

**LEON COUNTY**  
*Tourist Development Council*

Thursday, June 16, 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**
  - May 5, 2016 Meeting Minutes
  - Direct Sales, Communications, Visitor Services, Sports & Film Reports
  - Financial Reports: May 2016; Year-to-Date Tax Collections
  - Advertising/PR Activity Report/Digital Activity and Research Reports
- IV. General Business – **Bo Schmitz**
  - Presentation on The Pavilion at Tallahassee Centre—Shawn Baker
  - Florida Jazz and Blues Festival Update—Jon Brown
  - Report on Word of South Festival—Berneice Cox
  - COCA Cultural Plan Update—Dr. Audra Pittman
  - Cultural Facilities Matching Grant Recommendations—Dr. Kevin Carr
  - Signature Event Proposed Changes—Lee Daniel
  - Southern Shakespeare & Chain of Parks Research Presentation—Phillip Downs and Joseph St. Germain
  - Zimmerman Advertising Presentation
  - COCA Grants Representative and Special Event Grants Committee
  - Staff Reports
- V. Director's Report – **Lee Daniel**
  - Director's Job Search Update
  - Airbnb Update
  - FSU In-Stadium Concert Update
  - CRA Upcoming Meeting
- VI. Additional Business: "For the Good of the Cause" – **Bo Schmitz**

**Next Meeting:**

September TBD, 2016  
Board of County Commissioners  
Commission Chambers

# Tourist Development Council Meeting

Thursday, May 5, 2016

9:00 AM

Members Present: Bo Schmitz

Commissioner Bryan Desloge

Commissioner Nancy Miller

Commissioner Scott Maddox

Paresh Master

Leigh Davis

Matt Thompson

Russell Daws

John Kelly

Dr. Audra Pittman

Guests Present:

Lee Daniel, Leon County Tourist Development Council

Chris Holley, Leon County Tourist Development Council

Aundra Bryant, Leon County Tourist Development Council

Lauren Pace, Leon County Tourist Development Council

Gary Stogner, Leon County Tourist Development Council

Laura Cassels, Leon County Tourist Development Council

Janet Roach, Leon County Tourist Development Council

Andi Ratliff, Leon County Tourist Development Council

Amanda Heidecker, Leon County Tourist Development Council

Brian Hickey, Leon County Tourist Development Council

Joy Wilkinson, Intern – Leon County Tourist Development Council

Amanda Lewis, Zimmerman Agency

Mallory Hartline, Zimmerman Agency

Curtis Zimmerman, Zimmerman Agency

Dr. Joseph St. Germain, Downs & Germain Research

Dr. Phillip Downs, Downs & Germain Research

Kevin Graham, FSU Real Estate Foundation

Michele Osborne, Florida State University

Will Butler, FSU Boosters

Jon Brown, Florida Jazz & Blues Festival

Celson Hosford, FSU Boosters

Kerri Crannis, Zimmerman Agency

Kate Bonnevier, Zimmerman Agency

Ryan Aamodt, Leon County Administration

Meeting called to order at 9:04 AM by Chairman Bo Schmitz.

**Consent Agenda** – Moved by Russell Daws and second Commissioner Bryan Desloge. The motion passed unanimously.

**Cultural Plan and Mid -Year Report** – Dr. Audra Pittman gave a presentation and provided updates. Lee Daniel stated that there is potential for some special event grants to migrate over to the COCA grants program in the future. Southern Shakespeare Festival is one example

**Florida Jazz and Blues Festival Update** - Jon Brown gave an update on the activities of the festival. Jon informed that Marion McGee has relocated to Washington, D.C. and that the proposal schedule would be local artists playing in various community locations on Thursday and Friday, Saturday and Sunday at the Amphitheater.

**Out of Cycle Sports Funding Request** – Brian Hickey presented a request from the Southern Extreme RAM Rodeo for \$2500. The motion moved by Russell Daws and second Commissioner Desloge. The motion passed unanimously.

**FSU Boosters Funding Proposal** - Request for a concert at Doak Campbell Stadium on Saturday November 12, 2016 was approved with concert funding in the amount of \$50,000 to come from unallocated fund balance. Russell Daws moved to fund the request and second by Commissioner Desloge. The motion passed unanimously.

**Spring Game Block Party** –Will Butler from the FSU Boosters requested the TDC’s support for \$50,000 for an event to enhance the weekend. The group must submit a signature event grant application for the next TDC meeting. The motion passed unanimously. Commissioner Desloge moved and Commissioner Maddox second to bring back for next meeting.

**Florida Tap Invitational** – Matt Thompson introduced the idea to the TDC members. The event would take place Friday –Sunday, September 16-18, 2016. Lee Daniel said that we have \$14,000 left in the special event line item and that \$12,500 of that be used to support the event. The organizers of this event would apply for a matching grant from the CRA to complete the \$25,000 funding request. Russell Daws asked if we can work with Downs & St. Germain to do research on the events. Lee Daniel stated that he was not sure if we could do another study within this fiscal year. Commissioner Deloge moved and second by Russell Daws to assist with funding the event and is not contingent upon the support of the CRA. The motion passed unanimously.

**VT Sales Plan & Budget** - Lee Daniel said that staff was directed to maintain a flat budget FY 17. Also, Lee proposed an increase in the Signature Event Grant Funding from \$125,000 to \$300,000 for FY 17.

Marketing - Lauren Pace gave highlights of activities from this year and presented the Marketing Sales Plan. Commissioner Deloge moved and second Paresh Master. The motion passed unanimously.

Meetings - Janet Roach gave highlights from past year and presented the Meetings & Conventions Sales Plan. Commissioner Desloge moved and second Commissioner Miller. The motion passed unanimously.

Leisure - Gary Stogner presented the Leisure Sales Plan for FY 17. Gary stated that the focus of the leisure sales will be more centered toward what the people want rather than how people come

and focus on affinity groups. Russell Daws moved second by Commissioner Desloge. The motion passed unanimously.

Visitor's Services - Andi Ratliff gave highlights and presented the Visitors Services Sales Plan. Russell Daws moved and second Commissioner Desloge. Russell Daws commented that if we had a visitor's center near I-10 it would be a great idea. The motion passed unanimously.

Sports – Brian Hickey gave significant highlights and presented the Sports Sales Plan. Brian stated that he has proposed to increase their budget in event bid pool due to great success from this past year. Commissioner Deloge moved and second Russell Daws. The motion passed unanimously.

Lee Daniel recommends using \$491,000 from fund balance for FY 2017. There are a little over \$500,000 in increases to the budget for FY 2017 as compared to FY 2016. The total budget for FY 2017 is \$5.5m. Russell Daws asked if the carry forwards from FY 2016 will be spent or put into the marketing budget? Lee stated that carry forwards are required to be used in the same account they come from. Commissioner Scott Maddox moved and second by Commissioner Deloge to bring the recommendations to the BOCC. The motion was unanimously approved.

**Zimmerman Agency** –Curtis Zimmerman and Amanda Lewis gave a presentation on the FY 2017 proposal for advertising and public relations. The agency will be focusing on budget friendly projects for this upcoming year.

**Downs & St. Germain Research** - Phillip Downs gave presentation on second quarter visitor tracking report. Matt Thompson asked how the night life is defined compared to entertainment in Tallahassee. Also, how is this information relayed to the various partners.

**Word of South Festival Economic Impact** – Dr. Joseph St. Germain gave a presentation on the results of the study from this year's festival. Lee Daniel pointed out that it usually takes three years to get an event established and suggested the TDC give them one more year to see if they can reach the room nights required for a signature event.

## **Director's Report**

**Executive Director Job Update** – Lee Daniel stated that we have applicants from Florida as well as other states. First round interviews have been scheduled for May 12-13, 2016. If necessary, the second round interviews would be conducted during the week of May 23<sup>rd</sup>. We hope to have someone in place in the next three weeks.

**Concerts** – Boz Skaggs concert had a great turnout. The Tank Concert did not live up to our expectations we only had about 1,000 in attendance. The Peter Frampton concert ticket sales are going very well. The Alabama Shakes concert coming in September should sellout in the next few weeks.

**Airbnb Update**- Lee Daniel stated that some money has been added to the budget for FY 2017 due to the anticipated contract being reached between Airbnb and Leon County.

**Marion McGee Replacement** – Marion McGee has relocated to Washington, D.C. The three candidates to replace Marion McGee will be considered at the BOCC Meeting on May 24<sup>th</sup>.

**June Transitional TDC Meeting** - Lee Daniel recommended that the TDC have a transitional meeting in June in place of the scheduled July 7th Meeting. The transitional meeting would

focus on signature event funding changes and present the new Executive Director. The TDC agreed to meet on Thursday, June 16<sup>th</sup> at 9:00 AM.

Russell Daws and Ray Green will be having a Farewell Celebration on Saturday, June 25<sup>th</sup> for Lee Daniel at Theater Tallahassee from 5:00 PM – 8:00 PM.

Meeting adjourned at 11:00 AM

Visit Tallahassee  
PROGRAM HIGHLIGHTS  
*April/May 2016*

**I. Marketing Communications**

Development Activities:

- Coordinated individual media visits for Julia Sayers, editor of *Birmingham Magazine*, Kim Orlando, editor/creator of *TravelingMom.com* and Scott Fais from *Florida on a Tankful*
- Hosted six journalists and bloggers from *GoneWithFamily.com*, *SuitcasesAndSippyCups.com*, *WalkingOnTravels.com*, *HomeschoolTravelResources.com*, *MommyPoppins.com* and *Tampa Bay Parenting Magazine* for the Kid Tested, Parent Approved Media FAM.
- Hosted four journalists from *Authentic Florida*, *Southern Hospitality Traveler*, *Florida Travel + Life*, *Family Beautiful* and one social media influencer, Scott Eddy for the Keys to Tallahassee Media FAM.
- Coordinated details and logistics of the Trailahassee Hack-a-Thon with Micah Widen from Domi Station and the Zimmerman Agency
- Promoted Trailahassee Hack-a-Thon in interviews with *WCTV-TV*, *WTXL-TV*
- Completed 'Writing for Mass Communications' class at Tallahassee Community College with an A as final grade
- Wrote copy for an E-Pro meetings & conventions newsletter
- Coordinated and/or wrote feature stories for VisitTallahassee.com on the Goodwood china exhibit, helicopter tours, Mother's Day, Emancipation Celebration, USA Diving Regional Championships, D-Day and the Latin and African Dance Festivals
- Coordinated and/or wrote news releases for the Eat Like A Local Campaign (Alfresco Dining, Hands On Culinary Experiences, Lofty Pursuits, Tallahassee's Brew Scene is Hopping), Tourism Week in Leon County, USA Track & Field National Championships and grants cycle opening
- Promoted Capital City Amphitheater concerts on community calendars and websites in Florida, Georgia and Alabama and 12 university newspapers in the same region. Delivered concert posters and flyers to area hotels.
- Recruited partners for revamped T.O.U.R. Guide Program, expanding it to last year-round
- Coordinated industry events as part of National Travel and Tourism Week including two educational sessions on increasing social media engagement and grants 101 and an open house. Conducted on-camera interview with *WTXL-TV* regarding Tourism Week and Leon County's successes over the past year. Submitted information and images to Florida Association of Destination Marketing Organizations (FADMO) regarding Leon County Tourism Week activities and programming for statewide round-up
- Attended VISIT FLORIDA® industry partner lunch and learn
- Attended planning meeting/KPI update meeting at Zimmerman with Lee Daniel, Gary Stogner and Brian Hickey
- Conducted five interviews for a summer intern for the Marketing Department

- Discussed history of Capital Cuisine Restaurant Week and ideas for the future with Amanda Morrison, co-owner of Social Catering and incoming Board Chair for Florida Restaurant & Lodging (FRLA) Capital City Chapter
- Participated in VISIT FLORIDA® Global Communications Committee Conference call
- Attended Florida Association of Destination Marketing Organizations (FADMO) annual Marketing Summit in St. Petersburg May 17 – 20
- Attended Public Relations Society of America (PRSA) Travel & Tourism Conference in Houston, TX May 22 – 25
- Supported Choose Tallahassee efforts by attending meetings and advising on logistics for its contest
- Conducted four interviews for additional Visitor Services Representative

#### 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 integrated with social media channels

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

#### Development Activities:

- Worked as a local liaison for the Sixel Conference, assisting with details for offsite events that included attending final walk through of venues, working the registration table at the Edison event for local VIPs and greeting conference attendees as they off loaded motor coaches at their offsite venues; The Edison, Proof Brewing and Fire Betty's Barcade.
- Developed sales plan and budget for 2016-17 fiscal year.
- Partnered with VISIT FLORIDA to co-host the VIP (Very Important Planner) event in Atlanta, GA along with 10 other Florida partners. Thirty Atlanta meeting planners attended the event.
- Worked with the Communications Department in creating content for the May E-pro newsletter distributed to government meeting planners in Florida, Georgia and Washington, D.C. that highlighted the Holiday Inn Hotel & Suites and Best Western Plus Tallahassee in the partner spotlight section.
- Continued to assist Special Event Grant and Transportation Fund recipients with room blocks, event details and compiling the required documentation for reimbursements.
- Conducted a site visit with local members of the Association of International Educators for a regional conference in November 2019 for 500 attendees that included the first collaboration between representatives from the Civic Center and Florida State University Conference Center for a proposal.
- Attended and coordinated exhibit table at the Society of Government Meeting Professionals (SGMP) National Education Conference, May 17-19 in San Diego.
- Networked at the Meeting Professional International (MPI) North Florida May Luncheon in Tallahassee.

- Coordinated booth at the Capital Events Tradeshow attended by cooperative partner, Four Points by Sheraton Tallahassee Downtown, May 17.
- Participated in Tourism Week activities that included the Special Event Grant Workshop and the Visitor Information Center Open House.
- Served on the 2016 Florida Society of Association Executives (FSAE) Foundation Grant Committee that awarded \$11,805 in professional development funding to 19 FSAE members.

#### Performance Measures:

- Sent four leads with 845 visitors, 1,160 room nights and an estimated \$617,235 in direct spending.
- Currently working 12 tentative groups with 1,893 visitors 2,663 room nights and an estimated \$1,551,948 in direct spending.
- Booked six groups with 545 visitors, 1,130 room nights and an estimated \$431,929 in direct spending.

#### Events Hosted (Anticipated numbers):

- Ounce of Prevention Meeting (April 1-3) with 30 visitors, 60 room nights and an estimated \$43,500 in direct spending.
- 2016 Sixel Conference (April 4-7) with 120 visitors, 300 room nights and an estimated \$92,006 in direct spending.
- Dukes Foundation College Tour (April 6-7) with 30 visitors, 10 room nights and an estimated \$6,960 in direct spending.
- Villages Convertible Club – Spring Road Trip (April 12-14) with 100 visitors, 150 room nights and an estimated \$46,400 in direct spending.
- Southeast PeaceJam Talk and Youth Conference 2016 (April 8-10) with 450 visitors, 300 room nights and an estimated 379,105 in direct spending.
- Southern Shakespeare Festival (April 15-17) with an anticipated 10,000 visitors, 1,700 room nights and an estimated \$3,480,000 in direct spending.
- LeMoyne Chain of Park Art Festival (April 16-17) with an anticipated 25 visitors, 120 room nights and an estimated \$43,500 in direct spending.
- 2016 Florida History Fair (May 1-3) with 1,000 visitors, 1,200 room nights and an estimated \$731,220 in direct spending.
- Florida Trust for Historic Preservation Annual Conference (May 11-14) with 220 visitors, 200 room nights and an estimated \$139,314 in direct spending.
- Society for Vocational Psychology Conference (May 15-17) with 100 visitors, 140 room nights and an estimated \$66,745 in direct spending.
- Bayons 2016 International Conference (May 16-21) with 75 visitors, 300 room nights and an estimated \$148,867 in direct spending.
- Capital City Heritage Tour (May 19-21) with 30 visitors, 30 room nights and an estimated \$12,516 in direct spending.
- Connecting the Dots Heritage Tour 2016 (May 19-21) with 175 visitors, 525 room nights and an estimated \$81200 in direct spending.
- 127<sup>th</sup> Grand Lodge Knights of Pythias Convention (May 20-24) with 85 visitors, 100 room nights and an estimated \$62,207 in direct spending.
- Westminster Shores Tour and Art Show (May 22-24) with 30 visitors, 30 room nights and an estimated 10,444 in direct spending.

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

##### Development Activities April & May

- 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.
- Ordered promotional items for departments.
- Assembled and delivered welcome baskets for visiting journalists.
- Ordered posters and flyers for promotion of the Spring on Stage concert series and assisted in distribution to area partners.
- Updated training procedures for Visitor Information Center.
- Coordinated assignments for the summer intern.

##### Performance Measures:

##### Downtown Visitor Center Walk-In Traffic

- April: Provided services to 318 walk-in visitors (254 domestic and 64 international)
- May: Provided services to 252 walk-in visitors (201 domestic and 51 international)

##### Telephone Visitor Services

- April: Fulfilled 118 telephone inquiries
- May: Fulfilled 183 telephone inquiries

##### Visitor Gift Store Sales

- April: \$429.10 in total sales
- May: \$404.05 in total sales

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

##### Performance Measures:

##### Visitor Guide Fulfillment

- Phone and mail requests: April - 31 | May - 10
- Inquiries from advertisements: April - 826 | May - 192
- Website requests for visitor guides: April - 92 | May - 92
- Provided to Visitor Center guests: April - 171 | May - 140
- Distributed to area partners: April - 810 | May - 170
- Distributed to out of area partners/welcome centers: April - 2,380 | May - 1680

## Group Services Requests :

- Distributed 3,728 visitor guides and other material to the following:
  - Jackman Wedding
  - Shepherd / Aquiar Wedding
  - District IV Fronteirs International Spring Meeting
  - Jenkins/Langenbach Wedding
  - Western FL Church of God in Christ Jurisdiction Conference
  - Bielby /Niezgoda Wedding
  - 19th Annual Florida African Dance Festival
  - 127th Grand Lodge Session
  - Florida State Soccer Invitational
  - Warren Family Wedding
  - Word of South
  - FAMU Transfer Orientation
  - Family Motorcoach Rally
  - Teacher Recruitment
  - Jazz for Justice
  - Regional Dive Meet
  - Florida History Fair
  - Pool Tournament
  - TMH for Life Health Fair
  - Wedding
  - Walter/Ovetone Wedding
  - Family Life Conference
  - Maggie Coffey Tennis Tournament
  - Summit on Education of Black & Poor Children
  - Baryons 2016 International Conference
  - All Lincoln Reunion
  - Elite Business Strategy
  - Tabitha Yang/Timothy Hogue Wedding
  - Williams Family Reunion
  - Research Collaboration Network Workshop
  - James Family Reunion
  - Society for Vocational Psychology Conference
  - Lawrence Blake Family Reunion
  - Lindsey Family Reunion
  - Yant/Johnson/Shuler Family Reunion
  - Charlie & Frances Kimbrough Family Reunion
  - Capital City Invitational
  - Alarm International

## **VI. Sports Marketing**

### Development Activities:

- Researched and selected appointments for the National Association of Sports Commission Annual Symposium.

