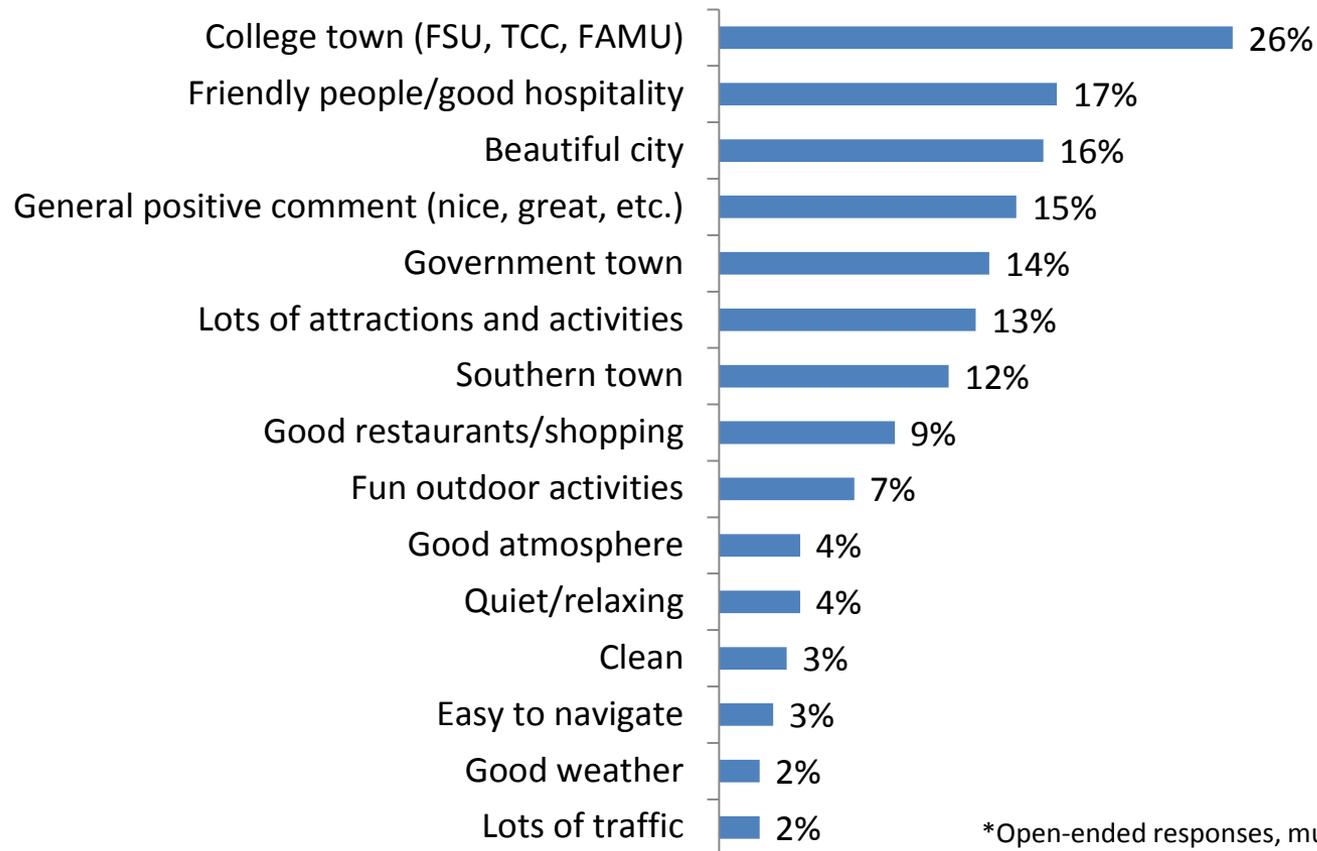
# Finding Your Way Around

- Has a smartphone or tablet (**94%**).
- Use their smartphone to plan their trip or to learn how to get around while they are in Leon County (**66%**).
- **3%** of visitors requested a Visitors Guide prior to their visit to Leon County.
- Visitors Guide received a rating of **7.2 out of 10\***.
- **1%** of visitors stopped at the Visitors Center during their visit to Leon County.
- Visitors Center received a rating of **9.0 out of 10\***.

\*10=extremely useful; 1= not useful at all.

# Perceptions of Tallahassee\*

- Visitors describe Leon County as a college town with friendly people and good hospitality.



\*Open-ended responses, multiple responses permitted

# Comments from Visitors

---

- From visitors who describe Leon County as a **college town**:

“Really nice college town, but there are also lots of family activities in Leon County as well as in surrounding counties.”

“Very nice college town. Great to visit during football but not much to do during winter.”

“FSU is an amazing school and the surrounding city has truly been revitalized in the past seven years.”

“Eclectic college town environment.”

# Comments from Visitors

---

- From visitors who describe Leon County as **friendly**:

“Friendly, easy to get around, good selection of restaurants at different price points.”

“We had a great time. We loved where we stayed, and everyone was very nice and made us feel at home.”

“Tallahassee is a wonderful city. The people are extremely friendly and the city culturally diverse.”

“Clean, pleasant, and the people were hospitable. I would highly recommend Four Points as a place to stay. We will be back.”

# Comments from Visitors

---

- From visitors who describe Leon County as a **beautiful city**:

“Tallahassee is a beautiful, friendly place to visit with lots to see and do.”

“Beautiful, tree-lined streets with a friendly atmosphere.”

“The most pristine and picturesque city and county in the state of Florida!”

“Beautiful part of Florida. Very scenic.”

# Comments from Visitors

---

- From visitors who describe Leon County as being a **government town**:

“I was there for three days for work. My impression is that it’s a busy place for government and a college town.”

“A government and college town with warm hospitality and southern charm.”

“A comfortable community with an interesting blend of a college town with a strong mix of political activity, especially during the Legislative Session.”

# Comments from Visitors

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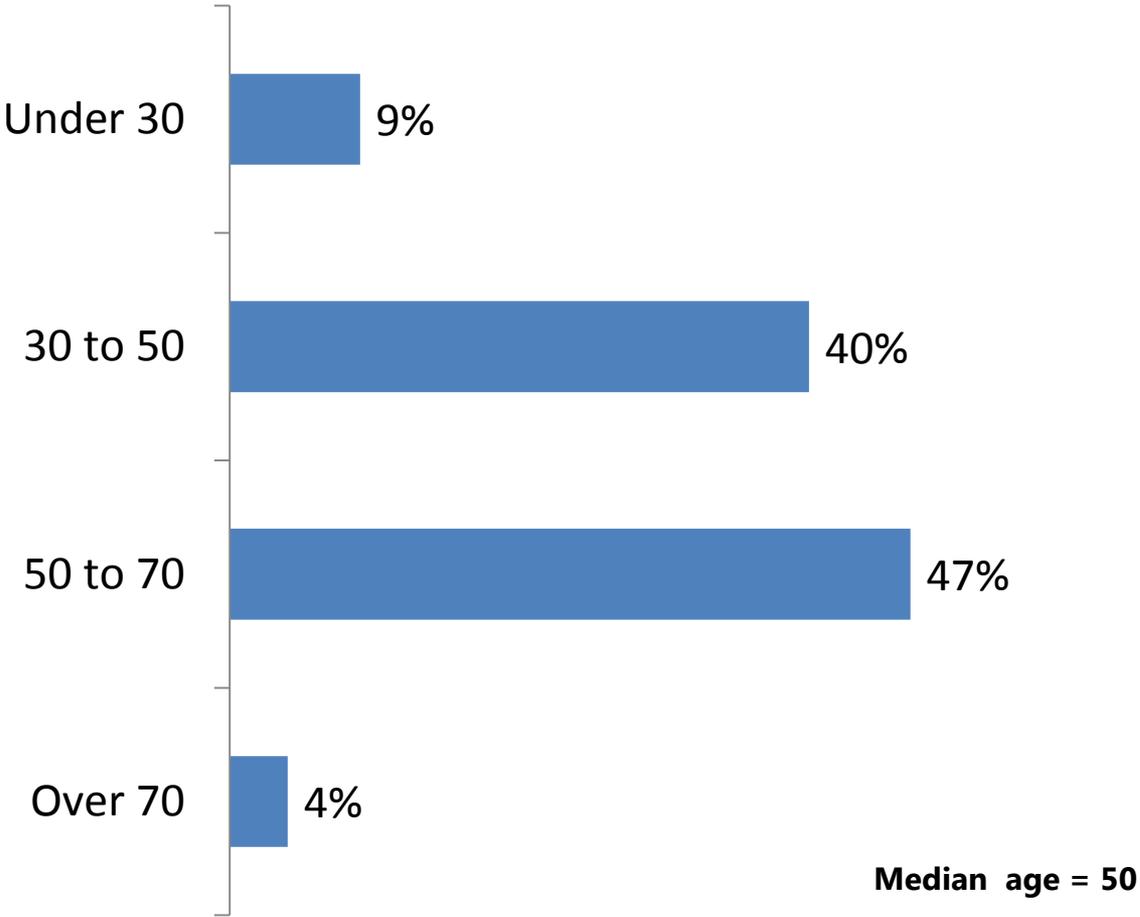
- Describes Leon County as having **lots of attractions and activities:**

“Lots to see and do - make more time to stay to be able to take advantage of that. EVERYONE was exceptionally friendly!”

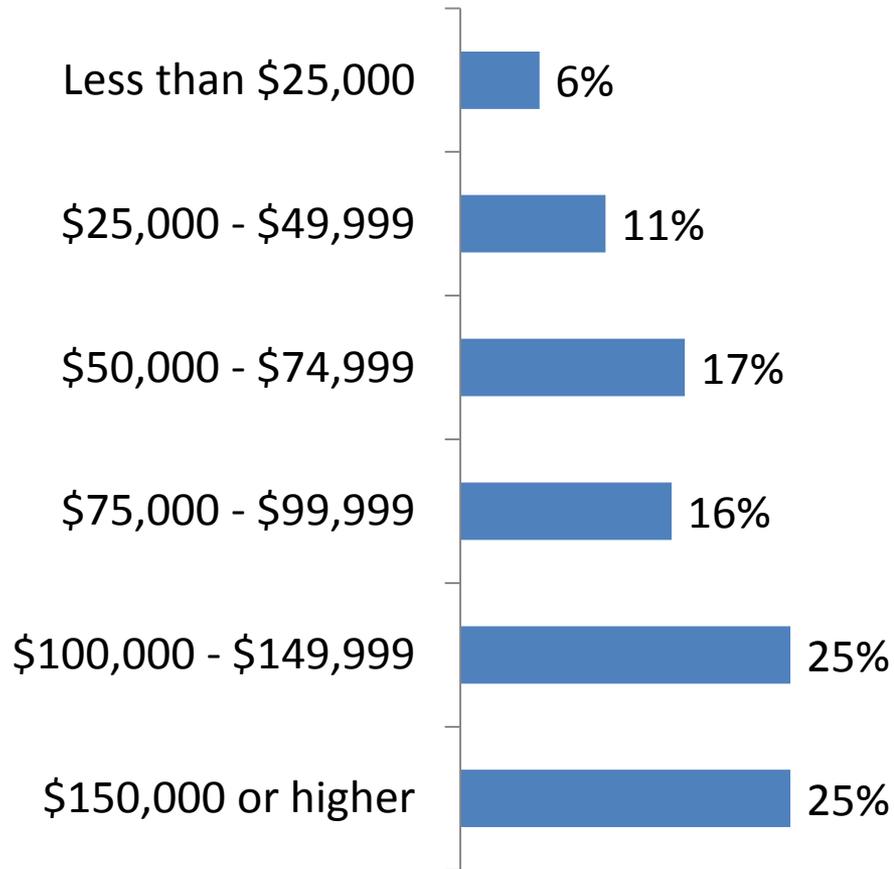
“A vibrant city with a variety of things to do - concerts, sporting events, shopping, and lots of outdoors activities as well.”

“Leon County is a great place to visit. There are tons of things to do. They have a lot of attractions. The restaurants are excellent.”

