

**LEON COUNTY**  
*Tourist Development Council*

**Thursday, May 5, 2016, 9 a.m.**  
**Board of County Commissioners Chambers**  
**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**
  - March 3, 2016 Meeting Minutes
  - Direct Sales, Communications, Visitor Services, Sports & Film Reports
  - Financial Reports: March 2016 / April. 2016; Year-to-Date Tax Collections
  - Advertising/PR Activity Report/Digital Activity and Research Reports
- IV. General Business – **Bo Schmitz**
  - COCA Cultural Plan Update and Mid-Year Report—Audra Pittman
  - FY 2017 Grants for Cultural Events & Organizations
  - Update on Florida Jazz and Blues Festival—Jon Brown
  - Out-of-Cycle Sports Grants—Brian Hickey
  - FSU Boosters Funding Proposal
  - Proposed FY 2017 Sales Plan & Budget--Staff
  - Zimmerman FY 2017 Advertising and PR Presentation
  - Research Presentation—Phillip Downs and Joseph St. Germain
- V. Director's Report – **Lee Daniel**
  - Director's Job Search Update
  - Spring Concert Report
  - Airbnb Update
- VI. Additional Business: "For the Good of the Cause" – **Bo Schmitz**

**Next Meeting:**

June, TBD, 2016 Transition Meeting  
Board of County Commissioners  
Commission Chambers

# Tourist Development Council

## March 3, 2016 Meeting Minutes

**Members Present:** Bo Schmitz, Chairman  
John Kelly  
Marion McGee  
Paresh Master  
Russell Daws  
Matt Thompson  
Leigh Davis  
Commissioner Nancy Miller  
Commissioner Bryan Desloge

**Members Absent:** Commissioner Scott Maddox  
Dr. Audra Pittman

**Staff Present:** Lee Daniel, Tourism Development  
Aundra Bryant, Tourism Development  
Chris Holley, Tourism Development  
Gary Stogner, Tourism Development  
Amanda Heidecker, Tourism Development  
Brian Hickey, Tourism Development  
Andi Ratliff, Tourism Development  
Laura Cassels, Tourism Development  
Janet Roach, Tourism Development

**Guest Present:** Amanda Lewis, Zimmerman Agency  
Dr. Joseph St. Germain, Downs & St. Germain Research  
Jon Brown, Florida Jazz & Blues Festival  
Julianna Smith, Zimmerman Agency  
Mallory Hartline, Zimmerman Agency  
Kate Bonnevier, Zimmerman Agency  
Heather Peeples, Leon County Economic Vitality  
Ryan Aamodt, Leon County Administration  
Cristina Paredes, Leon County Economic Vitality  
Jay Revell, Tallahassee Downtown Improvement Authority  
Jason Zaborske, United Way of Florida  
Ken McDermott, Washington Square Project  
John Dailey, Leon County Commission  
Shington Lamy, Leon County Administration  
Ken Morris, Leon County Administration

Meeting was called to order at 9:10 AM by Chairman Bo Schmitz.

**Approval of Minutes** - Commissioner Nancy Miller moved and second by Commissioner Bryan Desloge.

Lee Daniel gave the fund balance amount of a little over \$1.4m current and projected at the end of the fiscal year.

**Washington Square Project** – Ken McDermott gave a presentation on the 250 room hotel which should be completed in 2018. The project cost is estimated around \$100 million. The new hotel project is estimated at 10,000 – 15, 000 square feet of meeting space, six level parking garage which allows around 750 cars, five floors of office space, huge grand ballroom and employ around 150 people. Commissioner Desloge inquired as to if an economic feasibility study had been done. He stated that the hotel will definitely open up opportunities for the downtown area.

**Florida Jazz and Blues Festival** – Jon Brown passed out handouts and talked about upcoming festival scheduled for September. He gave specific details as to what the lineup would look like each day of the festival and the featured artist. Chairman Bo Schmitz added that he was glad that Sunday was added as a part of the festival. Lee Daniel asked that Jon come back to the May meeting to give an update to the TDC.

**Second Cycle Sports Event Grants** – Amanda Heidecker presented the funding request. The request included Fourteen Grants in the amount of \$20,700. Russell Daws moved and Commissioner Desloge second.

**Transportation Grant Fund Policy** – Janet Roach talked about some possible revisions to the policy that she felt was necessary. She brought forth three recommendations: (1) Not to allow grant recipients to receive both special event grant and transportation funds. (2) Not allow the transportation funds to exceed a certain amount. (3) No change in policy and allow staff to make decision. Russell Daws asked a question about page 4 of the policy. He felt that we need to have something that gives the staff some flexibility if it is going to boost the community economically. Commissioner Desloge asked if the question on the application was asked have you received funding from another grant? Russell Daws moved for Option 2 and second by Commissioner Desloge. Option 2 - Applicants receiving Leon County Tourist Development Council Special Event Grant funding are eligible to receive Transportation Funding; however monetary awards will comply with and be limited to the funding levels outlined within the chart in section V of the Transportation Fund Policy with stipulation under the discretion of the staff. The motion passed unanimously.

**First Quarter Visitor's Tracking Report** – Dr. Joseph St. Germain gave a presentation on the data from the First Quarter. Russell Daws asked how much money are we spending to promote tourism in Tallahassee? Matt Thompson and Commissioner Desloge suggested that we need to do a better job in pushing Tallahassee to our friends and family.

**Children's Week Economic Impact Study** – Rachel Powell of Downs & St. Germain Research gave statistics from the event held in January. Russell Daws asked how was the outcome for the event this year? Lee Daniel stated that he was disappointed with the outcome of the event for this year and that there was no Sunday event. Jason Zaborske who coordinated the event commented that the event was not promoted very well by Visit Tallahassee.

**Spring xAd Campaign Report** – Mallory Hartline of Zimmerman Agency gave a presentation on the results. Chairman Bo Schmitz asked Lee Daniel if we should continue with the campaign? Lee said that we should continue on because it is a good tool for visitors while they are in market.

## **Staff Reports**

**Marketing Communications** – Gary Stogner gave the report for Lauren Pace. Visit Tallahassee hosted eight journalists since January, obtained placements in the Atlanta Journal Constitution, Travel & Leisure Magazine and National Geographic Traveler Magazine; also, featured in an article from an Ocala magazine on African American History in Leon County.

**Meetings & Conventions** – Janet Roach gave an update on her activities such as site visits, Rhode Scholars, Excite Convention, E-Pro, Florida Baptist Church partnering with City Church of Tallahassee and Sixel Conference to be held in Tallahassee in April.

**Visitor's Services** – Andi Ratliff gave an update on the activities of the Welcome Center. The Welcome Center has had some renovations which have brought a new look. She has been very busy preparing visitor bags for visiting journalist and distributing visitor guides to numerous out of area markets. Also, some new vendors have been identified to enlighten the entire atmosphere of the Welcome Center.

**Sports** – Brian Hickey gave an update on Red Hills Horse Trials, Soccer Tournament, US Diving Team, British Olympic Diving Team and Cross Country marketing brochure. He estimates that the cross country events will involve over 10,000 athletes, 20,000 visitors, 11,000 room nights and result in an economic impact of \$8.4m. Also, the Florida Sports Foundation will give an additional \$14,000 to assist with three events.

## **Director's Report**

**Budget** – Lee Daniel said that we have been working to put together the budget. The staff will present their budgets and sales plan at the May meeting.

**Concerts** – O.A.R. was a good concert and the estimate was to break even financially. Dawes, Jason Isabell and Boz Scaggs are upcoming concerts. Lee stated that we are working on three additional concerts and trying to partner with AEG on one of those.

**LEADS Listening Session** – Lee Daniel said that our partners are not aware of many of the marketing initiatives being employed. Also, he suggested that a quarterly meeting be held to keep partners and stakeholders aware of all events and activities going on.

**Airbnb** – Lee Daniel said that they have an individual in Florida who is working with the various DMOs. We should have something to report in the very near future.

**March 8<sup>th</sup> BOCC Meeting** – We have three items on the Agenda: (1) COCA Capital Grant Guidelines (2) status report on spring marketing efforts and (3) potential for certain cross country events to sell beer at Apalachee Regional Park.

**Amphitheater Stage Weatherization** – There is an ongoing process to improve the stage condition for performers and crews. The STAGE Committee will meet on March 24<sup>th</sup> and we have asked Jon Brown to come and make a presentation on the Florida Jazz & Blues Festival.

**Process to Select New Tourism Development Director** – Lee stated that we hope to have someone on board by June. Russell Daws said that we should make sure that we pick someone who has the tourism and marketing experience that can carry us to another level.

**For The Good Of The Cause**

Russell Daws said that the attendance for market days was much higher this year because of the help of Visit Tallahassee to spread the word more effectively.

**Adjournment: 10:58 AM**

---

Chairman Bo Schmitz

---

Attest: Aundra Bryant

Visit Tallahassee  
PROGRAM HIGHLIGHTS  
*February/March 2016*

**I. Marketing Communications**

Development Activities:

- Hosted *FORWARD Florida, American Roads & Global Highways and Bohemian Babushka* for the Culturally Quirky Group Media Tour. Participating industry partners included: Four Points, Level 8, Nefetari's Fine Cuisine & Sprints, Uptown Café, Spring House, Black Archives, Kool Beanz, Mission San Luis, Proof Brewery, The Edison, Bradfordville Blues Club, Canopy Roads Café, LeMoyne Center for Visual Arts, Tallahassee Segway Tours, Paisley Café, Goodwood Museum & Gardens, Lofty Pursuit and Cypress.
- Coordinated individual media visits for cultural blogger Maria de los Angeles and freelance writer Nan Chase.
- Coordinated and/or wrote feature stories for VisitTallahassee.com on Mag Lab Open House, Battle of Natural Bridge Reenactment, Red Hills Horse Trials, Spring on Stage, Tallahassee Music Week and Springtime Tallahassee.
- Coordinated and/or wrote news release for Spring on Stage, Trailahassee Hack-a-thon and Spring Concert Series Encore Performances.
- Wrote copy for two E-Pro Meetings & Conventions newsletters
- Attended Amtrak event, set up booth and distributed bags of collateral to train passengers on behalf of Leon County Tourism
- Promoted Spring Concert Series by listing the concerts on community calendars and websites in Florida, south Georgia and south Alabama as well as sending news release to 12 university newspapers in the same region.
- Promoted the spring concert series with radio and television interviews with *97.7 Freedom FM*, Tammy Webb with Cumulus, *WTXL-TV*, *WCTV-TV* and *AM Break with Ann & Audra*
- Coordinated meeting with Rowland Publishing, Gary Stogner, Lee Daniel and Brian Hickey to discuss concepts for the 2017 visitor guide
- Attending 'Writing for Mass Communications' class at Tallahassee Community College
- Strategized spring Eat Like A Local public relations campaign and summer family get-a-way promotional campaigns with Zimmerman
- Discussed sponsorship opportunities for the Peter Frampton concert with Susie McKinley from Florida Restaurant and Lodging Association and Lee Daniel.
- Attended Tourism L.E.A.D.S. Listening Session
- Assisted in coordinating Trailahassee 2.0 luncheon focus group to discuss the website and future direction with outdoor enthusiast and staff
- Discussed marketing and promotion opportunities with Tom Derzypolski from Bow Stern, the agency representing Word of South.
- Provided information about the economic impact of Springtime Tallahassee in an interview with *WCTV-TV* regarding the economic impact Springtime Tallahassee has on Leon County
- Supported Choose Tallahassee efforts and attended Executive Committee Meeting.

Performance Measures:

- Reviewed, edited and approved social media posts (Facebook, Twitter and Instagram)
- Updated content on VisitTallahassee.com and CapitalCityAmphitheater.com
- Developed and distributed industry newsletter showcasing upcoming events, partnership opportunities, division activities, sales and sports news
- Reviewed and scheduled blog posts and when appropriate integrated with social media channels

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

Development Activities:

- Attended XSITE Tradeshow and conducted 12 appointments with meeting planners interested in booking meetings in Tallahassee.
- Attended and networked at the Florida Society of Association Executives (FSAE) Power Luncheon in December with nearly 100 meeting professionals and decision makers.
- Provided content and assisted in producing the SMERF Market E-Pro Newsletter for Florida, Georgia based meeting planners in March.
- Served on host committee for the Sixel Conference and attended weekly conference calls.
- Attended meeting with the FAMU Alumni Association to discuss room block needs throughout the year and future partnership opportunities along with Lee Daniel, Gary Stogner, Brian Hickey and Amanda Heidecker.
- Met with the Florida Society of Association Executives to discuss future partnership opportunities and ways to include more area partners into their events.
- Continuing to promote VISITFLORIDA's online hospitality training to partners.
- Provided area attraction and event information to two groups staying at the North Florida Fairgrounds in March, Passport America RV Tally and Boondockers RV Rally.
- Met with Jenny Dawson, who represents the Residence Inn Universities at the Capitol and Courtyard by Marriott at the Capital to discuss partnership opportunities.
- Coordinated a site visit for Division staff to see the renovations of the University Center Club and the addition meeting space of the Champions Club.
- Continued assisting Leon County Administration in finding a hotel and venue to host the National Association of Counties in December 2016.

Performance Measures:

- Sent five leads with 315 visitors, 251 room nights and an estimated \$192,127 in direct spending.
- Currently working 14 tentative groups with 1,673 visitors, 2,523 room nights and an estimated \$1,402,829 in direct spending.

- Booked 2 groups with 315 Visitors, 251 room nights and an estimated \$192,127 in direct spending.

#### Events Hosted (Anticipated numbers):

- Xsite Tradeshow (February 14-17) with 150 visitors, 73 room nights and an estimated \$178,118 in direct spending.
- FSU Insurance Day 2016 (February 23-25) with 100 visitors, 150 room nights and an estimated \$60,680 in direct spending.
- Florida Institute of Government at FSU (February 29-March 2) with 12 visitors, 24 room nights and an estimated \$30,137 in direct spending
- Tammy's Journeys (March 10-12) with 25 visitors, 18 room nights and an estimated \$8,700 in direct spending.
- Southeastern Ecology and Evolution Conference (March 11-13) with 165 visitors, 100 room nights and an estimated \$64,236 in direct spending.
- ALT Con (March 19-20) with 50 visitors, 60 room nights and an estimated \$377,306 in direct spending.
- Advance Mission Trip (March 19-24) with 300 visitors, 552 room nights and an estimated \$239,400 in direct spending.
- Volunteer Florida Meeting (March 30-April 1) with 100 visitors, 100 room nights and an estimated \$53,608 in direct spending.
- Florida YMCA Youth in Government (March 31-April 2) with 300 visitors, 300 room nights and an estimated 470,768 in direct spending.

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

##### Development Activities February & March

- Updated industry partner accounts in IDSS ensuring correct information appears on VisitTallahassee.com.
- Maintained VisitTallahassee.com calendar of events
- Submitted quarterly sales figures for Gift Shop and requested commission checks for vendors.
- Coordinated Visit Tallahassee staff volunteer participation at Springtime Tallahassee festival.
- Ordered promotional items for departments.
- Assisted staff in preparing promotional items for upcoming tradeshows.
- Assembled and delivered welcome baskets for visiting journalists.
- Ordered posters and flyers promoting the Spring on Stage concert series and assisted in distribution to area partners.
- Updated seasonal events featured on the Spring on Stage landing page.
- Distributed visitor guides and concert flyers at the Capital Tiger Bay Club luncheon.
- Coordinated Spring Distribution of Visitor Guides and tear off map pads.

## Performance Measures:

### Downtown Visitor Center Walk-In Traffic

- February: Provided services to 400 walk-in visitors (324 domestic and 76 international)
- March: Provided services to 520 walk-in visitors (413 domestic and 107 international)

### Telephone Visitor Services

- February: Fulfilled 161 telephone inquiries
- March: Fulfilled 175 telephone inquiries

### Visitor Gift Store Sales

- February: \$288.90 in total sales
- March: \$384.69 in total sales

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

## Performance Measures:

### Visitor Guide Fulfillment

- Phone and mail requests: February - 19 | March - 26
- Inquiries from advertisements: February - 836 | March - 316
- Website requests for visitor guides: February - 109 | March - 134
- Provided to Visitor Center guests: February - 203 | March - 277
- Distributed to area partners: February - 362 | March - 16,970
- Distributed to out-of-area welcome centers: February - 140 | March - 700

## Group Service Requests :

- Distributed 3,679 visitor guides and other material to the following:
  - Drayton Family 50th Anniversary Celebration
  - Miami Dade Days at the Capitol
  - Prostyle Volleyball Invitational
  - Democratic Women's Club of Florida - Tally Days at the Capitol
  - FSU Graduate Program Orientation
  - Associated Soccer Group Invitational
  - Moore / Doyle Wedding
  - Whitchurch Wedding
  - Domestic Violence Awareness workshop
  - Atkinson Wedding
  - Florida State University College of Business Insurance Day
  - Jury - Naturalization
  - Emergency Management Meeting - Volunteer Florida
  - Sweeney / Ponce Wedding
  - Florida State University Relays

- Allen / Spore Wedding
- Alt\*Con 2016
- RV-Dreams Boondocking Rally
- Sustainable You
- Springtime Golf Invitational
- Florida State University Undergraduate Studies Faculty Recruits
- The Villages - Convertible Car Club
- Watson Family Reunion
- McMillan Family Reunion
- Avadgo Mud Run
- Capital City Classic Flag Football

## **VI. Sports Marketing**

### Development Activities:

- Prepared the sports packets for the Tallahassee Sports Council meeting as well as compiled the second cycle of Leon County Special Event Sports Grants for the review committee. These events are anticipated to bring in approximately 4,490 visitors and generate an estimated 3,770 room nights while producing an anticipated \$1,623,654 million in direct spending.
- Provided visitor information at the Tallahassee Marathon Expo..
- Conducted a meeting with David Yon, Judy Alexander and Tom Perkins with Gulf Winds Track Club to discuss the partnership in hosting the two USATF Master's 5km Cross Country Championship/Trailahassee 5k Community Race.
- Took part in a Trailahassee 2.0 brainstorming session at Zimmerman Agency with several key industry partners vital to the re-creation of the website.
- Gave a sports grant application presentation to 94 FSU Sports Clubs students at FSU Rec-Sports Plex.
- Discussed the 2016 Cross Country season's logistics and event budget with Leigh Davis and Dean Richards with County Parks.
- Participated in the monthly National Association of Sports Commission Board of Directors conference call.
- Conducted a Tourism LEADS Listening session with industry partners to gain a better understanding on what we can do to better serve the partner's needs.
- Participated in Leon County Parks Listening LEADS session.
- Took part in the Grand Opening of Fred George Park and promoted Trailahassee and Spring on Stage information.
- Worked with Zimmerman Agency to create 2016 Cross Country Events rack cards.
- Hosted the Tallahassee Sports Council meeting and brought forward the sports grant review committee recommendation of \$34,949 for 14 sporting events for the second cycle.
- Met with the new event directors of the Tallahassee Marathon, Ely Rosario and Patricia Ballantine to discuss the growth of the event in 2016 and what's new for 2017.
- Participated in the online Certified Sports Event Executive (CSEE) class, conducted by Ohio University on Strategic Planning.
- Presented at the Sustainable You conference hosted by the City of Tallahassee on Eco-Tourism at the Turnbull Conference Center.
- Met with Brian Smith the owner of several local Subways to give him an overview of Visit Tallahassee and how we could partner on upcoming events.

- Assisted in the agenda item for the Board of County Commissioners approval to serve alcoholic beverages during special events at Apalachee Regional Park.
- After meeting with the Seminole Boosters staff, toured the new Champions Club at Doak Campbell Stadium and discussed the potential opportunities with the space.
- Participated in a conference call with USATF staff to talk about the USATF Master & Clubs registration and website content.
- Met with Bobby York the US Tennis Association Regional Coordinator and Leon County Parks staff to discuss the growth of tennis in Tallahassee and the Apalachee Regional Park Master Planning process.

Performance Measures:

**Events Hosted (Anticipated numbers)**

- Capital City Cup, (February 6-7, 2015) with 150 room nights, 150 visitors and estimated direct spending \$50,357.
- 2016 Florida State Matchup Golf Tournament, (February 11- 14, 2016) with 100 room nights, 125 visitors and estimated direct spending \$58,780.
- 19th Annual Gym Force Classic, (February 26-28, 2016) with 300 room nights, 550 visitors and estimated direct spending \$212,384.
- FHSAA Regional Wrestling Tournament, (February 26 -27, 2016) with 170 room nights, 1,300 visitors and estimated direct spending \$366,213.
- Tallahassee Marathon & Half Marathon, (February 6-7, 2016) with 300 room nights, 800 visitors and estimated direct spending \$264,821.
- Capital City Cup, (February 2-7, 2016) with 150 room nights, 150 visitors and estimated direct spending \$50,357.
- Prostyle Volleyball Tallahassee Invitational 2016, (February 5-7, 2016) with 1,200 room nights, 5,000 visitors and estimated direct spending \$1,408,514.
- Associated Soccer Group (ASG) Adidas Invitational, (February 12-13, 2016) with 1,200 room nights, 1,000 visitors and estimated direct spending \$422,554.
- FSU Western Horse Show, (February 6, 2016) with 25 room nights, 75 visitors and estimated direct spending \$14,876.
- Tallahassee Regional Martial Arts Fitness Tournament, (February 20, 2016) with 500 room nights, 1,000 visitors and estimated direct spending \$188,086.
- Seminole Stomp Baseball Tournament, (February 27-28, 2016) with 420 room nights, 1,000 visitors and estimated direct spending \$225,362.
- 2016 Florida Youth Soccer Association Region D Soccer Tournament, (February 27-28, 2016) with 300 room nights, 200 visitors and estimated direct spending \$100,673.
- 2016 Seminole Intercollegiate Golf Tournament, (March 10 – 13, 2016) with 120 room nights, 120 visitors and estimated direct spending \$70,536.
- FSU Relays (Track & Field) (March 25 -26, 2016) with 800 room nights, 2,500 visitors and estimated direct spending \$634,364.
- Florida State Tally Classic X Ultimate Frisbee, (March 6-7, 2016) with 40 room nights, 1,000 visitors and estimated direct spending \$253,757.

- Tournament of Champions- High School Baseball, (March 14-17, 2016) with 300 room nights, 250 visitors and estimated direct spending \$112,916.
- Tallahassee Open - Disc Golf Tournament, (March 19-20, 2016) with 80 room nights, 80 visitors and estimated direct spending \$26,482.

#### **Booked (Anticipated numbers)**

- FHSAA State Cross Country Championship, (November 4-5, 2016) with 5,000 visitors, 1,600 room nights, and estimated direct spending \$1.2 Million.
- USA Track & Field Youth Region 4 Cross Country Regionals, November 18-19, 2016) with 2,000 room nights, 3,500 visitors and estimated direct spending \$985,960.
- FSU Western Horse Show, (February 6, 2016) with 25 room nights, 75 visitors and estimated direct spending \$14,876.
- Tallahassee Regional Martial Arts Fitness Tournament, (February 20, 2016) with 500 room nights, 1,000 visitors and estimated direct spending \$188,086.
- Seminole Stomp Baseball Tournament, (February 27-28, 2016) with 420 room nights, 1,000 visitors and estimated direct spending \$225,362.
- 2016 Florida Youth Soccer Association Region D Soccer Tournament, (February 27-28, 2016) with 300 room nights, 200 visitors and estimated direct spending \$100,673.

#### **Leads Distributed (Anticipated numbers)**

- USATF Masters 5k Cross Country National Championship, (November 5-6, 2016) with 1,000 visitors, 500 room nights and an estimated direct spending of \$642,976.
- USATF Club Cross Country National Championship, (December 9-10, 2016) with 4,000 visitors, 3,500 room nights and an estimated direct spending of \$ 2.5 million.
- FHSAA State Cross Country Championship, (November 4-5, 2016) with 5,000 visitors, 1,600 room nights, and estimated direct spending \$1.2 Million.
- YBOA Super-Regionals, (May 13-15, 2015) with 475 room nights, 1,000 visitors and estimated direct spending \$382,712.
- Area Tallahassee Aquatic Club (ATAC) Long Course Invitational Swim Meet, (June 23 – 26, 2016) with 250 rooms nights, 1,500 visitors and estimated direct spending \$677,497.
- Area I-IV Florida Assoc. Swimming Championships, (July 30 – 31, 2016) with 140 rooms nights, 300 visitors and estimated direct spending \$84,510.

**Tourist Development Council**  
Statement of Cash Flow  
Period Ending March 31, 2016

<b>3 3/4-Cents Collections</b>		YTD	March	FY 2015/16	% Revenue	
Acct # REVENUES		Actuals	Actuals	Budget	Received	Variance
312100 Local Option Resort Tax (3 3/4-cents) <sup>1</sup>		\$ 1,938,814.70	\$ 362,304.63	\$ 3,455,625	56%	(1,516,810)
361320 Tax Collector FS 125.315		-	-	-		-
361111 Pooled Interest Allocation		11,201.00	-	56,715		
362000 Rents & Royalties		10,200.00	10,200.00	10,200		-
365000 Merchandise Sales		1,133.78	288.90	4,000		
366500 Special Event Grant Reimbursements						
366930 Other Contributions/Partnerships		1,500.00	400.00	3,000		
361300 Interest Inc/FMV Adjustment		-	-			
369900 Miscellaneous Revenue		-	-			
399900 Appropriated Fund Balance				177,815		
Total Estimated Receipts				3,707,355		
		<u>\$ 1,962,849.48</u>	<u>\$ 373,193.53</u>			

Acct # EXPENDITURES	YTD	March	FY 2015/16	FY 2015/16	% Budget	Under/
<i>Administration (301)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
51200 Salaries & Wages	\$ 106,227.98	\$ 16,834.90	\$ 237,113	\$ 217,691	49%	\$ 111,463
51250 Regular OPS Salaries & Wages	7,192.87	1,144.06	10,606	21,749	33%	14,556
52100 FICA	7,633.33	1,310.78	18,670	16,999	45%	9,366
52200 Retirement Contributions	16,949.78	2,676.52	35,077	34,778	49%	17,828
52210 Deferred Compensation	54.65	8.58	755	766	7%	711
52300 Life & Health Insurance	17,645.76	3,464.04	36,819	43,742	40%	26,096
52400 Workers Compensation	294.88	46.73	443	497	59%	202
53400 Other Contractual Services	44,493.32	2,220.00	115,500	115,500	39%	71,007
54000 Travel & Per Diem	69.50	29.50	7,500	7,500	1%	7,431
54101 Communications - Phone System	491.70	196.68	3,150	3,150	16%	2,658
54300 Utilities	5,162.29	992.14	14,500	14,500	36%	9,338
54400 Rental & Leases	3,753.46	701.70	5,000	9,500	40%	5,747
54505 Vehicle Coverage	779.00	-	779	779	100%	-
54600 Repair & Maintenance	5,748.88	-	34,000	34,000	17%	28,251
54601 Vehicle Repair	265.97	148.64	1,210	522	51%	256
54900 Other Current Charges	559.00	-	1,971	1,971	28%	1,412
55100 Office Supplies	-	-	1,000	1,000	0%	1,000
55200 Operating Supplies	2,042.27	348.24	7,500	3,000	68%	958
55210 Fuel & Oil	85.20	-	1,000	1,000	9%	915
55400 Publications, Memberships	570.52	24.18	2,300	2,300	25%	1,729
55401 Training	400.00	-	3,000	3,000	13%	2,600
<i>Advertising/Public Relations (302)</i>						
53400 Other Contractual Services	\$ 322,504.43	\$ 50,212.37	\$ 1,083,786	\$ 1,168,786	28%	\$ 846,282
<i>Marketing (303)</i>						
51200 Salaries & Wages	\$ 198,212.03	\$ 32,043.68	453,676	453,676	44%	255,464
51210 Regular OPS Salaries & Wages	7,192.97	1,144.07	21,749	21,749	33%	14,556
52100 FICA	15,380.35	2,480.68	37,321	37,321	41%	21,941
52200 Retirement Contributions	14,421.89	2,329.02	34,279	34,279	42%	19,857
52210 Deferred Compensation	371.50	60.51	61	61		(311)
52300 Life & Health Insurance	13,781.91	2,710.42	63,499	63,499	22%	49,717
52400 Workers Compensation	828.73	133.70	1,757	1,757	47%	928
53400 Other Contractual Services	22,675.00	-	87,700	87,700	26%	65,025
54000 Travel & Per Diem	13,639.93	180.75	81,070	81,070	17%	67,430
54100 Communications Services	2,317.43	394.40	7,823	7,823	30%	5,506
54101 Communications - Phone system	-	-	1,550	1,550	0%	1,550
54200 Postage	3,965.54	695.03	48,000	48,000	8%	44,034
54400 Rental & Leases	891.75	293.70	3,347	3,347	27%	2,455
54700 Printing	-	-	5,400	5,400	0%	5,400
54800 Promotional Activities	6,542.58	586.30	29,500	79,500	8%	72,957
54860 TDC Direct Sales Promotions	8,582.02	4,190.00	69,835	99,835	9%	91,253
54861 TDC Community Relations	5,639.65	-	13,300	18,300	31%	12,660
54862 TDC Merchandise	194.40	-	4,000	4,000	5%	3,806
54900 Other Current Charges	110,143.36	-	221,000	221,000	50%	110,857
54948 Other Current Chrg - Amphitheater	33,303.00	-	100,000	150,000	22%	116,697
55100 Office Supplies	2,559.15	1,065.17	3,700	3,700	69%	1,141
55200 Operating Supplies	680.83	198.99	5,000	5,000	14%	4,319
52250 Uniforms			2,000	2,000	0%	2,000

Acct # EXPENDITURES	YTD	March	FY 2015/16	FY 2015/16	% Budget	Under/
<i>Administration (303)(Continued)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
55400 Publications, Memberships	\$ 12,157.02	\$ 850.00	\$ 17,363	\$ 17,363	70%	5,206
55401 Training	2,247.99	275.00	8,000	8,000	28%	5,752

**Tourist Development Council**  
Statement of Cash Flow  
Period Ending March 31, 2016

56400	Machinery & Equipment	-	-	-	-	-	-
58160	TDC Local T&E	596.78	-	-	-	#DIV/0!	(597)
58320	Sponsorship & Contributions <i>Special Events/Grants (304)</i>	2,000.00	2,000.00	16,100	16,100	12%	14,100
58300	Grants & Aids <i>Countywide Automation (470)</i>	\$ 42,410.00	18,108.00	340,000	467,500	9%	425,090
54110	Com-net Communications <i>Risk Allocations (495)</i>	\$ -	-	8,820	8,820	0%	8,820
54500	Insurance <i>Indirect Cost (499)</i>	\$ 6,760.00	-	6,760	6,760	100%	-
54900	Indirect Cost Charges <i>Line Item Funding - (888)</i>	\$ -	-	189,000	189,000	0%	189,000
58214	Cultural Resource Grant Program	\$ -	-	230,375	230,375	0%	230,375
58215	Local Arts Agency Program	364,695.81	-	921,500	921,500	0%	556,804
58260	Red Hills Horse Trials <i>Transfers (950)</i>	\$ 90,000.00	37,274.98	-	90,000	100%	-
591220	Transfer to Fund 220	\$ -	-	156,576	156,576	0%	156,576
591220	Transfer to Fund 305 <i>Salary Contingency (990)</i>	\$ 10,960.06	-	-	11,000	100%	40
59900	Other Non-operating Uses	\$ -	-	50,000	50,000	0%	50,000
Total Expenditures		\$ 1,536,076.47	\$ 187,373.46	\$ 4,861,740	\$ 5,306,291		

**1 1/4-Cent Collections**

Acct # REVENUES	YTD	March	FY 2015/16	FY 2015/16	% Revenue	
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Received	Variance
312110 Local Option Resort Taxes (1 1/4-cent) <sup>2</sup>	\$ 646,271.58	\$ 96,614.57	\$ 1,151,875	\$ 1,151,875	56%	505,603
361111 Pooled Interest	-	-	-	-		
361320 Tax Collector FS 125.315	-	-	-	-		
366930 Refund from Prior Years	-	-	-	-		
Total Revenues	\$ 646,271.58	\$ 96,614.57	\$ 1,151,875	\$ 1,151,875		

Acct # EXPENDITURES	YTD	March	FY 2015/16	FY 2013/14	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
58100 Aids to Government Agencies	\$ -	\$ -	\$ 5,042,522	\$ 5,042,522	0%	5,042,522
Total Expenditures	\$ -	\$ -	\$ 5,042,522	\$ 5,042,522	0%	5,042,522

**NOTES TO THE FINANCIAL STATEMENT**  
**As of March 31, 2016**

**REVENUES**

- 1- Revenue received for the 3 3/4-cent collections \$362,305.  
2 - Revenue received for the 1 1/4 -cent collections \$96,615.

No Transfers.

