

LEON COUNTY
Tourist Development Council

Wednesday, August 31, 2016, 9 a.m.
Board of County Commissioners Chambers
301 South Monroe Street

MEETING AGENDA

- I. Call to Order – **Bo Schmitz, Chairman**
- II. Introductory Remarks by the New Director of Tourism – Kerri Post
 - Recognition of Rick Bhula – Quality Inn
- II. Request for Additional Agenda Items – **Bo Schmitz**
- III. Items for Consent Approval – **Bo Schmitz**
 - June 16, 2016 Meeting Minutes
 - Direct Sales, Communications, Visitor Services, Sports & Film Reports
 - Financial Reports: July 2016; Year-to-Date Tax Collections
 - Advertising/PR Activity Report/Digital Activity and Research Reports
- IV. General Business – **Bo Schmitz**
 - TDC Special Event Grants Committee Report—Paresh Master
 - Sports Council Grant Recommendations
 - Sports Council Out-of-Cycle Grant Request
 - FSU In-Stadium Concert (Nov. 12) Proposal
 - Florida Jazz and Blues Festival Update—Jon Brown
 - COCA Cultural Plan Update—Dr. Audra Pittman
 - Signature Event Proposed Changes Update
 - Zimmerman Advertising Presentation
 - Staff Reports
- V. Director's Report – **Kerri Post**
 - Airbnb Update
 - RFQ Apalachee Regional Park Concessionaire
 - JetBlue
 - 2016 Marketing Roll-Out
- VI. Additional Business: "For the Good of the Cause" – **Bo Schmitz**

Next Meeting:

November 3, 2016
Board of County Commissioners
Commission Chambers

Tourist Development Council

Minutes of the June 16, 2016 Meeting

Members Present: Bo Schmitz, Chairman
John Kelly
Michelle Personette
Paresh Master
Russell Daws
Matt Thompson
Leigh Davis
Dr. Audra Pittman

Members Absent: Commissioner Scott Maddox
Commissioner Nancy Miller
Commissioner Bryan Desloge

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

Guest Present: Shawn Baker, Centre of Tallahassee
Jessie Lynn, Centre of Tallahassee
Dr. Phillip Downs, Downs & St. Germain Research
Rachel Powell, Downs & St. Germain Research
Jon Brown, Florida Jazz Blues Festival
Scotty Barnhart, FSU – Florida Jazz Blues Festival
Kerri Crannis, Zimmerman Agency
Julianna Smith, Zimmerman Agency
Amanda Lewis, Zimmerman Agency
Kate Bonnevier, Zimmerman Agency
Kristina Llewellyn, Zimmerman Agency
Curtis Zimmerman, Zimmerman Agency
Ryan Aamodt, Leon County Administration
Bernice Cox, Word of South Festival
Ken Morris, Leon County Administration
Vince Long, Leon County Administration
Alan Rosenzweig, Leon County Administration
Jennifer Lundal Humayun, Goodwood House
Quisan Dailey, Intern – Visit Tallahassee
Cristina Paredes, P.L.A.C.E.
Ann Kozeliski, LeMoyne Center for Visual Arts

Meeting was called to Order at 9:05 a.m.

Consent Agenda – Russell Daws moved and second Paresh Master. The motion was unanimously approved.

Shawn Baker, Centre of Tallahassee - He gave a brief update as to the new revisions to the Centre of Tallahassee.

Florida Jazz and Blues Festival – Jon Brown and Scotty Barnhart gave an update on the schedule and lineup for the upcoming festival in September. They encouraged everyone's participation in this exciting event. The festival will include international, national, regional and local artists.

Word of South Festival – Bernice Cox substituted for Mark Mustian and gave a report and highlights from the recent festival held in April. Ms. Cox thanked everyone for supporting the festival. She announced that the next festival is planned for April 7-9, 2017. Lee Daniel stated that Leon County anticipates using BP settlement funds to assist with funding for next year.

Cultural Plan Update – Dr. Audra Pittman gave updates on the Cultural Facilities Matching Grant Program. There were three projects selected, the Challenger Learning Center, the Goodwood Museum and Lemoyne Art Foundation. Lee Daniel presented the three Projects for recommendation for funding. The guidelines states that no project could be funded below 80%. Matt Thompson moved and second by John Kelly for funding for the three projects. It was agreed by the TDC that Russell Daws and Michelle Personette would recuse themselves and from the vote. Passed 4-0.

Signature Event Grant Proposal Changes – Lee Daniel gave updates on the program and recommended changes to the funding policy. Option 1 - (1) Fund Signature Events at \$300,000 annually, the funding would come from \$150,000 as part of the general budget process and supplementing that with \$137,000 previously from debt service. This would require only \$13,000 to come from fund balance each year. (2) Increase minimum requirements to be considered for a signature event grant to become 2,000 room nights. (3) Only have three funding levels based on room nights and a recommended maximum amount award for signature event grant of \$60,000 with the option of grants to be funded at a higher level requiring approval by the BOCC. (4) Recommend that a grant cycle be instituted. (5) Institute a competitive scoring system similar to the Special Event Grants. (6) Start up events and festivals receive three years to meet or exceed the room nights requirement. Option 2 – Fund Signature Events at \$250,000 with all the previous recommended policy language changes.

Russell Daws moved for Option 1 and second Paresh Master. The motion was unanimously approved.

Southern Shakespeare Festival and LeMoyne Chain of Parks Festival Economic Impact Study – Dr. Phillip Downs gave a presentation on the Southern Shakespeare Festival and Rachel Powell gave presentation on the LeMoyne Chain of Parks Festival. Lee Daniel pointed out that each event was great considering that they were both held on the same weekend. Southern Shakespeare will be moving to May in 2017.

Zimmerman Agency Update – Vince Long gave some opening comments concerning the special video presentation produced for Lee Daniel's retirement by Curtis Zimmerman and Vince Long. Lee Daniel expressed his gratitude for having had the opportunity to serve the great people of Tallahassee. Curtis Zimmerman and Amanda Lewis gave an update on public relations from this year.

COCA Grants Panel Representative – The TDC appointed Leigh Davis as representative.

TDC Special Event Grant Review Committee – The TDC appointed Paresh Master, Michelle Personette and Matt Thompson.

Staff Reports

Marketing Communications – Lauren Pace gave an update on the activities for April and May which included hosting 13 journalists, 3 individual media visits, The Suitcase Scholar, Florida On A Tankful, participated in photo shoot on dining experiences in Tallahassee and started the tour guide program.

Visitors Services – Lauren Pace gave update for Andi Ratliff who is out on maternity leave. Interviews were held for part-time staff member, partner accounts information was updated, 570 walk in visitors of April and May, assisted 39 visitor groups request.

Meetings & Conventions – Janet Roach gave highlights from activities held April & May. She conducted a site visit for the Association of International Educators; she served on the Florida Society Association of Executives Grant Committee.

Sports – Amanda Heidecker gave highlights on the recent activities. At the Florida Sports Foundation Summit, Apalachee Regional Park won “The Venue Of The Year” award. Another cross country event the National Junior Athletic Coaches Association Region Eight Cross Country Championship hosted by TCC, has been added to the Fall Schedule. The Special Event Grants and Sports Events Grants application is now open until August 1, 2016 and there will be two workshops held June 16th and July 14th.

Director’s Search Update – Chairman Bo Schmitz shared a memo from County Administrator Vince Long who appointed Brian Hickey as Acting Director of Visit Tallahassee effective July 1, 2016. The interview process is still ongoing and Brian Hickey is a candidate for that position. There will be interviews conducted on June 28th and June 29th. The Chairman presented Lee Daniel with a beautiful clock for his dedicated and untiring service to the Leon County Tourist Development Council.

Director’s Report

Airbnb – Lee Daniel stated that the attorney for the Leon County Tax Collector’s Office is still trying to negotiate a contract with them.

FSU Concert – Lee Daniel stated that the entertainer who will be performing during the FSU-Boston College Football Weekend will be named very soon.

CRA Meeting – Lee Daniel pointed out that there is a very important CRA meeting on June 23rd where crucial items will be discussed including recommendation for funding for the Florida Jazz & Blues Festival and the future of the Water Works Building.

Lee Daniel was happy to welcome Michelle Personette to the TDC who is replacing Marion McGee. Also, the TDC members agreed upon Wednesday, August 31st as the next meeting date for the TDC.

Adjournment: 10:52 a.m.

Chairman Bo Schmitz

Attest: Aundra Bryant

Visit Tallahassee
PROGRAM HIGHLIGHTS
June/July 2016

I. Marketing Communications

Development Activities:

- Reviewed upcoming editorial deadlines, wrote and edited copy and discussed design concepts, layout and editorial changes with Rowland Publishing regarding the 2017 visitor guide.
- Coordinated individual media visits for Kathleen Mansfield with *Southern Distinction Magazine*, Vicky Sosa with *BuddytheTravelingMonkey.com* and family-travel bloggers Marisa Langford and Denise Taylor with Trekaroo, Carlee Colonnesso with *FunLearningLife.com*, Victoria Armijo with ABC Creative Learning and Candy Olivares with *Candypolooza*.
- Assisted David Lee (News Director) and Stephen Jiwanmall (Reporter) with components of the WTXL: Road Trip Leon County television segment and coordinated an on-camera interview with Brian Hickey regarding the impact tourism has on Leon County
- Worked with Zimmerman to execute food and dining photo shoot
- Coordinated and/or wrote feature stories for VisitTallahassee.com the Latin and African dance festivals, Father's Day round-up and T.O.U.R. Guide at Mission San Luis, Tallahassee Museum and Challenger Learning Center.
- Coordinated and/or wrote new releases for T.O.U.R. Guide, the cross country comprehensive schedule of events, Florida Jazz and Blues Festival, ARP winning "Venue of the Year Award" from the Florida Sports Foundation and Leon County naming a new Executive Director for the Division of Tourism Development.
- Attended grand opening of Table 23 Restaurant.
- Attended Experience Tallahassee organizational meeting with Brian Hickey, Heather Peeples and Ken Morris.
- Discussed marketing and collaboration opportunities with Robert Carbonell, owner of Tallahassee Brew Bus.
- Attended press conference announcing Florida Jazz & Blues Festival and regularly schedule marketing meetings with event coordinators.
- Discussed marketing, promotion and collaboration opportunities regarding the 2016-17 Opening Nights schedule with Chris Heacox and Sarah Bozeman.
- Discussed potential media visits in a collaborative effort with Tallahassee Marathon event coordinator, PR coordinator and Amanda Heidecker
- Supported Choose Tallahassee efforts and attended Executive Committee and Action Committee meetings
- Tracked progress of marketing activities in weekly status calls with Zimmerman

- Edited social media content ensuring relevant and engaging posts
- Started initial stages of planning for the 2016-17 Marketing Rollout including meeting with event coordinator at venue.

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:

- Held meeting with Kurt Woodward from Astro Travel and Tours along with Amanda Heidecker to discuss Visit Tallahassee's motor coach needs for upcoming groups including the National Association of Counties and USA Track and Field.
- Assisted the Center for Advanced Power Systems with preliminary venue and destination information for 2018 Cryocooler Conference Request for Qualification.
- Assisted Special Event Grant and Transportation Fund recipients with room blocks, event details and compiling the required documentation for reimbursements.
- Reviewed FY 2016-17 Special Event Grant Applications for allowable expenses, required budget and marketing plan and assisted in compiling data for review committee evaluation.
- Coordinated and co-sponsored the Society of Government Meeting Professionals (SGMP) July 19 monthly meeting with Challenger Learning Center attended by 35 meeting planners.
- Provided hotel rates for visiting vendors and attendees of Market Days, December 2-4, 2016.
- Secured sponsorship of the Florida Society of Association Executives (FSAE) Meeting Planner Round Table on November 17, 2016 to be held at the Gathering with an anticipated 50 meeting planners in attendance.
- Compiled meeting planner databases for upcoming Downs & St. Germaine research study to gauge size of scope of needed hotel and meeting space including how adding a convention center might impact the number of meetings booked in Leon County.
- Assisted Georgia Pacific with the planning of four nights of private dining for 80 people during Tallahassee meetings in October 2016.

Performance Measures:

- Sent nine leads with 5,784 visitors, 4,947 room nights and an estimated \$3,938,041 in direct spending.

- Currently working 16 tentative groups with 6,527 visitors 6,754 room nights and an estimated \$4,668,064 in direct spending.
- Booked three groups with 14,775 visitors, 6,665 room nights and an estimated \$6,820,088 in direct spending.

Events Hosted (Anticipated numbers):

- Tallahassee Latin Dance Festival (June 3-6) with 106 visitors, 60 room nights and an estimated \$36,888 in direct spending.
- Southeast Rural Community Assistance Project (June 8-9) with 30 visitors, 60 room nights and an estimated \$25,518 in direct spending.
- Gulley Family Reunion (June 22-24) with 50 visitors, 40 room nights and an estimated \$17,400 in direct spending.
- CSC Meeting Management Consulting (July 27-29) with 60 visitors, 100 room nights and an estimated \$27,776 in direct spending.

IV. Visitor Services

Development Activities June & July

- 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.

Performance Measures:

Downtown Visitor Center Walk-In Traffic

- June: Provided services to 283 walk-in visitors (234 domestic and 49 international)
- July : Provided services to 293 walk-in visitors (253 domestic and 40 international)

Telephone Visitor Services

- June: Fulfilled 140 telephone inquiries
- July : Fulfilled 125 telephone inquiries

Visitor Gift Store Sales

- June: \$726.17 in total sales
- July : \$444.06 in total sales

V. Group Services (Visitor Inquiries/Fulfillment)

Performance Measures:

Visitor Guide Fulfillment

- Phone and mail requests: June - 15 | July - 12
- Inquiries from advertisements: June - 420 | July - 335
- Website requests for visitor guides: June - 105 | July - 104
- Provided to Visitor Center guests: June - 165 | July – 171
- Distributed to area partners: June - 1,330 | July – n/a
- Distributed to out of area welcome centers: June - 30 | July – n/a
- Choose Tallahassee inquiries: June - 6 | July - 1

Group Services Requests:

- Distributed 6,617 visitor guides and other material to the following groups and organizations:
 - Lemonice Wedding
 - US Court
 - CARE FSU Move-in
 - Southeast Rural Community Assistance Project Board Meeting
 - Sarah Eden Realty
 - Young Studemire Family Reunion
 - Daughters of the Nile Conference
 - Florida Sheriffs Explorer Association
 - FSU MoFA Welcome Packets
 - FSU College of Criminology Graduate Orientation
 - Strozier Mack Reunion
 - AAU T&F Regional Qualifier
 - Florida Dept. of Children & Families State Meeting
 - Moore Family Reunion
 - JRWD Family Reunion
 - Hudson Family Reunion
 - Lula Cowarth Brown Family Reunion
 - Dover Family Reunion
 - NW Florida Square & Round Dance Association
 - Jenkins Family Reunion
 - FAMU New Student Orientation
 - Campbell Cuz'n Reunion
 - Brown Family Reunion
 - USTA Junior Designated Tennis Challenger
 - Zingales 9-Ball Tournament
 - TMH Physician Recruitment
 - FDOT Construction Academy
 - Florida Lottery Winner's Lounge
 - FSU College of Medicine Orientation
 - Mary Randy Franklin Family Reunion
 - Jackson Dailey Family Reunion
 - Johnson & Anthony Wedding
 - FSU College of Social Work Orientation
 - Davis Pemberton Family Reunion
 - Thompson Family Reunion

- TCC Orientation
- Williams Family Reunion
- FSU International Student Check-ins & Orientation
- Lewis Pope Family Reunion
- Beisheim & Levine Wedding
- Londontown Apartments, for new tenants

VI. Sports Marketing

Development Activities:

- In partnership with Florida State Athletics, the British Olympic Association Diving Team conducted its pre-Olympic camp at Morcom Aquatic Facility.
- Participated in the National Association of Sports Commission's monthly board of directors' conference call.
- Hosted two Special Event Grants workshops that reviewed eligibility, the application process and important criteria that the review committee and TDC consider.
- Attended a planning meeting with FSU Track & Field staff for the NCAA Cross Country National Championship bids for 2020-21 & NCAA Cross Country Regional Championship at Apalachee Regional Park this fall.
- Conducted a logistics meeting with the FSU Track & Field Officials Association, Leon County Parks and FSU Athletics.
- Followed up with all Sports Special Event Program grantees and processed outstanding grants for 2015-16.
- Brian Hickey attended the National Association of Sports Commission's (NASC) Board Retreat in Sacramento, CA the host of the 2017 NASC Sports Symposium.
- Started compiling the 2015-16 Fiscal Year numbers and annual highlights for the end of year annual report.
- Site visit at Apalachee Regional Park to identify the 2K course for upcoming AAU & USATF events.
- Took part in a NCAA Cross Country Future Bid discussion with FSU Athletics.
- Participated in a Tourist Development Council director's transition meeting at the County Courthouse.
- Met with Tallahassee Marathon organizers about collaborating in marketing efforts for the 2017 marathon.
- Took part in a site visit of the new Pavilion and Center of Tallahassee venue.
- Met with Tallahassee Tennis Challenger event directors to discuss future marketing ideas.
- Took part in a Trailahassee.com website future site enhancements planning meeting with the Zimmerman agency staff.

Performance Measures:

Events Hosted (Anticipated numbers)

- 25th Annual Capital City Invitational (Softball), (June 10-12) 1,000 visitors, 730 room nights and a direct visitor spending of \$348,000.
- Goldstar Invitational, (June 24-26) 1,200 visitors, 800 room nights and a direct visitor spending of \$556,800.
- Jacksonville Storm Showcase, (July 7-10) with 2,100 visitors, 2,400 room nights and an estimated direct spending of \$1,331,869.
- AAU Track & Field National Qualifier, (June 23-26) 1,000 visitors, 750 room nights and direct visitor spending of \$ 525,248.
- ASA Black Worlds, (June 25-26) 1,000 visitors, 730 room nights and a direct visitor spending of \$348,000.
- Big Shots Tallahassee, (June 4-6) with 600 visitors, 300 room nights and estimated direct spending \$169,021.
- Area Tallahassee Aquatic Club (ATAC) Long Course Invitational Swim Meet, (June 23 – 26) with 250 rooms nights, 1,500 visitors and estimated direct spending \$677,497.
- Area I-IV Florida Assoc. Swimming Championships, (July 30 – 31) with 140 rooms nights, 300 visitors and estimated direct spending \$84,510.
- Comets Jamboree, (June 10–12) with 48 room nights, 235 visitors and estimated direct spending \$90,745.
- Comets Big Bend Showdown, (July 22-24) with 110 room nights, 500 visitors and estimated direct spending \$193,076.
- Capital City Shootout, (June 18-19) with 800 room nights, 1000 visitors and estimated direct spending \$281,702.
- The Ride for Hope, (June 10-11) with 30 room nights, 200 visitors and estimated direct spending \$28,170.
- Victory is My Destiny Boxing, (July 23) 40 room nights, 112 visitors and estimated direct spending \$21,065.

Events Booked (Anticipated numbers)

- National Junior College Athletic Association (NJCAA) Region 8 Cross Country Championship, (November 4) 100 visitors, 20 room nights and an estimated direct spending of \$25,879.

Leads Distributed (Anticipated numbers)

- 2016 Florida Athletic Coaches Association Cross Country All Star Classic, (November 18- 19), 300 visitors, 50 room nights and an estimated direct spending of \$83,068.
- Victory is My Destiny Boxing 2016, (July 23), 40 room nights, 112 visitors and estimated direct spending \$21,065.