# Age of Visitors

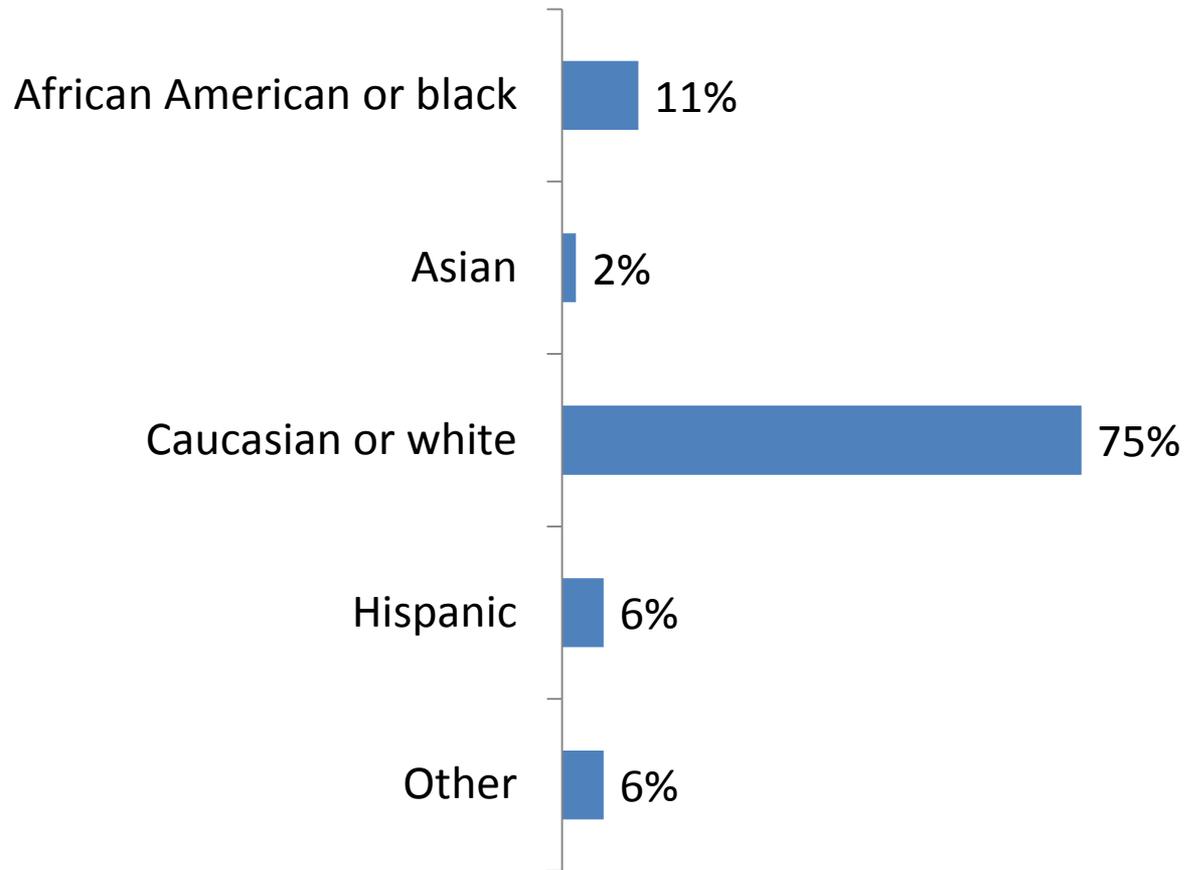


# Visitors' Total Household Income

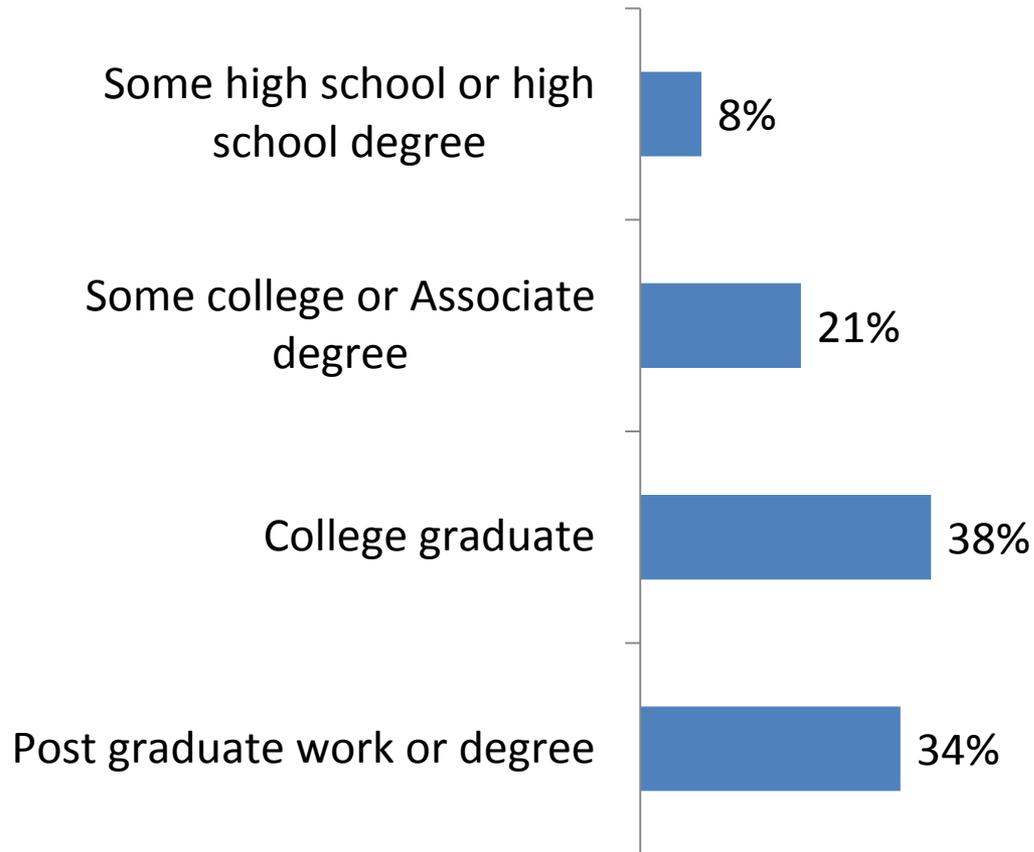


**Median HHI = \$100,000**

# Race/Ethnicity of Visitors

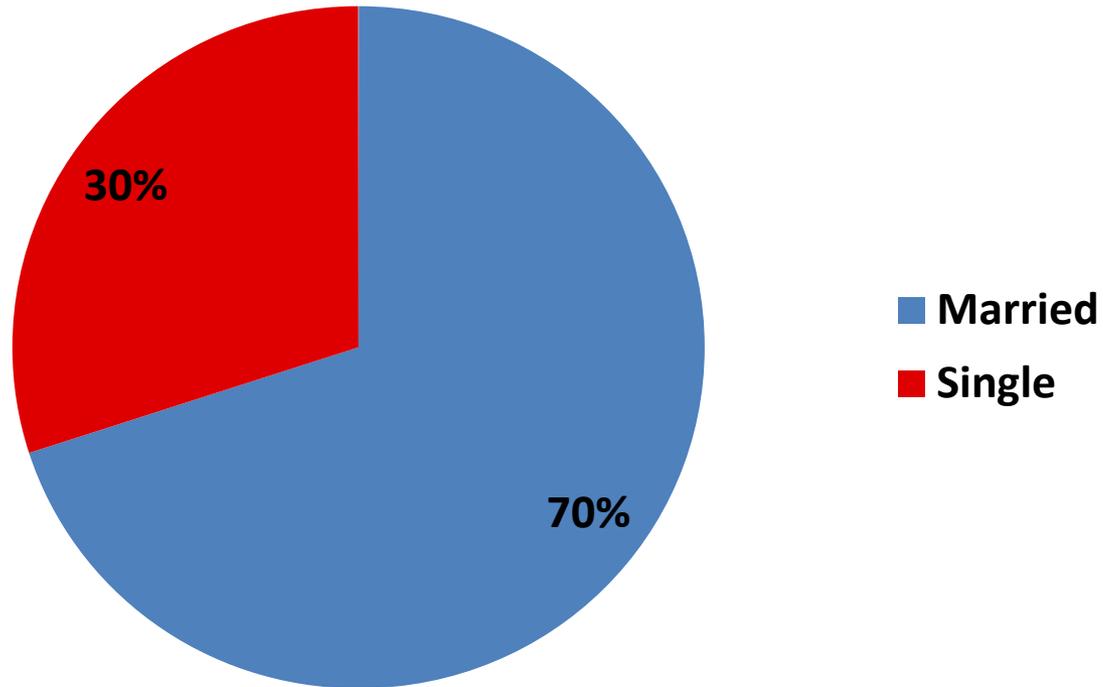


# Education

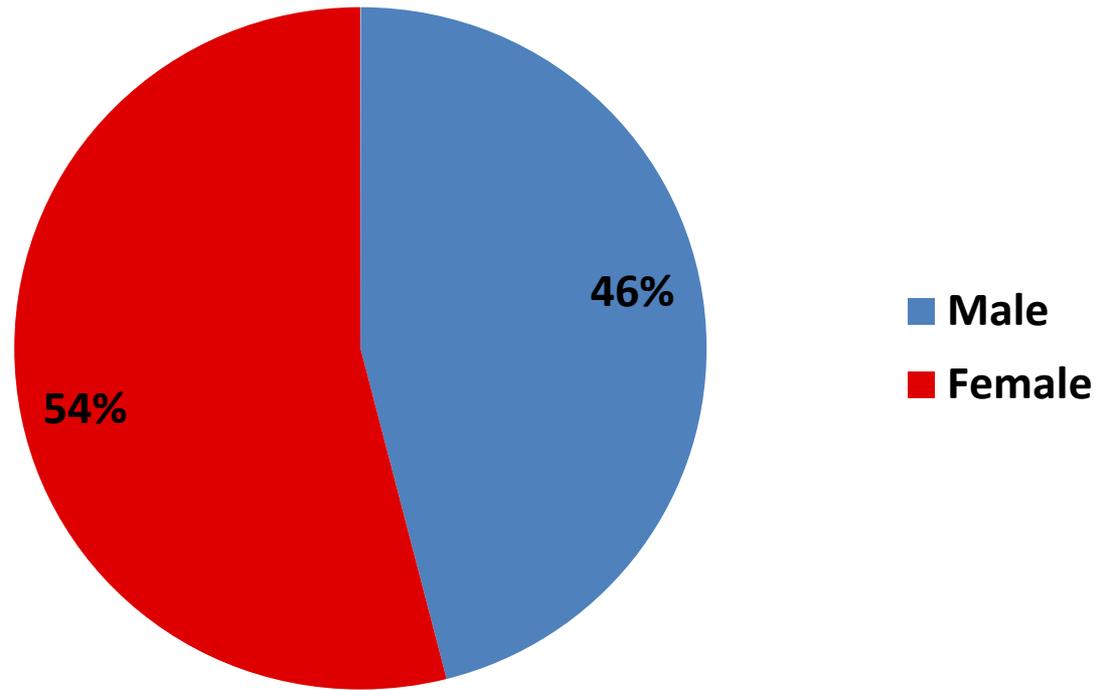


# Marital Status

Seven in ten visitors were married.



# Gender



# Visit Tallahassee

## 2<sup>nd</sup> Quarter Visitor Tracking Report

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Lee Daniel, CDME – Director, Visit Tallahassee  
850-606-2300, DanielLee@leoncountyfl.gov

Phillip Downs, Ph.D., Senior Partner, pd@kerr-downs.com  
Joseph St. Germain, Ph.D., Vice President, joseph@kerr-downs.com  
Rachael Powell, Project Director, rachael@kerr-downs.com  
Kerr & Downs Research  
850-906-3111: www.kerr-downs.com



# Visit Tallahassee

January – March 2015 Visitor Profile Dashboard

Prepared for:  
Leon County Tourist Development Council  
And  
Visit Tallahassee

Prepared by:  
Kerr & Downs Research  
Phillip Downs, Ph.D., Joseph St. Germain, Ph.D., and Rachael Powell

# Leon County Visitor Profile January – March 2015

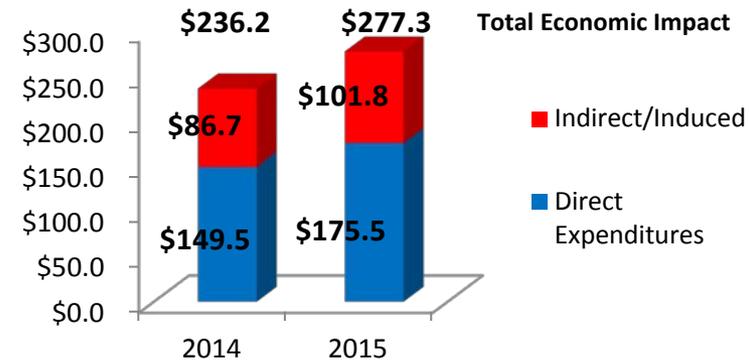
## January - March

Visitor Statistics	2014	2015	% Change
Visitors	606,112	673,651	+11.1%
Direct Expenditures	\$149,520,000*	\$175,523,700	+17.4%
<b>Total Economic Impact</b>	<b>\$236,241,600</b>	<b>\$277,327,400</b>	<b>+17.4%</b>

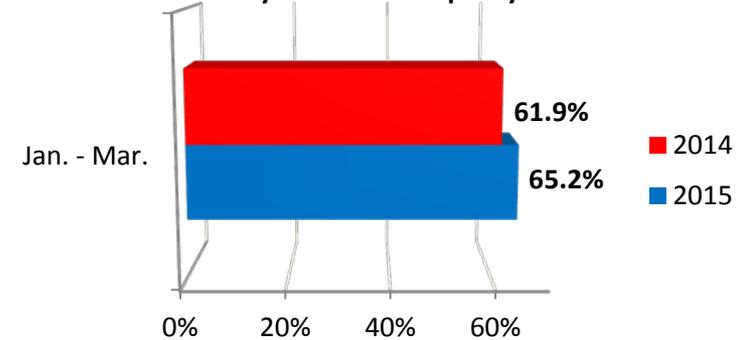
## January - March

Lodging Statistics	2014	2015	% Change
Occupancy	61.9%	65.2%	+5.3%
Room Rates	\$85.75	\$92.66	+8.1%
RevPAR	\$53.08	\$60.41	+13.8%
Room Nights	317,603	338,173	+6.5%
TDT Collections	\$964,214	\$1,044,746	+8.4%

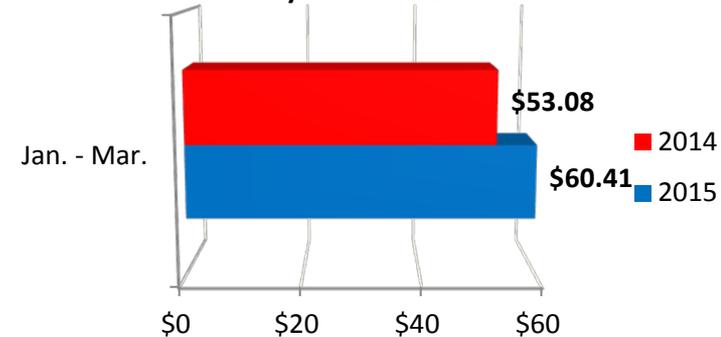
January – March Economic Impact (millions)



January – March Occupancy



January – March RevPAR



1

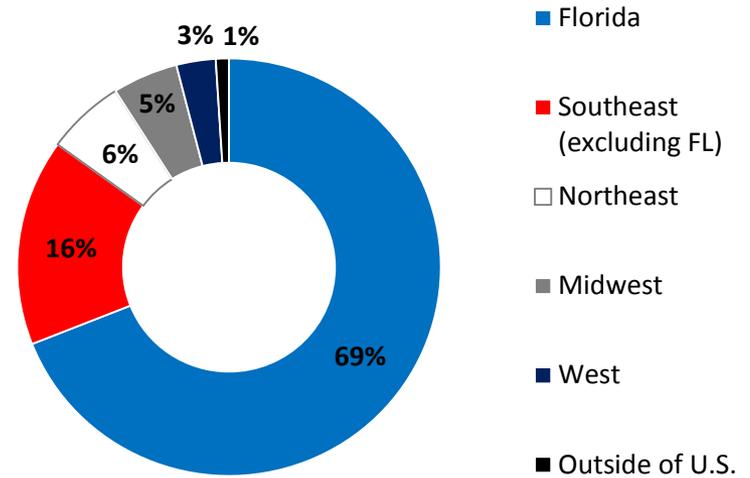
\* Includes spending for: accommodations, restaurants, entertainment, shopping, transportation, groceries, and "other" expenses.

# Leon County Visitor Profile January – March 2015

## Visitor Origin – Top Markets

Visitor Origins	January - March		
	2014% of total	2015% of total	% change of Visitors '14/'15
Tampa	11%	14%	+3% points
Surrounding Counties*	NR	11%	NA
Miami/Ft. Lauderdale	16%	8%	-8% points
Orlando	13%	5%	-8% points
Atlanta	5%	5%	No change
Jacksonville	8%	5%	-3% points
Gainesville	3%	4%	+1% point
Destin	NR	4%	NA
Pensacola	5%	3%	-2% points

## January – March 2015 Visitor Origins

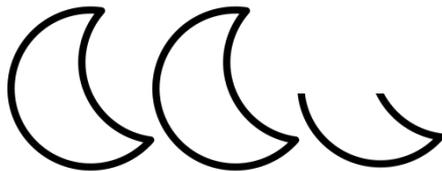


\*Gadsden, Liberty, Wakulla, & Jefferson Counties  
NR = Not Reported

## The typical Tallahassee Visitor...

Room Nights:

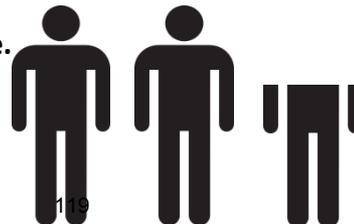
**2.4**



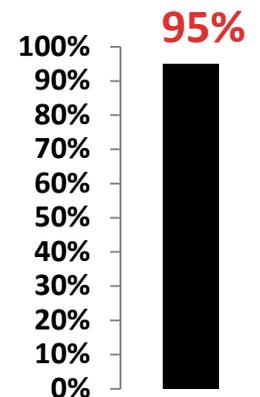
Travel Party

Size:

**2.6** people.



**95%** of visitors will definitely or probably return.



# Visit Tallahassee

## 2<sup>nd</sup> Quarter Visitor Dashboard

Lee Daniel, CDME – Director, Visit Tallahassee  
850-606-2300, DanielLee@leoncountyfl.gov

Phillip Downs, Ph.D., Senior Partner, pd@kerr-downs.com  
Joseph St. Germain, Ph.D., Vice President, joseph@kerr-downs.com  
Rachael Powell, Project Director, rachael@kerr-downs.com  
Kerr & Downs Research  
850-906-3111: www.kerr-downs.com



# Visit Tallahassee

## Economic Impact Estimate for

Word of South Festival  
April 10-12, 2015

Joseph St. Germain, Ph.D.