#####

**Tourist Development Council**  
Statement of Cash Flow  
Period Ending April 30, 2016

<b>3 3/4-Cents Collections</b>		YTD	April	FY 2015/16	% Revenue	
Acct # REVENUES		Actuals	Actuals	Budget	Received	Variance
312100 Local Option Resort Tax (3 3/4-cents) <sup>1</sup>		\$ 2,251,610.32	\$ 312,795.62	\$ 3,455,625	65%	(1,204,015)
361320 Tax Collector FS 125.315		-	-	-		-
361111 Pooled Interest Allocation		11,201.00	-	56,715		
362000 Rents & Royalties		10,200.00	10,200.00	10,200		-
365000 Merchandise Sales		1,518.47	384.69	4,000		
366500 Special Event Grant Reimbursements		3,000.00	3,000.00			
366930 Other Contributions/Partnerships		1,500.00	-	3,000		
361300 Interest Inc/FMV Adjustment		-	-			
369900 Miscellaneous Revenue		-	-			
399900 Appropriated Fund Balance				177,815		
Total Estimated Receipts				3,707,355		
		<u>\$ 2,279,029.79</u>	<u>\$ 326,380.31</u>			

Acct # EXPENDITURES	YTD	April	FY 2015/16	FY 2015/16	% Budget	Under/
Administration (301)	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
51200 Salaries & Wages	\$ 123,062.88	\$ 16,834.90	\$ 237,113	\$ 217,691	57%	\$ 94,628
51250 Regular OPS Salaries & Wages	8,288.78	1,095.91	10,606	21,749	38%	13,460
52100 FICA	8,940.42	1,307.09	18,670	16,999	53%	8,059
52200 Retirement Contributions	19,622.80	2,673.02	35,077	34,778	56%	15,155
52210 Deferred Compensation	63.83	9.18	755	766	8%	702
52300 Life & Health Insurance	21,109.80	3,464.04	36,819	43,742	48%	22,632
52400 Workers Compensation	341.48	46.60	443	497	69%	156
53400 Other Contractual Services	63,159.98	18,666.66	115,500	115,500	55%	52,340
54000 Travel & Per Diem	248.50	179.00	7,500	7,500	3%	7,252
54101 Communications - Phone System	491.70	-	3,150	3,150	16%	2,658
54300 Utilities	6,189.71	1,027.42	14,500	14,500	43%	8,310
54400 Rental & Leases	3,753.46	-	5,000	9,500	40%	5,747
54505 Vehicle Coverage	779.00	-	779	779	100%	-
54600 Repair & Maintenance	5,748.88	-	34,000	34,000	17%	28,251
54601 Vehicle Repair	265.97	-	1,210	522	51%	256
54900 Other Current Charges	559.00	-	1,971	1,971	28%	1,412
55100 Office Supplies	-	-	1,000	1,000	0%	1,000
55200 Operating Supplies	2,042.27	-	7,500	3,000	68%	958
55210 Fuel & Oil	85.20	-	1,000	1,000	9%	915
55400 Publications, Memberships	1,120.52	550.00	2,300	2,300	49%	1,179
55401 Training	400.00	-	3,000	3,000	13%	2,600
<b>Advertising/Public Relations (302)</b>						
53400 Other Contractual Services	\$ 454,437.76	\$ 131,933.33	\$ 1,083,786	\$ 1,168,786	39%	\$ 714,348
<b>Marketing (303)</b>						
51200 Salaries & Wages	\$ 230,255.71	\$ 32,043.68	453,676	453,676	51%	223,420
51210 Regular OPS Salaries & Wages	8,288.91	1,095.94	21,749	21,749	38%	13,460
52100 FICA	17,857.31	2,476.96	37,321	37,321	48%	19,464
52200 Retirement Contributions	16,747.41	2,325.52	34,279	34,279	49%	17,532
52210 Deferred Compensation	432.59	61.09	61	61		(372)
52300 Life & Health Insurance	16,492.33	2,710.42	63,499	63,499	26%	47,007
52400 Workers Compensation	962.31	133.58	1,757	1,757	55%	795
53400 Other Contractual Services	42,650.00	19,975.00	87,700	87,700	49%	45,050
54000 Travel & Per Diem	14,203.19	563.26	81,070	81,070	18%	66,867
54100 Communications Services	2,317.43	-	7,823	7,823	30%	5,506
54101 Communications - Phone system	-	-	1,550	1,550	0%	1,550
54200 Postage	3,965.54	-	48,000	48,000	8%	44,034
54400 Rental & Leases	891.75	-	3,347	3,347	27%	2,455
54700 Printing	-	-	5,400	5,400	0%	5,400
54800 Promotional Activities	6,711.86	169.28	29,500	79,500	8%	72,788
54860 TDC Direct Sales Promotions	8,582.02	-	69,835	99,835	9%	91,253
54861 TDC Community Relations	5,639.65	-	13,300	18,300	31%	12,660
54862 TDC Merchandise	634.00	439.60	4,000	4,000	16%	3,366
54900 Other Current Charges <sup>3</sup>	104,918.02	(5,225.34)	221,000	221,000	47%	116,082
54948 Other Current Chrg - Amphitheater	33,303.00	-	100,000	150,000	22%	116,697
55100 Office Supplies	2,559.15	-	3,700	3,700	69%	1,141
55200 Operating Supplies	680.83	-	5,000	5,000	14%	4,319
52250 Uniforms			2,000	2,000	0%	2,000

Acct # EXPENDITURES	YTD	April	FY 2015/16	FY 2015/16	% Budget	Under/
Administration (303)(Continued)	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
55400 Publications, Memberships	\$ 17,632.02	\$ 5,475.00	\$ 17,363	\$ 17,363	102%	(269)
55401 Training	2,247.99	-	8,000	8,000	28%	5,752

**Tourist Development Council**  
Statement of Cash Flow  
Period Ending April 30, 2016

56400	Machinery & Equipment	-	\$ -	-	-	-	-
58160	TDC Local T&E	596.78	\$ -	-	-	#DIV/0!	(597)
58320	Sponsorship & Contributions <i>Special Events/Grants (304)</i>	5,730.00	\$ 3,730.00	16,100	16,100	36%	10,370
58300	Grants & Aids <i>Countywide Automation (470)</i>	\$ 42,410.00	13,490.00	340,000	467,500	9%	425,090
54110	Com-net Communications <i>Risk Allocations (495)</i>	\$ -	-	8,820	8,820	0%	8,820
54500	Insurance <i>Indirect Cost (499)</i>	\$ 6,760.00	-	6,760	6,760	100%	-
54900	Indirect Cost Charges <i>Line Item Funding - (888)</i>	\$ -	-	189,000	189,000	0%	189,000
58214	Cultural Resource Grant Program	\$ -	-	230,375	230,375	0%	230,375
58215	Local Arts Agency Program	364,695.81	-	921,500	921,500	0%	556,804
58260	Red Hills Horse Trials <i>Transfers (950)</i>	\$ 90,000.00	-	-	90,000	100%	-
591220	Transfer to Fund 220	\$ -	-	156,576	156,576	0%	156,576
591220	Transfer to Fund 305 <i>Salary Contingency (990)</i>	\$ 10,960.06	-	-	11,000	100%	40
59900	Other Non-operating Uses	\$ -	-	50,000	50,000	0%	50,000
	Total Expenditures	\$ 1,779,837.61	\$ 257,251.14	\$ 4,861,740	\$ 5,306,291		

**1 1/4-Cent Collections**

Acct # REVENUES	YTD Actuals	April Actuals	FY 2015/16 Adopt. Budget	FY 2015/16 Adj. Budget	% Revenue Received	Variance
312110 Local Option Resort Taxes (1 1/4-cent) <sup>2</sup>	\$ 750,536.79	\$ 104,265.21	\$ 1,151,875	\$ 1,151,875	65%	401,338
361111 Pooled Interest	-	-	-	-		
361320 Tax Collector FS 125.315	-	-	-	-		
366930 Refund from Prior Years	-	-	-	-		
Total Revenues	\$ 750,536.79	104,265.21	\$ 1,151,875	\$ 1,151,875		

Acct # EXPENDITURES	YTD Actuals	April Actuals	FY 2015/16 Adopt. Budget	FY 2013/14 Adj. Budget	% Budget Spent	Under/(Over)
58100 Aids to Government Agencies	\$ -	\$ -	\$ 5,042,522	\$ 5,042,522	0%	5,042,522
Total Expenditures	\$ -	\$ -	\$ 5,042,522	\$ 5,042,522	0%	5,042,522

**NOTES TO THE FINANCIAL STATEMENT**  
**As of April 30, 2016**

**REVENUES**

- 1- Revenue estimated for the 3 3/4-cent collections \$312,796.
- 2 - Revenue estimated for the 1 1/4 -cent collections \$104,265.
- 3 - Credit appears due to unsuccessful bid fee USATF JO Cross Country funds re-deposited(\$7,500 credit) as well as credited overcharge by Neff rentals(\$3,226) against other montly activity.

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>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>261,235.88</b>	<b>226,314.73</b>	<b>272,939.44</b>	<b>3,084,854.17</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	87,078.63	75,438.24	90,979.81	1,028,284.72
<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	87,078.63	75,438.24	90,979.81	1,028,284.72
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	435,393.14	377,191.21	454,899.06	5,141,423.61
Gain/Loss - Month: 3 cent	20%	8%	9%	4%	9%	12%	21%	3%	22%	16%	9%	20%	
Gain/Loss - YTD: 3 cent	20%	13%	12%	10%	10%	10%	12%	11%	12%	12%	12%	13%	
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	2,585,600.00	2,811,914.73	3,084,854.17	
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	861,866.67	937,304.91	1,028,284.72	
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	861,866.67	937,304.91	1,028,284.72	
<b>FY2015/2016 (3-cents)</b>	<b>228,332.36</b>	<b>362,035.48</b>	<b>250,128.83</b>	<b>201,511.55</b>	<b>258,206.32</b>	<b>298,807.96</b>	<b>257,975.77</b>						<b>1,856,998.27</b>
<b>(1-cent - 4th Penny)</b>	76,110.79	120,678.49	83,376.28	67,170.52	86,068.77	99,602.65	85,991.92						618,999.42
<b>(1-cent - 5th Penny)</b>	76,110.79	120,678.49	83,376.28	67,170.52	86,068.77	99,602.65	85,991.92						618,999.42
Total	380,553.93	603,392.46	416,881.39	335,852.59	430,343.87	498,013.26	429,959.61						3,094,997.11
Gain/Loss - Month: 3 cent	(3%)	16%	(13%)	16%	30%	17%	(20%)						
Gain/Loss - YTD: 3 cent	(3%)	8%	1%	3%	8%	9%	4%						
Year to date: 3-cent	228,332.36	590,367.83	840,496.67	1,042,008.22	1,300,214.54	1,599,022.50	1,856,998.27						
Year to date: 1-cent (4th)	76,110.79	196,789.28	280,165.56	347,336.07	433,404.85	533,007.50	618,999.42						
Year to date: 1-cent (5th)	76,110.79	196,789.28	280,165.56	347,336.07	433,404.85	533,007.50	618,999.42						

**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.

# VISIT TALLAHASSEE PUBLIC RELATIONS PUBLICITY REPORT



Feb. 1 - March 31, 2016  
 IMPRESSIONS: 35,304,415  
 TOTAL CIRCULATION: 26,000  
 TOTAL UNIQUE VISITORS: 2,485,295  
 TOTAL VIEWERSHIP: 31,396,520  
 TOTAL LISTENERSHIP: 1,420,000  
 TOTAL MEDIA VALUE: \$428,341

## Print

Outlet	Article Name	Date	Circulation	Media Value
Ocala Style	"Making A Smooth Getaway"	March	26,000	\$2,190.00

**TOTAL 26,000 \$2,190**

## Radio

Outlet	Segment Name	Date	Listenership	Media Value
WAAC-FM Valdosta, GA.	Weekend Getaway with O.A.R tickets	Feb. 9 - 24, 2016	1,420,000	\$6,300.00

**TOTAL 1,420,000 \$6,300**

## Interactive

Site	Title	Date	Unique Visitors	Media Value
Florida On A Tankful:News 13	"Winter on Wakulla Springs flows forward"	Feb. 21, 2016	824	\$1,100.00
Florida On A Tankful:Bay News	"Winter on Wakulla Springs flows forward"	Feb. 21, 2016	3,671	\$4,890.00
Florida On A Tankful:News 13	"The blues play on inside Florida's juke joint"	Feb. 25, 2016	824	\$1,108.00
Florida On A Tankful:Bay News	"The blues play on inside Florida's juke joint"	Feb. 25, 2016	3,671	\$4,890.00
Ocala Style	"Making A Smooth Getaway"	March 1, 2016	10,000	\$395.00
Florida On A Tankful:News 13	"Tree-to-Tree Adventures in the capital"	March 10, 2016	824	\$1,108.00
Florida On A Tankful:Bay News	"Tree-to-Tree Adventures in the capital"	March 10, 2016	3,671	\$4,890.00
Travel Monthly: Central NC	"Travel Monthly March 2016"	March 21,2016	110,370	\$1,700.00
Travel Monthly: Charlotte	"Travel Monthly March 2016"	March 21,2016	87,742	\$1,700.00
Travel Monthly: Coastal NC	"Travel Monthly March 2016"	March 21,2016	39,831	\$1,700.00
Travel Monthly: Triad	"Travel Monthly March 2016"	March 21,2016	18,076	\$1,700.00
Travel Monthly: Antelope Valley	"Travel Monthly March 2016"	March 21,2016	90,000	\$1,700.00
Travel Monthly: Austin	"Travel Monthly March 2016"	March 21,2016	122,140	\$1,700.00
Travel Monthly: San Antonio	"Travel Monthly March 2016"	March 21,2016	14,768	\$1,700.00
Travel Monthly: All Boroughs	"Travel Monthly March 2016"	March 21,2016	109,748	\$1,700.00
Travel Monthly: Manhattan	"Travel Monthly March 2016"	March 21,2016	109,748	\$1,700.00

Travel Monthly: Brooklyn	"Travel Monthly March 2016"	March 21,2016	109,748	\$1,700.00
Travel Monthly: Bronx	"Travel Monthly March 2016"	March 21,2016	109,748	\$1,700.00
Travel Monthly: Queens	"Travel Monthly March 2016"	March 21,2016	109,748	\$1,700.00
Travel Monthly: Staten Island	"Travel Monthly March 2016"	March 21,2016	109,748	\$1,700.00
Travel Monthly: Buffalo	"Travel Monthly March 2016"	March 21,2016	65,127	\$1,700.00
Travel Monthly: Capital Region	"Travel Monthly March 2016"	March 21,2016	45,200	\$1,700.00
Travel Monthly: Central NY	"Travel Monthly March 2016"	March 21,2016	254,461	\$1,700.00
Travel Monthly: Hudson Valley	"Travel Monthly March 2016"	March 21,2016	85,177	\$1,700.00
Travel Monthly: Jamestown	"Travel Monthly March 2016"	March 21,2016	65,127	\$1,700.00
Travel Monthly: Northern NY	"Travel Monthly March 2016"	March 21,2016	316,167	\$1,700.00
Travel Monthly: Rochester	"Travel Monthly March 2016"	March 21,2016	375,466	\$1,700.00
Travel Monthly: Southern Tier	"Travel Monthly March 2016"	March 21,2016	80,175	\$1,700.00
Tampa Bay Parenting	"Art, music & outdoor Activities Abound in Tallahassee for "Spring on Stage"	March 28,2016	29,000	\$500.00
Florida On A Tankful:News 13	"Florida country store is an attraction for grits and sausage"	March 31, 2016	824	\$1,100.00
Florida On A Tankful:Bay News	"Florida country store is an attraction for grits and sausage"	March 31, 2016	3,671	\$4,890.00

**TOTAL                    2,485,295                    \$60,571.00**

**Broadcast**

Station	Segment Name	Date	Viewership	Media Value
Florida On A Tankful	"Winter on Wakulla Springs flows forward"	Feb. 21, 2016	7,849,130	\$89,820.00
Florida On A Tankful	"The blues play on inside Florida's juke joint"	Feb. 25, 2016	7,849,130	\$89,820.00
Florida On A Tankful	"Tree-to-Tree Adventures in the capital"	March 10, 2016	7,849,130	\$89,820.00
Florida On A Tankful	"Florida country store is an attraction for grits and sausage"	March 31, 2016	7,849,130	\$89,820.00

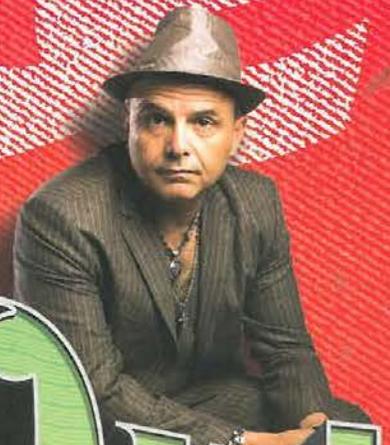
**TOTAL                    31,396,520                    \$359,280**

Ocala

FOUR FLORIDA FAVORITES: PLAN YOUR NEXT WEEKEND AWAY

# Style

GOONIES &  
SOPRANOS STAR  
JOE PANTOLIANO  
JOINS THE FILM FEST



# Rollin' Out

the  
*Red Carpet*

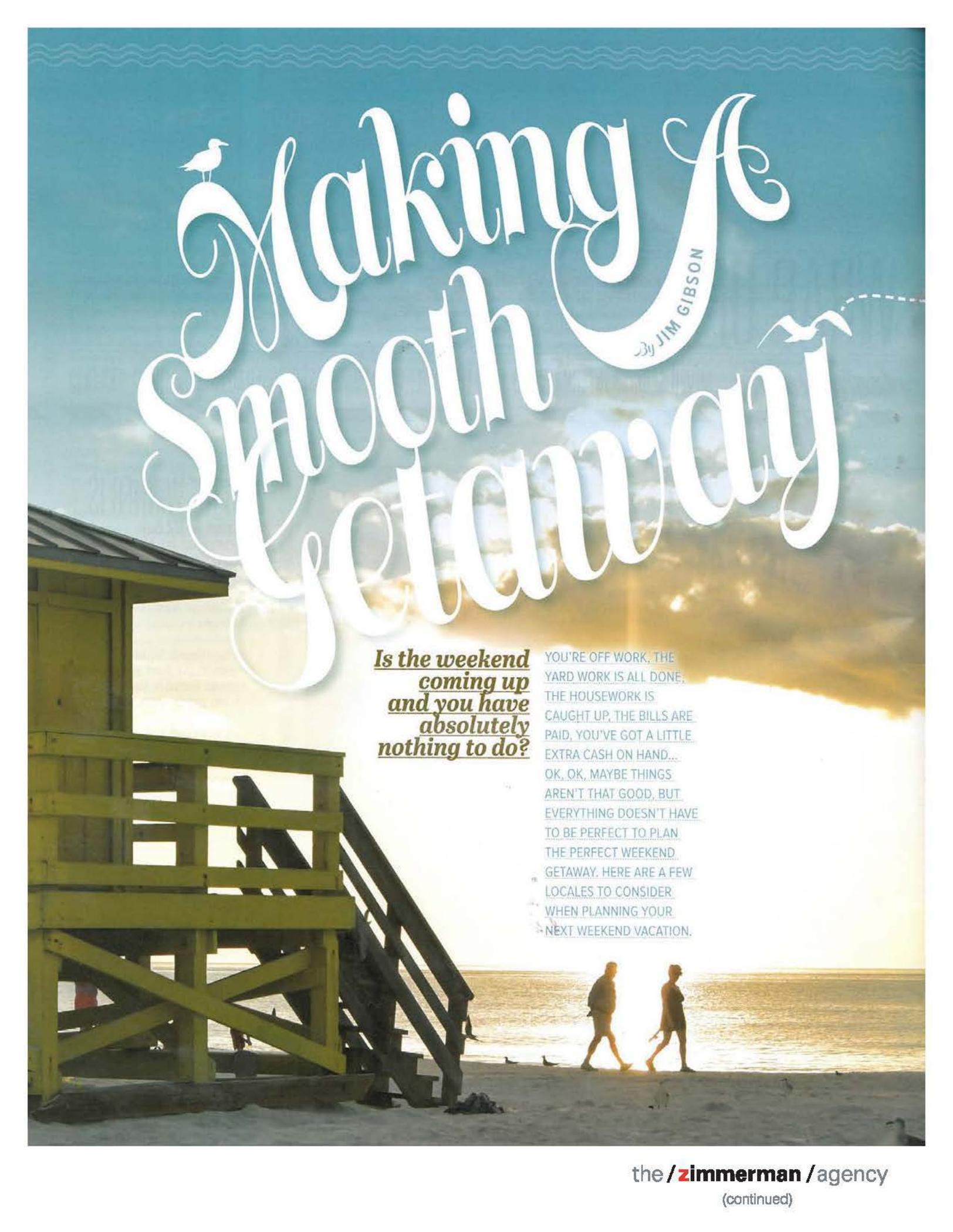
OCALA WELCOMES  
BACK THE

*Silver  
Springs  
Film Fest*

Also: NURSES IN TRAINING + LITTLE TIKES, BIG TRAINS

the/zimmerman/agency

(continued)



# Making A Smooth Getaway

By JIM GIBSON

***Is the weekend coming up and you have absolutely nothing to do?***

YOU'RE OFF WORK, THE YARD WORK IS ALL DONE, THE HOUSEWORK IS CAUGHT UP, THE BILLS ARE PAID, YOU'VE GOT A LITTLE EXTRA CASH ON HAND... OK, OK, MAYBE THINGS AREN'T THAT GOOD, BUT EVERYTHING DOESN'T HAVE TO BE PERFECT TO PLAN THE PERFECT WEEKEND GETAWAY. HERE ARE A FEW LOCALES TO CONSIDER WHEN PLANNING YOUR NEXT WEEKEND VACATION.



**PLAY**  
**The Bark Festival Society**

You'll want to go back again and again, as the Bark Festival Society "bravado" some of the best musical talent in the world for your listening pleasure. The society is one of the oldest continuously running Bark Festivals in the United States.  
[barkfestivaloflorida.org](http://barkfestivaloflorida.org)

**Park Avenue**

This truly is the heart of Winter Park. Here, there are boutiques and antique shops, all the European-style street scenes, along with three museums and a Saturday-only farmers market. The atmosphere is just friendly and offers a great mix of high-end and affordable

shops and restaurants. This one street alone offers an entire weekend of fun.  
[www.parkavenue.com](http://www.parkavenue.com)

**Central Park**

Located in downtown Winter Park, this is your park in the heart of the city. Greenlaw fountains, mini gardens, a full green meadow and a forest of towering oaks make this a great area for any visitor. For more than 25 years, thousands of visitors have studied Central Park and Park Avenue to capture some of the world's best art and crafts creations. The Winter Park Historical Art Festival takes place March 28-30 and displays the artwork of top local and international artists.  
[www.winterpark.org](http://www.winterpark.org)



**DINE**  
**Prato**

Delicious Italian food paired with Italian and Spanish wines makes Prato a great family choice. Good food at great prices makes for a memorable dining experience.  
[www.prato.com](http://www.prato.com)

**Serve**

American food at its finest. Don't let a small look fool you, this is one culinary treat you won't want to miss.  
[www.serve.com](http://www.serve.com)

**The Incredible Pig**

Don't let the name scare any visitors... the only restaurant you won't find here is pork... once you get your first taste of the delightful and varied unique menu offerings.  
[www.theincrediblepig.com](http://www.theincrediblepig.com)

# Tallahassee

Most people think of Florida State University and Seminole football when they hear the word Tallahassee, but this town is much more than just a college town—it's a fun and exciting place to spend a great weekend. Check out [visittallahassee.com](http://visittallahassee.com) for more information.



Photo courtesy of Facebook.

**STAY**

**The Park Avenue Inn**

Formerly The Chittenden House, this antebellum mansion is an amalgam of rich Florida history. Built from pieces of the former territorial capitol building, it is now one of the premier luxury boarding houses in Florida's Panhandle.  
[theparkavenueinnreservations.com](http://theparkavenueinnreservations.com)

**Little English Guesthouse**

This three-room bed and breakfast is the perfect place to stay. It's away from the hustle and bustle of downtown but close enough so that everything Tallahassee has to offer is right at your fingertips.  
[littleenglishguesthouse.com](http://littleenglishguesthouse.com)

**Aloft Tallahassee Downtown**

This modern-style hotel is pet-friendly, and the rooms are spacious and accommodating. It is located in the heart of the city, and provisions for all your needs are well within walking distance.  
[alofttallahassee.com](http://alofttallahassee.com)

**PLAY**

**Florida State University**

A tour of the university, which was established in 1851, is both enlightening and a scenic pleasure. The Legacy Walk is still under construction but provides visitors a historical view of the campus seen by few. The rolling hills, greenery and beautiful architecture make it one of the most beautiful college campuses in the state.  
[fsu.edu](http://fsu.edu)



Photo courtesy of visittallahassee.com

**Tallahassee Museum**

This museum is designated as one of the state's finest nature museums. It is set on 52 acres, and its nature trails, native gardens and abundant wildlife offer a view of natural Florida that is slowly disappearing.  
[tallahassee-museum.org](http://tallahassee-museum.org)

**Mission San Luis de Apalachee**

This living historical museum offers a look at Florida's history from Spanish, English and Native American perspectives. Docents provide informative narratives, and many of the historical buildings have been authentically reproduced.  
[missionsanluis.org](http://missionsanluis.org)

**Bradfordville Blues Club**

If you've had enough of academia and just want a taste of some down-home fun, try the Bradfordville Blues Club. It's a bit off the beaten path but well worth the visit. If you like good music, tasty fried catfish, room to dance and just love to have fun, follow the dirt roads to one of the greatest experiences of your life.  
[bradfordvilleblues.com](http://bradfordvilleblues.com)

**DINE**

**Food Glorious Food**

Whether you want to dine inside or out, upstairs or downstairs, this fine restaurant has entrées to delight even the most discriminating diner. For almost 30 years the residents of Tallahassee have enjoyed FGF's endless list of international dishes. [foodgloriousfood.com](http://foodgloriousfood.com)

**Zin & Sin**

This unique restaurant offers an inviting Zin dinner and lunch menu coupled with a decadent Sin dessert menu. Named as one of the 21 Best New Restaurants in the state, Z&S offers the best in New Southern cuisine. [zintallahassee.com](http://zintallahassee.com)

**Cypress Restaurant**

This fantastic eatery is one of only 39 Florida restaurants listed in the Golden Spoon Hall of Fame. Offering a unique Southern-style menu, Cypress has been serving the local community since 1999. [cypressrestaurant.com](http://cypressrestaurant.com)



**Space Coast**

Get the Space Coast—2, 3, 4...a weekend spent on Florida's Space Coast can blast you off on a trip to the moon, 100 Florida or natural Florida. The Space Coast encompasses the cities of Titusville, Palm Bay, Merritt Island, Cocoa, Melbourne, Indian Rocks and Rockledge. Check out [visitspacocoast.com](http://visitspacocoast.com) for additional details.

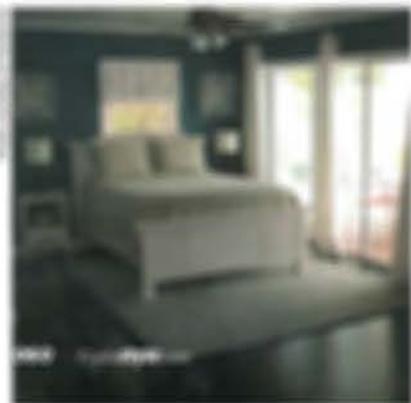
**LODGE**

**Cocoa Springs All Star Bed and Breakfast**

Located on the Indian River in Titusville, this romantic getaway offers a beautiful view of the river and also gives visitors a chance to see one of our world's best blue fishing spots at nearby Kennedy Space Center. Enjoy a barbeque, sitting room and private bath that will make your stay both comfortable and luxurious. [www.cspg.com](http://www.cspg.com)

**Cocoa Creek Inn Waterfront Bed & Breakfast**

This bed and breakfast in Melbourne is a step back into the past... it is Old Florida at its best. Located on beautiful Cocoa Creek, this unique Bed & Breakfast is a great find and is only a very short drive from downtown Melbourne. [www.melbinn.com](http://www.melbinn.com)



**Kennedy Space Center**

The sprawling spaceport near Kennedy Space Center has it all: visit the very Space Coast Mall, MIT is the headquarters of aerospace technological engineering, having the awe-inspiring, 400-foot long Starliner rocket that powered the six manned space flights to the moon is a truly stirring experience that should be a source of immense pride to every American. Visitors will benefit regularly from the tours and exhibits of the Kennedy Space Center. [www.kennedyspacecenter.com](http://www.kennedyspacecenter.com)

**The Dinosaur Store**

Yes, that's right. The Dinosaur Store, and we are not kidding, is a Dinosaur Store. And that's the only disappointment this visit will bring. The Dinosaur Store in Cocoa Beach is a hidden historical gem in the City of Beaches. Hundreds of specimens, this is one of the most complete displays of Dinosaur fossils in Florida. You can buy fossil castings, dinosaur jewelry, books, educational toys and much more. [www.dinosaurstore.com](http://www.dinosaurstore.com)

**DINE**



**Chart House**

With seafood prices often less than Chart House Restaurant in Melbourne, this place has a nice atmosphere, great views of the water and what many consider to be the finest offering of seafood on the East Coast. [chart-house.com](http://chart-house.com)

**That That Restaurant and Bar**

The That That in Cape Canaveral is a hidden gem on the Space Coast. Huge portions of really excellent and delicious servings of great food make this eatery a restaurant a culinary delight. The affordable prices and friendly staff are a plus. [www.thattat.com](http://www.thattat.com)

**The Fat Duck**

Located in Cocoa Beach, this quiet restaurant only has one breakfast. There are simply too many delicious dishes to name them, and the western theme that they make the food has been put in the state—and it would just be that they do. [thefatduck.com](http://thefatduck.com)



## Winter on Wakulla Springs flows forward



The branches are bare. The anoles are molting.

The silence of a Wakulla County winter is pierced only by the crackle of an over-modulated public address system.

"The two o'clock boat ride is now boarding," a female voice says over a bull horn.

Just about 30 minutes south of Tallahassee awaits a world that never changes.

"It's a great opportunity to commune with nature," says former Atlanta resident Jennifer Hatfield.

The Hatfield family now calls Tallahassee home. They jumped aboard what is simply named "The River Boat Tour" at Wakulla Springs State Park.

"Today on this trip, we are going to go a mile and a half down the river," says a park ranger as she adjusts her microphone. She puts the narrow craft into reverse, effectively pulling away from the dock.

Folks climb aboard for an hour-long tour down the spring-fed river. Depending on the time of year, park rangers say 100,000 to 600,000 gallons of water come up out of Wakulla Springs each hour.

Down river, turtles to birds are on display.

"The bird on the left-hand side is an anhinga," the captain shouts as the bird suns itself on a chilly afternoon.

Also on display, giant alligators in their natural environment.

"It could bite your arm off," imagines Garrett Hatfield.

His mother, Jennifer, agrees.

"I think we estimated it was 8 or 9 feet," Jennifer adds.

Even dinner is served, not to passengers, but water fowl along the river banks.

"They'll get the fish stuck in their beak and bang it on the rock and then swallow it head first," says the boat captain over the onboard PA system.

The experience is pure natural Florida.

"It provides phenomenal wildlife viewing, because it has been taken care of as a wildlife sanctuary, the animals know they have nothing to be afraid of," shares Jackie Turner, a park service specialist at Wakulla Springs.

Jackie says visitors still remember the monster who swam in these waters in 1954. In the early 50's, Universal partially filmed "Creature from the Black Lagoon" on these waters.



## Winter on Wakulla Springs flows forward



The branches are bare. The anoles are molting.

The silence of a Wakulla County winter is pierced only by the crackle of an over-modulated public address system.

"The two o'clock boat ride is now boarding," a female voice says over a bull horn.

Just about 30 minutes south of Tallahassee awaits a world that never changes.

"It's a great opportunity to commune with nature," says former Atlanta resident Jennifer Hatfield.

The Hatfield family now calls Tallahassee home. They jumped aboard what is simply named "The River Boat Tour" at Wakulla Springs State Park.

"Today on this trip, we are going to go a mile and a half down the river," says a park ranger as she adjusts her microphone. She puts the narrow craft into reverse, effectively pulling away from the dock.

Folks climb aboard for an hour-long tour down the spring-fed river. Depending on the time of year, park rangers say

100,000 to 600,000 gallons of water come up out of Wakulla Springs each hour.

Down river, turtles to birds are on display.

"The bird on the left-hand side is an anhinga," the captain shouts as the bird suns itself on a chilly afternoon.

Also on display, giant alligators in their natural environment.

"It could bite your arm off," imagines Garrett Hatfield.

His mother, Jennifer, agrees.

"I think we estimated it was 8 or 9 feet," Jennifer adds.

Even dinner is served, not to passengers, but water fowl along the river banks.

"They'll get the fish stuck in their beak and bang it on the rock and then swallow it head first," says the boat captain over the onboard PA system.

The experience is pure natural Florida.

"It provides phenomenal wildlife viewing, because it has been taken care of as a wildlife sanctuary, the animals know they have nothing to be afraid of," shares Jackie Turner, a park service specialist at Wakulla Springs.

Jackie says visitors still remember [the monster who swam in these waters in 1954](#). In the early 50's, Universal partially filmed "[Creature from the Black Lagoon](#)" on these waters.

**See behind-the-scenes photos: [Filming of "The Creature from the Black Lagoon" at Wakulla Springs](#)**

**See behind-the-scenes photos: [Filming of a "Tarzan" feature at Wakulla Springs](#)**

The only monsters on the Wakulla River today are giant black vultures that populate a shady river bank.

"When people tell me, 'I am from Florida. I've seen these animals before.' I'll tell them, 'You've never seen them like this before,'" Jackie says. "It really is very special."

Although the water depth under the diving platform is about 125 feet, you'll be hard to find swimmers jumping in during the middle of the winter. At 69 degrees year-round, folks aren't quick to make a splash.

The boat rides are given 365 days a year. On weekends, watercraft depart the dock every 30 minutes.

## The blues play on inside Florida's juke joint



On a dusty trail just outside Tallahassee, an adventure on Friday and Saturday nights offers a trip into what appears to be the unknown.

"You're coming down there at night and there are no street lights," Gary Anton said with a foreshadowing grin.

It's on these dirt roads where Moses Lane crosses Sam's Lane in what appears to be a forgotten area of Leon County. If it weren't for the historical marker bestowed on these grounds by the state of Mississippi, drivers would think they were lost.

Yet, the Mississippi Blues Trail inspires lyrics of the B-52's hit "Love Shack."

*"Well, it's set way back in the middle of a field // Just a funky old shack and I gotta get back."*

While sitting in a retired church pew on the porch leading to the Bradfordville Blues Club, Anton said calls for help always begin the same way with the voice on the opposite end of the phone saying, "We're on some dirt road."

"We tell them, 'Keep on coming, you'll find the place," Anton said.

And they do find the place under low-hanging Spanish moss.

"It's a place where people really come to have fun (and) dance," said Johnny Rawls, a blues artist. "It's way out in the woods where everything is good."

The cinder block "juke joint" is known to blues fans as [The Bradfordville Blues Club](#).

"It doesn't look very inviting," Anton admits. "But, when you get inside ... whoa. Big difference."

Inside is where soulful jazz music lives.

"It gets pretty infectious in there when you have a big ole crowd and a great band," Anton said. "Everybody forgets about time."

Anton and his wife, Kim, are the current owners of The Bradfordville Blues Club. A fan of blues music, the couple started visiting the club under a different name in the early 1990s and never left.

"Kim and I did not want to see it die," Anton said.

Besides rescuing the current version of the club believed to have opened in 1964, they also preserved a legacy of music in the area.

"This is like one large family," said Melvin Morrison, a blues and country singer.

On evenings when the shack is shaking, the music stops only long enough for visitors — and even the band — to place a dinner order with Miss Ernestine.

From a wooden shack outside the front door, Miss Ernestine is cooking over a single metal pot.

Catfish and French fries are the only items on her menu. Folks will place an order and then need to wait 45 minutes. This is not fast food. It's soul food. There are few tables in the dining room under the stars. Instead, most are content to sit around a roaring fire and listen to the music starting up again inside.

"When you leave here, you got a warm feeling of just beautiful soul blues," Morrison said.



## The blues play on inside Florida's juke joint



On a dusty trail just outside Tallahassee, an adventure on Friday and Saturday nights offers a trip into what appears to be the unknown.

"You're coming down there at night and there are no street lights," Gary Anton said with a foreshadowing grin.

It's on these dirt roads where Moses Lane crosses Sam's Lane in what appears to be a forgotten area of Leon County. If it weren't for the historical marker bestowed on these grounds by the state of Mississippi, drivers would think they were lost.

Yet, the Mississippi Blues Trail inspires lyrics of the B-52's hit "Love Shack."

*"Well, it's set way back in the middle of a field // Just a funky old shack and I gotta get back."*

While sitting in a retired church pew on the porch leading to the Bradfordville Blues Club, Anton said calls for help always begin the same way with the voice on the opposite end of the phone saying, "We're on some dirt road."

"We tell them, 'Keep on coming, you'll find the place,'" Anton said.

