

LEON COUNTY
Tourist Development Council

Thursday, January 5, 2017, 9 a.m.
Board of County Commissioners Chambers
301 South Monroe Street

MEETING AGENDA

- I. Call to Order – **Bo Schmitz, Chairman**
 - Welcome & Introduction of New TDC Member - Satish (Sam) Patel
- II. Introductory Remarks by Executive Director of Tourism – **Kerri Post**
- III. Request for Additional Agenda Items – **Bo Schmitz**
- IV. Items for Consent Approval – **Bo Schmitz**
 - November 3, 2016 Meeting Minutes
 - Direct Sales, Communications, Visitor Services, Sports & Film Reports
 - Financial Reports: 2016; Year-to-Date Tax Collections
 - Advertising/PR Activity Report/Digital Activity and Research Reports
- V. General Business – **Bo Schmitz**
 - Out-of-Cycle Funding Request for a Signature Event Grant: Doak After Dark with Blake Shelton (4/29/17)
 - Out-of-Cycle Funding Requests for a Special Event Grant: Florida Tap Invitational (9/15-16/17) and FAMU Harambee Festival (2/25/17)
 - TDC Grants Revision Update and Proposed Working Group Meeting: January 18, 2017
 - Research Presentation – Economic Impact Report: FAMU Homecoming Week
 - Staff Reports – with Cross-Country Season Highlights
- VI. Director's Report – **Kerri Post**
 - BOCC Updates
 - Florida Tourism Day – Tuesday March 14, 2017
 - 2017 – A Look Ahead
 - 2017 Legislative Session
 - New Visit Tallahassee Strategic Plan
 - Misc. Updates
- VII. Additional Business: "For the Good of the Cause" – **Bo Schmitz**

Next Meeting:

March 3, 2017
Board of County Commissioners
Commission Chambers

Tourist Development Council

Minutes of November 3, 2016 Meeting

9:00 A.M.

- Members Present: Bo Schmitz, Chairman
Russell Daws
Michelle Personette
Matt Thompson
Leigh Davis
Dr. Audra Pittman
Commissioner Scott Maddox
- Members Absent: Commissioner Bryan Desloge
John Kelly
Commissioner Nancy Miller
- Staff Present: Kerri Post, Tourism Development
Chris Holley, Tourism Development
Aundra Bryant, Tourism Development
Brian Hickey, Tourism Development
Amanda Heidecker, Tourism Development
Gary Stogner, Tourism Development
Joe Piotrowski, Tourism Development
Laura Cassels, Tourism Development
Andi Ratliff, Tourism Development
Janet Roach, Tourism Development
Christiaan Smith, Intern – Tourism Development
- Guests Present: Dr. Phillip Downs, Downs & St. Germain Research
Dr. Joseph St. Germain, Downs & St. Germain Research
Paresh Master, Former TDC Member
Sam Patel, Sleep Inn Suites
Mark Mustian, Word of South Festival
Jon Brown, Florida Jazz & Blues Festival
Dr. Scotty Barnhart, Florida Jazz & Blues Festival
Amber O'Connell, Tallahassee Museum/Market Days
Mallory Hartline, Zimmerman Agency
Juliana Smith, Zimmerman Agency
Amanda Lewis, Zimmerman Agency
Alex Swanson, Zimmerman Agency
Lisa Matthews, Zimmerman Agency

I. Call to Order

Meeting was called to order at 9:08 A.M. by Chairman Bo Schmitz.

II. Introductory Remarks

Kerri Post, Executive Director of Visit Tallahassee welcomed the TDC Council members. Kerri shared that Commissioner Miller, Commissioner Desloge and John Kelly reported they would not be present. Due to the length of the agenda, staff reports will not be presented. Also, the out-of-cycle funding request by Southern Shakespeare was pulled from the agenda as another funding source has been identified. Michelle Personette was reappointed to the TDC for another term ending in 2020.

Kerri Post noted Paresh Master's resignation from the TDC. Paresh Master was recognized by the TDC and given an award for his outstanding service to the TDC. Kerri Post stated currently there is one applicant to fill the vacant hotelier seat and applicants will be presented to the BOCC at the November 22nd meeting.

III. Request for Additional Agenda Items

There were no additional agenda items to be added to the meeting.

IV. Items for Consent Approval

Kerri Post reported that a quorum is not present; therefore only discussion and recommendations can be made. Russell Daws recommended advancing the consent materials, affirmed by Michelle Personette. During discussion, Commissioner Scott Maddox joined the meeting creating a quorum and moved for approval, seconded by Russell Daws. It was unanimously approved.

TDC 2017 Meeting Schedule – Proposed TDC meeting dates for 2017 are included in the meeting packets and these dates would be sent out as meeting invites to all the members via email.

V. General Business

Signature Event Grants Process – Kerri Post reported the BOCC requested a workshop be held in February 2017 to review TDC event funding programs and processes. As a reminder, the revised Signature Event Grant guidelines/application the TDC previously approved had been pulled from the BOCC meeting in July due to necessary language changes. Currently Ms. Post is working with staff and coordinating with COCA, CRA, and DIA to provide comprehensive review and recommendations that she will bring back to the TDC prior to the BOCC Workshop.

Signature Events Grants Funding Requests – Kerri Post presented a spreadsheet which outlined five events requesting funding: Florida Jazz & Blues Festival (\$50,000), Word of South Festival (\$50,000), Market Days (\$50,000), Springtime Tallahassee (\$60,000) and Red Hills Horse Trials International (\$60,000). Requests total \$270,000 and \$300,000 is available in Signature Event Grant funding.

Michelle Personette requested clarification where applicants projected to receive money from the TDC and other local government sources. Chris Holley, Visit Tallahassee staff member, stated that applicants are allowed to receive additional funding from local government sources as long as they do not originate from Tourist Development Taxes including examples such as BP settlement monies, Leon County's general fund, or the CRA.

Kerri Post reported to the TDC there was one more Signature Event Grant request coming from FSU for a concert event in the spring of 2017. She shared that Lee Daniel and the TDC had received a letter earlier this year requesting support for two upcoming concerts in Doak Campbell Stadium, one in the fall of 2016 and one in the spring of 2017, to help ensure Doak Campbell Stadium is successful as a new music venue.

Ms. Personette noted that certain applicants requests are not in accordance with the room night guidelines. Kerri Post and Brian Hickey stated that historically it has not been the practice of the Visit Tallahassee staff to make a recommendation for funding for the Signature Event Grant Requests and now having an annual deadline for applications, the TDC is able compare all Signature Events alongside one another. Florida Jazz & Blues, Word of South and Red Hills Horse Trials requested \$10,000 more than the room night guidelines suggest.

Commissioner Maddox moved approval to fund Market Days (\$50,000), Springtime Tallahassee (\$60,000) and Red Hills Horse Trials (\$60,000) at their requested amounts, seconded by Leigh Davis. It was unanimously approved.

Discussion ensued on the remaining two events and Russell Daws moved the Florida Jazz & Blues Festival and Word of South Festival be funded at \$45,000 each, leaving a balance of \$40,000 should another event application be received. The motion was seconded by Commissioner Maddox and unanimously approved.

If another application is not received, the TDC directed Florida Jazz & Blues and Word of South to come back for further discussion regarding the additional \$5,000 each in funding support.

Fourth Quarter Visitor's Tracking Report – Dr. Phillip Downs, Downs & St. Germain Research provided the presentation. During the months of July – September of 2016, 904 surveys were completed with a 1.2% growth in visitors and 1.9% increase in both direct expenditures and total economic impact. Lodging statistics were up for the 4th quarter of 2016 with occupancy up 9.3% and RevPAR up 11.5%. Additional report details can be found in meeting materials.

Economic Impact on Tourism 2016 – Dr. Joseph St. Germain, Downs & St. Germain Research provided the presentation. For fiscal year 2016 the final report is as follows: Leon County hosted 2,312,120 visitors with a total economic impact of \$841,325,717. This represents 1,304,257 room nights and 13,702 in jobs created. Total Tourist

Development Tax collected for 2016 was \$5,236,879. Additional report details can be found in meeting materials.

Alabama Shakes Concert Economic Impact Study – Dr. Phillip Downs provided the presentation. Including overnight visitors and day trippers, 362 individuals from outside Leon County attended the Alabama Shakes Concert however 89% of attendees were Leon County residents. 128 room nights were generated by the concert as well as \$67,600 in total economic impact including indirect and induced effects of direct spending. Direct spending of local and out-of-County attendees, including tickets, accommodations, restaurants, groceries, shopping, entertainment, transportation, and other expenditures totaled \$124,300.

Florida Jazz & Blues Festival Economic Impact Study – Dr. Phillip Downs provided the presentation. Including overnight visitors and day trippers, 930 individuals from outside Leon County attended the Florida Jazz & Blues Festival however 69% of attendees were Leon County residents. 342 room nights were generated by the festival as well as \$196,100 in total economic impact including indirect and induced effects of direct spending of people who live outside Leon County. Direct spending of local and out-of-County attendees, including tickets, accommodations, restaurants, groceries, shopping, entertainment, transportation, and other expenditures totaled \$162,900.

Ms. Post reported to the TDC that Visit Tallahassee is starting off the year 22% over the first month last year in tourist development tax collections.

Matt Thompson inquired if there was a way to get a break down on the economic impact study as to how many vendors are attending these various events. He feels that it should be a requirement going forward that the vendor numbers be included in the study. Ms. Post stated that would be taken into consideration in the grant program and process review.

Florida Jazz & Blues Festival Recap – Jon Brown gave a presentation on the inaugural event with photos of the different artists and gave thanks to the TDC and many other community partners for their support. Florida Jazz & Blues has already begun work on its 2017 event and will report to the TDC when more details are available.

Out of Cycle Funding Request – Kerri Post informed the TDC that a Goodwood Jams funding request came before the BOCC and was approved in the amount of \$15,000 from the tourism fund balance. Several TDC members voiced concern about groups going around the grant processes to receive funds.

COCA Update - Dr. Audra Pittman provided COCA's FY16 End of Year Report. In it COCA outlined activities from the previous year and how they align with the 5 segments of the Cultural Plan (1.Economic Development and Marketing Deliverables; 2.Education Deliverables; 3.Funding and Facilities Deliverables; 4.Plan Implementation Deliverables; 5.Additional Accomplishments). Dr. Audra Pittman provided report highlights and updates on upcoming video releases and cultural events.

VI. Director's Report

Choose Tallahassee – Visit Tallahassee is in its second year of a contract with Choose Tallahassee, the non-profit group whose mission is to bring retirees to Tallahassee to live. Per the contract, Visit Tallahassee staff provides administrative assistance and marketing/advertising advice and support.

STAGE Committee (Strategic Team for Amphitheater Grand Entertainment) – Established by Visit Tallahassee in 2014, this committee offers expertise and serves as a sounding board for the operation of the Amphitheater. One issue of priority is weather-proofing the structure to protect electrical equipment. Visit Tallahassee is working with Blueprint on the weatherization project and will update the TDC as the project develops.

Coffee & Conversations with Hotel General Managers and "What's Happening" Flier– As a result of the two recent hurricanes that impacted the area, Visit Tallahassee arranged three area meetings with hotel general managers to help expand the lines of communication and collaboration, particularly in emergency situations, and encourage more engagement with Visit Tallahassee. The idea of a special Visit Tallahassee flier for the front desk was also introduced at the GM meetings. As a pilot project to encourage visitors to stay longer and/or return while also educating frontline hotel staff, a one page flier featuring upcoming events, attractions, exhibits and more is being provided on a bi-weekly basis to various hotels in various target locations (Interstate 10, US 90 & US 27 and Downtown) around the destination. The 90-day pilot program will be evaluated in January to determine its effectiveness.

Office of Economic Vitality (OEV) Strategic Plan – Ms. Post noted that the new OEV Economic Development Strategic Plan contained three tourism goals: (1) OEV will be conducting a creative economy study (2) OEV will work to create an area of identity to enhance the tourism brand (3) Collaborate with Tourism Development (Visit Tallahassee) to share information and leverage assets to focus more on events. The full plan is included in the meeting notebook.

KCCI – (The Knights Creative Community Institute) #iHeartTally Campaign - Ms. Post announced a collaborative partnership with KCCI promoting the #iHeartTally campaign around town. Modeled after a successful program in Amsterdam, KCCI is planning to produce very large #iHeartTally stationary letters in target areas to encourage residents to share their passion for the area while also promoting tourism.