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

3 3/4-Cents Collections		YTD	June	FY 2015/16	% Revenue	
Acct #	REVENUES	Actuals	Actuals	Budget	Received	Variance
312100	Local Option Resort Tax (3 3/4-cents) ¹	\$ 2,882,333.50	\$ 276,154.00	\$ 3,455,625	83%	(573,292)
361320	Tax Collector FS 125.315	-	-	-		-
361111	Pooled Interest Allocation	\$ 70,407.44	32,480.70	56,715		
362000	Rents & Royalties	10,200.00	10,200.00	10,200		-
365000	Merchandise Sales	\$ 1,446.00	32.80	4,000		
366500	Special Event Grant Reimbursements	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		
		\$ 2,968,886.94	\$ 318,867.50			

Acct #	EXPENDITURES	YTD	June	FY 2015/16	FY 2015/16	% Budget	Under/
	<i>Administration (301)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
51200	Salaries & Wages	\$ 156,732.69	\$ 16,834.90	\$ 237,113	\$ 217,691	72%	\$ 60,958
51250	Regular OPS Salaries & Wages	\$ 10,565.59	1,132.74	10,606	21,749	49%	11,183
52100	FICA	\$ 11,587.50	1,336.28	18,670	16,999	68%	5,412
52200	Retirement Contributions	\$ 24,975.03	2,675.70	35,077	34,778	72%	9,803
52210	Deferred Compensation	\$ 80.99	8.58	755	766	11%	685
52300	Life & Health Insurance	\$ 26,225.52	1,651.68	36,819	43,742	60%	17,516
52400	Workers Compensation	\$ 434.90	46.69	443	497	88%	62
53400	Other Contractual Services	\$ 82,046.64	10,553.33	115,500	115,500	71%	33,453
54000	Travel & Per Diem	\$ 965.37	716.87	7,500	7,500	13%	6,535
54101	Communications - Phone System	\$ 688.38	98.34	3,150	3,150	22%	2,462
54300	Utilities	\$ 7,192.06	516.42	14,500	14,500	50%	7,308
54400	Rental & Leases	\$ 4,080.31	326.85	5,000	9,500	43%	5,420
54505	Vehicle Coverage	\$ 779.00	-	779	779	100%	-
54600	Repair & Maintenance	\$ 5,909.87	55.99	34,000	34,000	17%	28,090
54601	Vehicle Repair	\$ 325.93	59.96	1,210	522	62%	196
54900	Other Current Charges	\$ 1,146.25	379.50	1,971	1,971	58%	825
55100	Office Supplies	\$ 419.76	296.52	1,000	1,000	42%	580
55200	Operating Supplies	\$ 2,291.57	146.30	7,500	3,000	76%	708
55210	Fuel & Oil	\$ 245.26	126.07	1,000	1,000	25%	755
55400	Publications, Memberships	\$ 1,861.60	643.54	2,300	2,300	81%	438
55401	Training	\$ 400.00	-	3,000	3,000	13%	2,600
	<i>Advertising/Public Relations (302)</i>						
53400	Other Contractual Services	\$ 661,315.92	\$ 110,691.63	\$ 1,083,786	\$ 1,168,786	57%	\$ 507,470
	<i>Marketing (303)</i>						
51200	Salaries & Wages	\$ 294,343.07	\$ 32,043.68	453,676	453,676	65%	159,333
51210	Regular OPS Salaries & Wages	\$ 10,565.73	1,132.75	21,749	21,749	49%	11,183
52100	FICA	\$ 22,842.37	2,504.40	37,321	37,321	61%	14,479
52200	Retirement Contributions	\$ 21,404.62	2,328.20	34,279	34,279	62%	12,874
52210	Deferred Compensation	\$ 553.61	60.51	61	61		(493)
52300	Life & Health Insurance	\$ 20,348.14	1,145.39	63,499	63,499	32%	43,151
52400	Workers Compensation	\$ 1,229.68	133.67	1,757	1,757	70%	527
53400	Other Contractual Services	\$ 57,150.00	9,000.00	87,700	87,700	65%	30,550
54000	Travel & Per Diem	\$ 21,873.51	6,487.76	81,070	81,070	27%	59,196
54100	Communications Services	\$ 3,511.74	1,003.70	7,823	7,823	45%	4,311
54101	Communications - Phone system	\$ -	-	1,550	1,550	0%	1,550
54200	Postage	\$ 5,365.38	126.99	48,000	48,000	11%	42,635
54400	Rental & Leases	\$ 1,337.45	95.00	3,347	3,347	40%	2,010
54700	Printing	\$ -	-	5,400	5,400	0%	5,400
54800	Promotional Activities	\$ 13,092.66	2,537.01	29,500	79,500	16%	66,407
54860	TDC Direct Sales Promotions	\$ 13,220.02	1,408.00	69,835	99,835	13%	86,615
54861	TDC Community Relations	\$ 5,639.65	-	13,300	18,300	31%	12,660
54862	TDC Merchandise	\$ 1,010.45	-	4,000	4,000	25%	2,990
54900	Other Current Charges	\$ 144,905.04	27,205.10	221,000	221,000	66%	76,095
54948	Other Current Chrg - Amphitheater	\$ 33,303.00	-	100,000	150,000	22%	116,697
55100	Office Supplies	\$ 3,479.22	225.80	3,700	3,700	94%	221
55200	Operating Supplies	\$ 1,880.29	547.06	5,000	5,000	38%	3,120
52250	Uniforms	\$ -	-	2,000	2,000	0%	2,000

Acct #	EXPENDITURES	YTD	June	FY 2015/16	FY 2015/16	% Budget	Under/
	<i>Administration (303)(Continued)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
55400	Publications, Memberships	\$ 18,372.02	\$ 420.00	\$ 17,363	\$ 17,363	106%	(1,009)
55401	Training	\$ 2,247.99	-	8,000	8,000	28%	5,752

Tourist Development Council

Statement of Cash Flow

Period Ending June 30, 2016

56400	Machinery & Equipment	\$	-	-	-	-	-
58160	TDC Local T&E	\$	927.05	-	1,500	1,500	62% 573
58320	Sponsorship & Contributions	\$	6,105.00	-	16,100	16,100	38% 9,995
	<i>Special Events/Grants (304)</i>						
58300	Grants & Aids	\$	341,899.00	51,503.00	340,000	467,500	73% 125,601
	<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	-	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	\$	2,953,548.42	\$ 288,205.91	\$ 4,863,240	\$ 5,307,791	

1 1/4-Cent Collections

Acct # REVENUES	YTD Actuals	June Actuals	FY 2015/16 Adopt. Budget	FY 2015/16 Adj. Budget	% Revenue Received	Variance
312110 Local Option Resort Taxes (1 1/4-cent) ²	\$ 960,777.51	\$ 92,051.00	\$ 1,151,875	\$ 1,151,875	83%	191,097
361111 Pooled Interest	-	-	-	-		
361320 Tax Collector FS 125.315	-	-	-	-		
366930 Refund from Prior Years	-	-	-	-		
Total Revenues	\$ 960,777.51	92,051.00	\$ 1,151,875	\$ 1,151,875		

Acct # EXPENDITURES	YTD Actuals	June 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 June 30, 2016

REVENUES

- 1- Revenue estimated for the 3 3/4-cent collections \$276,154.
- 2 - Revenue estimated for the 1 1/4 -cent collections \$92,051.

No Transfers.

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

3 3/4-Cents Collections		YTD	July	FY 2015/16	% Revenue	
Acct #	REVENUES	Actuals	Actuals	Budget	Received	Variance
312100	Local Option Resort Tax (3 3/4-cents) ¹	\$ 3,181,406.86	\$ 299,073.36	\$ 3,455,625	92%	(274,218)
361320	Tax Collector FS 125.315	\$ -	-	-		-
361111	Pooled Interest Allocation	\$ 70,407.44	-	56,715		
362000	Rents & Royalties	\$ 10,200.00	-	10,200		-
365000	Merchandise Sales	\$ 1,446.00	-	4,000		
366500	Special Event Grant Reimbursements	\$ 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		
		\$ 3,267,960.30	\$ 299,073.36			

Acct #	EXPENDITURES	YTD	July	FY 2015/16	FY 2015/16	% Budget	Under/
	<i>Administration (301)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
51200	Salaries & Wages	\$ 194,381.76	\$ 37,649.07	\$ 237,113	\$ 217,691	89%	\$ 23,309
51250	Regular OPS Salaries & Wages	\$ 11,859.35	1,293.76	10,606	21,749	55%	9,890
52100	FICA	\$ 14,537.67	2,950.17	18,670	16,999	86%	2,461
52200	Retirement Contributions	\$ 29,441.04	4,466.01	35,077	34,778	85%	5,337
52210	Deferred Compensation	\$ 89.66	8.67	755	766	12%	676
52300	Life & Health Insurance	\$ 28,437.54	2,212.02	36,819	43,742	65%	15,304
52400	Workers Compensation	\$ 536.16	101.26	443	497	108%	(39)
53400	Other Contractual Services	\$ 90,379.97	8,333.33	115,500	115,500	78%	25,120
54000	Travel & Per Diem	\$ 965.37	-	7,500	7,500	13%	6,535
54101	Communications - Phone System	\$ 688.38	-	3,150	3,150	22%	2,462
54300	Utilities	\$ 7,192.06	-	14,500	14,500	50%	7,308
54400	Rental & Leases	\$ 4,260.31	180.00	5,000	9,500	45%	5,240
54505	Vehicle Coverage	\$ 779.00	-	779	779	100%	-
54600	Repair & Maintenance	\$ 5,909.87	-	34,000	34,000	17%	28,090
54601	Vehicle Repair	\$ 325.93	-	1,210	522	62%	196
54900	Other Current Charges	\$ 1,146.25	-	1,971	1,971	58%	825
55100	Office Supplies	\$ 419.76	-	1,000	1,000	42%	580
55200	Operating Supplies	\$ 2,291.57	-	7,500	3,000	76%	708
55210	Fuel & Oil	\$ 245.26	-	1,000	1,000	25%	755
55400	Publications, Memberships	\$ 1,861.60	-	2,300	2,300	81%	438
55401	Training	\$ 400.00	-	3,000	3,000	13%	2,600
<i>Advertising/Public Relations (302)</i>							
53400	Other Contractual Services	\$ 672,900.32	\$ 11,584.40	\$ 1,083,786	\$ 1,168,786	58%	\$ 495,886
<i>Marketing (303)</i>							
51200	Salaries & Wages	\$ 326,906.96	\$ 32,563.89	453,676	453,676	72%	126,769
51210	Regular OPS Salaries & Wages	\$ 11,859.52	1,293.79	21,749	21,749	55%	9,889
52100	FICA	\$ 25,374.38	2,532.01	37,321	37,321	68%	11,947
52200	Retirement Contributions	\$ 23,867.45	2,462.83	34,279	34,279	70%	10,412
52210	Deferred Compensation	\$ 614.20	60.59	61	61		(554)
52300	Life & Health Insurance	\$ 23,067.40	2,719.26	63,499	63,499	36%	40,432
52400	Workers Compensation	\$ 1,366.15	136.47	1,757	1,757	78%	391
53400	Other Contractual Services	\$ 59,175.00	2,025.00	87,700	87,700	67%	28,525
54000	Travel & Per Diem	\$ 22,235.34	361.83	81,070	81,070	27%	58,835
54100	Communications Services	\$ 3,511.74	-	7,823	7,823	45%	4,311
54101	Communications - Phone system	\$ -	-	1,550	1,550	0%	1,550
54200	Postage	\$ 5,365.38	-	48,000	48,000	11%	42,635
54400	Rental & Leases	\$ 1,484.30	146.85	3,347	3,347	44%	1,863
54700	Printing	\$ -	-	5,400	5,400	0%	5,400
54800	Promotional Activities	\$ 13,092.66	-	29,500	79,500	16%	66,407
54860	TDC Direct Sales Promotions	\$ 17,170.02	3,950.00	69,835	99,835	17%	82,665
54861	TDC Community Relations	\$ 5,639.65	-	13,300	18,300	31%	12,660
54862	TDC Merchandise	\$ 1,010.45	-	4,000	4,000	25%	2,990
54900	Other Current Charges	\$ 148,905.04	4,000.00	221,000	221,000	67%	72,095
54948	Other Current Chrg - Amphitheater	\$ 33,303.00	-	100,000	150,000	22%	116,697
55100	Office Supplies	\$ 3,540.60	61.38	3,700	3,700	96%	159
55200	Operating Supplies	\$ 1,880.29	-	5,000	5,000	38%	3,120
52250	Uniforms	\$ -	-	2,000	2,000	0%	2,000

Acct #	EXPENDITURES	YTD	July	FY 2015/16	FY 2015/16	% Budget	Under/
	<i>Administration (303)(Continued)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
55400	Publications, Memberships	\$ 18,792.02	\$ 420.00	\$ 17,363	\$ 17,363	108%	(1,429)
55401	Training	\$ 2,247.99	-	8,000	8,000	28%	5,752

Tourist Development Council

Statement of Cash Flow

Period Ending July 31, 2016

56400	Machinery & Equipment	\$	-	-	-	-	-	-
58160	TDC Local T&E	\$	1,056.49	129.44	1,500	1,500	70%	444
58320	Sponsorship & Contributions	\$	6,105.00	-	16,100	16,100	38%	9,995
	<i>Special Events/Grants (304)</i>							
58300	Grants & Aids	\$	341,899.00	-	340,000	467,500	73%	125,601
	<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	-	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	\$	3,075,190.45	\$ 121,642.03	\$ 4,863,240	\$ 5,307,791		

1 1/4-Cent Collections

Acct # REVENUES	YTD Actuals	July Actuals	FY 2015/16 Adopt. Budget	FY 2015/16 Adj. Budget	% Revenue Received	Variance
312110 Local Option Resort Taxes (1 1/4-cent) ²	\$ 1,060,468.63	\$ 99,691.12	\$ 1,151,875	\$ 1,151,875	92%	91,406
361111 Pooled Interest	-	-	-	-		
361320 Tax Collector FS 125.315	-	-	-	-		
366930 Refund from Prior Years	-	-	-	-		
Total Revenues	\$ 1,060,468.63	99,691.12	\$ 1,151,875	\$ 1,151,875		

Acct # EXPENDITURES	YTD Actuals	July 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 July 31, 2016

REVENUES

- 1- Revenue estimated for the 3 3/4-cent collections \$299,073.
- 2 - Revenue estimated for the 1 1/4 -cent collections \$99,691.

No Transfers.

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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
FY2011/2012 (3-cents)	202,314.05	241,057.61	300,343.03	171,796.96	195,893.51	225,720.62	215,875.81	212,687.06	177,347.80	199,689.96	174,936.79	220,525.36	2,538,188.54
(1-cent - 4th Penny)	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
(1-cent - 5th Penny)	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	
FY2012/2013 (3-cents)	223,165.00	242,102.27	228,817.94	168,858.73	181,755.81	203,535.02	254,217.13	229,551.36	238,558.94	226,915.85	191,671.88	232,633.20	2,621,783.14
(1-cent - 4th Penny)	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
(1-cent - 5th Penny)	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	
FY2013/2014 (3-cents)	196,254.46	287,207.31	265,286.16	167,686.13	183,137.77	227,704.36	264,192.29	259,057.28	224,205.35	224,941.50	208,286.19	226,966.81	2,734,925.62
(1-cent - 4th Penny)	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
(1-cent - 5th Penny)	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	
FY2014/2015 (3-cents)	235,483.93	311,616.83	288,190.11	173,577.30	198,900.49	254,369.92	320,647.85	266,966.41	274,611.29	261,235.88	226,314.73	272,939.44	3,084,854.17
(1-cent - 4th Penny)	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
(1-cent - 5th Penny)	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	
FY2015/2016 (3-cents)	228,332.36	362,035.48	250,128.83	201,511.55	258,206.32	298,807.96	257,975.77	292,428.16	227,755.66	246,658.44			2,623,840.52
(1-cent - 4th Penny)	76,110.79	120,678.49	83,376.28	67,170.52	86,068.77	99,602.65	85,991.92	97,476.05	75,918.55	82,219.48			874,613.51
(1-cent - 5th Penny)	76,110.79	120,678.49	83,376.28	67,170.52	86,068.77	99,602.65	85,991.92	97,476.05	75,918.55	82,219.48			874,613.51
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	379,592.76	411,097.40			4,373,067.54
Gain/Loss - Month: 3 cent	(3%)	16%	(13%)	16%	30%	17%	(20%)	10%	(17%)	(6%)			
Gain/Loss - YTD: 3 cent	(3%)	8%	1%	3%	8%	9%	4%	5%	2%	1%			
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	2,377,182.08	2,623,840.52			
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	792,394.03	874,613.51			
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	792,394.03	874,613.51			

Notes:

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

VISIT TALLAHASSEE PUBLIC RELATIONS PUBLICITY REPORT



June 1 - July 31, 2016
 IMPRESSIONS: 2,242,047
 TOTAL CIRCULATION: 928,047
 TOTAL UNIQUE VISITORS: 2,314,000
 TOTAL MEDIA VALUE: \$44,220

Print

Outlet	Article Name	Date	Circulation	Media Value
Birmingham Magazine	"Tales of Tallahassee"	June	17,000	8,300.00
Florida Today	"15 Florida springs for a summer cool down"	June 5, 2016	36,000	5,800.00
Birmingham News	"Adventurous Tallahassee"	June 19, 2016	386,700	2,700.00
Huntsville-Times	"Adventurous Tallahassee"	June 19, 2016	166,603	2,700.00
Mobile Press-Register	"Adventurous Tallahassee"	June 19, 2016	241,744	2,700.00
Family Beautiful Magazine	"That Southern Romance"	July	15,000	3,500.00
Family Beautiful Magazine	"Posh Hotel Duval"	July	15,000	1,590.00
VIE Magazine	"The United States of Architecture"	July	50,000	\$6,000.00

TOTAL 928,047 \$33,290

Interactive

Site	Title	Date	Unique Visitors	Media Value
Florida Today	"15 Florida springs for a summer cool down"	June 4, 2016	36,000	\$4,750.00
Tampa Bay Parenting Magazine	"Florida in a Day: Tallahassee"	June 10, 2016	29,000	\$800.00
AL.com / Birmingham	"Tales of Tallahassee"	June 15, 2016	943,000	\$1,000.00
AL.com / Mobile	"Tales of Tallahassee"	June 15, 2016	825,000	\$1,000.00
AL.com / Huntsville	"Tales of Tallahassee"	June 15, 2016	232,000	\$1,000.00
Travel Tips & News: A RoamRight blog	"Fun Experiences In Tallahassee Florida With Kids"	June 16, 2016	50,000	\$580.00
Florida Travel + Life	"6 Tallahassee Restaurants We Love"	June 23, 2016	127,000	\$900.00
Suitcases & Sippy Cups	"31 Things to do with Kids This Summer in Tallahassee"	July 1, 2016	55,000	\$600.00
VIE Magazine	"The United States of Architecture"	July 1, 2016	17,000	\$300.00

TOTAL 2,314,000 \$10,930.00

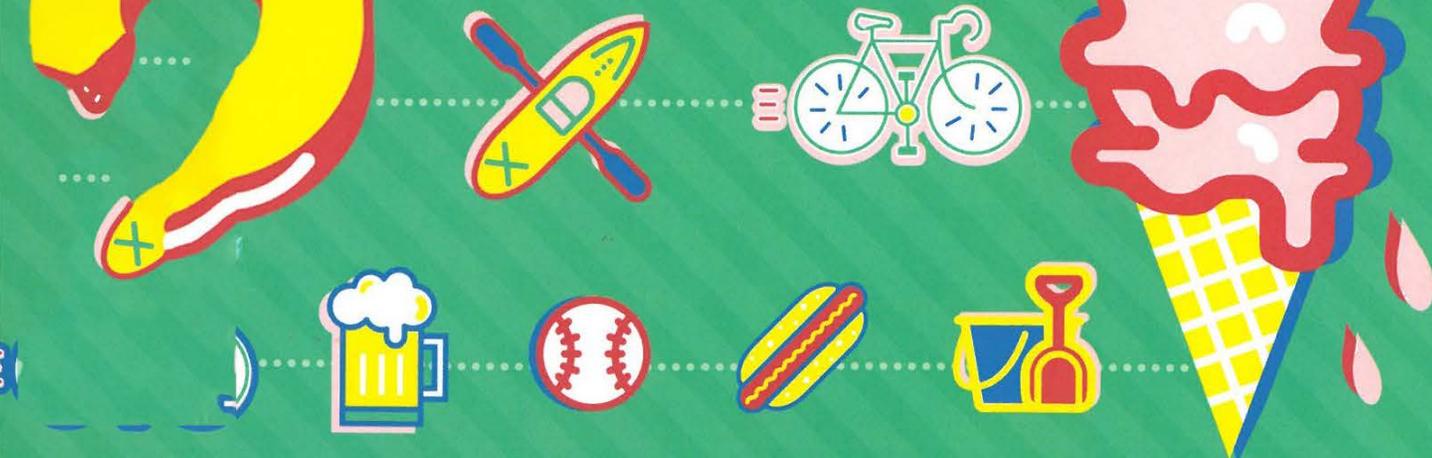
Birmingham



55
MUST-DO ACTIVITIES
FROM FOOD TO FESTIVALS,
BASEBALL TO BREWS,
DIVE ON IN!

Summer

BUCKET
LIST



Birmingham



6.16 DEPARTMENTS

10 Editor's Note: Julia Sayers

Soul

- 01 **Beauty**
- 02 **Home**
- 03 **Living City**
The Census Project
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Tales of Tallahassee

Florida's state capital is worth visiting for outdoor activities and a focused food scene.

BY JULIA SAYERS
PHOTOS COURTESY OF VISIT TALLAHASSEE

WHEN MOST PEOPLE PLAN A TRIP to Florida, they think only of the beautiful beaches, the vibrant nightlife in Miami, or Disney World for the kids. But there's another city in Florida just as deserving of that attention—the state's capital city of Tallahassee.

With a historic downtown arranged around park squares and Spanish-moss draped live oaks stretching across the famous canopy roads, the city feels a bit like Savannah and Charleston combined. And with a rapidly-expanding food and beer scene, it's right on trend with other growing Southern cities.

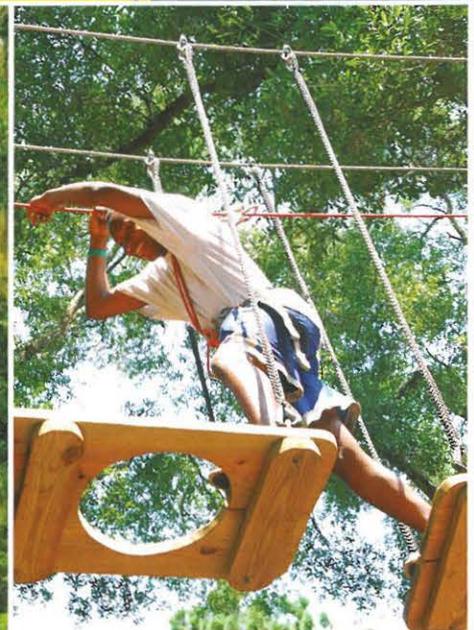
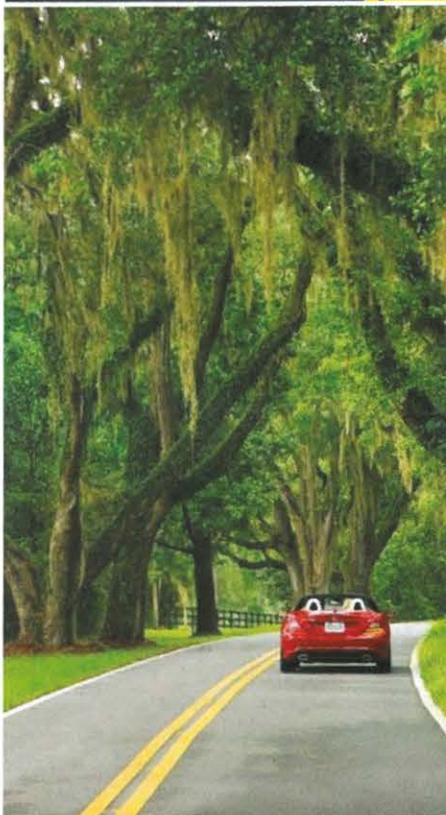
But where Tallahassee really thrives is in its outdoor activities. Tallahassee—nicknamed “Trailahassee”—has more than 600 miles of trails for biking, hiking, running, and horseback riding. The Tallahassee-St. Marks Historic Railroad State Trail stretches 20.5 miles from Tallahassee to the coast and is extremely popular with bikers. It's a completed section of the developing, 120-mile “Capital City to the Sea” trail.

GET OUT AND ACTIVE

Tallahassee isn't on the coast, but the Wakulla River is just south of the city, where you can spend a day on the water. T-n-T Hideaway offers guided canoe, kayak, and stand-up paddleboard trips down the river, where you may see manatees, turtles, fish, and alligators (don't worry—they're not aggressive). The river is spring-fed, making the water clear enough to easily spot the wildlife. After the trip, you can visit Wakulla Springs state park and take a swim.

For those wanting to get their adrenaline going, the Tallahassee Museum, located on 52 acres, offers Tree to Tree Adventures, where you can explore Tallahassee up to 60 feet off the ground. The combination zip line and ropes obstacle course is broken into three sections: Canopy Crossing (introductory), Soaring Cypress (more high-stakes), and Tremendous Adventures (for the kids).