And they do find the place under low-hanging Spanish moss.

"It's a place where people really come to have fun (and) dance," said Johnny Rawls, a blues artist. "It's way out in the woods where everything is good."

The cinder block "juke joint" is known to blues fans as [The Bradfordville Blues Club](#).

"It doesn't look very inviting," Anton admits. "But, when you get inside ... whoa. Big difference."

Inside is where soulful jazz music lives.

"It gets pretty infectious in there when you have a big ole crowd and a great band," Anton said. "Everybody forgets about time."

Anton and his wife, Kim, are the current owners of The Bradfordville Blues Club. A fan of blues music, the couple started visiting the club under a different name in the early 1990s and never left.

"Kim and I did not want to see it die," Anton said.

Besides rescuing the current version of the club believed to have opened in 1964, they also preserved a legacy of music in the area.

"This is like one large family," said Melvin Morrison, a blues and country singer.

On evenings when the shack is shaking, the music stops only long enough for visitors — and even the band — to place a dinner order with Miss Ernestine.

From a wooden shack outside the front door, Miss Ernestine is cooking over a single metal pot.

Catfish and French fries are the only items on her menu. Folks will place an order and then need to wait 45 minutes. This is not fast food. It's soul food. There are few tables in the dining room under the stars. Instead, most are content to sit around a roaring fire and listen to the music starting up again inside.

"When you leave here, you got a warm feeling of just beautiful soul blues," Morrison said.

Discover other attractions when you [visit Tallahassee](#).

## Making a Smooth Getaway

### Is the weekend coming up and you have absolutely nothing to do?

*You're off work, the yard work is all done, the housework is caught up, the bills are paid, you've got a little extra cash on hand... OK, OK, maybe things aren't that good, but everything doesn't have to be perfect to plan the perfect weekend getaway. Here are a few locales to consider when planning your next weekend vacation.*

#### Tallahassee

***Most people think of Florida State University and Seminole football when they hear the word Tallahassee, but this town is much more than just a college town—it's a fun and exciting place to spend a great weekend. Check out [visittallahassee.com](http://visittallahassee.com) for more information.***

#### Stay

##### ***The Park Avenue Inn***

Formerly The Chittenden House, this antebellum mansion is an amalgam of rich Florida history. Built from pieces of the former territorial capitol building, it is now one of the premier luxury boarding houses in Florida's Panhandle. [theparkavenueinnreservations.com](http://theparkavenueinnreservations.com)

##### ***Aloft Tallahassee Downtown***

This modern-style hotel is pet-friendly, and the rooms are spacious and accommodating. It is located in the heart of the city, and provisions for all your needs are well within walking distance.

[alofttallahassee.com](http://alofttallahassee.com)

##### ***Little English Guesthouse***

This three-room bed and breakfast is the perfect place to stay. It's away from the hustle and bustle of downtown but close enough so that everything Tallahassee has to offer is right at your fingertips.

[littleenglishguesthouse.com](http://littleenglishguesthouse.com)

#### Play

##### ***Florida State University***

A tour of the university, which was established in 1851, is both enlightening and a scenic pleasure. The Legacy Walk is still under construction but provides visitors a historical view of the campus seen by few. The rolling hills, greenery and beautiful architecture make it one of the most beautiful college campuses in the state.

[fsu.edu](http://fsu.edu)

### ***Tallahassee Museum***

This museum is designated as one of the state's finest nature museums. It is set on 52 acres, and its nature trails, native gardens and abundant wildlife offer a view of natural Florida that is slowly disappearing.

[tallahasseeuseum.org](http://tallahasseeuseum.org)

### ***Mission San Luis de Apalachee***

This living historical museum offers a look at Florida's history from Spanish, English and Native American perspectives. Docents provide informative narratives, and many of the historical buildings have been authentically reproduced.

[missionsanluis.org](http://missionsanluis.org)

### ***Bradfordville Blues Club***

If you've had enough of academia and just want a taste of some down-home fun, try the Bradfordville Blues Club. It's a bit off the beaten path but well worth the visit. If you like good music, tasty fried catfish, room to dance and just love to have fun, follow the dirt roads to one of the greatest experiences of your life.

[bradfordvilleblues.com](http://bradfordvilleblues.com)

## **Dine**

### ***Food Glorious Food***

Whether you want to dine inside or out, upstairs or downstairs, this fine restaurant has entrées to delight even the most discriminating diner. For almost 30 years the residents of Tallahassee have enjoyed FGF's endless list of international dishes.

[foodgloriousfood.com](http://foodgloriousfood.com)

### ***Zin & Sin***

This unique restaurant offers an inviting Zin dinner and lunch menu coupled with a decadent Sin dessert menu. Named as one of the 21 Best New Restaurants in the state, Z&S offers the best in New Southern cuisine.

[zintallahassee.com](http://zintallahassee.com)

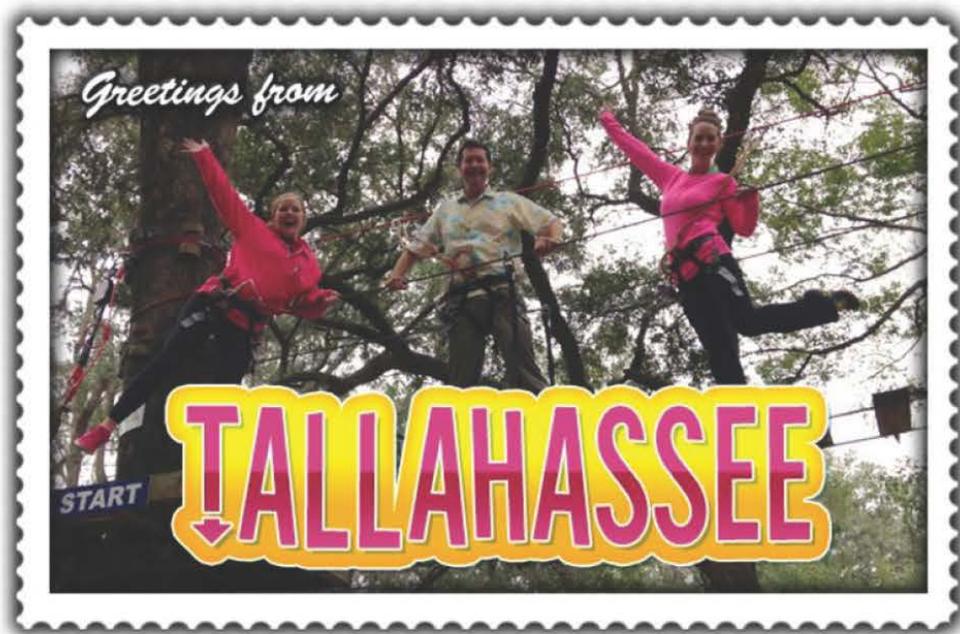
### ***Cypress Restaurant***

This fantastic eatery is one of only 39 Florida restaurants listed in the Golden Spoon Hall of Fame. Offering a unique Southern-style menu, Cypress has been serving the local community since 1999.

[cypressrestaurant.com](http://cypressrestaurant.com)



## Tree-to-Tree Adventures in the capital



Winter is still clinging to Tallahassee. The cypress canopy is still empty, except for the humans in the trees.

"I think we're a very unique place that we're an outdoor museum," says Russell Daws, President of the [Tallahassee Museum](#).

The Tallahassee Museum is where you can really walk through the tree tops.

"It's a great way to get exercise, it's a great way to see the world from a different perspective, sort of a bird's eye view," Daws says.

The [Tree-to-Tree Adventures](#) course lets visitors elevate their way of thinking. Part agility course, part obstacle course, it's all 20 to 30 feet above a native Florida swamp.

"We've had kids who are probably 6 or 7 doing our children's course, and people as old as 89, 92 do the adult courses," Daws says.

First, participants get their harness on, then the harness is checked to make sure it's snug. Next, comes a practice round just feet from the ground.

Once climbers feel comfortable, they get ready to climb. The challenges begin by hopping from log to log.

Take one look and you're over a swamp. Scan the horizon and realize you're really in the trees.

The entire course "wobble wobbles" while you navigate wooden planks arranged in a zig-zag fashion.

You can even pull yourself on an elevated skateboard.

"It's a memory people share," Daws says of the challenge.

Then comes the moment when you must stretch your stance over un-even teeter totters, with holes in them for good measure.

Halfway through, you realize, this is more difficult than it looks from the ground.

If you are brave enough to look down, you can catch your own reflection and the deer traveling to dinner. Several native-to-Florida animals also live at the museum.

So, how does Tree-to-Tree end? A zipline through the trees that leads back to firm ground.

"By the time you're done, you really feel like you've had an accomplishment," Daws says.

Discover other attractions when you [visit Tallahassee](#).



## Tree-to-Tree Adventures in the capital



Winter is still clinging to Tallahassee. The cypress canopy is still empty, except for the humans in the trees.

"I think we're a very unique place that we're an outdoor museum," says Russell Daws, President of the [Tallahassee Museum](#).

The Tallahassee Museum is where you can really walk through the tree tops.

"It's a great way to get exercise, it's a great way to see the world from a different perspective, sort of a bird's eye view," Daws says.

The [Tree-to-Tree Adventures](#) course lets visitors elevate their way of thinking. Part agility course, part obstacle course, it's all 20 to 30 feet above a native Florida swamp.

"We've had kids who are probably 6 or 7 doing our children's course, and people as old as 89, 92 do the adult

courses," Daws says.

First, participants get their harness on, then the harness is checked to make sure it's snug. Next, comes a practice round just feet from the ground.

Once climbers feel comfortable, they get ready to climb. The challenges begin by hopping from log to log.

Take one look and you're over a swamp. Scan the horizon and realize you're really in the trees.

The entire course "wobble wobbles" while you navigate wooden planks arranged in a zig-zag fashion.

You can even pull yourself on an elevated skateboard.

"It's a memory people share," Daws says of the challenge.

Then comes the moment when you must stretch your stance over un-even teeter totters, with holes in them for good measure.

Halfway through, you realize, this is more difficult than it looks from the ground.

If you are brave enough to look down, you can catch your own reflection and the deer traveling to dinner. Several native-to-Florida animals also live at the museum.

So, how does Tree-to-Tree end? A zipline through the trees that leads back to firm ground.

"By the time you're done, you really feel like you've had an accomplishment," Daws says.

Discover other attractions when you [visit Tallahassee](#).



## Travel Monthly March 2016



In this edition of Travel Monthly:

We'll see an homage to recycling at a southern California taco stand and a perfect way to reuse an old ice plant in Florida. We'll look to the sky for one of nature's most impressive shows in Sweden and go to the source for maple syrup in New York. Also, Richard Green brings the latest on the continued celebration of the National Park Service's centennial with a trip to South Carolina's Fort Sumter.

All that and more on Travel Monthly March 2016.



## Travel Monthly March 2016



In this edition of Travel Monthly:

We'll see an homage to recycling at a southern California taco stand and a perfect way to reuse an old ice plant in Florida. We'll look to the sky for one of nature's most impressive shows in Sweden and go to the source for maple syrup in New York. Also, Richard Green brings the latest on the continued celebration of the National Park Service's centennial with a trip to South Carolina's Fort Sumter.

All that and more on Travel Monthly March 2016.



## Travel Monthly March 2016



In this edition of Travel Monthly:

We'll see an homage to recycling at a southern California taco stand and a perfect way to reuse an old ice plant in Florida. We'll look to the sky for one of nature's most impressive shows in Sweden and go to the source for maple syrup in New York. Also, Richard Green brings the latest on the continued celebration of the National Park Service's centennial with a trip to South Carolina's Fort Sumter.

All that and more on Travel Monthly March 2016.



## Travel Monthly March 2016



In this edition of Travel Monthly:

We'll see an homage to recycling at a southern California taco stand and a perfect way to reuse an old ice plant in Florida. We'll look to the sky for one of nature's most impressive shows in Sweden and go to the source for maple syrup in New York. Also, Richard Green brings the latest on the continued celebration of the National Park Service's centennial with a trip to South Carolina's Fort Sumter.

All that and more on Travel Monthly March 2016.



## Travel Monthly March 2016



In this edition of Travel Monthly:

We'll see an homage to recycling at a southern California taco stand and a perfect way to reuse an old ice plant in Florida. We'll look to the sky for one of nature's most impressive shows in Sweden and go to the source for maple syrup in New York. Also, Richard Green brings the latest on the continued celebration of the National Park Service's centennial with a trip to South Carolina's Fort Sumter.

All that and more on Travel Monthly March 2016.



## Travel Monthly March 2016



In this edition of Travel Monthly:

We'll see an homage to recycling at a southern California taco stand and a perfect way to reuse an old ice plant in Florida. We'll look to the sky for one of nature's most impressive shows in Sweden and go to the source for maple syrup in New York. Also, Richard Green brings the latest on the continued celebration of the National Park Service's centennial with a trip to South Carolina's Fort Sumter.

All that and more on Travel Monthly March 2016.



## Travel Monthly March 2016



In this edition of Travel Monthly:

We'll see an homage to recycling at a southern California taco stand and a perfect way to reuse an old ice plant in Florida. We'll look to the sky for one of nature's most impressive shows in Sweden and go to the source for maple syrup in New York. Also, Richard Green brings the latest on the continued celebration of the National Park Service's centennial with a trip to South Carolina's Fort Sumter.

All that and more on Travel Monthly March 2016.



## Travel Monthly March 2016



In this edition of Travel Monthly:

We'll see an homage to recycling at a southern California taco stand and a perfect way to reuse an old ice plant in Florida. We'll look to the sky for one of nature's most impressive shows in Sweden and go to the source for maple syrup in New York. Also, Richard Green brings the latest on the continued celebration of the National Park Service's centennial with a trip to South Carolina's Fort Sumter.

All that and more on Travel Monthly March 2016.



## Travel Monthly March 2016



In this edition of Travel Monthly:

We'll see an homage to recycling at a southern California taco stand and a perfect way to reuse an old ice plant in Florida. We'll look to the sky for one of nature's most impressive shows in Sweden and go to the source for maple syrup in New York. Also, Richard Green brings the latest on the continued celebration of the National Park Service's centennial with a trip to South Carolina's Fort Sumter.

All that and more on Travel Monthly March 2016.



## Travel Monthly March 2016



In this edition of Travel Monthly:

We'll see an homage to recycling at a southern California taco stand and a perfect way to reuse an old ice plant in Florida. We'll look to the sky for one of nature's most impressive shows in Sweden and go to the source for maple syrup in New York. Also, Richard Green brings the latest on the continued celebration of the National Park Service's centennial with a trip to South Carolina's Fort Sumter.

All that and more on Travel Monthly March 2016.



## Travel Monthly March 2016



In this edition of Travel Monthly:

We'll see an homage to recycling at a southern California taco stand and a perfect way to reuse an old ice plant in Florida. We'll look to the sky for one of nature's most impressive shows in Sweden and go to the source for maple syrup in New York. Also, Richard Green brings the latest on the continued celebration of the National Park Service's centennial with a trip to South Carolina's Fort Sumter.

All that and more on Travel Monthly March 2016.



## Travel Monthly March 2016



In this edition of Travel Monthly:

We'll see an homage to recycling at a southern California taco stand and a perfect way to reuse an old ice plant in Florida. We'll look to the sky for one of nature's most impressive shows in Sweden and go to the source for maple syrup in New York. Also, Richard Green brings the latest on the continued celebration of the National Park Service's centennial with a trip to South Carolina's Fort Sumter.

All that and more on Travel Monthly March 2016.



## Travel Monthly March 2016



In this edition of Travel Monthly:

We'll see an homage to recycling at a southern California taco stand and a perfect way to reuse an old ice plant in Florida. We'll look to the sky for one of nature's most impressive shows in Sweden and go to the source for maple syrup in New York. Also, Richard Green brings the latest on the continued celebration of the National Park Service's centennial with a trip to South Carolina's Fort Sumter.

All that and more on Travel Monthly March 2016.



## Travel Monthly March 2016



In this edition of Travel Monthly:

We'll see an homage to recycling at a southern California taco stand and a perfect way to reuse an old ice plant in Florida. We'll look to the sky for one of nature's most impressive shows in Sweden and go to the source for maple syrup in New York. Also, Richard Green brings the latest on the continued celebration of the National Park Service's centennial with a trip to South Carolina's Fort Sumter.

All that and more on Travel Monthly March 2016.



## Travel Monthly March 2016



In this edition of Travel Monthly:

We'll see an homage to recycling at a southern California taco stand and a perfect way to reuse an old ice plant in Florida. We'll look to the sky for one of nature's most impressive shows in Sweden and go to the source for maple syrup in New York. Also, Richard Green brings the latest on the continued celebration of the National Park Service's centennial with a trip to South Carolina's Fort Sumter.

All that and more on Travel Monthly March 2016.



## Travel Monthly March 2016



In this edition of Travel Monthly:

We'll see an homage to recycling at a southern California taco stand and a perfect way to reuse an old ice plant in Florida. We'll look to the sky for one of nature's most impressive shows in Sweden and go to the source for maple syrup in New York. Also, Richard Green brings the latest on the continued celebration of the National Park Service's centennial with a trip to South Carolina's Fort Sumter.

All that and more on Travel Monthly March 2016.



## Travel Monthly March 2016



In this edition of Travel Monthly:

We'll see an homage to recycling at a southern California taco stand and a perfect way to reuse an old ice plant in Florida. We'll look to the sky for one of nature's most impressive shows in Sweden and go to the source for maple syrup in New York. Also, Richard Green brings the latest on the continued celebration of the National Park Service's centennial with a trip to South Carolina's Fort Sumter.

All that and more on Travel Monthly March 2016.



## Travel Monthly March 2016



In this edition of Travel Monthly:

We'll see an homage to recycling at a southern California taco stand and a perfect way to reuse an old ice plant in Florida. We'll look to the sky for one of nature's most impressive shows in Sweden and go to the source for maple syrup in New York. Also, Richard Green brings the latest on the continued celebration of the National Park Service's centennial with a trip to South Carolina's Fort Sumter.

All that and more on Travel Monthly March 2016.



## Travel Monthly March 2016



In this edition of Travel Monthly:

We'll see an homage to recycling at a southern California taco stand and a perfect way to reuse an old ice plant in Florida. We'll look to the sky for one of nature's most impressive shows in Sweden and go to the source for maple syrup in New York. Also, Richard Green brings the latest on the continued celebration of the National Park Service's centennial with a trip to South Carolina's Fort Sumter.

All that and more on Travel Monthly March 2016.



## Travel Monthly March 2016



In this edition of Travel Monthly:

We'll see an homage to recycling at a southern California taco stand and a perfect way to reuse an old ice plant in Florida. We'll look to the sky for one of nature's most impressive shows in Sweden and go to the source for maple syrup in New York. Also, Richard Green brings the latest on the continued celebration of the National Park Service's centennial with a trip to South Carolina's Fort Sumter.

All that and more on Travel Monthly March 2016.



## Travel Monthly March 2016



In this edition of Travel Monthly:

We'll see an homage to recycling at a southern California taco stand and a perfect way to reuse an old ice plant in Florida. We'll look to the sky for one of nature's most impressive shows in Sweden and go to the source for maple syrup in New York. Also, Richard Green brings the latest on the continued celebration of the National Park Service's centennial with a trip to South Carolina's Fort Sumter.

All that and more on Travel Monthly March 2016.

# TAMPA BAY Parenting

## Art, Music & Outdoor Activities Abound In Tallahassee For "Spring On Stage"



A landscape accented with dogwoods and azalea blooms sets a colorful backdrop for "Spring on Stage" when the Tallahassee area celebrates with a four-month party full of outdoor concerts, performance arts and festivals focusing on art, food, history, literature and equestrian prowess. Festivities kicked off Feb. 27 with American rock-jam band O.A.R. — the first of four concerts featuring national recording artists at Capital City Amphitheater in Cascades Park. Other highlights include the largest spring parade in the Southeast, new interpretations of Shakespeare's works, contemporary artists displaying their work under moss-draped oaks, and the grace and power of an international horse competition. See a complete schedule of spring events at [www.VisitTallahassee.com](http://www.VisitTallahassee.com). March 5 marks the return of the Downtown Marketplace, one of the state's most significant Civil War battles.

The Red Hills Horse Trials, March 10-13 at Elinor-Klapp Phipps Park, feature international riders and horses competing in stadium jumping, dressage and cross country.

The area's flagship spring event, Springtime Tallahassee, spans several days, with the main event on April 2. It boasts the Grand Parade, the Jubilee in the Park vendor village, local entertainment and a children's park.

Tallahassee Music Week, April 2-10, features more than 100 local musicians of all genres performing at various locations, including grocery stores, nightclubs, parks, restaurants and plazas.

The Word of South Festival, April 8-10 at Cascades Park, features more than 50 authors and

musicians exploring relationships between music and writing. Appearances are scheduled for Grammy winner George Clinton, musician and author Rita Coolidge, Tribal author and national commentator Diane Roberts, Garden & Gun contributing editor and Oxford American columnist John T. Edge, Pulitzer fiction finalist Bob Shacochis, and others.

Music headliners include Dawes, a rock band based in Los Angeles, on April 8, and Grammy-winning singer-songwriter Jason Isbell April 9, both live on the Capital City Amphitheater stage in Cascades Park. Additional musical offerings include Boz Scaggs (a Rolling Stone

top-50 album for 2015) in Cascades Park on April 22, and the Tallahassee Museum provides a

regional slant that weekend with the Jazz & Blues Festival and Pioneer Breakfast

April 23-24.

Mid-April brings a unique creative focus. The Southern Shakespeare Festival, April 15-17 at Cascades Park, features a live performance of *The Comedy of Errors*, set in a 1950s midway carnival complete with barkers, jugglers and sideshow characters. Nearby, the city's famous downtown parks become a showy, natural gallery for more than 150 artists at the LeMoyne Chain of Parks Art Festival, April 16-17. The Emancipation Proclamation Celebration on May 20 features a re-enactment of the document's first reading in Florida on the same steps of the Knott House Museum. For more information, browse [www.VisitTallahassee.com](http://www.VisitTallahassee.com)



## Florida country store is an attraction for grits and sausage



Whether you enjoy grits for breakfast or later in the day, some of the freshest can be found not far from the Florida Statehouse.

As a 50-year-old Ford tractor coughs to life, Tyrone Morris gets busy with a different kind of farm chore.

"I dump it into a hopper and it crushes it to any size I adjust it too," Morris says as a belt attached the tractor begins to spin.

"Freshly ground, made yellow grits!" he exclaims.

Using the engine on the tractor to turn a large belt flowing inside a 1928 grist mill shotgun shed, Morris is feeding more than Florida's big bend area.

"We ship them all over the United States. Anywhere and everywhere," Morris says.

A short drive outside of downtown Tallahassee awaits a corner destination known for ground grits and fresh sausage that's survived the test of time.

"We're talking four generations on the sausage and three generations on the store," says Janet Bradley Parker, the proprietor of Bradley's Country Store.

"We were farm to table before anyone knew what farm to table was," she says.

In her family since 1910, Janet's grandmother started a legend in Florida's big bend.

"She was selling sausage out her kitchen window," Parker shares.

The peeling ceiling inside, Formica counter tops now covered in marble and drying sausage in aisle 1 of the store give the business the feel as if time has stood still. For those dashing in on their work break and those with extra time on their hands, lunch includes fresh sausage and a soda in a glass bottle.

Outside, children can't pass up what's in the parking lot. Here, kids and kids at heart can't get enough of this pallet swing in the old oak tree. On this swing, you stand up as you rock back and forth.

Meantime, not far away, Morris is ready to turn another 50lbs pound of corn into grits.

"I just want them to have a nice, full belly," he says.



## Florida country store is an attraction for grits and sausage



Whether you enjoy grits for breakfast or later in the day, some of the freshest can be found not far from the Florida Statehouse.

As a 50-year-old Ford tractor coughs to life, Tyrone Morris gets busy with a different kind of farm chore.

"I dump it into a hopper and it crushes it to any size I adjust it too," Morris says as a belt attached the tractor begins to spin.

"Freshly ground, made yellow grits!" he exclaims.

Using the engine on the tractor to turn a large belt flowing inside a 1928 grist mill shotgun shed, Morris is feeding more than Florida's big bend area.

"We ship them all over the United States. Anywhere and everywhere," Morris says.

A short drive outside of downtown Tallahassee awaits a corner destination known for ground grits and fresh sausage that's survived the test of time.

"We're talking four generations on the sausage and three generations on the store," says Janet Bradley Parker, the proprietor of Bradley's Country Store.

"We were farm to table before anyone knew what farm to table was," she says.

In her family since 1910, Janet's grandmother started a legend in Florida's big bend.

"She was selling sausage out her kitchen window," Parker shares.

The peeling ceiling inside, Formica counter tops now covered in marble and drying sausage in aisle 1 of the store give the business the feel as if time has stood still. For those dashing in on their work break and those with extra time on their hands, lunch includes fresh sausage and a soda in a glass bottle.

Outside, children can't pass up what's in the parking lot. Here, kids and kids at heart can't get enough of this pallet swing in the old oak tree. On this swing, you stand up as you rock back and forth.

Meantime, not far away, Morris is ready to turn another 50lbs pound of corn into grits.

"I just want them to have a nice, full belly," he says.

# VISIT TALLAHASSEE PUBLIC RELATIONS ACTIVITY REPORT

## February 2016

Below is a snapshot of public relations efforts for Visit Tallahassee, either initiated or completed February 1 - 29, 2016. These are top line items and do not encompass the various efforts executed on a day-to-day basis.

Total Hours: 210

### Media Relations

Garnered digital coverage on *Ocala Magazine* – an upscale city magazine focusing on central Florida living in support of Black History month.

### Media Experiences

Drafted “Kid Tested, Parent Approved” FAM agenda for client approval.

Continuing to invite national and regional publications to attend March 31- April 3 “Kid Tested, Parent Approved” group media tour. Publications currently secured:

- *Tampa Bay Parenting*: Tampa Bay’s go-to-guide for parents with information on everything your family needs including parenting tips, news, and events, reaching over 30,000 print readers and 500,000 digital readers monthly.
- *Gone With The Family*: Blog that shares family adventures and hopes to inspire other families to travel with their kids.
- *Suitcases & Sippycups*: Part travelogue, part travel tips, and everything you need to know about traveling together as a family.
- *Walking On Travels*: Mom blogger adventuring with her family, and providing tips and tricks for staying sane on the road.
- *Homeschool Travel*: Outlet that shares educational opportunities in travel: history, language, art, architecture, and geography are covered in a memorable way.

Scheduling the editor from Birmingham Magazine for an individual stay April 15-17, 2016.

### Promotions

Executed radio partnership with WAAC-FM in Valdosta, GA. Valued at \$6,300 with a ROI of 13:1, the contest promotes the O.A.R concert through recorded and live announcements, links to VisitTallahassee.com and CapitalCityAmphitheater.com, and Facebook posts.



Drafted talking points for client approval and provided to Promotions Director of WAAC-FM along with links, logos and images.

Pitched top drive markets to secure radio promotions for a weekend getaway with O.A.R concert tickets at Capital City Amphitheater at Cascades Park.

Executed Jacksonville radio promotion with WJGL – the No. 1 classic hits station in the market on Jan. 25 – Feb. 7. Valued at \$15,000 with a ROI of 21:1, the contest promoted Tallahassee's arts and culture offerings, such as the Opening Nights Performing Arts Series and Festival at Florida State University. Participating partners include Comfort Suites, Coosh's Bayou Rouge, Miller's Ale House and Cypress Restaurant.

### **Television Broadcast**

Worked with Scott Fais from *Florida On A Tankful* to film six different segments in Tallahassee on Feb. 14 – 16, 2016. The six segments consisted of Wakulla Springs, Bradfordville Blues Club, Tallahassee Museum, Bradley's Country Store, The Edison and Paisley Café.

### **Client and Industry Relations**

Drafted Eat Like A Local campaign press releases for client approval.

Drafted Spring on Stage press release for client approval.

Executed weekly status calls/meetings with Client.

Provided Dec. 2015 – Jan. 2016 publicity to 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.

###



## Executive Summary

From February 1 - 23, 2016, VisitTallahassee.com had 35,604 sessions and a 10.32% decrease in bounce rate, year over year.

Organic traffic accounted for 56.8% of total traffic this month.

The most viewed event page was Opening Nights Performing Arts 2015-2016 Season with 499 views.

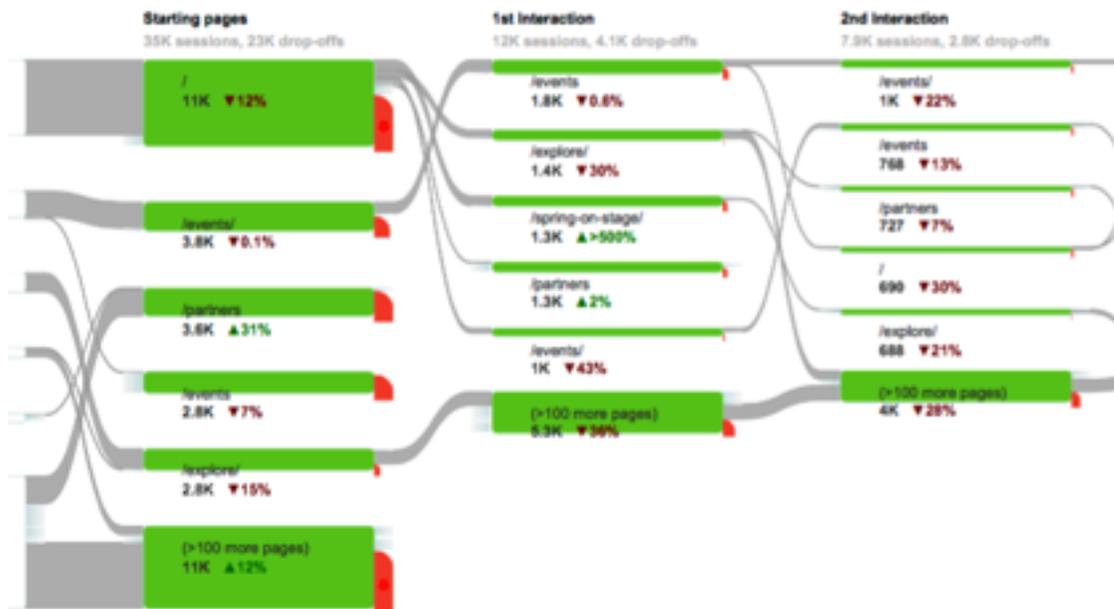
After the homepage, the events page is the top page with 9.25% of pageviews for February.

The top referring traffic sources were from visit.fsu.edu, facebook.com, and 11alive.com

Website Metric	Feb 1 - 23, 2016	Feb 1 - 23, 2015
<b>Sessions</b>	35,604	35,389
<b>Users</b>	29,703	28,920
<b>Page Views</b>	87,384	106,074
<b>Avg Pages Viewed per Session</b>	2.45	3.00
<b>Avg Session Duration</b>	02:21	02:12
<b>New Sessions</b>	75.95%	72.23%
<b>Bounce Rate</b>	41.06%	51.38%
<b>Mobile Sessions</b>	17,346 (48.72%)	13,852 (39.14%)
<b>Mobile + Tablet Sessions</b>	20,900 (58.7%)	18,000 (50.86%)

## 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	Feb 1 - 23, 2016	% of Total Page Views
Homepage	12,425	14.22%
Events	8,084	9.25%
Explore	6,899	7.90%
Explore: Outdoors & Nature	3,316	3.79%
Explore: Nightlife	2,803	3.21%
Spring on Stage	2,800	3.20%
Dine	2,501	2.86%
Stay	1,818	2.08%
Explore: Shopping	1,553	1.78%
Explore: History & Heritage	1,509	1.73%

## Keywords

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

Keywords	Sessions
tallahassee fl	138
tallahassee	76
tallahassee florida	72
tallahassee events	45
things to do in tallahassee	41
visit tallahassee	22
tallahassee,fl	22
megabus	10
tallahassee things to do	10
things to do in tallahassee this weekend	10



## Top Event Pages

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

Event Page	Feb 1 - 23, 2016	% of Total Event Page Views
Opening Nights Performing Arts 2015-2016 Season	499	4.95%
Oar Concert Capital City Amphitheater	392	3.49%
Sun, Sand, and Speed Florida Auto Racing	361	3.64%
Cole Swindell	280	2.35%
Red Hills International Horse Trials	253	2.55%
Boz Scaggs - Capital City Amphitheater	215	2.26%
Bring Back AmTrack	187	8.88%
Fantastic Fractals at The Challenger Learning Center	160	1.61%
2016 Tallahasseeeee Marathon	158	3.56%
Dawes at Capital City Amphitheater	157	1.58%

## Top Pages by “View in Map” clicks

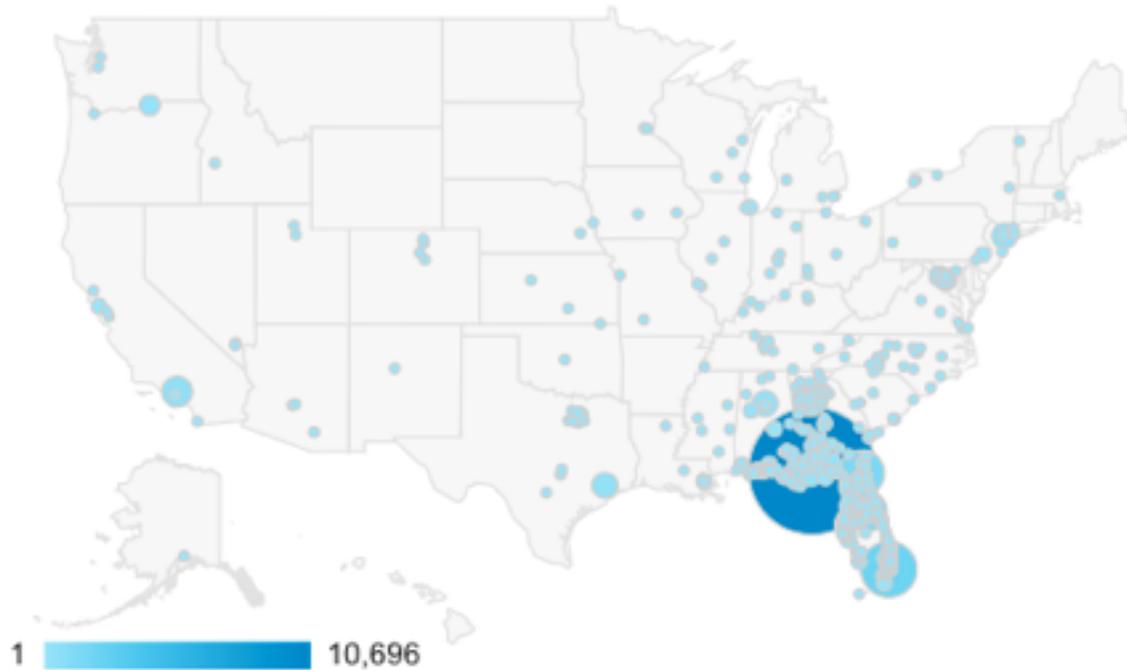
Listed below are the event pages with the most “view in map” clicks

View in Map Clicks	Clicks
Florida Caverns State Park	68
FSU Tull Gym	39
5th Avenue Tap Room	21
Myers Park	19
Miccousukee Canopy Road Greenway	18
Megabus	19
JR. Alford Greenway	15
James Messer Sports Complex	15
Red Hills International Horse Trials	15
Calhoun Street Historic District	13



## Geography

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



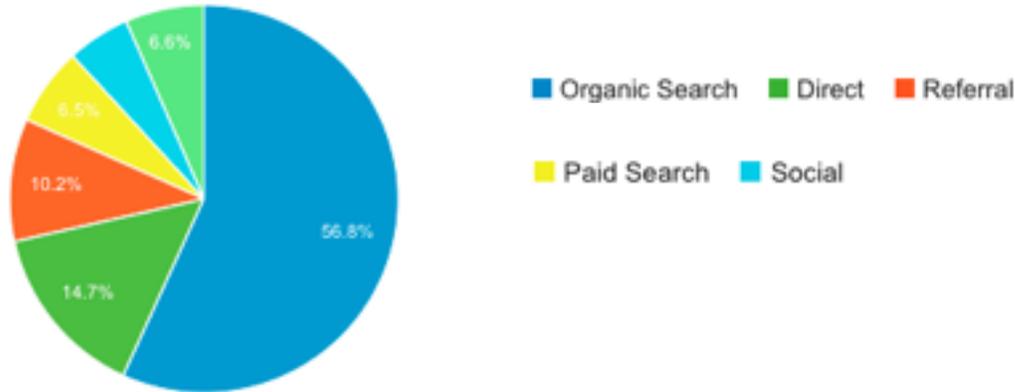
State	Visits
Florida	22,318
Georgia	3,101
Virginia	921
Alabama	916
Texas	910
California	838
New York	625
North Carolina	463
Tennessee	315
Illinois	313

City	Visits
Tallahassee	10,696
Miami	2,108
Jacksonville	1,426
Orlando	1,135
Atlanta	678
Los Angeles	518
Houston	424
Blountstown	414
New York	392
Birmingham	331



## Traffic Sources

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



Traffic Source	Feb 1 - 23, 2016
Google (organic)	17,741
Direct Traffic	5,220
Google (CPC)	2,307
Bing (organic)	1,270
Yahoo (organic)	1,109

## Top Referring URLs

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

Referring Site	Feb 1 - 23, 2016
visit.fsu.edu	876
facebook.com	603
11alive.com	201
Face-tube.tv	193
twitter.com	128
visit florida	109
news4jax.com	99
fsu.edu	76
tralahassee.com	71
usatf.org	64



## Advanced Analytics

The charts below contain information about advanced event tracking that was setup on the website.