Florida Trend Magazine – January 2017 Issue – Tallahassee/Leon County will be featured the January 2017 edition.

Room Rate Discussion – Ms. Post shared that at a recent BOCC meeting Commissioner Proctor expressed concern over high hotel room rates during special events. He indicated he is preparing to write a letter to Mayor Gillum to consider holding a special meeting on the issue but acknowledged government's inability to regulate

hotel prices. It was also recognized that prices are market-driven and Commissioner Desloge, as the BOCC's liaison on the TDC, may wish to discuss the matter further at a future TDC meeting.

Accessibility Workshop Sponsored by Big Bend Scenic Byways – Ms. Post shared information on the event and noted the workshop flier in the meeting notebook.

Hotel Update – Ms. Post noted the seven new planned hotels in various stages of planning and development. There is much interest and excitement with the prospect of these new properties coming into the community.

VII. Additional Business: “For The Good Of The Cause”

Tree Lighting Ceremony – Matt Thompson stated that this event will be held on December 10th on Madison Street.

Cross Country Events – November 5-6, 2016 – Leigh Davis and Kerri Post urged everyone to please come out and enjoy the events at Apalachee Regional Park.

David Ross Day – Chairman Schmitz suggested Tallahassee/Leon County should consider organizing an event to honor David Ross, the Tallahassee native, Chicago Cubs team member and MVP of the World Series.

Zubilee 2016 – Tallahassee Museum – Russell Daws announced the event would be held on November 4th with the theme of Cowboys & Aliens.

Attest: Chairman Bo Schmitz

Attest: Aundra Bryant

Visit Tallahassee
PROGRAM HIGHLIGHTS
October/November 2016

I. Marketing Communications

Development Activities:

- Provided photos, stories and other content to *Florida Trend* for January special section on Tallahassee/Leon County
- Pitched and coordinated news coverage of eight cross country meets in local and state media outlets. Coverage included a front page story in the Tallahassee Democrat titled “The Money Trail” which highlighted the success of Apalachee Regional Park and the division’s efforts in securing running events. WTXL and WCTV also provided coverage as did FLRunners.com, DyeStat, MileSplit, *Orlando Sentinel*, *South Florida Sun-Sentinel*, *Charlotte Sun*, *Key West Citizen* and *Florida Today*.
- Published web stories and pitched news release about fall and winter holiday festivities. Coverage included two Tallahassee events ranked by *Authentic Florida* among its top 12 for Florida.
- Coordinated with Janet Roach and Gary Stogner to produce the 2017 Meeting Planner Guide
- Launched planning of 2018 Visitors Guide with Rowland Publishing
- Coordinated meeting for Betsy Couch and Kerri Post to plan 2017 KCCI project
- Compiled and distributed a concierge-style guide for hotels called “Happening In Tallahassee” to be updated and distributed every two weeks
- Provided administrative support to Choose Tallahassee Executive Committee and Action Team
- Coordinated interviews with local media about economic impacts of Hurricane Matthew. Assisted with status calls to hoteliers as demand for rooms for evacuees and emergency responders surged. Provided summary of our efforts to Florida Association of Destination Marketing Organizations (FADMO) for its newsletter
- Coordinated planning/strategy meetings with Zimmerman Agency
- Tracked progress of marketing activities in weekly status calls with Zimmerman
- Edited social media content ensuring relevant and engaging posts

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:

- Provided assistance to the Florida Center for Advanced Aero-Propulsion in selecting potential dates for Supersonic Tunnel Association International Meeting in October 2017.
- Exhibited and participated at the Florida Society of Association Executives (FSAE) Education Expo on October 5.
- Prepared for Connect Marketplace including researching and selecting meeting planners for face to face appointments and updating destination marketing profile sheet.
- Attended Connect Florida, October 25-27 in Orlando. At this first time event, in partnership with the Florida Society of Association Executives (FSAE), 25 face to face appointments were conducted with pre-qualified meeting planners in addition to networking at general sessions, round tables and workshops during the three day educational conference.
- Hosted and assisted with coordination of the Florida Society of Association Executives (FSAE) Meeting Planner Roundtable Luncheon attended by 35 local association planners at The Gathering on November 1 promoting Leon County as a destination for smaller meetings and conferences.
- Assisted Leon County Administration with the site visit for visiting National Association of Counties (NACo) meeting planners preparing for the NACo Board of Directors Meeting and Rural Action Caucus Symposium, December 6-10, 2016.
- Attended and networked at the Meeting Professionals International (MPI) North Florida Coffee Talk about contract negotiations.
- Selected to serve on the Florida Society of Association Executives (FSAE) 2017 Foundation Grant Task Force and Foundation Auction Committee.
- Visited Exit Tallahassee to tour the facility and discuss potential group business opportunities.
- Supported the Sports Department in preparing and executing multiple cross country events at Apalachee Regional Park, October-December 2016 including coordinating motorcoach transportation, stuffing welcome bags and preparing and working packet pick up.
- Coordinated motorcoach transportation and assisted with welcome baskets for the National Association of Counties (NACo) Board of Directors Meeting and Rural Action Caucus Symposium.
- Provided updates and content for the 2017 Meeting & Event Planner's Guide.
- Researched and selected meeting planner to hold face to face meetings with at Florida Encounter, November 30-December 2 from.

Performance Measures:

- Sent three leads with 925 visitors, 3,180 room nights and an estimated \$383,855 in direct spending.
- Currently working 18 tentative groups with 4,460 visitors 3,865 room nights and an estimated \$2,606,487 in direct spending.
- Booked five groups with 2,300 visitors, 3,500 room nights and an estimated \$1,379,243 in direct spending.

Events Hosted (Anticipated numbers):

- Design Week Tallahassee 2016 (October 16-22) with 30 visitors, 32 room nights and an estimated \$54,496 in direct spending.
- Funk Fest 2016 (October 18-21) with 100 visitors, 140 room nights and an estimated \$24,592 in direct spending.

III. Leisure Sales

Development Activities:

- Conducted site visits and met with staff at:
 - Apalachee Regional Park;
 - Exit Tallahassee, met with Janet Friesen, owner, about possibilities for group visits as well as future conference attendees;
 - Proof Brewing, met with Angela Burroughs about group rental of facility;
 - Mission San Luis, met with Jan Wiley, Design and Communications Director and Helena Sadvary, Rental Manager about group visits and special event rentals;
 - Home 2 Suites, met with Miko Rice, Director of Sales, for a tour of sleeping rooms and grounds;
 - Doubletree by Hilton, met with Jonathan LaBarre Director of Sales, for tour of hotels group facilities and sleeping rooms;
 - Aloft Tallahassee Downtown (Attended "Coffee Talk" with Jimmy Cooper, Director of Sales Aloft, Janet Roach, Meetings and Conventions Director Visit Tallahassee, Susan Tobin, Meetings Manager Charlotte Harbor Visitor and Convention Bureau, Courtney Skinner, Sales and Marketing Coordinator Four Points by Sheraton Tallahassee, Brett Kolmetz, Director of Sales Hotel Duval;
 - Hotel Duval, met with Brett Kolmetz;
 - Wakulla Spring State Park and lodge, toured grounds and lodge for upcoming groups;
 - John G Riley House / Smokey Hollow, toured with Dr. Ada Burnette as potential event location for the upcoming Holidays Incorporated Annual Concourse;
 - Southwood Golf Club, met with Jason Bench, Director of Golf Operations and General Manager about potential of hosting a professional golf tournament here.
- Attended the Home 2 Suites first birthday celebration
- Presented at the Tallahassee Mountain Biking Association quarterly meeting to begin discussion about developing a multi-day mountain bike festival here, hosted by the Tallahassee Mountain Biking Association
- Began contacting local affinity groups and begin building a relationship and offer assistance to them in hosting meetings/events here -- USS Khai Tam, Tallahassee Star Trek Fan Association; Asian Coalition of Tallahassee and Sewing Around the Big Bend
- Continued to update contact information with industry partners and renewed industry memberships; Destination Marketing Association International, Georgia Motorcoach Operators Association, South Carolina Motorcoach Operators Association, Alabama Motorcoach Operators Association, Florida Association of Destination Marketing Organization, Information Tickets and Travel organizations for Marine Corps Logistics Base Albany Georgia, Robins Air Force Base, and Moody Air Force Base
- Represented Visit Tallahassee at the Big Bend Scenic Byways quarterly meeting and volunteered to sit on the Big Bend Scenic Byways fundraising committee
- Completed a project that streamlines local attraction information into an easily distributed fact sheet geared towards bus tours and group visits.
- Attended Leon County Health Fair
- Solidified annual travel and began registering for conferences and booking travel
- Took part in a round table discussion about the upcoming Sustainable Tourism Summit with Barbra Anderson of Destination Better
- Met with representatives from Florida State University Campus Recreation program about future partnerships and use for group activities

- Booked the Montessori Academy of Naples on a three day visit of Leon County and its attractions
- Participated in webinars on Social Marketing Trends hosted by Destination Marketing Association International, Tech Solutions for Travel hosted by American Bus Association and What do you do? Developing an Elevator Speech hosted by American Bus Association
- Assisted with Visit Tallahassee events -- Florida State Cross Country Invitational, Florida High School Cross Country State Championship, Florida Athletic Coaches Association All Star Race, Amateur Athletic Union Cross Country Championships and NCAA South Regional Championships
- Conducted a two day site visit with representatives from The Holidays Incorporated National Bridge Club in preparation for their Annual Holidays Concourse in 2019. We visited the Four Points by Sheraton, Hotel Duval, The Doubletree, The Florida Historic Capitol Museum, the John G Riley House, Smokey Hollow, Wakulla Springs State Park, G-Street shopping corridor, and The Edison Restaurant
- Applied for the Professional in Destination Management certification through Destination Marketing Association International
- Volunteered to speak with Tallahassee Chamber of Commerce LEADS groups to educate the members on Visit Tallahassee activities in hopes of making relationships that will benefit groups traveling here

Performance Measures:

- Sent one lead with 125 visitors, 100 room nights and an estimated \$58,000 in direct spending.
- Currently working seven tentative groups with 402 visitors 186 room nights and an estimated \$87,232 in direct spending.
- Booked eight groups with 20,563 visitors, 2100 room nights and an estimated \$1,174,764 in direct spending.

IV. Visitor Services

Development Activities October & November

- Coordinated fall distribution of 31,025 copies of the 2017 visitor guides to area hotels and attractions.
- Updated industry partner accounts in IDSS ensuring correct information appears on VisitTallahassee.com.
- Maintained VisitTallahassee.com calendar of events
- Assisted sales departments by ordering promotional items for upcoming groups and events.
- Assembled and delivered welcome baskets for winners of the seasonal marketing promotion.
- Coordinated and oversaw efforts for the fall semester marketing intern.
- Update Visitor Center Window Display – #IHeartTally / Winter Events
- Update seasonal events featured on the Winter Nights Holiday Lights landing page on VisitTallahassee.com
- Worked with sports department to secure signage and promotional needs for cross country events.
- Coordinated assembly and distribution of group service items for fall groups.

- Assisted in execution of packet pick up for multiple cross country events.
- Distributed bi-weekly update of Happening in Tallahassee to participating hotels.