Phillip Downs, Ph.D.

Kerr & Downs Research

# Out-of-County Visitors

---

# 700

Including overnight visitors and day trippers, there were 700 individuals from outside Leon County who attended the Word of South Festival.

# Direct Spending

---

**\$264,900\***

People who **live outside** of Leon County spent **\$264,900\*** during the Word of South Festival.

\*For accommodations, restaurants, groceries, transportation, attractions, entertainment, shopping, and “other” expenses including sponsorships.

# Total Economic Impact

# \$410,600

When including indirect and induced effects<sup>1</sup> of direct spending, the total economic impact of people attending the Word of South Festival who **live outside** of Leon County was \$410,600.<sup>2</sup>

<sup>1</sup>Indirect effects are increased business spending resulting from tourism dollars. Induced effects are increased household spending resulting from tourism dollars.

<sup>2</sup>For accommodations, restaurants, groceries, transportation, attractions, entertainment, shopping, and “other” expenses including sponsorships.

# Paid Room Nights Generated

---

## 250 room nights

People who **live outside** of Leon County spent 250 nights in our hotels, motels, etc., while attending the Word of South Festival.

# Direct Spending

**Out-of-county** individuals who attended the Word of South Festival.

Category	Direct expenditures
Accommodations	\$ 40,600
Restaurants	\$ 35,400
Groceries	\$ 11,000
Shopping	\$ 25,500
Entertainment	\$ 58,600
Transportation	\$ 24,900
Other <sup>1</sup>	\$ 68,900
Total direct spending	\$264,900

<sup>1</sup>Includes "other" expenditures by attendees plus sponsorships.

# Direct Spending: Local + Out-of-County

---

**\$474,700**

Direct spending by **local and out-of-county attendees**, including accommodations, restaurants, groceries, shopping, entertainment, transportation, sponsorships, etc.

# Methodology

---

- The economic impact was based on data from the following sources:
  - Interviews conducted by Kerr & Downs Research of 185 attendees of the Word of South Festival
  - Visit Tallahassee Visitor Tracking Study
  - Tourism database at Kerr & Downs Research

# Word of South Festival Economic Impact Study

---

Lee Daniel, CDME – Director, Visit Tallahassee  
850-606-2300, DanielLee@leoncountyfl.gov

Phillip Downs, Ph.D., Senior Partner, pd@kerr-downs.com  
Joseph St. Germain, Ph.D., Vice President, joseph@kerr-downs.com  
Rachael Powell, Project Director, rachael@kerr-downs.com  
Kerr & Downs Research  
1-800-564-3182: www.kerr-downs.com



# Visit Tallahassee

Economic Impact Estimate for

Avett Brothers Concert

April 10, 2015

Joseph St. Germain, Ph.D.

Phillip Downs, Ph.D.

Kerr & Downs Research

# Out-of-County Visitors

---

**1,680**

Including overnight visitors and day trippers, there were 1,680 individuals from outside Leon County who attended the Avett Brothers Concert.

# Direct Spending

---

**\$400,100\***

People who **live outside** of Leon County spent \$400,100\* during the Avett Brothers Concert.

\*For accommodations, restaurants, groceries, transportation, attractions, entertainment, shopping, and "other" expenses.

# Direct Spending

**Out-of-county** individuals who attended the Avett Brothers Concert

Category	Direct expenditures
Accommodations	\$ 74,800
Restaurants	\$ 52,400
Groceries	\$ 9,300
Shopping	\$ 38,000
Entertainment <sup>1</sup>	\$157,800
Transportation	\$ 43,500
Other	\$ 24,300
Total direct spending	\$400,100

<sup>1</sup>Includes concert ticket sales.

# Total Economic Impact

---

# \$620,200

When including indirect and induced effects<sup>1</sup> of direct spending, the total economic impact of people attending the Avett Brothers Concert who **live outside** of Leon County was \$624,800<sup>2</sup>.

<sup>1</sup>Indirect effects are increased business spending resulting from tourism dollars. Induced effects are increased household spending resulting from tourism dollars.

<sup>2</sup>For accommodations, restaurants, groceries, transportation, attractions, entertainment, shopping, and “other” expenses.

# Paid Room Nights Generated

---

**430**

People who **live outside** of Leon County spent 430 nights in our hotels, motels, etc., while attending the Avett Brothers Concert.

# Methodology

---

- The economic impact was based on data from the following sources:
  - Interviews conducted by Kerr & Downs Research with 174 attendees of the Avett Brothers Concert
  - Visit Tallahassee Visitor Tracking Study
  - Tourism database at Kerr & Downs Research

# The Avett Brothers Concert Economic Impact Study

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Lee Daniel, CDME – Director, Visit Tallahassee  
850-606-2300, DanielLee@leoncountyfl.gov

Phillip Downs, Ph.D., Senior Partner, pd@kerr-downs.com

Joseph St. Germain, Ph.D., Vice President, joseph@kerr-downs.com

Rachael Powell, Project Director, rachael@kerr-downs.com

Kerr & Downs Research

1-800-564-3182: www.kerr-downs.com



# Visit Tallahassee

Economic Impact Estimate for  
Springtime Tallahassee Festival  
March 27-28, 2015

Joseph St. Germain, Ph.D.

Phillip Downs, Ph.D.

Kerr & Downs Research

# Direct Spending

---

**\$5,883,800\***

People who **live outside** of Leon County spent \$5,883,800\* in Leon County during Springtime Tallahassee.

\*For accommodations, restaurants, groceries, transportation, attractions, entertainment, shopping, and “other” expenses.

# Total Economic Impact

# \$9,119,900

When including indirect and induced effects<sup>1</sup> of out-of-county visitors' spending, the total economic impact of people attending Springtime Tallahassee who **live outside** of Leon County was \$9,119,900<sup>2</sup>.

<sup>1</sup> Indirect effects are increased business spending resulting from tourism dollars. Induced effects are increased household spending resulting from tourism dollars.

<sup>2</sup>For accommodations, restaurants, groceries, transportation, attractions, entertainment, shopping, and "other" expenses.

# Out-of-County Visitors

---

# 27,200

Including visitors who stayed in paid accommodations, visitors who stayed with friends and family, and day trippers, there were 27,200 individuals from outside Leon County who attended Springtime Tallahassee.

# Paid Room Nights Generated

---

## 8,500 room nights

People who **live outside** of Leon County spent 8,500 nights in our hotels, motels, etc., while attending Springtime Tallahassee.

# Direct Spending

**Out-of-county** individuals who attended Springtime Tallahassee.

Category	Direct expenditures
Accommodations	\$1,407,000
Restaurants	\$1,749,600
Groceries	\$196,400
Shopping	\$955,400
Entertainment	\$648,500
Transportation	\$570,200
Other <sup>1</sup>	\$356,700
<b>Total direct spending</b>	<b>\$5,883,800</b>

<sup>1</sup>Includes "other" expenditures by attendees.

# Methodology

---

- The economic impact of Springtime Tallahassee was based on data from the following sources:
  - Interviews conducted by Kerr & Downs Research of 283 attendees of the Springtime Tallahassee Festival
  - Visit Tallahassee Visitor Tracking Study
  - Tourism database at Kerr & Downs Research

# Springtime Tallahassee Festival Economic Impact Study

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Lee Daniel, CDME – Director, Visit Tallahassee  
850-606-2300, DanielLee@leoncountyfl.gov

Phillip Downs, Ph.D., Senior Partner, pd@kerr-downs.com  
Joseph St. Germain, Ph.D., Vice President, joseph@kerr-downs.com  
Rachael Powell, Project Director, rachael@kerr-downs.com  
Kerr & Downs Research  
1-800-564-3182: www.kerr-downs.com

Leon County  
Tourist Development Council

Signature Event  
Grant Program  
(Policies & Application)

Approved  
By the  
Leon County Tourist Development Council

December, 2014

## Table of Contents

- I. Introduction
- II. Objectives
- III. Definition
- IV. Statement of Policies
- V. Funding Eligibility
- VI. Procedures
- VII. Funding Levels
- VIII. Post Event Report
- IX. Conclusion
- X. Application
- XI. Appendices
  - Appendix A: Visitor Tracking Form
  - Appendix B: Post-Event Report (Currently Being Developed)

# Leon County Tourist Development Council Signature Event Grant Program

## I. INTRODUCTION

The Leon County Tourist Development Council (TDC) was created pursuant to the State of Florida Local Option Tourist Development Act and Leon County Ordinance #88-01. The TDC administers funds collected from a local option tourist development tax on transient lodging sales, i.e. hotels/motels, campgrounds and condominiums. The funds are designated to promote Tallahassee/Leon County as a preferred visitor destination for meetings and conventions, group leisure travel, special events, cultural activities and amateur sporting events.

As part of the FY 2014 budget process, the Board of County Commissioners approved the establishment of a Signature Event Grant Program to compliment other grant programs operated by the TDC.

Currently, the TDC annually allocates funds to three separate grant programs for local groups and organizations that coordinate events with a demonstrated history of or significant potential to draw visitors to the area. The Special Event Grant Fund is administered by the TDC with recommendations from advisory groups including the Special Event Grant Committee. There is a separate grant program for sporting events that is administered by the Tallahassee Sports Council. Signature Event Grants are for festivals and events that can demonstrate the potential to bring a significant number of room nights to the community.

## II. OBJECTIVES

1. Supports large-scale event(s) that are/will be recognized as synonymous with the destination.
2. Increases the visibility of the destination in state, regional, national and even international media and elevates awareness of tourism's contribution to the local economy with the local media.
3. Helps establish Leon County/Tallahassee as a destination for the planned event and other opportunities.
4. Generates a minimum of 1,500 room nights for Leon County commercial lodging properties during traditionally low times of hotel occupancy.
5. Generates an economic impact for other hospitality related businesses such as restaurants and retail establishments.
6. Regenerates the investment of the Tourist Development Tax funds and also increases local sales tax collections.

### III. DEFINITION

1. A Signature Event is:
  - a. One that follows the definition of an "event" in section 125.0104, Florida Statutes; to be an authorized use of Tourist Development Tax revenue, an event "shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity or event to tourists." By statute, a tourist is "a person who participates in trade or recreation activities outside of the county of his or her residence, or who rents transient accommodations including any living quarters or accommodations in any hotel, apartment hotel, motel, resort motel, apartment, apartment hotel, rooming house, mobile home park, recreational vehicle park, condominium or timeshare resort for a term of 6 months or less."
  - b. One that offers programming for the public over multiple days, or a single day while demonstrating the potential of generating a minimum of 1,500 hotel room nights; Multiple day events, because of their broader economic impact to all aspects of the local economy are preferred.
  - c. An event that occurs during traditionally low times of hotel occupancy (typically below 50%, but not a mandatory number). An event scheduled during Florida State University or Florida A&M University football game weekends, university graduation weekends, or during midweek of legislative session should not be considered for funding.
  - d. An existing event that seeks to expand, merge with other events taking place in the same time frame, or an entirely new event.
  - e. A cultural, historic, heritage, literary or musical based festival, sporting event conference.
  - f. A collaboration between multiple partners such as Florida State University, Florida A&M University, the Florida Restaurant & Lodging Association, VISIT FLORIDA or others to create a new event, generate added value and benefit to existing events or rebrand a series of festivals into one entity. For example, creating a month-long cultural festival.
  - g. One that has an existing organizational structure to fully plan, market and produce the event, i.e. a turn-key event.
  - h. An annual, rotational or single-year event; annual events are preferred.
2. Signature events must meet community standards and align with the County's tourism marketing objectives and positioning.
3. Signature events should not receive funds from any other County source with the exception of in-kind support.

Direct sales, advertising or marketing programs that conflict with Visit Tallahassee programs do not qualify as a special event.

Each application will be evaluated against established criteria and historic precedent. The number and extent of these grants will depend upon the availability of designated funds and specific allocations. Ideally, the funds allocated by the TDC will eventually be partially returned through increased transient lodging sales resulting from these special events and the tourist development tax generated from those sales.

#### IV. STATEMENT OF POLICIES

1. Grant funds are intended to supplement the sponsoring organization's budget.
2. Funding does not support administrative costs or non-public events. Funding supports marketing and promotional efforts, venue/site rentals and costs associated with visiting artists and/or exhibits.
3. Applicants receiving grant funds from the Council on Cultural & Arts (COCA) may not receive grant funding for the same event through the TDC. Applicants may make requests to the TDC and COCA, but these must be for a different event or activity.
4. Hotels secured for the event must be located within Leon County.
5. Funding shall be provided as reimbursement for approved actual expenditures upon completion of the event. Proof of payment must be provided. Proof of payment may be submitted in the form of a vendor receipt and a front & back copy of cleared check or credit card receipt. Cash receipts can be accepted for reimbursements; however using a check or credit card is preferred. Written confirmation from vendor that expenditure has been paid in full is necessary if only a copy of the front of the cleared check is provided.
6. Visit Tallahassee staff will instruct Kerr-Downs Research to conduct an economic impact study of an event receiving Signature Event Grant funding. Event organizers must allow for face-to-face interviews with spectators and participants in order to be eligible.
7. To be eligible for payment, a completed Post-Event Report must be submitted. The report must include a recap of the event and how the event promoters measured the success/failure of the event. Failure to submit a complete Post-Event Report will result in disqualification for support. Requests for reimbursement must be received by September 30.
8. Any funds granted will be subject to audit by the Leon County Auditor.
9. Indemnification: By submitting this Grant application, the applicant agrees that upon final approval of the Grant the applicant shall indemnify Leon County, Florida, a charter county and political subdivision of the State of Florida (the "County"), to the extent provided as follows:
  - (a) Except as otherwise provided hereinbelow, the applicant shall indemnify, save and hold the County, its officials, officers and employees harmless from any and all actions, obligations, claims, damages, expenses, costs of any kind, debts, negligence, and liabilities arising from, or in any way related to, acts or omissions of the applicant, its employees, volunteers, subcontractors, employees of subcontractors, or clientele, in the performance of, or failure to perform under, this event for which the Grant was approved. Should the County, as a result of the performance or lack thereof by or on behalf of the applicant, be required to reimburse any sums to any organization, or reimburse funds to any Federal, state or local governmental entity, contribute funds to the performance of this event for which the Grant was approved, or expend County funds to complete or correct such performance, the applicant, upon demand by the County, shall refund and reimburse the County for all sums so reimbursed or expended by the County.
  - (b) If the applicant is a governmental entity or other such organization to which the protection of sovereign immunity is applicable, the indemnification

requirements set forth in subparagraph (1) above shall apply to such applicant only to the extent as allowed in Section 768.28, Florida Statutes, and nothing herein shall be deemed to be a waiver of such applicant's sovereign immunity beyond those statutory limits as provided therein.

(c) If the event for which the Grant was approved is to take place on property owned by the County and/or is sponsored by the County, the applicant shall, in addition to these indemnification requirements, be required to provide to the County a certificate of insurance showing that that the applicant has procured insurance against claims for injuries to persons or damages to property which may arise from, or in connection with, the performance by the applicant, its employees, volunteers, subcontractors, employees of subcontractors, or clientele, of this event for which the Grant was approved, in the minimum coverage and amounts as follows, and that the County has been named as an additional insured: (i) commercial general liability insurance coverage with combined single limits for bodily injury, personal injury, and property damage of no less than \$1,000,000 per occurrence and a \$2,000,000 annual aggregate; and (ii) if applicable, workers' compensation insurance covering all employees meeting statutory limits in compliance with all applicable state and federal laws.