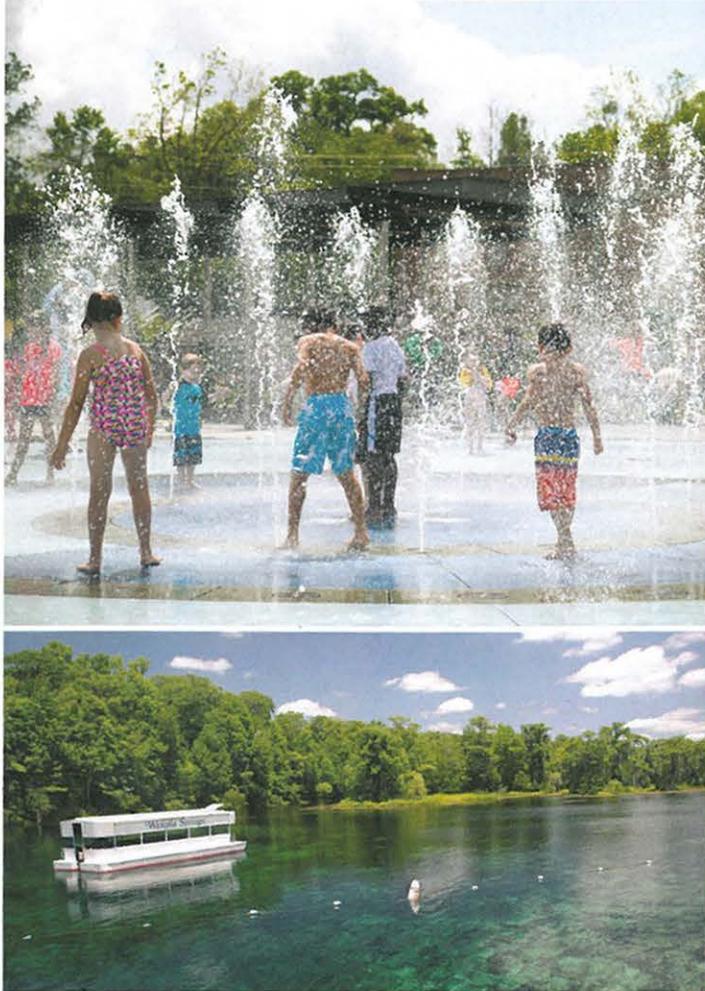
The course tests your skills, balance, and ultimately your bravery. It's completely safe—you're hooked into a harness the whole time and attached to a “life line” if you were to lose your balance, but when you're skirting



CLOCKWISE: Kayaking on the Wakulla River. The Tree to Tree Adventures ropes course includes obstacles like these swinging boards. One of Tallahassee's famous canopy roads.

THIS PAGE: Below: Kids play in the fountains at Cascades Park. The water at Wakulla Springs is crystal clear. Right: Bradley's country store has been around for almost 90 years.

OPPOSITE PAGE: Clockwise from top: The interior of The Edison restaurant. Proof Brewing Co. is a popular spot to hang out on a nice day. Hand-made hard candy at Lofty Pursuits. Proof makes craft beers in a variety of styles.



Tallahassee's Famous Sausage

Pay a visit to Bradley's Country Store, where the Bradley family has been making sausage since 1927. Along a beautiful canopy road, the general store sells sausage, old-fashioned candy, sodas in glass bottles, and their own country-milled grits. Both the sausage and the grits are made in buildings on the property.

The country store is a popular lunch spot and you'll often see people sitting outside on the rocking chairs enjoying a sausage dog. The sausage, made from the meat of top-quality hogs and seasoned with black pepper, red pepper, sage, and salt, contains no preservatives or additives. Sausage links in natural casings are hung in the smokehouse to cure using the smoke from oak and green hickory wood.

Frank Benton Bradley—age 90 and grandson of Grandma Bradley, who came up with the sausage recipe—still runs the production, from overseeing the grits mill to checking the smokehouse to mowing the lawn.

Bradley's Country Store
10655 Centerville Road
bradleyscountrystore.com

across swinging logs and skinny tight ropes, you'll definitely feel your heart rate increase. You'll cross swamps, zip over the museum's animal exhibits, and see the native flora and fauna. It's an adrenaline junkie's dream.

For a less heart-pumping way to get your outdoor fix, take a stroll through Cascades Park, the newest social center of the community. Opened in 2014, the 24-acre park is actually a stormwater facility that doubles as an urban park. With beautiful landscaping, ponds, and fountains, the park also features a 3,500 seat amphitheater, a community garden, and shadow homes to commemorate the old Smokey Hollow neighborhood that once stood there.

THE CRAFT OF CUISINE

After all the outdoor activity, there are plenty

of options to fuel up at the restaurants in town. Overlooking Cascades Park is The Edison, a restaurant serving internationally-inspired gourmet cuisine, located in an old electric plant. Chef John Minas brings influences of his Armenian background, Boston roots, and experience in the Florida culinary scene to the menu. They show through dishes like the Mezze Board with hummus and labneh; the Lobster Roll on a split potato roll; the Pasta Carbonara with fresh peas and ham hock; and the Grouper a la Plancha with succotash and pickled vegetables. The restaurant also has an excellent craft cocktail program—the Rosewater Gin Lemonade is not to be missed.

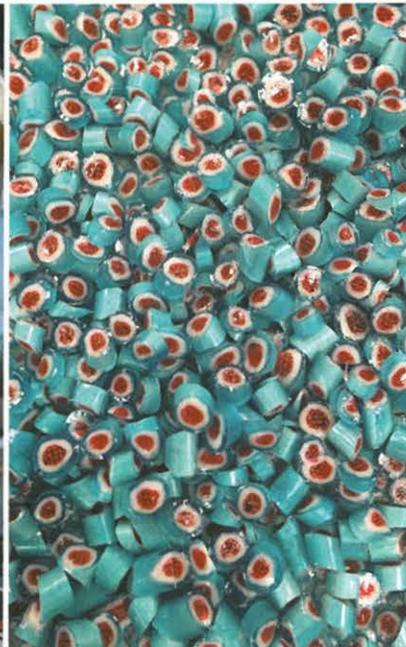
Craft—although sometimes used loosely—seems to be an accurate word to describe Tallahassee's food and drink scene, and the

people driving it.

Byron Burroughs hones his craft at Proof Brewing Co. As he walks among the large steel tanks brewing flagships and variation beers, it's obvious his is a craft. He speaks to his passion of bringing a craft beer scene to Tallahassee, something the city was missing.

"Since 2006, my wife Angela and I have been helping, through various businesses, to develop and grow the craft beer scene in Tallahassee," Burroughs says. "We have always believed that a strong local craft beer scene helps to nurture and support craft breweries and the passion for local craft beer in Tallahassee has definitely had a reciprocal effect in helping Proof grow exponentially."

Proof brews beers of multiple styles, and Byron mentions they use a reverse osmosis



Where to Eat:

The Edison
470 Suwannee St.
edisonally.com

Paisley Café
1123 Thomasville Rd.
thepaisleycafe.com

Food Glorious Food
1950 Thomasville Rd.
foodgloriousfood.com

Uptown Café
1325 Miccosukee Rd.
uptowncafeandcatering.com

Lofty Pursuits
1415 Timberlane Rd #410
loftypursuits.com

Where to Drink:

Proof Brewing
644 McDonnell Dr.
proofbrewingco.com

Sidecar Gastrobar
1415 Timberlane Rd #121
sidecargastrobar.com

What to Do:

Tallahassee Museum
3945 Museum Dr.
tallahasseeemuseum.org

T-n-T Hideaway
6527 Coastal Hwy.
tnthideaway.com

Wakulla Springs
465 Wakulla Park Dr.
floridastateparks.org/park/Wakulla-Springs

Where to Stay:

The Park Avenue Inn
323 E Park Ave.
theparkavenueinnreservations.com

system to alter the city's water to match the mineral make-up of the region a typical beer style comes from. The flagship beers include Eightfive-O (American Pale Ale), Guru IPA, Mango Wit, and Assassin Caterpillar (brown ale). Both the Eightfive-O and Guru IPA have won gold medals as Florida's Best Beer.

Burroughs also loves trying experimental brews. The Mango Wit, in fact, was an experimental batch that got so popular it became a flagship. If you visit the taproom at any given time, you're sure to see a rotating batch of experimental and seasonal beers on tap. The Hello Dolly porter evokes flavors of the favorite cookie bar of the same name, while a Berliner

Lunch at Paisley Café



Weisse Lemon Evil Kiss has that Warhead candy pucker.

Craft is also seen at Lofty Pursuits, where Gregory Cohen makes ice cream, milkshakes, and Victorian candy. The walls of Lofty Pursuits are covered in memorabilia collected by Cohen. He has a yo-yo museum, an old-fashioned telephone that “dials out” to a number of pre-recorded voicemails, and even a collection of greeting cards he designs.

It’s amazing to watch Cohen make hard candy—where he takes a molten hot sugar mixture, adds color and flavor, stretches and pulls it, rolls it until it cools and slices it into pieces. It’s a meticulous process, but Cohen takes his time, making sure not to skip a step. He sells it in his shop, along with a rotating 200 flavors of ice cream and soda shop favorites like shakes, malts, freezes, fizzes, egg creams, and more. He does everything as traditionally as he can, and his dedication to the craft is unwavering.

In the heart of Tallahassee is Paisley Café, where owner Kiersten Lee gave up a 19-year career in banking to follow her passion to open a café. She is fiercely dedicated to using the highest-quality, freshest local ingredients and making everything

in house—including all the sauces, soups, and sides like creamy smoked gouda grits and edamame salad. On the Turkey with Apple Butter and Brie sandwich, turkey breast is roasted and sliced, slathered with house-made apple butter. For the Prime Rib Press, prime rib is prepared and shaved, topped with homemade boursin cheese and pesto.

“Paisley’s foundation has been built with lots of love, providing the highest quality ingredients with local help from farms, preserve companies, and our Florida-based purveyors,” Lee says. “You have to be true to your vision and protect it.”

The café is open for lunch and brunch, and features daily specials highlighting in-season produce. Don’t pass on the homemade baked goods—including Nutella Bread Pudding and the Slutty Brownie (a brownie layered with Oreos and chocolate chip cookie dough).

It’s not hard to see the passion people like Lee, Cohen, and Burroughs have for bringing the best to their city. And while Tallahassee already has a natural draw with its outdoor beauty and variety of activities, they’re helping to make it a destination for many more visitors to come. ■

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Fathers know best

Football advice is often passed down

The Birmingham News



No shortage of would-be House speakers

Several potential House speakers are vying for the position of Speaker of the House in the 114th Congress. The race is expected to be one of the most competitive in the history of the House.



DIVIDED AMERICA

'That day will never be forgotten'



LIFE

MISS ALABAMA

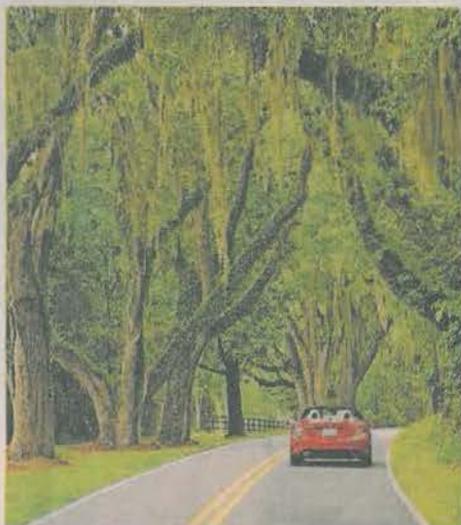
Hayley
Barber
has a
vision:

BETTER
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FOR KIDS



Adventurous Tallahassee

Get an adrenaline rush and then relax with craft beer. What's not to love about Florida's capital?



One of Tallahassee's famous canopy roads. The city feels a bit like Savannah and Charleston combined. Visit Tallahassee

Julia Sayers jsayers@al.com

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FOOD AND DRINK SCENE

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Don't miss Bradley's

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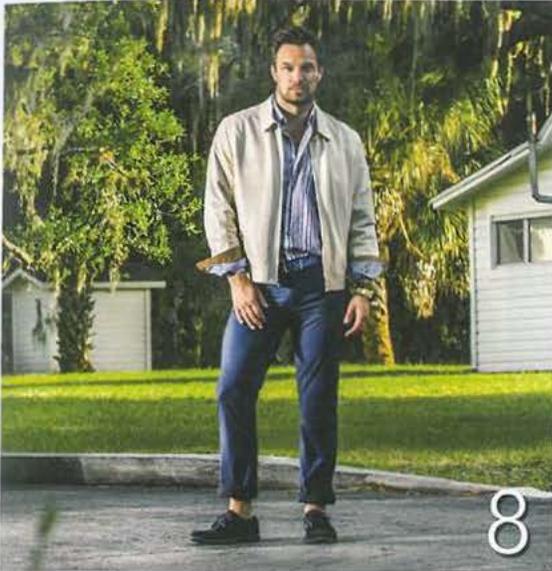
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family *Beautiful*



Southern Comfort

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(continued)



ON THE COVER

**8-13 Men's Fashions:
Southern Comfort**

Style and clothing do make the man. Men's fashion is crisp and cool with pops of color and fine fabrics. Look no further than Marcello Sport on St. Armand's and Martin Freeman of Palm Avenue for the latest elements that define the fashion of the day.

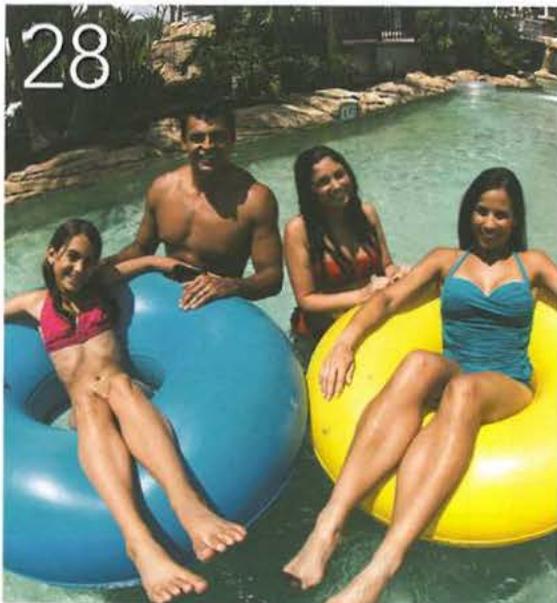
Photo by John Revisky

Hair by Ana Molinari

Photo Assistant Ryan Minford

Wardrobe provided by Martin Freeman

Location: State Street



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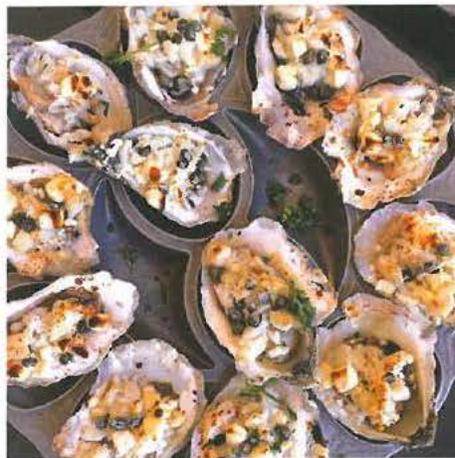
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THAT SOUTHERN ROMANCE

INVITE YOURSELF TO CANOPY ROADS, fresh country air, and ignite your total excitement with a surge of vibrant energy in my hometown of Tallahassee. Yes, it is the state capital and does not have to be boring.

Thrills around almost every corner. This May, I took part in a #IHeartTally tour of the surrounding areas. I was all in. We stayed at the divine and historic Duval Hotel downtown. Loving the modern style and comfort, I was escorted off to many activities including kayaking, dinners, zip lining at the museum, and bike riding on the trails. Tally used to be my hometown for 14 years and I forgot the southern charm that only the people in this town do so well. Small walks on the trails in any park will guarantee you a new beginning for any reason; the landscaping will tap your heart and hit your soul.

A few favorite venues I recommend is a great down to earth home café. Decadent in style and rich with substance is the Paisley Café. Not your usual joint to just grab a bite to eat. No, this is like church, take your time, eat slowly, the large portions are generous to eat and the vibration of the staff reminds you to wake up your taste buds. Shrimp and Grits? Yes, please. I just found my confession. Not enough can be said



about this wonderful cloud of heaven, except...go.

Another locally owned stop was the Maple Street Biscuit Company. Walking in the place I was intrigued by the furniture and feel of old tradition meaning in real hospitality. There is much charm and full seduction of the menu. Please can I just camp here? Not corporately owned, you can see and feel the difference. I even thought of opening one here in Sarasota. If you ever need a wakeup call, try real made-to-order fresh biscuits and gravy from scratch. If this does not help you find your way, well order another, and another. Visit [www. MapleStreetBiscuits.com](http://www.MapleStreetBiscuits.com) for more information.

Saturday drive? How about Wakulla Springs. A very rich state park that has invited guests from all over the world to the park for many years. Several movies

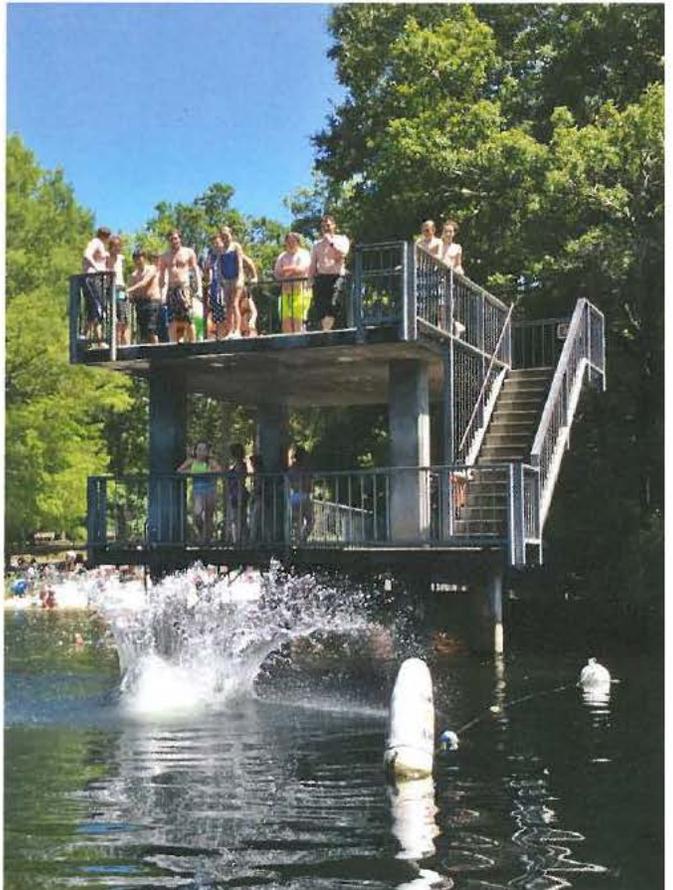
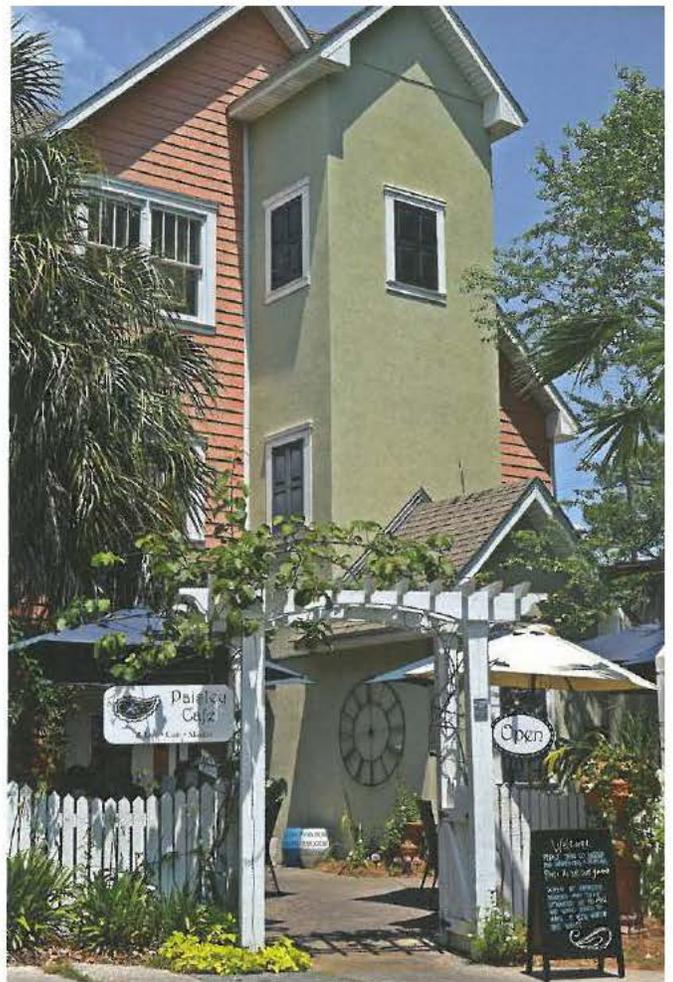
have been filmed under the clear water that literally is from natural springs, as well as the tropical jungle and wildlife all around you. Beyond the mystic romance that surround the main entrance is the historical hotel. You will learn to take time to enjoy the luxury of simply doing nothing. The hotel offers venues open for weddings and many occasions. The glass bottom boats will guide you on a tour within the placid water, as you glide through the massive jungle. Swimming is part of the excitement as well with a two tier bridge that you can dive into plus a shallow area for children. This is what the real Florida is all about, an iconic legend in time, love and history. Plan to go.

Last but not in the least: I love to cook. I am a true southern gentleman. The place that stood out to me was Kitchen Able. I reserved a cooking class on Friday and, boy, was I excited! A small cottage located in the Lake Ella, this comfortable school for cooking, screamed to me old fashioned and smelled like my grandmother's kitchen. A welcoming entrance that slides around to the course class, a large L shaped table with dishes from old to new. Behind the table was the lovely Ms. Jessica Bright McMullen. And yes, the magic began.

She is Chef, Owner and Mistress of the art of culinary excellence. Sophisticated humor with fine intelligence as you learn the true art of southern cooking in the finest culinary way. You are not just taking a cooking class—this is a sermon in soul food that the Gods smile about. From every detail, this lady explains it all. Book your experience at www.KitchenAble.net. You'll thank me later.

So, for the romantic in you, take a drive to the capital city; a deep down, southern way of charm, magic, and romantic adventures. This may be a growing city, but it is still that romantic haven in all its southern glory and nostalgia.