Performance Measures:

Downtown Visitor Center Walk-In Traffic

- October: Provided services to 250 walk-in visitors (186 domestic and 64 international)
- November : Provided services to 174 walk-in visitors (130 domestic and 44 international)

Telephone Visitor Services

- October: Fulfilled 102 telephone inquiries
- November : Fulfilled 99 telephone inquiries

Visitor Gift Store Sales

- October: \$174.87 in total sales
- November : \$183.41 in total sales

V. Group Services (Visitor Inquiries/Fulfillment)

Performance Measures:

Visitor Guide Fulfillment

- Phone and mail requests: October - 10 | November - 29
- Inquiries from advertisements: October - 129 | November - 93
- Website requests for visitor guides: October - 61 | November - 74
- Provided to Visitor Center guests: October - 183 | November – 102
- Distributed to area partners: October - 31,465 | November – 510
- Distributed to regional? welcome centers: October - 6970 | November – 1955
- Choose Tallahassee inquiries: October - 0 | November - 0

Group Services Requests :

- Distributed 1444 visitor guides and other material to the following:
 - Baybayan-Roper Wedding
 - Cliburn-Giacomini Wedding
 - Midyear Clinical Meeting
 - Florida A&M University College of Pharmacy Career Fair
 - The Performance of Pan-Africanism International Conference
 - Trial Court Administrators Business Meeting
 - Downtown Tallahassee Car Show 2016
 - New Residents - Londontown & Georgetown Apartments
 - Presentation about Tallahassee
 - Weaver Wedding
 - Out of Town Guests (general supply)
 - Members Orientation - Church of Jesus Christ of Latter Day Saints
 - Cascades Goes Gold
 - Allen-Powell Wedding

- JRN Ince Franchisee Meeting
- Visiting Professors - Florida State University Chemistry Department
- New Student Interviews: Florida State University College of Medicine
- District Mission Meeting
- Visionaries in Covenant Inc. Board Meeting
- Florida A&M University New Student Orientation
- Janasiewicz Wedding
- Gulf Winds Track Club Ultra event

VI. Sports Marketing

Development Activities:

- Submitted a bid to host the 2018 and 2019 USATF Cross Country National Championship
- Hosted the Florida State University Cross Country Invitational and Florida Cross Country Pre-State meets at the Apalachee Regional Park. This event was a huge success due to the work by Leon County Parks and Recreation Department and FSU Staff.
- Hosted numerous local organizing committee planning meetings with the various organizations for a cohesive plan between Florida High School Athletic Association Cross Country State Meet and NCAA Cross Country South Regional Championship. The meetings consisted of the flow of traffic, parking, volunteers and other logistical and event marketing.
- Planned and hosted the November Tallahassee Sports Council meeting at Courtyard by Marriott.
- Worked with numerous baseball and softball tournament organizers to secure their 2017 dates and attempted to schedule so they didn't conflict with each other or communities nearby.
- Submitted a bid to host the 2017-2019 National Junior College Athletic Association (NJCAA) Division I Cross Country Championship.
- Participated in post-event recap meeting for the FSU Invitational/ Pre-State Meet.
- Surveyed local hotels and compiled hotel room availability report for the Visit Tallahassee web site for home football game weekends.
- Hosted the 2016 Florida High School Athletic Association (FHSAA) Cross Country Championships with 1,472 runners and 3,600 paid attendees and more than 100 volunteers, staff and VIP at the Leon County Apalachee Regional Park. The event brought more than 5,000 visitors and generated more than 2,200 room nights from the teams and produced an estimated direct spending over \$2.3 million.
- Participated in the Tourism Development Council meeting at the County Commission chambers.
- Hosted a site visit for USATF national office for the USATF JO National Cross Country Championship in December of 2017.

Performance Measures:

Leads Distributed (Anticipated numbers)

- Capital City Classic Wrestling Tournament, (December 9-10, 2016) with 300 room nights, 1,400 visitors and estimated direct spending \$414,455.
- Trojan Invitational Wrestling Tournament, (January 14, 2017) with 90 room nights, 380 visitors and estimated direct spending \$75,535.
- Area Tallahassee Aquatic Club (ATAC) Short Course Invitational Swim Meet, (January 20 – 22, 2017) with 200 room nights, 500 visitors, and estimated direct spending \$207,524.

Events Booked (Anticipated numbers)

- Area Tallahassee Aquatic Club (ATAC) Short Course Invitational Swim Meet, (January 20 – 22, 2017) with 200 room nights, 500 visitors, and estimated direct spending \$207,524.
- Area Tallahassee Aquatic Club (ATAC) Long Course Invitational Swim Meet, (June 22 – 25, 2017) with 300 rooms nights, 1,500 visitors and estimated direct spending \$733,593.
- Area I-IV Florida Assoc. Swimming Championships, (July 29 – 30, 2017) with 150 rooms nights, 200 visitors and estimated direct spending \$399,674.
- Big Shots Tallahassee (youth basketball), (April 1 – 2, 2017) with 310 room nights, 400 visitors and estimated direct spending \$120,559.
- Big Shots Capital City (youth basketball), (April 21-23, 2017) with 170 room nights 360 visitors and estimated direct spending \$122,134.
- Comets Round Robin (youth basketball), (March 18, 2017) with 28 room nights, 95 visitors and estimated direct spending \$18,883.
- Comets Spring Shootout (youth basketball), (April 7 – 8, 2017) with 62, room nights, 178 visitors and estimated direct spending \$73,878.
- Comets Take Charge – Breast Cancer Awareness (youth basketball), (April 21-23, 2017) with 51 room nights, 152 visitors and estimated direct spending \$63,087.
- Comets Summer Xplosion (youth basketball), (May 5 – 7, 2017) with 32 room nights, 110 visitors and estimated direct spending \$88,405.
- Comets Capital Challenge (youth basketball), (May 12-13, 2017) with 32 room nights, 115 visitors and estimated direct spending \$33,153.
- Comets Jamboree (youth basketball), (June 16-18, 2017) with 32 room nights, 115 visitors and estimated direct spending \$47,730.
- Comets Big Bend Showdown (youth basketball), (July 21-23, 2017) with 83 room nights, 280 visitors and estimated direct spending \$116,213.
- Comets Tournament of Champions (youth basketball), (August 4-6, 2017) with 83 room nights, 110 visitors and estimated direct spending \$45,655.
- Comets 3 on 3 Basketball (youth basketball), (September 15-17, 2017) with 24 room nights, 71 visitors and estimated direct spending \$24,087.

- 2017 Florida State Matchup Golf Tournament (youth basketball), (February 9-12, 2017) with 171 room nights, 130 visitors and estimated direct spending \$84,740.
- 2017 Seminole Intercollegiate Golf Tournament, (March 9 – 10, 2017) with 241 room nights, 165 visitors and estimated direct spending \$86,174.
- FSU Equestrian Competition, (October 8-9, 2016) with 250 room nights, 300 visitors and estimated direct spending \$88,811.
- FSU Equestrian Western Show Competition, (February 4-5,2017) with 50 room nights, 150 room nights and estimated direct spending \$45,209.
- FSU Relays (Track & Field) (March 24-26, 2017) with 1,000 room nights, 2,500 visitors and estimated direct spending \$605,595.
- FSU Twilight Invitational (Track & Field) (May 5-6, 2017) with 200 rooms nights, 2,500 visitors and estimated direct spending \$110,646.
- 2017 AAU Gymnastics State Qualifier, (January 20-22, 2017) with 460 room nights, 150 visitors and estimated direct spending \$199,255.
- Annual Gym Force Classic (gymnastics), (February 24-26, 2017) with 350 room nights, 1,600 visitors and estimated direct spending \$664,077.
- Capital City Classic Wrestling Tournament, (December 9-10, 2016) with 300 room nights 1,400 visitors and estimated direct spending \$414,455.
- Trojan Invitational Wrestling Tournament, (January 14, 2017) with 90 room nights, 380 visitors and estimated direct spending \$75,535.
- FHSAA Regional Wrestling Tournament, (February 24 -25, 2017) with 600 room nights, 1,300 visitors and estimated direct spending \$539,562.
- Tallahassee Marathon & Half Marathon, (February 4-5, 2017) with 468 room nights, 940 visitors and estimated direct spending \$241,071.
- Swap Forest Trail Marathon & Half Marathon, (January 7, 2017), 25 room nights, 40 visitors and estimated direct spending \$9,954.
- Tallahassee Community College Financial Tip-Off Classic (Men), (November 4-5, 2016) with 50 room nights, 100 visitors and estimated direct spending \$25,852.
- Tallahassee Community College Capital Courtyard Classic (Women), (November 17-19, 2016) with 200 room nights, 200 visitors and estimated direct spending \$68,879.
- Tallahassee Community College Holiday Classic (Men's), (December 29-30, 2016) with 40 room nights 66 visitors and estimated direct spending \$17,062.
- Tallahassee Community College Holiday Classic (Women's), (December 29-30, 2016) with 40 room nights 66 visitors and estimated direct spending 17,062.
- Canopy Roads Classic, (October 8-9, 2016) with 60 room nights, 170 visitors and estimated direct spending \$70,973.
- Capital City Cup, (February 4-5, 2017) with 150 room nights, 150 visitors and estimated direct spending \$50,357.

- Maclay Florida Capital Soccer Invitational, (December 2-3, 2016) with 200 room nights, 600 visitors and estimated direct spending \$177,623.
- 2016 Leon/Rickards Fast Break Basketball Thanksgiving Invitational, (November 25-26, 2016) with 20 room night, 100 visitors and estimated direct spending \$27,689.
- Inspire MLK Invitational Basketball Tournament, (January 20-22, 2017) with 180 room nights, 375 visitors and estimated direct spending \$155,643
- Seminole Showdown, (February 18-19, 2017) with 100 room nights, 200 visitors and estimated direct spending \$52,552.
- Prostyle Volleyball Tallahassee Invitational 2017, (February 4-5, 2017) with 1,500 room nights, 5,000 visitors and estimated direct spending \$1,155,939.
- Prostyle Volleyball Battle of the Borders Volleyball, (September 22-23, 2017) with 300 room nights, 750 visitors and estimated direct spending \$226,049.
- Associated Soccer Group (ASG) Adidas Invitational, (February 18-19, 2017) with 1, 296 room nights, 2,500 visitors and estimated direct spending \$753,499.
- Florida State Tally Classic X Ultimate Frisbee, (March 4-5, 2017) with 400 room nights, 1,500 visitors and estimated direct spending \$393,731.
- Tallahassee Open - Disc Golf Tournament, (April 9, 2017) with 120 room nights, 240 visitors and estimated direct spending \$26,482.
- Tottenham Hostpur Florida State Invitational Soccer, (April 7-9, 2017) with 2,400 room nights, 3,400 visitors and estimated direct spending \$1,8331,916.
- USTA Tallahassee Tennis Challenger, (April 22-29, 2017) with 300 room nights, 340 visitors and estimated direct spending of \$1,029,626.
- SportsAbility 2017, (April 7-9, 2017) with 175 room nights, 200 visitors and estimated direct spending \$83,009.
- The Ride for Hope, (June 9-10, 2017) with 30 room nights, 200 visitors and estimated direct spending \$174,263.
- Victory is My Destiny Boxing, (July 22, 2017) 60 room nights, 120 visitors and estimated direct spending \$23,853.
- 2016 ITA Regional Championship (October 20-24, 2016) 250 room nights, 500 visitors and estimated direct spending \$284,018.
- 2017 North Florida Junior Designated (July 22-24, 2017) 400 room nights, 400 visitors and estimated direct spending \$207,254.

Events Hosted (Anticipated numbers):

- Florida State University Cross Country Invitational and 2016 Pre State, (October 7-8, 2016) with 1,000 room nights, 3,500 visitors and estimated direct spending \$860,000.
- 2016 FACA Cross Country All Star Classic (November 19, 2016) with 72 room nights, 300 visitors and estimated direct spending \$83,068.
- FSU Equestrian Competition, (October 8-9, 2016) with 250 room nights, 300 visitors and estimated direct spending \$88,811.

- 2016 Leon/Rickards Fast Break Basketball Thanksgiving Invitational, (November 25-26, 2016) with 20 room night, 100 visitors and estimated direct spending \$27,689.
- 2016 ITA Regional Championship (October 20-24, 2016) 250 room nights, 500 visitors and estimated direct spending \$284,018.
- Canopy Roads Classic, (October 8-9, 2016) with 60 room nights, 170 visitors and estimated direct spending \$70,973.
- Tallahassee Community College Financial Tip-Off Classic (Men), (November 4-5, 2016) with 50 room nights, 100 visitors and estimated direct spending \$25,852.
- Tallahassee Community College Capital Courtyard Classic (Women), (November 17-19, 2016) with 200 room nights, 200 visitors and estimated direct spending \$68,879.
- USATF Region 4 Cross Country Championship (November 18-19, 2016) with 750 room nights, 1,500 visitors and estimated direct spending \$585,960.
- FHSAA State Cross Country Championship (November 4-5, 2016) with 1,500 room nights, 5,000 visitors and estimated direct spending \$2,232,278.
- NJCAA Regional Cross Country Championship (November 4, 2016) with 60 room nights, 150 visitors and estimated direct spending \$70,873.
- USATF Masters 5km Cross Country Championship (November 5-6, 2016) with 240 room nights, 200 visitors and estimated direct spending \$128,595.