10. The TDC may choose to lend assistance or administer grant funds approved in the form of advertising, public relations, promotions or research programs through its agency of record on behalf of the applicant.
11. Leon County and/or Visit Tallahassee must be included on all printed and online promotional materials for the event and referred to in public relations activities. A Leon County logo and link to the VisitTallahassee.com web site will be provided for these purposes. All printed materials and online screen shots showing the Leon County logo must be presented with the Post Event Report. Failure to include the logo can be cause for disallowing reimbursement of that portion of the grant.



12. Allowable expenses shall include:
  - Promotion, marketing and paid media advertising that reaches outside Leon County with potential to drive overnight visitation
  - Event production and technical expenses, site fees/costs (contract help, rentals, insurance) rights fees, sanction fees, non-monetary awards and travel expenses including lodging.
  - Note: On page 7 of the Application the applicants are required to describe how the grant funds will be used. Any changes to the items submitted in the application MUST be submitted in writing to Visit Tallahassee and will not be

allowed without written approval from Visit Tallahassee staff.

13. Unallowable expenses include:

- General and administrative expenses,
- Building, renovating and/or remodeling expenses,
- Permanent equipment purchases,
- Debts incurred prior to grant requests,
- Programs which solicit advertising or sponsorships,
- Hospitality or social functions,
- Advertising that only reaches Leon County and its residents.

**V. FUNDING ELIGIBILITY**

The intent of the Signature Event Grant Program is to provide funding assistance for events that attract overnight visitors to Leon County and create business for the commercial lodging industry, (hotels/motels, campgrounds, condominiums) as well as restaurants, retail establishments and other businesses. To be considered for funding, the following criteria have been established:

1. Each application must include a signed Certification and Compliance page
2. Event must take place between October 1, and September 30, of the upcoming fiscal year.
3. The event must have the potential to bring out-of-town visitors that use commercial lodging establishments in Leon County.
4. Applicant must provide a marketing/promotions plan.
5. Applicant must provide a detailed event budget.

**VI. PROCEDURES**

1. Funding for the Tourism Signature Event Grant Program will be included as part of the Division of Tourism Development's normal budget process.
2. Leon County Tourism Development will proactively solicit existing events or new events for use of these funds. Staff will be open to new ideas and give consideration to works in progress.
3. There will be no official grant cycle or deadline to apply; applications will be accepted as long as funds are available.
4. Funds will be available until exhausted.
5. Funds not spent during a fiscal year, may carry-forward to the next fiscal year if the necessary unallocated fund balanced is maintained and approved by Financial Stewardship and the Board of County Commissioners.
6. Funds will be primarily used to market the signature event, but may be used for other purposes as authorized by section 125.0104, Florida Statutes, such as programming and production expenses as long as the main focus is the promotion of the event to visitors.
7. Funds will be provided to the recipient on a reimbursement basis upon receipt of a post event report demonstrating proof that the funds were spent as agreed upon.

8. Staff will bring all requests that meet the eligibility requirements for signature event grant funding for consideration and approval of the TDC, unless delegated by official action of the TDC.
9. Once approved by the TDC, staff will issue a letter to the grant recipient outlining the amount and authorized uses of the funds.
10. Upon receipt of a standardized post event report, staff will process the grant invoice for payment.

## VII. FUNDING LEVELS

The TDC recommended funding levels in the Table below take into account that other segments of the local economy such as restaurants and retail will benefit from an increase in visitation along with hotels, motels, and other tourism related businesses. In addition, the State and Leon County will benefit from the increased direct spending thereby enhancing sales and gas tax collections. Therefore, the recommended funding guidelines do not require a 1:1 return on investment with regard to the TDC. Instead, the proposed funding model is based on an approximate 1:3 return of TDC given the anticipated direct economic impact of signature events. The current TDC special events grant program also uses an approximate 1:3 formula based on a much smaller scale.

For first year events and existing events that are planning for expansion, the number of hotel room nights generated would be an estimate at the time of application. The Division of Tourism Development will direct the County's marketing research firm of record to conduct an economic impact study of each event funded under the Signature Event Grant Program. This would show the actual number of room nights generated and the economic impact of any event receiving funding under this category. This study would be used as a benchmark for consideration of future funding requests.

### Recommended Signature Event Grant Program Funding

#### Levels

Room Nights	Tourist Development Tax Generated (x 5 cents)	Direct Economic Impact	Recommended Tourism Signature Event Funding Levels
1,500	\$6,200	\$468,329	\$20,000
2,000	\$8,250	\$627,799	\$25,000
2,500	\$10,325	\$787,269	\$30,000
3,000	\$12,377	\$946,739	\$37,000
4,000	\$16,502	\$1,293,398	\$50,000
5,000	\$20,628	\$1,612,338	\$62,000
7,500	\$30,941	\$2,419,566	\$93,000
10,000	\$41,255	\$3,226,995	\$125,000

*Average Daily Rate = \$82.51*

*The Direct Economic Impact is based on the model developed by Destination Marketing Association International that is being used as the industry standard, it also calculates local expenditures as well as those from overnight visitors.*

## VIII. POST EVENT REPORT

Visit Tallahassee will instruct its marketing research firm of record to conduct a statistically reliable number of spectator and participant surveys at the event to develop an economic impact study that shows the number of attendees, out of town guests, room nights generated and total economic impact from the event.

It is the responsibility of the event organizer to provide post event information including:

1. The names of contracted hotels used for participants and spectators
2. Room pick-ups from each contracted hotel
3. If your event uses an advanced registration procedure, utilize the attached **Visitor Tracking Form** (Appendix A) to gather the requested information. Each participant/group should sign his or her name, hotel in which they are residing, number of rooms secured, number of days, and the number of guests staying in each room.
4. A written report on how the event measured its success or failure; what were the event goals and what was accomplished.
5. The TDC reserves the right to conduct a post-audit of information presented on the accommodations listed. All properties listed will be contacted to confirm the number of room nights generated for the event. **ANY MISLEADING OR FALSE INFORMATION PRESENTED CAN AND WILL ADVERSELY AFFECT FUTURE GRANT AWARDS.**
6. A post event budget showing revenues and expenses.
7. Upon receipt of the post event report, Visit Tallahassee will process the check request for the approved grant amount.

## **IX. CONCLUSION**

Applicants are asked not to contact members of the Tourist Development Council prior to the meeting. Applicants are invited to attend the TDC meeting in case there are questions. However, your presentation will be allowed. The event director, fiscal administrator or other contact person may be called upon by any one of these groups or their staff at any time during the review process.

Please submit the application form **no later than noon on the Monday preceding the TDC meeting. The board packets are sent by 5 PM on that Monday prior to the meeting.**

**Failure to meet the Monday noon deadline may result  
in disqualification or postponement of the request.**

For questions or additional information, please contact our office at:

(850) 606-2300

**FOR GADSDEN, JEFFERSON, FRANKLIN, & WAKULLA COUNTY EVENTS**

To qualify, event must:

1. Utilize or demonstrate the potential to utilize Leon County lodging establishments.
2. Have secured a funding commitment from the home county Tourist Development Council.

Form Status: **submitted**

### Page 1 - Contact Information

<b>First Name</b>	Jennifer
<b>Last Name</b>	Naff
<b>Email</b>	director@springtimetallahassee.com
<b>Contact Phone</b>	(850) 224-5012
<b>Grant Type</b>	Signature
<b>Agreed to Terms</b>	True

### Page 2 - Organization Information

<b>Organization Name</b>	Springtime Tallahassee, Inc.
<b>Organization Contact</b>	Jennifer Naff
<b>Contact Title</b>	Executive Director
<b>Address</b>	209 E. Park Avenue
<b>City</b>	Tallahassee
<b>State</b>	FL
<b>Zip</b>	32301
<b>Non-Profit</b>	True
<b>Tax ID</b>	237241347
<b>Insurance Provider</b>	American Specialty Insurance & Risk Services, Inc.
<b>Insurance Document</b>	<a href="#">(/media/)</a>

### Page 3 - Event Information

<b>Event Name</b>	Springtime Tallahassee
<b>Event Director</b>	Jennifer Naff

<b>Event Email</b>	director@springtimetallahassee.com
<b>Event Phone</b>	(850) 224-5012
<b>Event Start Date</b>	04/01/2016
<b>Event End Date</b>	04/02/2016
<b>First Hotel Date</b>	03/02/2016
<b>Last Hotel Date</b>	06/06/2015
<b>Number of Rooms</b>	8500
<b>Event Website</b>	www.springtimetallahassee.com
<b>Event Organization Facebook</b>	Springtime Tallahassee
<b>Event Organization Twitter</b>	SpringtimeTally
<b>Event Spectator Admission Cost</b>	0

### **Schedule of Events**

Friday, April 1- Springtime Music Festival, Kleman Plaza, 6:00 p.m.- 10:30 p.m. Saturday, April 2- Springtime Tallahassee Festival, Downtown Tallahassee. 9:00 a.m.- 5:00 p.m. Arts & Crafts Jubilee (includes craft vendors, food vendors, nonprofit park, kids park and 2 entertainment stages) 10:30 a.m.- Noon- Grand Parade

Springtime Tallahassee, Inc. is now entering its 48th year of producing one of the top festivals in the southeast. In 1967 when efforts were made to relocate the Capital to a location in central Florida, members of the community joined forces to promote the physical beauty and cultural assets Tallahassee had to offer. The festival was such a success, one year later Springtime Tallahassee, Inc. was formed and incorporated. Today's festival brings in over 27,000 visitors into Leon County, with over 8,200 room nights booked and has an estimated economic impact of over \$9 million visitor dollars being spent in Leon County (2015 Economic Impact Study). Springtime Tallahassee has been voted a Top 20 Events in the southeast (Southeast Tourism Society); Top 100 Event in Florida (BizBash Florida); 157 Top Event in the USA and Top 10 Event in Florida (a Top Events USA); Best Community

## Event Description

Event (Tallahassee Magazine). The Springtime Tallahassee Music Festival will take place Friday evening prior to the Springtime Festival on Saturday. This event was added in 2015 turning the Springtime festival into a multi-day event, broadening the economic impact. The Springtime organization has a proven organizational structure in place to fully plan, market and produce a turnkey event in Leon County. The goals of the Music Festival are to increase the visibility of Leon County/Tallahassee as a destination, attract additional overnight visitors, and increase business for the commercial lodging industry, restaurants and retail. The Music Festival will feature three entertainment acts. The headliner will be a National Entertainer, such as the 2015 headliner, the Eli Young Band. The music festival will be free to the public; concessions (beer, wine, Pepsi product and food) will be available for purchase. The free music festival with a national headliner will offer visitors an exciting kickoff the Springtime weekend.

## Page 4 - Facility Information

<b>Venue Facility Secured?</b>	True
<b>Within Leon County?</b>	True
<b>Venue Name</b>	Kleman Plaza
<b>Venue Address</b>	306 S. Duval St
<b>Venue City</b>	Tallahassee
<b>Venue State</b>	FL
<b>Venue Zip Code</b>	32301
<b>Venue Contact</b>	Allison Behrman
<b>Venue Contact Email</b>	Allison.behrman@talgov.com
<b>Venue Phone</b>	(850) 891-3885

## Page 5 - Hotel Information

<b>Hotel Secured?</b>	158False
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**Can Hotels Contact?**

True

**Hotel Name #1**

**Hotel Contact Name #1**

**Hotel Contact Phone #1**

**Hotel Name #2**

**Hotel Contact Name #2**

**Hotel Contact Phone #2**

**Hotel Name #3**

**Hotel Contact Name #3**

**Hotel Contact Phone #3**

Page 6 - Event Details

**Estimated Total Participants** 900

**Estimated Total Number of Teams (Sports Only)**

**Estimated Total Overnight Visitors** 27000

**Estimated Total Room Nights** 8200

Page 7 - Event Details

**Amount Requested** 60,000.00

**Budget Documentation** [uploads/2016 Music Festival Budget.xlsx](#)  
(/media/uploads/2016 Music Festival Budget.xlsx)

**Grant Purpose** Funds will be used to pay artists fees and for sound/stage/light production.

**Receiving Funding** True

**Funding Provider(s)** State of Florida, Department of Health, Tobacco Free Florida; Downtown Improvement Authority/CRA Grant

**Marketing Plan** [uploads/MARKETING\\_PLAN.doc](#)  
(/media/uploads/MARKETING\_PLAN.doc)

**Marketing Expenses Outside of Leon  
County**

Estimated value of inkind media outside Leon  
County to be \$80,000

**Certified True**

True

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## 2016 Budget for Springtime Tallahassee Music Festival

Kleman Plaza	Income	Expenses
Sponsorship	\$50,000.00	
<b>Signature Event Grant</b>	<b>\$60,000.00</b>	
Entertainment		\$70,000.00
Weather Insurance		\$4,000.00
Sound/Stage/Production		\$40,000.00
Tables, Tents, and Chairs		\$2,400.00
Portolets		\$2,500.00
Security		\$7,000.00
Concessions/ Hospitality	\$20,000.00	
Permits		\$25.00
<b>Totals</b>	<b>\$130,000.00</b>	<b>\$125,925.00</b>



## SPRINGTIME TALLAHASSEE MARKETING PLAN

### **Mission & Goals**

Springtime Tallahassee is a civic organization dedicated to the promotion and preservation of our capital's history through the production of an annual community festival.

Springtime Tallahassee would like to become a nationally recognized festival, making Leon County/City of Tallahassee a destination place for visitors from throughout the United States. Our marketing plan has the following objectives:

- Increase overnight visitation for the festival thus positively impacting tax revenues on an annual basis.
- Increase the length of time festival visitors stay in hotels, positively impacting bed tax revenues; increase length of stay from two nights to three nights.
- Promote our community and what it has to offer to make it a destination in the off-season.
- Enlist the assistance of a local marketing firm to further promote tourism and festival throughout the United States.

### **Target Market**

The Springtime Festival is a community event that attracts families. The addition of the Music Festival has broadened our audience to include empty nesters and young professionals. Our plan is to target in-state markets with an emphasis on North and Central Florida and the Tampa/St. Pete area. We will also target the Southeast U.S. since we are so close to Georgia and Alabama.

### **Marketing Strategy**

Springtime Tallahassee, Inc has a proven product to offer visitors and vendors from around the country. The 2016 festival and grand parade will be our 48<sup>th</sup> annual event. There is no charge for the festival to encourage local and out of town guest to attend and enjoy what our community has to offer. Kicking off the festival with a Friday evening Music Festival will encourage increased overnight visitors and increase business for the commercial lodging industry, restaurants and retail. The festival is held in downtown Tallahassee in the Chain of Parks and Kleman Plaza to showcase the beauty of our city and help promote local merchants, restaurants and

hotels. The event has proved its economic impact to Leon County through an Economic Impact Study conducted in 2015 by Kerr & Downs Research. The study analyzed visitor spending as a direct result of the Springtime Tallahassee weekend event and found that the total economic impact of Springtime visitors is calculated to be over **\$9 million dollars**. Interesting to note is the concept of visitor's dollars. This is referred to as new dollars to our community. In other words, it only calculates non-Leon county resident's spending.