—Damon Harper



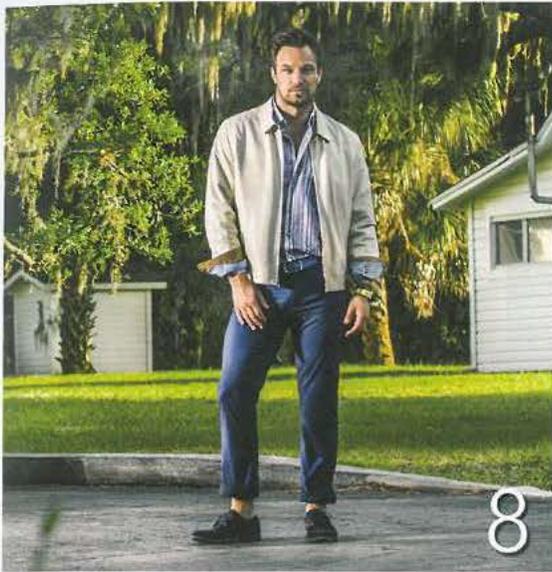
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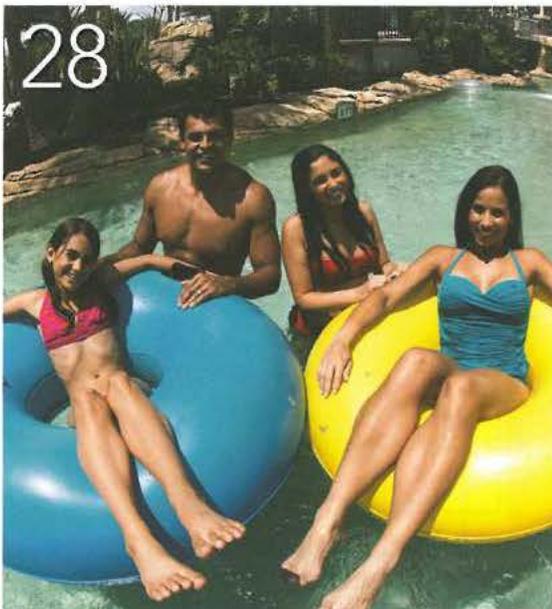
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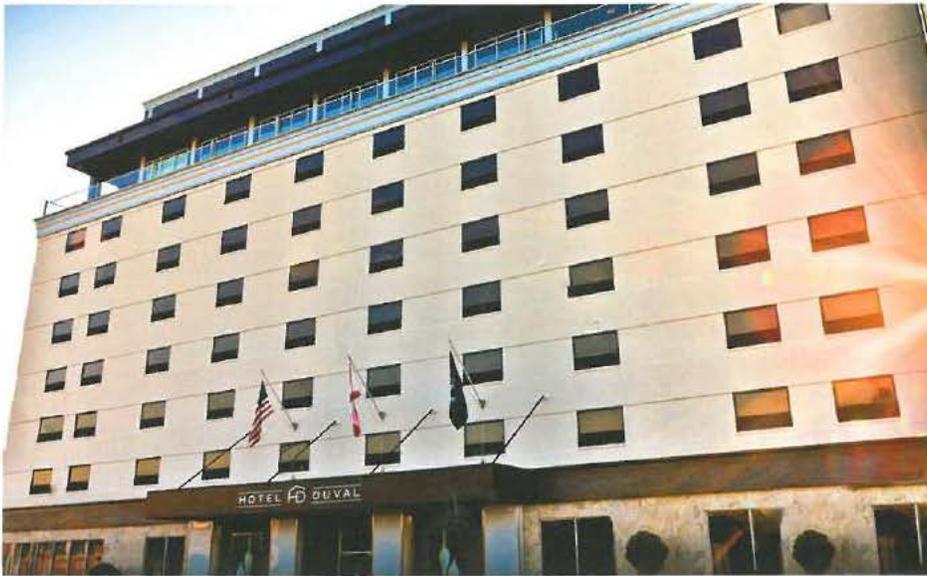
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Posh Hotel Duval



IT IS A RARE OCCASION that you enter into a hotel and feel that it is perfect. This is exactly the case with the Hotel Duval, located in downtown Tallahassee. This storied gem of a property is the Grand Dame of the area. Opened in 1951, “she” was the meeting place of those “in the know” and it is still a place where the movers and shaker convene.

You know immediately that this is a special place. The art collection is stunning, the furnishings are artistic and modern. The lobby was a welcoming area that begs to be explored again. Art is everywhere and sitting on one of the bespoke chairs is a perfect place to admire the surroundings.

Two of my favorite locations other than the lobby are the LeRoc bistro for breakfast or lunch. Fun sitting areas welcome you and the service is warm and fabulous. Try the specialty eggs benedict, traditional or non-traditional, with possibly even a crab cake!

On the 8th floor is the true diamond;

Level 8 lounge is perched high above the city offering amazing views of the sunset or just contemplating the beauty of the area. Sip on a cocktail and lounge on one of the sofas—it doesn’t get much better than this!

There is also a wonderful steakhouse, Shula’s 347, with an excellent menu, service and perfect for an intimate dinner or a business group. I chose to have a casual appetizer at the bar one evening and was wowed by the knowledgeable staff on the current best Chardonnay.

The suite was stunning—modern, with all the special amenities. The bathrooms are superb with a double shower head and a pebble rock floor. Outfitted with state of the art flat screen TVs and a living room area. One could stay for more than a few days comfortably.

A great day itinerary is to head to the Wakulla River and rent kayaks from T-N-T Hideaway. A scenic 30-minute drive from downtown, this is a great outfitter to get your adventure on! Easy

to find, we parked and were outfitted within a few minutes. We paddled along the river, admiring the birds, turtles and even a manatee! The foliage is beautiful; Spanish moss hanging from the trees is quite cinematic! This is very popular, so it is suggested to get there in the morning. You could easily spend the entire day—just make sure to pack supplies, as there are no floating restaurants!

Another must see is the Alfred B. McClay Gardens State Park. It is a divine spot with lakes, hidden reflecting pools, amazing foliage and just a wonderful spot to relax and let the stress float away. The gardens were first planted by Alfred and Louise McClay in 1923 after they purchased the property for their winter home. A true masterpiece of floral architecture, there is also swimming, fishing canoeing and kayaking. The nature trails are superb. There are an additional five miles of biking, equestrian and walking trails. Tallahassee is a true gem, just waiting to be explored. A taste of old Florida mixed with the new—it is truly the best of the new South!

— Susan Short



VIE
MAGAZINE

*THE WORLD'S
BEST
SKYLINES*

*ZAHA
HADID'S
MONUMENTAL LEGACY*

*IF WALLS COULD TALK
MIAMI'S HIPPEST
ARTS DISTRICT*

*UNTAMED
TASMANIA
THE LAST WILD ESCAPE*

**THE MODERN
MINIMALIST**

THE UNITED STATES OF ARCHITECTURE

HOME SWEET HOMES



BY JORDAN STAGGS

SEE WRIGHT'S WORK NEAR YOU



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The Spring House
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Lewis Mashburn

Right top:
Solomon R.
Guggenheim
Museum
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Right bottom:
Wright's Oak Park
Home and Studio
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store

SPRING HOUSE

Tallahassee, Florida

One of only two pod-shaped Wright designs and the only Wright-designed private residence in Florida.

WWW.VISITALLAHASSEE.COM

THE SOLOMON R. GUGGENHEIM MUSEUM

New York City

Conceived as a "temple of the spirit," the cylindrical structure with continuous spiral ramp spanning its inner walls is one of Wright's most well-known and innovative works.

WWW.GUGGENHEIM.ORG

ZIMMERMAN HOUSE

Manchester, New Hampshire

Reservations are highly recommended for the popular tours conducted by the Currier Museum of Art at this prime example of Wright's Usonian designs.

WWW.CURRIER.ORG

BACHMAN-WILSON HOUSE

Bentonville, Arkansas

Now a staple feature of the Crystal Bridges Museum of American Art, the Bachman-Wilson House was moved there all the way from New Jersey and meticulously reconstructed in 2015.

WWW.CRYSTALBRIDGES.ORG

OAK PARK HOME AND STUDIO

Oak Park, Illinois

Tour Wright's first home and studio just outside Chicago for exclusive insight into his life, work, and experimentation.

WWW.FLWRIGHT.ORG

TALIESIN WEST

Scottsdale, Arizona

Nestled in the desert foothills of the McDowell Mountains is Wright's beloved winter home, the home of the Frank Lloyd Wright Foundation and Taliesin, the Frank Lloyd Wright School of Architecture

WWW.FRANKLLOYDWRIGHT.ORG

Authentic Florida: 15 Florida springs for a summer cool down

When Florida's summer temperatures begin to climb, aren't you ready to escape the sizzling heat and take a refreshing plunge into a cool Florida spring?

Florida has many springs to choose from for a summer "cool down" where shimmering shades of aqua blues and emerald greens reflect with dazzling intensity.

But then, Florida is blessed with more than 700 springs, the largest collection on earth. From deep within the underground aquifer 8 billion gallons of water flow from Florida's springs each day at a constant 72-degrees.

Most of the springs are located in the central and northern parts of the state and many of Florida's springs are found within state or national parks. This offers visitors an array of recreational opportunities while providing a level of protection for these essential natural resources. The entry fee to most parks is very reasonable, making the experience not only fun, but a bargain.

Here are 15 cool, bubbly springs that will help you "chill out" this summer:

Wakulla Springs State Park, Wakulla Springs

Fourteen miles south of Tallahassee, Wakulla Springs State Park is where the largest and deepest freshwater spring in the world (yes, the world) bubbles up and flows into the Wakulla River. The spring is also home to Florida's deepest and most extensive underwater cave system making it a destination for scuba divers and home to a popular swimming hole and wooden jumping tower at the main spring attract throngs of folks.

Be sure to check out the Wakulla Springs State Park Lodge, a 1930s Mediterranean revival old hotel with a spectacular lobby and a restaurant with an excellent menu.

Consider the ranger-guided Jungle Cruise that covers a loop through the wildlife sanctuary –riding over the Wakulla spring that includes pristine "real" Florida. While on the cruise, you're likely to see alligators, manatees (in season) turtles and an amazing array of birds.

Florida in a Day: Tallahassee



My heart was thumping in my chest. I closed my eyes and breathed deeply, the scent of oak and pine trees mingled in my nose. I could hear what sounded like a zipper as my sister whizzed past. This was the end of the course, and I had no way down but through the zipline.

I opened my eyes, held onto the top of the pulley like I had been shown, sunk my butt into my harness and lifted my feet. Before I knew it, I was flying over a silver roof that was covered in leaves. The wind was in my face, and even though the clouds had covered the sun all morning, I felt a bit like Icarus (minus the burning wings). My sister cheered and clapped as I clipped into the safety wire at the last tree.

I could barely believe that I was only about 4 hours from home as I gazed at the rolling hills from the top of that tree.

When I finally made it back to the ground, I looked at photos taken as I glided through the trees. “Tree to Tree Adventures Ziplining” in the bottom corner, I stared at the figure unable to discern that I actually did something so adventurous.

A Tampa native, I had heard about Tallahassee, Florida’s capital, my whole life. I knew only two things for sure about the city: there were politicians and college kids. Invited for a media tour, I packed my bags not sure of what to expect.



Going Native

Family vacations can be a dream-come-true or a worst-nightmare. Anyone who has ever been to a theme park with kids can tell you that vacations are easier said than done. But, while I was in Tallahassee, there seemed to be something effortless in the air. Families strolled down sidewalks, mapping their best places to sit for the upcoming parade. Kids did cartwheels in the grass at Cascades Park late into the evening. Where was the fighting? Where was the drama? Where was the “Mom, she’s hitting me!”?

The air was still and silent as we approached Mission San Luis. It seemed that the other visitors of the mission were just as in awe as we were as they stepped through an imaginary portal into the 1700’s. Our tour guide showed us forts, churches, and interacted with actors in each of the various areas. The fryar joked, the blacksmith hammered, and I knew that this was the type of place that would be perfect for history-loving teenagers. As the sun began to roll like melted butter down the sky, I could feel myself going native.

“I could totally live here,” I said to the other women in the group. “Or at the very least, make the short trip up here more often.”



Perhaps one of the most intriguing places to visit in Tallahassee is Lofty Pursuits. Half, ice-cream and candy shop, half toy store, it was filled to the brim with smiling faces and interesting stories. The smell of root beer and sugar danced in the air and kids (and adults) sat at the tables, swinging their feet and watching the candy go from hot liquid to hard goodies.

“Now, I had all these ideas for opening a soda fountain,” Lofty Pursuits owner Gregory Cohen said. “But, my mom knew I had too many ideas. So she said I should name it Lofty Pursuits.”



Of the tasty treats that we tried: a root beer float made with the best root beer you have ever tasted, a chocolate sundae with ganache and brownies (among other chocolate goodies), a sorbet-esque treat, and candy that was made right in front of us.

Eating Our Way Around



The bare Edison style bulbs burned bright over the tables in the Edison restaurant. My food seemed illuminated, almost electric. The noodles took on a sheen that seemed surreal as I slurped them, listening to the acoustic guitar played by the patio musician.

I pictured my family sitting at the table with me and imagined how I would point out the park bordering the restaurant on our next trip up. But, despite the beautiful setting and the boisterous menu, I silently prayed that there were other places that felt less “uptown”, as my typical vacation budget with the family lives on the border of “Lets splurge!” and “Oh dear God, move some money over quickly!”.



Some of the best food comes from a grill covered in grease, and I felt my stomach leap for joy as we entered the Uptown Cafe the next morning. Families sat at tables with green and white vinyl checkered table cloths, older women sat with their reading glasses poised on their noses while they investigated the large laminated menus. The owner, Fred Tedio, visited tables and showed us their world-renowned smoked salmon. It was hard not to feel right at home with a bowl of grits and 5 types of French Toast.



With everything from dives to sit-down dinners, I became amazed at the variety of food in one city. After having a corndog that rivaled those at the state fair at Dog et AI, I was convinced I needed to bring my family back. This trip was as much a gastrointestinal journey as it was an adventure.



Part of the gastrointestinal journey, however, involved stepping out of my comfort zone. I couldn't help but wonder what I would feel later as the server plopped a burger topped with macaroni and cheese and bacon in front of me at Midtown Caboose. Looking around the table, however, I realized that my burger was on the tame end of the spectrum. There was even a s'mores burger on the table. Traveling around the world, I have never seen a s'mores burger.



I briefly considered picking up my life and moving here just for this bread.

I was shocked at how Tallahassee brought out my inner-foodie. Who would have thought that just a short road trip away, there was such a haven for great meals? Perhaps the best way to experience a new place is through food– and that alone makes Tallahassee a worth-while vacation.

Must-Visit Places in Tallahassee

With Tallahassee being such a short drive away, it is a great destination for family vacations. It is far enough from home to feel that you have gotten away from the day-to-day hub-bub, but close enough to enjoy the ride.

Here are some of the must-visit places on your family trip to Tallahassee.



Tallahassee Museum

Nestled in the trees is a place where your kids can learn about animals that are native to Florida as well as cultural history. The 52 acre outdoor museum is surrounded by peaceful National Forests and is home to Tree to Tree Adventures, where you can do various levels of obstacle courses and zip-lining. There is even a course designed just for younger kids. Aside from seeing things from a new vantage point, you can also learn all about the wildlife and plants that are native to North Florida. It gives you not only something exciting to do, but gives your family the opportunity to learn new things together.



Its a bird! Its a plane! Its a... wimp who will try anything for a story.

One of the things that I enjoyed most about this destination is that after you get your heart pumping with zip-lining, you can spend time strolling through walkways and interacting with animals. Most of the park is interactive and there is something for children through older adults, making it one of my new go-to places when I want to vacation somewhere that everyone can have fun.

Mission San Luis



With younger kids, going to a museum can be a bit of a hassle. They can't touch anything and have to be quite in many cases– but not in the case of Mission San Luis. This is a living museum where you can interact and learn about life in the 17th century as Apachee Indians and Spanish settlers.



As a Florida native, I found this to be a fascinating place. Actors in historic garb including a Deputy Governor, a Fryar, a housewife, a blacksmith, and soldiers, talk and take you through their daily routines. You can even sign up for a cannon ball firing class and learn all about the weapons that they used back when the area was first settled.

This is perfect for young kids and history-buffs because there are interactive areas and a scavenger hunt to keep the kids entertained.

Lofty Pursuits

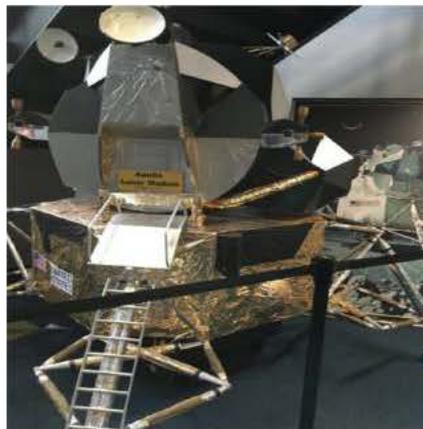


This classic soda fountain/toy store/candy shop is as entertaining as it is delicious. A chat with the owner, Greg Cohen, will explain all about the Dr. Seussaphone, the shop's marching band, the six-foot plexiglass banana, and how candy is made. The employees have special skills, too, like doing yo-yo tricks and finishing a Rubik's Cube in less than a minute. I found myself wanting to stay in Lofty Pursuits all day– the atmosphere is fun and the people are friendly. They make ice cream and candy right in the store and you can sit at the counter and be mesmerized by the ways they work with hot liquid to form hard candies.



When you stop in, be sure to try the Sandy Sundae, which was created to aid those affected in Hurricane Sandy.

Challenger Learning Center



The Challenger Learning Center in Tallahassee is a 32,000 square-foot learning facility packed with things for kids to do. You can see a movie in the IMAX movie theater or check out a show in the spacious planetarium. There is also an area where kids can learn about space travel and STEM inside of a replica space-ship. It is every science lover's paradise.



The Challenger Learning Center also features SCIterdays, which includes a variety of activities and special events on Saturdays.

Wakulla Springs



One of the most beautiful things about Florida is the abundance of springs. Wakulla Springs is home to one of the largest and deepest natural springs in the world and is a great place to spend the day relaxing. On the riverboat cruise, you will likely spot an alligator or two as well as a few manatees.



After taking a swim in the water or a cruise on the riverboat, the restaurant inside of the lodge has delicious food including fried green tomatoes and po' boys.

Gulf Specimen Marine Lab



If your family likes to learn by doing, this is the place for you. With touch tanks lining the walls of four buildings, you can pick up everything from a sea-star to a crab. You can also watch and even help when it is time to feed the sharks!



You can also take a trip to the living dock, which is a great place to find out how different creatures in the ocean interact.

Tales of Tallahassee: Florida's state capital worth a visit





When most people plan a trip to Florida, they think only of the beautiful beaches, the vibrant nightlife in Miami, or Disney World for the kids. But there's another city in Florida just as deserving of that attention—the state's capital city of Tallahassee.

With a historic downtown arranged around park squares and Spanish-moss draped live oaks stretching across the famous canopy roads, the city feels a bit like Savannah and Charleston combined. And with a rapidly-expanding food and beer scene, it's right on trend with other growing Southern cities.

But where Tallahassee really thrives is in its outdoor activities. Tallahassee—nicknamed "Trailahassee"—has more than 600 miles of trails for biking, hiking, running, and horseback riding. The Tallahassee-St. Marks Historic Railroad State Trail stretches 20.5 miles from Tallahassee to the coast and is extremely popular with bikers. It's a completed section of the developing, 120-mile "Capital City to the Sea" trail.

Get Out and Active

Tallahassee isn't on the coast, but the Wakulla River is just south of the city, where you can spend a day on the water. T-n-T Hideaway offers guided canoe, kayak, and stand-up paddleboard trips down the river, where you may see manatees, turtles, fish, and alligators (don't worry—they're not aggressive). The river is spring-fed, making the water clear enough to easily spot the wildlife. After the trip, you can visit Wakulla Springs state park and take a swim.

For those wanting to get their adrenaline going, the Tallahassee Museum, located on 52 acres, offers Tree to Tree Adventures, where you can explore Tallahassee up to 60 feet off the ground. The combination zip line and ropes obstacle course is broken into three sections: Canopy Crossing (introductory), Soaring Cypress (more high-stakes), and Treemendous Adventures (for the kids).

The course tests your skills, balance, and ultimately your bravery. It's completely safe—you're hooked into a harness the whole time and attached to a "life line" if you were to lose your balance, but when you're skirting across swinging logs and skinny tight ropes, you'll definitely feel your heart rate increase. You'll cross swamps, zip over the museum's animal exhibits, and see the native flora and fauna. It's an adrenaline junkie's dream.

For a less heart-pumping way to get your outdoor fix, take a stroll through Cascades Park, the newest social center of the community. Opened in 2014, the 24-acre park is actually a stormwater facility that doubles as an urban park. With beautiful landscaping, ponds, and fountains, the park also features a 3,500 seat amphitheater, a community garden, and shadow homes to commemorate the old Smokey Hollow neighborhood that once stood there.

The Craft of Cuisine

After all the outdoor activity, there are plenty of options to fuel up at the restaurants in town. Overlooking Cascades Park is The Edison, a restaurant serving internationally-inspired gourmet cuisine, located in an old electric plant. Chef John Minas brings influences of his Armenian background, Boston roots, and experience in the Florida culinary scene to the menu. They show through dishes like the Mezze Board with hummus and labneh; the Lobster Roll on a split potato roll; the Pasta Carbonara with fresh peas and ham hock; and the Grouper a la Plancha with succotash and pickled vegetables. The restaurant also has an excellent craft cocktail program—the Rosewater Gin Lemonade is not to be missed.

Craft—although sometimes used loosely—seems to be an accurate word to describe Tallahassee's food and drink scene, and the people driving it.

Byron Burroughs hones his craft at Proof Brewing Co. As he walks among the large steel tanks brewing flagships and variation beers, it's obvious his is a craft. He speaks to his passion of bringing a craft beer scene to Tallahassee, something the city was missing.

"Since 2006, my wife Angela and I have been helping, through various businesses, to develop and grow the craft beer scene in Tallahassee," Burroughs says. "We have always believed that a strong local craft beer scene helps to nurture and support craft breweries and the passion for local craft beer in Tallahassee has definitely had a reciprocal effect in helping Proof grow exponentially."

Proof brews beers of multiple styles, and Byron mentions they use a reverse osmosis system to alter the city's water to match the mineral make-up of the region a typical beer style comes from. The flagship beers include Eightfive-O (American Pale Ale), Guru IPA, Mango Wit, and Assassin Caterpillar (brown ale). Both the Eightfive-O and Guru IPA have won gold medals as Florida's Best Beer.

Burroughs also loves trying experimental brews. The Mango Wit, in fact, was an experimental batch that got so popular it became a flagship. If you visit the taproom at any given time, you're sure to see a rotating batch of experimental and seasonal beers on tap. The Hello Dolly porter evokes flavors of the favorite cookie bar of the same name, while a Berliner Weisse Lemon Evil Kiss has that Warhead candy pucker.

Craft is also seen at Lofty Pursuits, where Gregory Cohen makes ice cream, milkshakes, and Victorian candy. The walls of Lofty Pursuits are covered in memorabilia collected by Cohen. He has a yo-yo museum, an old-fashioned telephone that "dials out" to a number of pre-recorded voicemails, and even a collection of greeting cards he designs.

It's amazing to watch Cohen make hard candy—where he takes a molten hot sugar mixture, adds color and flavor, stretches and pulls it, rolls it until it cools and slices it into pieces. It's a meticulous process, but Cohen takes his time, making sure not to skip a step. He sells it in his shop, along with a rotating 200 flavors of ice cream and soda shop favorites like shakes, malts, freezes, fizzes, egg creams, and more. He does everything as traditionally as he can, and his dedication to the craft is unwavering.