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

| 3 3/4-Cents Collections | | YTD | November | FY 2016/17 | % Revenue | | |
|--------------------------------|--|----------------------|----------------------|---------------|--------------|-------------|--------------|
| Acct # | REVENUES | Actuals | Actuals | Budget | Received | Variance | |
| 312100 | Local Option Resort Tax (3 3/4-cents) ¹ | \$ 842,057.24 | \$ 503,344.68 | \$ 3,680,700 | 23% | (2,838,643) | |
| 361320 | Tax Collector FS 125.315 | - | - | - | | - | |
| 361111 | Pooled Interest Allocation | - | - | 18,620 | | | |
| 362000 | Rents & Royalties | - | - | 10,200 | | (10,200) | |
| 365000 | Merchandise Sales | 23.92 | - | 3,000 | | | |
| 366930 | Other Contributions/Partnerships | - | - | 2,400 | | | |
| 361300 | Interest Inc/FMV Adjustment | - | - | | | | |
| 369900 | Miscellaneous Revenue | 3,745.00 | (2,560.00) | 20,945 | | | |
| 399900 | Appropriated Fund Balance | | | 491,300 | | | |
| | Total Estimated Receipts | | | 4,227,165 | | | |
| | | <u>\$ 845,826.16</u> | <u>\$ 500,784.68</u> | | | | |
| Acct # | EXPENDITURES | YTD | November | FY 2016/17 | FY 2016/17 | % Budget | Under/ |
| | <i>Administration (301)</i> | Actuals | Actuals | Adopt. Budget | Adj. Budget | Spent | (Over) |
| 51200 | Salaries & Wages | \$ 32,319.03 | \$ 16,715.40 | \$ 243,542 | \$ 217,691 | 15% | \$ 185,372 |
| 51210 | Regular OPS Salaries & Wages | 2,459.46 | 1,157.39 | - | 21,749 | 11% | 19,290 |
| 52100 | FICA | 2,541.60 | 1,307.80 | 18,406 | 16,999 | 15% | 14,457 |
| 52200 | Retirement Contributions | 5,026.62 | 2,548.90 | 35,403 | 34,778 | 14% | 29,751 |
| 52210 | Deferred Compensation | 67.96 | 42.71 | 766 | 766 | 9% | 698 |
| 52300 | Life & Health Insurance | 4,425.20 | 2,212.60 | 46,155 | 43,742 | 10% | 39,317 |
| 52400 | Workers Compensation | 90.44 | 46.48 | 397 | 497 | 18% | 407 |
| 53400 | Other Contractual Services | 8,333.33 | 8,333.33 | 115,500 | 115,500 | 7% | 107,167 |
| 54000 | Travel & Per Diem | 231.56 | - | 7,500 | 7,500 | 3% | 7,268 |
| 54101 | Communications - Phone System | - | - | 1,380 | 3,150 | 0% | 3,150 |
| 54300 | Utilities-160-950-591001-552 | 1,208.33 | - | 14,500 | 14,500 | 8% | 13,292 |
| 54400 | Rental & Leases | 180.00 | - | 9,500 | 9,500 | 2% | 9,320 |
| 54505 | Vehicle Coverage | - | - | 730 | 730 | 0% | 730 |
| 54600 | Repair & Maintenance | - | - | 34,000 | 34,000 | 0% | 34,000 |
| 54601 | Vehicle Repair | - | - | 520 | 522 | 0% | 522 |
| 54900 | Other Current Charges | 624.22 | - | 1,971 | 1,971 | 32% | 1,347 |
| 55100 | Office Supplies | 35.98 | 35.98 | 1,000 | 1,000 | 4% | 964 |
| 55200 | Operating Supplies | 82.47 | - | 3,000 | 3,000 | 3% | 2,918 |
| 55210 | Fuel & Oil | - | - | 460 | 460 | 0% | 460 |
| 55400 | Publications, Memberships | 22.10 | - | 2,300 | 2,300 | 1% | 2,278 |
| 55401 | Training | - | - | 3,000 | 3,000 | 0% | 3,000 |
| | <i>Advertising/Public Relations (302)</i> | | | | | | |
| 53400 | Other Contractual Services | \$ - | \$ (5,000.00) | \$ 1,141,473 | \$ 1,321,473 | 0% | \$ 1,321,473 |
| | <i>Marketing (303)</i> | | | | | | |
| 51200 | Salaries & Wages | \$ 76,258.26 | \$ 39,384.38 | \$ 488,689 | \$ 488,689 | 16% | \$ 412,431 |
| 51210 | Regular OPS Salaries & Wages | 2,459.52 | 1,157.42 | - | - | 0% | (2,460) |
| 52100 | FICA | 5,884.03 | 3,032.51 | 38,765 | 38,765 | 15% | 32,881 |
| 52200 | Retirement Contributions | 5,713.60 | 2,945.76 | 35,252 | 35,252 | 16% | 29,538 |
| 52210 | Deferred Compensation | 41.57 | 7.80 | - | - | | (42) |
| 52300 | Life & Health Insurance | 5,548.00 | 2,771.78 | 64,766 | 64,766 | 9% | 59,218 |
| 52400 | Workers Compensation | 323.05 | 167.11 | 1,367 | 1,367 | 24% | 1,044 |
| 53400 | Other Contractual Services | 9,753.50 | 120.00 | 87,700 | 87,700 | 11% | 77,947 |
| 54000 | Travel & Per Diem | 2,592.34 | 972.99 | 70,890 | 70,890 | 4% | 68,298 |
| 54100 | Communications Services | 30.18 | - | 7,823 | 7,823 | 0% | 7,793 |
| 54101 | Communications - Phone system | - | - | 1,015 | 1,015 | 0% | 1,015 |
| 54200 | Postage | - | - | 48,000 | 48,000 | 0% | 48,000 |
| 54400 | Rental & Leases | 146.85 | - | 3,347 | 3,347 | 4% | 3,200 |
| 54700 | Printing | - | - | 5,400 | 5,400 | 0% | 5,400 |
| 54800 | Promotional Activities | 114.71 | 114.71 | 29,500 | 59,500 | 0% | 59,385 |
| 54860 | TDC Direct Sales Promotions | 4,167.24 | 4,162.24 | 59,667 | 59,667 | 7% | 55,500 |
| 54861 | TDC Community Relations | - | - | 13,300 | 13,300 | 0% | 13,300 |
| 54862 | TDC Merchandise | - | - | 4,000 | 4,000 | 0% | 4,000 |
| 54900 | Other Current Charges | 105,667.48 | 72,229.00 | 285,000 | 350,500 | 30% | 244,833 |
| 54948 | Other Current Chrg - Amphitheater | - | - | 100,000 | 100,000 | 0% | 100,000 |
| 55100 | Office Supplies | - | - | 3,700 | 3,700 | 0% | 3,700 |
| 55200 | Operating Supplies | 60.96 | 60.96 | 5,000 | 5,000 | 1% | 4,939 |
| 52250 | Uniforms | - | - | 2,000 | 2,000 | 0% | 2,000 |

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

| Acct # EXPENDITURES | YTD | November | FY 2016/17 | FY 2016/17 | % Budget | Under/ |
|---|----------------------|----------------------|---------------------|---------------------|----------|---------|
| <i>Administration (303)(Continued)</i> | Actuals | Actuals | Adopt. Budget | Adj. Budget | Spent | (Over) |
| 55400 Publications, Memberships | \$ 6,497.00 | \$ 980.00 | \$ 17,363 | \$ 17,363 | 37% | 10,866 |
| 55401 Training | - | - | 8,000 | 8,000 | 0% | 8,000 |
| 58160 TDC Local T&E | 203.46 | - | 1,500 | 1,500 | 14% | 1,297 |
| 58320 Sponsorship & Contributions | 625.00 | 625.00 | 16,100 | 16,100 | 4% | 15,475 |
| <i>Special Events/Grants (304)</i> | | | | | | |
| 58300 Grants & Aids | 18,290.00 | - | 515,000 | 645,000 | 3% | 626,710 |
| <i>Welcome Center CIP (086065)</i> | | | | | | |
| 56200 Building | - | - | 41,300 | 41,300 | 0% | 41,300 |
| <i>Countywide Automation (470)</i> | | | | | | |
| 54110 Com-net Communications | - | - | 8,590 | 8,590 | 0% | 8,590 |
| 54600 Repairs and Maintenance | - | - | 2,875 | 2,875 | 0% | 2,875 |
| <i>Risk Allocations (495)</i> | | | | | | |
| 54500 Insurance | - | - | 6,858 | 6,858 | 0% | 6,858 |
| <i>Indirect Cost (499)</i> | | | | | | |
| 54900 Indirect Cost Charges | - | - | 236,000 | 236,000 | 0% | 236,000 |
| <i>Line Item Funding - (888)</i> | | | | | | |
| 58214 Cultural Facilities Grant Program | - | - | 245,380 | 245,380 | 0% | 245,380 |
| 58215 Local Arts Agency Program | - | - | 981,520 | 981,520 | 0% | 981,520 |
| <i>Transfers (950)</i> | | | | | | |
| 591220 Transfer to Fund 220 | - | - | 136,895 | 136,895 | 0% | 136,895 |
| 591220 Transfer to Fund 305 | - | - | 150,000 | 150,000 | 0% | 150,000 |
| <i>Salary Contingency (990)</i> | | | | | | |
| 59900 Other Non-operating Uses | - | - | 50,000 | 50,000 | 0% | 50,000 |
| Reserve for Fund Balance | - | - | - | - | - | - |
| Total Expenditures | <u>\$ 302,025.05</u> | <u>\$ 156,132.25</u> | <u>\$ 5,454,065</u> | <u>\$ 5,852,890</u> | | |

| 1 1/4-Cent Collections | | | | | | |
|--|----------------------|-------------------|---------------------|---------------------|-----------|----------|
| Acct # REVENUES | YTD | November | FY 2016/17 | FY 2016/17 | % Revenue | Variance |
| | Actuals | Actuals | Adopt. Budget | Adj. Budget | Received | |
| 312110 Local Option Resort Taxes (1-cent) ² | \$ 280,685.75 | \$ 167,781.56 | \$ 1,226,900 | \$ 1,226,900 | 23% | 946,214 |
| 361111 Pooled Interest | - | - | - | - | | |
| 361320 Tax Collector FS 125.315 | - | - | - | - | | |
| 366930 Refund from Prior Years | - | - | - | - | | |
| Total Revenues | <u>\$ 280,685.75</u> | <u>167,781.56</u> | <u>\$ 1,226,900</u> | <u>\$ 1,226,900</u> | | |

| Acct # EXPENDITURES | YTD | November | FY 2016/17 | FY 2016/17 | % Budget | Under/ |
|-----------------------------------|-------------|-------------|---------------------|---------------------|----------|-----------|
| | Actuals | Actuals | Adopt. Budget | Adj. Budget | Spent | (Over) |
| 58100 Aids to Government Agencies | \$ - | \$ - | \$ 5,042,522 | \$ 5,042,522 | 0% | 5,042,522 |
| Total Expenditures | <u>\$ -</u> | <u>\$ -</u> | <u>\$ 5,042,522</u> | <u>\$ 5,042,522</u> | 0% | 5,042,522 |

NOTES TO THE FINANCIAL STATEMENT
As of November 30, 2016

REVENUES

- 1- Revenue estimated for the 3 3/4-cent collections to be \$503,345.
2 - Revenue estimated for the 1 1/4 -cent collections to be \$167,782.

EXPENSES

160-302-53400-552 shows a credit of \$5,000 from Choose Tallahassee advertising buy. Advertising agency billing will begin to process in December.

160-086065-56200-552 is a new account with the establishment of the Capital Improvements planned for the Welcome Center and 2nd floor conference room.

FY17 Budget adjustments have now processed and include Carry Forwards from the FY16 Budget.

They include:

\$180,000 for Marketing and Advertising Contract: 160-302-53400-552

\$30,000 for Promotional Activities: 160-303-54800-552

\$65,500 for Other Current Charges & Obligations: 160-303-54900-552

\$105,000 for Special Event Grants: 160-304-58300-552

No Transfers.