Advertising:

- **Tallahassee Magazine** produces a 13-24 page festival guide which reaches approximately 20,000 homes and businesses in the Tallahassee area. The guide is placed inside the Magazine and will run in the February 2016 issue of Tallahassee Magazine. Tallahassee Magazine is direct-mailed to selected upper income (\$100,000+) homes, professional offices, government officials, civic leaders, local businesses and frequently visited reception and waiting areas. The magazine is sold on newsstands, including Borders, Barnes & Noble and Books-a-Million, and reaches thousands of tourists and visitors through an extensive network organized by Visit Tallahassee. *Tallahassee Magazine* is also distributed to high-end and executive hotels that host business and state personnel who visit the Capitol district.
- **Clear Channel Radio** produces radio Public Service Announcements for the Springtime Tallahassee Festival. A minimum of 110:30 second spots will run the month of March, 2016 promoting Springtime Tallahassee festival events. PSA's will run on all 5 of the local stations and stations throughout North Florida, Alabama and South Georgia. Clear Channel radio stations reach all of the markets and age groups we are targeting. Banners advertising the festival will be placed on the stations websites.

**WCTV** produces television Public Service Announcements for the Springtime Tallahassee Festival. Television PSA's will run January- March and will include a minimum of 295: 30 second runs. PSA's will highlight the Music Festival, Jubilee, Grand Parade, entertainment and children's park. In addition online Web Ads and Banner ads to provide a Minimum of 100,000 impressions ROS each of the Music Festival and Springtime festival. WCTV reaches Thomasville and Valdosta in addition to Tallahassee.

- **Websites Event Listings and Publications** – Springtime Tallahassee will be submitting information about our festival to over 25 local, regional and national publications.
- **Where The Shows Are website** – This website is a comprehensive guide to shows in the Southeast US and one of the most respected sources of art and crafts information for exhibitors and show sponsors alike. Our goal has always been to provide you with the most up-to-date event information.

Springtime is listed and will be placing an ad to help recruit vendors and promote the festival. (<http://www.artandcrafts.com/>)

- **Face book and Twitter** – Springtime uses both Face book and Twitter to update information about our organization and the upcoming festival. Using these social media tools is part of our plan to reach out to the students and Gen X Market.

Promotion:

- **Memberships** - Springtime Tallahassee, Inc is a member of several associations and organizations to help promote our festival through networking, events and their websites including: the Florida Festival & Events Association, Visit Florida, Tallahassee Chamber of Commerce and Southeast Tourism Society.
- **Out of Town Festivals** – A large group of Springtime members travel to several out of town festivals and participate in parades to promote Springtime Tallahassee to outside communities and to invite visiting krewes to attend our festival. These festivals include: Rough Riders in **Tampa**, Dominique Youx in **Panama City**, Krewe of Lafitte in **Pensacola**, Fiesta Five Flags in **Pensacola**, Hernando DeSoto Heritage Festival in **Bradenton**, Bowlegs Festival in **Ft. Walton Beach**, Winter Carnival Vulcan Week in **St. Paul, Minnesota**, King Tree Parade in **Perry**, and the Seafood Festival in **Apalachicola**. These festivals take place September of 2015 through June of 2016.

### Evaluation

Springtime will be able to measure the success of our 2016 festival by comparing the data that has been collected for the past several years including: out of town registration, hotel nights, number of participating vendors, sponsorships, attendance and our return on investment.

Form Status: **submitted**

Page 1 - Contact Information

<b>First Name</b>	Jason
<b>Last Name</b>	Zaborske
<b>Email</b>	jz@childrensweek.org
<b>Contact Phone</b>	(850) 222-3868
<b>Grant Type</b>	Signature
<b>Agreed to Terms</b>	True

Page 2 - Organization Information

<b>Organization Name</b>	United Way of Florida
<b>Organization Contact</b>	Jason Zaborske
<b>Contact Title</b>	Statewide Coordinator
<b>Address</b>	307-B E 7th Ave
<b>City</b>	Tallahassee
<b>State</b>	FL
<b>Zip</b>	32303
<b>Non-Profit</b>	True
<b>Tax ID</b>	592014175
<b>Insurance Provider</b>	Rogers, Gunter, Vaughn Insurance, Inc.
<b>Insurance Document</b>	<a href="#">uploads/LiabilityInsurance.pdf</a> <a href="#">(/media/uploads/LiabilityInsurance.pdf)</a>

Page 3 - Event Information

<b>Event Name</b>	Children's Week
<b>Event Director</b>	<sup>165</sup> Jason Zaborske

<b>Event Email</b>	jz@childrensweek.org
<b>Event Phone</b>	(850) 225-7274
<b>Event Start Date</b>	01/24/2016
<b>Event End Date</b>	01/29/2016
<b>First Hotel Date</b>	01/23/2016
<b>Last Hotel Date</b>	01/29/2016
<b>Number of Rooms</b>	450
<b>Event Website</b>	www.childrensweek.org
<b>Event Organization Facebook</b>	www.facebook.com/FLChildrensWeek
<b>Event Organization Twitter</b>	@ChildrensWeek
<b>Event Spectator Admission Cost</b>	0.00

**Schedule of Events**

Sunday, January 24, 2016 - 12 to 4 p.m.  
Hanging of the Hands at the Capitol Monday,  
January 25, 2016 – 11:30 to 1 p.m. Children's  
Week Business Leaders Luncheon at  
University Center Club Monday, January 25,  
2016 - 5 to 8 p.m. Children's Week Awards  
Dinner & Reception at University Center Club  
Tuesday, January 26, 2016 - 8:30 a.m. to 2  
p.m. Children's Day at the State Capitol  
Tuesday's schedule includes: Breakfast - 8:30  
to 10 a.m. Storybook Village - 9 a.m. to 2 p.m.  
Entertainment - 8:30 to 2 p.m. Florida Youth  
Commission Town Hall Meeting - 10 to 11:30  
a.m. Children's Week Press Conference - 12 to  
12:30 p.m. Lunch - 12 to 1:30 p.m. Florida  
Youth SHINE Youth Advocacy Workshop - 1 to  
2:30 p.m.

Children's Week develops and implements  
over 100 community events and activities  
statewide, culminating with a week of events  
and activities in Tallahassee. The event brings  
thousands of parents, children, professionals,  
community leaders and concerned citizens  
together at the State Capital to share valuable  
knowledge and information about children's  
issues. Numerous events are hosted on  
multiple days. Starting with the Hanging of  
the Hands on Sunday, where volunteers from  
across the state travel to Tallahassee to

**Event Description**

display children's hand art collected from thousands of children in the State Capitol Rotunda. On Monday, we host the Children's Week Business Leaders Luncheon with more than 160 of Florida's top business leaders and CEOs in attendance, and in the evening the Children's Week Awards Dinner and Reception recognizing the efforts of more than 400 of Florida's top non-profit leaders. On Tuesday, we provide complimentary breakfast and coffee to more than 1,500 attendees along with more than 3,000 lunches to parents, children and partner organizations. More than 120 partner organizations host exhibit booths during Children's Week. The event is in its 21st year and thanks to support from Visit Tallahassee and the Leon County Tourist Development Council we have been able to grow Children's Week attendance and partnerships each year, and expand our events and activities.

**Page 4 - Facility Information**

<b>Venue Facility Secured?</b>	True
<b>Within Leon County?</b>	True
<b>Venue Name</b>	State Capitol Courtyard and Rotunda
<b>Venue Address</b>	400 S Monroe St
<b>Venue City</b>	Tallahassee
<b>Venue State</b>	FL
<b>Venue Zip Code</b>	32399
<b>Venue Contact</b>	Brittany Walker
<b>Venue Contact Email</b>	Brittany.Walker@dms.myflorida.com
<b>Venue Phone</b>	(850) 488-2074

**Page 5 - Hotel Information**

<b>Hotel Secured?</b>	False
<b>Can Hotels Contact?</b>	True

<b>Hotel Name #1</b>	Double Tree Hotel Tallahassee
<b>Hotel Contact Name #1</b>	Karen Lambert
<b>Hotel Contact Phone #1</b>	(850) 521-6006
<b>Hotel Name #2</b>	Hampton Inn & Suites
<b>Hotel Contact Name #2</b>	Michelle Wilson
<b>Hotel Contact Phone #2</b>	(850) 320-9913
<b>Hotel Name #3</b>	Holiday Inn Express
<b>Hotel Contact Name #3</b>	Beth Rodan
<b>Hotel Contact Phone #3</b>	(850) 386-7500

Page 6 - Event Details

<b>Estimated Total Participants</b>	5500
<b>Estimated Total Number of Teams (Sports Only)</b>	
<b>Estimated Total Overnight Visitors</b>	3000
<b>Estimated Total Room Nights</b>	3150

Page 7 - Event Details

<b>Amount Requested</b>	37,000
<b>Budget Documentation</b>	<a href="#">uploads/CW_Budget2016_FSrANc3.xls (/media/uploads/CW_Budget2016_FSrANc3.xls)</a>

With the request and potential of \$37,000 in grant funds from the Visit Tallahassee and the Leon County Tourist Development Council, we are excited to expand our statewide media exposure to increase attendance, partners and out-of-town visitors for 2016 Children’s Week. In 2015, we launched our Children’s Week mobile app, available for free download on Apple App Store or Google Play, “Give us a Hand” social media campaign encouraging the posting of children hand art photos through social media outlets, hosted Tweet Chat and Twitter Storm discussion forums and provided 1,500 free books to children with the new Storybook

## Grant Purpose

Village interactive reading event. These are just the new activities we have introduced within the last year. Our Facebook (1,117) and Twitter (742) followers have nearly doubled in 2015, thanks in part to these new activities because of increased partnerships with major media outlets including Tallahassee Democrat, who in addition to online and print ads, also provided an exclusive event optimization package with 3 months of Facebook ads to targeted audiences. We plan to continue and expand these outreach and media promotions and work with our media partners to leverage funds to generate more attendees and partner organizations in 2016. These funds are vital to the success and growth of the event. With more than 120 partner organizations involved statewide, we hope to engage those partners through online and social media promotions to encourage their networks of advocates, parents, teachers and children to attend the event in 2016. Here are some details on our plans to increasing marketing, promotions and attendance in 2016. TV and radio ads featuring golfing legend, Annika Sorenstam and NFL Pro, Corey Simon would increase and expand through our exclusive statewide partnership with iHeart Media and CBS affiliates. We plan to expand our partnership with the Tallahassee Democrat to bolster online advertising and social media presence. The Children's Week mobile app would grow content, contests and interactive activities in 2016. We hope to continue our discussions with Tweet Chats and Twitter Storms bringing attention to Children's Week nationwide by engaging individuals and organizations from across the country about children and family issues related to Children's Week. Additionally this past year we added in-kind partnerships with Giggle Magazine and Ziffer Stansbury Advertising, and we hope to increase our magazine and billboard advertising exposure in 2016 to draw more targeted audiences of educators and families to Tallahassee. We believe our partnership with Visit Tallahassee and the Leon County Tourist Development Council as a Signature Event will allow us to market Children's Week as the perfect time to bring your families, teachers and students to Tallahassee and see what an amazing community we have to offer as both a destination and future residence. With more than 120 exhibitor booths, Guided Tours of old

and new Capitol buildings, a televised Youth Town Hall Meeting, Youth Advocacy Workshop, Storybook Village, Business Leaders Luncheon and Awards Dinner and Reception – if your family or class is planning to visit Tallahassee, there is no better time to do it than during Children’s Week. Based on our past history, every year we have grown our partners, attendees, out-of-town visitors and room nights. Increased funds through this year’s grant will allow Children’s Week marketing and promotions to bolster our efforts to reach our target audiences and maximize attendance in 2016.

**Receiving Funding**

False

**Funding Provider(s)**

**Marketing Plan**

Please see attached

**Marketing Plan**

[uploads/Marketing\\_Timeline\\_2016.pdf](#)  
[\(/media/uploads/Marketing\\_Timeline\\_2016.pdf\)](#)

**Marketing Expenses Outside of Leon County**

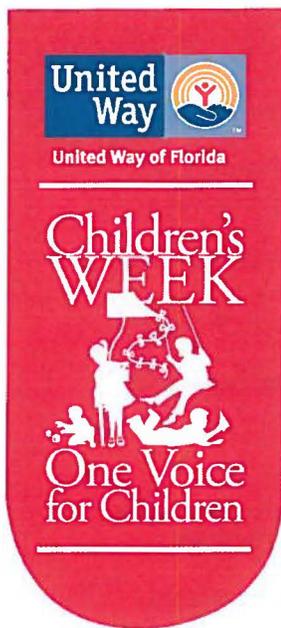
\$24,000

**Certified True**

True

Category and Item	2016 Budget	2015 Actual
<b>Children's Week 2015</b>		
<b>Income</b>	<b>\$ 152,500.00</b>	<b>\$ 107,622.04</b>
<b>Partners</b>		
One Voice	\$ 26,000.00	\$ 18,395.40
Capitol	\$ 23,000.00	\$ 17,890.80
Community	\$ 26,000.00	\$ 26,317.75
Statewide	\$ 25,000.00	\$ 20,000.00
Premier	\$ 44,500.00	\$ 17,500.00
Awards Dinner	\$ 8,000.00	\$ 7,421.73
Donations		\$ 96.36
<b>Expenses</b>	<b>\$ 73,074.00</b>	<b>\$ 33,284.14</b>
<b>Food</b>		
Lunch	\$ 7,500.00	\$ 3,000.00
Dinner	\$ 25,000.00	\$ 27,282.15
<b>Promotions</b>		
Capital Events Reimbursement	\$ 2,000.00	\$ 2,882.40
Graphic Design	\$ -	\$ 300.00
Target Copy	\$ 2,000.00	\$ 2,672.29
Public Relations	\$ 2,000.00	\$ 2,083.35
Tallahassee Democrat	\$ 5,000.00	\$ 2,660.00
iHeart Media	\$ 6,000.00	\$ 1,800.00
Website	\$ -	\$ -
Billboard Advertising	\$ 2,000.00	
Magazine Advertising	\$ 2,000.00	
TV Advertising	\$ 5,000.00	
<b>App</b>		
ITM Mobile	\$ 3,000.00	\$ 1,500.00
<b>Awards &amp; Promo Items</b>		
Awards	\$ 104.00	\$ 103.95
Vernon	\$ -	\$ 1,516.10
Bags	\$ -	\$ -
Signs	\$ 900.00	\$ 854.45
Classic Shirts	\$ 3,000.00	\$ 4,482.00
<b>Logistics</b>		
City Hall	\$ 165.00	\$ 165.00
Cybersource/Authorize	\$ 505.00	\$ 505.41
Other (gate)	\$ -	
Security/Police	\$ 1,000.00	\$ 1,020.00
Tents/Tables	\$ 3,000.00	\$ 3,224.00
Flowers	\$ 200.00	
Name Badge Holder	\$ -	\$ 289.15
Truck Rentals	\$ 200.00	
<b>Audio Visual</b>		
American Audio Video	\$ 1,000.00	\$ 560.00
Steven Staccio	\$ 1,500.00	\$ 500.00
Silver Media Productions	\$ 2,000.00	\$ 500.00
<b>In Kind Donations</b>	<b>\$ 227,000.00</b>	
Newks	\$ 15,000.00	\$ 15,000.00
iHeart Media	\$ 200,000.00	\$ 240,000.00
Farm Share	\$ 2,000.00	\$ 2,000.00

Tallahassee Democrat	\$	10,000.00	\$	10,000.00
<b>Profit</b>	<b>\$</b>	<b>79,426.00</b>	<b>\$</b>	<b>74,337.90</b>



**CHILDREN'S WEEK**  
 c/o United Way of Florida  
 307-B E. 7th Avenue  
 Tallahassee, FL 32303  
 Phone (850) 222-3868  
 info@childrensweek.org  
 www.childrensweek.org