Top Outbound Links	Clicks
<a href="http://www.trialhassee.com/">http://www.trialhassee.com/</a>	199
<a href="http://openingnights.fsu.edu/performances-events/season-list/">http://openingnights.fsu.edu/performances-events/season-list/</a>	175
<a href="http://www.challengertlh.com/">http://www.challengertlh.com/</a>	142
<a href="http://www.floridastateparks.org/floridacaverns">http://www.floridastateparks.org/floridacaverns</a>	104
<a href="http://rhht2015.org/public_html/newsite/">http://rhht2015.org/public_html/newsite/</a>	76
<a href="http://www.capitalcityamphitheater.com/event/2016/02/27/1112/">http://www.capitalcityamphitheater.com/event/2016/02/27/1112/</a>	62
<a href="http://www.toursintallahassee.com/">http://www.toursintallahassee.com/</a>	56
<a href="http://www.comedyzoneonthemoon.com/">http://www.comedyzoneonthemoon.com/</a>	50
<a href="http://tickets.fsu.edu/">http://tickets.fsu.edu/</a>	49
<a href="http://www.sagetallahassee.com/">http://www.sagetallahassee.com/</a>	47

Social Media Icon Clicks	Clicks
Facebook	57
Twitter	20
Instagram	14
Youtube	6
Pinterest	6



**VISIT TALLAHASSEE FEBRUARY 2016 ADVERTISING  
ACTIVITY REPORT  
MARCH 3, 2016**

**PROJECTS COMPLETED**

Spring on Stage Concert Series Print Ad  
Completed 2/4

Southern Living March eNewsletter  
Completed 2/4

IHeartTally :15 Pre-roll Update  
Completed 2/5

Spring on Stage Banners  
Completed 2/8

ePro February  
Completed 2/19

Madden Media Native Advertising Article #1  
Completed 2/19

Cross Country Rack Card  
Completed 2/26

**PROJECTS UNDERWAY**

In-stream Native Advertising  
Anticipated delivery 3/7

Madden Media Native Advertising Article #2 and 3  
Anticipated delivery 3/11

VISIT FLORIDA Welcome Center Transparency  
Anticipated delivery 3/11

Choose Tallahassee  
Anticipated delivery 3/15

New Pull-up Banners  
Anticipated delivery 3/18

USATF Tennis Challenger Ad  
Anticipated delivery 3/23

Sports Facilities Brochure  
Anticipated delivery 3/31

2016 Unexpected Experience Videos  
Anticipated delivery April 2016

Jet Blue Campaign  
Anticipated delivery TBD

Trailahassee 2.0  
Anticipated delivery TBD

## **UPCOMING MEDIA PLACEMENTS**

Search Engine Activation Program-Google, Yahoo, Bing-October 2015-  
September 2016

Goodway Group Digital – Jan-Aug 2016

TallahasseeMagazine.com – Jan-Apr 2016

EmeraldCoast.com – Jan-Apr 2016

850BusinessMagazine.com – Jan-Apr 2016

Tallahassee Magazine Mar/Apr 2016

Emerald Coast Magazine – Apr/May 2016

Spotxchange digital pre-roll – Feb-Apr 2016

Madden Media Feb-Apr 2016

Goodway Group In-Stream Native Mar-Apr 2016

xAd Oct-Nov 2015, Jan-May 2016

Southern Living April 2016



## Executive Summary

In March 2016, VisitTallahassee.com had 51,222 sessions and a 14.9% decrease in bounce rate, year over year.

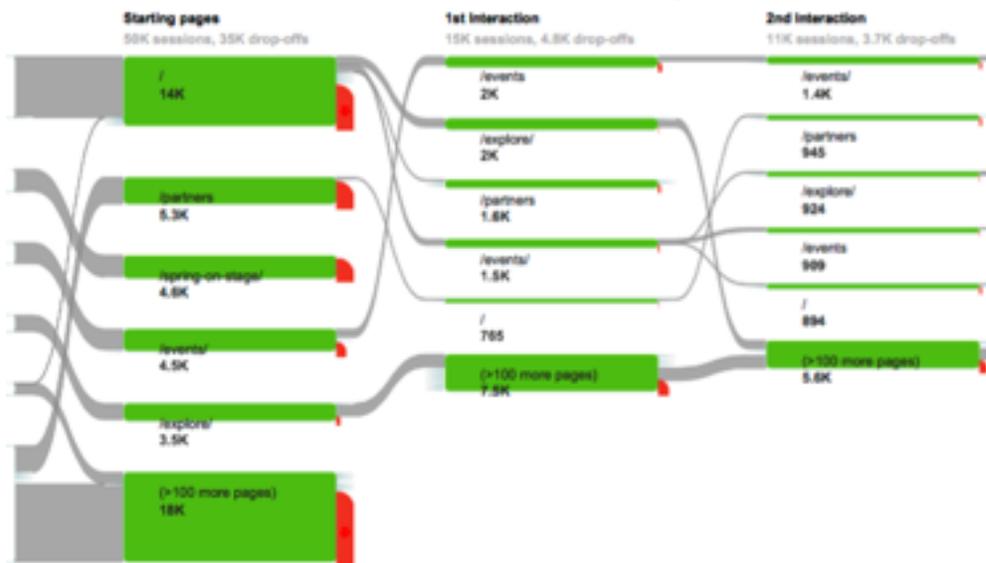
Organic traffic accounted for 55% of total traffic this month.

The most viewed event page was Springtime Tallahassee Festival with 1,201 views. After the homepage, the events page is the top page with 9.28% of pageviews for March. Madden Media is the third highest source of traffic to the website for March.

Website Metric	Mar 1-31, 2015	Mar 1-31, 2016
Sessions	55,076	51,222
Users	44,041	42,652
Page Views	153,948	123,029
Avg Pages Viewed per Session	2.80	2.40
Avg Session Duration	02:01	02:19
New Sessions	72.73%	76.73%
Bounce Rate	54.56%	39.68%
Mobile Sessions	22,379 (40.63%)	24,594 (48.01%)
Mobile + Tablet Sessions	28,455 (51.66%)	30,624 (59.78%)

## 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	Mar 2016	% of Total Page Views
Homepage	15,786	12.83%
Events	11,417	9.28%
Explore	9,602	7.80%
Spring on Stage	6,994	5.68%
Explore: Outdoors & Nature	4,108	3.34%
Explore: Nightlife	3,653	2.97%
Dine	3,061	2.49%
Blog - Seeking Culture and History in Tallahassee	2,805	2.28%
Explore: Sports Activities	2,661	2.16%
Explore: History & Heritage	2,284	1.86%

## Keywords

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

Keywords	Sessions
tallahassee fl	213
tallahassee	107
tallahassee florida	94
things to do in tallahassee	54
tallahassee events	42
visit tallahassee	39
jr alfred greenway	22
tallahassee, fl	21
tallahassee restaurants	13
fifth and thomas tallahassee	11



## Top Event Pages

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

Event Page	Mar 2016	% of Total Event Page Views
Springtime Tallahassee Festival	1,201	8.10%
Red Hills International Horse Trials	1,050	7.08%
Tallahassee Music Week 2016	809	5.45%
Opening Nights Performing Arts 2015-2016 Season	551	3.71%
Sun Sand and Speed Auto Racing	435	2.93%
Word of South Festival	427	2.88%
Lemony Chain of Parks Art Festival	369	2.49%
Southern Shakespeare festival	361	2.43%
Flying high circus	270	1.82%
National Parks Adventure in IMAX 3D	219	1.48%

## Top Pages by "View in Map" clicks

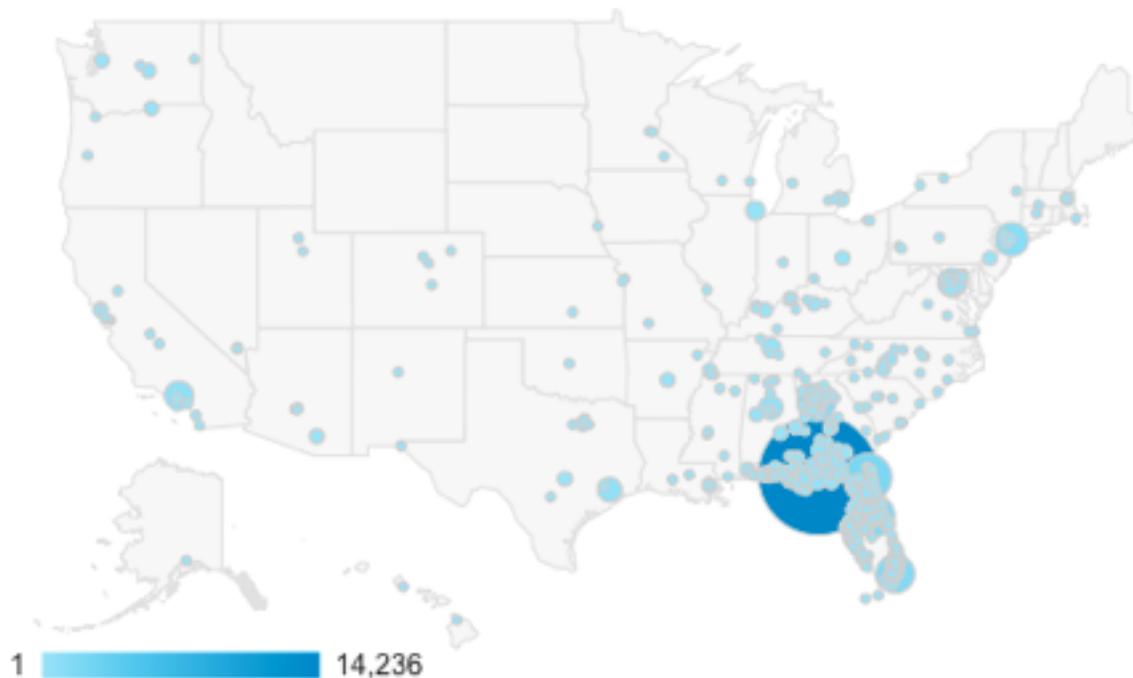
Listed below are the event pages with the most "view in map" clicks

View in Map Clicks	Clicks
Red Hills International Horse Trials	100
Florida Caverns State Park	94
Fifth & Thomas   Kitchen and Musichouse	84
Megabus	44
James Messer Sports Complex	38
J.R. Alford Greenway	33
Myers Park	26
Optimist Park	24
A.J. Henry Park	23
Alfred B. Maclay Gardens State Park	22



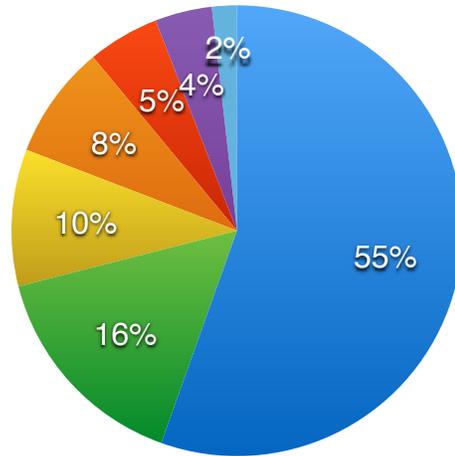
## Geography

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



State	Visits
Florida	28,842
Georgia	5,257
Virginia	1,973
New York	1,407
Alabama	1,362
California	1,262
Texas	1,260
North Carolina	774
Tennessee	703
Illinois	507

City	Visits
Tallahassee	14,236
Jacksonville	2,079
Orlando	1,613
Atlanta	1,537
Miami	1,522
New York	1,089
(not set)	901
McLean	795
Los Angeles	614
Houston	561



Traffic Source	Mar 2016
Google (organic)	24,872
Direct Traffic	7,980
Madden Media (Content)	2,800
Google (CPC)	2,631
Bing (Organic)	1,820

### Top Referring URLs

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

Referring Site	Mar 2016
visit.fsu.edu	1,076
connect.themediatrust.com	925
facebook.com	645
ib.adnxs.com	260
twitter.com	182
visit florida	150
tallahasseeuseum.org	73
capitalcityamphitheater.com	65
pinterest.com	62
seminoles.com	58



## Advanced Analytics

The charts below contain information about advanced event tracking that was setup on the website.

Top Outbound Links	Mar 2016
<a href="http://www.rhht.org/">http://www.rhht.org/</a>	226
<a href="http://www.challengertlh.com/">http://www.challengertlh.com/</a>	219
<a href="http://openingnights.fsu.edu/performances-events/season-list/">http://openingnights.fsu.edu/performances-events/season-list/</a>	190
<a href="http://www.floridastateparks.org/floridacaverns">http://www.floridastateparks.org/floridacaverns</a>	148
<a href="http://www.springtimetallahassee.com/">http://www.springtimetallahassee.com/</a>	145
<a href="http://www.tlhmusicweek.com/">http://www.tlhmusicweek.com/</a>	140
<a href="http://www.trailahassee.com/">http://www.trailahassee.com/</a>	134
<a href="http://southernshakespearefestival.org/">http://southernshakespearefestival.org/</a>	122
<a href="http://www.tal.gov.com/parks/parks-gymnastics.aspx">http://www.tal.gov.com/parks/parks-gymnastics.aspx</a>	102
<a href="http://www.wordsofsouthfestival.com/">http://www.wordsofsouthfestival.com/</a>	89

Social Media Icon Clicks	Feb 2016	Mar 2016
Facebook	82	101
Twitter	26	28
Instagram	22	26
Pinterest	14	24
Youtube	12	17



**VISIT TALLAHASSEE MARCH 2016 ADVERTISING  
ACTIVITY REPORT  
APRIL 6, 2016**

**PROJECTS COMPLETED**

In-stream Native Advertising  
Completed 3/7

Madden Media Native Advertising Article #2 and 3  
Completed 3/15

Choose Tallahassee  
Completed 3/23

USATF Tennis Challenger Ad  
Completed 3/23

Revised 2 Min #IHeartTally Video  
Completed 3/24

New #IHeartTally Pull-up Banners  
Completed 3/29

Sports Facilities Brochure  
Completed 3/29

Capital City Amphitheater Poster  
Completed 3/31

TANK Amphitheater Poster  
Completed 3/31

VISIT FLORIDA Welcome Center Transparency  
Completed 3/31

## **PROJECTS UNDERWAY**

#IHeartTally Digital Banners  
Anticipated delivery 4/8

TANK Digital Banners  
Anticipated delivery 4/11

Summer Family Getaway Giveaway  
Anticipated delivery 4/15

Peter Frampton Amphitheater Poster  
Anticipated delivery 4/15

Trailhassee Trail Hacks Hackathon  
Anticipated delivery 4/23-4/24

2016 Unexpected Experience Videos  
Anticipated delivery May 2016

Jet Blue Campaign  
Anticipated delivery TBD

Trailhassee 2.0  
Anticipated delivery TBD

## **UPCOMING MEDIA PLACEMENTS**

Search Engine Activation Program-Google, Yahoo, Bing-October 2015-  
September 2016  
Goodway Group Digital – Jan-Aug 2016

TallahasseeMagazine.com – Jan-Apr 2016  
EmeraldCoast.com – Jan-Apr 2016  
850BusinessMagazine.com – Jan-Apr 2016  
Tallahassee Magazine Mar/Apr 2016  
Emerald Coast Magazine – Apr/May 2016  
Spotxchange digital pre-roll – Feb-Apr 2016  
Madden Media Feb-Apr 2016  
Goodway Group In-Stream Native Mar-Apr 2016  
xAd Oct-Nov 2015, Jan-May 2016  
Southern Living April 2016

# VISIT TALLAHASSEE PUBLIC RELATIONS ACTIVITY REPORT

## March 2016

Below is a snapshot of public relations efforts for Visit Tallahassee, either initiated or completed March 1 - 31, 2016. These are top line items and do not encompass the various efforts executed on a day-to-day basis.

Total Hours: 200

### Media Relations

Negotiated print and digital coverage for Visit Tallahassee in *Ocala Style Magazine* – Ocala’s original lifestyle magazine, reaching 26,000 affluent, cultured readers in the area.

Garnered digital coverage of Spring on Stage events on *TampaBayParenting.com* – the most valuable source of parenting information for families in West Central Florida, reaching 29,000 digital readers.

Garnered digital coverage on *News 13* and *Bay News 9* websites coinciding with *Florida On A Tankful’s* Tallahassee Museum segment.

Secured digital coverage in *Jacksonville Free Press* in support of African-American heritage sites in Tallahassee.

### Media Experiences

Prepared attendee materials including personalized agendas, attendee list and press kits for the “Kid Tested, Parent Approved” group media tour.

Executed FAM tour March 31 – April 3, 2016 that will result in a minimum of nine articles highlighted throughout 2016. Received industry support from 17 partners during media tour including: Aloft Downtown Tallahassee, Bella Bella, Canopy Road Café, Dog et Al, Gulf Specimen Marine Lab, Lofty Pursuits, Madison Social, Midtown Caboose, Mission San Luis, Proof Brewing Company, The Challenger Learning Center, The Edison, The Lodge at Wakulla Springs, The Tallahassee Museum, The Museum of Florida History, Uptown Café and Wakulla Springs.

Continuing to invite national and regional publications to attend May 12- 15 “Key to Tallahassee” group media tour. Publications currently secured:

- *Authentic Florida*: the source for simple and delightful pleasures for Florida living.



- *Florida Travel + Life*: the sunshine state’s premiere travel and lifestyle brand reaching affluent travelers, as well as both seasonal and year-round residents. From the state’s best beaches and top resorts to must-sees and must-dos, *Florida Travel + Life* has ideas for today, next week, and next month delivering information when the audience wants it.
- *Southern Hospitality Magazine Traveler*: publication that captures the experience, heritage and character of the South, and covers destinations rich in distinction while enhancing that vacation “sense of place” that travelers crave.
- *Scott Eddy*: a renowned travel expert and an extremely sought after social media influencer with more than 1 million+ combined followers via Twitter, Instagram and Facebook.

Drafted *Birmingham Magazine* agenda for upcoming individual stay April 15-17 for client approval.

Secured editor from *Ocala Magazine* for an individual stay April 8-10, rescheduling due to timing issues.

### Television Broadcast

The Tallahassee Museum *Florida On A Tankful* segment aired on Thursday, March 10, 2016. The segment highlighted the Tree-to-Tree Adventures zip line and obstacle course, as well as an interview with President/CEO, Russell Daws.

Bradley’s Country Store *Florida On A Tankful* segment aired on Thursday, March 31, 2016. The segment highlighted grits grinding and showcased interviews with Janet Bradley and Tyrone Morris.

### News Releases

Title	Concept	Status
“Art, music and outdoor activities abound in Tallahassee for “Spring on Stage”	Release highlighting Tallahassee spring events	FL, GA, AL, LA metros and newspapers, travel blogs, family/parent, mommy bloggers

### Client and Industry Relations

Scheduling “Eat Like A Local” photoshoot with Zimmerman Agency production team and appropriate partners.

Attended KitchenAble cooking class on March 1 to test out for future FAM inclusion and pitching efforts.

Tested Hearth & Soul XO Wednesday on March 16 for future FAM inclusion.

Drafted Eat Like A Local press pieces for client approval.

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.

###

## FACEBOOK SOCIAL REPORT

2015-2016	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
Likes	45,496	46,779	46,727	46,735	46,803	47,205	<b>47,431</b>					
Reach	53,277	344,051	46,051	94,429	240,576	363,989	<b>373,487</b>					
Post Engagements	3,547	11,055	2,759	3,742	3,024	9,136	<b>2,097</b>					
Engagement Rate	6.66%	3.21%	5.99%	3.96%	1.26%	2.51%	<b>0.56%</b>					
#IHeartTally Mentions	-	-	-	-	-	-	-					

2014-2015	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
Likes	40,314	42,193	42,230	42,296	42,408	42,045	43,576	44,774	44,778	44,831	45,348	45,424
Reach	488,940	370,300	36,194	30,214	138,381	76,664	201,849	70,528	43,063	33,810	266,383	72,766
Post Engagements	11,339	6,066	1,328	1,037	5,064	2,607	2,665	4,244	3,014	2,192	13,974	3,411
Engagement Rate	2.32%	1.64%	3.67%	3.43%	3.66%	3.40%	1.32%	6.02%	7.00%	6.48%	5.25%	4.69%
#IHeartTally Mentions	<b>211</b>	<b>202</b>	<b>91</b>	<b>187</b>	<b>182</b>	<b>143</b>	<b>148</b>	-	-	-	-	-

## TWITTER SOCIAL REPORT

2015-2016	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
Followers	7,560	7,680	7,792	7,953	8,119	8,272	<b>8,364</b>					
Impressions	92,104	68,465	49,448	60,374	104,680	58,594	<b>107,503</b>					
Post Engagements	2,332	1,537	1,026	1,232	2,210	1,723	<b>2,490</b>					
Engagement Rate	2.53%	2.24%	2.07%	2.04%	2.11%	2.94%	<b>2.32%</b>					
#IHeartTally Mentions	1,711	1,306	1,052	1,095	1,456	1,702	<b>1,378</b>					

2014-2015	OCT	NOV	DEC	JAN	FEB	MAR	ARP	MAY	JUN	JUL	AUG	SEP
Followers	5,339	5,675	5,773	5,892	6,021	6,249	6,522	6,681	6,844	7,066	7,224	7,411
Impressions	97,859	66,377	34,425	53,908	65,382	107,119	143,931	150,455	111,074	63,934	61,000	58,949
Post Engagements	2,378	1,707	820	1,344	1,364	2,645	3,904	2,967	3,265	1,593	1,125	1,255
Engagement Rate	2.43%	2.57%	2.38%	2.49%	2.09%	2.47%	2.71%	1.97%	2.94%	2.49%	1.84%	2.13%
#IHeartTally Mentions	<b>2,042</b>	<b>1,004</b>	<b>676</b>	<b>731</b>	<b>930</b>	<b>1,445</b>	<b>1,949</b>	<b>1,609</b>	<b>1,421</b>	<b>1,135</b>	<b>1,115</b>	<b>1,272</b>

## INSTAGRAM SOCIAL REPORT

2015-2016	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
Followers	4,403	4,770	4,992	5,417	5,824	6,219	<b>6,491</b>					
Post Engagements	4,732	3,677	3,293	3,524	3,962	5,092	<b>3,080</b>					
#IHeartTally Mentions	1,746	1,926	1,315	1,838	1,829	1,332	<b>1,300</b>					

2014-2015	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
Followers	926	1,072	1,151	1,318	1,560	1,821	2,035	2,277	2,691	3,092	3,600	4,030
Post Engagements	1,040	1,150	1,013	807	1,455	1,934	1,834	1,105	2,784	2,935	2,908	3,293
#IHeartTally Mentions	774	505	348	291	440	1,023	1,016	1,141	1,279	1,311	1,156	1,525



**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 States**  
735 East Main Street  
Hendersonville  
TN 37075  
Phone: +1 (615) 824 8664  
Fax: +1 (615) 824 3848  
www.str.com

## Visit Tallahassee

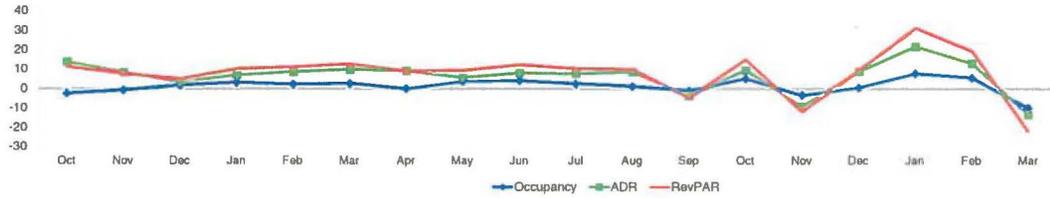
For the Month of March 2016

Date Created: Apr 15, 2016

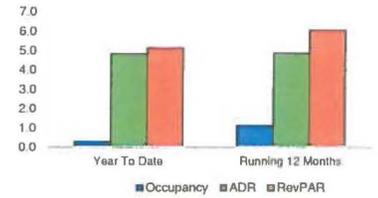
	Tab
<b>Table of Contents</b>	1
Trend Leon County, FL	2
Response Leon County, FL	3
Help	4



Monthly Percent Change



Overall Percent Change



	2014			2015												2016			Year To Date			Running 12 Months								
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2014	2015	2016	2014	2015	2016						
<b>Occupancy (%)</b>																														
This Year	61.8	58.6	49.8	54.6	68.3	72.6	83.6	64.7	87.0	64.0	83.8	53.3	64.0	56.7	58.2	58.8	72.1	65.5	63.4	65.0	65.2	66.4	61.2	61.8	60.9	63.4	65.0	56.6	60.4	61.2
Last Year	62.4	59.1	49.1	52.9	66.8	79.7	83.6	82.6	64.4	82.4	83.0	53.9	61.0	58.8	40.9	54.6	68.3	72.6	60.9	63.4	65.0	66.4	61.2	61.8	60.9	63.4	65.0	56.6	60.4	61.2
Percent Change	-2.4	-0.8	1.8	3.1	2.2	2.7	0.0	-3.6	4.0	2.5	1.2	-1.1	5.1	-3.3	6.5	7.8	5.8	-9.6	4.2	2.6	0.3	6.7	1.3	1.1	6.7	1.3	1.1	6.7	1.3	1.1
<b>ADR</b>																														
This Year	116.57	110.58	76.58	83.72	92.54	103.00	96.87	98.27	84.88	80.42	89.81	93.68	127.59	100.59	85.50	102.03	104.70	89.32	86.57	94.01	98.56	84.73	91.86	96.34	79.47	86.57	94.01	79.14	84.73	91.86
Last Year	102.45	102.05	76.04	78.37	85.15	93.79	88.79	93.10	78.60	74.74	82.71	97.22	116.57	110.58	76.58	83.72	92.54	103.00	79.47	86.57	94.01	79.14	84.73	91.86	79.47	86.57	94.01	79.14	84.73	91.86
Percent Change	13.8	8.4	3.3	6.8	8.7	9.8	9.1	5.6	8.0	7.6	8.6	-3.6	9.5	-9.0	8.9	21.9	13.1	-13.3	8.9	8.6	4.8	7.1	8.4	4.9	8.9	8.6	4.8	7.1	8.4	4.9
<b>RevPAR</b>																														
This Year	71.05	64.80	39.23	45.70	63.17	74.78	61.59	63.11	56.90	51.46	57.27	49.95	81.71	57.03	42.96	60.04	75.48	58.47	54.89	61.15	64.30	51.15	56.17	59.58	48.36	54.89	61.15	44.78	51.15	56.17
Last Year	63.97	60.29	37.36	41.48	58.86	66.32	56.46	57.70	50.65	46.67	52.13	52.41	71.05	64.80	39.23	45.70	63.17	74.78	48.36	54.89	61.15	44.78	51.15	56.17	48.36	54.89	61.15	44.78	51.15	56.17
Percent Change	11.1	7.5	5.0	10.2	11.1	12.7	9.1	9.4	12.3	10.3	9.9	-4.7	15.0	12.0	9.5	31.4	19.5	-21.8	13.5	11.4	5.2	14.2	9.8	6.1	13.5	11.4	5.2	14.2	9.8	6.1
<b>Supply</b>																														
This Year	174,561	168,930	174,561	174,561	157,668	174,561	168,930	174,592	168,960	174,592	174,592	168,960	174,592	174,592	178,684	175,088	158,144	175,088	513,006	506,700	508,320	2,104,493	2,059,215	2,069,234	513,006	506,700	508,320	2,104,493	2,059,215	2,069,234
Last Year	175,677	170,016	175,677	175,677	158,676	178,053	172,630	174,561	168,960	174,561	174,561	168,960	174,561	174,561	178,684	175,088	158,144	175,088	533,138	510,006	506,700	2,163,232	2,104,493	2,059,215	533,138	510,006	506,700	2,163,232	2,104,493	2,059,215
Percent Change	-6.6	-6.8	-6.6	-6.6	-6.6	-2.3	-2.3	0.0	0.0	0.0	0.0	0.0	2.4	2.4	2.4	0.3	0.3	0.3	-3.8	-1.2	0.3	-2.7	2.2	0.5	-3.8	-1.2	0.3	-2.7	2.2	0.5
<b>Demand</b>																														
This Year	196,398	98,998	87,161	95,292	107,630	126,732	107,402	112,113	113,253	111,717	111,308	90,097	114,433	98,037	89,688	103,030	114,008	114,812	325,280	329,654	331,650	1,270,494	1,250,228	1,279,718	325,280	329,654	331,650	1,270,494	1,250,228	1,279,718
Last Year	109,898	100,433	86,312	82,977	105,868	126,335	109,900	108,178	108,857	108,995	110,813	91,874	108,398	98,998	87,161	95,292	107,630	126,732	324,430	325,280	329,654	1,223,968	1,270,494	1,250,228	324,430	325,280	329,654	1,223,968	1,270,494	1,250,228
Percent Change	-3.0	-1.4	1.0	2.5	1.6	0.3	-2.3	3.6	4.0	2.5	1.2	-1.1	7.6	-1.0	-2.8	8.1	5.9	-9.6	0.3	1.3	0.6	3.8	-0.9	1.8	0.3	1.3	0.6	3.8	-0.9	1.8
<b>Revenue</b>																														
This Year	12,403,194	10,847,014	6,848,871	7,977,935	9,960,488	13,053,173	10,404,070	11,017,648	9,613,041	8,983,731	8,998,965	8,440,395	14,800,931	9,861,074	7,676,660	10,512,638	11,037,023	10,237,516	28,158,603	30,991,596	32,687,177	107,643,370	115,675,991	123,282,792	28,158,603	30,991,596	32,687,177	107,643,370	115,675,991	123,282,792
Last Year	11,238,055	10,249,430	6,503,380	7,286,440	9,023,102	11,849,061	9,757,837	10,071,849	8,556,977	8,146,576	9,099,271	8,853,804	12,403,194	10,947,014	6,848,871	7,977,935	9,960,488	13,053,173	25,783,488	28,158,603	30,991,596	96,860,511	107,643,370	115,675,991	25,783,488	28,158,603	30,991,596	96,860,511	107,643,370	115,675,991
Percent Change	10.4	6.8	4.3	9.5	10.4	10.2	6.6	9.4	12.4	10.3	9.9	-4.7	17.7	9.9	12.1	31.8	19.8	21.6	9.2	10.1	5.5	11.1	7.5	6.6	9.2	10.1	5.5	11.1	7.5	6.6
<b>Census %</b>																														
Census Progs	61	61	61	61	61	61	61	61	61	61	61	61	62	62	62	61	61	61	61	61	61	61	61	61	61	61	61	61	61	61
Census Rooms	5631	5631	5631	5631	5631	5631	5631	5632	5632	5632	5632	5632	5764	5764	5764	5648	5648	5648	5648	5648	5648	5648	5648	5648	5648	5648	5648	5648	5648	5648
% Rooms Participants	89.7	89.7	89.7	89.7	91.5	91.5	91.5	91.5	91.5	91.5	91.5	91.5	90.6	86.8	89.1	89.9	89.7	89.7	89.7	89.7	89.7	89.7	89.7	89.7	89.7	89.7	89.7	89.7	89.7	89.7

A blank row indicates insufficient data.

Source 2016 STR, Inc.

DISCLOSURE: Destination Reports are publications of STR, Inc. (Reports containing only North American data) and STR Global Ltd (Reports containing worldwide data) and are intended solely for use by our paid subscribers. Reproduction or distribution of Destination Reports, in whole or part, without written permission of either STR, Inc. or STR Global Ltd is prohibited and subject to legal action. Site licenses are available. Please consult your contract with STR, Inc. or STR Global Ltd for the terms and conditions governing the ownership, distribution and use of Destination Reports and their contents.







Visit  
Tallahassee

A Division of Leon County

INTER-OFFICE MEMORANDUM

DATE: 05/03/2016

TO: Lee Daniel, Director of Visit Tallahassee

FROM: Brian Hickey, Director of Sports

SUBJECT: Tallahassee Sports Council Recommendation for Leon County Sporting Events FY2015-16 Out of Cycle Grant Program Request

---

The Tallahassee Sports Council (TSC) has reviewed and shared input with the staff of Visit Tallahassee Sports department for an out of cycle sports grant request. The TSC respectfully brings forward the funding recommendation of \$2,500 for the 3<sup>rd</sup> Annual Southern Extreme RAM Rodeo via the Leon County Special Event Grant Program.

The sports grant budget currently has \$3,800 in available funds.