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

| | October | November | December | January | February | March | April | May | June | July | August | September | Totals |
|------------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|---------------------|
| 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 | 234,636.94 | 283,649.73 | 3,142,127.20 |
| (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 | 78,212.31 | 94,549.91 | 1,047,375.73 |
| (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 | 78,212.31 | 94,549.91 | 1,047,375.73 |
| 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 | 391,061.57 | 472,749.55 | 5,236,878.66 |
| Gain/Loss - Month: 3 cent | (3%) | 16% | (13%) | 16% | 30% | 17% | (20%) | 10% | (17%) | (6%) | 4% | 4% | |
| Gain/Loss - YTD: 3 cent | (3%) | 8% | 1% | 3% | 8% | 9% | 4% | 5% | 2% | 1% | 2% | 2% | |
| 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 | 2,858,477.47 | 3,142,127.20 | |
| 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 | 952,825.82 | 1,047,375.73 | |
| 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 | 952,825.82 | 1,047,375.73 | |
| FY2016/2017 (3-cents) | 279,350.57 | 402,675.76 | - | - | - | - | - | - | - | - | - | - | 682,026.32 |
| (1-cent - 4th Penny) | 93,116.86 | 134,225.25 | - | - | - | - | - | - | - | - | - | - | 227,342.11 |
| (1-cent - 5th Penny) | 93,116.86 | 134,225.25 | - | - | - | - | - | - | - | - | - | - | 227,342.11 |
| Total | 465,584.28 | 671,126.26 | - | - | - | - | - | - | - | - | - | - | 1,136,710.54 |
| Gain/Loss - Month: 3 cent | 22% | 11% | - | - | - | - | - | - | - | - | - | - | |
| Gain/Loss - YTD: 3 cent | 22% | 16% | - | - | - | - | - | - | - | - | - | - | |
| Year to date: 3-cent | 279,350.57 | 682,026.32 | - | - | - | - | - | - | - | - | - | - | |
| Year to date: 1-cent (4th) | 93,116.86 | 227,342.11 | - | - | - | - | - | - | - | - | - | - | |
| Year to date: 1-cent (5th) | 93,116.86 | 227,342.11 | - | - | - | - | - | - | - | - | - | - | |

Notes:

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



Executive Summary

From January 1st to date, the #IHeartTally website has received 6,702 visits and an average of 1.5 pages per visit. Additionally, 50.06% of visits have been on mobile. We had a 3.17% month over month drop off in traffic for November compared to October.

| Website Metric | |
|------------------------------|--------|
| Sessions | 6,702 |
| Users | 5,979 |
| Page Views | 10,042 |
| Avg Pages Viewed per Session | 1.50 |
| Avg Session Duration | 00:48 |
| Bounce Rate | 75.37% |
| New Sessions | 88.59% |

Device Analytics

The chart below shows a breakdown of traffic from different device types.

| Device Type | Sessions | % of Total Sessions |
|-------------|----------|---------------------|
| Mobile | 3,355 | 50.06% |
| Desktop | 2,620 | 39.09% |
| Tablet | 727 | 10.85% |

Traffic Sources

The table below shows how many sessions originated from a specific source. As mentioned, Visit Tallahassee is the top referral source, making up the majority of referral sessions.

| Traffic Source | Sessions | % of Total Sessions |
|---|----------|---------------------|
| Referral | 2,685 | 40.06% |
| Display | 1,734 | 25.87% |
| Direct (Note updated 12/1 to discount VT.com) | 615 | 9.18% |
| Social | 1,046 | 15.61% |
| Organic | 54 | 0.81% |



Top Referring URLs

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

| Referral Traffic | Sessions | % of Total Referrals |
|--|----------|----------------------|
| visittallahassee.com | 2,526 | 90.86% |
| facebook.com | 1,026 | 36.91% |
| idotally.com | 101 | 3.63% |
| face-tube.tv | 10 | 0.36% |

Top Content

The chart below shows the top pages viewed on the site. Dining and Nightlife are the most popular categories on the hub and have increased greatly since our media started landing on these categories.

| Page | Page Views | % of Total Page Views |
|---------------------|------------|-----------------------|
| Homepage | 5,415 | 53.92% |
| Category: Dining | 789 | 7.86% |
| Category: Nightlife | 639 | 6.36% |
| Category: Outdoor | 453 | 4.51% |
| Category: Shopping | 276 | 2.75% |
| Category: Music | 215 | 2.14% |
| Category: Arts | 242 | 2.41% |
| Category: Campus | 167 | 1.66% |
| Share Your Story | 119 | 1.19% |
| Category: Sports | 90 | 0.90% |

Visit Tallahassee Buttons

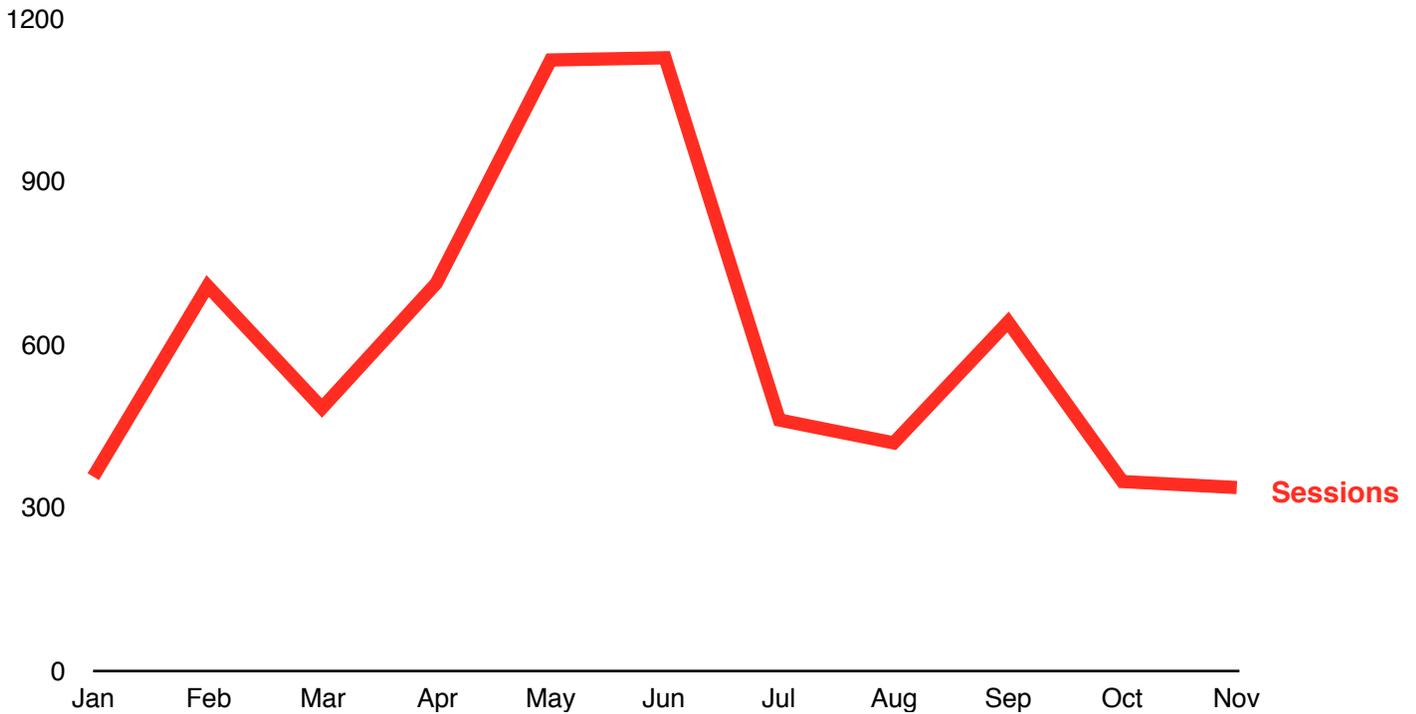
The chart below contains informations about the buttons on visittallahassee.com that link to the #IHeartTally website.

| Button | Clicks |
|---------------|--------|
| Header Button | 182 |



Monthly Analytics

Negative growth in October is leveling out in November.



| Month | Sessions | Growth |
|-----------|----------|---------|
| January | 356 | |
| February | 706 | 98.31% |
| March | 482 | -31.73% |
| April | 711 | 47.51% |
| May | 1,121 | 57.67% |
| June | 1,125 | 0.36% |
| July | 460 | -59.11% |
| August | 418 | -9.13% |
| September | 640 | 53.11% |
| October | 347 | -45.78% |
| November | 336 | -3.17% |



Executive Summary

From January 1st to date, the #IHeartTally website has received 6,366 visits and an average of 1.48 pages per visit. Additionally, 49.92% of visits have been on mobile. We had a 45.78% month over month drop off in traffic for October compared to September.

| Website Metric | |
|------------------------------|--------|
| Sessions | 6,366 |
| Users | 5,696 |
| Page Views | 9,434 |
| Avg Pages Viewed per Session | 1.48 |
| Avg Session Duration | 00:48 |
| Bounce Rate | 75.81% |
| New Sessions | 88.82% |

Device Analytics

The chart below shows a breakdown of traffic from different device types.

| Device Type | Sessions | % of Total Sessions |
|-------------|----------|---------------------|
| Mobile | 3,178 | 49.92% |
| Desktop | 2,490 | 39.11% |
| Tablet | 698 | 10.96% |

Traffic Sources

The table below shows how many sessions originated from a specific source. As mentioned, Visit Tallahassee is the top referral source, making up the majority of referral sessions.

| Traffic Source | Sessions | % of Total Sessions |
|---|----------|---------------------|
| Referral | 2,438 | 38.30% |
| Display | 1,727 | 27.13% |
| Direct (Note updated 12/1 to discount VT.com) | 589 | 9.25% |
| Social | 1,002 | 15.74% |
| Organic | 42 | 0.66% |



Top Referring URLs

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

| Referral Traffic | Sessions | % of Total Referrals |
|--|----------|----------------------|
| visittallahassee.com | 2,287 | 83.80% |
| facebook.com | 996 | 36.50% |
| idotally.com | 99 | 3.63% |
| face-tube.tv | 10 | 0.37% |

Top Content

The chart below shows the top pages viewed on the site. Dining and Nightlife are the most popular categories on the hub and have increased greatly since our media started landing on these categories.

| Page | Page Views | % of Total Page Views |
|---------------------|------------|-----------------------|
| Homepage | 5,010 | 53.11% |
| Category: Dining | 742 | 7.87% |
| Category: Nightlife | 623 | 6.60% |
| Category: Outdoor | 374 | 3.96% |
| Category: Shopping | 249 | 2.64% |
| Category: Music | 194 | 2.06% |
| Category: Arts | 208 | 2.20% |
| Category: Campus | 159 | 1.69% |
| Share Your Story | 113 | 1.20% |
| Category: Sports | 82 | 0.87% |

Visit Tallahassee Buttons

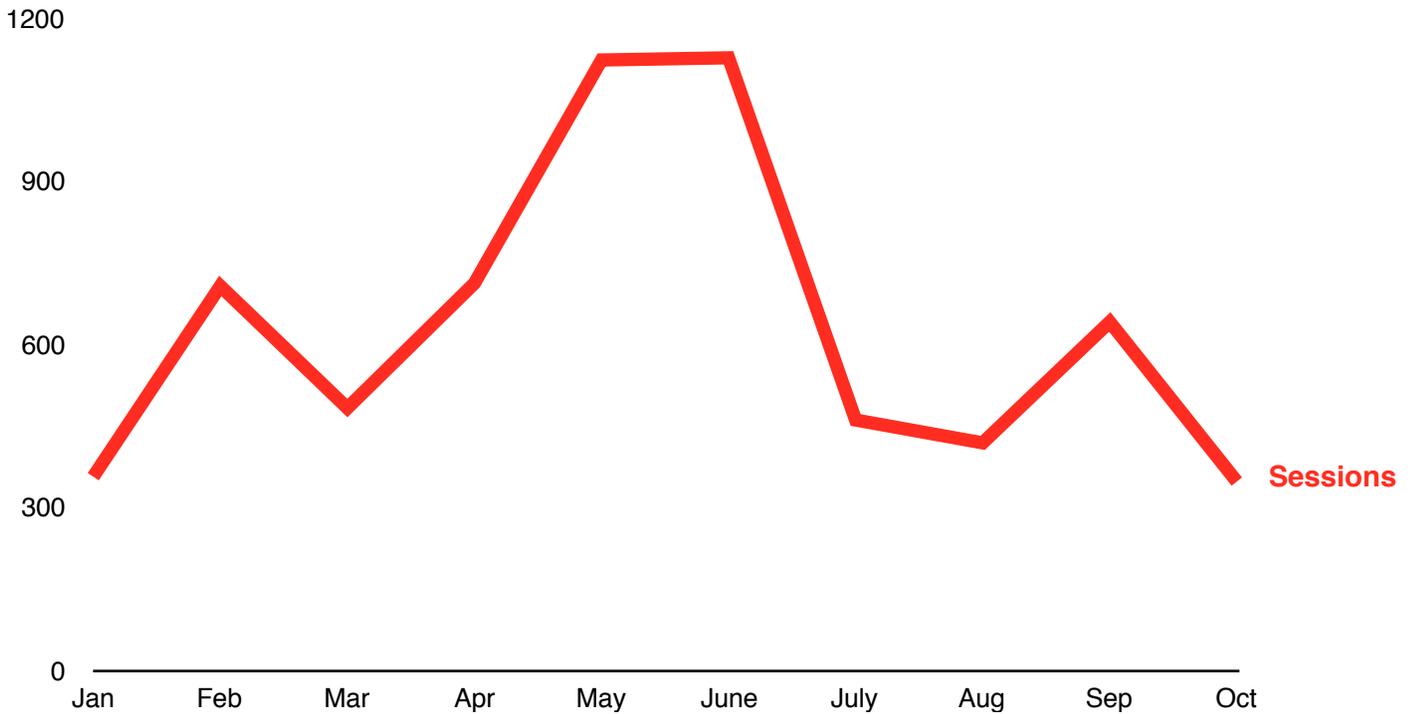
The chart below contains informations about the buttons on visittallahassee.com that link to the #IHeartTally website.