In the heart of Tallahassee is Paisley Café, where owner Kiersten Lee gave up a 19-year career in banking to follow her passion to open a café. She is fiercely dedicated to using the highest-quality, freshest local ingredients and making everything in house—including all the sauces, soups, and sides like creamy smoked gouda grits and edamame salad. On the Turkey with Apple Butter and Brie sandwich, turkey breast is roasted and sliced, slathered with house-made apple butter. For the Prime Rib Press, prime rib is prepared and shaved, topped with homemade boursin cheese and pesto.

"Paisley's foundation has been built with lots of love, providing the highest quality ingredients with local help from farms, preserve companies, and our Florida-based purveyors," Lee says. "You have to be true to your vision and protect it."

The café is open for lunch and brunch, and features daily specials highlighting in-season produce. Don't pass on the homemade baked goods—including Nutella Bread Pudding and the Slutty Brownie (a brownie layered with Oreos and chocolate chip cookie dough).

It's not hard to see the passion people like Lee, Cohen, and Burroughs have for bringing the best to their city. And while Tallahassee already has a natural draw with its outdoor beauty and variety of activities, they're helping to make it a destination for many more visitors to come.

Tallahassee's Famous Sausage

While in Tallahassee, pay a visit to Bradley's Country Store, where the Bradley family has been making sausage since 1927. Along a beautiful canopy road, the general store sells sausage, old-fashioned candy, sodas in glass bottles, and their own country-milled grits. Both the sausage and the grits are made in buildings on the property.

The country store is a popular lunch spot and you'll often see people sitting outside on the rocking chairs enjoying a sausage dog. The sausage, made from the meat of top-quality hogs and seasoned with black pepper, red pepper, sage, and salt, contains no preservatives or additives. Sausage links in natural casings are hung in the smokehouse to cure using the smoke from oak and green hickory wood.

Frank Benton Bradley—age 90 and grandson of Grandma Bradley, who came up with the sausage recipe—still runs the production, from overseeing the grits mill to checking the smokehouse to mowing the lawn.

Bradley's Country Store

10655 Centerville Road

Where to Eat:

The Edison

470 Suwannee St.

Paisley Café

1123 Thomasville Rd.

Food Glorious Food

1950 Thomasville Rd.

Uptown Café

1325 Miccosukee Rd.

Lofty Pursuits

1415 Timberlane Rd #410

Where to Drink:

Proof Brewing

644 McDonnell Dr.

Sidecar Gastrobar

1415 Timberlane Rd #121

What to Do:

Tallahassee Museum

3945 Museum Dr.

T-n-T Hideaway

6527 Coastal Hwy.

Wakulla Springs

465 Wakulla Park Dr.

Where to Stay:

The Park Avenue Inn

323 E Park Ave.

Fun Experiences In Tallahassee Florida With Kids



Tallahassee, Florida may be home to Florida State University, but this city has more than academics. Thanks to the college student population an explosion of food trucks and local restaurants has appeared over the years, making this a tasty town to chow down in. Young kids aren't ignored either. There are multiple parks; museums and even an old-fashioned ice cream shop ready to welcome you and your family with open arms.

Cascades Park

After a \$33 million dollar renovation, Cascades Park is drawing visitors and locals in for concerts, great food, and family fun. Splash pads and playgrounds make this park perfect for parents with young kids. Dogs and their owners will love running around the paths throughout the park, or they can just pull up a chair at The Edison restaurant for dinner as the sun sets over the park.

Tallahassee Museum

The Tallahassee Museum is more of an outdoor discovery center than an indoor space where kids have to keep their hands in their pockets. The Tree-to-Tree Adventures allows kids of all ages try zip lining and tree top courses. Although bigger kids will want to do the main course, there is a junior course for little ones to get a taste. Families can walk through fields of Cypress trees in Lake Bradford as they say hello to native Florida animals in the exhibits. There is a living history section of the museum that features a 1880s farmstead too. Don't miss the stencil glass windows in the church.

Mission San Luis

The history of Florida comes alive when you walk through the doors of Mission San Luis. Roam from building to building as you and your children meet characters straight out of the 17th century who settled around the mission, many having moved up from St. Augustine. Apalachee Indians and Spanish settlers lived side by side, drawn together by religion, as well as the fort that brought more commerce to the region.

Lofty Pursuits

Ice cream lovers and those who crave all things sweet will want to pull up a stool at the counter of Lofty Pursuits. This old fashioned candy, ice cream and soda shop is creating ice cream sundaes that can easily replace any meal, and keeping the Victorian candy making business alive. Browse the toys and make a few silly calls on the payphone. Don't miss the yo-yo museum or the haiku gumball machine either.

Wakulla Springs

When you come to Florida, your kids may ask when they get to see a manatee. These native creatures can be found in Wakulla Springs State Park. Take a 40-minute boat ride down the river to see alligators, birds, turtles, and if you are lucky, manatee. Don't miss having lunch at the lodge either. It is famous for its fried chicken and hummingbird cake, a delicious banana-pineapple spice cake. Swimming is available at the lodge, so pack up your swimsuit if it is warm out. Just remember, there are gators in those waters. Keep the little ones close.

Eat

Yes you've had your ice cream, but sometimes you need something a little more substantial (and healthy!) to get you through your day when in Tallahassee with kids. It's easy for families to enjoy the local food truck scene on Food Truck Thursday near Lake Ella in Midtown. There is also a Tallahassee Food Truck Court downtown. Local U-Pick farms are available if your kids crave blueberries, strawberries, blackberries and grapes, but sometimes mom and dad just need a cup of coffee. Parents should head to the local-favorite, Lucky Goat, for your morning fix, before chowing down at Uptown Café or Canopy Café for breakfast. Lunch on the go at Dog et Al is a right of passage, but if hot dogs 10,000 ways aren't your thing, the Midtown Caboose is serving up burgers, salads and appetizers that can fit any family's palate.

Keep up with the latest travel news, stories and updates and sign up for our [newsletter](#) today!

6 Tallahassee Restaurants We Love

Beyond state politicking and fetishized football, you'll find true Tally flavor in this burgeoning food city. Take your own culinary tour of Florida's capital with these six not-to-be-missed nosh pits.

1. Lucky Goat Coffee

If you've got fresh cup of Joe in your hand while in Tallahassee, chances are those beans came from [Lucky Goat Coffee Co.](#) They've mastered the art of cold-brew coffee, and you can even take it to-go in a refillable growler. Stop by for a quick cup, but don't miss the viewing window, where you can watch the beans being roasted and freshly ground.

2. Bradley Country Store

This quaint country store will make you feel like you've gone back in time. A scenic drive down a canopied road will bring you to [Bradley's Country Store](#), where famous smoked sausages and stoneground grits are shipped nationally. With actual farm-to-table products, the sausages are preservative- and gluten-free, made with the same recipe since 1910.

3. Lofty Pursuits Ice Cream Parlor

Lofty Pursuits is a combination ice cream parlor, candy shop, soda fountain and classic toy store all rolled into one. They make their own Victorian candy on site, with most equipment dating prior to 1900. Enjoy flights of ice cream and get a soda from the classic Coke bottle machine. The extensive menu boasts 52 unique sundaes (since there are 52 Sundays each year — get it?).

4. Kitchenable

Dinner and a show? That's what you'll experience at the [KitchenAble](#) Cooking School, where you can enjoy cooking classes and cooking demonstrations by the fabulous Chef Jessica located in a quaint cottage off the shore of Lake Ella. Expect a fun-filled evening with field-to-fork delicacies.

5. Hearth and Soul

At [Hearth and Soul](#), everything is for sale, even the displays. You'll find a library, living room and kitchen, which hosts weekend brunches and houses a full coffee bar. Stop by on Mondays in your workout gear for a free cup of coffee, or on weekends for their colorful brunch.

6. Avenue Eat and Drink

You'll find upscale southern fare in a modern space at [Avenue Eat and Drink](#), outfitted with city-chic décor and a fully stocked bar. A VIP tasting menu (six courses with wine pairings) is available for private parties. A full stomach won't be the only thing you'll leave with. The spot is famous for world-class service.

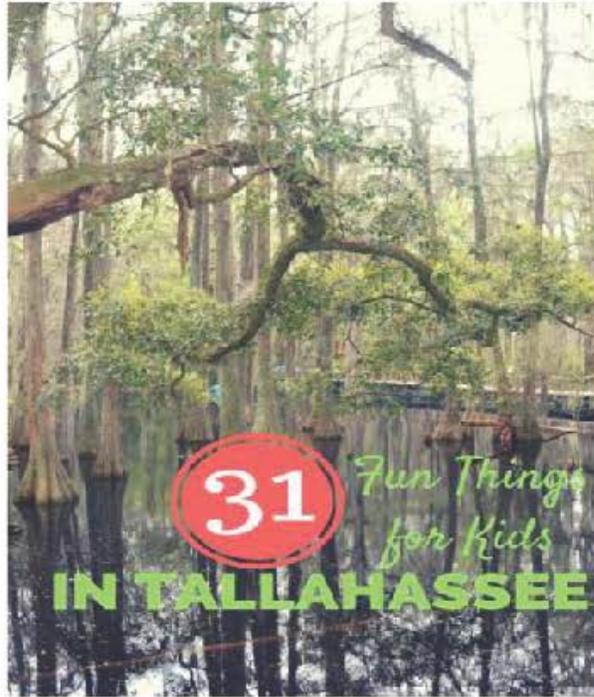
For more information, check out www.VisitTallahassee.com.



Tallahassee's Best Restaurants

SUITCASES & SIPPY CUPS

31 Things to do with Kids This Summer in Tallahassee



School is out and the kids are clamoring for something to fill the summer days. Check out this list of 31 places to see in Tallahassee for a full summer of fun. Warning: some of these sites may be sneakily educational.

History Repeats Itself

You don't know where you are going unless you know where you have been, and pursuing history is a great way to learn about the past and think about the future while keeping kids busy in during the dog days of summer.

Lake Jackson Indian Mounds: Learn about some of the ancient inhabitants of the Tallahassee area at this Native American historical grounds that explores what the area was like 500 years before becoming the capital of the state. Lake Jackson Indian Mounds preserves two platform mounds that were once at the center of Mississippian culture and religious life. Two trails offer visitors a chance to hike the park and see remnants of 1800s gristmill, as well as the archeological mounds.

Mission San Luis: Way before Mickey Mouse, Florida inhabitants, Spanish explorers and indigenous people created mission communities that are recreated at Mission San Luis. Costumed characters and hands-on exhibits bring the 17th century reconstructed village to life.



Florida Historic Capitol Museum: This building was first occupied as early as 1845 and housed three branches of government for the 27th state. It is now restored to its 1902 condition. Visitors can wander the historic halls of this building, getting a feel for the architecture and government structure at the turn of the century. Best of all; it's free to enter and a great way to escape the hot summer afternoon.

Florida Museum of History: Walk through time beginning with the prehistorical inhabitants of Florida all the way through the age of Spanish Explorers, Civil War and modern times. In each walk-through exhibit, see artifacts reflecting the time period while kids engage with the hands-on elements that bring history to life.

The Tallahassee Museum: History, nature, and wildlife come together on 52 acres of exhibits, historic buildings, and outdoor activities. Petting zoos and trails featuring native animals expose kids to the fauna of Florida, while the best way to see the fauna is to climb up into the Tree to Tree Adventure trail, which offers a ropes course and zip line high above the forest and swamps.



Natural Bridge Battlefield Historic State Park: This historic site of the second largest Civil War battle in Florida was named for the natural sinkhole where the St. Marks River drops out of sight and then reemerges ½ mile later, thus creating a natural bridge. The park offers a great open place for kids to play while providing a moment to connect with Civil War history.

Supreme Court Building: The highest appellate court in Florida invites visitors to take part in the justice system by observing oral arguments, which take place from August through June.

A Little Bit of Science and Nature

Everything from biology to astronomy to ecology is waiting to be explored in the many indoor and outdoor museums and sites in Tallahassee.

Wakulla Springs Boat Ride: The banks and waters of mysterious Wakulla Springs is one of the best ways to see the animal inhabitants of the area. During the 45-55 minute, 2 mile ride, visitors will be transported into a world of bald cypress trees, elegant wading birds, and toothy alligators. If you are lucky, you might even see a manatee.



Alfred Maclay State Park: A beautiful ornamental garden surrounding the 1930s home of financier Alfred B. Maclay. Hiking, biking, swimming, fishing and boating are all available within the park along with as many beautiful photographs as you can capture.

Leon Sinks Geological Area: An opportunity to explore a unique geological feature like the sinkholes doesn't happen anywhere, but just south of Tallahassee visitors can explore the karst geology that lead to the formation of mysterious sinkholes. Walk up to the edge of the many sinkholes and peer in to see the multi-colored water below.

National High Magnetic Field Laboratory at FSU: The MagLab, as it is affectionately known, is the largest and most powerful magnetic labs in the world. Tours allow kids to spend time interacting with ideas of science and engineering.

Challenger Learning Center: Kids natural enthusiasm for space exploration is fostered in this state of the art facility that offers a Space Mission Simulator, 50-foot dome planetarium, and an IMAX theatre.



St Mark's Wildlife Refuge: The refuge includes several Gulf of Mexico coastal habitats, such as saltwater marshes, islands, tidal creeks, and the estuaries of seven north Florida rivers. It is home to a diverse range of plant and animal life and also has a long history of human use, including structures such as the St. Marks Lighthouse, the second oldest lighthouse in Florida.

Gulf Specimen Marine Lab and Aquarium: Learn about the ecosystem of the Gulf of Mexico through interactive touch tanks and educational demonstrations.

Sweet Treats and Eats

It's just not summer without a cold, sweet treat after a long, hot day or a fun food truck experience. Tallahassee has plenty of all of this.

Big Easy Snowballs: With several locations throughout Tallahassee, you can grab one of 75 flavors, including a "stuffed snowball" which includes a surprise French vanilla flavored scoop of ice cream buried inside the fruity ice.

Lofty Pursuits: This is a kid's dream world, with ice cream, root beer floats, old-fashioned candy made right before your eyes. That's not all! The shop is filled with toys, puzzles, and games. It's as close to Willy Wonka's as you can get.



Food Trucks at Innovation Park: Enjoy a fresh, affordable lunch, some fresh air, camaraderie, and friendly service on the site of the MagLAB for a two-for-one outing in Tallahassee.

Midtown Caboose: This railroad themed restaurant is not only perfect for kids with a laid back atmosphere, but also offers an eclectic menu of burgers that will thrill kids. Smores burger for dessert, anyone?

Momo's Pizza: Kids love pizza, so give them what they love at two Tallahassee locations where you can find "slices as big as your head."

Just Plain Fun

Summer is all about fun, right? These are the uniquely Tallahassee places to take the kids to keep them busy and happy.

FSU Circus: One of the only college circus programs in the country, the FSU Circus performs 70-80 times per year. Throughout the summer, they offer summer camps for kids, performances at Callaway Gardens, and Summer Family Adventure Programs, where kids and adults alike can try their hand at circus activities.

Tallahassee Rock Gym: Located in a historic railroad warehouse, the 32 foot walls offer indoor climbing challenges for beginners and advanced climbers alike.

Railroad Square Art Park: A cluster of warehouses turned studios and hip restaurants is one of the coolest places to hang out for very little cash in Tallahassee. Kids will enjoy strolling through the park and enjoying the funky sculpture garden or peeking into the working studios to see artists creating everything from paintings to metal casts. A family favorite is a visit on first Friday to a lively block party in the neighborhood that includes food trucks, live entertainment, and free admission.



Cascades Park: This new green space in the heart of downtown Tallahassee is great gathering place for families who need a little space. Outdoor features include interactive water fountains, children's play area, Smokey Hollow Commemoration and miles of multi-use trails.



Tallahassee Antique Car Museum: The Tallahassee Automobile Museum features over 150 rare, historic, and unique automobiles from all over the world. Each has a story to tell and an important place in history.

Splashing Through Summer

Finding a place to cool off is a must in the Tallahassee summer heat. Check out these places for a cool place to splash.

Wakalla Springs: Home to one of the largest and deepest freshwater springs in the world, Wakalla Springs is not only a great place to explore nature, but also take the plunge off the platform and into the cool springs.



The Rez: Relaxation and recreation are the order of the day at "The Rez," a 73 acre facility on Lake Bradford. Admission is \$2 per person for swimming with a lifeguard on duty. Other activities, such as canoeing, kayaking, disc golf, sand volleyball and more are also available, some with a nominal fee.

Southwood Town Center Splash Pad: An interactive fountain feature at Town Square is the perfect place for little ones to get cool.

Jackson Blue Springs: The headwater area of Jackson Blue Spring is popular for swimming due to the clear water and shallow bowl around the spring vent. Scuba diving is also allowed in the spring fed waters and caves.

Head to [Visit Tallahassee](#) to learn more about what this city has to offer.



Although the moniker “Usonia” didn’t stick for describing the United States, the mid-1930s did see renowned architect Frank Lloyd Wright using it to describe his new architectural style of the time.

SEE WRIGHT’S WORK NEAR YOU

Spring House Tallahassee, Florida One of only two pod-shaped Wright designs and the only Wright-designed private residence in Florida. www.VisitTallahassee.com



The Spring House
Photo by Byrd Lewis Mashburn



**VISIT TALLAHASSEE
ADVERTISING ACTIVITY REPORT
JUNE 2016**

PROJECTS COMPLETED

Eat Like a Local photoshoot
E-Pro Direct Newsletter

PROJECTS UNDERWAY

Monthly Consumer Newsletter
Ongoing

TOUR Guide Landing Page
Webpage Live

Fall Frenzy
Direction Approved

Visit Tallahassee County Admin Rack Cards
On hold

#IHeartTally Downtown Pole Signs
On hold

#IHeartTally Rack Cards
In production
To be delivered 7/12

TOUR Guide Rack Card
In production
To be delivered 8/5

2016 Unexpected Experiences Videos
Shoot complete

2016-2017 Marketing Roll Out
September 2016

Trailhassee 2.0
Agency/ Client meeting scheduled 7/11

Limelight Ad
Finalizing creative
Scheduled to run 7/15

Garden & Gun Banners
In production

Trailhassee Digital Banners
Creative in development

UPCOMING MEDIA PLACEMENTS

Search Engine Activation Program- October 2015- September 2016

Goodway Group Digital- November 2015- September 2016

FSU Partnership- Fall 2016

FAMU Rattler Football Preview 2016- August 2016

Tallahassee Democrat Limelight- July & August 2016

Garden & Gun Digital- August 2016

Trailhassee Fall Digital Campaign- August – September 2016



Executive Summary

In June 2016, visttallahassee.com had 42,518 sessions. That is 3.2% higher than the previous year.

Standard bounce rate is 1.65 percentage points higher year over year; however, the adjusted bounce rate is 16.55 percentage points lower year over year.

Visitors are spending an average of 32 seconds longer on the website in June of 2016 compared to last year.

63% of the traffic came from organic search. This is two percentage points higher than the previous month. None of the traffic sources showed significant change in percentage of overall traffic for June 2016 compared to May 2016.

The top event page was Sun, Sand, and Speed Auto Racing and the top referring website was visit.fsu.edu.

Website Metric	June 2015	June 2016
Sessions	41,125	42,518
Users	33,398	34,306
Page Views	117,577	108,123
Avg Pages Viewed per Session	2.86	2.57
Avg Session Duration	02:06	02:38
New Sessions	70.44%	72.84%
Bounce Rate	52.12%	53.77%
Adjusted Bounce Rate		35.57%
Mobile Sessions	18,539 (45.1%)	22,707 (53.4%)
Mobile + Tablet Sessions	22,656 (55.1%)	26,136 (61.5%)

Behavior Flow

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





Top Content

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

Page	June 2016	% of Total Page Views
/	13,692	12.66%
/events/	10,548	9.76%
/explore/	8,697	8.04%
/explore/nightlife/	3,577	3.31%
/explore/outdoors-nature/	3,555	3.29%
/explore/self-guided-tours/budget-friendly-tallahassee/	3,437	3.18%
/dine/	2,839	2.63%
/explore/sports-activities/	2,542	2.35%
/stay/	2,296	2.12%
/explore/shopping/	2,170	2.01%

Keywords

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

Keywords	Sessions
tallahassee florida	99
tallahassee fl	94
tallahassee	89
things to do in tallahassee	34
tallahassee events	32
eu cookie law eu-cookie-law.info	29
visit tallahassee	26
tallahassee, fl	13
things to do in tallahassee fl	11
things to do in tallahassee florida	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
Sun Sand and Speed Auto Racing	619	5.03%
Swamp Stomp Music Festival 2016	566	4.60%
Sundown Summer Concert Series at Cascades Park Delta Moon with Heather Gills Band	515	4.19%
Alabama Shakes in Concert at Capital City Amphitheater	422	3.43%
3rd Annual Tallahassee Southern Extreme Ram Rodeo	395	3.21%
Sundown Summer Concert Series at Cascades Park Two Foot Level with Black Cat Bones and Avis Berry	387	3.15%
2016 USATF National Club Cross Country Championship	384	3.12%
Celebrate America	338	2.75%
From Simple to Sublime: Centuries of Settings at Goodwood	296	2.41%
2016 Jacksonville Storm Showcase	177	1.44%

Top Pages by "View in Map" clicks

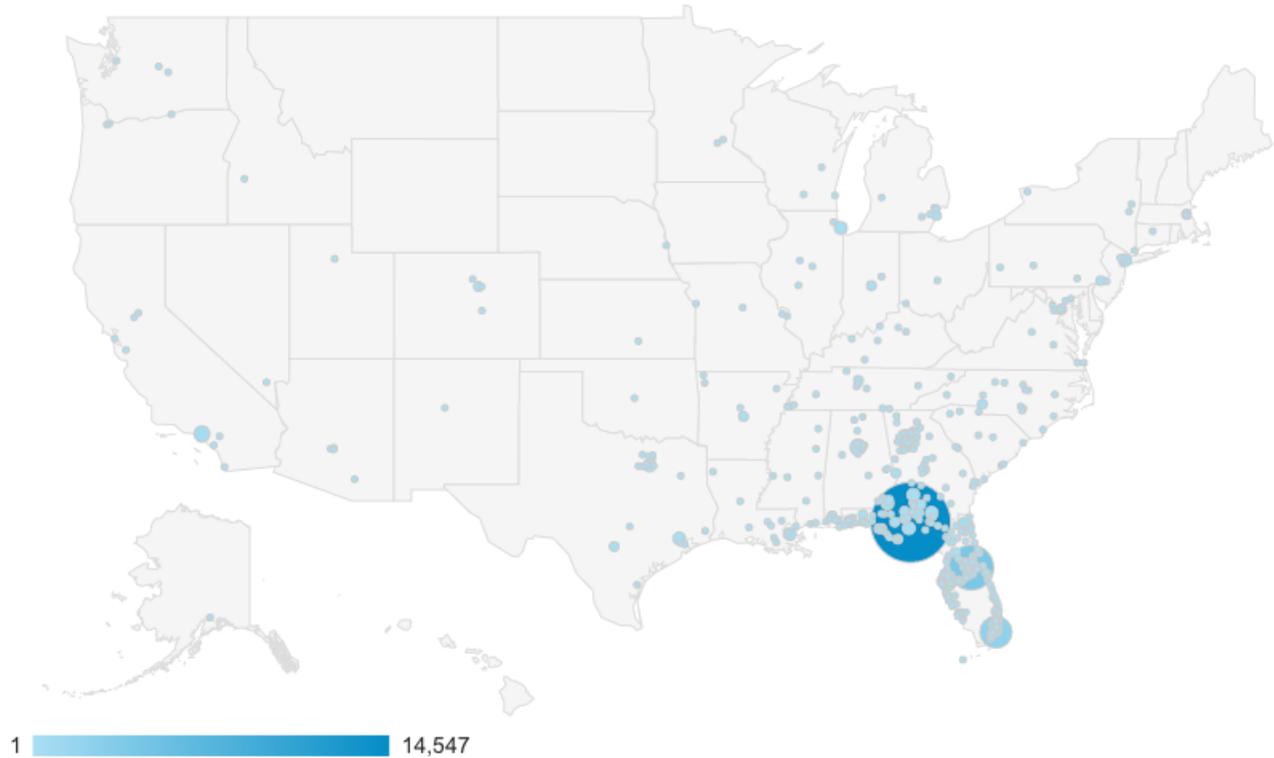
Listed below are the event pages with the most "view in map" clicks