Out of State Sports Grant  
FY2015-16

Organization	Event Name	First Name	Last Name	Venue	Start Date	End Date	Estimated Visitors	Estimated Room Nights	DMAI Estimated Direct Spending	Requested	Recommend
Double K Rodeo Productions	3rd Annual Southern Extreme RAM Rodeo	Cynthia	Kimbrell	Automobile Museum	8/19/2016	8/21/2016	200	300	\$90,078	\$ 2,500	
<b>Total Requested</b>										\$ 2,500	
<b>Total FY2015-16 Grant Funds Remaining</b>										\$ 3,880	

## Contact Information: Page 1 of 7

Form Status: **Incomplete**

If you have questions while completing this form, please contact [Brian Hickey](mailto:brian.hickey@visittallahassee.com) at 850.606.2313 or [Amanda Heidecker](mailto:amanda.heidecker@visittallahassee.com) at 850.606.2317.

**Event Name\***

3rd Tallahassee Southern Extreme RAM Rodeo

**First Name\***

Cythina

**Last Name\***

Kimbrell

**Email\***

doublekrodeoproductions@yahoo.com

**Phone\***

Contact Phone Number

Ex: (555) 555-5555

**Grant Type\***

Sports Event

I agree to the terms

**SAVE AND CONTINUE →**

## Organization Information: Page 2 of 7

Form Status: **incomplete**

If you have questions while completing this form, please contact [Brian Hickey](mailto:brian.hickey@visittallahassee.com) at 850.606.2313 or [Amanda Heidecker](mailto:amanda.heidecker@visittallahassee.com) at 850.606.2317.

**Organization Name\***

Double K Rodeo Productions

**Organization Contact\***

Cynthia Kimbrell

**Contact Title**

Owner

**Address\***

3999 County Road 73

**City\***

Randolph

**State\***

Alabama

**Zip\***

36792

**Non-Profit**

**Tax ID\***

472289659

## Event Information: Page 3 of 7

Form Status: **incomplete**

If you have questions while completing this form, please contact [Brian Hickey](mailto:brian.hickey@visittallahassee.com) at 850.606.2313 or [Amanda Heidecker](mailto:amanda.heidecker@visittallahassee.com) at 850.606.2317.

**Event Name\***

3rd Annual Tallahassee Southern Extreme RAM Rodeo

**Event Director\***

Cynthia Kimbrell

**Event Email\***

doublekrodeoproductions@yahoo.com

**Event Phone\***

(205) 790-3452

**Event Start Date\***

08/19/2016

**Event End Date\***

08/21/2016

**First Hotel Room Night Date\***

08/19/2016

**Last Hotel Room Night Date\***

08/21/2016

**Estimated Number of Hotel Rooms Per Night\***

150

**Event Website**

[www.gosedra.com](http://www.gosedra.com)

**Event/Organization Facebook Page**

Organization Facebook

**Organization Twitter**

Organization Twitter

**Admission Cost\***

18.00

**Schedule of Events\***

Gate opens at 5:30pm

Mutton Bustin at 6:30pm

Rodeo at 7:30pm

Tickets \$18, Kids 5 and under FREE!

Family Friendly event includes Mutton Bustin, Wild Donkey Race, & The Bass Pro Shop kids area! More info call 205 790-3452!

Parking fees benefit Catholic Charities.

NOTE: This Information will be published directly to the VisitTallahassee.com calendar. LCTD reserves the right to edit this information for the VisitTallahassee.com calendar.

**Description of Event\***

## Facility Information: Page 4 of 7

Form Status: **incomplete**

If you have questions while completing this form, please contact [Brian Hickey](mailto:brian.hickey@visittallahassee.com) at 850.606.2313 or [Amanda Heidecker](mailto:amanda.heidecker@visittallahassee.com) at 850.606.2317.

**Has a venue/facility been secured?**

- Yes  
 No

**Is the venue/facility within Leon County?**

- Yes  
 No

**Venue Name**

THE TALLAHASSEE AUTOMOBILE AND COLLECTIBLES MUSEUM

**Venue Address**

2635 Thornton Rd, Tallahassee, FL 32308

**Venue City**

Tallahassee

**Venue State**

Florida

**Venue Zip**

32308

**Venue Contact Name**

Mary Graddick

**Venue Contact Email**

## Event Details: Page 6 of 7

Form Status: **incomplete**

If you have questions while completing this form, please contact [Brian Hickey](mailto:brian.hickey@visittallahassee.com) at 850.606.2313 or [Amanda Heidecker](mailto:amanda.heidecker@visittallahassee.com) at 850.606.2317.

Participants = Athletes, coaches, officials, visiting artists, speakers, production staff, etc.

### Estimated Total Participants\*

93

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

Estimated Total Number of Teams (Sports Only)

Overnight Visitors = Participants, family, spectators and others attending the event from out of town.

### Estimated Total Overnight Visitors\*

200

### Estimated Total Room Nights\*

300

NOTE: To calculate the total number of room nights, multiply number of rooms by the number of nights (i.e.: 5 rooms for 4 nights = 20 room nights) \*Unknown or untracked is not acceptable and request for reimbursement will not be processed.

[← BACK \(/GRANTS/\)](#)

[SAVE AND CONTINUE →](#)

Visit Tallahassee

101 E Jefferson Street Tallahassee, FL 32301

Phone: (850) 606-2305

Toll-free: (800) 628-2866

## Event Details: Page 7 of 7

Form Status: **incomplete**

If you have questions while completing this form, please contact [Brian Hickey](mailto:brian.hickey@visittallahassee.com) at 850.606.2313 or [Amanda Heidecker](mailto:amanda.heidecker@visittallahassee.com) at 850.606.2317.

Reference Chart:

1,001+ Room Nights: \$7,000+  
500-1,000 Room Nights: \$4,500-\$7,000  
200-499 Room Nights: \$2,400-\$4,499  
100-199 Room Nights: \$1,201-\$2,399  
Less than 100 Room Nights: \$0-\$1,200

**Grant Amount Requesting\***

2500

**\*Incomplete budgets will not qualify for funding. Please attach budget reflecting the information shown here.\***  
([click here to see an example budget \(/static/images/example\\_budget.png\)](/static/images/example_budget.png))

**Budget documentation**

No file chosen

**How do you plan on using grant funds? You will be required to provide documentation (receipts for allowable expenses) on the post event report.\***

Facility rental

**Note: 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.**

**Are you receiving funding for this event from COCA, Leon County, the City of Tallahassee or the State of Florida?\***

Yes

No

If so, from who?

**Funding Provider(s)**

Funding Provider(s)

Marketing Plan: Please describe your marketing activities in detail, indicating all planned advertising and promotional efforts (paid media, email distribution, brochure or promotional collateral distribution, online advertising, etc.) Please attach your marketing plan, or utilize the text box below.

**Marketing Plan**

Marketing Plan

**File marketing plan**

Choose File No file chosen

**Amount of spending on advertising/marketing outside of Leon County\***

2000

"I hereby certify that the information contained in this application is true and correct to the best of my knowledge and that I have read the Policies and Procedures of the Leon County Special Event Grant Program and will abide by all legal, financial, and reporting requirements as a condition of receiving grant funds from the Leon County Tourist Development Council."

I agree to the terms

[← BACK \(/GRANTS/\)](#)

SAVE

SUBMIT →

Visit Tallahassee

106 E Jefferson Street Tallahassee, FL 32301

Phone: (850) 606-2305

## 3rd Annual Southern Extreme RAM Rodeo Budget

Venue \$2500  
Media advertising signs billboard \$15,000  
Added contestant money \$6500  
Bleachers \$3000  
Arena \$3500  
Judges \$1200  
Insurance \$500  
Livestock coverage and insurance \$5500 announcer \$2500  
Entertainment \$5000  
Bull Fighters \$1800  
Hoteling for double K Rodeo productions and staff \$2500  
Double Rodeo employee pay \$3000  
Tallahassee EMT and Police Department \$6500

**Out of Cycle Sports Grant  
FY2015-16**

Organization	Event Name	First Name	Last Name	Venue	Start Date	End Date	Estimated Visitors	Estimated Room Nights	DMAJ Estimated Direct Spending	Requested	Recommend
Double K Rodeo Productions	3rd Annual Southern Extreme RAM Rodeo	Cynthia	Kimbrell	Automobile Museum	8/19/2016	8/21/2016	200	300	\$90,078	\$ 2,500	\$2,500
Total Requested										\$ 2,500	
Total FY2015-16 Grant Funds Remaining										\$ 3,800	\$1,300

## MEMORANDUM

TO: Leon County Tourist Development Council

FROM: Lee Daniel, Leon County Tourism Development

SUBJECT: University Partnership Proposal

DATE: May 5, 2016

### **Background:**

As you will see from the attached materials, the Leon County Tourist Development Council and Division of Tourism Development are being asked by The Florida State University Boosters to support two events that FSU feels will drive increased visitation for the Boston College game weekend on November 11 and 12, 2016 and the 2017 Spring Game weekend.

The request is for \$50,000 for each event. Following discussion with county administration, it is recommended that if the TDC wishes to make a recommendation to the Board of County Commissioners in support of these events, the November 12 concert be sponsored from unallocated fund balance and the Spring Game Weekend be funded as a 2017 Signature Event. As with all Signature Events, Tourism Development would conduct an economic impact study so that the TDC would have primary data to help guide future funding discussions.

### **Analysis:**

#### **November 12 Concert at Doak**

While the 2016 FSU home football schedule has attractive home games scheduled with the University of North Carolina, Clemson and the University of Florida, we will only host six home games versus the traditional seven. In addition, due to conference commitments to ESPN, one of our home games will be a Friday night game versus Boston College on November 11. Hosting a Friday evening game poses several problems for fans from our traditional drive markets. In addition, this game falls between the Clemson and Florida games on the home schedule.

FSU is proposing to produce a major, in-stadium concert on Saturday, November 12 in order make this weekend extremely appealing to fans and potential new customers. On hold for the event is one of the biggest stars in country music. This artist has charted sixty-one singles on Billboard Hot Country Songs charts, including twenty-one number one hits and twenty-one additional top 10 hits. He has sold more than 40 million albums worldwide. According to industry data, his concerts average over 15,000 fans at an average ticket price of over \$40. FSU is looking at a reduced ticket price for this show that could help to substantially increase attendance. Scott Carswell Presents has been contracted by The Boosters to produce the show.

FSU will conduct an extensive marketing campaign for this weekend to boosters, alumni and other audiences. Tourism Development will do a major outreach via our website, email and social media.

### 2017 Spring Game Weekend

The Spring Game Block Party will be a unique footprint as it combines numerous blocks of retail, restaurants, bars, green space, residential, and campus life against the backdrop of Doak Campbell Stadium.

The Seminole Boosters estimate that the event will bring over 5,000 fans to the District. This event's objective is twofold: to bring people into Tallahassee, and to bring local residents to College Town. College Town is a vibrant, energetic venue that offers visitors numerous attractions. The Boosters believe it will provide the best and most diverse spot for visitors to enjoy Friday nights in Tallahassee. The headlining acts planned to perform on stage will continue in the national recording artists tradition that the Seminole Sports Marketing team have brought in over the years.

Details for the weekend's activities event are still a work in progress. Under consideration is a major in-stadium concert that could either be held on Friday or after the game on Saturday. If not held in-stadium, a headliner act would perform on another stage constructed in the College Town area on Friday. While the date has not been made official, the desire for the 2017 spring game is that it would occur the weekend after the Word of South Festival and thus not compete with potential concerts that Word of South would produce in partnership with Leon County Tourism Development.

Budgets for both the Concert at Doak and the Spring game are attached. The funding request is for \$50,000 for each event for a total of \$100,000. Staff recommends that funding come from unallocated fund balance for the Concert at Doak and from Signature Event Grants for the Spring Game weekend. A representative from The Boosters will be available to make a brief presentation and answer questions. Recommendations from the TDC would then be brought to the Board of County Commissioners for their consideration.

### **Staff Recommendations:**

1. Provide funding at the requested level for the Concert@ Doak from current unallocated fund balance.
2. Request The Boosters bring back a formal Signature Event Grant application once more details of the event are known. This can be presented to the TDC at either the June transition meeting or at the July meeting. Staff is supportive of the event and, if requested by the TDC, would earmark these funds in the FY 2017 Signature Event budget.

## MEMORANDUM

TO: Leon County Tourist Development Council

FROM: Lee Daniel, Division of Tourism Development

SUBJECT: Beer Tap Invitational Special Event Grant Funding

DATE: May 5, 2016

### **Background:**

The Tourist Development Council has received a request from The Tallahassee Brew District to provide \$25,000 in funding to support The Florida Tap Invitational, September 16 and 17, 2016. This event has been held since 2013, but has outgrown its previous location at Proof Brewery and is being relocated to the College Town District. The schedule of activities is described in the attached proposal.

### **Analysis:**

The event has a history of attracting statewide breweries and participants. The programming provides opportunities for continued growth and the potential to attract overnight visitation to area commercial lodging establishments. The budgeted band expense of \$20,000 would be suitable to attracting an artist with a statewide and regional following. The Beer Mile Race also has the potential to grow and draw outside participants.

In FY 2016, the TDC did not award all the funds available in the Special Event Grants line item. The account was budgeted at \$100,000, but only \$86,022 was actually awarded leaving a contingency balance of \$13,978. The TDC Special Event Grants Committee envisioned that by not awarding the full \$100,000 budgeted in this line item, contingency funds would be available for possible for out-of-cycle funding for another worthwhile event or festival.

Tourism Development would assist in promoting the event through our website, public relations efforts, social media and possible paid advertising. TDC member Matt Thompson will be available to answer any questions.

### **Recommendation:**

Staff recommends funding the 2016 event at a level of \$12,500 from remaining Special Event Grant funds with the stipulation that The Tallahassee Brew District request a grant from the Community Redevelopment Agency for an equal amount.

April 18, 2016

Leon County Tourist Development Council  
Attn: Lee Daniel  
Executive Director-Tourism Development  
106 East Jefferson St.  
Tallahassee, FL 32301

RE: Proposal for Funding to Program Events in Tallahassee's College Town Entertainment District

Dear Mr. Daniel,

The Seminole Boosters, Inc. ("Seminole Boosters") is pleased to present this proposal for your review. We look forward to partnering with you to stimulate tourism, increase economic activity, and enrich our community here in Leon County. Enclosed please find a proposal for 2016-2017 College Town Events Programming .

As the fundraising arm of Florida State University Athletics, Seminole Boosters, Inc. is responsible for engaging fans, alumni and loyal supporters of FSU in order to generate financial contributions for the purpose of enriching the overall educational and athletic experience for over 500 student-athletes participating in 20 sports programs by providing financial security for long-term growth and prosperity. Seminole Boosters, Inc. is comprised of loyal and generous donors dedicated to enhancing the student-athlete experience in support of the University's mission to instill the strength, skill and character essential for lifelong learning, personal responsibility and sustained achievement. Contributors to FSU Athletics help support one of the most visible and successful programs in the nation. Contributions made to Seminole Boosters provide the financial framework that makes winning possible through scholarships, academic and medical services, facilities, and championship caliber coaches.

Since opening its doors in 2012, College Town has been a resounding success. However, there are opportunities in the District that have not been realized due to limited funding resources. This proposal presents two events that, with assistance from the Leon County Tourist Development Council (TDC), will undoubtedly capitalize on economic development opportunities in the area, and ultimately serve to positively impact the economic environment in Leon County through, amongst other things, increased foot traffic in the District, and increased overnight visitors in Tallahassee on weekends that present travel challenges to non-residents. Seminole Boosters proposes to successfully execute the following two major events in Tallahassee in the Fall of 2016 and Spring of 2017: The Saturday Night Concert, following the Florida State University vs. Boston College Friday Night game, and the Spring Game Block Party. These events will require additional costs that are not currently incurred by the Seminole Boosters, the Florida State University Athletics Department (FSU), or College Town (CT). Enclosed herein is a description of each event with estimated expenditures..

The Seminole Boosters, FSU, and the local merchants have collaborated to program the proposed events. The events have been thoroughly vetted. We have done our research and are

confident that these events will help not only drive thousands of people to our district, but also increase overnight stays in Tallahassee hotel accommodations. With financial assistance from the TDC, the Seminole Boosters can effectively market these events through statewide media outlets, as well as deliver a premier entertainment product so these events continue to grow annually beyond 2017.

Thank you for your time and consideration.

Sincerely,

Seminole Boosters, Inc.

PO Box 1353 Tallahassee, FL 32302



## Proposal

The Seminole Boosters wish to apply for \$100,000 in funding to help plan, promote, and execute the following events to be held in the College Town District. The event dates chosen reflect weekend dates that have historically presented attendance challenges to the Tallahassee area. Again, Seminole Boosters and the Seminole Sports Marketing team are confident that the proposed events will target visiting audiences and attract them to our community. Listed below is a detailed description of each planned event and then a breakdown of the average expenses per event.

### *Saturday Night Concert @ Doak Campbell Stadium*

*November 12, 2016*

The Saturday Night Concert @ Doak is an idea that originated with the Champions Club (“CC”) project. It was quickly realized once the designs for the CC were presented, the CC will be a perfect venue for Tallahassee to host the most successful and attractive artists in the business. With the upgraded seating, amenities, and HD board in place this September the south end zone could be one of the most attractive concert venues in North Florida.

The Seminole Boosters and the Seminoles Sports Marketing office have collaborated to present The Saturday Night Concert @ Doak on November 12, 2016. On Friday, November 11, 2016, Florida State University will take on Boston College at home. This particular home game presents a few challenges for our out of town fan base. First, a Friday night game presents scheduling challenges, requiring parents to juggle their work schedules and their children’s school schedules against their desire -to arrive in Tallahassee in time to attend the football game. Second, this home football game falls in between the Clemson and Florida home games. Currently, Florida State football fans make Clemson and Florida home football games priority pilgrimages.. In an effort to encourage the Florida State fan base to add the Boston College Game to their season travel itinerary, the Seminole Boosters and Seminole Sports Marketing plan to engage one of country’s music’s top stars, Toby Keith, to perform a live concert in the stadium on November 12. Seminole Sports Marketing Director, Jason Dennard, has already been in communication with management for Mr. Keith, and the date is being held for our event. With talent the caliber of Mr. Keith and funds available to promote a concert of this size, we believe that there is adequate incentive to persuade our fans to make the trip. The Friday night football game combined with the Saturday Night Concert @ Doak event will create a notable Tallahassee weekend motivating visitors to travel to Tallahassee, thereby creating demand for accommodations and visitor services, as well as increasing attendance at an otherwise not well attended football game. All involved with this event anticipate it to be successful and expect the event to set the stage for several larger concerts in 2017 and beyond.

## *Friday Night Block Party- Spring Game*

The Friday Night Block Party @ College Town will become the premier pregame event leading up to Florida State Seminoles Football game weekends. With over 50,000 fans coming into the greater Tallahassee area, the Block Party will provide a great kickoff to a home weekend in Doak Campbell Stadium's backyard. There will be headline acts, great food and drinks and fun for all in attendance.

The Spring Game Block Party @ Doak will be a unique footprint as it combines numerous blocks of retail, restaurants, bars, green space, residential, and campus life against one of the greatest backdrops in Tallahassee, Doak Campbell Stadium! The natural beauty of College Town will enhance the overall event's park-like setting, and transform the area into a premiere block party venue. The Seminole Boosters estimate that the event will bring over 5,000 fans to the District. This event's objective is twofold: to bring people into Tallahassee, and to bring local residents to College Town. College Town is a vibrant, energetic venue that offers visitors numerous attractions. We believe we will provide the best and most diverse spot to for visitors to enjoy Friday nights in Tallahassee. The headlining acts we plan to bring to our stage show the community we are serious about bringing first class events to town. The national recording artists that the Seminole Sports Marketing team have brought in over the years have always come away impressed with the crowds we've had. We are excited for the community to come and do its part in showing up and supporting this event.

The number one goal we have is to bring people into town and get the local community out of their houses and to the district. The Seminole Boosters and FSU Sports Marketing have always achieved this goal and will always continue to improve our product and strive for bigger and better things. The Block Party will be a first class, free concert. That isn't done very often. Combining the talent we'll bring in to perform, we think the people will be pleased with what our event will have to offer. This event continues to grow into one of the best events all year with a star studded lineup coming to town this fall.

The Seminole Sports Marketing office will run this event with the Seminole Boosters. Our staff consists of 6 full time employees and an office of interns. We have two primary staff members in charge of the event planning; dealing with volunteers, staffing, contracts, permits and licensing while the other person handles the bands and production. Our volunteer base consists of the interns from the marketing office as well as hospitality major students who specialize in the event field. Our tasks aren't very difficult to learn and manage, so we are comfortable in their experience in handling the events. We have learned over the years about our processes and have refined them along the way. This ranges from our setup, to money handling and transactions.

The Block Party runs from 5-10pm on Friday night. Our first band will go on stage around 5:30pm and the headlining act will follow about 8:30pm till the event closes at 10pm. The rest of the event (shopping, eating, drinking, etc.) is open at 5pm and closes at 10pm. The current plan is that this event would be held the week after the Word of South Festival.

Please note that current marketing dollars in 2015 and 2016 have been spent on internal media platforms such as: Unconquered Magazine, Seminole Boosters.com, social media campaigns and printed advertising circulated throughout campus venues.

*Community Impact analysis*

The Seminole Boosters anticipate that the proposed events will be significant economic drivers to Leon County tourism. Florida State Football weekends are currently a top driver to the local economy. Based on current data, it is estimated that over 15,000 people travel through the College Town District during the event weekends. All of our planned events are created to increase current foot traffic and generate more overnight visits in Tallahassee. If we can motivate visitors to Tallahassee by providing great weekend-long events, we create more value for our visitors and increase spending in our town. The Seminole Boosters request your partnership in bringing first class events to Tallahassee. These events will achieve our common goal of community, tourism, and economic development. With the TDC's assistance we can create events that become traditions here in our community and destination events for our visitors.

The total anticipated expenses for each of these major events are nearly \$277,000. Below you will find a breakdown of the major expenses. Please note that the major cost associated with these events will be the band. These costs can range from \$70,000 to \$750,000 depending on the caliber of talent hired. For our events we plan to target bands around the \$200,000+ cost level.

**Average Expenses per Event**



<b><u>EXPENSES</u></b>	<b><u>TOTAL</u></b>
Police	\$6,380
Road Closures	\$600
Port-a-Potty	\$1,750
Fees/Permits	\$175
PSG-Production	\$17,345
Band	\$200,000
Promotional & Planning	\$40,000
Beer Costs	\$3,600
Advertising	\$7,000
<b><u>Total</u></b>	<b><u>\$276,850</u></b>

Note:

Other events currently being planned/considered this calendar year include the Tallahassee Wine Mixer (October 2016) hosted by College Town and a late spring or early summer Music Festival featuring additional headline shows in Doak Campbell.

April 18, 2016

Leon County Tourist Development Council  
Attn: Lee Daniel  
Executive Director-Tourism Development  
106 East Jefferson St.  
Tallahassee, FL 32301

RE: Proposal for Funding to Program Events in Tallahassee's College Town Entertainment District

Dear Mr. Daniel,

In 2015, Madison Social collaborated with four establishments within a one mile radius of our front to create the Tallahassee Brew District. The Tallahassee Brew District consists of Madison Social, The BrassTap, Grasslands Brewery and Proof Brewing Company.

Since its creation, The Tallahassee Brew District has created several events for Tallahassee and is prepared to leverage numerous relationships throughout the state to make Tallahassee a premier destination for the craft beer community. By leveraging an existing event that has grown to 2,000 participants in three years, Tallahassee can become the only event statewide that celebrates Florida breweries.

Thank you for your time and consideration and we look forward to driving "heads in beds" in September.

A handwritten signature in black ink, appearing to read 'Matt Thompson', with a long, sweeping underline that extends to the right.

Sincerely,

Matt Thompson

Managing Partner, Madison Social and founder of the Tallahassee Brew District

## Proposal

The Tallahassee Brew District wish to apply for \$25,000 in funding to help plan, promote, and execute the following event to be held in the Tallahassee Brew District:

*The Florida Tap Invitational 2016*

*September 16<sup>th</sup> and 17<sup>th</sup>*

Since 2013, the Florida Tap Invitational has been held at Proof Brewery, but has out grown its current location and sponsorship. Byron Burroughs, Proof Brewery owner and executive member of the Florida Brewers Guild, has entrusted the event to the Tallahassee Brew District to ensure the event's continued popularity and growth. Last year, Tap Fest attracted over 50 statewide breweries. The 2016 Florida Tap Invitational is planned to be a block party in the College Town District featuring live music, fine dining, and premier entertainment. This event is highlighted by a Friday Night Kick-off Concert. Saturday morning the Tallahassee Brew District will host the popular "Beer Mile Race", an organized race encouraging participants to sample beers from local breweries along the race course. Last year's race had over 900 participants and nearly 2,000 in total attendance for the event. With College Town as the new venue, this year's race is expected to grow to as many as 1,500 total participants. Following the morning race there is an awards ceremony. The Tap Fest will be held immediately after the awards ceremony, and it will consist of over 50 statewide local brew companies setting up their own stations within seven different locations in the College Town District (most notably Madison Social, Township, Centrale, etc.) and possibly the Gaines Street and/or Railroad Square districts. Madison Street will be blocked off for both Friday evening and Saturday day, and the event will include live entertainment throughout the Festival. The Saturday events are currently scheduled to last from 8am-5pm, but these plans are subject to change.

This event provides a great opportunity to introduce the new and improved District and the impact that Phase II will have on the overall energy of College Town. This is also prime opportunity to educate our visitors on the new 600 car parking garage that plans to open in August '16.

## Expected Expenses

<u>EXPENSES</u>	<u>TOTAL</u>
Police	\$3,000
Road Closures	\$600

Port-a-Potty	\$1,000
Fees/Permits	\$175
PSG-Production	\$10,000
Band	\$20,000
Band Rider	\$573
Beer Costs	\$10,000
Advertising	\$7,000
<b><u>Total</u></b>	<b><u>\$52,348</u></b>



# LEON COUNTY DIVISION OF TOURISM DEVELOPMENT MARKETING COMMUNICATIONS DEPARTMENT

## SALES PLAN FY17

Prepared by:

Lauren Pace, Director of Marketing Communications

**GOAL: Attain 120 story placements annually (10 per month) to specific audience segments in key feeder markets, emphasizing Tallahassee's appeal as a preferred destination for:**

- African American Heritage
- Arts and Culture
- History and Heritage
- Outdoor and Nature activities
- Participatory Sports
- Small Meetings & Conferences

### STRATEGIES:

Achieve year-round destination exposure through monthly media placements to specific audience segments in national, regional, community and niche magazines, newspapers and blogs in targeted DMAs. Targeted DMAs include, but are not limited to: (in-state) Miami-Ft. Lauderdale, Ft. Myers-Naples, Gainesville, Jacksonville, Orlando-Daytona Beach-Melbourne, Panama City-Destin, Pensacola-Mobile, Tampa-St. Petersburg, Sarasota, (out-of-state) Albany, Atlanta, Birmingham, New York City, and Washington DC

Maximize exposure for events, festivals and promotions through media placements and the division's owned media.

Create more opportunities for journalists to experience the destination first-hand, which results in greater media placements and the opportunity for staff and industry to build relationships for future stories. This is accomplished by inviting journalists for visits for either a customized individual media visit or as part of group media tour. Our goal is hosting nearly 60 journalist; 6 – 8 participating in each media tour and two individual visits per month.

Expand media database and personal contacts by networking with journalists at events such as Travel Blogger Exchange, Public Relations Society of America (PRSA) Travel & Tourism Conference, Travel Media Showcase and VISIT FLORIDA Media Missions.

Create and maintain a media database (staff writers, bloggers, freelance writers, etc.) that specialize in specific audience segments for use and a reference in assisting partner PR programs. Communicate with these journalists year-round about new developments, partner updates, seasonal campaigns and/or promotions and upcoming media tours.

Implement seasonal promotions and vacation sweepstakes that achieve exposure for the destination and participating partners in key DMAs.

Coordinate radio and television interviews/appearances that gain exposure for division marketing activities, seasonal marketing campaigns and local partners.

Develop sales/promotional collateral for staff use during sales calls, trade, consumer and sports shows and local opportunities.

Evaluate and recommend co-op advertising programs based on audience segments, geographic targets and industry input.

**GOAL: Expand destination exposure to specific audience segments through owned media and events.**

**STRATEGIES:**

**Owned Media**

- Websites: VisitTallahassee.com, Trailahassee.com, CapitalCityAmphitheater.com
- Social Media Platforms: Facebook, Twitter, Instagram, Pinterest, YouTube
- Publications: Visitor Guide, Meeting & Event Planner's Guide
- Newsletters: Local Industry, Consumer and Sales-Related

**Events:**

- Annual Marketing Rollout
- National Tourism Week
- Division sponsored or supported special events

Create content -- feature stories, events and blogs -- and information about seasonal promotions for owned media. Take integrated approach by sharing content across all channels.

Ensure the websites are a trusted source for destination information by providing relevant and quality information. Use social media for generating additional traffic to VisitTallahassee.com, Trailahassee.com and CapitalCityAmphitheater.com by sharing editorial content a minimum of three times per week directing followers to one of the websites.

Improve and expand content on website including images, events and partner listings.

Create and adhere to integrated editorial calendar ensuring content on all websites is current and showcases the destination and upcoming events.

Utilize the industry newsletter for communicating timely information, statistics, upcoming events, partnership opportunities and division activities. Utilize the consumer and sales-related newsletters for communicating timely content and available resources.

Collaborate with area partners and ensure information is updated across owned media and leverage for public relations exposure.

Work with the Zimmerman Agency in refining strategies for each social media platform – Facebook, Twitter, Instagram, Pinterest and YouTube – focusing on identified audience segments and using these channels for inspiring followers, increasing the intent to visit and providing partners with more exposure to larger audiences.

Educate residents and industry on division activities and the value of tourism to our local economy through annual events such as the Marketing Rollout, National Tourism Week and on-going coverage in the local media.

Revise and update visitor guide, meeting planner guide and tear-off map.

**GOAL: Educate residents about area offerings, events and tourism promotions.**

**STRATEGIES:**

Coordinate the distribution of press releases to the local media with Leon County Community and Media Relations (CMR). These releases highlight a variety of topics ranging from division activities and accomplishments to concerts, festivals and seasonal promotions.

Provide information for inclusion in the Leon County Links, the county's monthly ad that appears in the Tallahassee Democrat

Maintain relationships with local media and offer story ideas and coordinate interviews when appropriate to educate residents about division activities and seasonal campaigns, special events, etc.

Collaborate with contractor booking amphitheater concerts on local marketing activities for individual concerts that include distribution of flyers, TV and radio promotions and appearances, listings on regional calendars, etc.

Coordinate social media messaging with other entities, including county departments and industry partners to gain additional exposure.

## **FY 2017 Budget Summary**

### **Marketing**

---

<b><u>FY 2015-2016</u></b>		<b><u>FY 2016-2017</u></b>	
Other Contractual Services	\$ 2,500	Other Contractual Services	\$ 9,000
Travel & Per Diem	26,700	Travel & Per Diem	26,500
Postage	-	Postage	-
Rental & Leases	-	Rental & Leases	-
Printing & Binding	5,400	Printing & Binding	5,400
Promotional Activities	-	Promotional Activities	-
TDC Merchandise	-	TDC Merchandise	-
TDC Direct Sales & Promotions	8,095	TDC Direct Sales & Promotions	8,592
TDC Community Relations	7,000	TDC Community Relations	7,000
Other Current Charges	4,000	Other Current Charges	-
Uniforms	-	Uniforms	-
Publications, Memberships	10,638	Publications, Memberships	13,343
Training	3,000	Training	3,000
Sponsorships & Contributions	-	Sponsorships & Contributions	-
Sub-total Operating	67,333	Sub-total Operating	72,835
Industry Participation	-	Industry Participation	-
Total Budget	\$67,333	Total Budget	\$72,835

Notes/Comments:



LEON COUNTY  
DIVISION OF TOURISM DEVELOPMENT  
MEETINGS & CONVENTIONS

SALES PLAN FY17

Prepared by:

Janet Roach, Meetings & Conventions Director

**GOAL: Generate 7,550 definite room nights, representing a 2% increase over fiscal year 2015-2016.**

STRATEGIES:

Maximizing the use of meeting facilities by securing or assisting four meetings or conventions per month through direct sales and partnerships with the local industry in the following market segments:

- Association
- Government
- Social, Military, Education, Religious and Fraternal (SMERF)
- Corporate

Assist meeting planners throughout the decision making process including disbursing leads to appropriate meeting venues and hotels and coordinating site visits as needed.

Focus on “smaller meetings” that meet the criteria and capabilities of local hotels and meeting venues. Sales efforts are focused on meetings, conferences and conventions having 200 delegates or less.

Promote the Transportation Fund, Bid Pool and Special Event Grant Programs to meeting planners at tradeshow, events and e-newsletters. These funding programs provide Tallahassee a competitive advantage over other destinations by helping address concerns over the lack of hotel rooms attached to convention space.

Communicate with targeted meeting planners quarterly with email newsletters that provide information about latest destination developments and partner news.

The emails reach meeting planners in Southeastern states and Washington D.C by market segment:

- Corporate- November
- Association- December and March
- SMERF- February and September
- All Markets- May (to promote Special Event Grant Program)
- Government- July

## **ASSOCIATION**

Maintain active memberships in the Florida Society of Association Executives (FSAE), Small Market Meetings, and Meeting Professionals International (MPI).

Attend, exhibit and participate at annual conferences, tradeshow, educational events and networking opportunities including XSite Tradeshow, Florida Society of Association Executives (FSAE) Power Luncheons, Florida Society of Association Executives Annual Conference, Meeting Professionals International Southeast Educational Conference, Connect Marketplace and Small Market Meetings Conference.

Showcase the destination by sponsoring and hosting events attended by meeting professionals such as Meeting Professional International (MPI) North Florida's Monthly Educational Meeting and co-host a FSAE Meeting Planner Roundtable at a partner venue.

Participate at VISIT FLORIDA hosted events including Florida Encounter, an appointment based tradeshow offering 25 personalized sales appointment and VIP Atlanta, attended by 100 Atlanta-based meeting professionals. The meeting planners attending these events are from outside of Florida and have interest in booked meetings in the state.

Because of limited airline service and related costs, focus on attracting regional meetings and conferences with drive distances within five hours of Tallahassee.

Host meeting planners and decision makers for six site visits and a familiarization tour that showcases local meeting venues and other destination assets and provides personal interaction with members of the local industry.

## **GOVERNMENT**

Maintain an active membership in the Society of Government Meeting Professionals (SGMP).

Attend and network at monthly SGMP Florida Capital Chapter meetings and co-sponsor one luncheon at a partner venue.

Attend educational conferences and tradeshows attended by government meeting professionals including Florida Meeting Showcase, Florida Capital Events Tradeshow and SGMP National Education Conference.

## **SOCIAL, MILITARY, EDUCATION, RELIGIOUS AND FRATERNAL (SMERF)**

Continue targeting social, military, education, religious and fraternal (SMERF) meeting and convention groups with emphasis on those with southeastern U.S. affiliations to fill the historical need periods that includes summer and weekends.