| Button | Clicks |
|---------------|--------|
| Header Button | 175 |



Monthly Analytics

June continues the upward trend started in May.



| Month | Sessions | Growth |
|-----------|----------|---------|
| January | 356 | |
| February | 706 | 98.31% |
| March | 482 | -31.73% |
| April | 711 | 47.51% |
| May | 1,121 | 57.67% |
| June | 1,125 | 0.36% |
| July | 460 | -59.11% |
| August | 418 | -9.13% |
| September | 640 | 53.11% |
| October | 347 | -45.78% |



**VISIT TALLAHASSEE
ADVERTISING ACTIVITY REPORT
OCTOBER 2016**

PROJECTS COMPLETED

Partner Newsletter

Executed on 10/3, 10/17 & 10/31

Limelight Ad October

Executed on 10/21

Cross Country Emails

Executed on 10/19, 10/28, 10/28

FSU IMG Partnership – Basketball Signage

Delivered 10/28

Digitize Visitor Guide

Live 10/19

iHeartTally 2.0- Pre-Roll Video

Finalized 11/1

Visit Florida Print Ad

Release 10/10

Insertion runs in January

PROJECTS UNDERWAY

Monthly Consumer Newsletter

Ongoing

Cross Country Program-

Anticipated delivery 11/4

Co-op Menu
In development

November Limelight Ad
Finalizing creative
Scheduled to run 11/19

iHeartTally 2.0- Digital Banners
Continue moving forward with creative development
Anticipated delivery TBD

Florida Trend Print Ad
Creative in development due 11/5

Trailhassee 2.0
Approved to kickoff website development
Anticipated delivery TBD

Facebook Canvas Ad
Creative in development for Winter Canvas ad

UPCOMING MEDIA PLACEMENTS

FSU Partnership- Fall 2016
FAMU Partnership- Fall 2016
Digital Display- October/November 2016
Pre-roll Video- October/November 2016
Native Advertising- October/November 2016
Tallahassee Democrat Limelight- October 2016
Paid Search- Ongoing



Executive Summary

- All website metrics, except those concerning Page Views, showed improvement over October of 2015.
 - Sessions grew 6.57%
 - Adjusted bounce rate grew 6.33%
- Most Organic Search keywords that brought users to Visit Tallahassee included the word “Tallahassee” or “Doak.”
- Users who used the Map feature were mostly seeking for locations relating to Tallahassee Parks & Recreation.
- Social Media Icon Clicks portrayed an average increase of 13.9% over last month.
- The top event page, for the month of October, was Doak After Dark.

| Website Metric | October 2015 | October 2016 |
|------------------------------|--------------|--------------|
| Sessions | 46,748 | 49,822 |
| Users | 37,327 | 39,335 |
| Page Views | 115,089 | 114,351 |
| Avg Pages Viewed per Session | 2.46 | 2.30 |
| Avg Session Duration | 02:33 | 02:39 |
| New Sessions | 71.74% | 71.33% |
| Bounce Rate | 56.26% | 55.93% |
| Adjusted Bounce Rate | 39.66% | 33.33% |
| Mobile Sessions | 51.0% | 55.2% |
| Mobile + Tablet Sessions | 60.0% | 62.6% |



Top Content

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

| Page | October 2016 | % of Total Page Views |
|--|--------------|-----------------------|
| /events/ | 13,069 | 25.92% |
| / | 11,930 | 23.66% |
| /explore/ | 5,329 | 10.57% |
| /events/278277/doak-after-dark-stadium-concert-weekend-of-veterans-day-and-fsu-boston-college/ | 5,032 | 9.98% |
| /explore/nightlife/ | 3,285 | 6.51% |
| /explore/self-guided-tours/budget-friendly-tallahassee/ | 3,093 | 6.13% |
| /explore/outdoors-nature/ | 2,615 | 5.19% |
| /dine/ | 2,357 | 4.67% |
| /seasons/TOUR-guide/ | 1,976 | 3.92% |
| /stay/ | 1,744 | 3.46% |

Keywords

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

| Keywords | Sessions |
|---|----------|
| tallahassee florida | 74 |
| tallahassee | 72 |
| tallahassee fl | 61 |
| things to do in tallahassee | 50 |
| tallahassee events | 33 |
| visit tallahassee | 31 |
| doak after dark | 12 |
| doak after dark concert | 12 |
| events in tallahassee | 10 |
| add a share button to your website sharebutton.to | 9 |



Top Event Pages

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

| Event Page | October 2016 | % of Total Event Page Views |
|--|--------------|-----------------------------|
| /events/278277/doak-after-dark-stadium-concert-weekend-of-veterans-day-and-fsu-boston-college/ | 3419 | 36.33 |
| /events/276040/fsu-cross-country-invite-pre-state-meet/ | 1121 | 11.91 |
| /events/278795/halloween-howl-and-haunted-trail-2016/ | 896 | 9.52 |
| /events/274953/2016-usatf-national-club-cross-country-championship/ | 881 | 9.36 |
| /events/278867/gaines-street-fest-2016/ | 736 | 7.82 |
| /events/278672/tour-guide-tallahassee-automobile-museum/ | 563 | 5.98 |
| /events/269753/greek-food-festival/ | 536 | 5.70 |
| /events/278804/experience-asia-festival/ | 455 | 4.84 |
| /events/278977/seven-days-of-local-delights/ | 415 | 4.41 |
| /events/278027/first-friday-at-railroad-square-art-park/ | 388 | 4.12 |

Top Pages by “View in Map” clicks

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

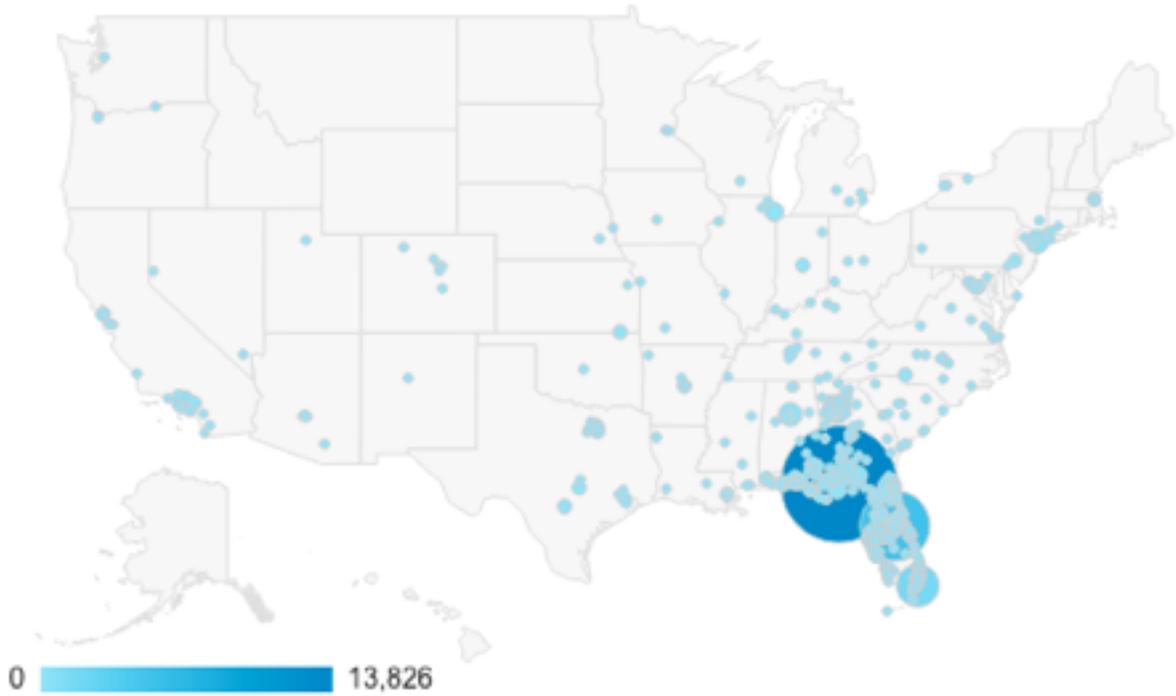
| View in Map Clicks | Clicks |
|---------------------------------------|-----------|
| J.R. Alford Greenway | 49 |
| Florida Caverns State Park | 47 |
| Myers Park | 41 |
| Experience Asia Festival | 38 |
| Megabus | 36 |
| 5th Annual French Country Flea Market | 32 |
| Apalachee Regional Park | 32 |
| Calhoun Street Historic District | 26 |
| A.J. Henry Park | 25 |
| Meadows Soccer Complex | 25 |

Tallahassee Parks & Recreation accounted for the **top three view in map clicks**.



Geography

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



| State | Visits |
|----------------|--------|
| Florida | 35,345 |
| Georgia | 3,448 |
| Alabama | 1,087 |
| New York | 831 |
| Texas | 759 |
| California | 662 |
| Tennessee | 499 |
| North Carolina | 475 |
| Illinois | 434 |
| Louisiana | 331 |

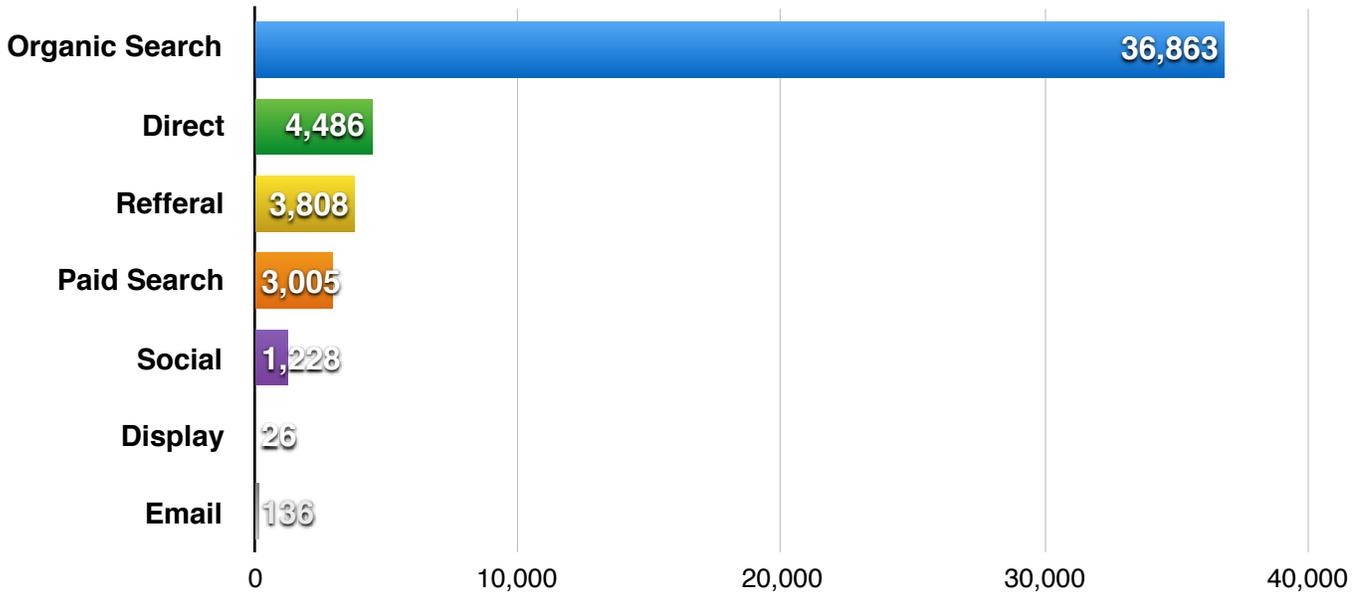
| City | Visits |
|---------------|--------|
| Tallahassee | 17,850 |
| Orlando | 7,261 |
| Miami | 2,166 |
| Atlanta | 1,050 |
| Jacksonville | 624 |
| New York | 543 |
| Birmingham | 496 |
| Tampa | 470 |
| Panama City | 324 |
| Crawfordville | 315 |