- Attended the National Association of Sports Commissions Annual Symposium (NASC) in Grand Rapids, MI. and met with more than 20 organizations and event rights holders including Diamond 9, US Track & Field, The Biggest Loser Race Series, and Game Day USA.
- Conducted a Special Event & Sports grant workshop lunch & learn during National Tourism & Travel week.
- Took part in National Tourism & Travel week activities May 1-7, 2016.
- Met with Gulf Winds Track Club to discuss a partnership in hosting the USA Track and Field Cross Country National Championships in 2016.
- Participated in the National Association of Sports Commission Continuing Education Committee by monthly meeting.
- Amanda Heidecker and Brian Hickey received continuing education credits for the Certified Sports Event Executive program at the NASC Symposium.
- In collaboration with the marketing and visitors service department we conducted four summer internship interviews and hired Joy Wilkinson.
- Put together FY2017 Sports Sales Plan and Budget.
- Hosted the Tallahassee Sports Council meeting at Hilton Garden Inn and presented the FY2017 budget.
- Took part in the Tourist Development Council meeting at the Board of County Commission Chambers.
- Attended the ACC Track & Field Championship at Mike Long Track.
- Took part in a planning meeting with Leon County staff members Tessa Schreiner, Maggie Theriot and Piper Miller to discuss the Sustainable Communities Summit 2017.
- Conducted a site visit at Apalachee Regional Park to restructure some of the current course loops to accommodate shorter youth races this fall.
- Met with Charles Elliot, Deputy Director of Athletics, to conduct a Tallahassee Sports Council orientation and talk about future partnerships with FAMU Athletics.
- Took part the Trailahassee 2.0 Hackathon in partnership with DOMI Station, to revamp the current Trailahassee website.
- Put together specs for Request for Quote (RFQ) for fall cross country food vendor sponsor.
- Hosted and attended the Atlantic Coast Conference Track and Field Championships with 16 teams. The event was broadcast live on ESPN3.
- Hosted and assisted in planning the Youth Basketball of America Super Regional at TCC, Godby & Chiles High School .
- Attended the Florida Association of Destination Marketing Organizations Marketing Summit (FADMO) in St. Pete Beach.
- Attended the USA Diving Region 4 championship hosted by Tomahawk Diving at Morcom Aquatics.
- Took part in a planning meeting conducted by Commission Dailey to discuss a future Trailahassee Adventure Race.
- Attended the Florida Sports Foundation Summit in Flagler Beach, where we invited Rob Hicks with the Tallahassee Comets / YBOA and Clay Dickey with Black Softball Circuit to present about their organizations to the Florida Sports Commissions present.

## Performance Measures:

### **Events Hosted (Anticipated numbers)**

- Comets Spring Shootout 2016 Youth Basketball, (April 8 – 10, 2016) with 70, room nights, 275 visitors and estimated direct spending \$106,192.
- Comets Take Charge – Breast Cancer Awareness- Youth Basketball, (April 16 - 17, 2016) with 45 room nights, 190 visitors and estimated direct spending \$73,369.
- Comets Capital Challenge- Youth Basketball, (May 6 – 8, 2016) with 32 room nights, 110 visitors and estimated direct spending \$42,476.
- Comets Summer Xplosion- Youth Basketball, (May 20 – 22, 2016) with 85 room nights, 315 visitors and estimated direct spending \$121,638.
- Big Shots Tallahassee- Youth Basketball, (April 2 – 3, 2016) with 400 visitors, 160 room nights and estimated direct spending \$122,681.
- Big Shots Capital City- Youth Basketball, (April 23, 2016) with 270 visitors, 160 room nights and estimated direct spending \$94,890.
- FSU Twilight Invitational (Track & Field) (April 15-16, 2016) with 400 rooms nights, 2,500 visitors and estimated direct spending \$380,636.
- Tottenham Hotspur Florida State Invitational Soccer, (April 8-10, 2016) with 2,200 room nights, 4,300 visitors and estimated direct spending \$1,699,073.
- USTA Tallahassee Tennis Challenger, (April 23-30, 2016) with 175 room nights, 200 visitors and estimated direct spending of \$403,556.
- SportsAbility 2016, (April 7-9, 2016) with 175 room nights, 200 visitors and estimated direct spending \$77,230.
- YBOA Super-Regionals- Youth Basketball, (May 13-15, 2016) with 475 room nights, 1,000 visitors and estimated direct spending \$382,712.
- United States Sports Specialty Association (USSSA) Play for Cure 6GG, (May 14-15, 2016) with 400 visitors, 200 room nights and estimated direct spending \$122,681.
- USA Diving Region 4 Championship, (May 4-8, 2016) with 300 visitors, 275 room nights and estimated direct spending \$253,757.

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

- National Junior College Athletic Association (NJCAA) Region 8 Cross Country Championship with 100 room nights, 200 visitors and estimated direct spending \$51,704.61.

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

- 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.

- FSU Men's Basketball Team Camp, (June 7-10, 2016) with 750 room nights, 700 overnight visitors and estimated direct spending of \$321,503.
- 2016 FHSAA State Cross Country State Championship, (November 4-5) 5,000 visitors, 2,200 room nights and estimated direct spending \$2,322,780.
- 25th Annual Capital City Invitational (Softball) (June 10-12, 2016) 1,000 visitors, 730 room nights and a direct visitor spending of \$348,000.
- AAU Track & Field National Qualifier (June 23-26, 2016) 1,000 visitors, 500 room nights and direct visitor spending of \$352,000.

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

<b>3 3/4-Cents Collections</b>		YTD	May	FY 2015/16	% Revenue	
Acct #	REVENUES	Actuals	Actuals	Budget	Received	Variance
312100	Local Option Resort Tax (3 3/4-cents) <sup>1</sup>	\$ 2,606,179.50	\$ 354,568.95	\$ 3,455,625	75%	(849,446)
361320	Tax Collector FS 125.315	-	-	-		-
361111	Pooled Interest Allocation	37,926.74	26,725.74	56,715		
362000	Rents & Royalties	10,200.00	10,200.00	10,200		-
365000	Merchandise Sales	1,413.20	111.90	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		
		\$ 2,660,219.44	\$ 394,606.59			

Acct #	EXPENDITURES	YTD	May	FY 2015/16	FY 2015/16	% Budget	Under/
	<i>Administration (301)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
51200	Salaries & Wages	\$ 139,897.79	\$ 16,834.91	\$ 237,113	\$ 217,691	64%	\$ 77,793
51250	Regular OPS Salaries & Wages	9,432.85	1,144.07	10,606	21,749	43%	12,316
52100	FICA	10,251.22	1,310.80	18,670	16,999	60%	6,748
52200	Retirement Contributions	22,299.33	2,676.53	35,077	34,778	64%	12,479
52210	Deferred Compensation	72.41	8.58	755	766	9%	694
52300	Life & Health Insurance	24,573.84	3,464.04	36,819	43,742	56%	19,168
52400	Workers Compensation	388.21	46.73	443	497	78%	109
53400	Other Contractual Services	71,493.31	8,333.33	115,500	115,500	62%	44,007
54000	Travel & Per Diem	248.50	-	7,500	7,500	3%	7,252
54101	Communications - Phone System	590.04	98.34	3,150	3,150	19%	2,560
54300	Utilities	6,675.64	485.93	14,500	14,500	46%	7,824
54400	Rental & Leases	3,753.46	-	5,000	9,500	40%	5,747
54505	Vehicle Coverage	779.00	-	779	779	100%	-
54600	Repair & Maintenance	5,853.88	105.00	34,000	34,000	17%	28,146
54601	Vehicle Repair	265.97	-	1,210	522	51%	256
54900	Other Current Charges	766.75	207.75	1,971	1,971	39%	1,204
55100	Office Supplies	123.24	123.24	1,000	1,000	12%	877
55200	Operating Supplies	2,145.27	103.00	7,500	3,000	72%	855
55210	Fuel & Oil	119.19	33.99	1,000	1,000	12%	881
55400	Publications, Memberships	1,218.06	97.54	2,300	2,300	53%	1,082
55401	Training	400.00	-	3,000	3,000	13%	2,600
	<i>Advertising/Public Relations (302)</i>						
53400	Other Contractual Services	\$ 550,624.29	\$ 96,186.53	\$ 1,083,786	\$ 1,168,786	47%	\$ 618,162
	<i>Marketing (303)</i>						
51200	Salaries & Wages	\$ 262,299.39	\$ 32,043.68	453,676	453,676	58%	191,377
51210	Regular OPS Salaries & Wages	9,432.98	1,144.07	21,749	21,749	43%	12,316
52100	FICA	20,337.97	2,480.66	37,321	37,321	54%	16,983
52200	Retirement Contributions	19,076.42	2,329.01	34,279	34,279	56%	15,203
52210	Deferred Compensation	493.10	60.51	61	61		(433)
52300	Life & Health Insurance	19,202.75	2,710.42	63,499	63,499	30%	44,296
52400	Workers Compensation	1,096.01	133.70	1,757	1,757	62%	661
53400	Other Contractual Services	48,150.00	5,500.00	87,700	87,700	55%	39,550
54000	Travel & Per Diem	15,385.75	1,182.56	81,070	81,070	19%	65,684
54100	Communications Services	2,508.04	190.61	7,823	7,823	32%	5,315
54101	Communications - Phone system	-	-	1,550	1,550	0%	1,550
54200	Postage	5,238.39	326.82	48,000	48,000	11%	42,762
54400	Rental & Leases	1,242.45	350.70	3,347	3,347	37%	2,105
54700	Printing	-	-	5,400	5,400	0%	5,400
54800	Promotional Activities	10,555.65	3,843.79	29,500	79,500	13%	68,944
54860	TDC Direct Sales Promotions	11,812.02	3,230.00	69,835	99,835	12%	88,023
54861	TDC Community Relations	5,639.65	-	13,300	18,300	31%	12,660
54862	TDC Merchandise	1,010.45	376.45	4,000	4,000	25%	2,990
54900	Other Current Charges	117,699.94	12,781.92	221,000	221,000	53%	103,300
54948	Other Current Chrg - Amphitheater	33,303.00	-	100,000	150,000	22%	116,697
55100	Office Supplies	3,253.42	694.27	3,700	3,700	88%	447
55200	Operating Supplies	1,333.23	652.40	5,000	5,000	27%	3,667
52250	Uniforms	-	-	2,000	2,000	0%	2,000

Acct #	EXPENDITURES	YTD	May	FY 2015/16	FY 2015/16	% Budget	Under/
	<i>Administration (303)(Continued)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
55400	Publications, Memberships	\$ 17,952.02	\$ 320.00	\$ 17,363	\$ 17,363	103%	(589)
55401	Training	2,247.99	-	8,000	8,000	28%	5,752

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

56400	Machinery & Equipment	-	-	-	-	-	-
58160	TDC Local T&E	927.05	-	1,500	1,500	62%	573
58320	Sponsorship & Contributions	6,105.00	375.00	16,100	16,100	38%	9,995
	<i>Special Events/Grants (304)</i>						
58300	Grants & Aids	\$ 290,396.00	247,986.00	340,000	467,500	62%	177,104
	<i>Countywide Automation (470)</i>						
54110	Com-net Communications	\$ -	-	8,820	8,820	0%	8,820
	<i>Risk Allocations (495)</i>						
54500	Insurance	\$ 6,760.00	-	6,760	6,760	100%	-
	<i>Indirect Cost (499)</i>						
54900	Indirect Cost Charges	\$ 189,000.00	-	189,000	189,000	100%	-
	<i>Line Item Funding - (888)</i>						
58214	Cultural Resource Grant Program	\$ -	-	230,375	230,375	0%	230,375
58215	Local Arts Agency Program	609,951.53	245,255.72	921,500	921,500	66%	311,548
58260	Red Hills Horse Trials	90,000.00	-	-	90,000	100%	-
	<i>Transfers (950)</i>						
591220	Transfer to Fund 220	\$ -	-	156,576	156,576	0%	156,576
591220	Transfer to Fund 305	\$ 10,960.06	-	-	11,000	100%	40
	<i>Salary Contingency (990)</i>						
59900	Other Non-operating Uses	\$ -	-	50,000	50,000	0%	50,000
	Total Expenditures	\$ 2,665,342.51	\$ 695,228.60	\$ 4,863,240	\$ 5,307,791		

**1 1/4-Cent Collections**

Acct #	REVENUES	YTD Actuals	May 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>	\$ 868,726.51	\$ 118,189.65	\$ 1,151,875	\$ 1,151,875	75%	283,148
361111	Pooled Interest	-	-	-	-		
361320	Tax Collector FS 125.315	-	-	-	-		
366930	Refund from Prior Years	-	-	-	-		
	Total Revenues	\$ 868,726.51	118,189.65	\$ 1,151,875	\$ 1,151,875		

Acct #	EXPENDITURES	YTD Actuals	May 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 May 31, 2016

**REVENUES**

- 1- Revenue estimated for the 3 3/4-cent collections \$354,569.  
2 - Revenue estimated for the 1 1/4 -cent collections \$118,190.

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>292,428.16</b>					<b>2,149,426.43</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	97,476.05					716,475.48
<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	97,476.05					716,475.48
Total	380,553.93	603,392.46	416,881.39	335,852.59	430,343.87	498,013.26	429,959.61	487,380.27					3,582,377.38
Gain/Loss - Month: 3 cent	(3%)	16%	(13%)	16%	30%	17%	(20%)	10%					
Gain/Loss - YTD: 3 cent	(3%)	8%	1%	3%	8%	9%	4%	5%					
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	2,149,426.43					
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	716,475.48					
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	716,475.48					

**Notes:**

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



## Executive Summary

In April 2016, VisitTallahassee.com had 44,152 sessions and a 18.9 percentage point decrease in bounce rate, year over year.

Organic traffic accounted for 57% of total traffic this month.

The most viewed event page was the Tank Concert at the Capital City Amphitheater with 696 views.

After the homepage, the events page is the top page with 9.99% of pageviews for April.

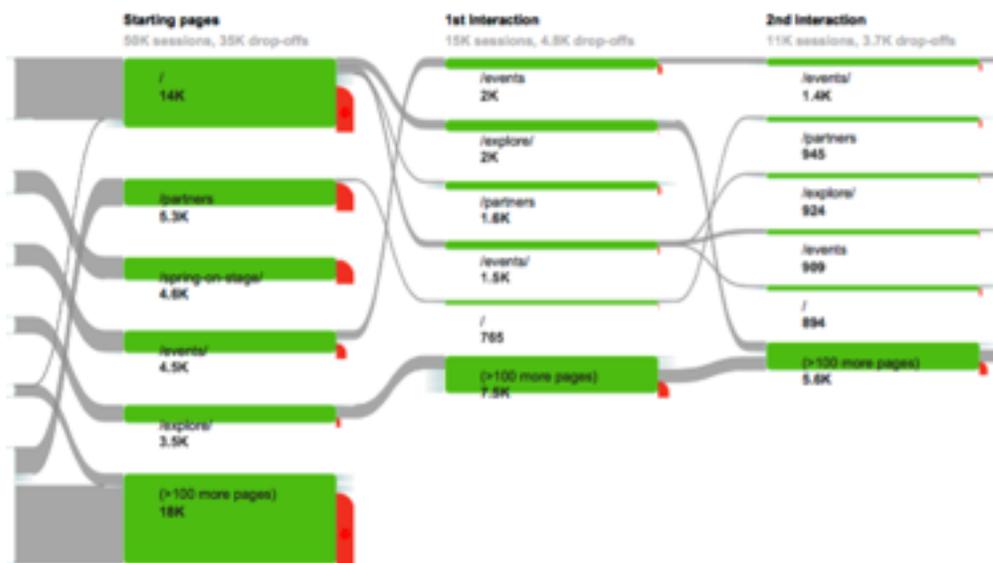
All outbound traffic to Instagram increased 50% -- from 17 in March to 34 in April.

Madden Media is the fourth highest source of traffic to the website for March.

Website Metric	Apr 1-28, 2015	Apr 1-28, 2016
<b>Sessions</b>	49,290	44,152
<b>Users</b>	40,365	37,188
<b>Page Views</b>	124,289	104,420
<b>Avg Pages Viewed per Session</b>	2.32	2.52
<b>Avg Session Duration</b>	01:47	02:15
<b>New Sessions</b>	73.16%	77.08%
<b>Bounce Rate</b>	60.03%	41.13%
<b>Mobile Sessions</b>	20,582 (41.76%)	20,455 (46.33%)
<b>Mobile + Tablet Sessions</b>	27,548 (55.89%)	25,403 (57.54%)

## 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	Apr 1-28, 2016	% of Total Page Views
Homepage	12,983	12.68%
Events	10,233	9.99%
Explore	6,967	6.80%
Spring on Stage	6,200	6.05%
Explore: Outdoors & Nature	3,503	3.42%
Explore: Nightlife	3,302	3.22%
Dine	2,791	2.73%
Stay	2,129	2.08%
Explore: Sports Activities	1,802	1.76%
Explore: Shopping	1,626	1.59%

## Keywords

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

Keywords	Sessions
tallahassee fl	170
tallahassee	120
tallahassee florida	101
tallahassee events	58
things to do in tallahassee	49
visit tallahassee	31
www.m-google.xyz	16
tallahassee things to do	14
tallahassee, fl	14
www.social-button.xyz	14



## Top Event Pages

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

Event Page	Apr 1-28, 2016	% of Total Event Page Views
Tank in Concert at Capital City Amphitheater	696	4.96%
Tallahassee Music Week 2016	645	4.60%
Tallahassee Jazz and Blues Festival	622	4.44%
Pops in the Park at Cascades	568	4.05%
Lemonyne Chain of Parks Art Festival	469	3.81%
Southern Shakespeare festival	454	3.34%
Opening Nights Performing Arts 2015-2016	433	3.24%
Word of South Festival	427	3.09%
Sun Sand and Speed Auto Racing	341	2.43%
Flying high circus	330	2.35%