Attend trade shows targeting SMERF markets including: Religious Conference Management Association (RCMA) and Small Market Meetings.

Continue cultivating relationships with decision makers and leaders at Florida State University, Florida Agriculture Mechanical University and Tallahassee Community College. These prospecting efforts and sales calls provide information about Visit Tallahassee's services and promote funding resources for meetings & conventions hosted in Leon County. Visit Tallahassee is assisting our local educational community with eight meetings and conventions in fiscal year 2016.

Host meeting planners and decision makers for site visits and a familiarization tour that showcases local meeting venues and other destination assets.

## **CORPORATE**

Promote Tallahassee as a destination for "smaller meetings" groups that can be accommodated in Leon County hotels and meeting venues to corporate meeting professionals.

Maximize exposure with meeting planners affiliated with Meeting Professionals International (MPI) North Florida by attending meetings quarterly and sponsoring a monthly MPI North Florida meeting.

Continue to explore relationships with local medical facilities and universities to evaluate the eligibility to apply for a VISIT FLORIDA Medical Tourism Grant. The grants are matching and applicants must be a destination marketing organizations, health care provider, medical facility, and physician. These local partners could include FSU Medical School, FAMU Pharmacy School, Tallahassee Community College Nursing Program and Tallahassee Memorial Hospital.

### **LOCAL INDUSTRY**

Provide partners opportunities for increased exposure at minimal expense through cooperative programs that include:

Involve meeting venues, hotels and restaurants in site visits and a familiarization tour for meeting planners/decision makers from association and SMERF market segments.

Co-sponsor the Florida Society of Association Executives (FSAE) Meeting Planner Round Table in November.

Advertising and promotional opportunities in targeted email newsletters quarterly to association, government, corporate and SMERF market segments.

Co-sponsor a Meeting Professionals International (MPI) North Florida Luncheon attended by 40 meeting professionals.

Co-host a Society of Government Meeting Professionals (SGMP) Florida Capital monthly chapter meeting that is attended by 40 government meeting professionals.

Encourage partners to utilize the Transportation Fund, Bid Pool and Special Event Grant Programs as ways of giving the destination a competitive advantage and address the concern of lack of hotel rooms attached to convention space.

Conduct quarterly meetings with key contacts at area meeting venues/hotels to maintain relationships, exchange ideas and information in addition to annual holiday sales calls to area hotels.

## CUSTOMER SERVICE/HOSPITALITY EDUCATION

**GOAL: Implement a customer & quality service program for front line hospitality industry staff and related professionals.**

### STRATEGIES:

Provide the Leon County hospitality community resources and training so they can offer exceptional customer service to visitors.

Encourage partners to utilize the VISITFLORIDA's Online Hospitality Training Program for their front line hospitality employees at area hotels, restaurants, transportation companies, sports facilities, attractions and shopping malls.

Work with area attractions to provide tours for front line hospitality staff so they can be better informed about what the area has to offer visitors.

## CONVENTION CENTER SUPPORT

**GOAL: Work with Florida State University, private hotel development companies and other entities to expand the meeting space in Leon County to attract new business to the destination.**

### STRATEGIES:

Serve as a resource to developers and industry partners who are considering adding or expanding meeting space.

Continue educating industry partners and developers on the needs of the destination that will support increased meetings and conventions economic growth.

**FY 2017 Budget Summary**  
**Meetings & Conventions**

---

<u><b>FY 2015-2016</b></u>		<u><b>FY 2016-2017</b></u>	
Other Contractual Services		Other Contractual Services	
Travel & Per Diem	13,075	Travel & Per Diem	11,790
Postage		Postage	
Rental & Leases		Rental & Leases	
Printing & Binding		Printing & Binding	
Promotional Activities		Promotional Activities	
TDC Merchandise		TDC Merchandise	
TDC Direct Sales & Promotions	27,390	TDC Direct Sales & Promotions	28,275
TDC Community Relations	4,900	TDC Community Relations	4,900
Other Current Charges	37,000	Other Current Charges	37,000
Uniforms		Uniforms	
Publications, Memberships	1,625	Publications, Memberships	1,625
Training	1,000	Training	1,000
Sponsorships & Contributions	4,600	Sponsorships & Contributions	5,225
Sub-total Operating	89,590	Sub-total Operating	89,815
Industry Participation	800	Industry Participation	400
Total Budget	88,790	Total Budget	89,415

Notes/Comments:

Replaced Rejuvenate with Religious Conference Management Association (RCMA). Added Connect Florida and exhibiting to the cost of Society of Government Meeting Professionals National Education Conference.

## FY 2016/17 Sales Plan Detail

Department		Meetings & Conventions									
Date	Show/Event	Location	Target	Show Cost	Travel Cost	Participation	Net Cost				
October 2-4, 2016	Small Market Meetings	Huntsville, AL	SMERF & Association	1,600	1,600		3,200				
October 5, 2016	FSAE Meeting Planner Symposium & Expo	Tallahassee, FL	Association	1,200			1,200				
October 25-27, 2016	Connect Florida	Orlando, FL	Association	2,950	1,000		3,950				
November 30-December 3, 2016	Florida Encounter	Kissimmee, FL	Corporate & Association	2,500	1,200		3,700				
January 2017	MPI North Florida	Jacksonville, FL	Corporate & Association	35	250		285				
February 7-9, 2017	RCMA- Emerge Conference	Chicago, IL	Religious	2,300	1,600		3,900				
February 21, 2017	XSite Tradeshow	Tallahassee, FL	Association	1,200	-		1,200				
March 2017	FSAE Meet & Greet	TBA	Association	50	500		550				
April 2017	MPI NF Ed Con Education Day	Jacksonville, FL	Corporate & Association	600	300		900				
May 2017	VIP Atlanta/Visit Florida	Atlanta, GA	Corporate & Association	1,300	540		1,840				
May 2016	Capital Events Tradeshow	Tallahassee, FL	Government, Corporate & Association	1,200			800				
June 6-8, 2017	SGMP National Conference	Ft. Lauderdale, FL	Government	1,900	1,200		3,100				
July 2017	FSAE Annual Meeting	TBA	Association	600	1,200		1,800				
August 2017	MPI SEC	TBD	Corporate & Association	1,000	1,100		2,100				
August 2017	Connect Marketplace	TBA	SMERF & Association	3,600	1,300	400	4,900				
August 2017	Florida Meeting Showcase	Tallahassee, FL	Government & Association	850			850				

LEON COUNTY  
DIVISION OF TOURISM DEVELOPMENT  
LEISURE TRAVEL

SALES PLAN FY17

Prepared by:

Gary Stogner, Senior Director of Marketing

**GOAL: Provide destination exposure and industry sales opportunities that attract nearly 200,000 group travelers from specific audience segments.**

**CONSUMER TRAVEL SEGMENT**

**STRATEGIES:**

Focusing on major events and destination amenities, communicate with audience segments in Florida, Georgia and Alabama with interests in, but not limited to:

- History and Heritage
- Arts and Culture
- Outdoor and recreation activities
- African American Heritage
- Dining & Entertainment

The primary emphasis involves attracting affinity groups (people with shared interests), with resulting business that increases the yield to area hotels during low demand periods. In some cases, the sales focus will promote established events and activities of interest to targeted prospects. While most of the sales outreach extends to group prospects outside of Leon County, a secondary effort involves assisting local clubs and organizations that may host out-of-town groups or have activities of interest to others within the target market area. The prospect universe is extensive. For example:

- Nearly 70 mountain bike clubs and more than 150 cycling clubs – for promoting Trailhassee and events such as Urban Gorilla, the Spaghetti 100 and other area rides
- Nearly 200 running clubs – for promoting the Tallahassee Marathon and other community runs, Trailhassee and the national championship meets at Apalachee Regional Park
- Nearly 200 car clubs – for promoting canopy road drives, general sightseeing and attractions within the county.
- Nearly 100 paddling clubs – for promoting Trailhassee and area paddle trips

In addition to direct sales calls, we will employ on-going email communications with prospects.

## **TRAVEL TRADE SEGMENT**

**GOAL: Average two leisure group visits per week with more than half of those involving overnight stays.**

### **STRATEGIES:**

Schedule more than 45 personal appointments with targeted operators at selected motor coach trade shows. Selection criteria will include operators specializing in African American Heritage, History and Heritage, Arts and Culture, LGBT and Student Travel.

These tradeshow include:

- American Bus Association, Louisville, Cleveland, OH
- Student Youth Travel Association
- Alabama Motorcoach Association, Georgia Motorcoach Association & South Central Motorcoach Association Regional Motorcoach

Host selected motor coach operators for destination site visits, meetings and interaction with industry contacts and learning about various tour options for future bookings.

Communicate quarterly with AAA offices in Florida, Alabama and Georgia and targeted tour operators through email newsletters. Conduct sales calls supporting new airline service.

## **INDUSTRY SUPPORT**

**GOAL: Maximize the experience for groups using Leon County hotels and/or attractions.**

### **STRATEGIES:**

Develop a comprehensive resource outlining group information, prices and amenities at all attractions for use by area hotels and tour operators.

Serve as a resource to the sales staff at area hotels in developing special itineraries for groups booked by the hotel.

Assist local clubs, organizations and associations such as Tallahassee Association of Wedding Professionals in arranging local itineraries for visiting groups.

**FY 2017 Budget Summary**  
**Leisure**

---

**FY 2015-2016**

Travel Cost	\$13,995
Event Cost	\$16,050
Community Relations	\$ 200
Dues/Publications:	\$ 2,750
Training:	\$ 1,200
Sponsorships	\$ 1,000
Cost:	\$34,945
Industry Participation	\$ 2,000
Total Net Budget	\$32,945

**FY 2016-2017**

Travel Cost	\$6,900
Event Cost	\$7,300
Community Relations	\$ 200
Dues/Publications	\$1,975
Training:	\$1,000
Sponsorships:	\$1,000
Cost:	\$18,375
Industry Participation	\$ 2,000
Total Net Budget	\$16,375

## FY 2016/17 Sales Plan Detail

Leisure  
 Department

Date	Show/Event	Location	Target	Show Cost	Travel Cost	Net Cost
Jan. 14-17	ABA Marketplace	Cleveland, OH	Tour Operators	1,600	1,200	2,800
January	Villages Travel Expo & Sales Calls	Villages, FL	Affinity Groups & AAA	600	300	900
January	Orlando-Tampa Bay Sales Calls	Orlando, Tampa	Affinity Groups & AAA	800	800	1,600
February	Jacksonville Area Sales Calls	Jacksonville	Affinity Groups & AAA	400	400	800
February	South Florida Area Sales Calls	South Florida	Affinity Groups & AAA	800	900	1,700
May	Villages Travel Expo & Sales Calls	Villages, FL	Affinity Groups & AAA	600	300	900
August	Student Youth Travel Association	TBD	Tour Operators	1,000	1,200	2,200
August	Alabama/South Central/Georgia	TBD	Tour Operators	1,000	1,000	2,000
TBD	United Airlines Sales	Houston	Top Producing Agencies	500	800	1,300
				<b>\$ 7,300</b>	<b>\$ 6,900</b>	<b>\$ 14,200</b>

LEON COUNTY DIVISION OF TOURISM DEVELOPMENT  
VISITOR SERVICES DEPARTMENT

SALES PLAN FY17

Prepared By:  
Andi Ratliff, Visitor Services Director

**GOAL: Maintain a welcoming, attractive environment within the Visitor Information Center (VIC) offering destination information and personalized assistance to 6,000 annual visitors.**

STRATEGIES:

Maintain current collateral from destination partners to share with visitors, enhance their itinerary and expand the economic benefit to Leon County.

Monitor consumer requests for the development of additional promotional collateral.

Ensure adequate staffing during operational hours (8 AM – 5 PM, Monday – Friday) by supervising part time employees and keeping them well informed regarding upcoming events, new restaurants/attractions and seasonal marketing campaigns.

Manage and maintain Visitor Information Center Gift Shop including inventory, consignment contracts, cash procedures and window display. Showcase destination assets and/or seasonal marketing campaigns with quarterly window displays.

Continue physical improvements in the Visitor Information Center that enhance the atmosphere and improve signage, and the organization/display of information.

**GOAL: Manage, track and coordinate distribution of 120,000 Visit Tallahassee visitor guides.**

STRATEGIES:

Manage contracts with two distribution vendors:

Information Distributors stores the 120,000 visitor guides and conducts two deliveries annually, distributing more than 33,000 guides to local industry partners and surrounding counties.

Florida Suncoast Tourism Promotions distributes an average of 13,000 visitor guides and 9,600 Visit Tallahassee rack cards to 41 Florida AAA Offices, Amtrak stations in Tampa and Lakeland, 22 regional chambers of commerce, Cross City and Lake City airports, nine regional attractions and 237 lodging establishments along I-95, I-10 and I-4 annually.

Ensure adequate supply of visitor guides and other destination marketing materials are delivered to area partners, five VISIT FLORIDA® Welcome Centers, five regional chambers of commerce/destination marketing organizations and five military bases. Total distribution to these organizations is more than 20,000 guides annually.

Fulfill an average of 8,000 visitor information requests within 48 hours of receipt from phone, web site and reader response inquiries generated by advertising..

Coordinate the distributions of more than 30,000 visitor guides to local businesses, attractions and hotels in addition to the biannual scheduled distributions.

Facilitate the distribution of more than 5,000 visitor guides for staff use at trade shows outside Leon County.

Research new opportunities for distributing visitor guides within an eight hour drive of Tallahassee.

Fulfill requests for Choose Tallahassee information within 48 hours of receipt from phone, web site, in addition to visitor guide fulfillment.

**GOAL: Assist internal staff with departmental needs.**

**STRATEGIES:**

Provide visitor guides, marketing materials and/or customized visitor packets for the more than 200 groups that visit Leon County annually.

Support division sales staff efforts by supplying destination marketing material for tradeshow and conferences

Manage the division's uniform and promotional item budget by monitoring the department budget, soliciting quotes, ordering items and maintaining accurate inventory of items

**GOAL: Assist Marketing Department with owned media maintenance/updates.**

**STRATEGIES:**

Maintain the consumer opt-in database

Maintain database for industry communications, publications and website listings.

Approve and edit more than 3,000 events submitted for the calendar of events for VisitTallahassee.com

**GOAL: Inform local and regional partners about special events, exhibits and seasonal marketing campaigns.**

**STRATEGIES:**

Maintain a summary of events and communicate highlights of upcoming major events to hotel and attraction partners in our newsletter.

Conduct sales calls with local tourism partners, to share information regarding upcoming marketing campaigns/promotions and determine other partner needs.

Coordinate periodic industry gatherings to share information about division activities, monitor partner feedback or address partner needs.

**FY 2017 Budget Summary**  
**Visitor Services**

---

<u><b>FY 2015-2016</b></u>		<u><b>FY 2016-2017</b></u>	
Other Contractual Services	\$ 13,200	Other Contractual Services	\$ 13,200
Travel & Per Diem	2,500	Travel & Per Diem	2,500
Postage	48,000	Postage	43,000
Rental & Leases	-	Rental & Leases	-
Printing & Binding	-	Printing & Binding	1,000
Promotional Activities	29,500	Promotional Activities	30,500
TDC Merchandise	4,000	TDC Merchandise	5,000
TDC Direct Sales & Promotions	-	TDC Direct Sales & Promotions	-
TDC Community Relations	-	TDC Community Relations	-
Other Current Charges	-	Other Current Charges	-
Uniforms	2,000	Uniforms	4,000
Publications, Memberships	-	Publications, Memberships	-
Training	1,000	Training	1,000
Sponsorships & Contributions	-	Sponsorships & Contributions	-
Sub-total Operating	100,200	Sub-total Operating	100,200
Industry Participation	-	Industry Participation	-
Total Budget	\$100,200	Total Budget	\$ 100,200



# LEON COUNTY DIVISION OF TOURISM DEVELOPMENT SPORTS DEPARTMENT

## SALES PLAN FY17

Prepared by:

Brian Hickey, Director of Sports

Amanda Heidecker, Assistant Director of Sports

**GOAL: Generate 35,000 room nights from sports events and team trainings, a 25% increase from previous fiscal year.**

### STRATEGIES:

Actively promote the destination's tournament and meetings facilities and capabilities at six selected tradeshows through interaction with new prospects and face-to-face meetings with existing clients.

Play a leading role with Leon County Parks in securing and promoting races and events at Apalachee Regional Park Cross Country Course that benefit industry partners and enhance internal resources such as Trailhassee.com.

Play a leading role in the Apalachee Regional Park Master Planning process.

Identify and target sports tourism business during non-peak months.

Play a leading role in the continued development/ enchantment of Trailhassee.com.

Develop new business leads with 12 event owners that can host events at our current sports venues.

Maximize participation in Special Events Grant program among local organizations that currently host or can potentially host additional events in Tallahassee.

Assist local partners whose organizations/facilities have the capability of hosting larger regional or national events and assist in submitting request for proposals (RFP's) for new events.

Utilize relationships with local universities/college in helping identify new opportunities/markets, for hosting a variety of events including post season tournaments, campus recreation, clubs and events.

Support partners and further develop relationships among community stakeholders by participation in four local events.

Identify venues and local groups for hosting training opportunities in emerging and established sports.

Host decision makers from five governing bodies or event rights holders for site visits to tour local venues, accommodations and support facilities suitable for hosting their events.

Work with staff in developing sports content for the website that features relevant information for new and emerging market segments and communicates how Tallahassee/Leon County fulfills specific needs for hosting sporting events.

Identify editorial and advertising opportunities in sports related journals and publications that provide more exposure for Tallahassee/Leon County as a premiere location for hosting tournaments and events.

Report data from post event reports that includes total visitors, room nights generated, direct spending and economic impact from sports events to the Leon County Tourist Development Council.

Provide superior customer service and respond to phone calls and emails within 24 hours.

Maintain active memberships with Florida Sports Foundation, National Association of Sports Commissions, USA Track & Field, Amateur Athletic Union and Amateur Softball Association and seek other membership with governing bodies and event rights holders that would prove beneficial in expanding sports-related business to the community.

**GOAL: Provide five leads for sports related meetings to the meetings and conventions department.**

**STRATEGIES:**

Communicate the opportunity to host small to mid-size meetings with sport associations and provide these leads to the meetings and convention sales director for appropriate follow-up.

Assist in planning and hosting Florida Sports Foundation Sport Commission legislative days.

Pursue meetings and conferences from national governing bodies, independent event owners, amateur sports leagues and college sports associations..

While conducting site visits for sports events, identify venues for meetings to generate future RFP's for the meetings markets.

**GOAL: Strengthen the image of Visit Tallahassee and the Tallahassee Sports Council locally to support our external marketing efforts.**

**STRATEGIES:**

Assist sports groups in maximizing media exposure through utilization of the marketing departments' resources including press releases, social media and utilizing other resources like #IHeartTally and #Trailhassee.

Coordinate six Sports Council meetings to support the Special Events Grant Program and bidded events, communicate the department and partners' activities and identify new business opportunities.

Conduct one workshop that educates groups and individuals about the grant program. Discuss and identify emerging trends and future opportunities in the sports market.

Increase use of the Visit Tallahassee web site for supporting and servicing local partners, tournament and events.

Achieve positive public relations for the destination through the use of social media in addition to developing spectator/ visitor databases.

Continue expanding the portfolio of restaurants and attractions participating in the cooperative promotional offers providing better customer service for the event organizers and additional business for local partners.

Continue developing volunteer programs needed for larger events.

Communicate the economic benefits realized (total visitors, room nights, direct spending and economic impact) from sporting events to industry members and local residents through emails and media coverage.

Provide superior customer service by responding to phone calls and emails within 24 hours.

## FY2017 Budget Summary

### Sports

---

<u>FY 2015-2016</u>		<u>FY 2016-2017</u>	
Other Contractual Services	-	Other Contractual Services	-
Travel & Per Diem	\$24,800	Travel & Per Diem	\$23,200
Postage	-	Postage	-
Rental & Leases	-	Rental & Leases	-
Printing & Binding	-	Printing & Binding	-
Promotional Activities	-	Promotional Activities	-
TDC Merchandise	-	TDC Merchandise	-
TDC Direct Sales & Promotions	\$18,300	TDC Direct Sales & Promotions	\$15,500
TDC Community Relations	\$1,200	TDC Community Relations	\$1,200
Other Current Charges (bid-pool)	\$180,000	Other Current Charges (bid-pool)	\$248,000
		FL Sports Foundation Grant/Bid	\$35,500
		Pool Reimbursement	
Uniforms	-	Uniforms	-
Publications, Memberships	\$2,350	Publications, Memberships	\$2,425
Training	\$2,000	Training	\$2,000
Sponsorships & Contributions	\$10,500	Sponsorships & Contributions	\$10,500
Sub-total Operating	\$239,150	Sub-total Operating	\$338,325
Industry Participation		Industry Participation	
<b>Total Budget</b>	<b>\$239,150</b>	<b>Total Budget</b>	<b>\$338,325</b>

Notes/Comments:

**FY 2016/17 Sales Plan Detail**

<b>Sports</b>
<b>Department</b>

Date	Show/Event	Location	Target	Industry			
				Show Cost	Travel Cost	Participation	Net Cost
October TBD**	NASC Market Segment Meeting	TBA	Industry Governing Bodies	\$ 1,100	\$ 3,100	\$ -	\$ 4,200
September 26-29**	TEAMS	Atlantic City	Multiple Governing Bodies	\$ 3,500	\$ 1,600	\$ -	\$ 5,100
November 30- December 4**	USATF Annual Meeting	Orlando	Track & Field / Cross Country	\$ 2,000	\$ 2,100	\$ -	\$ 4,100
December 9-10	USATF JO Olympic XC Championship	Hoover, AL	Site Visit/ Hosting 2017	\$ -	\$ 1,500	\$ -	\$ 1,500
March 26-30**	National Association of Sports Commissions Symposium	Sacramento, CA	Industry Related Meeting	\$ 1,200	\$ 3,500	\$ -	\$ 4,700
May TBA	iDSS Training	Minneapolis, MN	Professional Development	\$ 500	\$ 1,500	\$ -	\$ 2,000
May TBD	Florida Sports Foundation Annual Meeting	Ft. Lauderdale	Industry Related Meeting	\$ 300	\$ 800	\$ -	\$ 1,100
August** TBD	Connect/ USOC Olympic Sports Link (2 conferences/1 travel)	TBA	Multiple Governing Bodies	\$ 5,500	\$ 3,600	\$ -	\$ 9,100
August	Tallahassee Chamber Retreat	Amelia Island	Industry Relations	\$ 500	\$ 650	\$ -	\$ 1,150
September TBD	NASC Board of Director Retreat	Indianapolis	Board Member	\$ -	\$ 1,200	\$ -	\$ 1,200
May TBD	FADMO	TBD	Industry Related Meeting	\$ 300	\$ 750	\$ -	\$ 1,050
February 26-28	Running USA Conference	Orlando, FL	Running Industry	\$ 600	\$ 1,300	\$ -	\$ 1,900
TBD	Familiarization Tour	Leon County		\$ -	\$ 800	\$ -	\$ 800
TBD	Familiarization Tour	Leon County		\$ -	\$ 800	\$ -	\$ 800
<b>** Denotes both sports sales members traveling</b>				<b>\$ 15,500</b>	<b>\$ 23,200</b>	<b>\$ -</b>	<b>\$ 38,700</b>

**Visit Tallahassee  
2016-2017FY Projected Sports Bid-Pool**

<u>Event</u>	<u>Description</u>	<u>Proposed</u>	<u>Florida Sports Foundation Grant Ask</u>	<u>Event Status</u>	<u>Anticipated Room Nights</u>	<u>Anticipated Visitors</u>	<u>Anticipated Direct Spending</u>
FSU XC Invite/ Pre-State Meet	HS XC Pre-State Meet	\$ 26,000		Confirmed	1900	3500	\$ 996,179
FHSAA Cross Country State Championship	High School Cross County State	\$ 28,000		Confirmed	2200	5000	\$ 2,322,780
USATF Master's 5k XC Championship	Masters Men & Women	\$ 10,000	\$ 3,000	Confirmed	750	1000	\$ 472,595
NCAA XC South Regionals	Collegiate Races	\$ 5,000	\$ 5,000	Confirmed	700	1000	\$ 464,557
USATF Youth Region 4 XC Championship	Youth Races	\$ 10,000	\$ 7,500	Confirmed	2000	3500	\$ 985,960
AAU XC National Championship	Youth Races	\$ 30,000	\$ 7,500	Confirmed	2500	3000	\$ 1,222,976
USATF Club XC Championship	Adult/ Masters Races	\$ 30,000	\$ 7,500	Confirmed	2000	3000	\$ 1,928,930
Capital City Classic Basketball	Youth Basketball	\$ 5,000		Confirmed	100	250	\$ 114,242
USA Diving Zones	Youth Diving	\$ 5,000		Confirmed	750	1000	\$ 489,062
Tallahassee Senior Games	Senior Multi Sport	\$ 3,000		Confirmed	21	70	\$ 64,839
USSSA North Florida State Tournament (June)	Youth Girls Fast Pitch	\$ 12,500		Confirmed	500	750	\$ 494,672
YBOA - Super Regional	Boys and Girls Youth Basketball	\$ 7,000		Confirmed	475	1000	\$ 382,712
YBOA - State Series	Boys Basketball	\$ 10,000		Pending	1500	2500	\$ 1,037,621
ASA Softball - National Qualifier Cap City Invite	Youth Girls Fast Pitch	\$ 10,000		Confirmed	509	791	\$ 300,234
AAU T&F National Qualifier	Youth Track & Field	\$ 15,000		Pending	1585	2000	\$ 1,149,351
USSSA Touramnet (May)	Youth Girls Fast Pitch	\$ 7,500		Confirmed	900	1500	\$ 570,644
Travel Ball USA	Youth Baseball	\$ 7,500		Confirmed	250	500	\$ 189,781
BSC Super NIT	Adult Black Softball	\$ 8,500		Confirmed	437	875	\$ 266,115
Gold Star Elite Invitational	Youth Girls Fast Pitch	\$ 15,000		Confirmed	1000	800	\$ 415,049
USSSA Baseball (USP Tournaments)	Youth Boys Baseball	\$ 7,500		Confirmed	250	500	\$ 189,781
USATF Region 4 T&F Championship	Youth Track & Field	\$ 10,000	\$ 5,000	Pending	1900	3500	\$ 996,179
Jacksonville Storm	Youth Girls Fast Pitch	\$ 21,000		Confirmed	2400	2100	\$ 1,331,869

<b>Florida Sports Foundation Grant Funds</b>	<b>Total</b>	\$ 35,500
--	--------------	-----------

<b>Sub-Total Event Budget</b>	<b>Total</b>	283,500.00
-------------------------------	--------------	------------

**Budgeted**

	24,627	38,136	\$ 16,386,128
--	--------	--------	---------------

<b>Total Difference</b>	<b>35,500.00</b>
-------------------------	------------------

**Tourism Development  
Budget Development Worksheet Working FY16-17**

**TDC Proposed**

5/5/2016

5-Cent Collections		FY2014	FY2015	FY2016	FY2016/2017	FY2016/2017		Comments/Notes
Acct #	REVENUES	Actual	Actual	Adj. Budget	Proposed	Calculations		
312100	Local Option Resort Taxes (3.75-cent)	3,582,476	3,740,386	3,455,625	3,680,700	FY2017: \$1,065,133 per penny @ 100% with \$6,000 from AirBnB \$1,033,179 per penny @97% \$1,033,179 @ 95% = \$981,520 * 3.75 = \$3,680,700  Rental income based on flat rental rate of \$850/month.  Co-op partnerships with industry partners: (Meetings: \$400 / Leisure: \$2000) \$35,500 Florida Sports Foundation Grant Revenue		
312110	TDT COCA (1.25 cent/Interest)	895,614	1,246,795	1,151,875	1,226,900			
361111	Pooled Interest Allocation	33,441	69,877	56,715	50,000			
361110	Interest Income (Investment)	(872)	56	-	-			
361320	Tax Collector FS 125.315	241	12	-	-			
361300	FMV of Investment	-	13,198	9,828	-			
362000	Rents & Royalties	10,200	10,200	10,200	10,200			
365000	Merchandise Sales	2,663	2,812	4,000	3,000			
366930	Contributions/Partnerships	1,600	1,100	3,000	2,400			
369900	Miscellaneous Revenue	7,918	-	-	35,500			
	<b>Total/Total Estimated Receipts</b>	<b>4,533,281</b>	<b>5,084,436</b>	<b>4,691,243</b>	<b>5,008,700</b>			
	F.S. Req 95%							
	Less: One cent collections	(895,614)						
	CarryForwards		112,618	358,500	-			
	Appropriated Fund Balance		674,179	267,815	491,300			
	<b>Total Actual/Budget</b>	<b>3,637,667</b>	<b>5,871,233</b>	<b>5,317,558</b>	<b>5,500,000</b>			
	Total Revenues Budget				<b>\$ 5,500,000</b>			
Acct #	EXPENDITURES	FY2014	FY2015	FY2016	FY2016/2017	FY2016/2017		Comments/Notes
	<b>Administration (301)</b>	Actual	Actual	Adj. Budget	Proposed	Calculations		
51200	Salaries & Wages	281,291	208,909	217,691	223,632	FTE = 3.5		Provided by HR/OMB.
51250	Regular OPS Salaries	12,818	14,319	21,749	21,750		FY2016 Personnel Total Cost: 336,222	Provided by HR/OMB.
52100	FICA/Medicare	21,321	15,661	16,999	16,604			Provided by HR/OMB.
52200	Retirement Contributions	34,711	33,301	34,778	35,403			Provided by HR/OMB.
52210	Deferred Compensation	206	755	766	766			Provided by HR/OMB.
52300	Life & Health Insurance	37,388	36,819	43,742	46,155			Provided by HR/OMB.
52400	Workers Compensation	883	443	497	359	344,669	2.5% Increase in Personnel	Provided by HR/OMB.
53400	Other Contractual Services	80,380	115,380	115,500	115,500		Research (100,000) , iDSS (740x12 = 8,800 ~ 9,000), STR (2000); Impact Calculator: 4,500	
54000	Travel & Per Diem	6,321	9,470	7,500	7,500		Director travel.	
54100	Communications Services	420	-	-	-			
54101	Communication - Phone System	1,467	1,267	3,150	1,380		Suncom/Centrex:	Suncom/Centrex charges.
54200	Postage	-	-	-	-			
54300	Utilities	12,195	14,221	14,500	14,500		Electric/Water/Sewer . OMB will adjust for rate change	
54400	Rental & Leases	9,176	8,839	9,500	9,500		Copiers Centralized Printing 4500 increase from operating supplies; Storage ctr: 163.5/mo.=1962; Parking validation for TDC Meetings/Visit Tlh mtgs/events =654	
54505	Vehicle Coverage	661	799	779	730		Insurance cover for VisitTallahassee van.	
54600	Repair & Maintenance	17,113	22,852	34,000	34,000		Pitney Bowes 155/mo=1860; Facilities 2500/mo=30000; Fire/Burglar Monitoring 420/qtr=1680; Window cleaning 35/mo=420 = 33,960	
54601	Vehicle Repair	165	119	522	520		Maintenance on van.	
54900	Other Current Charges	1,227	1,060	1,971	1,971		Bottled Water (80/month)=960; Usage fees for multifunctionals:1,011	
55100	Office Supplies	2,785	952	1,000	1,000		General office supplies	
55200	Operating Supplies	6,664	8,474	3,000	3,000		Supplies for meetings, supplies for office equipment, special notice costs, and petty cash	
55210	Fuel & Oil	777	279	1,000	1,000		Fuel - van	
55400	Publications, Memberships	2,248	2,128	2,300	2,300		Chamber of Commerce: \$290; Capital City Chamber of Commerce: \$250; CoCA = \$50; Alleyway Assn: \$300; Tlh Democrat: 60/month (720); US Today (213.20); Kiplinger (60); DMBA (145), London Publications (195), FL Trend (15.00)	
55401	Training	790	-	3,000	3,000		Professional Development training	
	<b>Sub-Total: Program 301-Admin</b>	<b>531,006</b>	<b>496,047</b>	<b>533,944</b>	<b>540,570</b>	10%	195,901	

**Tourism Development  
Budget Development Worksheet Working FY16-17**

**TDC Proposed**

5/5/2016

	FY2014	FY2015	FY2016	FY2016/2017	FY2016/2017	
<b>Advertising/Public Relations (302)</b>	Actual	Actual	Adj. Budget	Proposed	Calculations	Comments/Notes
53400 Other Contractual Services	1,002,697	850,899	1,168,786	1,141,473		Advertising / Public Relations services for Trailhassee Niche Public. & enhancements to website
54900 Other Current Charges		-		-		
Sub-Total: Program 302-Adv/PR	1,002,697	850,899	1,168,786	1,141,473	21%	
<b>Marketing (303)</b>						
51200 Salaries & Wages	343,229	433,208	453,676	468,779	Salaries.Benefits: 628,839	Provided by HR/OMB.
51250 Regular OPS Salaries	12,818	11,306	21,749	21,750	Operating: 814,470	Provided by HR/OMB.
52100 FICA/Medicare	26,706	32,575	37,321	36,963	8.5 FTE 1,443,309	Provided by HR/OMB.
52200 Retirement Contributions	24,097	30,390	34,279	35,252	FY2015: 612,281 2.6%	Provided by HR/OMB.
52210 Deferred Comp Match	663	-	-	-		
52300 Life & Health Insurance	24,691	45,703	63,499	64,766		Provided by HR/OMB.
52400 Workers Compensation	1,497	1,368	1,757	1,329	Total of 301/303: 973,508	Provided by HR/OMB.
53400 Other Contractual Services	75,913	78,999	87,700	94,200	Book Direct (6,000); Suncoast: (8200); VG Editorial, Photography, Blog (9000); courier srv (5000), Amphitheater Management Cost: 66000	
54000 Travel & Per Diem	68,065	59,717	81,070	70,890	Travel & Entertainment (Actuals include Class C)	
54100 Communication Services	4,163	5,448	7,823	7,823	Cell phone chrgs: \$4780; WIFI/Service Plans (1123)/Overage: 1500; Opex (800) service: 420	
54101 Communication - Phone System	729	456	1,550	1,550	Suncom/Centrex, to be adjusted/provided by MIS.	
54200 Postage	38,568	45,783	48,000	43,000	VG Fulfillments/Tradeshaw shipment costs.	
54400 Rental & Leases	2,293	2,021	3,347	3,347	Parking for Volunteer staff, Storage Ctr (\$133.50/mo)	
54700 Printing	3,706	5,233	5,400	6,400	Wayfinding Maps	
54800 Promotional Activities	32,044	55,959	79,500	30,500	Promotional items	
54860 TDC Direct Sales Promotions	48,551	41,729	99,835	59,667	Tradeshaw costs: registrations/booth fees	
54861 TDC Community Relations	7,080	5,305	18,300	13,300	Includes VT Annual Roll-out and additional Local Events	
54862 TDC Merchandise	530	1,437	4,000	5,000	merchandise for giftshop resale (Consignments)	
54900 Other Current Charges	172,386	221,178	221,000	285,000	Bid Pool for Sports(248000)/ Meetings/Transportation(37000)	
549XX FL Sports Foundation Grant	-	-	-	35,500	Reimbursement for Bid Pool	
54948 TDC Amphitheatre Promotions	175,240	47,152	150,000	100,000	Amphitheater Programming	
55100 Office Supplies	1,686	3,498	3,700	3,700	Office supplies	
55200 Operating Supplies	4,827	4,621	5,000	5,000	Operating supplies	
55250 Uniforms	1,498	2,101	2,000	4,000	Visitor Ctr staff uniforms	
55400 Publications, Memberships	17,520	14,503	17,363	19,368	Industry memberships/sub.	
55401 Training	5,874	295	8,000	8,000	Training and professional development.	
56400 Machinery & Equipment	-	-	-	-		
58160 TDC Local T&E	643	689	1,500	1,500	Local travel (mileage)	
58320 Sponsorships & Contributions	13,368	20,280	16,100	16,725	Includes Red Hills EMS (10000); other sponsorships: 6725	
Sub-Total: Program 303-Mrktg	1,108,385	1,170,954	1,473,469	1,443,309	26%	
<b>Special Events/Grants (304)</b>						
58300 Grants & Aids	130,349	249,784	467,500	515,000	Grant Program: Cultur/genl-100,000; Sprts-115,000; Sigt Evnt: 300,000	
58320 Sponsorships & Contributions	-	-	-	-		
Sub-Total: Program 304-Special E	130,349	249,784	467,500	515,000	9%	