Traffic Sources

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

October 2016: Traffic Sources



Top Referring URLs

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

| Referring Site | October 2016 |
|----------------------|--------------|
| m.facebook.com | 695 |
| usatf.org | 661 |
| fl.milesplit.com | 549 |
| visit.fsu.edu | 502 |
| seminoles.com | 270 |
| facebook.com | 189 |
| gulfwinds.org | 166 |
| milesplit.com | 122 |
| t.co | 106 |
| southwoodflorida.com | 94 |



Advanced Analytics

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

| Top Outbound Links | October 2016 |
|---|--------------|
| http://ev6.evenue.net/cgi-bin/ncommerce3/SEGetGroupList?DB_OEM_ID=32900&groupCode=FSU&linkID=fsuse&shopperContext=&caller=&appCode= | 1,047 |
| http://www.recesscollegetown.com/ | 171 |
| http://www.challengertlh.com/ | 126 |
| http://www.floridastateparks.org/floridacaverns | 112 |
| http://tlcgis.maps.arcgis.com/apps/MapJournal/index.html?appid=d5890cd69b6b4166a551a02835941808 | 103 |
| http://www.talgov.com/airport/airport-airlines.aspx | 102 |
| http://www.hmog.org/festival | 85 |
| http://www.trailhassee.com/ | 84 |
| http://hmog.org/festival | 71 |
| http://tallahasseeemuseum.org/event/halloweenhowl2016/?instance_id=1568#sthash.9yuGoEuG.dpuf | 71 |

A majority of users who travelled to other websites from Visit Tallahassee were directed to the **Seminole Athletics Ticketing site**.

| Social Media Icon Clicks | September 2016 | October 2016 |
|--------------------------|----------------|--------------|
| Facebook | 90 | 100 |
| Twitter | 30 | 39 |
| Instagram | 47 | 43 |
| Pinterest | 16 | 20 |
| Youtube | 17 | 19 |

Twitter and Pinterest **made the greatest improvement** in Icon Clicks during the month of September. With increases of 30% and 25% respectively.



**VISIT TALLAHASSEE
ADVERTISING ACTIVITY REPORT
NOVEMBER 2016**

PROJECTS COMPLETED

Partner Newsletter
Executed on 11/22

Consumer Newsletter
Executed on 11/4 & 11/30

Limelight Ad November
Executed on 11/19

Cross Country Emails
Executed 11/14 & 11/28

Cross Country Program- FHSAA
Delivered 11/4

Florida Trend Print Ad
Release 11/5
Insertion runs in January

PROJECTS UNDERWAY

Monthly Consumer Newsletter
Ongoing

Emerald Coast Spread
Creative in Development

Brand Guidelines 2.0
Finalizing for review

Cross Country Programs AAU and USATF
Creative in development

Grants Website Maintenance
Website updates in development

December Limelight Ad
Finalizing creative
Scheduled to run 12/17

iHeartTally 2.0- Digital Banners
Continue moving forward with creative development
Anticipated delivery TBD

Trailhassee 2.0
Approved to kickoff website development
Anticipated delivery TBD

Facebook Canvas Ad
Creative in development for Winter Canvas ad

UPCOMING MEDIA PLACEMENTS

FSU Partnership- Basketball Assets in Place
Florida Trend- January
Visit Florida Placement- January
Emerald Coast Spread- February
Tallahassee Democrat Limelight- November 2016
Paid Search- Ongoing



Executive Summary

- Total Sessions for the Month of November increased by 2.9% over last year.
- Doak After Dark is the highest viewed event page. In fact, it is one of our top organic keywords for November.
- The Seminole Athletics Ticketing site continues to be the top Outbound link, with nearly five times as many clicks as the next highest link.
- USATF.org jumped facebook.com as our top referral site this month.

| Website Metric | November 2015 | November 2016 |
|------------------------------|---------------|---------------|
| Sessions | 54,403 | 55,978 |
| Users | 44,214 | 44,743 |
| Page Views | 114,902 | 110,317 |
| Avg Pages Viewed per Session | 2.11 | 1.97 |
| Avg Session Duration | 02:22 | 02:23 |
| New Sessions | 74.19% | 72.25% |
| Bounce Rate | 61.31% | 55.93% |
| Adjusted Bounce Rate | 34.20% | 35.99% |
| Mobile Sessions | 51.2% | 56.5% |
| Mobile + Tablet Sessions | 60.4% | 63.7% |



Top Content

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

| Page | November 2016 | % of Total Page Views |
|--|---------------|-----------------------|
| / | 12,989 | 11.77% |
| /events/ | 10,764 | 9.76% |
| /events/278277/doak-after-dark-stadium-concert-weekend-of-veterans-day-and-fsu-boston-college/ | 7,624 | 6.91% |
| /explore/ | 5,793 | 5.25% |
| /seasons/winter-nights-holiday-lights/ | 4,644 | 4.21% |
| /explore/self-guided-tours/budget-friendly-tallahassee/ | 2931 | 2.66% |
| /explore/nightlife/ | 2,768 | 2.51% |
| /seasons/TOUR-guide/ | 2,152 | 1.95% |
| /explore/outdoors-nature/ | 2,107 | 1.91% |
| /dine/ | 2,040 | 1.85% |

Keywords

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

| Keywords | Sessions |
|------------------------------|----------|
| tallahassee | 53 |
| tallahassee florida | 47 |
| things to do in tallahassee | 32 |
| visit tallahassee | 27 |
| doak after dark | 24 |
| tallahassee fl | 24 |
| doak after dark concert | 21 |
| tallahassee events | 19 |
| share buttons sharebutton.to | 17 |
| eventts tallahassee fl | 13 |



Top Event Pages

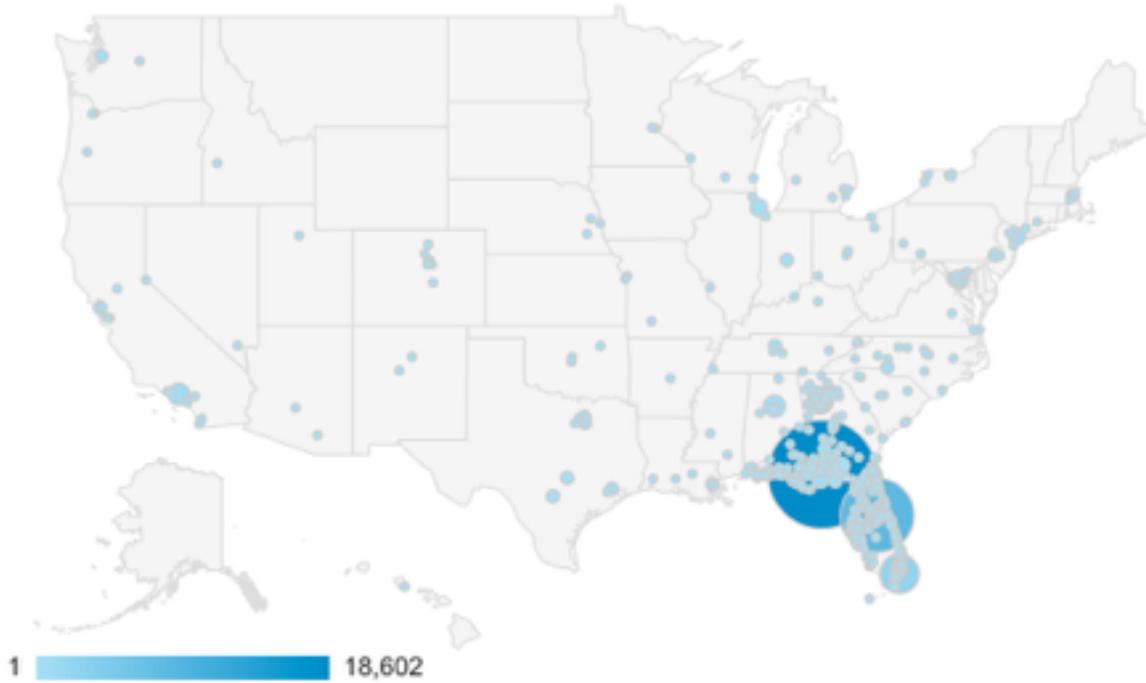
The chart below shows the top event pages viewed on the site.

| Event Page | October 2016 | % of Total Event Page Views |
|--|--------------|-----------------------------|
| /events/278277/doak-after-dark-stadium-concert-weekend-of-veterans-day-and-fsu-boston-college/ | 36,640 | 9.36% |
| / | 29,272 | 7.91% |
| /events/ | 25,267 | 6.83% |
| /seasons/winter-nights-holiday-lights/ | 21562 | 5.83% |
| /explore/ | 15,742 | 4.25% |
| /explore/self-guided-tours/budget-friendly-tallahassee/ | 13,968 | 3.77% |
| /explore/nightlife/ | 9,115 | 2.46% |
| /events/278673/tour-guide-goodwood-museum-and-gardens/ | 7,577 | 2.05% |
| /events/269772/bradleys-country-store-old-fashioned-fun-day/ | 7,433 | 2.01% |
| /seasons/TOUR-guide/ | 7,386 | 2% |

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 |
|---|--------|
| Apalachee Regional Park | 52 |
| Myers Park | 50 |
| Bradley’s Country Store Old-Fashioned Fun Day | 49 |
| J.R. Alford Greenway | 37 |
| Gaines Street Fest 2016 | 36 |
| T.O.U.R. Guide - Goodwood Museum and Gardens | 36 |
| Florida Caverns State Park | 32 |
| James Messer Sports Complex | 31 |
| Dorothy B. Oven Park | 30 |
| Miccosukee Canopy Road Greenway | 23 |



| State | Visits |
|----------------|--------|
| Florida | 39,176 |
| Georgia | 4,420 |
| California | 1,077 |
| Alabama | 1,071 |
| Texas | 911 |
| New York | 833 |
| North Carolina | 548 |
| Illinois | 508 |
| Tennessee | 431 |
| Louisiana | 359 |

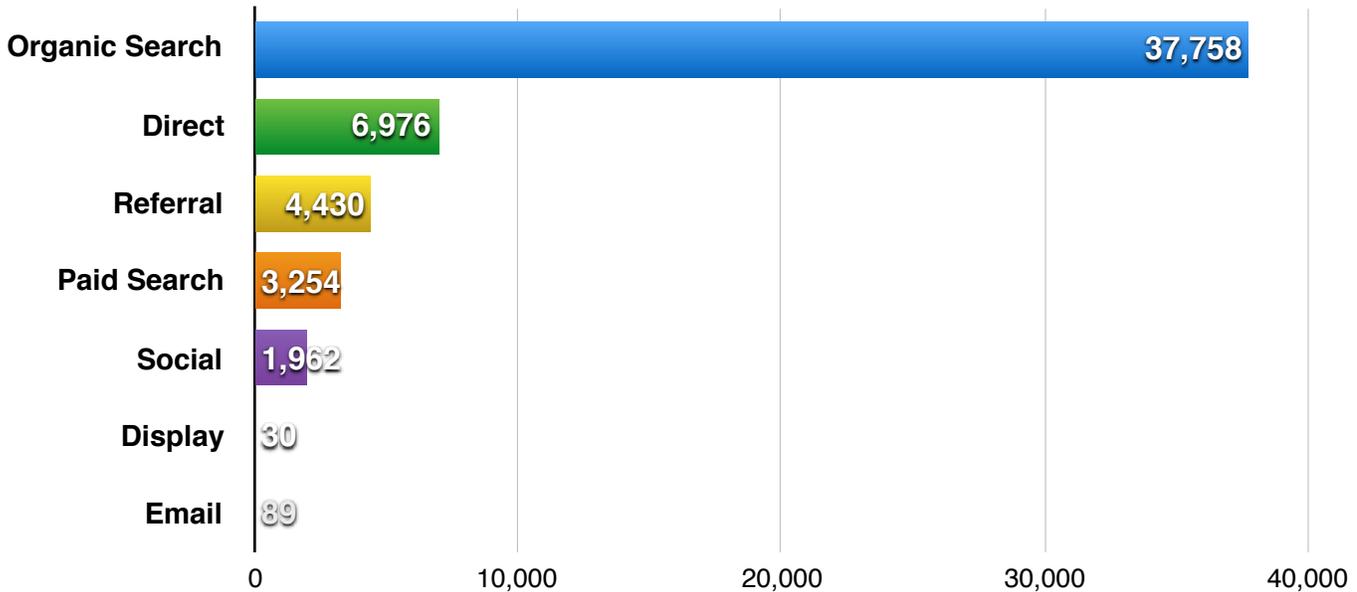
| City | Visits |
|---------------|--------|
| Tallahassee | 18,602 |
| Orlando | 8,282 |
| Miami | 2,413 |
| Atlanta | 1,134 |
| Jacksonville | 583 |
| Tampa | 555 |
| Birmingham | 547 |
| Los Angeles | 522 |
| New York | 468 |
| Crawfordville | 419 |