## Top Pages by “View in Map” clicks

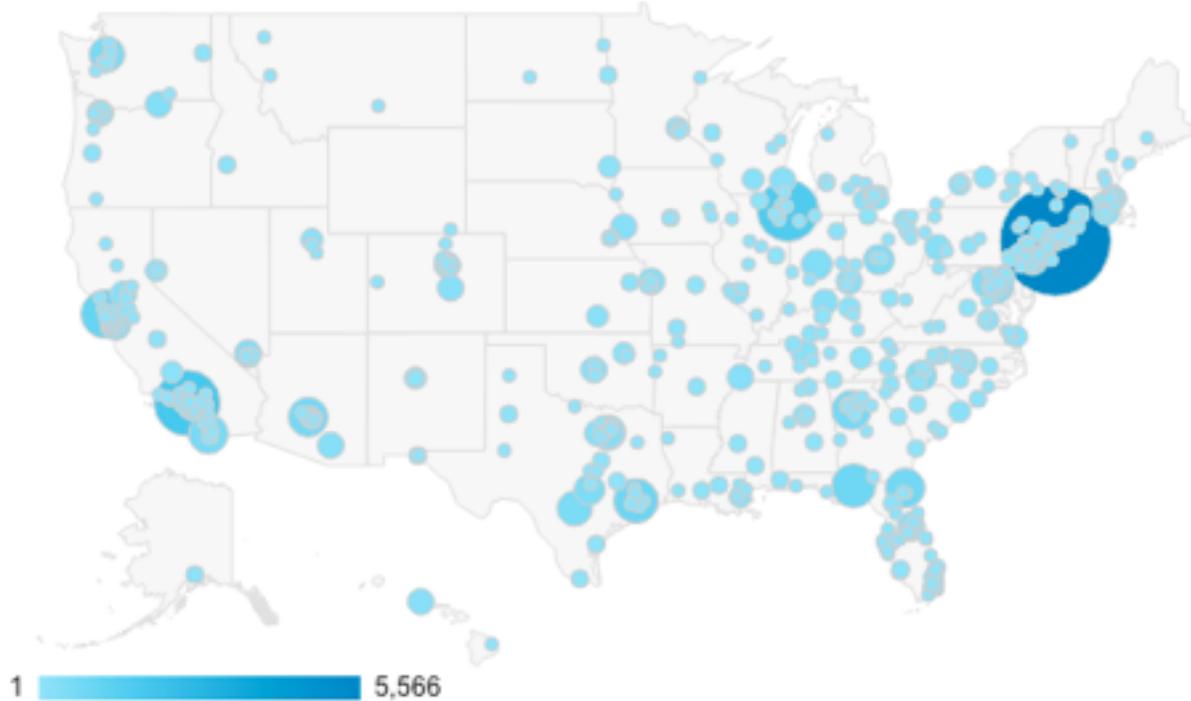
Listed below are the event pages with the most “view in map” clicks

View in Map Clicks	Clicks
Fifth & Thomas   Kitchen and Musichouse	87
Florida Caverns State Park	71
J.R. Alford Greenway	52
Meadows Soccer Complex	43
James Messer Sports Complex	38
Optimist Park	36
Lafayette Park	34
Myers Park	34
Micosukee Canopy Road Greenway	25
Forestmeadows Parks & Athletic Center	24



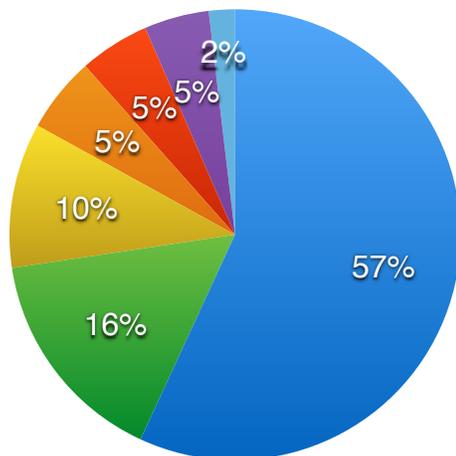
## Geography

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



State	Visits	
Florida	28,500	
Georgia	4,149	
New York	2,435	
Texas	2,224	
Virginia	1,348	
California	1,251	
Alabama	1,180	
North Carolina	759	
Tennessee	716	
District of Columbia	483	

City	Visits
Tallahassee	12,440
New York	1,839
Jacksonville	1,816
Miami	1,448
Orlando	1,388
Houston	1,140
Atlanta	750
Los Angeles	733
McLean	546
Washington	432



Traffic Source	Apr 1-28, 2016
Google (organic)	22,082
Direct Traffic	6,930
Google (CPC)	2,189
Madden Media (Content)	2,088
Bing (Organic)	1,645

### Top Referring URLs

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

Referring Site	Apr 1-28, 2016
ib.adnxs.com	924
connect.themediatruster.com	600
visit.fsu.edu	498
t.co	211
m.facebook.com	174
facebook.com	134
usatf.org	126
capitalcityamphitheater.com	104
cms.leoncountyfl.gov	95
fsu.edu	70



## Advanced Analytics

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

Top Outbound Links	Apr 1-28, 2016
<a href="http://www.wordofsouthfestival.com/">http://www.wordofsouthfestival.com/</a>	224
<a href="http://southernshakespearefestival.org/">http://southernshakespearefestival.org/</a>	213
<a href="http://www.circus.fsu.edu/">http://www.circus.fsu.edu/</a>	131
<a href="http://openingnights.fsu.edu/performances-events/season-list/">http://openingnights.fsu.edu/performances-events/season-list/</a>	128
<a href="http://www.challengertlh.com/">http://www.challengertlh.com/</a>	125
<a href="http://www.trailahassee.com/">http://www.trailahassee.com/</a>	116
<a href="http://www.capitalcityamphitheater.com/event/2016/04/29/tank/">http://www.capitalcityamphitheater.com/event/2016/04/29/tank/</a>	109
<a href="http://www.talgov.com/parks/parks-gymnastics.aspx">http://www.talgov.com/parks/parks-gymnastics.aspx</a>	103
<a href="http://www.tlhmusicweek.com/">http://www.tlhmusicweek.com/</a>	103
<a href="http://tallahassee-museum.org/blog/event/tallahassee-jazz-and-blues-festival/">http://tallahassee-museum.org/blog/event/tallahassee-jazz-and-blues-festival/</a>	94

Social Media Icon Clicks	Mar 1-28, 2016	Apr 1-28, 2016
Facebook	84	66
Twitter	22	24
Instagram	17	34
Pinterest	15	17
Youtube	13	13



**VISIT TALLAHASSEE MARCH 2016 ADVERTISING  
ACTIVITY REPORT  
May 4, 2016**

**PROJECTS COMPLETED**

VISIT FLORIDA Co-op Banners  
Delivered 4/8

TANK Digital Banners  
Delivered 4/11

FSU Orientation Almanac Insertion  
Delivered 4/11

Peter Frampton Amphitheater Poster  
Delivered 4/14

#IHeartTally Digital Banners  
Delivered 4/21

Trailhassee Trail Hacks Hackathon  
Executed 4/23-4/24

TANK xAD Banners  
Delivered 4/25

2016 Rattler Football Preview Magazine Ad  
Delivered 4/29

**PROJECTS UNDERWAY**

Summer Family Getaway Promotion  
Anticipated delivery 5/9

Visit Tallahassee Rack Cards  
Anticipated delivery 5/13

#IHeartTally Downtown Posters  
Anticipated delivery 5/31

2016 Unexpected Experience Videos  
Anticipated delivery June 2016

2016-2017 Marketing Rollout  
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

Tallahassee Magazine Mar/Apr 2016

Emerald Coast Magazine – Apr/May 2016

Madden Media Feb-Apr 2016

Goodway Group In-Stream Native Mar-Apr 2016

xAd May-June 2016



## Executive Summary

In May 2016, VisitTallahassee.com had 50,655 sessions. The standard bounce rate is similar to last year's, but our adjusted bounce rate is down 15.17 percentage points compared to last year's standard bounce rate.

Organic traffic accounted for 61% of total traffic this month.

The most viewed event page was the Peter Frampton Concert at Cascades with 761 views.

After the homepage, the events page is the top page with 10.65% of pageviews for May.

Facebook is the highest referring source of traffic to the Visit Tallahassee website in May.

Outbound users to Facebook increased by 34%.

Website Metric	May 2015	May 2016
<b>Sessions</b>	49,511	50,665
<b>Users</b>	29,417	41,363
<b>Page Views</b>	155,027	124,228
<b>Avg Pages Viewed per Session</b>	3.13	2.45
<b>Avg Session Duration</b>	02:12	02:27
<b>New Sessions</b>	69.41%	74.65%
<b>Bounce Rate</b>	52.12%	51.44%
<b>Adjusted Bounce Rate</b>		36.95%
<b>Mobile Sessions</b>	20,967 (42.35%)	25,663 (50.65%)
<b>Mobile + Tablet Sessions</b>	26,056 (52.63%)	30,196 (59.60%)

## Behavior Flow

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





## Top Content

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

Page	May 2016	% of Total Page Views
Visit Tallahassee	16,643	13.40%
What To Do in Tallahassee   Attractions & Events Resource	13,227	10.65%
Explore Tallahassee	9,377	7.55%
Outdoors & Nature   Explore Tallahassee	9,153	7.37%
Nightlife in Tallahassee   Concert, Clubs, & Bar Directory	4,567	3.68%
Outdoor Activities, Hiking, & Camping Near Tallahassee, FL	4,422	3.56%
Tallahassee Restaurants, Dining, & Nightlife	3,986	3.21%
Accommodations, Hotels, & Places To Stay In Tallahassee	2,681	2.16%
Sports & Activities In Tallahassee   Park, Sport, & Gym Facilities List	2,415	1.94%
Budget Friendly Tallahassee   31 Things to do in Tallahassee under \$10	2,225	1.79%

## Keywords

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

Keywords	Sessions
tallahassee fl	125
tallahassee florida	97
tallahassee	87
tallahassee events	46
things to do in tallahassee	40
visit tallahassee	31
tallahassee facts	15
tallahassee things to do	10
things to do in tallahassee florida	10
visittallahassee.com	10



## Top Event Pages

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

Event Page	May 2016	% of Total Event Page Views
Peter Frampton in Concert at Capital City Amphitheater	761	5.15%
Alabama Shakes in Concert at Capital City Amphitheater	643	4.35%
Sun Sand and Speed Florida Auto Racing	638	4.31%
From Simple to Sublime Centuries of Settings at Goodwood	589	3.98%
Tank in Concert at Capital City Amphitheater	414	2.80%
Tallahassee Taloofa Fest	345	2.33%
22nd Annual Tour of Gardens	317	2.14%
Emancipation Day Celebrations in Tallahassee	265	1.79%
Sundown Summer Concert Series at Cascades Park	260	1.76%
Space and Charm	243	1.64%

## Top Pages by “View in Map” clicks

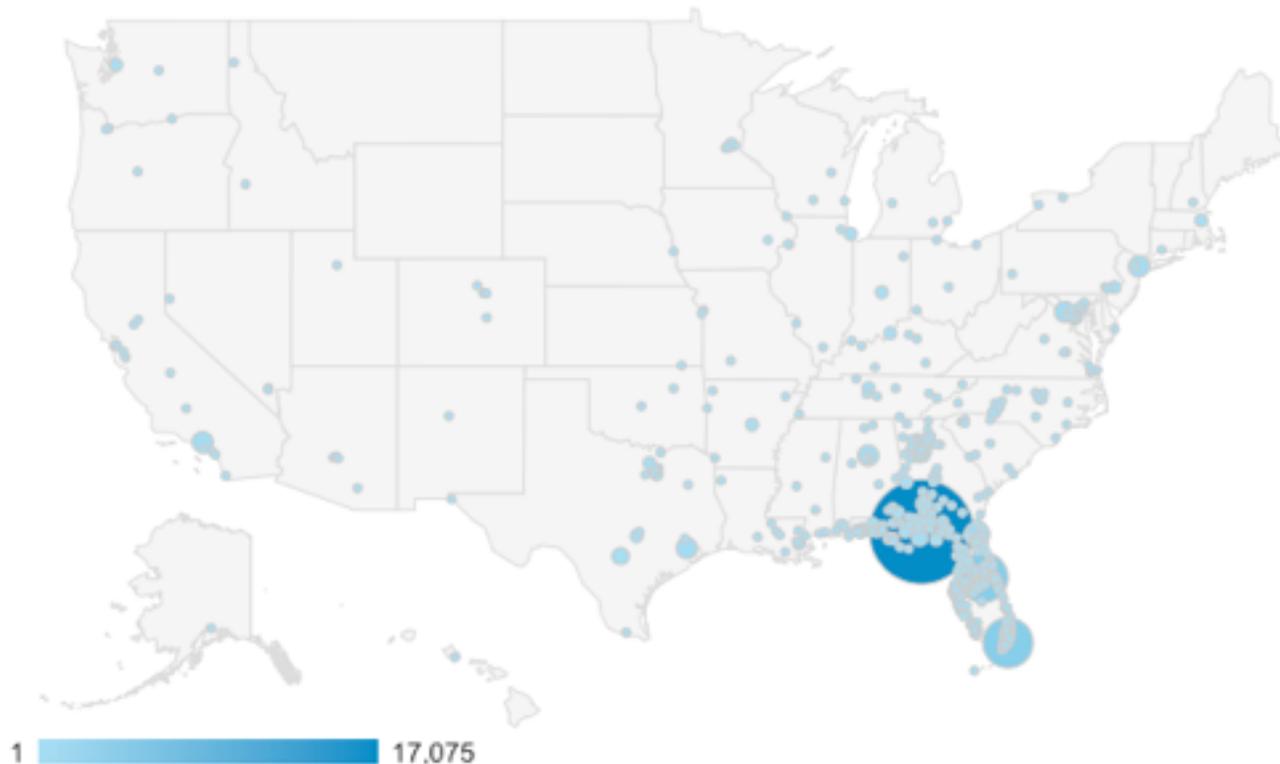
Listed below are the event pages with the most “view in map” clicks

View in Map Clicks	Clicks
James Messer Sports Complex	83
Florida Caverns State Park	64
Fifth & Thomas   Kitchen and Musichouse	52
J.R. Alford Greenway	47
Megabus	37
Myers Park	26
Miccosukee Canopy Road Greenway	22
Lafayette Park	20
A.J. Henry Park	18
Dreamland Memorial Day Celebration, Live Music	18



## Geography

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

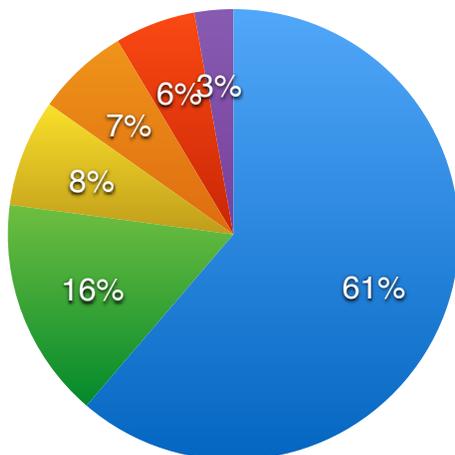


State	Visits
Florida	32,886
Georgia	3,292
Texas	1,768
California	1,196
Alabama	1,152
Virginia	1,081
New York	701
North Carolina	700
Tennessee	579
Illinois	476

City	Visits
Tallahassee	17,075
Orlando	3,652
Miami	3,632
Atlanta	829
Jacksonville	805
Los Angeles	626
Houston	574
Birmingham	487
New York	481
Ashburn	470



- Organic Search
- Direct
- Display
- Referral
- Paid Search
- Social
- Email



Traffic Source	May 2016
Organic Search	31,048
Direct	8,012
Display	3,911
Referral	3,354
Paid Search	2,932
Social	1,401
Email	7

### Top Referring URLs

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

Referring Site	May 2016
m.facebook.com	756
visit.fsu.edu	499
facebook.com	297
theacc.com	185
usatf.org	179
connect.themediatrust.com	133
l.facebook.com	119
cms.leoncountyfl.gov	112
seminoles.com	97
m.visitflorida.com	87



## Advanced Analytics

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

Top Outbound Links	May 2016
<a href="http://www.tal.gov.com/parks/parks-gymnastics.aspx">http://www.tal.gov.com/parks/parks-gymnastics.aspx</a>	199
<a href="http://www.floridastateparks.org/floridacaverns">http://www.floridastateparks.org/floridacaverns</a>	129
<a href="http://www.trailahassee.com/">http://www.trailahassee.com/</a>	126
<a href="http://www.challengertlh.com/">http://www.challengertlh.com/</a>	111
<a href="http://www.capitalcityamphitheater.com/event/2016/05/28/peter-frampton/">http://www.capitalcityamphitheater.com/event/2016/05/28/peter-frampton/</a>	77
<a href="http://www.comedyzoneonthemoon.com/">http://www.comedyzoneonthemoon.com/</a>	70
<a href="http://www.alofttallahassee.com/">http://www.alofttallahassee.com/</a>	60
<a href="http://www.toursintallahassee.com/">http://www.toursintallahassee.com/</a>	58
<a href="http://www.capitalcityamphitheater.com/event/2016/04/29/tank/">http://www.capitalcityamphitheater.com/event/2016/04/29/tank/</a>	56
<a href="http://www.florida-arts.org/programs/cce/">http://www.florida-arts.org/programs/cce/</a>	55

Social Media Icon Clicks	April 2016	May 2016
Facebook	66	100
Twitter	24	36
Instagram	34	44
Pinterest	17	21
Youtube	13	24



**VISIT TALLAHASSEE MARCH 2016 ADVERTISING  
ACTIVITY REPORT  
June 2, 2016**

**PROJECTS COMPLETED**

Summer Family Getaway Promotion  
Executed 5/26/16

Peter Frampton Comcast Campaign  
May 2016

Flagler Submissions  
May 2016

**PROJECTS UNDERWAY**

Monthly Newsletter  
Ongoing

Tour Guide  
Anticipated June 2016

Fall Frenzy  
TBD

Visit Tallahassee Rack Cards  
the/**zimmerman**/agency

Anticipated delivery 5/13

#IHeartTally Rack Cards

Anticipated Delivery June 2016

#IHeartTally Downtown Posters

Anticipated delivery 5/31

2016 Unexpected Experience Videos

Anticipated delivery June 2016

Trailhassee 2.0 Anticipated

delivery TBD

## **UPCOMING MEDIA PLACEMENTS**

Search Engine Activation Program-October 2015-September 2016 Goodway Group

Digital – November 2015-September 2016

xAd May-June 2016

FSU Summer/Fall Almanac May-July 2016 FAMU

Rattler Football Preview 2016

Trailhassee Fall Digital Campaign August-September 2016

Tallahassee Democrat Insertion May- August 2016



# VISIT TALLAHASSEE PUBLIC RELATIONS ACTIVITY REPORT

**April 2016**

Below is a snapshot of public relations efforts for Visit Tallahassee, either initiated or completed April 1 - 30, 2016. These are top line items and do not encompass the various efforts executed on a day-to-day basis.

Total Hours: 292

## **Media Relations**

As a result of our “Kid Tested, Parent Approved” group media tour, garnered online coverage from the following:

- Gone with the Family – a blog sharing family adventures that hopes to inspire other families to travel with their kids, reaching more than 15,000 readers. The “10 Things To Do in Tallahassee with Kids” article spotlights area activity and restaurant partners along with 18 images and even includes “Where to Eat in Tallahassee” and “Where to Stay in Tallahassee” sections.
- Suitcases & Sippy Cups – part travelogue, part travel tips, and everything you need to know about traveling together as a family, reaching more than 55,000 readers. The piece showcases 13 area activity and restaurant partners through the use of our high-resolution photography and images taken by blogger, Jessica Bowers.
- Walking On Travels – blog that encourages parents across the globe to get out the door with their children, discover different cultures, eat new and unique foods, and see the world without fear with their kids, reaching more than 26,000 readers. The piece drives definition for Tallahassee and builds awareness for more than 34 restaurant partners through different sections such as coffee, breakfast, lunch & dinner, dessert, food trucks and local farms.

Garnered digital coverage on *Jacksonville Free Press* in support of African-American heritage sites in Tallahassee, reaching 10,460 readers.

## **Media Experiences**

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.
- *Family Beautiful Magazine*: a travel and lifestyle magazine based in Sarasota, Fla. as well as distributed worldwide.
- *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 “Key to Tallahassee” FAM agendas for client approval.