**Tourism Development  
Budget Development Worksheet Working FY16-17**

**TDC Proposed**

5/5/2016

	FY2014 Actual	FY2015 Actual	FY2016 Adj. Budget	FY2016/2017 Proposed		FY2016/2017 Calculations	Comments/Notes
<b><u>Countywide Automation (470)</u></b>							
54110 Com-net Communications	8,560	8,815	8,820	8,820			Provided by OMB.
54600 Repairs and Maintenance	-	-	-	2,875			
Sub-Total: Program 470	8,560	8,815	8,820	11,695	0.2%		
<b><u>Risk Allocations (495)</u></b>							
54500 Insurance	4,678	6,987	6,760	6,858			\$ 254,553
Sub-Total: Program 495	4,678	6,987	6,760	6,858	0.1%		
<b><u>Indirect Cost (499)</u></b>							
54900 Indirect Cost (499)	115,908	154,000	189,000	236,000			4%
Sub-Total: Program 499	115,908	154,000	189,000	236,000			
<b><u>CRC Grant Prog. (COCA) (888)</u></b>							
58214 CRC Grant Program	504,500	904,500	1,151,875	1,226,900		1,226,900	COCA: 1 and 1/4 penny for FY17
58260 Other Grants & Aids	84,500	-	90,000	-			
58300 Other Grants & Aids	-	229,000	-	-			
Sub-Total: Program 888	589,000	1,133,500	1,241,875	1,226,900	22%		
<b><u>Transfers (950)</u></b>							
591220 Transfer to Fund 220	163,451	163,451	156,576	136,895			- Debt Service: This bond was issued to fund the Northeast Fire Station, the acquisition of the Tourist Development Council building, numerous stormwater projects and the initial funding for a County Courthouse annex. In 2005, a portion of this debt was refunded. Debt Service scheduled to retire FY2017. - Capital Improvements: Apalachee Regional Park including restrooms , storage and paved roads (\$150,000) Welcome Center 2nd floor improvements/updates (\$41,300)
591305 Transfer to 305	30,000	-	-	191,300			
Sub-Total: Program 950	193,451	163,451	156,576	328,195	6%		
<b><u>Contingency (990)</u></b>							
59900 Other Non-operating assets (Emerg	\$ -	\$ 40,998	\$ 50,000	\$ 50,000			1%
59901 Salary Contingency/Reserve							
Sub-Total: Program 990	\$ -	\$ 40,998	\$ 50,000	\$ 50,000			
<b>Total Expenditures Budget</b>	<b>\$ 3,684,035</b>	<b>\$ 4,275,435</b>	<b>\$ 5,296,730</b>	<b>\$ 5,500,000</b>			

\$ 0



# Visit Tallahassee

2nd Quarter Visitor Tracking Report  
January – March 2016



# 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 and 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 and in-person interviews
- Sample size – 926 completed surveys
- Second quarter\* 2016 visitors to Tallahassee
- Data collection: January 2016 – March 2016

\*January, February, and March 2016



# Tourism Snapshot: January – March 2016

Visitor Statistics	FY 2015	FY 2016	% Change
Visitors	684,684	692,211	+1.1%
Direct Expenditures*	\$152,902,403	\$162,379,704	+6.2%
Total Economic Impact	\$241,585,797	\$256,559,932	+6.2%

Lodging Statistics	FY 2015	FY 2016	% Change
Occupancy	65.1%	65.5%**	+0.6%
Room Rates	\$93.09	\$98.70**	+6.0%
RevPAR	\$60.60	\$64.64**	+6.7%
Room Nights	330,037	336,649**	+2.0%
TDT Collections	\$1,044,746	\$1,264,209***	+21.0%

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

\*\* From STR Report

\*\*\* From Leon County TDC



# Typical Tallahassee Visitor

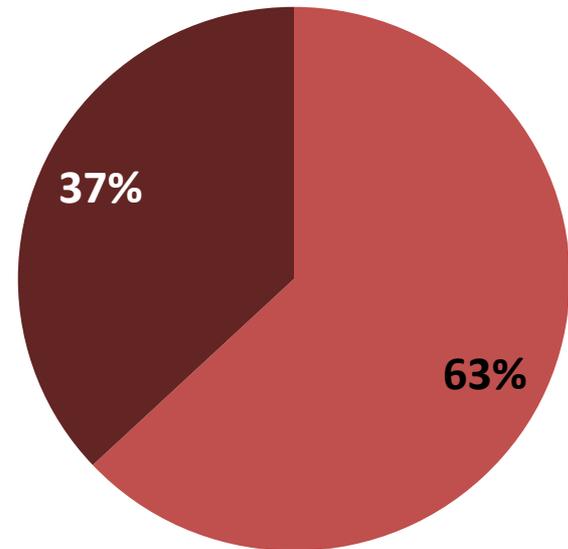
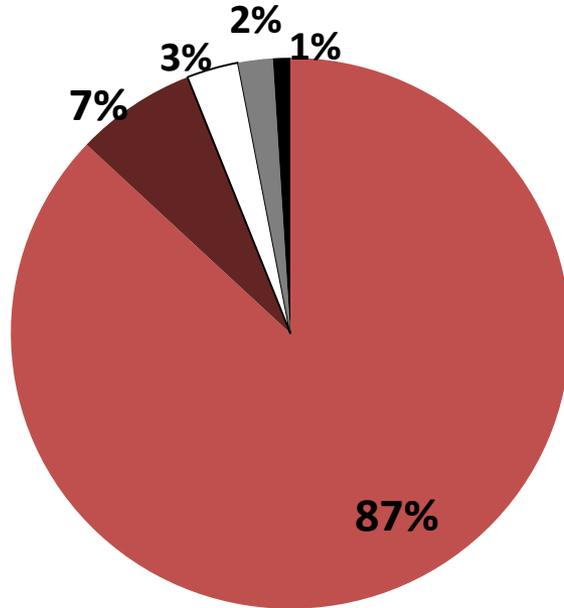
---

- Was **45** years old. [50 in Q2 FY2015]
- Was female (**60%**). [54% in Q2 FY2015]
- Had a median household income of **\$80,900**. [\$98,400 in Q2 FY2015]
- Was from the Southeast (**87%**). [85% in Q2 FY2015]



# Origin of Tallahassee Visitors

6 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, AK, HI



# Origin of Tallahassee Visitors

## Top Markets

	Q2 FY2015	Q2 FY2016
Miami-Ft. Lauderdale	9%	15%
Tampa-Clearwater-St. Petersburg	16%	13%
Atlanta	8%	11%
Orlando	5%	8%
Surrounding areas*	13%	5%
Jacksonville	6%	5%
Pensacola-Mobile	6%	3%
Charlotte	<1%	3%
Panama City-Destin	4%	3%
Lakeland, FL	1%	3%
Washington DC-Baltimore	2%	2%
Melbourne-Vero Beach	2%	2%
Ocala	3%	2%

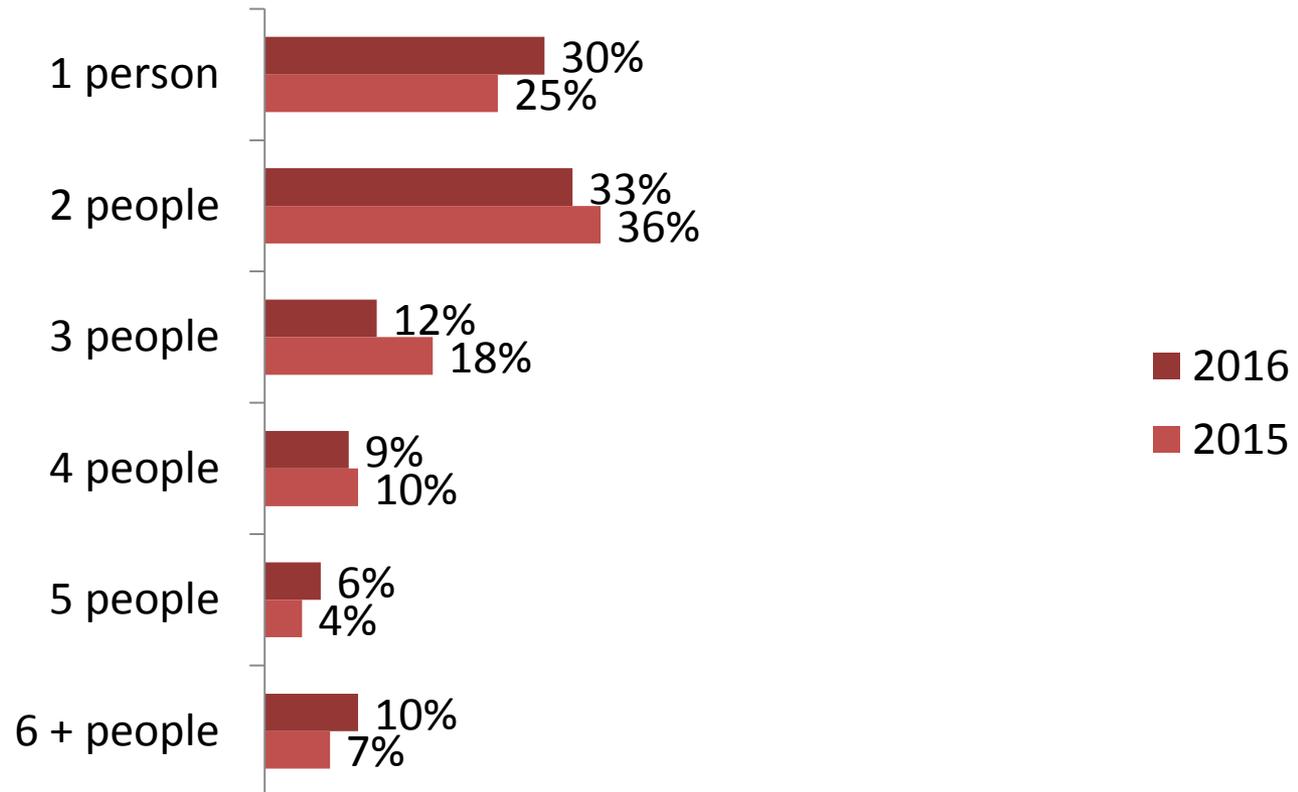


\*Gadsden, Liberty, Wakulla, & Jefferson Counties



# Typical Tallahassee Visitor

- Traveled in a party composed of **3.1** people. [2.6 in Q2 FY2015]
- **70%** traveled with at least one other person. [75% in Q2 FY2015]
- **43%** traveled with people under the age of 20.



# Typical Tallahassee Visitor

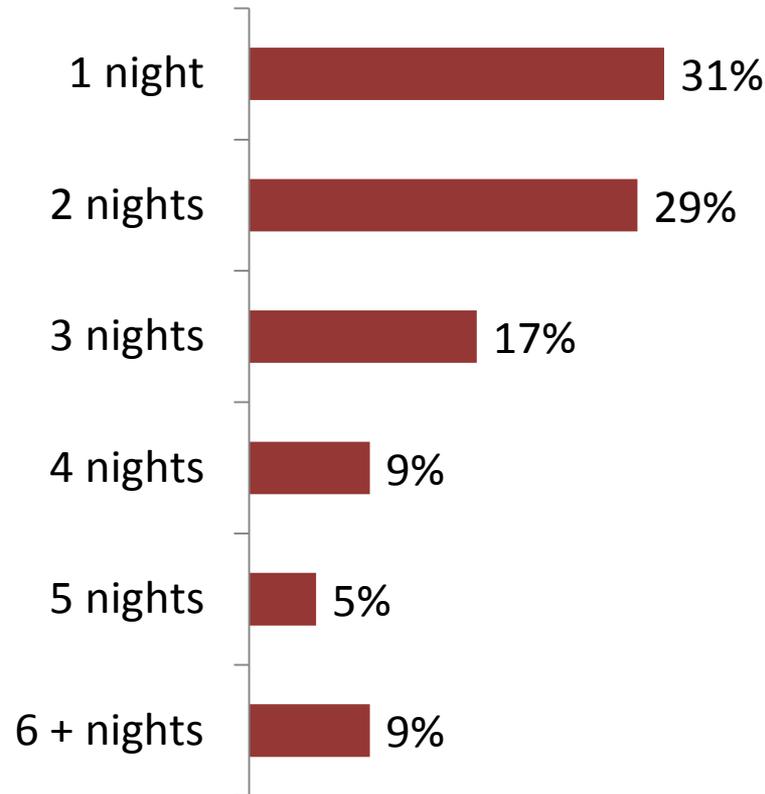
---

- **Drove** to Leon County (**87%**). [90% in Q2 FY2015]
- Indicated that Leon County was the primary destination for their trip (**87%**). [91% in Q2 FY2015]



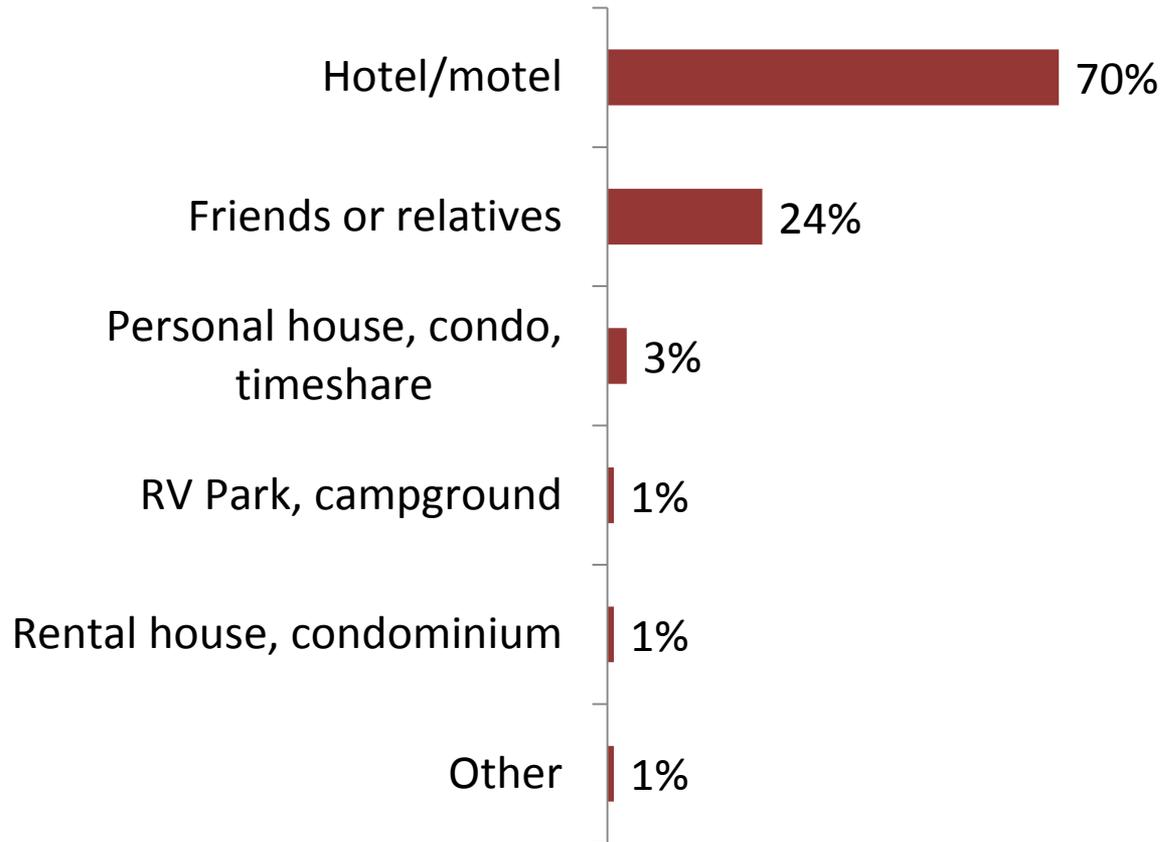
# Typical Overnight Tallahassee Visitor

- Spent **2.9** nights in Leon County. [2.4 in Q2 FY2015]
- **69%** stayed 2 nights or more:



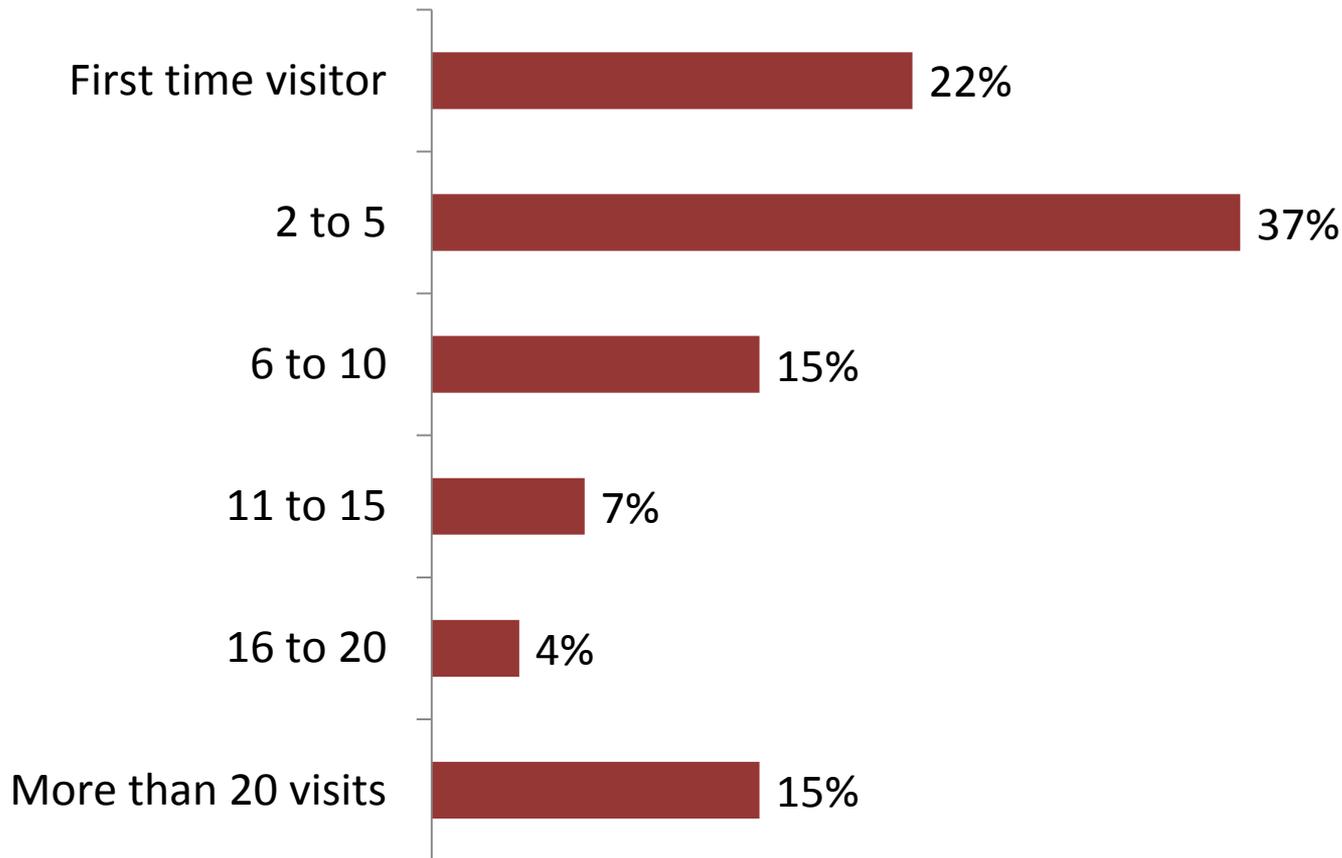
# Accommodations for Overnight Visitors

- 7 out of 10 visitors (**70%**) who stayed overnight booked a hotel.



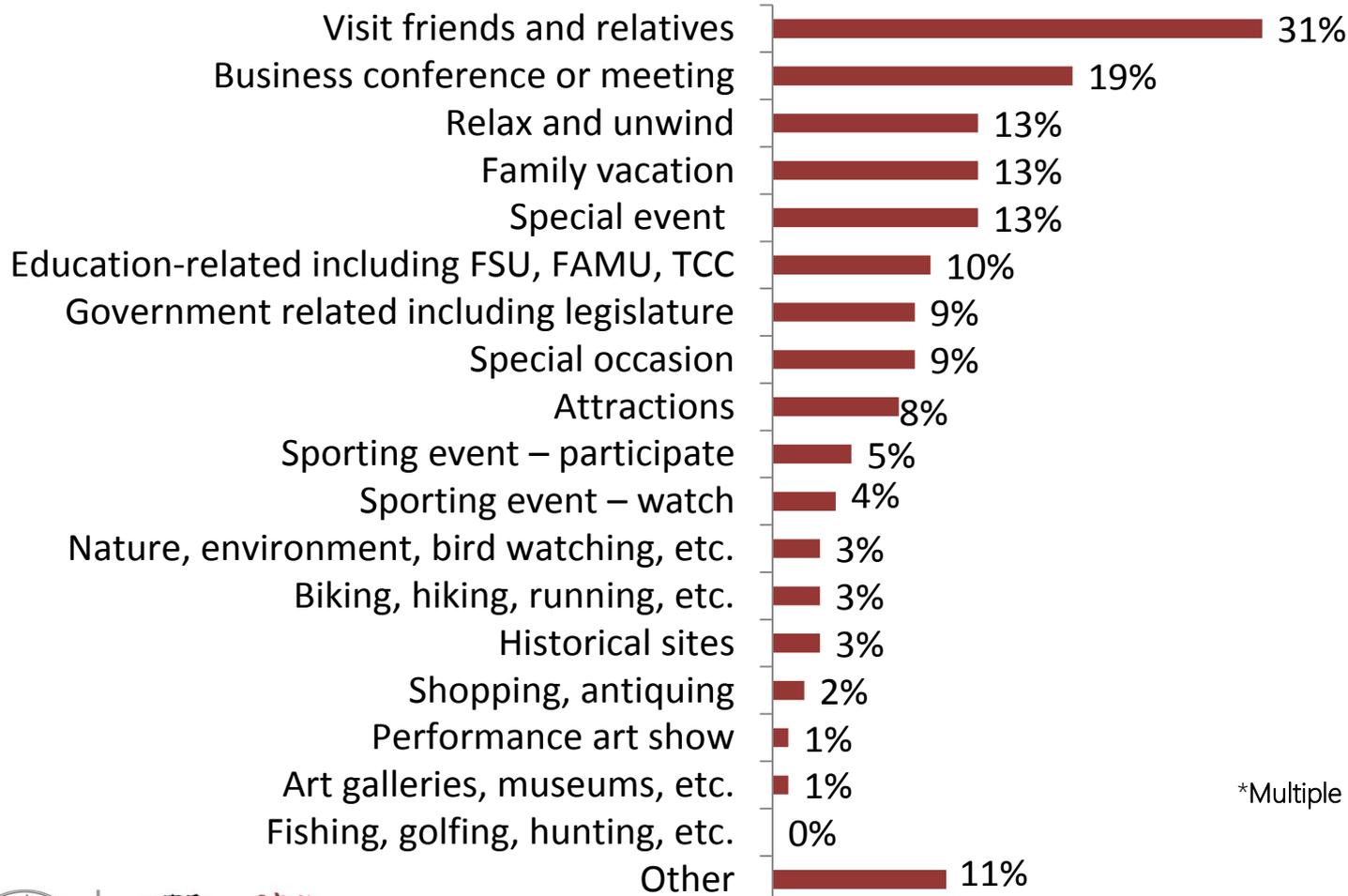
# Experience with Tallahassee

- **22%** were first time visitors. [25% in Q2 FY2015]
- **15%** have visited Tallahassee more than 20 times. [20% in Q2 FY2015]



# Reasons for Visiting

- Three in ten visitors (**31%**) came to visit friends and relatives.\*



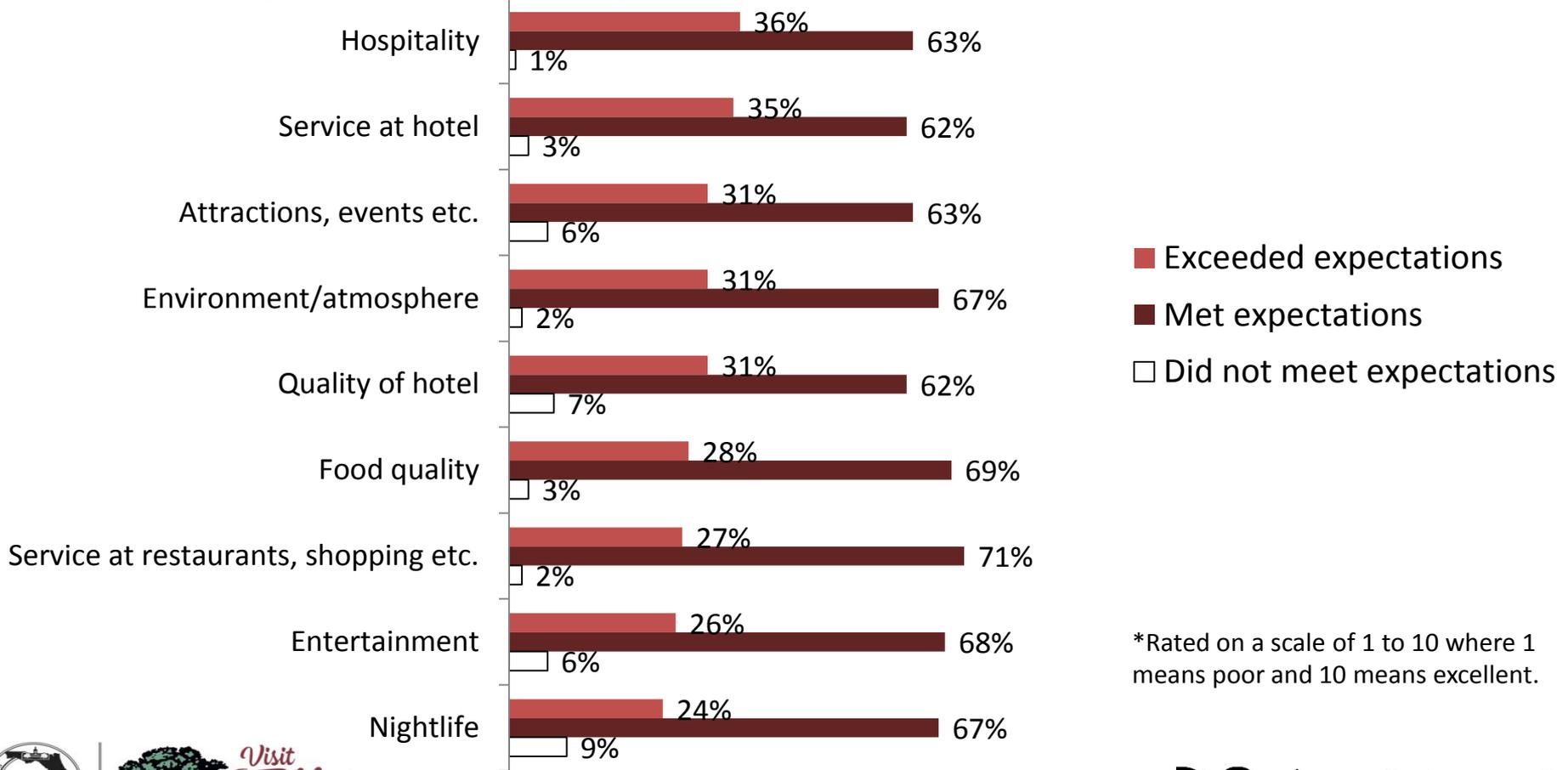
\*Multiple responses permitted



# Rating Experiences in Tallahassee

- Visitors gave Leon County a rating of **8.0 out of 10** as a place to visit.\* [7.7 in Q2 FY2015]

- Visitors' ratings of their stay along various attributes:

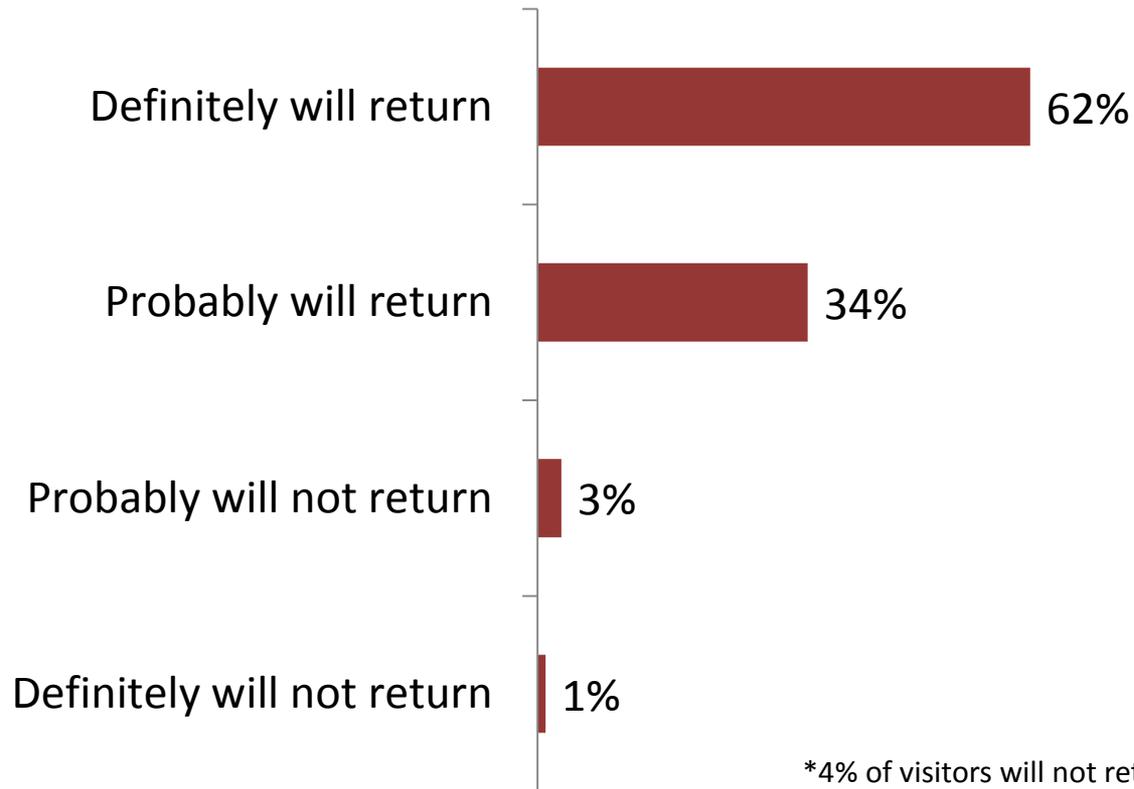


\*Rated on a scale of 1 to 10 where 1 means poor and 10 means excellent.



# Likelihood of Returning

•**96%** of visitors will return to Leon County.\* [95% in Q2 FY2015]



\*4% of visitors will not return for the following reasons:

1. Event/occasion for visit is over (2%)
2. Prefer variety in vacation spots (1%)
3. Limited shopping/restaurants (1%)



# Visitors' Expenditures

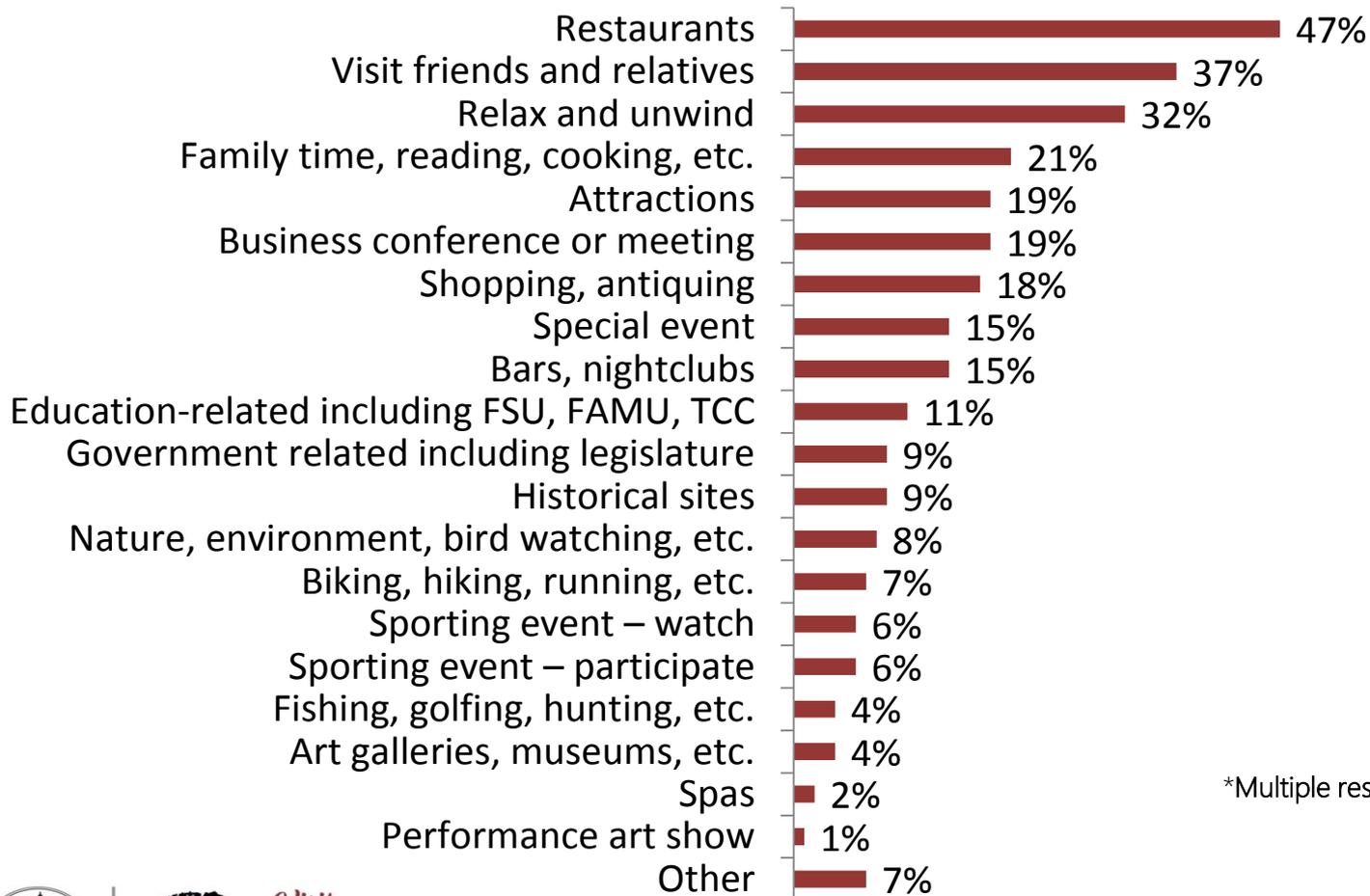
- Visiting parties spent **\$360** a day and **\$1,044** on their trip.