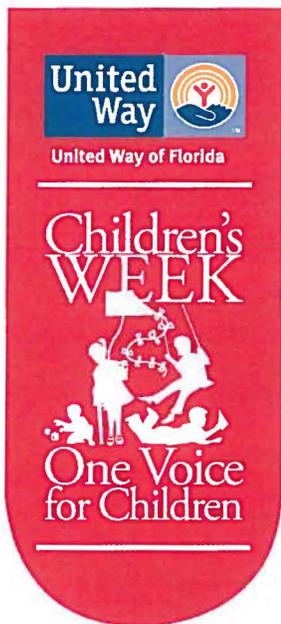
## 2016 Children's Week Marketing and Promotions Plan

### July 2015

- Date secured and promotions begin for 2016 Children's Week
- Begin blast e-mails sent to over 3,000 supporters statewide through iContact, our e-mail marketing system.
- Start regular e-mail contact from now until event providing updates and information to partners, coordinators and volunteers statewide
- Monthly e-newsletters with video updates and previews of events and activities begin
- Monthly conference calls with 6 committees including partners from across the state. Committees report progress to all partners from now until the events take place
- Website updated for 2016 with new dates/time/location of all events and activities taking place at the State Capitol.
- Launch Social Media outreach through Children's Week Twitter, Facebook, Instagram, Pinterest, YouTube and LinkedIn channels.
- Confirmed partnerships with major media outlets including iHeart Media, WCTV, Giggle Magazine and Tallahassee Democrat
- Begin individual outreach to more than 120 statewide partners and sponsors and 25 Early Learning Coalitions covering all Florida counties including local lead event coordinators from local non-profit organizations
- Distribute 2016 Local Coordinators Technical Assistance Toolkit which provides sample letters, press releases, media timeline and how to promote your local event to the media.
- Schedule Tweet Chat and Twitter Storm for December with Preschool Nation and other statewide partners
- Update and launch mobile event app for 2016 Children's Week
- Finalize multiple Children's Week fliers (general flyer, hands, give us a hand, storybook village) for distribution statewide
- Finalize Children's Week website banner ads for Tallahassee.com and ¼ page ads for in print publications
- Send RFP through Visit Tallahassee hotel partners and identify 5 preferred hotel partners for 2016 Children's Week.
- Finalize preferred hotel partners and begin promoting hotel partners and charter bus partner to attendees statewide.

### August 2015

- Update Partnership/Sponsorship brochures and letters, mail to all 120 returning corporate, non-profit partners and potential new partners and sponsors. Follow up to confirm participation in 2016 events and activities
- Partnership Committee works to expand existing partnerships and increase media visibility and benefits by building new partnerships
- Finalize production of :15 and 30 second TV PSA featuring Annika Sorenstam and Corey Simon.
- Finalize production of radio :15 and :30 second PSAs on iHeart Media radio stations statewide featuring Annika Sorenstam and Corey Simon
- Secure local coordinators to organize events in all 67 counties throughout Florida and promote descriptions of all local events on website
- Secure breakfast and lunch providers for event at the State Capitol
- Finalize speakers and design invitation for Business Leaders Luncheon and Awards Dinner & Reception
- Promote guided tours of the Capitol during Children's Week to students at schools and child care centers across the state of Florida; work with DOE, Early Learning Coalitions to get the message out to teachers and students statewide to make their plans to travel to Tallahassee
- Promote "Give us a Hand" campaign to local coordinators to send hand art to Tallahassee and share hand art via social media
- Finalize details with Florida Channel to promote the live broadcast of the Florida Youth Commission Town Hall Meeting statewide



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 www.childrensweek.org

### September 2015

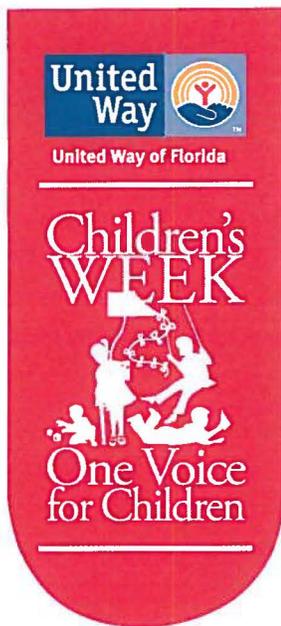
- Goals of 100% of partners returning in 2016, and expanding partners to over 150 organizations statewide.
- Local event coordinators across the state attend local planning meetings/calls in their area to plan local Children's Week events and activities in their communities during January, February, March.
- Continue to call and outreach to generate new sponsorships and partnerships for 2016 Children's Week
- Finalize application and distribution Chiles Advocacy Award nominations distributed to all partners encouraging them to nominate individuals
- Distribute and promote Business Leaders Luncheon and Awards Dinner Invitation & early bird ticket prices

### October 2015

- Contact and confirm legislators for press conference and work with Governor's office and Florida Children and Youth Cabinet to confirm attendance at Florida Youth Commission Town Hall Meeting
- WCTV :15 second and :30 second TV advertisements with Annika Sorenstam and Corey Simon begin airing from now to the event.
- Continue to provide one-on-one media advice and assistance to non-profit leaders organizing local events – editing press releases, media advisories, and providing overall advice on how and when to contact media. Generating free media stories in local newspapers about the importance of Children's Week
- iHeart Media begins airing :15 and 30 second radio PSAs and online radio ads on iHeart Media in all major media markets across the state, and promotes local events through calendar announcements and on-air DJ
- 1,000 complimentary Children's Week t-shirts are printed and mailed to local event coordinators and Children's Week partners to promote at local events across the state

### November 2015

- Develop and distribute statewide news release on Children's Week, focusing on the kickoff of local events in all areas of the state. Reference the website where reporters can find detailed information about local activities and events taking place in all 67 counties throughout Florida and at the State Capital
- Calendar announcements for Children's Week provided to all major media outlets
- *Tallahassee Democrat* newspaper advertisements begin running, including online ads on Tallahassee.com and optimized social media campaign with Yahoo!
- Local event coordinators partners to follow up and get Children's Week events listed in their newspaper and local calendar of events.
- Conduct Children's Week Media Webinar with all local event coordinators focusing on low cost or no cost media strategies to help promote their event and generate free news stories promoting Children's Week in local newspapers, TV and radio stations statewide.
- Coordinate with partner organizations to draft letters to editor promoting Children's Week events and activities in local newspapers
- Coordinate with partner organizations to meet with editorial board and submit guest editorials that run either before or during Children's Week in Tallahassee.
- Contact communications directors in the offices of the Governor, House Speaker, Senate President, as well as the House Democratic office, House Majority office, Senate Democratic office and Senate Republican office.
- Invitations to Children's Week Business Leaders Luncheon and Awards Dinner and Reception sent out to all partners and legislators
- Promote upcoming Tweet Chat and Twitter Storm to partner organizations and attendees statewide.
- Continue to promote mobile app with interactive links to partner organizations and details on upcoming 2016 Children's Week activities.



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[www.childrensweek.org](http://www.childrensweek.org)

#### December 2015

- Confirm who will be speaking at the Children's Week dedication ceremony. Work with Governor's Office and Legislators to promote to media the Governor's attendance at Children's Week.
- Finalize and update all sponsors logos in event promotions (website, fliers, letterhead, t-shirts, etc.)
- Contact AP and Capital Press Corps to get the Children's Week schedule listed on their "daybook calendar" for statewide media coverage
- Distribute media advisory statewide about the Children's Week activities at the Capital and focused on the dedication ceremony, press conference and Town Hall Meeting
- Prepare press packets about Children's Week for distribution on January 24-29th
- Call local media to cover the Hanging of Hands event on Sunday. We usually limit this to local Tallahassee media due to security at Capitol.
- Call Tallahassee media and Capitol press corps and get them to cover the Children's Week press conference and the "Teens Only" Town Hall Meeting.
- Host Children's Week Tweet Chat and Twitter Storm discussions and promotions

#### January 2016

- Send out detailed booth listing to all 120 statewide partners listing location of exhibit booth location and details about their participation
- Confirm final list of attendees and seating chart for Business Leaders Luncheon and Awards Dinner and Reception
- Distribute press release statewide to media outlets and Capital Press Corps with details of upcoming schedule of events for Children's Week at the State Capital.
- Distribute press releases to local media outlets in regards to Hanging of the Hands, Children's Week Awards Dinner & Reception, Business Leaders Luncheon and activities taking place at the Capital.
- Assist local coordinators and partner groups to reach out to media outlets in their home area and get coverage of their trip to Tallahassee and participation in Children's Week.
- Distribute press packet to all media attending the event.
- Finalize survey and receive feedback from participants immediately following Children's Week.
- Send out thank you letters and emails to all recapping the event and thanking all that attended.

FLORIDA COVER PAGE

Insured's Name: Capital Events Policy #: USA4081979

Policy Dates: Effective Date: 04/03/2015 Expiration Date: 04/03/2016

Surplus Lines Agent's Name: Larry C Bobb

Surplus Lines Agent's Address: 280 N High Street, Suite 300 Columbus, Oh 43215

Surplus Lines Agent's License Number: A024428

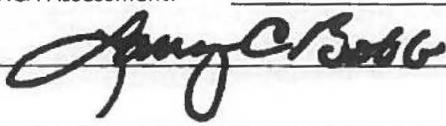
Producing Agent's Name Rogers, Gunter, Vaughn Ins Inc

Producing Agent's Physical Address 1117 Thomasville Rd, Tallahassee, FL 32303

**"THIS INSURANCE IS ISSUED PURSUANT TO THE FLORIDA SURPLUS LINES LAW. PERSONS INSURED BY SURPLUS LINES CARRIERS DO NOT HAVE THE PROTECTION OF THE FLORIDA INSURANCE GUARANTY ACT TO THE EXTENT OF ANY RIGHT OF RECOVERY FOR THE OBLIGATION OF AN INSOLVENT UNLICENSED INSURER."**

**"SURPLUS LINES INSURERS' POLICY RATES AND FORMS ARE NOT APPROVED BY ANY FLORIDA REGULATORY AGENCY."**

Policy Premium: <u>2950.00</u>	Policy Fee: <u>35.00</u>
Inspection Fee: _____	Stamping Fee: <u>5.22</u>
Surplus Lines Tax: <u>149.25</u>	Citizen's Assessment: _____
EMPA Surcharge: _____	FHCA Assessment: _____

Surplus Lines Agent's Countersignature: 

Unique Market Reference Number: \_\_\_\_\_

**ONE OF THE FOLLOWING MAY APPLY TO YOUR POLICY**

**THIS POLICY CONTAINS A SEPARATE DEDUCTIBLE FOR HURRICANE OR WIND LOSSES, WHICH MAY RESULT IN HIGH OUT-OF-POCKET EXPENSES TO YOU.**

**THIS POLICY CONTAINS A CO-PAY PROVISION THAT MAY RESULT IN HIGH OUT-OF-POCKET EXPENSES TO YOU.**

# United Specialty Insurance Company

550 Polaris Parkway, Suite 300  
Westerville, Ohio 43082  
614-895-2000

www.centurysurety.com

## COMMERCIAL LINES POLICY COMMON POLICY DECLARATIONS

**POLICY NO.:** USA 4081979  
**NAMED INSURED AND ADDRESS:**  
Capital Events  
1138 E Tennessee Street

Tallahassee FL 32303

Renewal of USA 4045058  
CODE NO.: 5729A  
INSUREDS AGENT:  
Rogers, Gunter, Vaughn Insurance, Inc.  
1117 Thomasville Road

Tallahassee FL 32303

**POLICY PERIOD:** From:04-03-2015 To:04-03-2016 at 12:01 A.M. Standard time at your mailing address shown above.

**Business Description:** Event Planner and Coordinator

Individual  Joint Venture  Partnership  Limited Liability Company (LLC)  Organization (Other than Partnership, LLC or Joint Venture)

**IN RETURN FOR THE PAYMENT OF THE PREMIUM, AND SUBJECT TO ALL THE TERMS OF THIS POLICY, WE AGREE WITH YOU TO PROVIDE THE INSURANCE AS STATED IN THIS POLICY.**

**THIS POLICY CONSISTS OF THE FOLLOWING COVERAGE PARTS FOR WHICH A PREMIUM IS INDICATED. THIS PREMIUM MAY BE SUBJECT TO ADJUSTMENT.**

	PREMIUM
Commercial General Liability Coverage Part	\$2,950.00

25 % of the Policy Premium is fully earned as of the effective date of this policy and is not subject to return or refund. TOTAL \$2,950.00

Service of Suit (if form CCP 20 10 is attached) may be made upon:

Insurance Intermediaries, Inc.  
280 N. High St. Suite 300 Columbus OH 43215

Form(s) and Endorsement(s) made a part of this policy at time of issue\*:

\*Omits applicable Forms and Endorsements if shown in specific Coverage Part/Coverage Form Declarations.

See Attached Schedule of Forms, CIL 15 00b 02 02

Any person who, with intent to defraud or knowing that he is facilitating a fraud against an insurer, submits an application or files a claim containing false or deceptive statement is guilty of insurance fraud.

**COMPANY REPRESENTATIVE:**

Insurance Intermediaries, Inc.  
280 N. High St. Suite 300

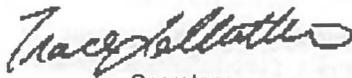
Columbus OH 43215

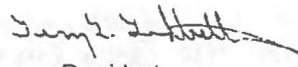
Countersigned By \_\_\_\_\_

Authorized Representative

04/07/2015 TLS

**IN WITNESS WHEREOF**, this Company has executed and attested these presents; but this policy shall not be valid unless countersigned by the duly Authorized Agent of this Company at the Agency hereinbefore mentioned.

  
Secretary

  
President

# United Specialty Insurance Company

## COMMERCIAL GENERAL LIABILITY COVERAGE PART DECLARATIONS

Policy No: USA 4081979

Effective Date: 04/03/2015 \*\*  
12:01 A.M. Standard Time

**NAMED INSURED:** Capital Events

**LIMITS OF INSURANCE:**

General Aggregate Limit (Other than Product-Completed Operations)	\$	2,000,000	
Products-Completed Operations Aggregate Limit		Included in the General Aggregate	
Personal and Advertising Injury Limit	\$	1,000,000	
Each Occurrence Limit	\$	1,000,000	
Damage to Premises Rented to You	\$	100,000	Any one Fire/ Occurrence
Medical Expense Limit	\$	5,000	Any one Person

**RETROACTIVE DATE: (CG 00 02, CGL 0002, CGL 1551 or CGL 1553)**

Coverage A and B of this insurance does not apply to "bodily injury", "property damage", "personal and advertising injury", "personal injury" or "advertising injury" which occurs before the retroactive date shown here: N/A

**DEDUCTIBLE: Per Claim**

\$ 500 Bodily Injury Liability & Property Damage Liability Combined  
(this deductible also applies to Personal and Advertising Injury Liability)

Deductible also applies to Supplementary Payments - Coverages A and B,  
Defense Expenses Coverages A and B (form CGL 0002 only)

Yes  No

**LOCATION OF ALL PREMISES YOU OWN, RENT OR OCCUPY:**

1138 E. Tennessee Street, Tallahassee, FL 32303

PREMIUM				RATE:		ADVANCED PREMIUM	
State	Terr	Code	Classification	Prem Basis	Prem. Ops	Pr/Co	Pr/Co All Other
FL	006	44280	Event, Party or Wedding Planners	p) 48,700	0.848	Incl \$	Incl \$ 2,500 MP
FL	006	48557	Social Gatherings and Meetings-on premises not owned or operated by the insured-Other than Not-For-Profit	t) 300	.21	Incl \$	Incl \$ 450 MP
Audit period is Annual Unless Otherwise Stated				Total Advance Premium \$		2,950	
				TRIA Coverage \$		0	
				Minimum Premium for This Coverage, Part \$		2,950	

**FORMS AND ENDORSEMENTS (other than applicable Forms and Endorsements shown elsewhere in the policy):**

Forms and Endorsements applying to this Coverage Part and made part of this policy at time of issue:  
See Attached Schedule of Forms, CIL 15 00B 02 02

\*Inclusion of Date Optional

**THESE DECLARATIONS ARE PART OF THE POLICY DECLARATIONS CONTAINING THE  
NAME OF THIS INSURED AND THE POLICY PERIOD**

With the request and potential of \$37,000 in grant funds from the Visit Tallahassee and the Leon County Tourist Development Council, we are excited to expand our statewide media exposure to increase attendance and partners for 2016 Children's Week.