Executed an individual stay for Tallahassee with *Birmingham Magazine* – the city’s lifestyle magazine, covering arts and entertainment, reaching more than 48,000 readers in a top drive market. Tallahassee will receive a multi-page feature in the June issue highlighting the capital city as an outdoors and culinary destination. Received industry support from 12 partners: Bradley’s Country Store, Food Glorious Food, LeMoyne Center for the Visual Arts, Lofty Pursuits, Paisley Café, Park Avenue Inn, Proof Brewing Company, The Edison, The Tallahassee Museum, T-n-t Hideaway, Uptown Café and Wakulla Lodge.

## Promotions

In support of the Peter Frampton concert, secured a radio promotion for Visit Tallahassee with WJGL-FM – the No. 1 classic hits station in Jacksonville, Fla. The promotion is slated for May 2 – 15, 2016 and packages together a weekend getaway to Tallahassee including two tickets to Peter Frampton, dinners at Zin & Sin and Coosh’s Bayou Rouge and hotel accommodations at Park Avenue Inn.

## News Releases

Title	Concept	Status
“Spring On Stage Concert Series Adds Performances By Tank and Peter Frampton”	Release highlighting Tank and Peter Frampton concerts	Pitching FL, GA, AL metros and newspapers

## Client and Industry Relations

Currently executing "Eat Like A Local" photoshoot to capture images for key dining storylines including:

1. Al Fresco Dining
2. Hands On Experiences
3. Lofty Pursuits

Drafted Solo Travel press piece for client approval.

Drafted Friendly-Family Fun press piece for client approval.

Submitted Tank and Peter Frampton concert description on local and regional event calendars.

Executed weekly status calls/meetings with Client.

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

Screened marketing opportunities for maximum value and return on investment.

### **Publicity Monitoring**

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

###

# VISIT TALLAHASSEE PUBLIC RELATIONS ACTIVITY REPORT

## May 2016

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

Total Hours: 252

### Media Relations

As a result of a recent individual stay with editor Nancy Moreland, garnered a three page feature in *Orlando Magazine* – an award-winning lifestyle publication that has been covering food, philanthropy, art, entertainment, style and travel since 1946, reaching 31,000 readers. The article highlights 17 destination partners and the write-up was even included online.

As a direct result of our “Kid Tested, Parent Approved” group media tour, secured coverage on *Mommy Poppins* – the parent’s guide to the best events, activities and travel for kids and families, reaching more than 288,000 unique visitors. To help impact summer bookings – the article features Tallahassee as the perfect stop over destination while en route to Orlando, Tampa or Miami, as well as highlights more than 20 area activity and restaurant partners.

As a result of our “Key to Tallahassee” group media tour, garnered online coverage from the following:

- *Authentic Florida* – the source for simple and delightful pleasures for Florida living. The “15 Florida Springs to Cool Down Your Summer” round-up spotlights some of the best Florida springs to visit this summer, including Wakulla Springs (just a short drive south of Tallahassee).
- *Southern Hospitality Traveler* – a publication capturing the experience, heritage and character of the South, covering destinations rich in distinction while enhancing that vacation “sense of place” that travelers crave. The “Travel Back in Time at These Five Living History Sites in the South” round-up spotlights Mission San Luis, providing readers with a brief history on the mission along with two images.
- *Green Fashionista* – a lifestyle blog by a lover of all things fashion, traveling, sports and being outdoors. Kate D’Amico from *Florida Travel + Life* attended our press trip and for an added bonus, included a write-up on her personal blog, reaching 1,500 potential visitors.



## **Media Experiences**

For the first time ever, we executed a “choose your own adventure” FAM tour May 12 – 15, 2016 that received industry support from 29 partners during media tour including: Avenue Eat & Drink, Bradley’s Country Store, Bradfordville Blues Club, Downtown Segway Tour, Goodwood Museum and Gardens, Grasslands Brewing Company, Harry Smith Outdoors, Hearth & Soul, Hotel Duval, KitchenAble Cooking School, Kool Bean, LeMoyne Center for the Visual Arts, Level 8, Lofty Pursuits, Lucky Goat Coffee, Madison Social, Maple Street Biscuit Company, Mission San Luis, Paisley Café, Proof Brewing Company, Tally Yakkers, The Brass Tap, The Edison, The Lodge at Wakulla Springs, The Tallahassee Museum, The Museum of Florida History, The Spring House, The Wine Loft and Wakulla Springs.

Scheduling an editor from *Southern Distinction Magazine* – the South’s premier lifestyle magazine that embodies the finer aspects from fine dining to leisure vacations – for an individual stay, July 8 – 10, 2016.

## **Promotions**

Jacksonville radio promotion with WJGL-FM – the No.1 classic hits station in the market ran May 2 – 15, 2016. Valued at \$11,000 with a ROI of 23:1, the contest promoted the Peter Frampton concert at the Capital City Amphitheater at Cascades Park. Participating partners included Park Avenue Inn, Avenue Eat & Drink and Coosh’s Bayou Rouge.

## **Client and Industry Relations**

Currently executing “Eat Like A Local” photoshoot to capture images for key dining storylines including:

1. Al Fresco Dining
2. Hands On Experiences
3. Lofty Pursuits

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	TOTALS
Likes	45,496	46,779	46,727	46,735	46,803	47,205	47,660	<b>47,851</b>					47,851
Reach	53,277	344,051	46,051	94,429	240,576	363,989	504,805	<b>247,929</b>					1,895,107
Post Engagements	3,547	11,055	2,759	3,742	3,024	9,136	15,162	<b>13,721</b>					62,146
Engagement Rate	6.66%	3.21%	5.99%	3.96%	1.26%	2.51%	3.00%	<b>5.53%</b>					3.28%
#IHeartTally Mentions	-	-	-	-	-	-	-	-					-

2014-2015	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
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	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	1,829,092
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	56,941
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%	3.11%
#IHeartTally Mentions	211	202	91	187	182	143	148	-	-	-	-	-	1,164

TWITTER SOCIAL REPORT

2015-2016	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
Followers	7,560	7,680	7,792	7,953	8,119	8,272	8,396	<b>8,541</b>					8,541
Impressions	92,104	68,465	49,448	60,374	104,680	58,594	158,654	<b>169,111</b>					761,430
Post Engagements	2,332	1,537	1,026	1,232	2,210	1,723	3,924	<b>2,477</b>					16,461
Engagement Rate	2.53%	2.24%	2.07%	2.04%	2.11%	2.94%	2.47%	<b>1.46%</b>					2.16%
#IHeartTally Mentions	1,711	1,306	1,052	1,095	1,456	1,702	1,752	<b>7,658</b>					17,732
#IHeartTally Impressions	4,300,000	3,200,000	2,900,000	3,200,000	5,600,000	5,100,000	9,500,000	<b>70,100,000</b>					103,900,000

2014-2015	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
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	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	1,014,413
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	24,367
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%	2.40%
#IHeartTally Mentions	2,042	1,004	676	731	930	1,445	1,949	1,609	1,421	1,135	1,115	1,272	15,329
#IHeartTally Impressions				2,100,000	3,000,000	4,200,000	6,100,000	7,500,000	6,900,000	2,900,000	3,400,000	3,300,000	39,400,000

INSTAGRAM SOCIAL REPORT

2015-2016	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
Followers	4,403	4,770	4,992	5,417	5,824	6,219	6,548	<b>6,939</b>					6,939
Post Engagements	4,732	3,677	3,293	3,524	3,962	5,092	4,202	<b>3,498</b>					31,980
#IHeartTally Mentions	1,746	1,926	1,315	1,838	1,829	1,332	1,729	<b>2,264</b>					13,979

2014-2015	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
Followers	926	1,072	1,151	1,318	1,560	1,821	2,035	2,277	2,691	3,092	3,600	4,030	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	22,258
#IHeartTally Mentions	774	505	348	291	440	1,023	1,016	1,141	1,279	1,311	1,156	1,525	10,809

PINTEREST SOCIAL REPORT

2015-2016	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
Followers	288	280	280	288	293	303	304	283					283
Likes	1	0	3	0	0	0	0	0					4
Repins	18	6	7	9	11	16	8	2					77

2014-2015	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
Followers	53	143	149	154	174	200	217	224	241	248	264	274	274
Likes	1	0	0	0	2	1	0	0	0	0	1	0	5
Repins	0	0	1	0	2	2	1	5	1	3	28	4	47



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## Visit Tallahassee

For the Month of April 2016

Date Created: May 16, 2016

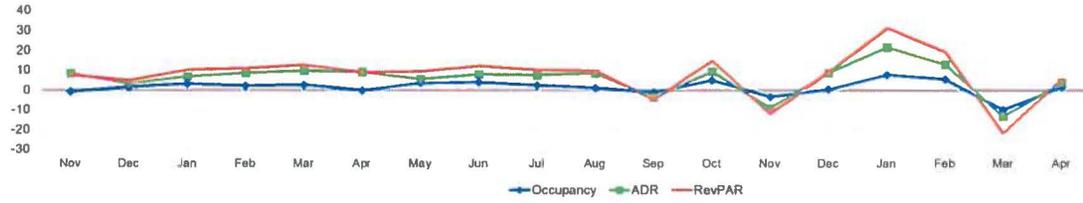
	Tab
Table of Contents	1
Trend Leon County, FL	2
Response Leon County, FL	3
Help	4



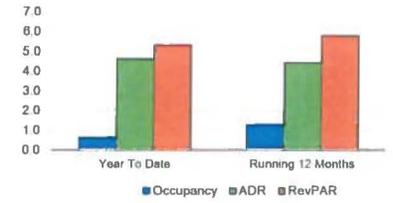


Visit Tallahassee  
For the Month of April 2016

Monthly Percent Change



Overall Percent Change



Occupancy (%)		2014												2015												2016			
		Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Jan	Feb	Mar	Apr	Jan	Feb	Mar	Apr		
This Year	58.6	49.9	54.6	68.3	72.8	83.5	64.2	67.0	64.0	83.8	53.3	64.0	56.7	50.2	58.6	72.1	65.4	64.6	61.2	63.5	64.7	65.1	61.9	61.2	63.5	64.7	65.1		
Last Year	50.1	49.1	52.9	66.8	70.7	83.6	62.0	64.4	62.4	83.0	53.9	61.9	58.6	49.9	54.6	68.3	72.6	63.5	50.1	49.1	52.9	66.8	70.7	83.6	62.0	64.4	62.4		
Percent Change	-8.8	1.8	3.1	2.2	2.7	-0.1	3.6	4.0	2.5	1.2	-1.1	5.1	-3.3	0.5	7.8	5.6	-9.9	-1.7	3.6	0.6	0.6	0.6	5.8	1.1	1.3	1.3	1.3		

ADR		2014												2015												2016			
		Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Jan	Feb	Mar	Apr	Jan	Feb	Mar	Apr		
This Year	110.58	78.58	83.72	92.54	103.00	99.91	98.27	84.88	80.42	89.81	93.68	127.59	100.59	85.50	102.03	104.70	89.30	100.78	87.13	94.73	99.13	85.00	92.56	92.56	92.56	92.56	92.56		
Last Year	102.05	76.84	78.37	85.15	83.79	86.79	93.10	78.69	74.74	82.71	97.22	116.57	110.58	78.58	83.72	92.54	103.00	90.91	80.77	87.13	94.73	70.34	85.00	85.00	85.00	85.00	85.00		
Percent Change	8.4	3.3	6.8	8.7	9.8	9.2	5.6	6.0	7.6	6.6	-3.6	0.5	-0.0	6.9	21.9	13.1	-13.2	4.0	7.9	8.7	4.6	7.4	8.8	4.4	4.4	4.4	4.4		

RevPAR		2014												2015												2016			
		Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Jan	Feb	Mar	Apr	Jan	Feb	Mar	Apr		
This Year	64.80	39.23	45.70	83.17	74.78	81.58	63.11	56.98	51.46	57.27	49.95	81.71	57.03	42.90	60.04	75.50	58.48	65.15	55.28	61.26	64.52	51.45	50.60	50.67	50.67	50.67	50.67		
Last Year	60.29	37.36	41.48	56.86	60.32	56.46	57.70	50.65	46.67	52.13	52.41	71.05	64.80	39.23	45.70	63.17	74.78	61.58	49.46	55.26	61.26	45.29	51.45	56.60	56.60	56.60	56.60		
Percent Change	7.5	5.0	10.2	11.1	12.7	9.1	8.4	12.3	10.3	9.9	-4.7	15.0	-12.0	0.5	31.4	19.5	-21.6	5.8	11.8	10.8	5.3	13.6	10.0	5.8	5.8	5.8	5.8		

Supply		2014												2015												2016			
		Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Jan	Feb	Mar	Apr	Jan	Feb	Mar	Apr		
This Year	168,930	174,561	174,561	157,668	174,561	168,930	174,561	168,960	174,502	174,502	168,960	178,684	172,970	178,684	175,088	158,116	175,057	169,410	168,930	174,561	174,561	174,561	174,561	174,561	174,561	174,561	174,561		
Last Year	170,010	175,677	175,677	158,676	178,653	172,830	174,561	168,930	174,561	174,561	168,930	174,561	168,930	174,561	174,561	157,668	174,561	168,930	170,010	175,677	175,677	158,676	178,653	172,830	174,561	168,930	174,561		
Percent Change	-0.6	-0.6	-0.6	-0.6	-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	0.3	-3.2	-1.5	0.3	-2.9	-2.2	0.7	0.7	0.7	0.7		

Demand		2014												2015												2016			
		Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Jan	Feb	Mar	Apr	Jan	Feb	Mar	Apr		
This Year	98,998	87,181	95,292	107,630	126,732	107,342	112,113	113,253	111,717	111,328	90,997	114,433	98,037	89,688	103,030	114,008	114,528	109,509	435,178	436,996	441,075	1,270,960	1,256,670	1,281,741	1,281,741	1,281,741	1,281,741		
Last Year	100,433	86,312	92,977	105,968	126,335	109,898	106,178	108,857	108,995	110,013	91,074	106,308	98,998	87,161	95,292	107,630	126,732	107,342	433,862	435,178	436,996	1,237,318	1,270,960	1,270,960	1,256,670	1,256,670			
Percent Change	-1.4	1.0	2.5	1.8	0.3	-2.3	3.6	4.0	2.5	1.2	-1.1	7.8	-1.0	2.9	8.1	5.9	-9.8	2.0	0.3	0.4	0.9	2.7	-1.1	2.0	2.0	2.0			

Revenue		2014												2015												2016			
		Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Jan	Feb	Mar	Apr	Jan	Feb	Mar	Apr		
This Year	10,947,014	8,848,871	7,977,925	9,960,488	13,053,173	10,403,031	11,017,848	9,813,041	8,983,731	9,906,965	8,440,395	14,800,031	9,861,074	7,678,600	10,512,638	11,037,023	10,237,398	11,036,532	37,016,303	41,394,627	43,723,591	108,140,460	116,321,185	123,015,136	123,015,136	123,015,136			
Last Year	10,248,430	6,563,360	7,286,440	9,023,102	11,849,061	9,757,700	10,071,849	8,556,977	8,146,578	9,099,271	8,853,804	12,403,194	10,847,014	6,848,871	7,977,925	9,960,488	13,053,173	10,403,031	35,044,096	37,816,303	41,394,627	98,044,360	108,140,460	116,321,185	116,321,185				
Percent Change	6.8	4.3	9.5	10.4	10.2	6.6	8.4	12.4	10.3	9.9	-4.7	17.7	-9.9	12.1	31.8	10.8	-21.6	6.1	8.2	9.2	5.6	10.3	7.6	6.5	6.5				

Census %		2014												2015												2016			
		Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Jan	Feb	Mar	Apr	Jan	Feb	Mar	Apr		
Census Props	61	61	61	61	61	61	61	61	61	61	61	61	62	62	61	61	61	61	61	61	61	61	61	61	61	61	61		
Census Rooms	5631	5631	5631	5631	5631	5631	5632	5632	5632	5632	5632	5632	5764	5764	5648	5647	5647	5647	5647	5647	5647	5647	5647	5647	5647	5647	5647		
% Rooms Participants	89.7	89.7	87.8	91.5	91.5	91.5	91.5	91.5	91.5	91.5	91.5	91.5	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		

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**Chris Holley - FY16 Cultural Facilities Matching Grant Program Funding recommendations**

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**From:** "Kevin Carr" <kevin@tallahasseearts.org>  
**To:** "Lee Daniel" <DanielLee@leoncountyfl.gov>, "Chris Holley" <HolleyC@l...>  
**Date:** 6/13/2016 10:39 AM  
**Subject:** FY16 Cultural Facilities Matching Grant Program Funding recommendations  
**CC:** "Brian Hickey" <HickeyB@leoncountyfl.gov>  
**Attachments:** FY16 CF funding recommendations.xlsx

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Dear Lee,

On Friday, June 10<sup>th</sup>, COCA administered the FY16 Cultural Facilities Matching Grant Program Panel Review Meeting.

All the applications for FY16 grant funding were reviewed and scored. Based on the ranked scores and recommendation of the volunteer panelists, three projects were recommended for funding. Please see the attached funding recommendations from this year's panel.

If you have any questions, or require any additional information, please let me know.

Thanks,  
Kevin

**Kevin M. Carr, Ph.D.**  
**Grants Program Manager**  
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Tallahassee FL 32301  
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COUNCIL ON CULTURE & ARTS | TALLAHASSEE/LEON COUNTY

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## FY16 COCA Cultural Facilities Matching Grant Program

### Funding Recommendations

<u>Organization</u>	<u>Project</u>	<u>Recommended Funding</u>
Challenger Learning Center	STEAM Laboratories	\$ 56,875.00
<i>to construct two additional classroom spaces to conduct STEAM (science, technology, engineering, arts and mathamatics) programming</i>		
Goodwood Museum and Gardens	Rough House Restoration and Renovation	\$ 100,000.00
<i>to restore the exterior and rehabilitate the interior of the historic Rough House Cottage</i>		
LeMoyne Center for the Visual Arts	repairs to Meginnis-Munroe House	\$ 92,484.00
<i>to repair the exterior of the historic Meginnis-Monroe House</i>		
<b>Total Recommended Funding</b>		<b>\$ 249,359.00</b>

**CULTURAL FACILITIES  
MATCHING GRANT PROPOSAL  
FY16**



**Administered on behalf of Leon County**



# FY16 Cultural Facilities Matching Grant Program Guidelines

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# CULTURAL FACILITIES MATCHING GRANT

## PROGRAM GUIDELINES

### **PURPOSE OF THE PROGRAM**

To offer support and funding for renovation, new construction, or acquisition or equipping of cultural facilities located in Leon County or the City of Tallahassee.

A **Cultural Facility** is a building that shall be used primarily for the programming, production, presentation, exhibition, or any combination of the above functions of any of the arts and cultural disciplines including, but perhaps not limited to: music, dance, theater, creative writing, literature, architecture, painting, sculpture, folk arts, photography, crafts, media arts, visual arts, programs of museums, historical sites, and historical/heritage facilities.

The intent of this grant program is capital improvement that, for the purpose of this application, is defined as an addition or renovation of a permanent structural improvement or the restoration of some aspect of a property that will either enhance the property's overall value or increases its useful life.

### **BASIC ELIGIBILITY**

All applicants must meet the following basic legal and program eligibility requirements at the time of the application.