	Average Daily Expenditure Q2 2015	Total Trip Expenditure Q2 2015	Average Daily Expenditure Q2 2016	Total Trip Expenditure Q2 2016
Accommodations	\$129	\$310	\$131	\$380
Restaurants	\$88	\$211	\$87	\$252
Groceries	\$16	\$38	\$9	\$26
Shopping	\$81	\$194	\$61	\$177
Entertainment	\$64	\$154	\$37	\$107
Transportation	\$29	\$70	\$27	\$78
Other	\$17	\$41	\$8	\$24
<b>Total</b>	<b>\$424</b>	<b>\$1,018</b>	<b>\$360</b>	<b>\$1,044</b>



# Visitors' Activities

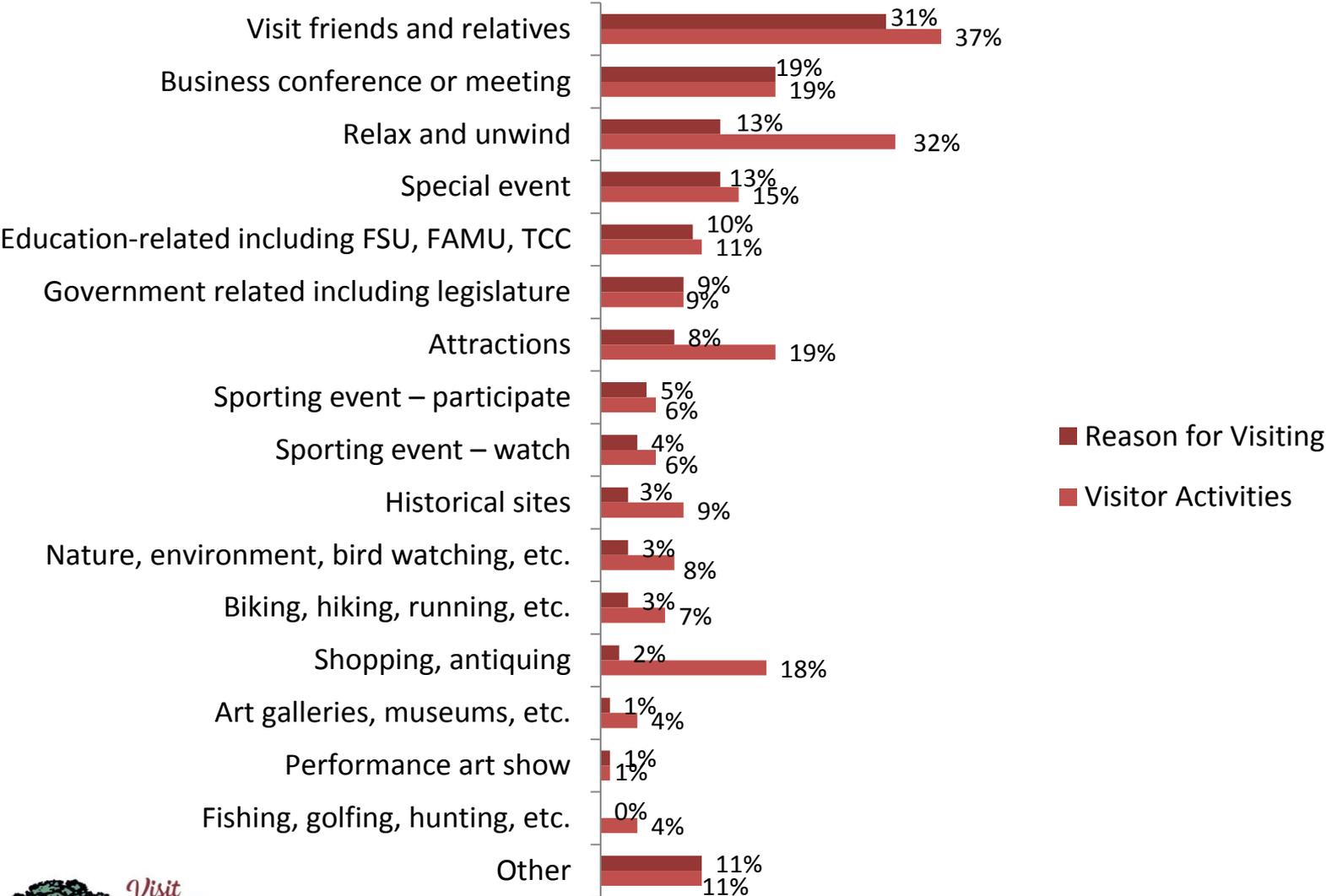
- About half of visitors (**47%**) ate in area restaurants:\*



\*Multiple responses permitted

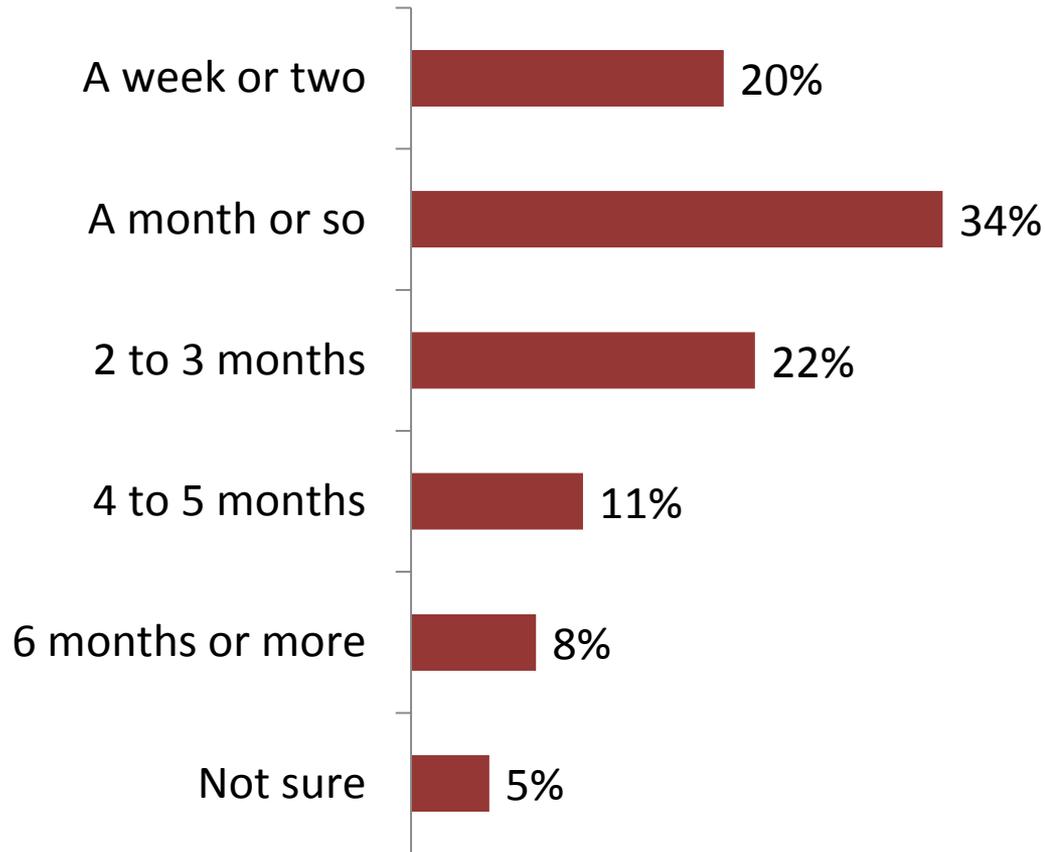


# Reasons for Visiting vs. Visitor Activities



# Trip Planning

- Over half of visitors (**54%**) planned their trip within **a month** of travel.



# Sources of Information

- Talking to friends was used most frequently to plan trips to Tallahassee.\*



\*Multiple responses permitted



# Finding Your Way Around

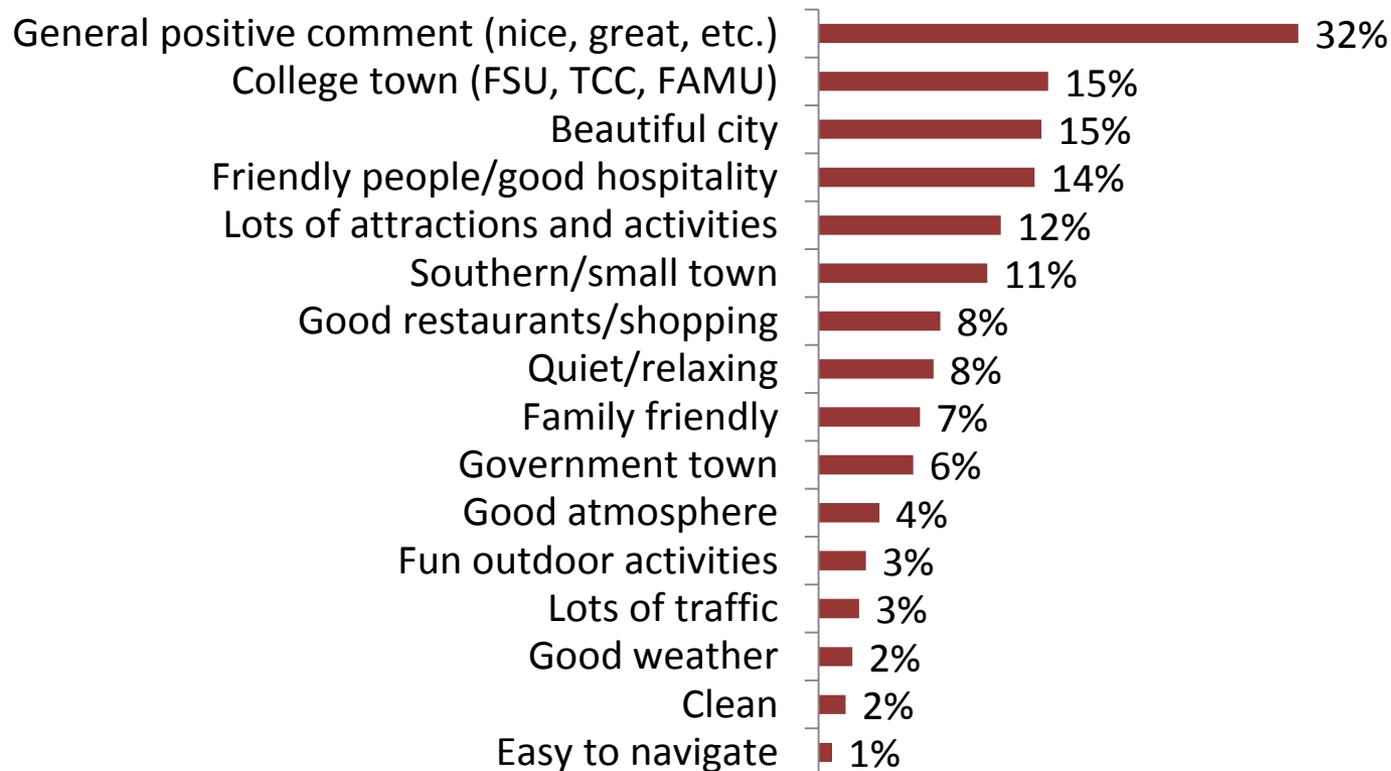
- Has a smartphone or tablet (**97%**).
- Use their smartphone to plan their trip or to learn how to get around while they are in Leon County (**71%**).
- **6%** of visitors requested a Visitors Guide prior to their visit to Leon County.
- Visitors Guide received a rating of **8.4 out of 10\***.
- **2%** of visitors stopped at the Visitors Center during their visit to Leon County.
- Visitors Center received a rating of **8.1 out of 10\***.

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



# Perceptions of Leon County\*

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



\*Open-ended responses, multiple responses permitted



# 2015 – 2016 Comparisons

	Jan – Mar 2015	Jan – Mar 2016
Age	50	45
Household income	\$98,400	\$80,900
From Florida	69%	63%
Travel party	2.6 people	3.1 people
Drove to Tallahassee	90%	87%
Nights spent	2.4	2.9
Stayed hotel/motel	66%	70%
1 <sup>st</sup> time visitors	25%	22%
Definitely/probably will return	95%	96%
Spending per trip	\$1,018	\$1,044
Rating of their experience	7.7	8.0 <sup>1</sup>

<sup>1</sup>On a 10-point scale.



# Comments from Visitors

---

- From visitors who describe Leon County as **generally positive**:

“Very nice and a change from South Florida.”

“Love it here, Tallahassee is a nice place.”

“I love it here. I'd recommend anyone to visit.”

“From what I've seen, I like it here. It's a nice place.”



# Comments from Visitors

---

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

“Good place to attend college. The FSU campus is really pretty and the sporting events are fun. Great nightlife experiences and quiet peaceful scenery on the other side of town.”

“It’s where you go to visit the most exciting college town in the state and embrace the Capital of Florida.”

“It's a college town with great restaurants and cool artwork!”

“Great place for a kid to go to college!”



# Comments from Visitors

---

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

“Rolling hills, beautiful old trees with moss hanging from the branches. Most of the buildings are red brick. Very clean in the area I was in. Great time.”

“Leon County is a beautiful Southern city with lots to do and see and very friendly people.”

“Beautiful, rolling hills, great old oaks, university town, state Capital.”

“Beautiful historical architecture.”



# Comments from Visitors

---

- Describes Leon County as **friendly and hospitable**:

“Tranquil, laid back, friendly, more southern like Georgia and not like rest of Florida.”

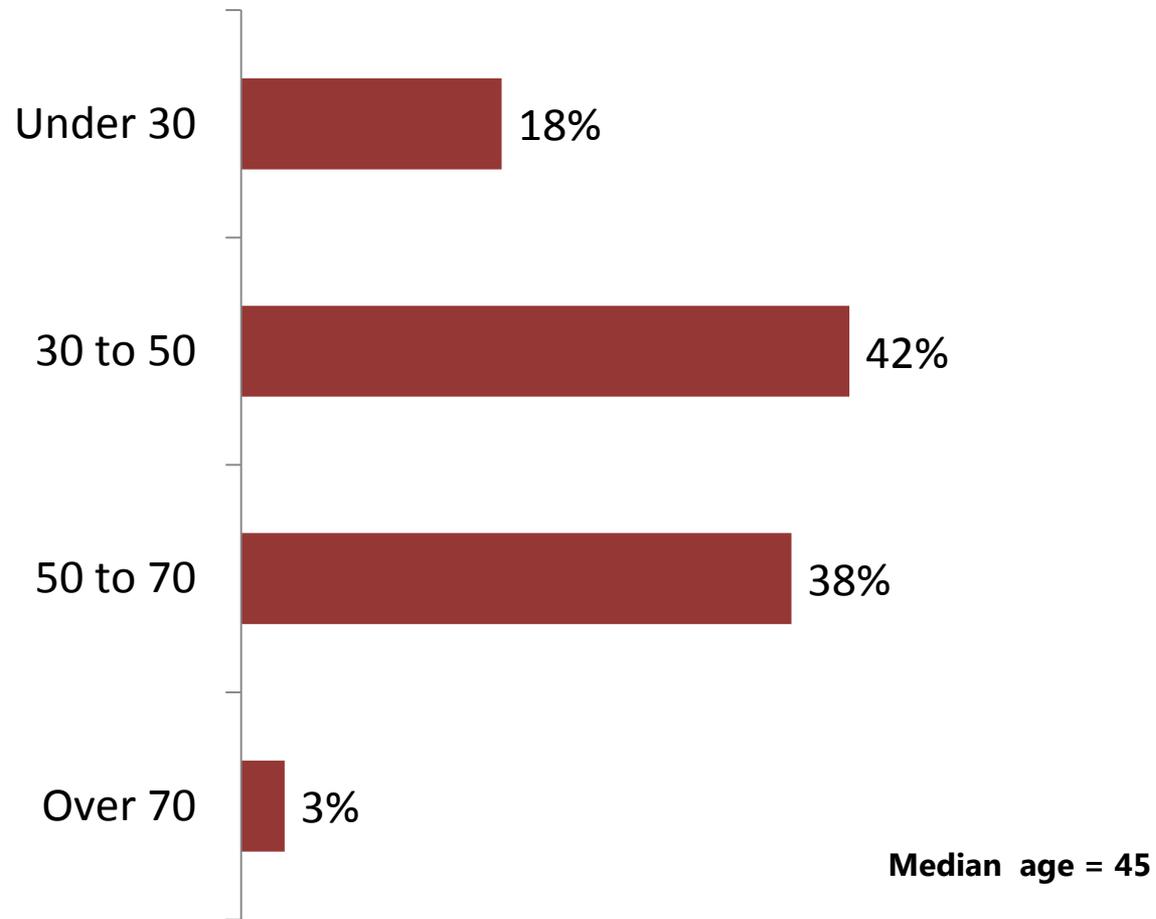
“Southern hospitality is what it's all about.”

“Old world charm, old oak trees, brick buildings, friendly, cheerful residents, lots to do/visit, government center, malls, parks, etc.”

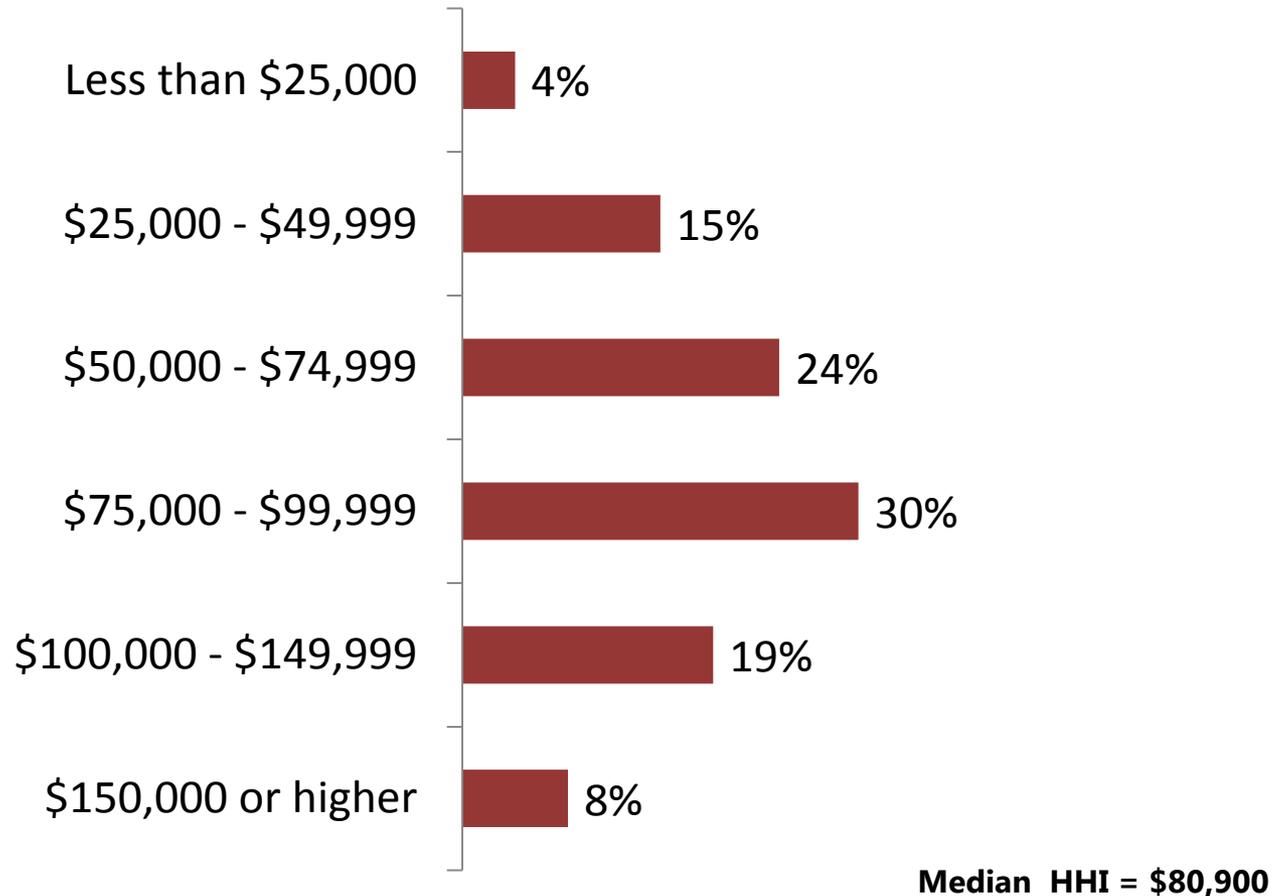
“I like the atmosphere here. The people are nice and it's a great area.”



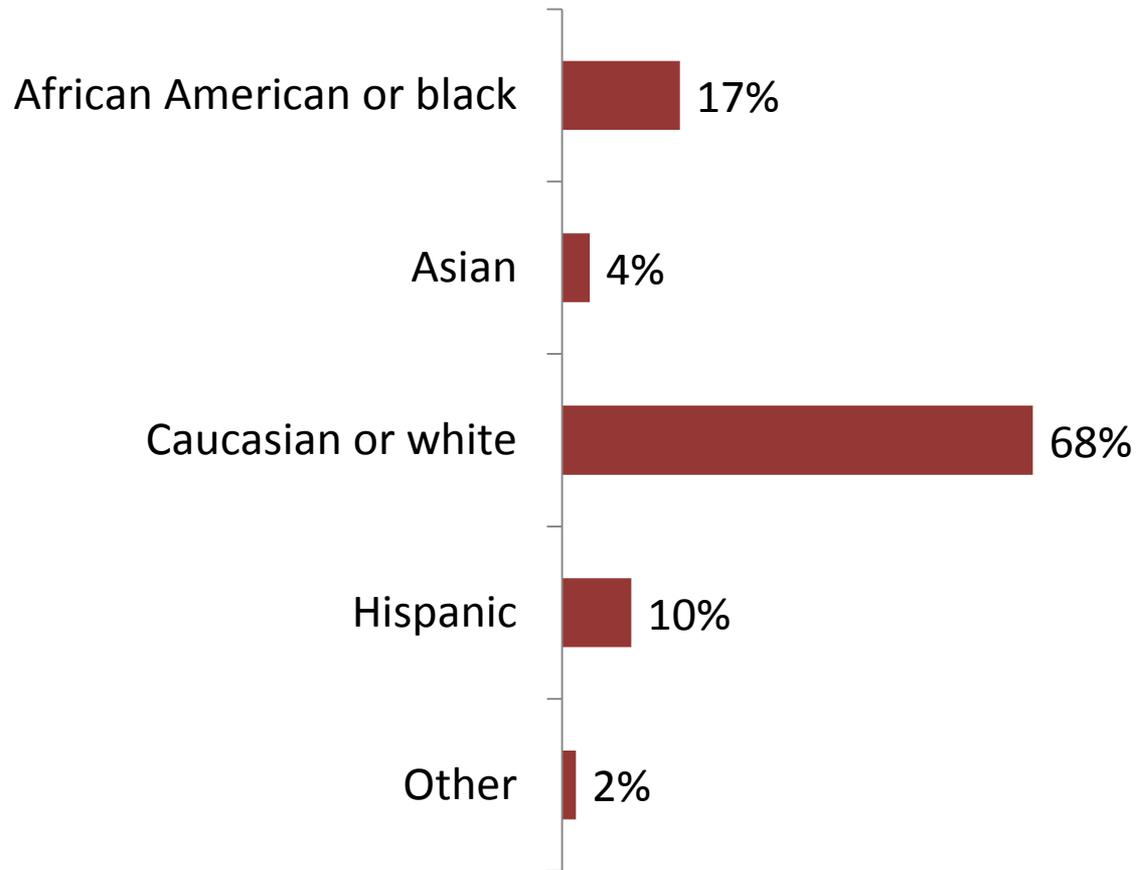
# Age of Visitors



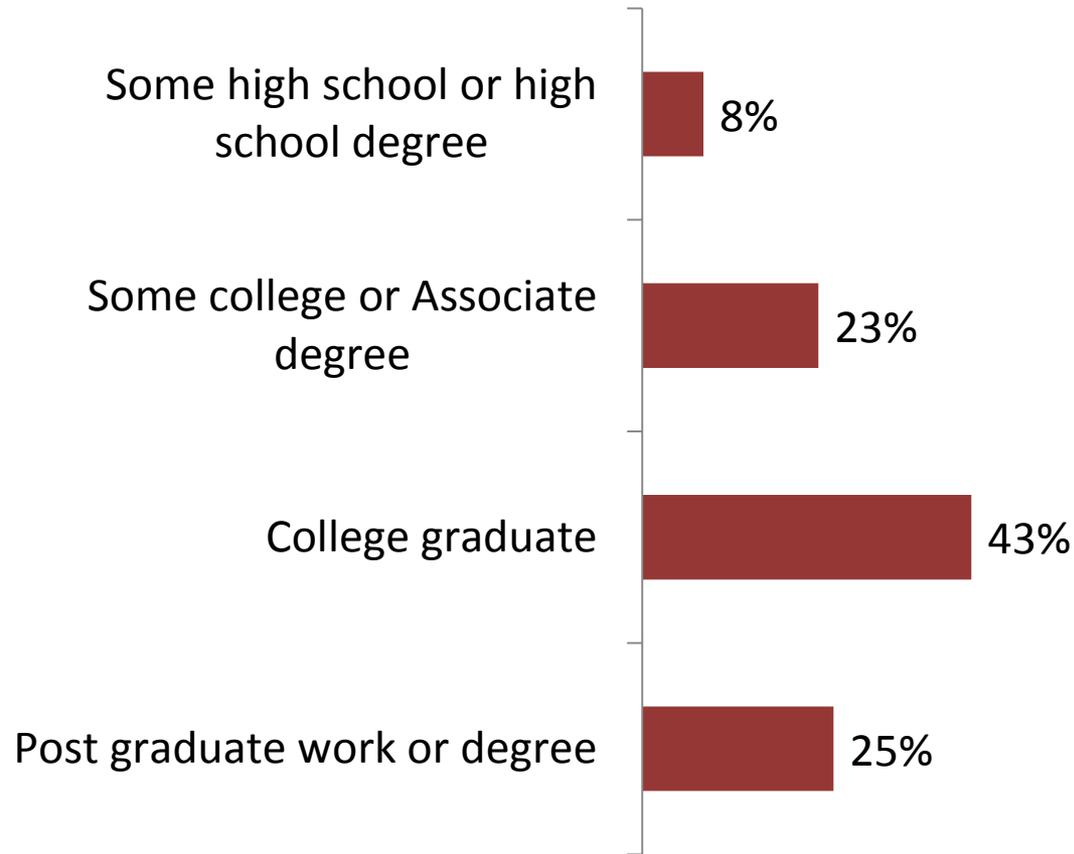
# Visitors' Total Household Income



# Race/Ethnicity of Visitors

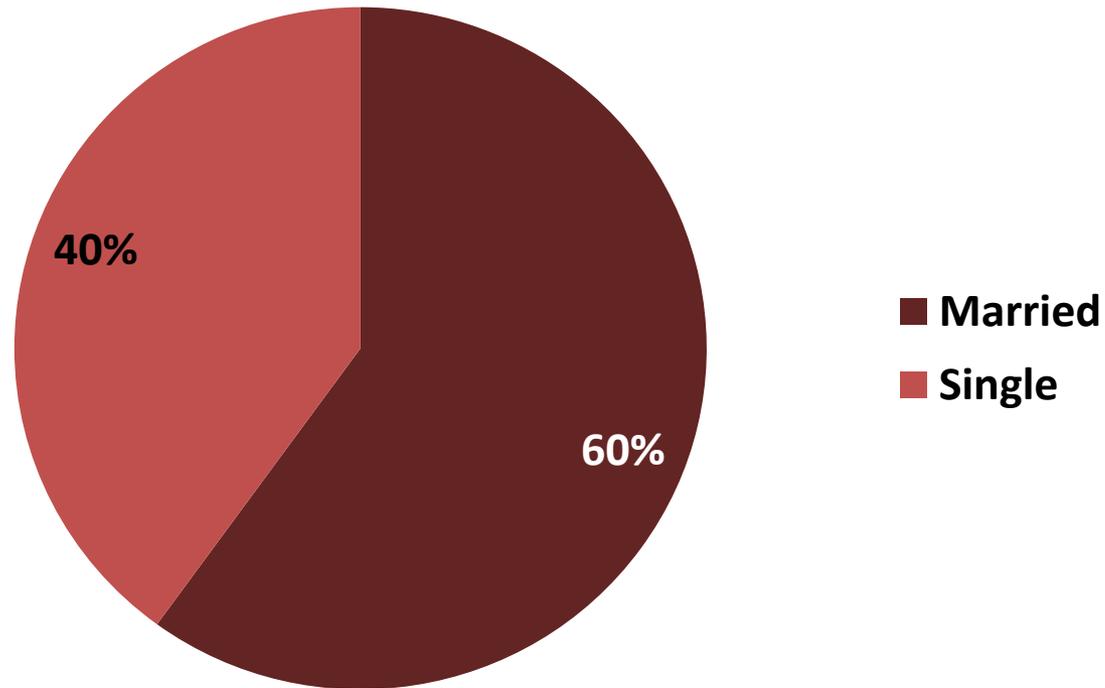


# Education

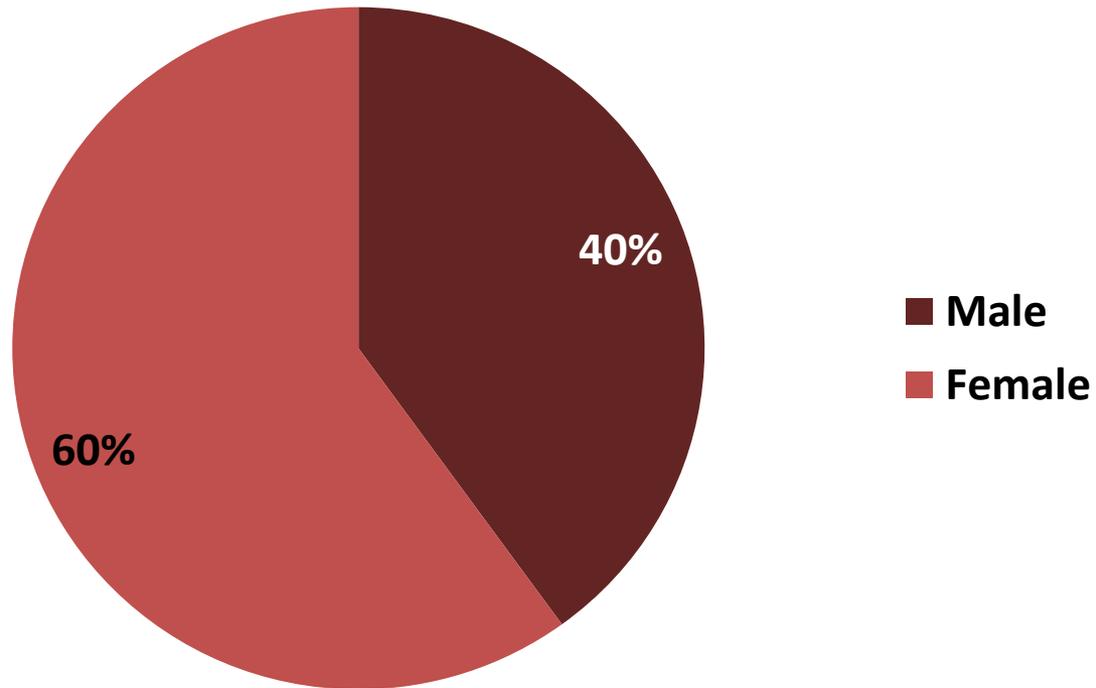


# Marital Status

Six in ten visitors were married.



# Gender



# Visit Tallahassee

## 2nd Quarter Visitor Tracking Report

---

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

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





# Visit Tallahassee

## Economic Impact Estimate for Word of South Festival

April 8-10, 2016

Joseph St. Germain, Ph.D.

Phillip Downs, Ph.D.

Rachael Powell

Downs & St. Germain Research



# Out-of-County Visitors

# 2,020

Including overnight visitors and day trippers, there were 2,020 individuals from outside Leon County who attended the Word of South Festival.<sup>1</sup>

---

<sup>1</sup>An attendance figure of 12,000 was reported by Word of South organizers. This attendance figure directly impacts economic data contained in this report.



# Direct Spending

---

**\$562,400<sup>1</sup>**

People who **live outside** of Leon County spent \$562,400<sup>1</sup> during the Word of South Festival.

Another \$315,000 in sponsorships including in-kind and governmental contributions were generated.

---

<sup>1</sup>For accommodations, restaurants, groceries, transportation, attractions, entertainment, shopping, and “other” expenses.



# Total Economic Impact

# \$871,700

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 \$871,700.<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.

Another \$315,000 in sponsorships including in-kind and governmental contributions were generated.



# Paid Room Nights Generated

---

## 650 room nights

People who **live outside** of Leon County spent 650 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	\$ 71,200
Restaurants	\$135,200
Groceries	\$ 24,900
Shopping	\$ 78,200
Entertainment	\$142,200
Transportation	\$ 68,100
Other <sup>1</sup>	\$ 42,600
Total direct spending	\$562,400

<sup>1</sup>Includes "other" expenditures by attendees. Another \$315,000 in sponsorships including in-kind and governmental contributions were generated.



# Direct Spending: Local + Out-of-County

---

**\$911,400**

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

Another \$315,000 in sponsorships including in-kind and governmental contributions were generated.



# Methodology

---

- The economic impact was based on data from the following sources:
  - Interviews conducted by Downs & St. Germain Research of 245 attendees of the Word of South Festival
  - Visit Tallahassee Visitor Tracking Study
  - Tourism database at Downs & St. Germain Research



# Word of South Festival Economic Impact Study

---

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

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