View in Map Clicks	Clicks
James Messer Sports Complex	86
Florida Caverns State Park	67
Megabus	53
Florida State Tully Gymnasium	37
J.R. Alford Greenway	31
Saladino's Red Barn Blueberry Farm	26
Forestmeadows Parks & Athletic Center	22
Optimist Park	22
Courtyard by Marriott/Capital	21
Myers Park	20



Geography

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



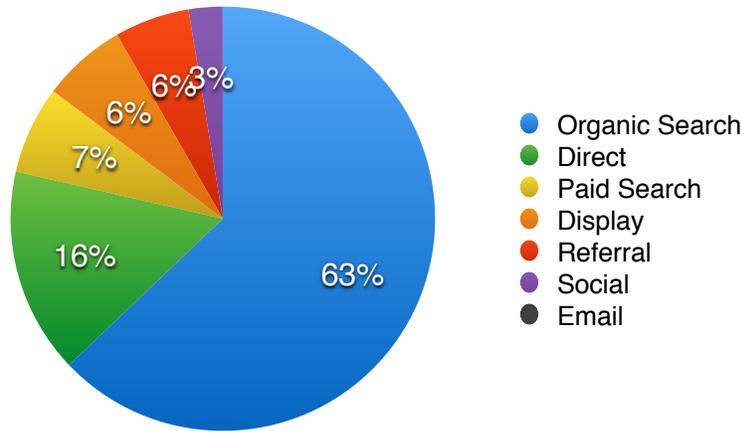
State	Visits
Florida	28,567
Georgia	3,085
Alabama	1,384
Texas	1,127
California	853
New York	518
Louisiana	468
North Carolina	452
Tennessee	435
Illinois	419

City	Visits
Tallahassee	14,547
Orlando	4,226
Miami	2,384
Atlanta	756
Los Angeles	503
Birmingham	455
Tampa	408
Jacksonville	389
New York	355
Crawfordville	277



Traffic Sources

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



Traffic Source	June 2016
Organic Search	26,739
Direct	6,668
Paid Search	2,846
Display	2,734
Referral	2,428
Social	1,098
Email	5

Top Referring URLs

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

Referring Site	June 2016
visit.fsu.edu	538
m.facebook.com	495
t.co	188
usatf.org	183
facebook.com	165
dev.visittallahassee.com	108
pinterest.com	104
cms.leoncountyfl.gov	95
m.visitflorida.com	91
seminoles.com	87



Advanced Analytics

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

Top Outbound Links	June 2016
http://www.tal.gov.com/parks/parks-gymnastics.aspx	188
http://www.challengertlh.com/	187
http://www.floridastateparks.org/floridacaverns	129
http://www.trailahassee.com/	126
http://www.capitalcityamphitheater.com/event/2016/06/03/sundown-summer-concert-series/	58
http://www.recesscollegetown.com/	58
http://www.alofttallahassee.com/	57
http://www.museumoffloridahistory.com/exhibits/sun-sand-and-speed.cfm	57
http://www.florida-arts.org/programs/cce/	52
http://www.comedyzoneonthemoon.com/	51

Social Media Icon Clicks	May 2016	June 2016
Facebook	88	88
Twitter	34	34
Instagram	41	37
Pinterest	19	15
Youtube	21	16



**VISIT TALLAHASSEE
ADVERTISING ACTIVITY REPORT
JULY 2016**

PROJECTS COMPLETED

Trailhassee Banners
Garden & Gun
Southern Living E-Newsletter
Business Cards for New Executive Director
#IHeartTally Rack Cards
TOUR Guide Rack Cards
Fall Frenzy

PROJECTS UNDERWAY

Monthly Consumer Newsletter
Ongoing

TOUR Guide Landing Page
Webpage Live

Fall Frenzy
Direction Approved

Visit Tallahassee County Admin Rack Cards
On hold

#IHeartTally Downtown Pole Signs
On hold

2016 Unexpected Experiences Videos
Finalizing cuts

2016-2017 Marketing Roll Out
September 2016

Trailhassee 2.0
Meeting occurred

Limelight Ad
Finalizing creative
Scheduled to run 8/19

UPCOMING MEDIA PLACEMENTS

Search Engine Activation Program- October 2015- September 2016

Goodway Group Digital- November 2015- September 2016

FSU Partnership- Fall 2016

FAMU Partnership- Fall 2016

FAMU Rattler Football Preview 2016- August 2016

Tallahassee Democrat Limelight- August 2016

Garden & Gun Digital- August 2016

Trailhassee Fall Digital Campaign- August – September 2016



Executive Summary

In June 2016, visttallahassee.com had 41,918 sessions. That is 1.5% higher than the previous year.

Standard bounce rate is 1.2 percentage points higher year over year; however, the adjusted bounce rate is 18.77 percentage points lower year over year.

Visitors are spending an average of 34 seconds longer on the website in June of 2016 compared to last year.

67% of the traffic came from organic search. This is 4 percentage points higher than the previous month.

The top event page was Tour Guide Mission San Luis.

The Top outbound link for July is <http://www.challengertlh.com/>.

Website Metric	July 2015	July 2016
Sessions	41,262	41,918
Users	33,478	33,839
Page Views	119,159	107,314
Avg Pages Viewed per Session	2.89	2.56
Avg Session Duration	02:07	02:44
New Sessions	70.97%	73.09%
Bounce Rate	51.73%	52.93%
Adjusted Bounce Rate	-%	32.96%
Mobile Sessions	19,501 (47.26%)	23,144 (55.21%)
Mobile + Tablet Sessions	23,845 (57.79%)	26,677 (63.64%)





Top Content

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

Page	July 2016	% of Total Page Views
/	13,239	12.34%
/events/	10,849	10.11%
/explore/	8,612	8.03%
/explore/self-guided-tours/budget-friendly-tallahassee/	4,319	4.02%
/explore/nightlife/	3,853	3.59%
/explore/outdoors-nature/	3,400	3.17%
/seasons/TOUR-guide/	2,763	2.57%
/dine/	2,551	2.38%
/explore/sports-activities/	2,530	2.36%
/explore/shopping/	2,310	2.15%

Keywords

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

Keywords	Sessions
tallahassee	95
tallahassee fl	87
tallahassee florida	80
things to do in tallahassee	59
sharebutton.org share buttons	48
tallahassee events	33
things to do in tallahassee fl	25
visit tallahassee	23
eu-cookie-law.info eu cookie law	21
visittallahassee	18



Top Event Pages

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

Event Page	July 2016	% of Total Event Page Views
Tour Guide Mission San Luis	692	0.64%
Celebrate America	630	0.59%
Swamp Stomp Music Festival	378	0.35%
First Friday at Railroad Square Art Park	326	0.30%
2016 USATF National Club Cross Country Championship	308	0.29%
Sours by Southeast Wild Brew Festival by Grasslands Brewing	296	0.28%
Sundown Summer Concerts at Cascades Park	282	0.26%
2016 Jacksonville Storm Showcase	270	0.25%
Steve Miller Band	231	0.22%
Alabama Shakes at Capital City Amphitheater	227	0.21%

Top Pages by "View in Map" clicks

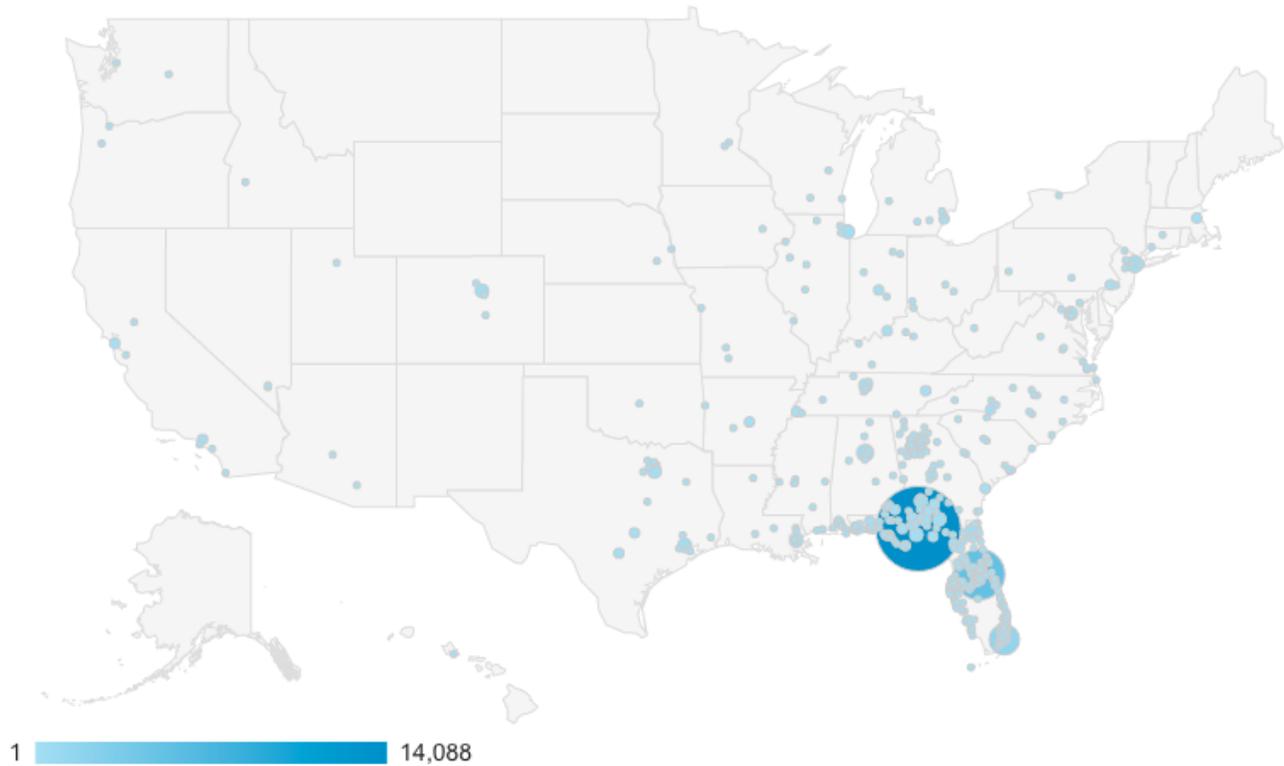
Listed below are the event pages with the most "view in map" clicks

View in Map Clicks	Clicks
Celebrate America	30
Brickyard Farmers' Market	22
Final Weekend Sun Sand and Speed Racing Under the Stars	11
Tour Guide Mission San Luis	10
Downtown Marketplace	8
Food Truck Thursday at Lake Ella	6
Steve Miller Band	6
First Friday at Railroad Square Art Park	6
One Week Only: The Secret Life of Pets in IMAX 3D	6
Totally Tubular Fridays	5



Geography

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



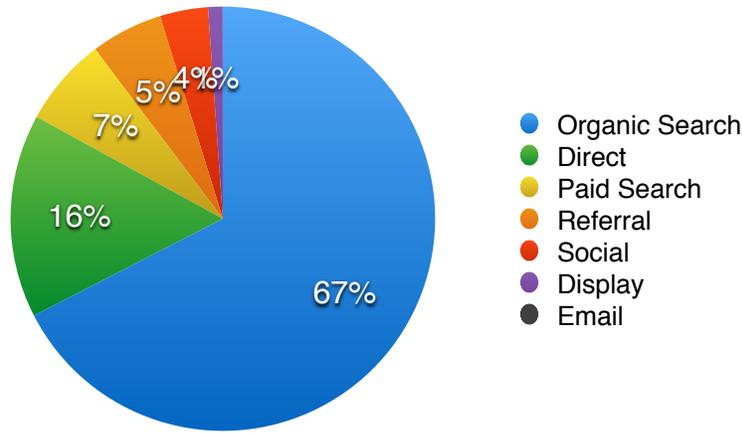
State	Visits
Florida	28,204
Georgia	3,091
Texas	1,118
Alabama	1,087
New York	596
Tennessee	530
Illinois	486
North Carolina	475
California	453
Colorado	411

City	Visits
Tallahassee	14,088
Orlando	5,306
Miami	1,674
Atlanta	786
Birmingham	503
Jacksonville	401
New York	398
Tampa	366
Denver	342
Houston	325



Traffic Sources

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



Traffic Source	July 2016
Organic Search	28,276
Direct	6,503
Paid Search	2,835
Referral	2,301
Social	1,534
Display	464
Email	5

Top Referring URLs

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

Referring Site	July 2016
m.facebook.com	957
visit.fsu.edu	594
usatf.org	230
facebook.com	177
tallahasseemuseum.org	118
pinterest.com	101
m.visitflorida.com	89
l.facebook.com	85
t.co	82
lm.facebook.com	81



Advanced Analytics

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

Top Outbound Links	July 2016
http://www.challengertlh.com/	259
http://www.tal.gov.com/parks/parks-gymnastics.aspx	166
http://www.floridastateparks.org/floridacaverns	130
http://www.trailhassee.com/	79
http://www.florida-arts.org/programs/cce/	69
http://www.comedyzoneonthemoon.com/	68
http://www.floridastateparks.org/WAKULLASPRINGS/	66
http://www.b-sharps.com/	60
http://www.recesscollegetown.com/	58
http://www.tallahasseeemuseum.org/	58

Social Media Icon Clicks	June 2016	July 2016
Facebook	88	76
Twitter	34	27
Instagram	37	44
Pinterest	15	15
Youtube	16	14

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	47,851	47,957	48,029	50,669		50,669
Reach	53,277	344,051	46,051	94,429	240,576	363,989	504,805	247,929	115,863	104,946	763,096		2,879,012
Post Engagements	3,547	11,055	2,759	3,742	3,024	9,136	15,162	13,721	3,914	5,502	20,996		92,558
Engagement Rate	6.66%	3.21%	5.99%	3.96%	1.26%	2.51%	3.00%	5.53%	3.38%	5.24%	2.75%		3.21%
#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	8,541	8,690	8,803	9,043		9,043
Impressions	92,104	68,465	49,448	60,374	104,680	58,594	158,654	169,111	72,741	65,752	497,676		1,397,599
Post Engagements	2,332	1,537	1,026	1,232	2,210	1,723	3,924	2,477	1,603	2,170	4,605		24,839
Engagement Rate	2.53%	2.24%	2.07%	2.04%	2.11%	2.94%	2.47%	1.46%	2.20%	3.30%	0.93%		1.78%
#IHeartTally Mentions	1,711	1,306	1,052	1,095	1,456	1,702	1,752	7,658	1,810	1,450	652		21,644
#IHeartTally Impressions	4,300,000	3,200,000	2,900,000	3,200,000	5,600,000	5,100,000	9,500,000	70,100,000	19,200,000	15,068,292	3,700,000		122,668,292

2014-2015	OCT	NOV	DEC	JAN	FEB	MAR	ARP	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	6,939	7,307	7,696	7,866		7,886
Post Engagements	4,732	3,677	3,293	3,524	3,962	5,092	4,202	3,498	5,472	5,044	3,489		45,985
#IHeartTally Mentions	1,746	1,926	1,315	1,838	1,829	1,332	1,729	2,264	1,582	1,481	1,059		18,101

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	291	297	303		303
Likes	1	0	3	0	0	0	0	0	164	2	0		170
Repins	18	6	7	9	11	16	8	2	16	8	10		111

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 June 2016

Date Created: Jul 15, 2016

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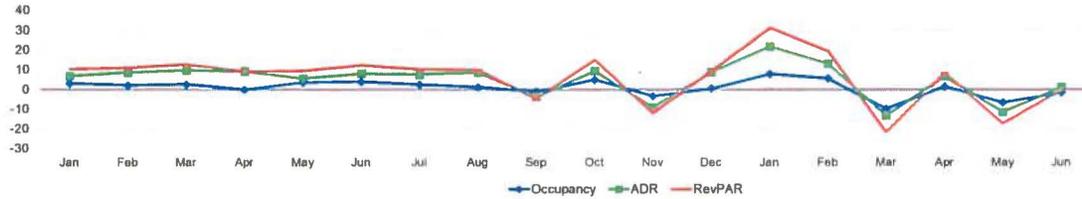
Tab 2 - Trend Leon County, FL

Currency: USD - US Dollar

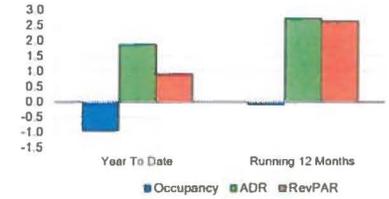
Visit Tallahassee

For the Month of June 2016

Monthly Percent Change



Overall Percent Change



	2015												2016					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Occupancy (%)	54.6	68.3	72.8	63.5	64.2	67.0	64.0	63.8	53.3	64.0	56.7	50.2	58.8	72.1	65.4	64.6	60.0	66.0
This Year	52.9	66.8	70.7	63.8	62.0	64.4	62.4	63.0	63.9	81.0	56.6	49.9	54.6	68.3	72.8	63.5	64.2	67.0
Last Year	3.1	2.2	2.7	-0.1	3.8	3.9	2.5	1.2	-1.1	5.1	-3.3	0.5	7.8	5.8	-9.9	1.7	-6.6	-1.4
Percent Change																		
ADR	83.72	92.54	103.00	90.91	98.25	84.93	80.42	89.81	93.68	127.59	100.58	85.59	102.03	104.70	89.39	103.40	87.04	86.03
This Year	78.37	85.15	93.79	86.79	93.11	78.60	74.74	82.71	87.22	116.57	110.58	76.58	83.72	92.54	103.00	90.91	98.25	84.93
Last Year	6.8	8.7	8.8	9.2	5.5	8.1	7.6	8.6	-3.6	9.5	-0.0	8.9	21.9	13.1	-13.2	6.8	-11.4	1.3
Percent Change																		
RevPAR	45.70	63.17	74.78	61.58	63.10	56.89	51.46	57.27	49.95	81.71	57.03	42.96	60.04	75.50	56.48	66.83	52.20	56.79
This Year	41.48	50.86	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	63.10	56.89
Last Year	10.2	11.1	12.7	9.1	9.4	12.3	10.3	9.9	-4.7	15.0	-12.0	9.5	31.4	19.5	-21.8	8.5	-17.3	-0.2
Percent Change																		
Supply	174,501	157,668	174,561	168,930	174,502	168,960	174,502	174,502	168,960	178,684	172,920	178,684	175,088	158,116	175,057	169,410	175,057	169,410
This Year	175,677	156,876	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	174,561	168,960
Last Year	-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	0.3	0.3
Percent Change																		
Demand	95,292	107,630	126,732	107,342	112,129	113,164	111,717	111,328	90,097	114,433	98,037	89,888	103,030	114,008	114,528	100,437	104,966	111,829
This Year	92,977	105,968	126,335	109,888	108,174	108,861	106,995	110,013	91,074	106,398	86,998	87,161	95,292	107,630	126,732	107,342	112,129	113,164
Last Year	2.5	1.6	0.3	-2.3	3.7	4.0	2.5	1.2	-1.1	7.6	-1.0	2.9	8.1	5.9	-9.6	7.8	-6.4	-1.2
Percent Change																		
Revenue	7,977,935	9,990,488	13,053,173	10,403,031	11,016,857	9,611,530	8,983,731	9,098,065	8,440,395	14,600,931	9,861,074	7,676,060	10,512,638	11,937,023	10,237,398	11,322,382	9,137,906	9,620,101
This Year	7,286,440	9,023,102	11,849,061	9,757,700	10,071,542	8,550,231	8,146,576	9,089,271	8,853,904	12,403,194	10,947,014	6,848,671	7,977,935	9,990,488	13,053,173	10,403,031	11,016,857	9,611,530
Last Year	9.5	10.4	10.2	6.6	9.4	12.3	10.3	9.8	-4.7	17.7	-9.9	12.1	31.8	19.8	-21.6	8.8	-17.1	0.1
Percent Change																		
Census %	61	61	61	61	61	61	61	61	61	62	62	62	61	61	61	61	61	61
This Year	5631	5631	5631	5631	5632	5632	5632	5632	5632	5764	5764	5764	5648	5647	5647	5647	5647	5647
Last Year	87.8	91.5	91.5	91.5	91.5	91.5	91.5	91.5	90.6	86.8	89.1	89.9	89.7	89.7	89.7	89.7	89.7	89.7
Percent Change																		

	Year To Date			Running 12 Months		
	2014	2015	2016	2014	2015	2016
Occupancy (%)	63.4	65.0	64.4	60.6	61.5	61.5
This Year	81.6	63.4	65.0	56.3	60.6	61.5
Last Year	2.8	2.5	-1.0	3.0	1.8	-0.1
Percent Change						
ADR	86.70	93.85	95.42	85.97	93.54	90.09
This Year	80.79	88.70	93.65	80.66	85.97	93.54
Last Year	7.3	8.0	1.0	6.6	6.8	2.7
Percent Change						
RevPAR	54.93	60.85	61.41	52.08	57.57	59.08
This Year	49.78	54.03	60.85	47.02	52.08	57.57
Last Year	10.4	10.8	0.9	10.8	10.5	2.8
Percent Change						
Supply	1,029,327	1,010,272	1,022,136	2,088,646	2,055,376	2,070,570
This Year	1,065,304	1,029,327	1,019,272	2,162,680	2,088,646	2,055,376
Last Year	-3.4	-1.0	0.3	-3.4	-1.6	0.7
Percent Change						
Demand	852,213	682,289	657,818	1,295,389	1,264,928	1,273,118
This Year	656,468	652,213	682,289	1,260,827	1,285,389	1,264,928
Last Year	-6.8	1.5	-0.7	0.4	0.0	0.6
Percent Change						
Revenue	56,544,076	82,023,023	62,767,448	108,780,725	118,321,755	122,328,304
This Year	53,031,690	56,544,076	62,923,023	101,695,220	108,780,725	118,321,755
Last Year	6.6	9.7	1.2	7.0	8.8	3.4
Percent Change						

A blank row indicates insufficient data.