All applicant organizations must:

- 1) Be physically located in the City of Tallahassee or Leon County, Florida.
- 2) Be a non-profit, tax exempt Florida corporation according to these definitions:  
Incorporated as an active nonprofit Florida corporation, pursuant to Chapter 617, Florida Statutes;  
Designated as a tax-exempt organization as defined in Section 501(c)(3) or 501(c)(4), of the Internal Revenue Code of 1954; and  
Allowed to receive contributions pursuant to the provisions of s. 170 of the Internal Revenue Code of 1954.
- 3) have provided at least 3 years of year-round arts or cultural programming in Leon County.

Applicant organizations who are awarded funding through the Cultural Facilities Matching Grant Program will not be eligible for program funding in the fiscal year immediately following their grant award.

### **FACILITY ELIGIBILITY**

The applicant's venue for the proposed project must be located in Leon County, and *by the application deadline*, must be one of the following:

- An auditorium that is owned and operated by a government entity;
- An auditorium that is owned by a government entity that is leased to a not-for-profit organization for operation as an auditorium open to the public;
- An auditorium that is subleased from a government entity to a not-for-profit organization for operation as an auditorium open to the public;
- A museum that is owned and operated by a government entity;
- A museum that is owned and operated by a not-for-profit organization and open to the public.
- A museum that is owned by a government entity that is leased to a not-for-profit organization for operation as a museum open to the public.

## **GRANT REQUIREMENTS**

All applicant organizations must:

1. Own or have an executed lease for the undisturbed use of the land or buildings for a period of no less than 10 years (or both). Exception: Unless land or buildings or both are publically owned and leased to an eligible applicant.
2. Retain ownership of all improvements made under the grant. Exception: Unless land or buildings or both are publically owned and leased to an eligible applicant.
3. Provide an organization operating budget showing total revenue and support for the last 2 completed fiscal years. Organizations must also provide a 5 year budget projection.
4. Provide a digital file reduction of current architectural plans (This is required for new building projects. Encouraged for all other applicants.)
5. Provide support letters indicating project impact and worthiness (5 letters or fewer)  
Any applicant requesting and receiving grant funds from this program for the purpose of construction, rehabilitation, remodeling, or preservation of a historic property, must do so in conformance with the Secretary of the Interior's Standards for Historic Preservation. Please see these standards and additional information at [www.nps.gov/history/hps/tps/tax/rhb/](http://www.nps.gov/history/hps/tps/tax/rhb/).
6. Have at least 25% of the total matching funds confirmed by the application deadline. The applicant must have 100% of the matching funds confirmed before grant funding will be disbursed.

Applicants can only have one "open" cultural facilities grant at a time.

## **UNALLOWABLE EXPENDITURES FOR GRANT PROGRAM FUNDING**

No Facilities project expenditures will be allowed for the following, from COUNTY funds or from matching funds:

1. General Operating Expenses (GOE). Administrative costs for running the organization (including but not limited to salaries, travel, personnel, office supplies, mortgage or rent, operating overhead or indirect costs, etc.).
2. Costs associated with representation, proposal, or grant application preparation.
3. Costs incurred or obligated before project timeline approved in the grant process. (See exceptions on p. 5 under "Allowable Matching Funds")
4. Costs for lobbying or attempting to influence federal, state or local legislation, the judicial branch, or any County agency.
5. Costs for planning, including those for preliminary and schematic drawings, and design development documents necessary to carry out the project.
6. Costs for bad debts, contingencies, fines and penalties, interest, and other financial costs.

7. Costs for travel, private entertainment, food, beverages, plaques, awards, or scholarships.
8. Projects restricted to private or exclusive participation, including restriction of access to programs on the basis of sex, race, creed, national origin, disability, age, or marital status.
9. Re-granting, contributions, and donations or endowment contributions.
10. Feasibility studies, architectural drawings or operational support.
11. Expenditures for space rental, improvement, or maintenance not specifically identified with the project.

### **ALLOWABLE MATCHING FUNDS**

There are five types of allowable matches.

- Irrevocable pledges
- Documented in-kind contributions
- Prior eligible expenditures directly related to the project and made within 2 years prior to the application date
- A portion of the value of the land or building directly used for the grant project
- Cash on hand (Liquid Assets)

At least 25% of match must be cash-on-hand. No more than 50% of the match may be irrevocable pledges or in-kind contributions.

Volunteer hours may not be used as in-kind unless they are providing professional services. For example, a plumber or carpenter may provide in-kind as a skilled trade professional, but not as a general volunteer for the organization.

In-Kind contributions by the applicant are **not eligible** for match.

For further details, see “Match Requirements” and “Restrictions on Matching Funds” below.

### **MATCH REQUIREMENTS**

- Match must be at least 1:1, or one applicant dollar for every one County dollar requested.
- Matching funds **must be specifically related to the project for which grant funds are being requested.**
- Required documentation for the match is listed below and on the application.
- **Match must be 100% complete and confirmed at the time of grant award.** Applicant must have at least 25% of total match confirmed by the application deadline.

1. **Cash-on-Hand.** At least 25% of the match must be cash-on-hand (not merely pledged) and dedicated to the project before grant funding may be released. (Example: if match is \$1,000, at least \$250 must be cash-on-hand). Cash-on-hand may exceed 25% of the total match, but may never be less than 25% of the total match. Cash-on-hand may be documented by submitting a grant award confirmation, or an account statement that shows the availability of the cash, accompanied by board minutes or an executive director’s statement attesting to the approved use of those funds—free from restrictions, liens—are dedicated to the proposed project, or an award letter for a government appropriation.

**2. Irrevocable Pledges.** Irrevocable pledges of cash payment must be received and obligated by the end of the grant encumbrance period of 21 months). Pledges must be documented in the following manner:

- a) Name of person or organization making the pledge;
- b) Date and Amount of the pledge;
- c) When the pledge will be paid (must be paid by end of the grant encumbrance period); and
- d) Intent of the donor for use of the funds must be confirmed to be specifically for the proposed project.

Only pledges that are auditable are acceptable.

No more than 50% of the total match may be irrevocable pledges and/or in-kind contributions.

**3. In-Kind Contributions.** Sources of in-kind contributions must be itemized at the time of application, and the goods and services received and utilized by the end of the grant encumbrance period. In-kind contributions must be dedicated to the project and will be accepted toward match if received and utilized within the proposed project period dates and/ or by the end of the grant encumbrance period. Itemized in-kind contributions must include the following information:

- a) Name of person or organization making the in-kind contribution;
- b) Date and Description of goods and services donated; and
- c) Fair market value of the in-kind contribution, including total value of the goods and services, amount to be donated, and the basis for the determination.

**4. Prior Expenditures.** Prior expenditures directly related to the project may be accepted toward match if made within two (2) years prior to the application date. Itemized prior expenditures must include the following information:

- 1) date and description of expense
- 2) brief explanation of purpose of expense and how it relates to grant project

**5. Land or building.** Up to 10% of the value of the land or building specifically used for the grant project can be counted toward match. The land or building may be appraised for the purposes of the match. However, the cost of the appraisal may not be counted towards the match. Applicants may use an appraisal or the organizational audit or 990 to demonstrate the value of the land or building applied towards the match.

### **RESTRICTIONS ON MATCHING FUNDS**

- Funds that are for General Operating Expenses (i.e. the Un-restricted column on the Statement of Activity page of the organization's audit) will not be allowed.
- Revenue from bond issues that have not been passed at the time of application will not be acceptable as match. Cash proceeds must be received and expended by the end of the grant period.
- Revenue from grants that have not yet been awarded will not be acceptable as match.
- Fundraising costs will not be acceptable as match.
- Legal fees or taxes will not be acceptable as match.
- Matching funds will be designated only to the project phase presented in this application and may not be used in previous or succeeding applications.
- Matching funds may have been expended prior to the execution date of the Grant Award Agreement; as long as they are clearly a part of the project described and can be documented and as long as they are made within two years prior to the application

date. However, at least 25% of the matching funds must be confirmed by the application deadline.

- Interest paid on mortgage. The interest paid on the mortgage is considered to be the "cost of doing business," and may not be used as match.
- Building or Land as match:
  - The value of buildings or land not owned by the applicant may not be used as match.
  - The building or land must have been intended for the grant purpose at the time of purchase or acquisition.
  - A building or land used for the grant project may be appraised for purposes of the match. The cost of the appraisal cannot be counted toward the match. Only 10% of the portion of the land or building directly used for this project may be counted towards the match.
  - Owner must live in Leon County
  - Must have unrestricted use of the building or land for at least 10 years
- Loans may not be used as match. Only unencumbered equity may be counted as match.
- Funds from any State of Florida agency may not be used as match for this program.
- In-Kind Contributions by the applicant are **not eligible** for match.

## **MATCHING FUNDS DOCUMENTATION**

- Prepare all Matching Fund documentation within a single PDF, if possible.
- If there are multiple Matching Fund documents, attach them in the order in which they are listed on the Match Form, or include a cover listing of all the documents included.
- Identify any Matching Fund documentation clearly, especially if it is not immediately clear who or what they are funding.
- Matching documentation must be included if you indicate it as "confirmed" on the Match Form.
- Matching Funds Confirmation requires audit-ready documentation, such as:
  - Grant award letters, written or emailed pledge to support the project, sponsorship agreements, etc., which includes:
    - Donor/Company,
    - Contact information,
    - Amount of the contribution/award,
    - Date by which the contribution, award, or pledge will be paid, and
    - **Use or purpose for the funding--must be intended specifically for the project.** If the document indicates general support for the organization and does not specify the project, you must submit accompanying letter from the executive director as in "Applicant Cash" item, below.
    - Must include any restrictions on the funding, such as: approval process, acknowledgement requirements, specific materials of value such as tickets, advertising space, etc.)
- A notice of intent to consider support for the project does not qualify as confirmed, but may be included to show potential or pending matching funds. Indicate these in the "unconfirmed" column on the Match Form.
- Applicant Cash – If using applicant cash to support a project, the documentation must include: the amount, the availability of that amount to be used specifically for this project, that the amount is free and clear from liens or other use restrictions, and that it has been dedicated specifically to this project, as approved by the applicant organization's executive director, or an officer of the Board of Directors.

The applicant's recent financial statements (as submitted with the application) should support this availability of funds from Applicant Cash.

- Documentation of In-Kind support must be included in the project plan narrative, budget, budget detail and match forms in order to reflect the total cost of the project. It is recommended to document all forms of In-Kind support for the proposed project, whether or not used as Matching Funds.
- Matching Funds Confirmation of In-Kind Support requires documentation, such as: pro-bono value statements (from the providing source); statement of contributed item and value, volunteer hours (statement includes name, contact, service to be provided, number of hours, rate and total value of service(s), etc. As with all matching funds, the contribution or donation must be specifically for the project.

## **FUNDING REQUESTS AND LIMITATIONS**

- Applicants may apply for a maximum funding request of \$100,000. The minimum allowable funding request is \$5,000.
- Funding Request must be no greater than 50% of the total eligible budget costs for the project.
- Organizations may only submit a single application per year.
- Applicants who are awarded funding through the Cultural Facilities Matching Grant Program will not be eligible for funding in the fiscal year immediately following their grant award.

## **PROJECT TYPES ALLOWED**

- **Acquisition** – land/building purchase
- **Construction** – a. New building (ground up building construction), or  
b. building addition resulting in air conditioned square footage by 25% or more
- **Renovation** – repair, addition, or alteration of a building/property
- **Equipping** – outfit or return a property to a state of utility through replacement of capital fixtures and equipment; including fixtures, furnishings and equipment that will replace, increase or alter to enhance technology, make possible a greater capacity, or make more efficient use of the space.

**No “bundling” of items.** Proposal must be for one proposed project only. Trying to include more than one stand-alone project to make a bigger project for the proposal is discouraged. All elements of the project shall be integrated into the proposed project scope.

**No multi-year requests.** All new requests will be single-phase projects. Single Phase Projects are defined as those which will be completed within 21 months after grant funds are available.

## **CHANGES IN PROJECT SCOPE OR VENUE**

Anything that substantially reduces the scope or character of the funded project is not allowed.

Organizations wishing to change the scope or venue of their project must submit a new application, in accordance with application guidelines and calendar, for a subsequent application cycle.

Any material changes in project scope or of a variance of 20% or more of total budget **or any one line item**, must receive approval by COCA *in advance* in order to receive further funding.

## **PROJECT EXTENSIONS**

Grant period extensions may be requested by the applicant. An extension of the completion date must be requested at least 30 days prior to the end of the grant period. COCA may approve extensions not to exceed 120 days for any project unless the Grantee can clearly demonstrate extenuating circumstances.

An extenuating circumstance is one that is beyond the control of the Grantee, and one that prevents timely completion of the project, such as a natural disaster, death or serious illness of the individual responsible for the completion of the project, litigation related to the project, or failure of the contractor or architect to provide the services for which they were hired. An extenuating circumstance does not include failure to read or understand the administrative requirements of a grant, or failure to raise sufficient matching funds.

To request an extension, grantee must submit written request to COCA at the earliest possible date, or at least two (2) months in advance of the project end date. Request must include: project title and brief description, award amount, requested amount of time for extension (number of days/months) and explanation for extension request. The request must include any project scope changes and budget impact related to the extension.

The extension request will come before COCA for consideration. If approved, the grant is considered in “current” standing. The length of time awarded by the approved request extends the project grant period accordingly, and a contract amendment will be issued. If any follow-up information is requested, this becomes part of the grant requirements and must be completed to maintain current status.

## **LEASE AND LAND REQUIREMENTS**

Applicant organizations must document ownership or undisturbed use as follows:

1. **Legal proof of unrestricted ownership of land and building.** Unrestricted shall mean unqualified ownership and power of disposition. Property that does not meet the unrestricted ownership criterion will not be eligible for match. Documentation may include a deed, title, or copy of a recent tax statement. Provisional sales contracts, binders, or letters of intent are not acceptable documentation of ownership.

**OR**

2. **Undisturbed use of property for a specific period of time.** This specific period of time must begin no later than the deadline date for the application in which funding is requested, and must continue for the minimum period of time required according to the Project Scope. For building renovation or construction, the remaining lease term must allow for a minimum of ten (10) years’ public access to the facility, under normal operating hours, beyond the completion date of the proposed project.

Documentation must include:

- an executed copy of a lease with applicant, and
- a written explanation of any easements, covenants, or other conditions affecting the use of the site or facility, or both.

**\*Important:** The length of the lease is measured from the remaining term as of the date of application. Provisional extensions to meet the minimum lease requirement are not acceptable. All original and executed lease extensions must be submitted with the application.

## **LEASE CHECKLIST**

### **CHECKLIST FOR LEASE**

THE FOLLOWING CHECKLIST WILL INDICATE THAT THE AUDITORIUM OR MUSEUM IS ELIGIBLE TO APPLY FOR THESE FUNDS IF ALL THE ITEMS BELOW ARE TRUE.

- The underlying fee simple ownership will be by a government entity, who will be the Landlord under the Lease.
- The Lease may provide a right to the Tenant to construct improvements, but for said constructed improvements and other improvements on the property, they cannot be materially modified without the approval of the Landlord. The Lease may authorize the Tenant to apply for TDT Dollars to be used for improvements and other authorized project-specific expenditures under the TDT guidelines.
- The Tenant must maintain in all respects the improvements and deliver them to the Landlord at the end of the Lease in the same condition as when constructed, reasonable wear and tear accepted.
- If the Tenant is dissolved, that will constitute a default under the Lease and terminate the Lease with any improvements reverting back to the Landlord.
- During the term of the Lease, the Tenant may show the value of the improvements on its books, with a note that upon termination, those improvements revert to the Landlord.
- The use by the Tenant for the property and improvements must be agreed upon and will be restricted to a cultural facility use (see "Definitions and Terms"). Tenant may not assign its rights under the Lease without Landlord's approval and the use may not change without Landlord's approval.

### **CHECKLIST FOR SUBLEASE FROM GOVERNMENT ENTITY**

THAT IN TURN IS LEASING FROM A PRIVATE SOURCE

When a museum or auditorium building is owned by a not-for-profit organization but situated on land owned by a private source that is leasing to a government entity that is subleasing to the applicant not-for-profit ...

- The term of all Leases and subleases must be for a required number of years, at least equal to the useful life of any improvements to be constructed by the Tenant.
- Language in the Lease Agreement that assures us that auditorium or museum usage will remain for the length of the lease.
- Language in the lease that states that the government entity will become responsible for maintaining the auditorium or museum should the nonprofit default on the lease.

#### **For Acquisitions only**

Acquisition applicants will be considered exempt from this ownership eligibility requirement. If the application is for an acquisition, the applicant must provide a description of the facility, purchase price, and a letter of intent to sell signed by the seller. Remember, the County will not reimburse the grantee for an expense that was incurred prior to the execution of the Grant Award Agreement. Therefore, the purchase of (closing on) the property or facility (an expense) may not take place prior to the execution of the Grant Award Agreement.

## **ADMINISTRATIVE AND REPORTING REQUIREMENTS**

If a grant is awarded, recipients shall enter into a contractual grant award agreement with Leon County through its fiscal agent, COCA, that specifies the applicant's responsibilities. The applicant shall comply

with the administrative and accounting requirements set forth in the grant award agreement, which include but are not limited to:

1. Submission of interim reports at six-month intervals (at a minimum) and a final grant report.
2. The Grantee shall maintain an accounting system that provides for a complete record of the use of all grant and matching funds, including:
  - (a) Establish an accounting system that records project expenditures by using the same expense categories as those in the original application.
  - (c) All project documentation must be kept current, and accessible to COCA or Leon County, upon request, and retained for a period of five (5) years after the project and grant reporting requirements have been completed.

## **ENCUMBRANCES AND EXPENDITURES**

Grant recipients must encumber (commit or contract for) all County dollars for the length of the grant period. County funds may not be encumbered or expended prior to the signing of the Grant Award Agreement by all parties.

## **FUNDING ACKNOWLEDGEMENT**

For projects funded wholly or in part by this grant, Applicant organizations must acknowledge COCA, the City of Tallahassee, and Leon County in signage and media, including digital communications and websites and programs, publications and other printed materials.

Acknowledgment will include the County's, and COCA's logo **and** use of the following statement, as best suited to the collateral design, and at a size that is legible.

Verbiage for acknowledgment is as follows: "This project is funded in part by Leon County Government through the Council on Culture & Arts."

Requests for exceptions to the verbiage or logo compliance may be approved if noticed to COCA in advance of publication deadline.

Acknowledgement to COCA and Leon County must be commensurate with the recognition provided to other contributors and sponsors of the project in any of the following applications:

- a. On a permanent sign constructed on the project site;
- b. On a temporary signage displayed at the construction site; and
- c. In all major publications, printed and digital media

## **INDEMNITY, SAFETY AND INSURANCE REQUIREMENTS**

**Indemnity.** To the fullest extent permitted by law, applicant will defend, indemnify and hold harmless COCA and Leon County from and against all claims, damages, losses and expenditures, including reasonable attorneys' fees and costs, arising out of or resulting from its activities under the Agreement.

**Safety.** Applicant will comply, and will require its contractors (if any) to comply, with all applicable laws, ordinances, rules, regulations, standards and lawful orders from authorities bearing on the safety of persons or property or their protection from damage, injury or loss.