In 2015, we launched our Children's Week mobile app, available for free download on Apple App Store and Google Play, our first "Give us a Hand" social media campaign encouraging the posting of photos of children hand art through social media outlets, and hosted a Tweet Chat and a new Twitter Storm. Our Facebook and Twitter followers have nearly doubled within the last year, thanks in part to these new activities and because of an increased partnership with the Tallahassee Democrat, who in addition to online and print ads, also provided 3 months of Facebook ads to targeted audiences in 2015. We also started a new event that promises to grow Children's Week's popularity statewide. The Storybook Village launched and was a huge hit in 2015 bringing a record number of 1,500 young children and families to the State Capitol. Through our partnership with the Early Learning Coalition, we provided more than 1,500 free books to children. Children walked through interactive storytelling booths that brought their favorite children's books and characters to life. Costume characters performed and read the books to children and hosted hands-on activities for children.

We plan to continue these outreach and media promotions and work with our media partners to generate more attendees and partner organizations in 2016. These funds are vital to the success and growth of the event. With more than 120 partner organizations involved statewide, we hope to engage those partners through online and social media promotions to encourage their networks of advocates, parents and children to attend the event in 2016.

Here are some more details on our current 2015 partnerships and plans for using grant funds in 2016.

Our TV and radio ads featuring golfing legend, Annika Sorenstam and NFL Pro, Corey Simon would increase through iHeart Media, CBS affiliates statewide and other cable TV outlets statewide. The PSA is currently aired in Tallahassee, Jacksonville and Panama City through our CBS affiliates, and we would expand the early reach and repetition in 2016 to these markets and the Central Florida and North Florida markets.

iHeart Media provides Children's Week with an exclusive package that would expand even more in 2016 with additional matching funds. In 2015, iHeart Media ran (60) :30 PSAs in Tallahassee (WTNT, WGMY) and (60) :30 matched streaming PSAs across iHeart media stations (WTNT, WGMY). A Minimum of (198) Cross Market terrestrial & iHeart commercials aired throughout the eleven markets throughout the state, including Tampa, Miami, Orlando, Panama City, Jacksonville, Ft. Myers, Sarasota, Melbourne, West Palm Beach, Ft. Pierce and Pensacola. Children's Week had a Run-of-Site Banner and Homepage Takeover. Media Pushdown prior to event on WTNT and WGMY. Children's Week received station interviews on WGMY & WTNT the week prior to event as well as day of on location coverage. (68) :30 commercials on KISS FM and (68) :30 commercials on 94.9 WTNT and (105) :30 commercials on both KISS FM and 94.9 WTNT iHeart Media streaming.

We have a very special relationship with iHeart Media throughout Florida and our radio ads inviting listeners to join us in Tallahassee are played on iHeart Media stations throughout the state. In 2015, we

increased our presence with thousands of new iHeart Radio ads, which brought a stronger presence of online listeners and promotions. With additional funding in 2016, we would be able to increase our reach statewide through standard radio ads and online iHeart radio ads.

Silver Digital Media creates our preview videos and interviews partners. These video previews and interviews with partners are posted on the Children's Week website and sent via social media monthly and through monthly e-newsletters to 3,000 supporters across the state.

The Tallahassee Democrat produces newspaper and online advertisements to promote Children's Week. In 2015, they ran 160" ads in-paper print newspapers in the Local, National and daily feature sections throughout the week. The Democrat boosted our online presence by running a Children's Week one day push down ad on Tallahassee.com. Tallahassee Democrat provided 3 months of Facebook ads from February to April targeting Children's Week target audiences. Additionally the Democrat published several front page stories and other articles promoting Children's Week activities. We would look to expand this partnership in 2016, specifically with our online and social media presence.

In 2015, Children's Week launched its first mobile app. This app serves as a resource for our partners and attendees across the state. The Children's Week mobile app provides information about events taking place in Tallahassee and allows users to interactively post on their personal social media pages and share photos from the event with others. Participants have access on their smartphone to details about schedules, floorplans, preferred hotels and charter buses, statewide partner organizations profiles and much more. We hope to continue to deliver and expand content, contests and interactive activities using the mobile app in 2016. Particularly adding "things to do" in Tallahassee while visitors are here during Children's Week such as dining, attractions and other areas of interest for out-of-town visitors.

The Tweet Chat is a moderated conversation via Twitter about children and family issues and Children's Week activities. The Twitter Storm allowed partners to rally together and invite partners and policy makers via Twitter to join us at Children's Week and to remind them of the Children's Issues at hand. The Tweet Chat and Twitter Storm brought Children's Week attention to a national level, receiving feedback and engaging individuals and organizations from across the country about children and family issues. This new mode of conversing with our partners was highly effective and generated millions of impressions nationally through Twitter.

Another promotional source we utilizing our iContact database. This database of more than 4,000 recipients provides marketing and committee email updates every month, and more frequently when needed. This is one source of communication we use to update our supporters on what is going on with Children's Week planning, events and to promote Tallahassee as a travel destination. Increased grant funds would be instrumental in ensuring we increase our email promotions, and provide information to intended target audiences early and often, so that they can make plans early to travel to Tallahassee for Children's Week.

In 2015, we added Giggle Magazine ads and Ziffer Stansberry digital billboards and we hope to increase our magazine and billboard presence outside of Leon County in 2016 to draw more visitors to the event.

Statewide magazine and digital billboard advertising would also allow us to reach specific target audiences and drive new visitors to Tallahassee for Children's Week.

We believe our partnership with Visit Tallahassee and the Leon County Tourist Development Council as a Signature Event will allow us to market Children's Week as the perfect time to bring your family and your students to Tallahassee's State Capitol and visit all the amazing things Tallahassee has to offer. With more than 120 exhibit booths at the State Capitol, Guided Tours of old and new Capitol buildings, a televised Town Hall Meeting for youth, Advocacy Workshop, Storybook Village, Business Leaders Luncheon and Awards Dinner and Reception – if your family or class is planning to visit Tallahassee, there is no better time to do it than during Children's Week.

We will continue to invest these funds in marketing and promotions to grow our partners, attendees and out-of-town visitors in 2016. Based on our past history, every year we have grown our partners, attendees, out-of-town visitors and room nights. Increased funds through this year's grant will allow Children's Week marketing and promotions to bolster our efforts to reach our target audiences and maximize attendance in 2016.



Most Livable City in America

June 19, 2015

Lee Daniel, Director  
Tallahassee-Leon County Tourist Development Council  
106 E. Jefferson Street  
Tallahassee, FL 32301

Dear Mr. Daniel,

As you may know, at the March 25, 2015 Tallahassee City Commission meeting, a revised Public Events Policy and Procedures was adopted to better manage how City resources are used to support special events in the Tallahassee community. The most significant of the changes is the creation of a thirteen member Special Events Committee (SEC), of which a member of the Tourist Development Council (TDC) is to be elected to serve on the Committee. Therefore, we are requesting that the TDC appoint a representative.

The Special Events Committee will be tasked with determining those public events to be considered co-sponsored by the City of Tallahassee and will recommend to the City Commission an in-kind funding amount to be reviewed as a part of the City's annual budget process. The SEC will determine the recommended funding amount per event based upon a criteria ranking system, including economic impact, attendance, longevity, destination events, historical significance, and City Commission focus area.

For your convenience, a copy of the revised policy, as well as the proposed Special Events Committee by laws, is attached. **If possible, could you please provide the name and contact information of the elected TDC member no later than Friday, July 10<sup>th</sup>.**

If you have any questions regarding the Public Events Policy or the Special Events Committee membership appointments, please feel free to contact me at 850-891-3866.

Sincerely,

Ashley Edwards, Director  
Parks, Recreation & Neighborhood Affairs  
912 Myers Park Drive  
Tallahassee, FL 32301

c: Heath Beach, Manager, Office of Budget and Policy, City of Tallahassee  
Melissa Hinton, Administrative Specialist I, Treasurer-Clerk's Office, City of Tallahassee  
Max Stout, Policy Analyst, Office of Budget and Policy, City of Tallahassee

Attachments

## **Special Events Policy**

### **Overview:**

The City of Tallahassee recognizes that special events are an integral part of the community and serve to stimulate economic activity and community spirit, showcase the City of Tallahassee's diversity, and develop social and cultural interest within the community. As such, the City Commission approved a revised Public Events Policy and Procedures on March 25, 2015 to better manage how city resources and services are used to support special events.

Changes to the policy include a mandatory application process to receive co-sponsorship status for special events and the creation of a Special Events Committee that will review the applications and make recommendations for which events will be considered co-sponsored. The Special Events Committee will evaluate each submission based on the following categories: economic impact, attendance, longevity, destination events, historical significance, and City Commission focus area.

Furthermore, an event's co-sponsored status will expire after five years and event organizers will be required to reapply to continue receiving City resources. The Special Events Committee will make their funding recommendations first to the Financial Viability Target Issue Committee and the final recommendations will come before the City Commission in July or August.

### **Membership Criteria:**

The Special Events Committee shall be comprised of thirteen (13) members, of which six (6) shall be appointed by the City Commission from the following classifications, if feasible:

- a) A member with experience in coordinating large special events for the public;
- b) A member with experience in volunteering at special events in the City;
- c) A member with interest in economic development, tourism, finance, or marketing;
- d) A member with experience in regulation of alcohol and tobacco use; and
- e) A member with experience in management of public parks or recreational facilities.
- f) Any member that is not classified as set out above shall represent the general interests of the City and its citizens.

The remaining seven (7) members shall be:

- a) The Chief of the Tallahassee Police Department or his/her designee;
- b) The Director of the Parks, Recreation and Neighborhood Affairs Department or his/her designee;
- c) A member of the Parks and Recreation Advisory Board to be selected by that Board;
- d) A member appointed by the City Manager;
- e) A representative of the Downtown Improvement Authority to be selected by that Authority;
- f) A member of the Tallahassee-Leon County Tourist Development Council to be selected by that Council;
- g) A member of the Council on Culture and Arts to be selected by that Council.

Members of the Special Events Committee are not required to file financial disclosures.

**Purpose/Function:**

The Special Events Committee will determine those special events to be considered co-sponsored by the City of Tallahassee and recommend to the City Commission an in-kind funding amount to be reviewed as a part of the City's annual budget process. The Special Events Committee will determine the recommended funding amount per event based upon a criteria ranking system, including: economic impact, attendance, longevity, destination events, historical significance, and City Commission focus area.



**TITLE**

**PUBLIC EVENTS POLICY & PROCEDURES**

**ORG. AGENCY**  
DMA/ Office of  
Budget & Policy

610.01 STATEMENT OF POLICY:

The City of Tallahassee recognizes that special events are an integral part of the community and serve to stimulate economic activity and community spirit, showcase the City of Tallahassee’s diversity, and develop social and cultural interests within the community, particularly in the Downtown area.

It is the City’s policy to ensure that all special events held on property owned or controlled by the city are properly permitted in accordance with an application process approved by the City Manager and/or the City Manager’s designee.

610.02 AUTHORITY:

City Commission, July 13, 1999, June 14, 2000, January 23, 2013 and March 25, 2015

610.03 OBJECTIVE:

To establish procedures for the provision of in-kind services for certain public events and establish fees for the recovery of direct costs of city services for other public and private events.

610.04 SCOPE AND APPLICABILITY:

This regulation establishes policy and procedures for permitting of special events held on property owned or controlled by the city, sets consistent standards for the donation of direct in-kind city services for certain public events, and authorizes the recovery of the costs of city services for other public and private events.

This regulation applies to any person, organization, or government agency seeking to conduct a special event on property owned or controlled by the city. The prospective event holder shall file an application for a special event permit with the appropriate department/office as identified in this policy on forms provided by the City.

610.04 SCOPE AND APPLICABILITY (CONT.):

**Exemptions:** Funeral processions, and lawful and orderly processions which do not impede traffic flow are exempted from the special events policy. Events which all city related costs are contained in a contractual agreement are exempt. Activities, such as the Greater Gaither Golf and Games Gathering, which are typically considered programs conducted by a city department are exempted from the special events policy. The Winter Festival/Celebration of Lights and Celebrate America 4<sup>th</sup> of July, are also exempt from this policy as long as the City remains the primary sponsor.

610.05 DEFINITIONS

For the purpose of this policy, the following words and phrases shall have the meanings respectively ascribed to them by this section:

**“Applicant”** any person, organization, or governmental entity desiring to hold a special event and submitting an appropriate application for a special event use permit.

**“Application”** a written request, on the appropriate forms supplied by the City, that sets forth the information required for complete processing and scheduling of the special event.

**“Application fee”** the non-refundable fee paid in connection with a completed application for the special event made pursuant to this policy.

**“In-kind services”** means the donation of personnel, supplies, or services by one or more city departments for city co-sponsored public events.

**“Private event”** is a special event conducted at a public facility that is not open for participation to the general community at-large. Private events include, but are not limited to, weddings, receptions, reunions, member-only social or professional organizations, and activities which charge an admission fee.

**“Public event”** is a special event conducted at a public facility that is open for participation to the general community at-large. Public events include, but are not limited to, public assemblies (the primary purpose of which may be the exercise of the participants’ constitutional rights of free speech and assembly), parades, marches, craft shows, athletic events, carnivals/festivals, and similar activities which do not charge an admission fee.

**“Public facility”** means any public street, sidewalk, alley, park, recreational facility, show mobile, community center, Kleman Plaza, or other place or building owned or controlled by the city, but excludes Oven Park, .

**“City co-sponsored public event”** is a public event designated by the Special Events Committee appointed by the City Commission and for which the City Manager is authorized to provide in-kind services.

610.05 DEFINITIONS (Cont.):

“**Special event**” is any private or public event that requires an application to reserve the facility and involves services from one or more city departments.

610.06 RESPONSIBILITIES:

The City Commission shall appoint the members of the Special Events Committee.

A **Special Events Committee (SEC)** shall determine those events to be considered city co-sponsored public events and recommend to the City Commission an in-kind funding amount to be reviewed as a part of the City’s annual budget process. The SEC will determine the recommended funding amount per event based upon a criteria ranking system.

The following departments are assigned coordination and management responsibility for special events as described herein:

**Downtown Improvement Authority (DIA)** shall be responsible for the coordination of special events sponsored by DIA. DIA may request the closure of any city road within its jurisdiction for a special event and shall provide notification of such closures to downtown businesses and Tallahassee Police Department, as appropriate.