Source 2016 STR, Inc.

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MEMORANDUM

DATE: 08/31/2016

TO: Leon County Tourist Development Council

FROM: Kerri L. Post, Director, Leon County Tourism Development 

SUBJECT: FY2017 Special Event Grant Committee Funding Recommendations

The Special Event Grant Committee (SEC) comprised of Paresh Master (Chair)-Comfort Suites, Matt Thompson-Madison Social, and Michelle Personette-Challenger Learning Center respectfully brings forward the funding recommendation for 17 Special Events for the Leon County Special Event Grant Program FY2016-17.

The SEC conducted their meeting on August 16, 2016 at the Visit Tallahassee office and the meeting was well attended by the Special Events grant applicants. After carefully considering 18 event applications and their ability to generate room nights for our community, especially in the non-peak times and shoulder seasons, the SEC is recommending funding a total amount of \$80,000 of the \$100,000 allocated in the Special Event Grant budget. Attached you will find the listing of events summarizing the SEC's recommendations.

The recommended Special Events will bring an anticipated 12,983 visitors to Tallahassee and will generate a projected 7,515 room nights. Thank you for your consideration.

FY 17- TOURIST DEVELOPMENT COUNCIL Special Event Grants

	Event	Organization	Amount Request	Avg Request Adjusted w/ Score Factor
1	Design Week Tallahassee	Design Week	\$1,200	\$900
2	Advocate '17'	Florida Association of School Administrators	\$2,200	\$2,200
3	Theory Winter School 2017 Workshop	FSU/National Magnet High Field Laboratory	\$6,000	\$6,000
4	Florida History Day State Competition	Friends of the Museum of Florida History	\$8,060	\$9,000
5	FSU Homecoming Parade	FSU Alumni Association	\$1,200	\$900
6	Class of 1966 Emeritus Alumni Society Induction	FSU Alumni Association	\$1,000	\$1,000
7	Southeast PeaceJam Public Talk and Youth Conference	FSU Center for Leadership and Social Change	\$4,200	\$4,200
8	2017 Spring Home Show Series	FSU Flying High Circus	\$5,000	\$5,000
9	Connecting The Dots Annual Florida Heritage Tour	John G. Riley Center Museum	\$4,499	\$4,499
10	Tallahassee Latin Dance Festival	Tallahassee Latin Dance Festival LLC	\$1,200	\$1,200
11	LeMoyne Chain of Parks Art Festival	LeMoyne Art Foundation	\$20,000	\$14,500
12	MagLab 2017 Open House	National High Magnetic Field Laboratory	\$1,200	\$1,200
13	40th Annual Reenactment of the Battle of Natural Bridge	Natural Bridge Historical Society	\$4,500	\$3,901
14	AKC Dog Show-2017 North Florida Classic Cluster	Ochlockonee River Kennel Club	\$7,000	\$7,000
15	Southern Shakespeare Festival	Southern Shakespeare Company	\$16,500	\$13,500
16	Tallahassee Irish Society St. Patrick's Festival	Tallahassee Irish Society	\$1,500	\$1,500
17	Florida Senior Day	United Way of Florida	\$6,500	\$3,500
18	Children's Week	United Way of Florida	\$10,000	\$0
	Total Grant Funds	Totals:	<u>\$101,759</u>	<u>\$80,000</u>

Tallahassee Sports Council
 Leon County Special Event Grants FY2015-16
 Out Of Cycle Grant Request

Organization	Event Name	First Name	Last Name	Email Address	Venue	Start Date	End Date	Estimated Visitors	Estimated Room Nights	DMAI Estimated Direct Spending	Requested	Recommend
Rickards High School Cross Country	2016 Big Bend Cross Country Invitational	William	Gilmore	gilmorew@leonschools.net	Apalachee Regional Park	9/3/2016	9/3/2016	500	800	\$156,203	\$ 4,499	
	* This is a new event so there is no prior event history*									Total FY2015-16 Grant Funds Remaining	\$ 1,300	

Form Status: **submitted**

Page 1 - Contact Information

First Name	William
Last Name	Gilmore
Email	gilmorew@leonschools.net
Contact Phone	(850) 528-6460
Grant Type	Sports
Agreed to Terms	Yes

Page 2 - Organization Information

Organization Name	Rickards High School Cross Country
Organization Contact	William Gilmore
Contact Title	Coach
Address	3013 Jim Lee Road
City	Tallahassee
State	FL
Zip	32307
Non-Profit	No
Tax ID	596000709
Insurance Provider	LCS
Insurance Document	<u>(/media/)</u>

Page 3 - Event Information

Event Name	2016 Big Bend Cross Country Invitational
-------------------	--

Event Director	William Gilmore
Event Email	gilmorew@leonschools.net
Event Phone	(850) 528-6460
Event Start Date	09/03/2016
Event End Date	09/03/2016
First Hotel Date	09/02/2016
Last Hotel Date	09/04/2016
Number of Rooms Per Night	100
Event Website	FLrunners.com
Event Organization Facebook	
Event Organization Twitter	
Event Spectator Admission Cost	\$5.00
Schedule of Events	Schedule of races on Saturday: 6:00 AM Gates Open 6:40 AM Team Packet Pick up at tent (Near Award Stand) 7:00 AM Coaches' Meeting (near Finish Line) 7:20 AM National Anthem (JROTC Color Guard) 7:30 AM Community 5K 8:15 AM Girls High School 5K 9:00 AM Boys High School 5K 9:40 AM Girls Middle School 3K 10:00 AM Boys Middle School 3K 11:00 AM Awards Ceremony

Event Description

2016 Big Bend Cross Country Invitational and Community Event Fun. (State Course Competition) Date: Saturday, September 3rd, 2016 Location: Apalachee Regional Park 7550 Apalachee Pkwy, Tallahassee, FL 32311 (State Competition Course) Host Hotel information (TBA) Schedule of races on Saturday: 6:00 AM Gates Open 6:40 AM Team Packet Pick up at tent (Near Award Stand) 7:00 AM Coaches' Meeting (near Finish Line) 7:20 AM National Anthem (JROTC Color Guard) 7:30 AM Community 5K 8:15 AM Girls High School 5K 9:00 AM Boys High School 5K 9:40 AM Girls Middle School 3K 10:00 AM Boys Middle School 3K 11:00 AM Awards Ceremony Unlimited entries per race per team. Registration Deadline is Wednesday, August 31st by 6pm. *Entry Fees: High School Teams: \$75.00 per gender \$100.00 for both genders \$15.00 per individual (if team has less than 5) If a (K-12) high school team also brings their middle school team to compete, then there is no charge for their middle school teams/athletes. Middle School Teams: \$35.00 per gender \$50.00 (if enter both genders are entered per team) \$5.00 per individual (if team has less than 5) Community 5K.....\$5.00 per individual (plus \$5 admission fee) For Community 5K Registration Email the following information: Subject: 2016 BBXC 5K Entry Name (First and Last) Age Male/Female to Chris Sumner at LFCSumner3@aol.com Make Checks payable to Rickards High School Mail checks to: Rickards High School Attention: Cross Country 3013 Jim Lee Road. Tallahassee, FL. 32301 Team Awards: Big Bend Championship and Runner-up Trophies Individual Awards: Medals (top 15 in HS & MS Races) Ribbons (16-25). General Admission Charge on Saturday: \$5.00 For more information contact Coach William Gilmore at 850-528-6460

Venue Facility Secured? Yes

Within Leon County? Yes

Venue Name Apalachee Regional Park

Venue Address 7550 Apalachee Pkwy

Venue City Tallahassee

Venue State FL

Venue Zip Code 32311

Venue Contact William Gilmore

Venue Contact Email gilmorew@leonschools.net

Venue Phone (850) 528-6460

Page 5 - Hotel Information

Hotel Secured? No

Can Hotels Contact? Yes

Hotel Name #1

Hotel Contact Name #1

Hotel Contact Phone #1

Hotel Name #2

Hotel Contact Name #2

Hotel Contact Phone #2

Hotel Name #3

Hotel Contact Name #3

Hotel Contact Phone #3

Page 6 - Event Details

Estimated Total Participants 600

Estimated Total Number of Teams (Sports Only)	30
Estimated Total Overnight Visitors	500
Estimated Total Room Nights	800

Page 7 - Event Details

Amount Requested	\$4,499
Budget Documentation	uploads/2016_Big_Bend_Cross_Country_Invitational_Budget.docx (/media/uploads/2016_Big_Bend_Cross_Country_Invitational_Budget.docx)
Grant Purpose	FLrunners.com website meet entry access for teams to sign up for event 10 plus Port a potty rentals Awards/Trophy Purchases Tent rentals Security and Traffic Control (SRO) TOC or EMTs on stand. Full Automated Timing Services (Chris Sumner) Parking attendants (Rickards JROTC) Meet Officials (Panhandle Track and Field Officials Association, Inc preferred) Advertisement (Radio and Online preferred). Catered meals from a local area restaurants to provide hospitality for team coaches, Athletic Directors, officials, and parking attendants. Meet management supplies: (i.e. bags of ice, team logo wind-feathers, flags, tear away bib numbers, communicators, tents, hydration stations consisting of coolers, cooler stands, water cups, and the like; general supplies associated with the managing the meet such as generators, sound equipment, chutes, blanks for the starter, hotel rooms for meet officials if needed, and all things associated with managing a cross country meet.)
Receiving Funding	No
Funding Provider(s)	
Marketing Plan	uploads/2016_Rickards_CC_Marketing_Plan.docx (/media/uploads/2016_Rickards_CC_Marketing_Plan.docx)
Marketing Expenses Outside of Leon County	None.
Certified True	True

2016 Big Bend Cross Country Invitational Budget

Expense Item	In-Kind	Cost	Revenue Item	Cost	
Tent Rental		\$200	Grant	\$4,499	
Officials/Judges/		\$500	Admission fees	\$,3800	
EMS/RHS Trainers		\$650	Registration	\$2,000	
RHS JROTC Parking Detail		\$800	Concessions	\$1000	
Full Automated Timer		\$400			
Flrunners.com		\$60			
Security/Traffic Control		\$500			
Radio Advertisement	\$500				
Caterer	\$1000				
Fast Signs		\$300			

Trophy King		\$400			
Sam's Club		\$400			
Port-a-Potty		\$400			

Total In-Kind

Total Cost Expense

Total Cash Revenue

\$ 1,500

\$4,610

\$11, 299

Rickards High School Cross Country Teams Strategic Plan MISSION STATEMENT:

To make the sport of Cross Country at James S. Rickards High School more valuable, more valued and a revenue generating sport.

SUMMARY STATEMENT

For the sport of Cross Country to continue to develop into a more valued experience in the FHSAA sports community, it is important that we continue to broaden our appeal to the overall sporting audience.

EXECUTIVE SUMMARY

Cross Country is one of the oldest, purest, and most diverse sports in the NFHS. The student-athletes who participate represent the core values espoused by the NFHS and its member institutions: academic integrity, social responsibility, gender and racial diversity, competitive excellence, and the promotion of a healthy lifestyle. The athletes learn valuable life lessons from the rigorous training and head to head competition while being taught and motivated by professionally qualified coaches and administrators.

PURPOSE

The purpose of this document is to identify the essential components of this sport-whose athletic elements are the foundation of all other sports. What is the sport of cross country and what essential components identify cross country athletes? The sport cross country aligns perfectly with the mission of FHSAA athletics.

- Our Participants:
 - a) Represent both men and women.
 - b) Are racially diverse.
 - c) Represent a wide range of body types.
- Our sport demands a wide range of athletic aptitude: speed, strength, stamina, suppleness, and skill (coordination).

- Our events are full of drama for both the individuals and teams competing.
- Our sport is founded upon the most basic physical principles: run, strategy of the run, and endurance.
- Our competition is pure: individual vs. individual (individual versus individual, team versus team), while taking place in the context of a team scoring background.
- Our sport is a full spectrum, from youth to the Olympic Games.
- Our sport teaches life lessons that transcend their time in the sport.
- Our sport creates great athletes and heroes well or little known.
- Our sport epitomizes the nation's goal of promoting healthy lifestyles.
- Our sport stands at the forefront of promoting and demanding a drug-free sport.

I. THE IDENTITY OF DIVISION I TRACK AND FIELD STRATEGIC OBJECTIVES

A. To create a consensus of what events in the sport constitute a standardized track and field meet.

B. To clarify what constitutes a successful cross country performance or contest (e.g. individual winning an event, team winning scoring contest, individual record performance, high level individual performance, achieving qualifying mark, entertaining event presentation/featuring exceptional athletes or coaching legends going head to head, etc.).

C. To standardize the format of a cross country meet that will include a presentation of the “main event” that does not exceed three (3) hours.

D. To highlight the qualities and characteristics of these student-athletes and promote them to the general population.

E. To portray those student-athletes as role models for healthy living and leverage that fact in a campaign to fight obesity, heart disease and diabetes.

F. To celebrate the competitive diversity of our student-athletes and the events in which they compete by highlighting the inherent drama at a cross country meet.

G. To showcase this sport through entertaining, action-packed, fast-moving, and relevant meets that is valuable to the general public and media outlets.

IMPLEMENTATION

A. The administration of the meet is the responsibility of the Meet Director of the host school. The Meet Director shall perform the following duties:

- Serve as the administrator and supervisor of the meet.
- Be responsible for securing knowledgeable and competent meet officials and workers for all events.
- Be certain that all officials and workers know and understand their assignments and duties.
- Coordinate the promotional and planning activities of all aspects of the meet.
- See to the needs of contestants, officials and spectators, and ensure all technical details of the meet have been done.
- See that all events are seeded and running events are assigned.

Pre-Meet Planning and Logistics

- Set the date of the meet.
- Decide on a meet entry method, either online or hard copy entries.
- Decide on meet entry fees.
- Decide on a meet schedule.
- Send out meet invitations and a coaches' information sheet.
- Send out promotional meet information to the media.
- Order needed meet equipment, starting shells, bib numbers, walkie-talkies, etc.
- Decide on the type of meet awards and place order for awards.
- Secure meet officials, the earlier the better.
- Plan the method of handing out awards.
- Plan a method of controlling traffic on the track and field event areas. If possible it is best to designate an entrance gate(s) and exit gate(s).
- Designate areas for bus parking, meet check-in, the clerk of the course, award stand, meet center (announcer, scorer, timing system operator)
- Ready facility for meet.

Referee

- In charge of all activities during the competition.
- Responsible for the conduct and supervision of all meet officials.
- Responsible for receiving written protests.
- Act upon any protests.
- Rule on any race infractions and interpret the rules of the meet.
- Consult with the Jury of Appeals when situations arise.
- Keep runners, coaches and spectators updated as to the race schedule.
- Give pre-event calls: First Call, Second Call & Third & Final Call.
- Coordinate presentation of awards (medals to top three). Results of the event prior to the last event contested will be announced after each race.
- Recognize all meet officials and workers during the meet (not all at one time).
- Make any related public service announcements.

Starter

- Take a position appropriate for the type of race being run.
- Initiate the starting process without delay when given the white flag by the Event Timing Official.
- Be ready to recall a race if:
 - A runner falls due to contact with another runner in the first 100 meters of a race of 400 meters or longer.
 - If the automatic timing system fails to start.

Clerk of the Course

- Notify position each competitor in their team's proper race (box) and starting position (at the start line).
- Participants are to place competitor numbers on their front chests. Inform that these numbers must stay visible.
- Check for uniform compliance.

Meet Clerk

- Check teams in and hand out team packets. (Bib Numbers, Course maps, passes, meet rules and restrictions)
- Collect any entry fees that have not been collected. Write receipts upon request.

Automatic Timing Operator

- Record the finish of each race.
- Save and read the finish of each race.
- Go back, open and read the finish of a race as situations arise.

Finish Recorder (assisted by eight or more volunteer chute personnel to secure order of finishers)

- Sit next to the Automatic Timing Operator and record the times of each race.
- Pass on the recorded results directly to the Results Computer Operator.

Results Computer Operator

- Enter competitors from site used from individual and team entry
- Enter results
- Recheck entered results and score.
- Print two copies of results/scores of each event.
- Give one copy of results/scores to the announcer and place the other copy on a clipboard for the Results Steward.

Custodian of Awards

- Arrange all awards before the start of the meet for ease of presentation.
- Coordinate with the Announcer for the presentation of awards at the conclusion of event.

II. THE ECONOMICS OF JAMES S. RICKARDS HIGH SCHOOL CROSS COUNTRY STRATEGIC OBJECTIVES

A. To demonstrate the James S. Rickards Cross Country program can be a high profile commodity, in which the program consistently generates revenue and produces a cost efficient product.

IMPLEMENTATION

A. Demonstrate the ethnic and gender diversity of cross country as a positive model within the institution.

B. Demonstrate academic achievement of cross country teams as it relates to GPA and graduation rate as a positive model within LCS.

C. Demonstrate the value of the James S. Rickards High School's Cross Country program relative to the cost of the investment.

D. Create opportunities for programs to host Home competitions that can foster local and regional interest, cut travel costs, and create equity.

E. Connect program with community to foster growth, support, and investment for the sport.

F. Develop a financially viable method for teams to qualify for championship participation.

III. Meets will continue to promote the cross country program and serve as a viable fundraiser to help offset the cost of seasonal and post seasonal expenses incurred by the sport.

A. Team registration fees collected will help fund the James S. Rickards Cross Country program.

B. Admission fees will help generate funds to help offset expenses associated with managing a productive cross country program including but not limited to team accommodations and travel.

C. Team run concessions will be available to help generate funds to help offset costs or fund expenses necessary that are associated with having a successful program including but not limited to team apparel.

D. Sponsors will be solicited to help promote the programs interest and to help offset financial obligations associated with the sport of cross country if applicable.

Economic Impact DMAI Results

Event Details		Results	
Event Name	2016 Big Bend XC Invitational	Business Sales (Direct)**	\$156,203.85
Account Name	Rickards High School Cross Country	Business Sales (Total)	\$263,870.33
Event Type	Sports	Jobs Supported (Direct)	164
EIC Event Type	Youth Amateur	Jobs Supported (Total)	216
Start Date	09/03/2016	Local Taxes (Total)	\$12,910.67
End Date	09/03/2016	Net Direct Local Tax ROI	\$9,459.51
Out of Town Attend	0	Room Nights Generated	448.000000
Local Attendance	0		
Current EI Est	\$0.00		

Direct Business Sales

Industry	Attendees	Organizer	Exhibitor	Total
Lodging	\$44,377.89	\$0.00		\$44,377.89
Transportation	\$19,484.11	\$90.89	\$12.76	\$19,587.77
Food & Beverage	\$44,552.38	\$4,145.20	\$0.00	\$48,697.58
Retail	\$28,015.12			\$28,015.12
Recreation	\$13,869.68			\$13,869.68
Space Rental		\$1,454.30	\$0.00	\$1,454.30
Business Services		\$194.32	\$0.00	\$194.32
Total	\$150,299.17	\$5,884.71	\$19.96	\$156,203.85

Economic Impact DMAI Results

Economic Impact Details

	Direct	Indirect	Total
Business Sales	\$156,203.85	\$113,666.48	\$269,870.33
Personal Income	\$46,476.35	\$29,603.50	\$76,079.85
Jobs Supported			
Persons	164	52	216
Annual FTEs	2	1	3
Taxes and Assessments			
Federal	\$13,467.77	\$9,319.56	\$22,787.32
State	\$10,177.46	\$2,841.66	\$13,019.12
Sales	\$8,615.42	\$1,705.00	\$10,320.42
Income	\$0.00	\$0.00	\$0.00
Bed	\$0.00		\$0.00
Other	\$1,562.04	\$1,136.66	\$2,698.70
Local	\$9,459.51	\$3,451.16	\$12,910.67
Sales	\$2,153.86	\$426.25	\$2,580.11
Income	\$0.00	\$0.00	\$0.00
Bed	\$2,218.89		\$2,218.89
Per Room Charge			
Tourism District			
Property Tax	\$3,524.72	\$1,888.25	\$5,412.97
Restaurant	\$0.00	\$0.00	\$0.00
Other	\$1,562.04	\$1,136.66	\$2,698.70

Return on Investment

Demand Metrics

Economic Impact DMAI Results

	Direct	Total
Local Tax Receipts	\$9,459.51	\$12,910.67
Local Costs		
ROI	\$9,459.51	\$12,910.67
Net Present Value	\$9,459.51	\$12,910.67
ROI(%)		

Room Nights Sold	448.00
Peak Room Nights	296.00
Total Visitor Days	1,210.00



MEMORANDUM

DATE: 08/31/2016

TO: Leon County Tourist Development Council

FROM: Kerri L. Post, Director, Tourism Development

SUBJECT: Concert in Doak Campbell Stadium on Saturday, Nov. 12, 2016

Background:

On May 5, 2016 the Tourist Development Council (TDC) received proposals from the Seminole Boosters for \$50,000 for a November 12, 2016 concert in Doak Campbell Stadium (Doak) to support a challenging football weekend and \$50,000 in support of a 2017 Spring concert in Doak. The TDC requested the Seminole Boosters apply for a signature event grant for the 2017 Spring concert once the FY 16-17 grant cycle opened.

The November 12th Concert in Doak proposal featuring one of the biggest stars in country music (with sixty-one singles on the Billboard Hot Country Songs charts, including twenty-one number one hits and twenty-one top 10 hits) received approval from the TDC at the May 5, 2016 meeting to be funded in the amount of \$50,000 from unallocated fund balance pending a signed artist contract and final approval by the Board of County Commissioners (BOCC). At the Booster's request, the item was held and did not advance to the BOCC as the contract with the artist was not yet executed. Once the final schedule of artists was shared with Brian Hickey, Acting Director, it was determined that the scope of the event had changed and the Boosters were informed the request would have to come back to the TDC. Further, since the revised event would provide a significantly different level of exposure per Poll Star data than what the original artist proposal would have generated, Mr. Hickey recommended the Booster's lower their funding level request. In an email from Brian Hickey to TDC members dated July 25th (Attachment #1), a recommendation was made for the TDC to re-evaluate the revised proposal. Without TDC funding assured, the Booster's understandably announced the concert so that tickets could go on sale.

Analysis:

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

FSU submitted a revised request (Attachment #2), still in the amount of \$50,000 to support the in-stadium concert on Saturday, November 12th in order to make the weekend more appealing to fans and potential new customers. Although the original proposal approved by the TDC (Attachment #3) listed one of the biggest stars in country music; artists now performing will be Tyler Farr, Old Dominion and Bobby Bones. There are also plans to recognize Veterans at the event as it is also Veterans Day weekend. The stage will be set in the south end-zone with a capacity of 12,000 patrons including the new Champions Club.