**Insurance.** Applicant shall provide and maintain insurance coverage throughout the term of the contract, or until the completion of the proposed project, whichever is sooner, of such types and in such amounts as may be necessary to protect against misappropriation of the Program funding and damage

to or destruction of the improvements purchased or constructed with said funding. Applicant or insuring agent will provide certificates of insurance evidencing said coverage, according to the following requirements:

a. Applicant will have in force the following insurance coverage and will provide Certificates of Insurance to COCA prior to commencing project under the Agreement to verify such coverage. It shall be the responsibility of the Applicant to ensure that all its contractors and subcontractors procure and maintain the insurance coverage outlined below for the duration of the project, unless noted otherwise.

i. **Commercial General Liability** - Applicant will provide coverage for all operations including, but not limited to, Contractual, Products and Completed Operations, and Personal Injury. The limits will not be less than \$1,000,000 Combined Single Limit (CSL) bodily injury and property damage, or its equivalent. The insurance policy will list COCA and Leon County as an additional insured, with respect to the Commercial General Liability insurance.

ii. **Commercial Automobile Liability** – Applicant will provide coverage for all owned, non-owned and hired vehicles directly related to the grant project for limits of not less than \$500,000 Combined Single Limit (CSL) bodily injury and property damage, or its equivalent.

iii. **Workers' Compensation**, if applicable – Applicant will provide coverage for all employees at the site location and, in case any work is subcontracted, will require the subcontractor to provide Workers' Compensation for all its employees. Coverage is required in accordance with State of Florida statutory requirements.

iv. **Employee Dishonesty/Crime Insurance** – Applicant will provide coverage greater than or equal to sixty-five percent (65%) of the amount of the Cultural Facilities Program funding.

v. **Payment and Performance Bonds** – The contractor shall execute payment and performance bonds in amounts at least equal to the **current project phase amount** (total amount of the proposed project, not including prior expenditures toward the project, nor is it mandated to cover soft costs, which typically include design, engineering, permitting (DE&P) and project administration) in such form and with such sureties as may be acceptable to the Applicant and COCA. If the surety on any bond furnished by the contractor is declared bankrupt or becomes insolvent or its rights to do business in the State of Florida are terminated, or it ceases to meet the requirements imposed by this agreement, the contractor shall within five (5) business days thereafter substitute another bond and surety, both of which shall be acceptable to the Applicant and COCA. The bonds must remain active throughout all current work related to the proposed project.

NOTE: If an applicant/grantee's project is limited to new equipment installations, a builders' risk or installation floater (inland marine coverage) is acceptable, with the caveat that the policy must include coverage for any damage done to the existing structure caused by the new installation.

vi. **Builders' Risk/Installation Floater** – The contractor shall provide "all risk" property insurance on any construction, additions, and machinery and equipment. The amount of the insurance shall be no less than the estimated replacement value at the time of applicant's final acceptance of said improvements. In the event that the grantee does not work with a contractor on the

funded project, the organization must purchase or add Builders' Risk to their current property program (Commercial General Liability). This is a cost that would have to be incorporated into the grant request. The Builders Risk policy must remain active throughout all current work related to the proposed project and must not terminate until the final acceptance of a contractor's work, all vendors' installations, final release of occupancy, and final acceptance at completion of the project has been made by the applicant.

vii. The insurance coverage shall contain a provision that forbids any cancellation, changes or material alterations in the coverage without providing 30 days written notice to COCA, or 10 days for nonpayment. (These terms are no longer provided on the ACORD standard industry Certificates of Insurance Cancellation, but shall be included in the policy provisions.)

b. Any exceptions to the insurance requirements in this section must be requested in writing by the applicant and approved by COCA. Such a request should include reasons why the applicant is unable or unduly burdened by the requirement it desires reduced or waived.

c. Compliance with these insurance requirements shall not relieve or limit the applicant's liabilities and obligations under this Agreement. Failure of COCA to demand such certificate or other evidence of full compliance with these insurance requirements or failure of COCA to identify a deficiency from evidence provided will not be construed as a waiver of the applicant's obligation to maintain such insurance.

**Project Team and Management** - Cultural Facilities Funding projects require very specific usage and project management oversight, and frequently necessitate a contractor, or project manager. In the event that a contractor will not be engaged for the project management, it becomes even more critical to provide roles and responsibilities for the project team, organization staff, and Board of Directors, with regard to the project management.

## **FINANCIAL REPORTING**

Financial Statements will be required as part of the application. The following chart shows the financial statements required based on the applicants operating budget (unrestricted operating revenue) for most recently completed fiscal year. Please note: No compilation reports will be accepted for audited or reviewed financial statements.

If your organization's unrestricted, operating revenue for the most recent fiscal year was:

### **\$1.5 million or greater**

You must submit

- a) Form 990,
- b) Independent, certified audit for most recent fiscal year,
- c) AND current year, board-approved financial statements

### **Between \$500,001-\$1.5 million**

You must submit

- a) Form 990 AND
- b) Independent, certified audit, OR
- c) reviewed, financial statements AND current year, Board-approved financial statements

**Less than \$500,000**

You must submit

- a) Form 990 AND
- b) Independent, certified audit OR
- c) reviewed financial statements, compiled financial statements OR
- d) Self-reported year-end financial statements signed by the organization's treasurer or accountant AND current year- to- date financial statements

**PANEL MEETING**

An independent panel will meet to discuss the applications and ask questions of applicants, if requested. The grant review panel will be assigned and supported by COCA. Applicants will be invited to attend the meeting to answer questions from the panel. No presentations or updates from applicants will be allowed at the panel meeting. After panel discussion at the public panel meeting, each panelist will finalize their scores and submit them for final data entry and ranking. Panel will hold consensus discussion on final scores, ranking, and funding recommendations.

## **SCORING, RANKING, AND FUNDING**

**Scoring.** The total possible number of points for a grant application is 105. The grant panel's evaluation will be based on the information contained in the application and required attachments. The panel members' individual ratings will be averaged to determine a final score for each application. Applications receiving a score of 75 or higher will be considered for funding.

Bonus Points will be added to the applicant's average score based on the length of the applicant's length of operation. Such length and points shall be determined from the date of incorporation to the date of the application deadline, according to the following rubric:

- 10 to 15 years – 2 points
- 15 to 20 years – 3 points
- More than 20 years – 5 points

Scoring will be Olympic-style, meaning that the high and low score will be dropped and the remaining scores will be averaged together. Scores will be calculated to the thousandths of a point (example: 85.437). For funding consideration, a final score of 75 or greater is required.

**Ranking.** A priority list is determined by the rank order of all proposed projects based on the Olympic average score of each application. The number of applicants funded will depend on the amount of the funding pool available, awarding funding to the highest scoring applications, until the pool is depleted. Any remaining partial request amount will be taken into consideration by the panel as they decide the funding recommendation by consensus.

**Final approval of ranking and funding recommendations.** COCA's Board of Directors and Leon County's Tourist Development Council (TDC) reviews and approves the funding recommendations of the grant panel.

The grant panel will have the flexibility to offer partial funding but not less than 80% of the applicant's request. However, the goal of the program is to fully fund organizations' requests.

## **GRANT PANELIST EVALUATION RUBRIC**

### **A. Concept (40 Points Total)**

- Q1: Need – 20 Points
- Q2: Vision – 15 Points
- Q3: Inspire Excellence – 5 Points

### **B. Facility (30 Points Total)**

- Q4: Process/Design/& Planning – 15 Points
- Q5: Quality – 15 Points

### **C. Management & Budget (30 Points Total)**

- Q6: Operational Readiness – 10 Points
- Q7: Financial Readiness – 15 Points
- Forms & Financial Position
- Q8: Care & Stewardship – 5 Points

## **PAYMENT SCHEDULE**

Reporting and Disbursements Schedule to be determined according to project timeline and draw-down needs, on a project-by-project basis.

- **Report/Disbursement #1 – 25% of award** upon Execution of Award Agreement with required updates
- **Report/Disbursement #2 – up to 65% of award** for 2<sup>nd</sup> Disbursement (may be more than one Interim report/disbursement, depending on project timeline and project draw-down needs)
- **Report/Disbursement #3 – 10% of award** after close of project, final report, including release of liens and documentation of all project expenditures. **(This is on a reimbursement basis.)**

## DEFINITIONS & TERMS

**APPLICANT:** a public entity, or a not-for-profit corporation that owns or has the unconditional use of the building to be renovated, expanded, constructed, or equipped, and the site on which it is located.

Legal name of the organization directly responsible for the project and having undisturbed use of the facility at the time of application. Make sure that the street address is included if using a post office box for mailing.

**APPLICANT CASH (MATCH):** This line item is often used to "balance the budget" when expenditures exceed all other revenues listed. For the proposal budget, these are general funds the applicant will dedicate to the project.

**APPLICANT'S FEDERAL EMPLOYER IDENTIFICATION NUMBER:** Must be provided before funds will be released. This is not a State of Florida sales tax exemption number.

**ARCHITECTURAL/DESIGN SERVICES:** Amount paid (or documented in-kind) for total services involved with project. These may include design work, schematics, design development, bidding and negotiation, consultant services, and contract administration by the architect.

**ASSETS: (see CAPITAL FIXTURES AND EQUIPMENT),** items that become affixed to the facility, that add to the value of the facility, and are depreciated over the useful life of the item(s). "Bricks and mortar" refers to purchase of (acquisition), building of (construction) or improvements (renovation or equipping) to the facility. Design and architectural services, feasibility studies, permitting fees, and expenditures of staff for coordination with contractors, preparing bids or rebidding, are often expenses of a facility improvement—considered "soft costs"—but are not assets.

**AUDITORIUM:** a facility open to the public constructed for the purpose of serving public gatherings, including but not limited to performances and concerts.

**BUILDING ACQUISITION:** Amount paid by the applicant for purchasing an *existing building* involved in the project, or documented in-kind value. Use the acquisition date value.

The following restrictions apply:

- 1) Must be applicant-owned, or to be acquired as part of the grant.
- 2) Lease value not eligible for match.
- 3) Must be considered "secure and dried-in" to be valid for building acquisition through Cultural Facilities.

**CAPITAL FIXTURES AND EQUIPMENT:** fixtures and equipment that add to the value or useful life of property with a useful life of at least five years. Generally, capital equipment must be deducted by means of depreciation, amortization or depletion. Capital equipment includes machinery or betterments of a long-term nature. Expenditures that keep property in an ordinarily efficient operating condition and do not add to its value or appreciably prolong its useful life are not capital expenditures. Non-capital expenditure repairs include services such as repainting, tuck-pointing, mending leaks, plastering and conditioning gutters on buildings.

**CAPITAL IMPROVEMENT:** for the purpose of this application, is defined as an addition or renovation of a permanent structural improvement or the restoration of some aspect of a property that will either enhance the property's overall value or increases its useful life.

**CONFIRMED MATCHING FUNDS:** resources presently available to designate to the project for which funding is requested (including cash the applicant has on hand, irrevocable pledges, in-kind services, donated services, materials, and other donated assets). Required match amount is one applicant dollar for every one grant dollar. Match is considered confirmed through the completion of the required Match Summary form.

**CULTURAL FACILITY:** for purposes of this application, an auditorium or museum.

**CONCRETE:** May include cast-in-place concrete, architectural cast-in-place concrete formwork, structural precast concrete, and special concrete toppings and finishes.

**CONSTRUCTION OR NEW CONSTRUCTION:** a new building (ground-up building construction) or building addition resulting in increase of air-conditioned square footage by 25% or more.

**CONVEYING SYSTEMS:** May include elevators, moving walkways, wheelchair lifts, and vertical conveyors.

**CONTINGENCY:** An amount budgeted for unanticipated expenditures (i.e., materials, equipment, labor, cost overruns, etc.) based on a percentage of the total expenditures; recommended to budget five (5) percent.

**CORPORATE SUPPORT:** Cash support derived from contributions given for this project by businesses, corporations, and corporate foundations, or a proportionate share of such contributions allocated to this project.

**CULTURAL FACILITIES FUNDING (this grant request):** Enter amount requested from the County on this line.

**DOORS AND WINDOWS:** May include steel, wood, glass, and aluminum doors; frames; automatic or revolving doors; steel, wood, glass, and aluminum windows; decorative or mirrored glass, and door and window hardware.

**ELECTRICAL:** May include wires and cables, transformers and switchgear, panelboards, fuses, disconnect switches and circuit breakers, interior and exterior lighting (including theatrical lighting), fire alarm systems, public address systems, and lighting control equipment.

**ENCUMBRANCE PERIOD:** the 21 month period between June 15, 2016 and February 15, 2018, during which TDT dollars and match dollars must be obligated to pay for project expenditures.

**EQUIPMENT:** May include such items as theatre and stage equipment (i.e., fly systems, lighting instruments, stage drapes, and projector screens). Note: Do not include expenditures for office equipment.

**EQUIPPING:** the project will outfit a property to a state of increased utility or returning a property to a state of utility through replacement of capital fixtures and equipment; includes fixtures, furnishings, and equipment (FF&E) that will replace, increase or alter to enhance technology, make possible a greater

capacity, or make more efficient use of the space. May include theatre and stage equipment (fly systems, lighting instrumentation, drapery, projector screens), and specialties such as built-in storage units, signs, etc., (see Capital Fixtures and Equipment, Equipment).

Furniture & Office equipment are not allowable expenses with grant funds; and may be matching fund expenditures **only if directly related to the project.**

**EXISTING BUILDING (see PROJECT):** a building that is considered *secure and dried-in* is eligible for acquisition, renovation or equipping grant requests.

**EXPENSES:** Costs related to purchases of services, furnishings or equipment; or staff time for project coordination, items paid in current fiscal year; versus expenditures which may be capitalized, and are recorded as an asset and depreciated over time.

**FACILITY OWNERSHIP OR LEASE; WHO OWNS THE LAND AND BUILDING?** The question of ownership of the facility to be constructed or renovated must be addressed here. If the facility is being leased, the lessor must be named and the length of the lease must be disclosed. If the application is for the acquisition of a building, clearly indicate such and explain who presently owns the property. Documentation of the intent to sell and the purchase price must be provided in the original application.

**FEASIBILITY STUDY:** research and report conducted and prepared by an independent, professional consultant qualified to measure:

A) Community need for the project;

B) The applicant's ability to raise the needed funds and complete the project; and

C) The applicant's ability to successfully operate the completed facility for at least five years.

**FINISHES:** May include plaster, sheathing, ceramic tile, wood or brick flooring, carpet, painting, and wall coverings, and acoustical treatments such as panel or tile ceilings.

**FISCAL STABILITY:** encompasses the annual financial results of operations, available resources, and the applicant's plan to resolve any deficit problems. A concern for fiscal stability would be indicated by multi-year operating deficits and declining fund balances. (Note: The fiscal impact this proposed facility project would have on projected operations will be considered.)

**FIXTURES, FURNISHINGS, AND EQUIPMENT (FF&E):** accounting term used in valuing a building. FF&E are movable furniture, fixtures or other equipment that have no permanent connection to the structure of a building or utilities. These items renovation enhancements that will replace, increase or alter, to enhance technology, that makes possible a greater capacity, more efficient use of the space. These items must be directly related to the project.

**FURNISHINGS:** May include casework, window treatment hardware, louver blinds, and theatre seating. These items must be directly related to the project.

**FURNITURE:** items that are not affixed to the building despite being required for the operation of the building. (Examples: tables, chairs, computers which are used for administrative purposes, equipment that is leased, desks and other office equipment which are used for administrative purposes, rugs, planters, books, etc.) These items must be directly related to the project.

**GENERAL REQUIREMENTS:** Cost may include the following contractor services and expenditures: payment and performance bond(s), field engineering, shop drawings, allowances, construction photographs, quality control, and contract close-out.

**GOVERNMENT ENTITY:** a federal, state, county, municipality, or political subdivision thereof.

**GRANT PERIOD:** the time for the use of the grant award as set forth in the grant award agreement, within 21-month project period of June 15, 2016 to February 15, 2018.

**IN-KIND CONTRIBUTION:** the documented fair market value of non-cash contributions provided by the grantee or third parties which consist of real property or the value of goods and services directly benefiting and specifically identifiable to the project.

**LAND ACQUISITION:** Amount paid by the applicant for purchasing land involved in the project, or documented in-kind value of land donated for the project according to a certified property appraiser. Use the acquisition date value. Lease value is not eligible for match.

**LEASE:** a contract by which a rightful possessor of real property conveys the right to use and occupy the property for a period of time in exchange for consideration. With respect to this application, the minimum lease term shall be equal to or greater than the useful life of what is being funded. Only leases in which the lessee is a qualified Applicant, as defined herein, will be considered (except where noted under "Eligibility").

**MASONRY:** May include unit masonry; stone masonry veneer, restoration, and cleaning; and glass masonry assemblies.

**MAINTENANCE RESERVE:** required to designate amount or percentage in operating budget to afford routine and incidental maintenance and repairs. Intent, to refrain from applying for on-going maintenance of current equipment.

**MATCHING FUNDS:** dollars provided by the applicant designated solely for the project. For every one dollar the County provides for the project, the applicant will provide at least one matching dollar. Of these matching funds, at least 50% must be in cash, which may include official award letters for grant commitments and appropriations indicating grant funding. No more than 50% of matching funds may be in-kind contributions and/or irrevocable pledges.

A minimum of one-to-one-dollar match is required, but all funding –outside of the County’s Cultural Facilities Funding requested (or granted) – will be considered matching funds.

**MECHANICAL:** May include pumps, motors, sprinkler systems, plumbing fixtures, water heaters, HVAC pumps and controls, boilers, furnaces, liquid coolers and evaporators, air-conditioning units, humidifiers, fans, metal ductwork, and air filters.

**METALS:** May include structural steel, metal fabrication, metal stairs, pipe and tube railings, gratings, and ornamental metalwork.

**MINORITY:** a lawful, permanent resident of Florida who is: An African American, A Hispanic American, An Asian American, A Native American, or An American Woman [288.703(3), Florida Statutes]. At least 51 percent of the organization shall be owned or governed and operated by the identified minority person(s) or persons with disabilities.

**MULTI-PHASE PROJECT:** a project that consists of several stages or segments. Only single-phase projects may be requested for grant funding.

**MUSEUM:** For the purposes of this grant application, a museum is defined according to the State of Florida, Division of Cultural Affairs, definitions below:

**Art Museum:** A department or Agency of the local state or local government or a public or private not-for-profit organization operating in Florida on a permanent basis for the primary purpose of collecting, exhibiting and caring for visual artwork as well as sponsoring and producing visual art programs.

**Historical Museum:** a department or agency of the state or local government or a public or private not-for-profit organization operating in Florida on a permanent basis for the primary purpose of collecting, exhibiting, and caring for artifacts and other objects of intrinsic historical value as well as sponsoring and producing programs that are related to the historical resources of Florida.

**Science Museum:** A department or agency of the state or local government or a public or private not-for-profit organization operating in Florida on a permanent basis for the primary purpose of sponsoring, producing and exhibiting programs for the observation and study of various types of natural science and science technology. This definition includes, but is not limited to: arboretums, botanical gardens and nature centers, museums of science, science-technology centers and planetariums.