**Tallahassee Police Department (TPD)** shall be responsible for developing and maintaining an application package which outlines procedures and approvals required for conducting special events such as parades, marches, and events which primarily require traffic control and road closings. TPD shall have the authority to cancel any special event as a result of public disturbances and other circumstances for which the safety of the public may be jeopardized. The Police Chief or designated representative shall have the authority to require sponsors of private and public events, except those designated as city co-sponsored, to pay for the services of off-duty police officers in the event that security cannot be accommodated by on-duty officers.

**Parks, Recreation and Neighborhood Affairs Department (PRNA)** shall be responsible for developing and maintaining an application package which outlines procedures and approvals required for conducting special events at all public facilities. All public events will receive a waiver of 50% of the costs not to exceed a total of \$2,500 of in-kind services. The department shall coordinate the provision of in-kind services for special events including the following:

610.06 RESPONSIBILITIES (PRNA Cont.):

- determining if the application is a public or private event and whether an event is a city co-sponsored event
- determining the level of basic services required in conjunction with the appropriate department (example: security, road closings, trash pick-up) and identifying the approximate costs of services
- coordinating the delivery of services for each permitted event
- submitting follow-up documentation regarding actual costs of services

610.07 FEES AND ADDITIONAL REQUIREMENTS:

**Application Fee:** A non-refundable fee paid at the time of application. This fee will be paid by all applicants.

**Audio Services:** City audio services can be requested for any public or private event. Fees are subject to the current fiscal year fee schedule. Audio services are subject to availability and will not be considered as part of the applicant's costs that are eligible for in-kind services from the city. This fee can only be waived as part of the city's in-kind contribution for any city co-sponsored event.

**Facility Rental Fee:** Applicants shall be assessed rental fees for use of city owned facilities subject to this policy. Fees will be reviewed periodically and adjusted as appropriate. This fee may be waived for public events conducted at Kleman Plaza or considered as part of the city in-kind services for public events at other city sites.

**Insurance:** It is the responsibility of the applicant to provide evidence of acceptable insurance coverage for the special event as specified in the permit application or as may be deemed necessary by the City's Risk Manager. Proof of acceptable insurance must be in the Risk Management Office at least two weeks prior to the scheduled event.

**Sale and/or consumption of alcohol:** The sale and/or consumption of alcohol is subject to Commission Policy 138CP, City Property Alcohol Policy. Applicants are required to obtain appropriate state licenses prior to final approval of the event application by the city. The city fees will not be waived nor will the fees be considered as part of the applicant's costs that are eligible for in-kind services from the city.

610.07 FEES (CONT.):

**Show Mobile:** Applicants requesting use of the Show Mobile will be assessed a rental fee. This fee can only be waived as part of the city's in-kind contribution for any city co-sponsored event. Applicants will have to provide insurance coverage for the Show Mobile.

**City Services:** Applications will be reviewed by the responsible department to determine the types and estimated costs of city services.

1. Applicants for private events shall pay all costs associated with the provision of city services.
2. Applicants for public events are eligible to receive a waiver of 50% of the costs, not to exceed a total of \$2,500 of in-kind services from the city.
3. Beginning in FY 16, the SEC will annually determine those events to be considered city co-sponsored public events and recommend to the City Commission an in-kind funding amount to be reviewed as a part of the City's annual budget process. The SEC will determine the recommended funding amount per event based upon a criteria ranking system.
4. The city shall provide in-kind services at no charge to the city co-sponsored public events. In-kind services are security, electric, solid waste, street sweeping, streets and drainage, and some services provided by Fire, Parks and Recreation and Star Metro.
5. The City of Tallahassee shall not provide direct monetary resources to pay for services associated with any special event. Failure to pay any required fee shall result in the cancellation of the event permit and/or the removal of the event's eligibility to receive in-kind services from the City. In an effort to promote new and/or additional events, the City will reserve \$10,000 of in-kind services which will be available for application and awarded on a first come basis. Parks, Recreation and Neighborhood Affairs department will maintain the application process.

610.08 TRACKING COSTS RELATED TO DELIVERY OF IN-KIND SERVICES:

Departments shall separately account for all expenses associated with all permitted public events and shall provide such information to the Department of Parks, Recreation and Neighborhood Affairs within one month of the completion of any public event. Parks, Recreation and Neighborhood Affairs shall submit a report to the City Manager regarding fees, other revenues, and donations received and the nature and costs of direct in-kind services provided for all public events when requested by the City Manager or their designee.

The Police Department shall submit a report to the City Manager regarding fees, other revenues, and donations received and the nature and costs of direct in-kind services provided for all public events permitted by the Department when requested by the City Manager or their designee.

610.09 SUNSET REVIEW:

In an effort to best address the needs and priorities of the City, this policy will be scheduled for review within five years of adoption. The Office of Budget and Policy will submit the policy for the City Commission review at least 90 days prior to the sunset review date. The review will also provide a cost impact analysis for this policy. If no action is taken, the policy will automatically extend for another five year period or until the city commission revises or terminates the policy.

610.10 EFFECTIVE DATE:

This policy shall become effective on May 1, 2015.

**BYLAWS OF THE  
CITY OF TALLAHASSEE  
*Special Events Committee***

**ARTICLE I -- NAME AND AUTHORIZATION**

**A. NAME**

The name of the Committee shall be the Special Events Committee herein after referred to as the "Committee".

**B. AUTHORIZATION**

The Committee exists by the authority of the Tallahassee City Commission and may be modified or abolished by action of the City Commission.

**ARTICLE II -- PURPOSE AND FUNCTION**

**A. PURPOSE**

This Committee shall serve in an advisory capacity to the Tallahassee City Commission and to the Parks, Recreation and Neighborhood Affairs Department (PRNA) on issues presented to the Committee related to annual funding for special events held on property owned or controlled by the City and co-sponsored by the City. The Committee shall be guided by these bylaws and by Policy No. 610, Public Events Policy and Procedures, City Administrative Policies and Procedures Manual ("Policy 610").

**B. FUNCTION**

The functions of the Committee shall be:

1. To review applications for City co-sponsorship of public events (as defined in Policy 610) held on property owned or controlled by the City for appropriation of annual funding through in-kind services from the City;
2. To review the applications and to determine which public events are to be City co-sponsored special events pursuant to the requirements of Policy 610; and to recommend to the City Commission an in-kind funding amount for each co-sponsored public event to be reviewed as part of the City's annual budget process;

3. To develop criteria for ranking applications for funding of City co-sponsored special events.
4. To provide recommendations to the City Commission;
5. To facilitate greater and more efficient use of City resources for the development and support of special events using City resources; and
6. To encourage and facilitate opportunities for City residents to participate in special events.

### **ARTICLE III -- MEMBERSHIP**

#### **A. MEMBERS**

The Committee shall be comprised of thirteen (13) members, of which six (6) shall be appointed by the City Commission. Six (6) members shall be the Chief of the Tallahassee Police Department or his/her designee; the Director of the Parks, Recreation and Neighborhood Affairs Department or his/her designee; a member of the Parks and Recreation Advisory Board to be selected by that Board; a member appointed by the City Manager; a representative of the Downtown Improvement Authority to be selected by that Authority; a member of the Tallahassee-Leon County Tourist Development Council to be selected by that Council; and a member of the Council on Culture and Arts to be selected by that Council. Committee members will be selected based on their qualifications and willingness to serve. Members will be selected without regard to race, creed, national origin, age, sex, sexual orientation, gender identity, or the presence of a disability. As much as possible, the Committee will be made up of an equitable representation of City residents based on race and sex according to the demographic ratio of the City. In consideration of the Americans with Disabilities Act, efforts should be made to include members with disabilities.

#### **B. ELIGIBILITY**

1. All members of the Committee appointed by the City Commission shall be City residents, City property owners or City utility customers, who do not have direct financial interest in the operations of the Parks, Recreation and Neighborhood Affairs Department or of this Committee, or of a specific Special Event. Each Committee member will be charged with the responsibility of serving the best interests of the citizens of the City within the purposes of these bylaws, and no Committee member shall view his/her role as that of representing any particular geographic area of the City, interest group, special event institution, community organization, or audience.

2. The six (6) members of the Committee appointed by the City Commission, shall be selected from the following classifications, if feasible:
  - a. A member with experience in coordinating large special events for the public;
  - b. A member with experience in volunteering at special events in the City;
  - c. A member with interest in economic development, tourism, finance, or marketing;
  - d. A member with experience in regulation of alcohol and tobacco use; and
  - e. A member with experience in management of public parks or recreational facilities.
  - f. Any member that is not classified as set out above shall represent the general interests of the City and its citizens.
3. No individual committed to, or owing allegiance to, any particular special event shall be eligible to serve on the Committee.

### **C. APPOINTMENTS**

1. Members appointed by the City Commission shall be appointed initially for a three-year term. Members appointed by the City Commission shall not serve more than two (2) full consecutive terms.
2. It is the responsibility of the Mayor to ensure an appointment by the City Commission will occur within thirty (30) days of notification of a vacancy. If an appointment is not made within thirty (30) days by the Mayor or City Commission, the Committee shall have the authority to request an appointment be agendaed for the next available Commission meeting.

### **D. ATTENDANCE AT MEETINGS AND VACANCIES**

1. A member's position shall become vacant when:
  - a. He/she is absent from 33% of the regularly scheduled meetings in a given calendar year, regardless if such absence is excused or unexcused. All absences will be duly recorded in the meeting minutes. Absences from emergency or special called meetings will not be recorded against a member in calculating the percent of absences. Special exceptions on

the removal of members for absences may be made by the Chairperson of the Committee when the absences are due to health or time-limited extenuating circumstances and the absences do not affect the ability of the Committee to maintain a quorum, or

- b. When he/she no longer meets eligibility requirements, or
- c. When his/her term expires, or
- d. When he/she resigns.

2. The Chair shall immediately, upon receipt of a resignation or when advised by staff of a vacancy, notify the City Treasurer-Clerk.

3. Should a resignation be submitted to staff, they will immediately notify the Chair and the City Treasurer-Clerk.

#### **ARTICLE IV -- ORGANIZATION**

##### **A. OFFICERS**

- 1. The Committee shall elect from its members a Chair and a Vice Chair.
- 2. Officers shall be elected for a term of one (1) year at the October meeting and shall assume office beginning immediately following the October meeting.

##### **B. QUORUM**

A majority of the Committee physically present at the meeting shall constitute a quorum to hold a meeting or take any action. Members may participate by electronic means as long as a quorum is physically present in the meeting room.

##### **C. VOTING RIGHTS**

Each member shall be entitled to one (1) vote and shall cast that vote on each item submitted. Proxy votes and absentee ballots shall not be permitted. Members shall only abstain from a vote when there is a valid conflict of interest addressed to the Committee. Electronic participation will be permitted as allowed by law.

#### **ARTICLE V -- OFFICERS AND DUTIES**

##### **A. CHAIR**

- 1. The Chair shall appoint Chairs of all committees, standing and special.

2. It is the Chair's responsibility to ensure compliance with the bylaws. The Chair will notify members of removal from the Committee for noncompliance. Specific questions of conflict of interest will be addressed by the City Attorney or designee.

3. The Chair shall immediately upon receipt of a resignation, or when advised of a vacancy, notify the City Treasurer-Clerk to begin the appointment process.

4. The Chair may approve special exceptions on the removal of members for absences at regularly scheduled meetings when the absences are due to health or time-limited extenuating circumstances and the absences do not affect the ability of the Committee to maintain a quorum.

**B. VICE CHAIR**

The Vice Chair shall perform these duties in the absence of the Chair.

**C. REMOVAL**

When an officer has been absent or has not performed the duties of that office for three (3) consecutive meetings, that officer may be removed from office by the Committee, with a majority vote, at a regularly scheduled meeting.

**ARTICLE VI -- COMMITTEE OPERATIONS**

**A.** The Committee shall have no authority other than as stipulated by the bylaws, Policy 610, and approved by the City Commission.

**B.** The Committee will meet routinely based upon an adopted meeting schedule, which will be provided to the City Treasurer-Clerk. The meeting date may be changed by the Chair with notification in advance by electronic mail or U.S. mail to Committee members. Special meetings may be called by the Chair or by a majority of the Committee members.

**C.** All meetings will be open to the public, and the public will be allowed to participate consistent with City Commission Policy 108. For advertising purposes, the Committee will provide to the Public Information Office a schedule of their meetings and will ensure agendas and minutes are available to the public in accordance with the State of Florida Sunshine Laws.

**D.** All meetings shall be conducted in accordance with Robert's Rules of Order.

**ARTICLE VII -- STAFF SERVICES**

**A.** The Parks, Recreation and Neighborhood Affairs Department shall act as the liaison for the Committee with the City Commission and the appropriate

appointed official. The Parks, Recreation and Neighborhood Affairs Department will provide staff services to the Committee. Staff services will include:

1. Providing a schedule of meetings to the Public Information Office and Committee members, arranging meeting locations, maintaining written summary minutes of the meetings, preparing and distributing appropriate information related to the meeting agenda;
  2. Informing the Committee of events, activities, policies, programs, etc. occurring within the scope of the Committee's function and informing the Committee of all City Commission or department requests for information or assistance;
  3. Receiving applications filed pursuant to this Policy; determining if the application is for a public or private event; and ensuring that the applications are complete;
  4. Conducting an initial review and preparing the applications for review by the Committee;
  5. Preparing a staff report on each application, including the nature of the proposed event, the level of basic services required, and identifying the amount of in-kind funding requested for the event. The level of basic services, as described in Policy 610, will be determined in conjunction with the appropriate City departments in order to identify the approximate costs of services;
  6. Maintaining all records in compliance with the Florida public records law;
  7. Ensuring the City Treasurer-Clerk is informed of all vacancies, expired terms, changes in officers, or any other changes to the Committee and that all requests for review of applications by the Committee, and any subsequent recommendations by the Committee or staff, are returned in a timely manner to the City Treasurer-Clerk to facilitate the appointment process;
  8. Ensuring the continuous flow of information to the appropriate appointed official including providing reports, actions, and recommendations of the Committee and notification of noncompliance by the Board or Chair with the bylaws or statutes; and
  9. Ensuring information provided by the Committee for City Commission review is appropriately agendaed for the City Commission meetings.
- B.** A formal, standard orientation program will be provided by staff in conjunction with the City's Ethics Officer to all new members. The program will address, but not be limited to, the bylaws, Policy 610, conflicts of interest, the State of Florida

Sunshine Law, ethics violations, public records law; and will stress the members' legal obligations and responsibilities. Staff will ensure responses are provided to any concerns the new members may have regarding the duties and responsibilities of the Committee and the members.

### **ARTICLE VIII -- SUNSET PROVISION**

The City Commission will review the activities and accomplishments of the Committee every four (4) years, based on a formal review by the City Treasurer-Clerk, to determine if the Committee has completed its original objectives and to determine if the Committee should continue its activities.

### **ARTICLE IX -- BYLAWS AND EFFECTIVE DATE**

- A. Any changes to the bylaws will be reviewed and approved by the Committee and the City Commission and filed with the Parks, Recreation and Neighborhood Affairs Department and the City Treasurer-Clerk.
1. These bylaws shall become effective upon adoption by the City Commission.
  2. These bylaws were adopted by the Special Events Committee at their regular meeting on \_\_\_\_\_.
  3. These bylaws were adopted by the Tallahassee City Commission at their regular meeting on \_\_\_\_\_.
  4. These bylaws were filed with the Parks, Recreation and Neighborhood Affairs Department and the City Treasurer-Clerk on \_\_\_\_\_.