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

Staff is supportive of the event based on the value added to a FSU home football game weekend that may not produce the room nights of a standard Saturday game. The table below outlines historical grant award figures which have all been for FSU's spring block parties and room nights reported:

FSU Spring Game Block Party

Fiscal Year	Award	Visitors	Room Nights
FY12-13	\$5,000	2,000	1,000
FY13-14	\$5,000	3,000	2,000
FY14-15	\$5,000	6,000	1,000

With plans to move its 2016 spring game to Orlando, FSU instead applied for a \$5,000 tourism grant in FY16 for a block party on November 13, 2015 before the N.C. State home game. This application was not funded due to it taking place on a peak home football game weekend.

Per the most recent event details submitted, FSU is anticipating the Saturday night concert to generate an additional 10,000 visitors and 5,000 room nights. These figures would support a funding amount of \$25,000, which staff recommends. As before, these funds are available in unallocated fund balance and this request would be required to go before the BOCC for approval at their September 13, 2016 meeting. Funds will be disbursed upon receipt of allowable event expenditures consistent with department grant procedures.

Staff Recommendations:

Provide funding from unallocated fund balance in the amount of \$25,000 for the concert in Doak on Saturday, November 12, 2016. This amount is consistent with historical funding for FSU Spring Game Block Party in the table above, generally recommending \$5,000 in funding for every 1,000 Room Nights generated.

Attachments:

1. July 25, 2016 email from Brian Hickey to the TDC
2. Concert Application with Marketing Materials
3. L. Daniel Memo to TDC May 5, 2016 and April 18, 2016 Seminole Booster In-Stadium Proposal

Chris Holley - Fwd: Nov. 12 Concert Follow up

From: Brian Hickey
To: Leigh Davis; Brian Hickey; Bryan Desloge; mpersonette@challengertlh.fsu....
Date: 7/25/2016 11:33 PM
Subject: Fwd: Nov. 12 Concert Follow up
CC: Ken Morris; Brenda Tanner; Allison Fleming; M'Lisa Ingram; Holley, Chris

Dear Tourist Development Council:

I am forwarding you the message that I have sent to FSU representatives (Jason Dennard and Will Butler) regarding the concert funding approved on May 5, 2016. It seems as though the concert in Doak on Saturday, November 12 has changed significantly based on the PollStar numbers. Please understand these acts have not been released to the public and are confidential at this time. FSU is planning an announcement in the coming weeks. It is my recommendation that since the act is significantly smaller that they come back before the TDC with a specific application based on the acts booked.

Please let me know if you have any questions.

Best regards,

Brian Hickey, CDME, CSEE
 Acting Director & Director of Sports
 Leon County Tourism Development
 850-606-2313 www.VisitTallahassee.com
 Industry Partner, Florida Sports Foundation
 Member, National Association of Sports Commissions

Jason

Thanks for catching up with me on Friday. With regard to the November 12 concert in Doak, the Tourist Development Council approved \$50,000 out of the unallocated fund balance for a concert with artist Toby Keith. Understanding that Toby Keith was not contracted but on hold. This did not go forward to the Leon County Board of County Commissioners as we were waiting on confirmation of the artist. When I learned Friday that Old Dominion was the headline act it became clear that the scope of the event has changed. Based on the numbers shown from PollStar this is a significant change to the concert approved by the TDC and does not indicate demand that would draw fans of central and south Florida to attend the game and sell out 12,000 seats for a concert compared to Toby Keith.

PollStar (information pulled on 07/25/16) (data based on past 36 months)
 Old Dominion
 Headlined 17 shows
 Total headline Reports 14
Avg. Ticket Sold 805
Avg Gross \$15,586

PollStar (information pulled on 07/25/16) (data based on past 36 months)
 Tyler Farr
 Headlined 9 shows
 Total headline Reports 9
Avg. Ticket Sold 1,120
Avg Gross \$24,438

PollStar (information pulled on 07/25/16) (data based on past 36 months)

Bobby Bones and the Raging Idiots
Headlined shows 11
Total headline Reports 9
Avg. Ticket Sold 1,432
Avg Gross \$39,139

PollStar (information pulled on 07/25/2016) (data based on past 36 months)

Toby Keith
Headlined 63 shows
Total headline Reports 61
Avg. Ticket Sold 13,935
Avg Gross \$603,385

We understand the challenges laid out to the TDC still remain including the Friday night football game, fans juggling work vs travel, the lack of attraction of Boston College between Clemson and Florida weekends which is why the TDC was supportive of the concept as proposed. Based on our conversation Friday and the change to the scope of the event, this will need to go back to the Leon County Tourist Development Council on August 31st to reconsider the County's level of financial support. My recommendation is to complete a special event grant application for this event. The deadline for this application is Monday, August 1, 2016. I have included the link to the application page here (<http://grants.visittallahassee.com/grant/>).

We previously discussed utilizing the Leon County name in the announcement and I do not see a need to do that at this level. We are still very interested in the spring concert in Doak with 70,000+ seats and believe this would be supported through our signature event program. The signature event application should be available later in September and that application can be submitted then for approval in early November. As that process progresses I will keep you informed.

As Will Butler has been essential in communication on several of these topics I have copied him in this email as well to keep everyone informed.

Please let me know if you have any questions. My cell is [\(850\) 570-8803](tel:8505708803).

Best regards,

Brian Hickey, CDME, CSEE
Acting Director & Director of Sports
Leon County Tourism Development
[850-606-2313](tel:8506062313) www.VisitTallahassee.com
Industry Partner, Florida Sports Foundation
Member, National Association of Sports Commissions

Form Status: **submitted**

Page 1 - Contact Information

First Name	Jason
Last Name	Dennard
Email	jdennard@fsu.edu
Contact Phone	(850) 644-4397
Grant Type	Special
Agreed to Terms	Yes

Page 2 - Organization Information

Organization Name	Florida State Athletics
Organization Contact	Jason Dennard
Contact Title	Asst. AD of Marketing
Address	403 Stadium Drive West
City	Tallahassee
State	FL
Zip	32306
Non-Profit	Yes
Tax ID	591961248
Insurance Provider	Varies
Insurance Document	<u>(/media/)</u>

Page 3 - Event Information

Event Name	Friday Night Block Party- Saturday Edition
Event Director	Jason Dennard

Event Email	jdennard@fsu.edu
Event Phone	(850) 644-4397
Event Start Date	11/12/2016
Event End Date	11/12/2016
First Hotel Date	11/11/2016
Last Hotel Date	11/13/2016
Number of Rooms Per Night	1000
Event Website	www.seminoles.com
Event Organization Facebook	Friday Night Block Party
Event Organization Twitter	@FSU_BlockParty
Event Spectator Admission Cost	\$40, \$30 & \$20
Schedule of Events	Bobby Bones 6pm Old Dominion-7pm Tyler Farr-8pm
Event Description	The Friday Night Block Party moves to a special Saturday Night Party. Headliners Old Dominion and Tyler Farr will perform inside Doak Campbell Stadium. National Radio star Bobby Bones will open Doak Campbell Stadium. It's the first time a concert has been held inside of Doak Campbell Stadium in several years. Country music stars will entertain the Noles fans.

Page 4 - Facility Information

Venue Facility Secured?	Yes
Within Leon County?	Yes
Venue Name	Doak Campbell Stadium
Venue Address	403 Stadium Drive West
Venue City	Tallahassee
Venue State	FL
Venue Zip Code	32306
Venue Contact	Jason Dennard

Venue Contact Email jdennard@fsu.edu

Venue Phone (850) 644-4397

Page 5 - Hotel Information

Hotel Secured? No

Can Hotels Contact? No

Hotel Name #1

Hotel Contact Name #1

Hotel Contact Phone #1

Hotel Name #2

Hotel Contact Name #2

Hotel Contact Phone #2

Hotel Name #3

Hotel Contact Name #3

Hotel Contact Phone #3

Page 6 - Event Details

Estimated Total Participants 12000

Estimated Total Number of Teams (Sports Only)

Estimated Total Overnight Visitors 10000

Estimated Total Room Nights 5000

Page 7 - Event Details

Amount Requested 50,000

Budget Documentation [uploads/Expenses-Sports Council Grant 6JJ4oHb.xlsx](#)
[\(/media/uploads/Expenses-Sports Council Grant 6JJ4oHb.xlsx\)](#)

Grant Purpose

With this being the first concert run by Florida State Athletics, we want to make sure it goes as smoothly as possible and we will the stadium. With the football game being held Friday night, we expect the out of town fans to enjoy a full weekend of activities in the capitol city. We plan to advertise heavily to attract fans to purchase the tickets for this concert. We will have artist fees, production fees and more. Since starting this process, the word has reached several promoters across the country that Doak Campbell Stadium could become a viable national venue for non sporting events. We need this event to succeed as much for Florida State as the City of Tallahassee and Leon County. The economic impact of Doak Campbell Stadium being used more often is important for quality of life of current residents as well as attracting new ones. This event is more than just a concert. We are planting a seed that needs help growing.

Receiving Funding

No

Funding Provider(s)

Marketing Plan

Using the Florida State Football brand, and encompassing the entire weekend experience we will throw everything in our arsenal at marketing this event. Attached is a synopsis of some of the assets we will utilize.

Marketing Plan

[uploads/DaD_Unconquered_Ad.pdf](#)
[\(/media/uploads/DaD_Unconquered_Ad.pdf\)](#)

Marketing Expenses Outside of Leon County

\$15,000-\$20,000

Certified True

True

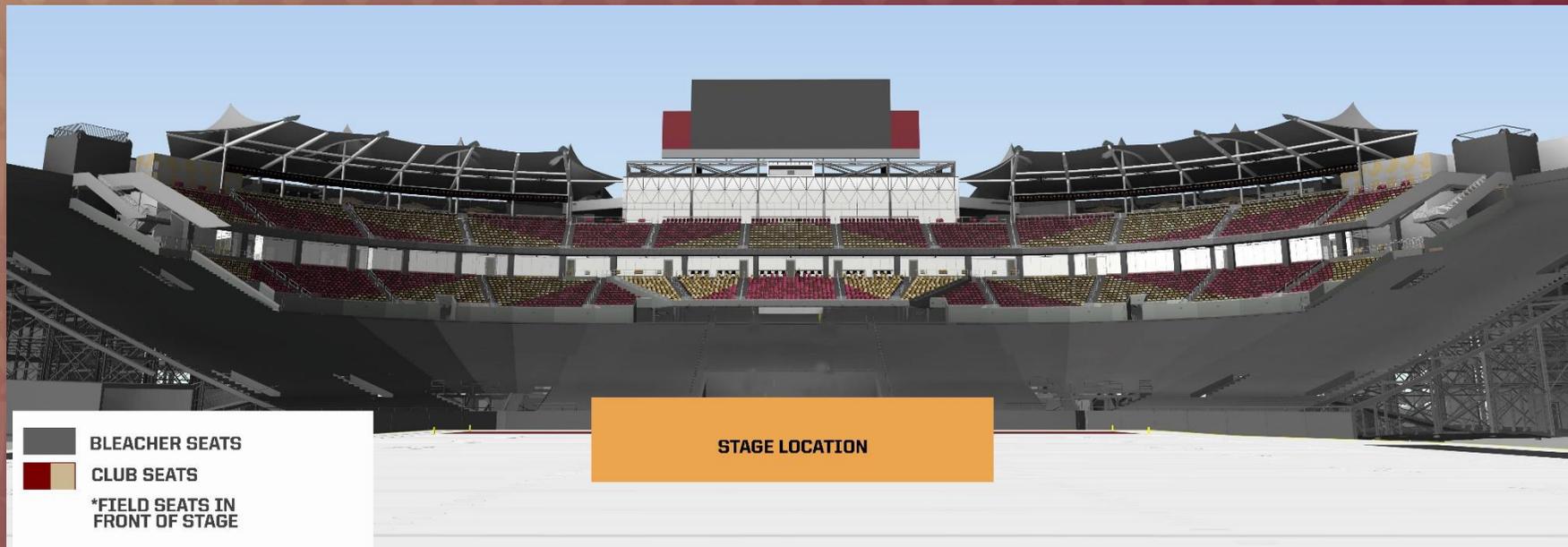


FLORIDA STATE

UNIVERSITY

DOAK AFTER
DARK

STADIUM CONFIGURATION



➤ 12,000 seat configuration / Seats are indicated in grey, garnet and gold / Approximately 1,000 field seats



FLORIDA STATE

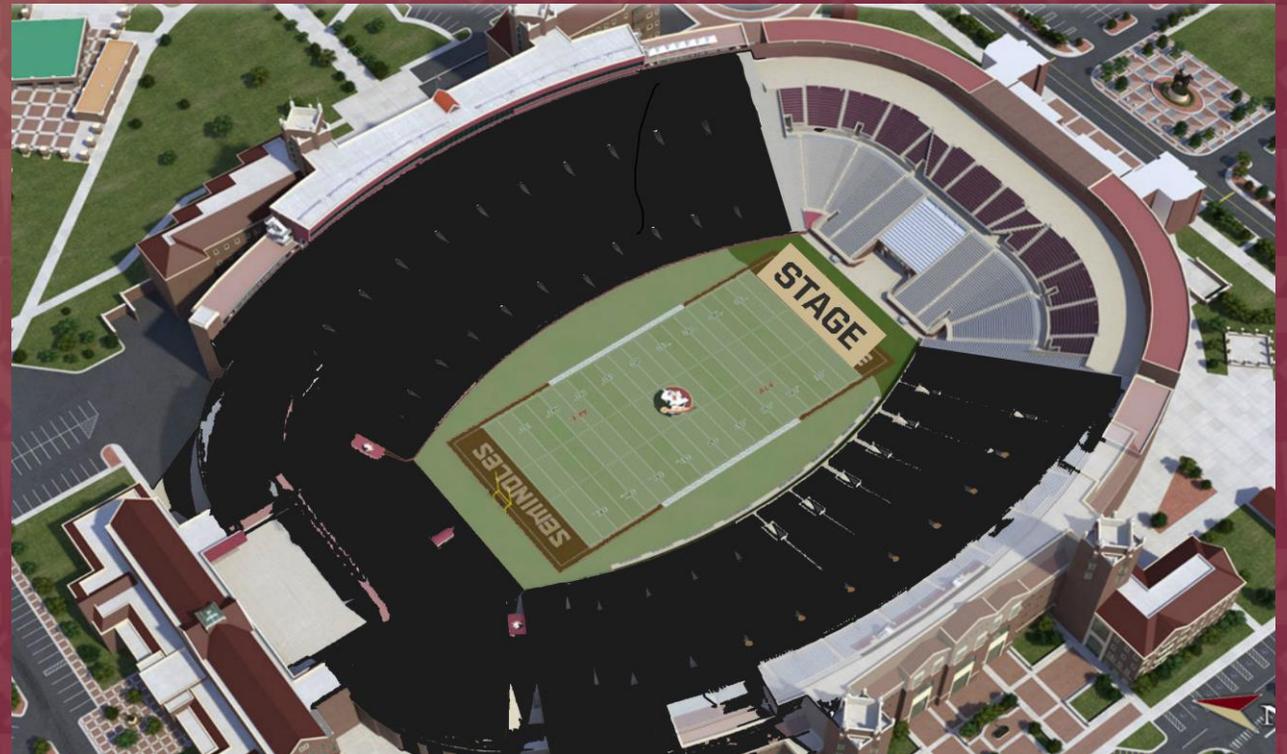
OVER HEAD PERSPECTIVE

Overview of Production

- 40 x 40 stage
- Full roof
- Production handled by Premier Global Productions out of Nashville

www.premeirglobalproductions.com

**PGP is the same production company used for HangOut Fest, Country Thunder & Austin City Limits to name a few.*



FLORIDA STATE

CREATING UNIQUE EXPERIENCES



Integrating entertainment for fans into our football weekends / Estimated 15,000 attended



FLORIDA STATE

CURRENT TICKET SITUATION

- November 11th (Veterans Day) Florida State vs. Boston College
 - We have over **12,000** tickets remaining to sell.
 - By far the most tickets remaining of any game.
 - First Friday night game in 50 years
 - Tickets sales are stagnant for this game
- This doesn't take into account current season ticket holders not planning to attend.

*Hotels currently have **2 night minimum** with an average of \$350 per night.



FLORIDA STATE

FINANCIAL IMPLICATIONS

Changing over stadium / less than 24 hours
Holiday Weekend (Double Time Pay)

Security / Police

Field Protection

Concert Production

****Major financial investment to entice fans to come
to Tallahassee**



FLORIDA STATE

OUR WEEKEND PLAN

- November 11th (Veterans Day) Florida State vs. Boston College
Airing live on ESPN 2 Nationally
Only major college football game of the day
Lots of cross promotional opportunity
- November 12th Florida State Football presents **Tyler Farr, Old Dominion and Bobby Bones** on the same playing field as the preseason #1 team in the Country
- Large presence of Military / Veterans associated with the concert



FLORIDA STATE

ADVERTISING REACH

Bobby Bones Show

- Nationally syndicated radio show
- 4 million listeners daily
- 100 stations nationwide

Twitter Reach

- Bobby Bones 500,00 followers
- Tyler Farr 295,000 followers
- Old Dominion 112,00 followers

Facebook Reach

- Bobby Bones 655,000 followers
- Tyler Farr 1 million followers
- Old Dominion 121,000 followers

Instagram Reach

- All 3 artists Over 1 million followers



Marketing / Promotional Power

Radio

- We have a 33 station radio network throughout the States of Florida, Alabama and Mississippi
- Full listing of stations
http://www.seminoles.com/ViewArticle.dbml?ATCLID=209576087&DB_OEM_ID=32900&DB_OEM_ID=32900
- Sirius XM and Tune-In broadcasts
- Advertising partnership with I-Heart Media

*Total of 20 broadcasts to promote the concert



FLORIDA STATE

MARKETING AND PROMOTIONAL POWER

Television

- 20 statewide TV broadcasts prior to concert to promote ticket sales (Fox Sports and SunSports)
- Advertising buys – Tallahassee, Panama City, South Georgia



FLORIDA STATE

SOCIAL MEDIA

Twitter Reach

- @FSU_Football 190,951 followers
- @Seminoles 75,186 followers
- @VisitFlorida 132,539 followers
- @VisitTallahassee 8,811 followers

Facebook Reach

- Florida State Football 540,493 followers
- Florida State Seminoles 578,911 followers
- Visit Florida 696,688 followers
- Visit Tallahassee 48,038 followers

Websites

- Seminoles.com 800,000 visitors monthly



FLORIDA STATE

MILITARY/AND VETERAN EMPHASIS

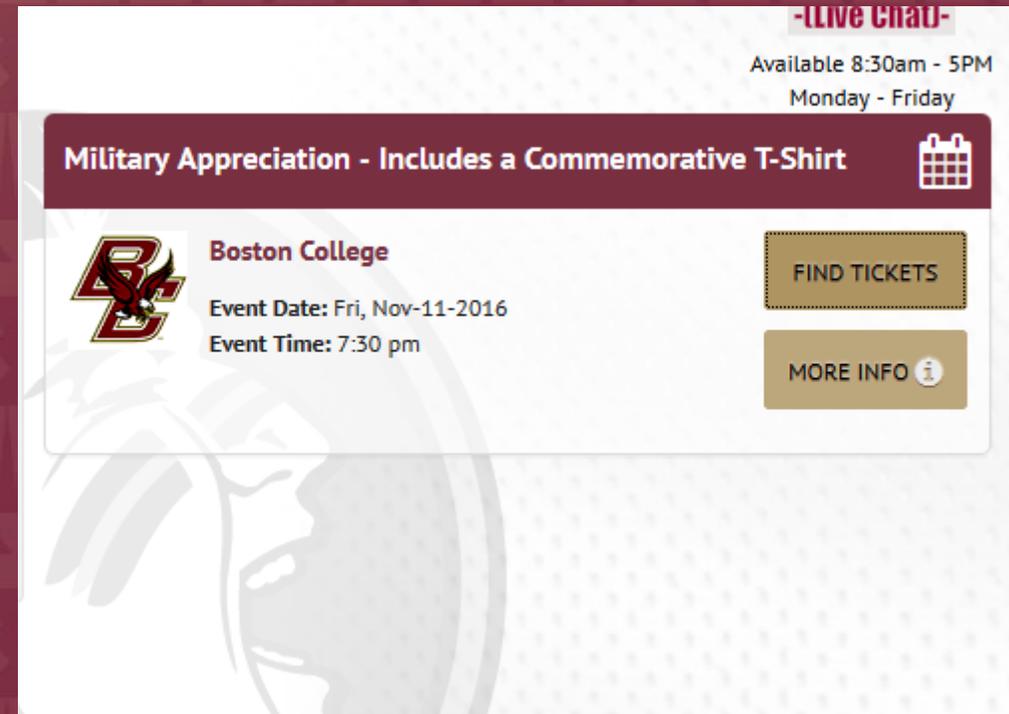
The game and concert fall on Veteran's Day weekend which provides Florida State Athletics an opportunity

- Military Bases within 200 miles
- Retired Military
- Student Veterans (Col. William Francis)
- Veterans Florida
 - Initiative to make Florida more veteran friendly

Ticket Packages

- Ticket to the game, T-shirt and concert ticket - \$50.
 - Regular price for package- \$80

Post Concert Firework Spectacular



The screenshot shows a ticket listing for a "Military Appreciation" event at Boston College. The event is scheduled for Friday, November 11, 2016, at 7:30 pm. The listing includes a "FIND TICKETS" button and a "MORE INFO" button. The event title is "Military Appreciation - Includes a Commemorative T-Shirt". The listing is available for live chat from 8:30 am to 5 pm, Monday through Friday.

-LIVE CHAT-
Available 8:30am - 5PM
Monday - Friday

Military Appreciation - Includes a Commemorative T-Shirt

 **Boston College**
Event Date: Fri, Nov-11-2016
Event Time: 7:30 pm

[FIND TICKETS](#)

[MORE INFO](#)



FLORIDA STATE

WHAT IS AT STAKE

- 31 years since last public concert inside Doak Campbell Stadium
- With financial partnership, this event can succeed
- The largest venue in the county sits dormant for 358 days a year
- Is there a future beyond November 12th ?
 1. The success of this event will dictate



FLORIDA STATE

MEMORANDUM

TO: Leon County Tourist Development Council

FROM: Lee Daniel, Leon County Tourism Development

SUBJECT: University Partnership Proposal

DATE: May 5, 2016

Background:

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

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

Analysis:

November 12 Concert at Doak

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

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

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

2017 Spring Game Weekend

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

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

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

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

Staff Recommendations:

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

April 18, 2016

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

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

Dear Mr. Daniel,

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

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

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

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

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

Thank you for your time and consideration.

Sincerely,

Seminole Boosters, Inc.

PO Box 1353 Tallahassee, FL 32302



Proposal

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

Saturday Night Concert @ Doak Campbell Stadium

November 12, 2016

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

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

Friday Night Block Party- Spring Game

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

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

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

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

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

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

Community Impact analysis

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

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

Average Expenses per Event

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

Note:

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