**NEW APPLICATION:** an application that has not previously been recommended for funding, or an application for which funding has been recommended, but requires a change in project scope or venue.

**NEW CONSTRUCTION:** a new building (ground-up building construction) or building addition resulting in increase of air-conditioned square footage by 25% or more.

**NON-MATCHING COUNTY FUNDS:** What other non-matching Leon County funds will go into the project? This means are there other monies (in-kind contributions, pledges, or cash) which will be used for the project but which you are not counting as matching funds. Identify the source and amount of these funds.

**OPERATING FORECAST:** fundraising and operating plans for project completion and sustainability (projecting at least five (5) years out.)

**OTHER LEON COUNTY GRANTS:** Are the matching funds in the grant application being used to match any other Leon County grants? While it may be permissible to use your match dollars to match grants from other County agencies), it is not permissible for you to use the cultural facilities match dollars to match any other Leon County grant.

**PLANNING:** the preliminary development of architectural, engineering, and other technical services necessary to carry out the project.

**PRIMARY POINT-OF-CONTACT PERSON:** Indicate the name and title of the person who will be responsible for supervision of the project and administration of the grant. All correspondence

concerning this application will be addressed to this Person. It shall be the responsibility of the applicant to notify COCA of any change.

**PROJECT:** the acquisition or renovation of existing buildings, or the construction of new buildings, or the acquisition of equipment for a building to be used for cultural activities.

**PROJECT LOCATION:** Physical address of project.

**PROJECT TITLE:** Include the type of project proposed (for example: Education Wing: Renovation). If the applicant name is different than the facility name, the facility name should be added to the title. Do not repeat the applicant name in the project title.

**PUBLICLY OWNED:** owned by a government entity, as defined herein, either through fee simple or lease, such that the government entity has control and undisturbed use of the property for a period to begin before the date the application is submitted and continuing uninterrupted to a date that encompasses the end of the useful life of the capital fixture, equipment, renovation, expansion or construction for which the application is submitted.

**RENOVATION:** the act or process of giving a building/property a state of increased utility or returning a building/ property to a state of utility through repair, addition, or alteration that makes possible a more efficient use.

**RESIDENT COUNTY OF PROJECT:** The project must be located in Leon County.

**SITE CONSTRUCTION:** May include: building demolition, site clearing, sewerage and drainage, underground ducts and utility structures, termite control, irrigation systems, earthwork, and landscaping.

**SPECIAL CONSTRUCTION:** May include X-ray protection, and metal building systems.

**SPECIALTIES:** May include louvers and vents, signs, lockers, metal storage shelving, partitions, and mobile storage units.

**THERMAL AND MOISTURE PROTECTION:** May include waterproofing, fireproofing, shingles and roofing, siding, and sealants.

**TOTAL AMOUNT REQUESTED FROM LEON COUNTY:** This means the total amount of money being requested for Cultural Facilities Grant Funding.

**TOTAL IN-KIND CORPORATE SUPPORT (MATCH):** All documented non-cash contributions provided to the applicant by corporate parties. These contributions may be in the form of the fair market value of goods and services directly benefiting and specifically identifiable to the proposed project or program.

**TOTAL IN-KIND FEDERAL GOVERNMENT SUPPORT (MATCH):** All documented non-cash contributions provided to the applicant by units of the federal government. These contributions may be in the form of the fair market value of goods and services directly benefiting and specifically identifiable to the project or program. *NOTE: The fair market value of any in-kind contribution must be documented to be eligible as matching funds. The applicant should keep receipts or other signed statements.*

**TOTAL IN-KIND LOCAL GOVERNMENT SUPPORT (MATCH):** All documented non-cash contributions provided to the applicant by other units of government. These contributions may be in the form of the

fair market value of goods and services directly benefiting and specifically identifiable to the project or program.

**TOTAL IN-KIND PRIVATE SUPPORT (MATCH):** All documented non-cash contributions provided to the applicant by individuals and non-corporate, non-government parties. These contributions may be in the form of the fair market value of goods and services directly benefiting and specifically identifiable to the project or program.

**TOTAL IN-KIND STATE GOVERNMENT SUPPORT (MATCH):** All documented non-cash contributions provided to the applicant by other units of state government. These contributions may be in the form of the fair market value of goods and services directly benefiting and specifically identifiable to the project or program.

**TOTAL LOCAL GOVERNMENT SUPPORT (MATCH):** Cash support derived from grants or appropriations given for this project by city or other local government agencies, or a proportionate share of such grants or appropriations allocated to this project. **Note: If the applicant is a city or other local government agency, their cash support should be shown under Applicant Cash and explained in the Budget Detail.**

**TOTAL FEDERAL GOVERNMENT SUPPORT (MATCH):** Cash support derived from grants or appropriations given for this project by agencies of the federal government, or a proportionate share of such grants or appropriations allocated to this project. The inclusion of an official "Award Letter" may allow the award amount to be counted as "cash-on-hand" even if the award check has not yet been received.

**TOTAL PRIVATE SUPPORT (MATCH).** Private donations, including foundation grants, given for this project, or a proportionate share of such grants allocated to this project, and cash donations.

**TOTAL STATE GOVERNMENT SUPPORT (MATCH):** Cash support derived from grants or appropriations given for this project by the Florida Department of State Division of Cultural Affairs or other Florida State government agencies, or a proportionate share of such grants or appropriations allocated to this project. The inclusion of an official "Award Letter" may allow the award amount to be counted as "cash-on-hand" even if the state check has not yet been received.

**TYPE OF ORGANIZATION:** Indicate the legal status of the applicant entity.

**TYPE OF PROJECT:** Indicate appropriate project category: Renovation, Construction, Acquisition or Equipping of Cultural Facilities.

**UNDISTURBED USE:** that the building to be renovated, expanded, or constructed, and the site of such building, will be owned by, or will be under lease to, the applicant **by the date of the application submission**, and that the use of the site and building will be unencumbered by covenants, easements, or other conditions contrary to the purpose of the project.

**WOOD AND PLASTIC:** May include rough carpentry, finish carpentry, interior and exterior architectural woodwork, panelwork, and plastic fabrications.

Expenditures may include the actual amount to be paid or the value of the in-kind contribution.

## Appendix

### SAMPLE APPLICATION

#### **BASIC PROJECT INFORMATION**

1. Project Title
2. Description of Project
3. Project Contacts (name and Email Address)
4. Request Amount
5. Project Start Date
6. Project End Date
7. Location of Project (must be in Leon County)
8. Project Purpose  
\_\_\_\_ Acquisitions \_\_\_\_ New Constructions \_\_\_\_ Renovation \_\_\_\_ Equipping
9. Organization Name
10. Incorporation date/years of continuous operational service to the community
11. Federal ID #
12. Website url for organization or proposed project
13. Total Project Amount (Indicate if this is part of a larger, multi-phase project, please give total of entire project)
14. Facilities Historical Significance
  - a. Age of the building
  - b. Is the building subject to historical preservation requirements
15. Ownership/Lease
  - a. Who owns the building?
  - b. Who owns the land?
  - c. If building is leased to applicant, what is the remaining length of the lease (from the time of application due date)?

#### **NARRATIVE QUESTIONS**

##### **Section A: Concept (40 points)**

**Q1) Need (20 points)** (8,000 maximum characters) - Why is the project important **to your community**, and what are the consequence of not doing it, or the opportunities for advancement by completing it. A. Project-specific B. Needs have been shown C. Photos, tables, studies, statistics, and documents permitted (*Upload allowed 2MB*)

**Q2) Vision (15 points)** (8K characters) -What is the Vision?- Why is the project important **to your mission**, and what are the consequences of not doing it, or the opportunities for advancement by completing it.

**Q3) Inspire Excellence (5 points)** (7,000 maximum characters)  
A. Not just about bricks and mortar, but rather what happens there

- B. Testimonials of patrons, critics
- C. How will project enable further or enhance the artistic excellence of your program?

**Section B: Facility (30 points)**

**Q4a) Process/Design/ & Planning (15 points)** (9,000 maximum characters)

Include:

- Design Planning – project scope
- How have you addressed environmental features and sustainability?
- Necessary components from consultants
- Estimates
- Programmatic square footage
- Demonstrate that you have the proper qualified project team and have taken all the necessary steps for project preparation.
- Provide a timeline of project milestones; include start and end date and key points in between.

**Q4b) Five (5)-year Operating Forecast (1,000 characters + 1MB upload)**

**Q5) Quality (15 points)** (3,000 maximum characters)

- A. **Show the lifetime estimates of materials for your physical solution, relating to your need and vision**
- B. Show the physical solution and useful life

**Section C: Management & Budget (30 points)**

**Q6) Operational Readiness (10 points)** (4,500 maximum characters)

- A. Address the project plans & preparation that is complete/confirmed, give specifics on the items below, or add what is relevant to your project , to demonstrate the project readiness.

**PROJECT READINESS**

- Architectural Drawings completed? Yes\_\_\_ No \_\_\_ Explain Details \_\_\_\_\_
- Design Drawings completed? Yes\_\_\_ No \_\_\_ Explain Details \_\_\_\_\_
- Project Team status? Explain Details \_\_\_\_\_
- Contracted with General Contractor? Explain Status \_\_\_\_\_
- Historic Preservation Board release issued (if applicable)? Yes\_\_\_ No \_\_\_ Not Applicable Explain Details \_\_\_\_\_
- Are the land use approvals completed? Yes\_\_\_ No \_\_\_ Explain Details \_\_\_\_\_
- Permitting issued? Pre-permit meeting? (or status) Yes\_\_\_ No \_\_\_ Explain Details \_\_\_\_\_
- Certificate of Occupancy issued? Yes\_\_\_ No \_\_\_ Explain Details \_\_\_\_\_
- Three bids solicited/received OR explain Yes\_\_\_ No \_\_\_ Explain Status/Details \_\_\_\_\_
- Site preparations Yes\_\_\_ No \_\_\_ Details/Explain \_\_\_\_\_
- Is a (real estate) lawyer consulting on the project? Yes\_\_\_ No \_\_\_ Explain Details \_\_\_\_\_

Are there any third-party restrictions or contingencies? Yes \_\_\_ No \_\_\_ Explain Details

Does the applicant have a maintenance fund established to support future maintenance and repairs for this facility/equipment? Yes \_\_\_ No \_\_\_ Explain Details

---

**Requirements, Attachments/Uploads** –Upload each of the required attachments.

**Q6a) Minutes from the organization’s board meeting** authorizing the project for which applicant is applying. (500 char. Response +1MB upload)

**Q6b) Board of Directors, including officers** (+1MB upload)

**Q6c) Project Team, including key staff** involved with project (+1MB upload)

**Q7) Financial Readiness (15 points)** -- Forms & Financial Position

**Form A: Certification from Professionals** – Architect, Engineer and Contractor – IF no architect, engineer or contractor, provide 3 bids from vendors, OR explain) (500 char. Response +1MB upload)

**Form B: Project Budget – Summary** (for proposed project/phase) – Indicate how grant funds and match will be spent. Include both revenue and expenses for the project, and in-kind (1MB upload)

**Form C: Matching Funds & Matching Funds documentation** \$1:\$1 of funds contributed specifically for the proposed project (group documentation, 1 upload each for: cash, pledges, in-kind) ( 3 times, at +1MB each upload)

1) 100% match of request amount required at application.

- \_\_\_% of cash match (cash in the bank/applicant cash, government appropriations/resolution, State of Florida or other major funders’ award notice); ED statement & bank statement required for applicant cash.
- \_\_\_% of pledges match (signed donor pledge, signed sponsorship or naming agreement)
- \_\_\_% of in-kind match (statement of value and service to be provided)
- *NOTE: A report will be provided to panel that confirms match & backup documentation.*

**Requirements:**

**Prepare: Financial Statements** – a) **audit and Form 990** from most recently completed fiscal year- these must be current on Nonprofit Search, and do not have to be uploaded to application, and

**Upload** most recent b) current year-to-date **Financial Statements** (if audit is more than 1 year old)-- both Balance Sheet and Statement of Income & Expenses from same reporting date.

**Q8) Care & Stewardship (5 points)** (1,500 maximum characters)

- A. Care, Maintenance plan
- B. Ability to last into the future
- C. Your resources dedicated to maximizing the useful life.

**Requirements, Attachments/Uploads** –Upload the required attachments, if not included within applicant’s Nonprofit Search portrait.

**Q8) Long-range or strategic plan** (if for renovation, construction or acquisition, the plan should include facilities planning &/or implementation of proposed project). (1,500 char. +1MB upload)

**Support Materials: (Optional)** – (1,500 maximum characters +3MB upload)

**Proof of Ownership, Lease and/or sublease** with remaining term from date of application, include all addendums. (1,000 maximum characters +3MB upload)

**Attached Application Forms:**

1. Certificate of Professionals or Bids
2. Budget Summary
3. Match Summary
4. Five Year Operating Forecast
5. Project Readiness Questionnaire
6. Panelist Grant Scoring Rubric

All applications and inquiries concerning the Cultural Facilities Matching Grant Program should be directed to:

**Dr. Kevin Carr  
Grants Program Manager  
Council on Culture & Arts  
816 South Martin Luther King Jr. Blvd.  
Tallahassee FL 32301  
Ph: 850-224-2500  
Email: [kevin@cocanet.org](mailto:kevin@cocanet.org)**

# **GRANT PROGRAM TIMELINE**

## **Approvals of guidelines**

January 9 – Guidelines go before TDC for approval

January 14 – Guidelines go before the COCA Executive Committee for approval

January 21 – Guidelines go before the COCA Board of Directors for approval

March 8 – Guidelines go before the County Commissioners for approval

## **Release guidelines to public**

March 11, 2016

## **Grant Review/Application window**

March 11- April 15, 2016

## **Grant Application deadline**

April 15, 2016

## **COCA reviews and prepares applications for panelists**

April 18-April 25, 2016

## **Panelists review applications**

April 25 – May 27, 2016

## **Grant panel meeting**

May 27, 2016

## **TDC review and approve grants**

July 7, 2016

## **Funding released to grantees**

Approximately August 1, 2016

# MEMORANDUM

TO: Leon County Tourist Development Council

FROM: Lee Daniel, Leon County Tourism Development

SUBJECT: Proposed Changes to Signature Events Grant Program

FROM: June 16, 2016

## **Background:**

In December 2014, the TDC approved the guidelines and the process for a new Signature Event Grant program (Attachment #1). The guidelines were subsequently approved by the Board of County Commissioners.

For fiscal year 2014, a beginning balance of \$125,000 was established. For FY 2015, another \$125,000 was budgeted with \$62,500 carrying forward from year-end 2014. This brought the available grant funds to \$187,500. In FY 2015, grants were awarded to Springtime Tallahassee for \$25,000 and the Amateur Athletic Union (AAU) for \$35,000 for a total award of \$60,000.

The year-end balance of \$127,500 was then carried forward to FY 2016 and when combined with the budgeted amount of \$125,000 brought the available funds to \$252,500.

However, during FY 2016 the entire \$252,500 was awarded as follows:

• Springtime Tallahassee	\$60,000
• Children's Week	\$25,000
• Market Days	\$25,000
• Red Hills Horse Trials	\$50,000
• Word of South Festival	\$50,000
• Florida Jazz & Blues Festival	<u>\$42,500</u>
TOTAL	\$252,500

Based on economic impact studies conducted by Downs-St. Germain Research, Children's Week would not qualify in FY 2017 for Signature Event funding and Word of South would need to increase room nights in order to qualify beyond FY 2017. Even without Children's Week, potential funding for FY 2017 could be \$227,000 without any contingency budget, and the TDC will soon receive a grant application from the FSU Boosters for \$50,000 in support of the 2017 Spring Game Block Party. The budget presented to the TDC for approval on May 5 included \$300,000 for FY 2017.

## **Analysis:**

Signature Event Grants have become a success story but with challenges moving forward. The good news is that numerous events now qualify for this grant and have demonstrated a substantial positive economic impact on the community, but funding is not there to sustain the

program. Beginning in FY 2014, the recommended Signature Event line item was funded at \$125,000 per year. Additional funds have come through the carry-forward process. With \$300,000 recommended in FY 2017, \$175,000 of the total is being funded through unallocated fund balance (\$300,000 less \$125,000). In FY 2018 and beyond, Signature Events would need to continue to be funded from fund balance, another funding source would need to be found, or staff would be forced to reduce other market line items such as the advertising/public relations item. Fund balance is required to be at least 15% of the TDC's total budget.

A potential source for funding future Signature Events at this higher level has been identified and merits consideration. Upon the completion of FY 2017, the building at 106 East Jefferson Street that houses the Visitor Information Center and Tourism Development offices will be paid in full. For FY 2017, \$136,895 is earmarked for the building's final year of debt service. For FY 2018 and beyond, these funds could be earmarked to support Signature Events or other marketing programs.

Staff does not recommend continuing to fund this significant dollar amount through fund balance. In addition, other events such as the FSU Spring Game Block Party and other possible in-stadium concerts would potentially qualify for Signature Event funding. Therefore, changes to the program are being recommended:

#### Option #1

1. Fund Signature Events at \$300,000 annually; funding would come from \$150,000 as part of the ongoing budget process, \$137,000 from the funds previously dedicated to building debt service and \$13,000 from fund balance.
2. Increase the eligibility requirement to a demonstrated or anticipated minimum room of 2,000 room nights which is an increase of 500 room nights.
3. Have three potential funding levels based on demonstrated or projected room nights (see chart on Attachment #2).
4. Institute a formal grant cycle with the possibility of accepting out-of-cycle requests if contingency funds remain in the Signature Event line item.
5. Limit the maximum size of any Special Event Grant to \$60,000.
6. Institute a competitive scoring process similar to the TDC Special Event Grants as outlined in Attachment #2; as example, Springtime Tallahassee would qualify for a \$60,000 grant; if they scored an average of 90% on their application, the award would be for 90% of \$60,000 or \$54,000. This will provide more clarity and transparency to the benefit of the TDC as well as grant applicants.
7. The TDC has the option of funding start-up festivals or events with the potential to generate a minimum of 2,000 room nights for up to three (3) years. After that time, if the event has not demonstrated a minimum of 2,000 room nights, it would be deemed eligible for TDC Special Event Grants funding or potentially would be transferred to COCA for grant funding the organization and event meets their grant requirements,

#### Option #2

1. Beginning in FY 2018, fund Signature Events in the amount of \$250,000 annually; \$150,000 as part of the normal budget process and \$100,000 from funds previously used

for building debt service. This would leave \$37,000 from the building debt service to be used for other marketing initiatives. No fund balance would be required.

2. Assuming six events would qualify (Word of South at \$30,000, Springtime Tallahassee at \$60,000, Market Days at \$30,000, Red Hills International Horse Trials at \$60,000, Florida Jazz & Blues Festival at \$30,000 and Word of South at \$30,000) and each scored at 90%, the total awards would be \$216,000, leaving \$34,000 in contingency for potential out-of-cycle requests.
3. Other changes as outlined in 2 through 8 in Option #1 would be included as part of Option #2.

Staff Recommendation:

Option #1.

Leon County  
Tourist Development Council

**Signature Event  
Grant Program**  
(Policies & Application)

Approved  
By the  
Leon County Tourist Development Council

December, 2014

## Table of Contents

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

## **Leon County Tourist Development Council Signature Event Grant Program**

### **I. INTRODUCTION**

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

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

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

### **II. OBJECTIVES**

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

### III. DEFINITION

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

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

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

#### IV. STATEMENT OF POLICIES

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

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

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

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



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

allowed without written approval from Visit Tallahassee staff.

13. Unallowable expenses include:

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

**V. FUNDING ELIGIBILITY**

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

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

**VI. PROCEDURES**

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

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

## VII. FUNDING LEVELS

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

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

### Recommended Signature Event Grant Program Funding Levels

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

*Average Daily Rate = \$82.51*

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

## VIII. POST EVENT REPORT

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

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

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

## IX. CONCLUSION

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

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

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

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

(850) 606-2300

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

To qualify, event must:

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

Leon County  
Tourist Development Council

**Signature Event  
Grant Program**  
(Policies & Application)

Approved  
By the  
Leon County Tourist Development Council

June, 2016

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## **Leon County Tourist Development Council Signature Event Grant Program**

### **I. INTRODUCTION**

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

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

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

### **II. OBJECTIVES**

1. Supports large-scale event(s) that are/will be recognized as synonymous with the destination.
2. Increases the visibility of the destination in state, regional, national and even international media and elevates awareness of tourism's contribution to the local economy with the local media.
3. Helps establish Leon County/Tallahassee as a destination for the planned event and other opportunities.
4. Generates a minimum of 2,000 room nights for Leon County commercial lodging properties during traditionally low times of hotel occupancy.
5. Generates an economic impact for other hospitality related businesses such as restaurants and retail establishments.
6. Regenerates the investment of the Tourist Development Tax funds and also increases local sales tax collections.

### III. DEFINITION

1. A Signature Event is:
  - a. One that follows the definition of an “event” in section 125.0104, Florida Statutes; to be an authorized use of Tourist Development Tax revenue, an event “shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity or event to tourists.” By statute, a tourist is “a person who participates in trade or recreation activities outside of the county of his or her residence, or who rents transient accommodations including any living quarters or accommodations in any hotel, apartment hotel, motel, resort motel, apartment, apartment hotel, rooming house, mobile home park, recreational vehicle park, condominium or timeshare resort for a term of 6 months or less.”
  - b. One that offers programming for the public over multiple days, or a single day while demonstrating the potential of generating a minimum of 2,000 hotel room nights; Multiple day events, because of their broader economic impact to all aspects of the local economy are preferred.
  - c. An event that occurs during traditionally low times of hotel occupancy (typically below 50%, but not a mandatory number). An event scheduled during Florida State University or Florida A&M University football game weekends, university graduation weekends, or during midweek of legislative session should not be considered for funding unless extenuating conditions merit consideration.
  - d. An existing event that seeks to expand, merges with other events taking place in the same time frame, or an entirely new event.
  - e. A cultural, historic, heritage, literary or musical based festival, sporting event or conference.
  - f. A collaboration between multiple partners such as Florida State University, Florida A&M University, the Florida Restaurant & Lodging Association, VISIT FLORIDA or others to create a new event, generate added value and benefit to existing events or rebrand a series of festivals into one entity. For example, creating a month-long cultural festival.
  - g. One that has an existing organizational structure to fully plan, market and produce the event, i.e. a turn-key event.
  - h. An annual, rotational or single-year event; annual events are preferred.
2. Signature events must meet community standards and align with the County’s tourism marketing objectives and positioning.
3. Signature events should not receive funds from any other County source with the exception of in-kind support and BP settlement funds.

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

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

#### IV. STATEMENT OF POLICIES

1. Grant funds are intended to supplement the sponsoring organization's budget.
2. For new events that demonstrate the potential to generate the minimum 2,000 room nights, the TDC has the option to fund the event through a Signature Event grant in its initial three (3) years.
2. Funding does not support administrative costs or non-public events. Funding supports marketing and promotional efforts, venue/site rentals and costs associated with visiting artists and/or exhibits.
3. Applicants receiving grant funds from the Council on Cultural & Arts (COCA) may not receive grant funding for the same event through the TDC. Applicants may make requests to the TDC and COCA, but these must be for a different event or activity.
4. Hotels secured for the event must be located within Leon County.
5. Funding shall be provided as reimbursement for approved actual expenditures upon completion of the event. Proof of payment must be provided. Proof of payment may be submitted in the form of a vendor receipt and a front & back copy of cleared check or credit card receipt. Cash receipts can be accepted for reimbursements; however using a check or credit card is preferred. Written confirmation from vendor that expenditure has been paid in full is necessary if only a copy of the front of the cleared check is provided.
6. Visit Tallahassee staff will instruct its research firm of record to conduct an economic impact study of an event receiving Signature Event Grant funding. Event organizers must allow for face-to-face interviews with spectators and participants in order to be eligible.
7. To be eligible for payment, a completed Post-Event Report must be submitted. The report must include a recap of the event and how the event promoters measured the success/failure of the event. Failure to submit a complete Post-Event Report will result in disqualification for support. Requests for reimbursement must be received by September 30.
8. Any funds granted will be subject to audit by the Leon County Auditor.
9. Indemnification: By submitting this Grant application, the applicant agrees that upon final approval of the Grant the applicant shall indemnify Leon County, Florida, a charter county and political subdivision of the State of Florida (the "County"), to the extent provided as follows:
  - (a) Except as otherwise provided herein below, the applicant shall indemnify, save and hold the County, its officials, officers and employees harmless from any and all actions, obligations, claims, damages,

expenses, costs of any kind, debts, negligence, and liabilities arising from, or in any way related to, acts or omissions of the applicant, its employees, volunteers, subcontractors, employees of subcontractors, or clientele, in the performance of, or failure to perform under, this event for which the Grant was approved. Should the County, as a result of the performance or lack thereof by or on behalf of the applicant, be required to reimburse any sums to any organization, or reimburse funds to any Federal, state or local governmental entity, contribute funds to the performance of this event for which the Grant was approved, or expend County funds to complete or correct such performance, the applicant, upon demand by the County, shall refund and reimburse the County for all sums so reimbursed or expended by the County.

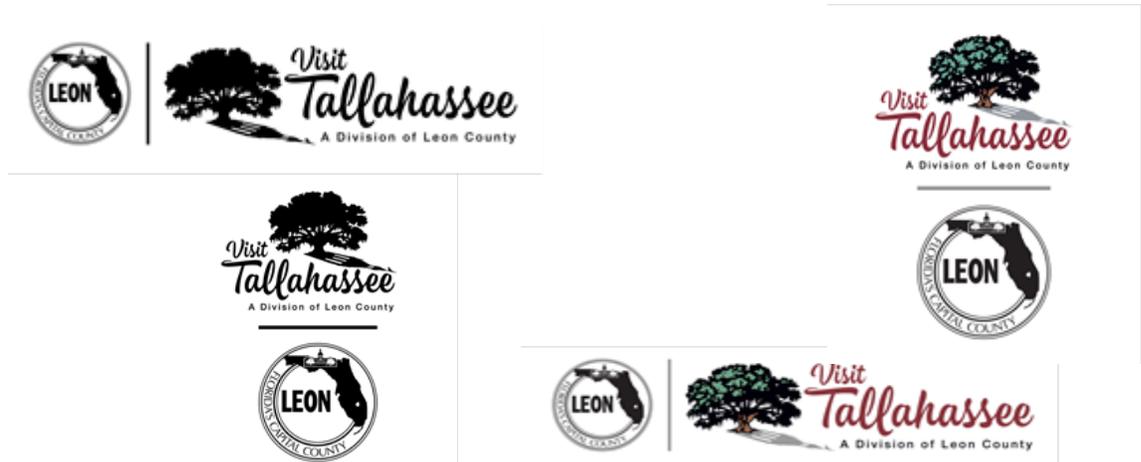
(b) If the applicant is a governmental entity or other such organization to which the protection of sovereign immunity is applicable, the indemnification requirements set forth in subparagraph (1) above shall apply to such applicant only to the extent as allowed in Section 768.28, Florida Statutes, and nothing herein shall be deemed to be a waiver of such applicant's sovereign immunity beyond those statutory limits as provided therein.

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

10. The TDC may choose to lend assistance or administer grant funds approved in the form of advertising, public relations, promotions or research programs through its agency of record on behalf of the applicant.
11. The combined Leon County/Visit Tallahassee logo must be included on all printed and online promotional materials for the event. For example; banners, signs, t-shirts, programs, brochures, event website, ads, etc. The combined logo must appear on all printed, online or broadcast promotional material developed for the event and include a link to the VisitTallahassee.com website. Before these materials are produced, they

**MUST BE SUBMITTED AND APPROVED** by the Leon County Division of Tourism Development to assure that the combined Leon County/Visit Tallahassee logo appears properly.

Leon County Tourism Development continues to be dedicated to supporting worthwhile local events through our grant programs and other promotional opportunities, but reserves the right to reduce or eliminate grant funding for organizations that did not receive prior approval for correct logo use.



12. Grantee must coordinate public announcements of entertainment and/or performing acts including but not limited to news releases, social media posts, or broadcasts associated as part of the event with Leon County Tourism Development.

13. Allowable expenses shall include:

- Promotion, marketing and paid media advertising that reaches outside Leon County with potential to drive overnight visitation
- Event production and technical expenses, site fees/costs (contract help, rentals, insurance) rights fees, sanction fees, non-monetary awards and travel expenses including lodging.
- Note: On page 7 of the Application the applicants are required to describe how the grant funds will be used. Any changes to the items submitted in the application **MUST** be submitted in writing to Visit Tallahassee and will not be allowed without written approval from Visit Tallahassee staff.

14. Unallowable expenses include:

- General and administrative expenses,
- Building, renovating and/or remodeling expenses,
- Permanent equipment purchases,
- Debts incurred prior to grant requests,
- Programs which solicit advertising or sponsorships,
- Hospitality or social functions,

- Advertising that only reaches Leon County and its residents.
- Sleeping room expenses for attendees

## V. FUNDING ELIGIBILITY

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

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

## VI. PROCEDURES

1. Funding for the Tourism Signature Event Grant Program will be included as part of the Division of Tourism Development's normal budget process.
2. Leon County Tourism Development will proactively solicit existing events or new events for use of these funds. Staff will be open to new ideas and give consideration to works in progress.
3. Applications will typically be received from June 1 to August 31 of each year.
4. Out-of-cycle grants will be excepted as long as contingency funds are available.
5. Funds will be available until exhausted.
6. Funds not spent during a fiscal year, may carry-forward to the next fiscal year if the necessary unallocated fund balanced is maintained and approved by Financial Stewardship and the Board of County Commissioners.
7. Funds will be primarily used to market the signature event, but may be used for other purposes as authorized by section 125.0104, Florida Statutes, such as programming and production expenses as long as the main focus is the promotion of the event to visitors.
8. Funds will be provided to the recipient on a reimbursement basis upon receipt of a post event report demonstrating proof that the funds were spent as agreed upon.

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

### SIGNATURE EVENT GRANT TIMELINE

<u>Process</u>	<u>Date</u>
1. Advertise Grant Cycle Opening/Applications Available	07/13/2016
2. Workshop for Grant Applicants	07/05/2016,
3. <b>Deadline for Applications Submittal</b>	08/18/2016
4. Review and scoring by TDC Grants Committee	Week of August 22, 2016
4. Review & Final Approval by LCTDC	09/01/2016
5. Funds Available – Must provide <b>proof of paid expenses</b> and <b>room night/ Visitor report.</b>	Approximately 2 weeks following submittal and approval of Post-Event Report

## VII. FUNDING LEVELS & SCORING

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

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

## Recommended Signature Event Grant Program Funding

### Levels

Room Nights	Tourist Development Tax Generated (x 5 cents)	Direct Economic Impact	Recommended Tourism Signature Event Funding Levels
2,000	\$9,634	\$732,200	\$30,000
3,000	\$14,451	\$1,098,300	\$45,000
4,000+	\$19,268	\$1,465,000	\$60,000

*Average Daily Rate = 96.34*

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

## SCORING CRITERIA

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Tourism Development	<ul style="list-style-type: none"> <li>• Proposal coincides with non-peak or shoulder seasons, has potential of generating visitation to Leon County that includes overnight stays in Leon County commercial lodging (40 points)*</li> <li>• Proposal contributes to overall appeal of Leon County as preferred visitor destination through its event offerings. (10 points)</li> <li>• Proposal includes strategies for attracting visitors from Florida and the Southeast</li> <li>• Marketing plan is well-defined, thorough and realistic (10 points)</li> </ul>	60 points
Event Evaluation	<ul style="list-style-type: none"> <li>• Budget seems realistic</li> <li>• Funds requested meet criteria for allowable expenses</li> <li>• Proposal includes method for documenting and evaluating outcome of event including generating overnight visitation and use of hotel rooms</li> <li>• Proposal includes plan for documenting overnight hotel stays</li> </ul>	40 points
		Total Possible Points: 100

The following formula will be used to determine the final grant amounts:

1. The average score of the panel will be determined for each application based on the maximum of 100 points as outlined above.
2. Applications scoring above the minimum threshold of 70% will be considered for funding based on the formula outlined below.
3. The average score for each application will first be converted into a percentage of the

100 maximum points possible. As an example, if Application #1 scored 90 out of 100, the percentage for Application #1 would be 90%.

4. The grant amount allowable under the projected room nights listed in the Recommended Funding Level Table will then be multiplied by the percentage attained to determine the initial award based on the categories above. As an example, if Application #1 scored 90% and was eligible for \$50,000, the award would be for \$45,000.
5. The same process will be followed for each application and the total initial awards will be added.
6. If this total amount exceeds the total budgeted for all grants, then staff will adjust the initial scores of all recipients by a percentage. All initial grants will be adjusted by the same percentage to determine the final grant score and award.
7. Additional adjustments will be made if necessary to reach the total amount in the budget.
8. The Tourist Development Council Special Event Grant Committee reserves the right to adjust the minimum threshold if necessary to ensure funding for the highest scoring applications.

## VIII. POST EVENT REPORT

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

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

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



# Visit Tallahassee

## Economic Impact Estimate for Southern Shakespeare Festival

April 16-17, 2016

Joseph St. Germain, Ph.D.

Phillip Downs, Ph.D.

Rachael Powell

Downs & St. Germain Research



SOUTHERN  
SHAKESPEARE  
COMPANY



downs & st. germain  
RESEARCH

# Out-of-County Visitors

# 1,000

Including overnight visitors and day trippers, there were 1,000 individuals from outside Leon County who attended the Southern Shakespeare Festival.<sup>1</sup>

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<sup>1</sup>An attendance figure of 5,000 was reported by Southern Shakespeare organizers. This attendance figure directly impacts economic data contained in this report.



SOUTHERN  
SHAKESPEARE  
COMPANY



# Direct Spending

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## \$526,600<sup>1</sup>

People who **live outside** of Leon County spent \$526,600<sup>1</sup> during the Southern Shakespeare Festival.

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



SOUTHERN  
SHAKESPEARE  
COMPANY



# Total Economic Impact

# \$816,200

When including indirect and induced effects<sup>1</sup> of direct spending, the total economic impact of people attending the Southern Shakespeare Festival who **live outside** of Leon County was \$816,200.<sup>2</sup>

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<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.



SOUTHERN  
SHAKESPEARE  
COMPANY



# Paid Room Nights Generated

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## 581 room nights

People who **live outside** of Leon County spent 581 nights in our hotels, motels, etc., while attending the Southern Shakespeare Festival.



SOUTHERN  
SHAKESPEARE  
COMPANY



# Direct Spending

**Out-of-county** individuals who attended the Southern Shakespeare Festival.

Category	Direct expenditures
Accommodations	\$ 60,000
Restaurants	\$ 81,500
Groceries	\$ 91,300
Shopping	\$ 72,200
Entertainment	\$ 66,500
Transportation	\$ 59,600
Other <sup>1</sup>	\$ 95,500
Total direct spending	\$526,600

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



# Direct Spending: Local + Out-of-County

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**\$551,500**

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



SOUTHERN  
SHAKESPEARE  
COMPANY



# Methodology

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- The economic impact was based on data from the following sources:
  - Interviews conducted by Downs & St. Germain Research of 166 attendees of the Southern Shakespeare Festival
  - Visit Tallahassee Visitor Tracking Study
  - Tourism database at Downs & St. Germain Research



SOUTHERN  
SHAKESPEARE  
COMPANY



# Southern Shakespeare Festival Economic Impact Study

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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



SOUTHERN  
SHAKESPEARE  
COMPANY





# Visit Tallahassee

## Economic Impact Estimate for LeMoyne Chain of Parks Art Festival

April 16-17, 2016

Joseph St. Germain, Ph.D.

Phillip Downs, Ph.D.

Rachael Powell

Downs & St. Germain Research



# Out-of-County Visitors

# 4,725

Including overnight visitors and day trippers, there were 4,725 individuals from outside Leon County who attended the LeMoyne Chain of Parks Art Festival.<sup>1</sup>

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<sup>1</sup>An attendance figure of 22,500 was used by Downs & St. Germain Research. While the event sponsor suggested an attendance figure of 95,000, the 22,500 figure is in line with attendance for other similar local events. The attendance figure directly impacts economic data contained in this report.



# Direct Spending

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**\$589,500<sup>1</sup>**

People who **live outside** of Leon County spent \$589,500<sup>1</sup> during the LeMoyne Chain of Parks Art Festival.

Another \$143,600 in grants and sponsorships including in-kind and governmental contributions were generated.

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



# Total Economic Impact

# \$913,700

When including indirect and induced effects<sup>1</sup> of direct spending, the total economic impact of people attending the LeMoyne Chain of Parks Art Festival who **live outside** of Leon County was \$913,700.<sup>2</sup>

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<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 \$143,600 in grants and sponsorships including in-kind and governmental contributions were generated.



# Paid Room Nights Generated

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## 1,080 room nights

People who **live outside** of Leon County spent 1,080 nights in our hotels, motels, etc., while attending the LeMoyne Chain of Parks Art Festival.



# Direct Spending

**Out-of-county** individuals who attended the LeMoyne Chain of Parks Art Festival.

Category	Direct expenditures
Accommodations	\$139,300
Restaurants	\$140,200
Groceries	\$ 18,000
Shopping	\$ 76,500
Entertainment	\$ 94,900
Transportation	\$ 77,700
Other <sup>1</sup>	\$ 42,900
Total direct spending	\$589,500

<sup>1</sup>Includes "other" expenditures by attendees. Another \$143,600 in sponsorships including in-kind and governmental contributions were generated.



# Direct Spending: Local + Out-of-County

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**\$1,110,600**

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

Another \$143,600 in grants and sponsorships including in-kind and governmental contributions were generated.



# Methodology

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- The economic impact was based on data from the following sources:
  - Interviews conducted by Downs & St. Germain Research of 109 attendees of the LeMoyne Chain of Parks Art Festival
  - Visit Tallahassee Visitor Tracking Study
  - Tourism database at Downs & St. Germain Research



# LeMoyne Chain of Parks Art Festival Economic Impact Study

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Lee Daniel, CDME – Director, Visit Tallahassee  
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