Traffic Sources

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

October 2016: Traffic Sources



Top Referring URLs

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

| Referring Site | October 2016 |
|--|--------------|
| usatf.org | 1,491 |
| m.facebook.com | 1,156 |
| visit.fsu.edu | 360 |
| seminoles.com | 305 |
| facebook.com | 264 |
| l.facebook.com | 236 |
| milesplit.com | 157 |
| reddit.com | 141 |
| lifehacker.com | 129 |
| tallahasseemuseum.org | 115 |



Advanced Analytics

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

| Top Outbound Links | October 2016 |
|---|--------------|
| http://ev6.eventue.net/ (Seminole Ticketing) | 2,048 |
| https://www.talgov.com/parks/parks-winter.aspx | 436 |
| http://www.bradleyscountrystore.com/ | 283 |
| http://www.talgov.com/parks/parks-cc-oven.aspx | 211 |
| http://www.floridastateparks.org/maclaygardens | 184 |
| http://northfloridafair.com/ | 170 |
| http://www.lemoyne.org/ | 112 |
| http://tlcgis.maps.arcgis.com/apps/MapJournal/index.html?appid=d5890cd69b6b4166a551a02835941808 | 96 |
| http://www.talgov.com/airport/airport-airlines.aspx | 83 |
| http://www.challengertlh.com/ | 75 |

| Social Media Icon Clicks | October 2016 | November 2016 |
|--------------------------|--------------|---------------|
| Facebook | 100 | 75 |
| Twitter | 39 | 37 |
| Instagram | 43 | 41 |
| Pinterest | 20 | 16 |
| Youtube | 19 | 20 |

VISIT TALLAHASSEE PUBLIC RELATIONS PUBLICITY REPORT



Oct. 1 - Nov. 30, 2016
 IMPRESSIONS: 1,856,012
 TOTAL CIRCULATION: 69,021
 TOTAL LISTENERSHIP: 1,080,874
 TOTAL UNIQUE VISITORS: 706,117
 TOTAL MEDIA VALUE: 145,600

Print

| Outlet | Article Name | Date | Circulation | Media Value |
|---------------|---|--------------|---------------|----------------|
| Florida Today | "10 Things to Do in Tallahassee" | Oct. 9, 2016 | 54,021 | 5,800.00 |
| Harbor Style | "The Other Florida: 10 Authentic Things to Do in Tallahassee" | November | 15,000 | 3,700 |
| TOTAL | | | 69,021 | \$9,500 |

Radio

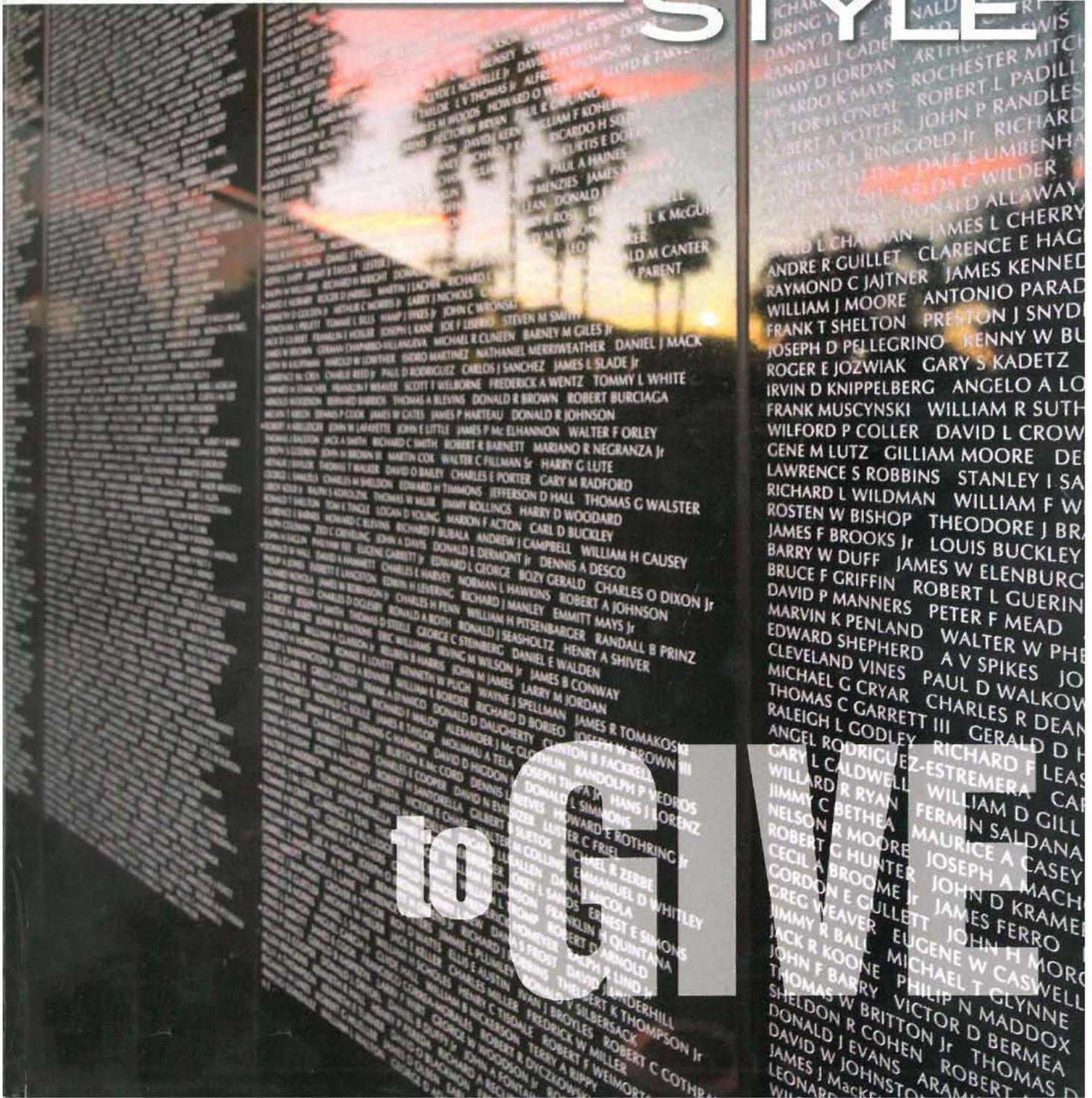
| Outlet | Segment Name | Date | Listenership | Media Value |
|-----------------------------|-----------------------------|-----------------------|------------------|------------------|
| WALR-FM, Atlanta, Ga. | Fall Frenzy Radio Promotion | Oct. 3-14, 2016 | 60,971 | \$15,000.00 |
| WMGB-FM, Macon, Ga. | Fall Frenzy Radio Promotion | Oct. 10-23, 2016 | 97,400 | \$11,600.00 |
| WJBT-FM, Jacksonville, Fla. | Fall Frenzy Radio Promotion | Oct. 17-31, 2016 | 199,200 | \$15,000.00 |
| WMGF-FM, Orlando, Fla. | Fall Frenzy Radio Promotion | Oct. 21-23, 2016 | 79,303 | \$60,000.00 |
| WRBQ-FM, Tampa, Fla. | Fall Frenzy Radio Promotion | Oct. 24 - Nov.6, 2016 | 644,000 | \$26,000.00 |
| TOTAL | | | 1,080,874 | \$127,600 |

Interactive

| Site | Title | Date | Unique Visitors | Media Value |
|----------------------------|---|---------------|-----------------|-------------------|
| Florida Today | "Authentic Florida: 10 Things to do in Tallahassee" | Oct. 7, 2016 | 660,598 | \$4,750.00 |
| Homeschool Travel Resource | "Tallahassee, Florida: Museums, Manatees, and More" | Oct. 14, 2016 | 9,500 | \$500.00 |
| Gone with The Family | "25 Underrated U.S. Cities To Consider For Your Next Family Vacation" | Oct. 18, 2016 | 15,000 | \$750.00 |
| Authentic Florida | "Twelve Authentic Florida Holiday Things to Do" | Nov. 27, 2016 | 21,019 | \$2,500.00 |
| TOTAL | | | 706,117 | \$8,500.00 |

THE MAGAZINE OF CHARLOTTE HARBOR AND THE GULF ISLANDS

HARBOR STYLE



to

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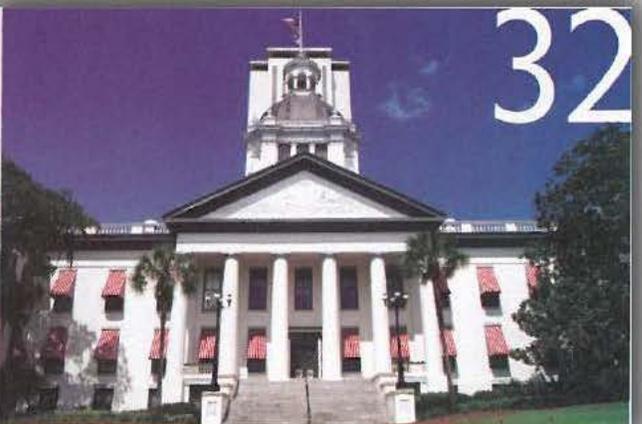
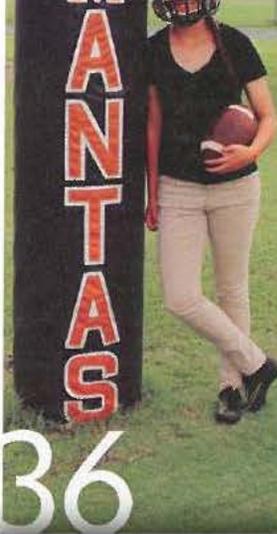
38 PGD

Nancy J. Semon offers up a little preview of what you can expect at this month's Xtreme 80s Concert benefiting the Animal Welfare League.

Correction: In the October 2016 article, "A Lonely Profession," we mistakenly stated that James Abraham has a business called Ventura Publishing. To clarify, Abraham utilizes venture publishing, a publishing option wherein he assumes the cost of printing, as part of his business, Book Brokers of Florida. Additionally, he works with printers that have an espresso machine for printing; he does not actually own one himself.

ON THE COVER

The Southwest Florida Vietnam Memorial Wall
Photo by Sue Paquin



THE “OTHER” FLORIDA:

10 Authentic Things to Do in Tallahassee

For many, Florida represents a tropical oasis with sandy beaches, swaying palm trees, amusement parks and golf courses. But Tallahassee, Florida’s capitol city, provides an experience into “the other” Florida.

More than the hub of the state government, Tallahassee is home to moss covered canopy roads, gentle rolling hills, old plantations, floral gardens, deep history, scenic outdoors, locally inspired cuisine and a younger vibe – all with delightful southern charm. Tallahassee is also home to one of the youngest and most educated populations per capita in the state with two major universities, Florida State and Florida A&M.

So, for your next visit, enjoy 10 things that inspire locals to love their town, a journey through “the other” Florida.

Stroll through Serenity

Tallahassee’s Maclay Gardens State Park is a collection of floral gardens that include brick walkways, walled gardens, fountains, ponds, pine needle pathways and peaceful sitting areas. Overhanging shady live oaks, holly, magnolias, dogwood and palms line a brick trail leading to the Maclay family home and property dating to the 1920s.

More than 200 floral varieties of native and exotic plants thrive in the Maclay Gardens. Between January and April the property bursts with color from camellias, azaleas, rhododendrons and wisteria.



Peaceful Coexistence

Overlooking the capital city, the 63-acre Mission San Luis is both remarkable and memorable. This living history museum gives visitors a close-up experience of two cultures coexisting – the Spanish colonialists and Apalachee natives.

During the mid-1500s and late 1600s, Florida was home to more than 100 Spanish colonial missions. Invited by the Apalachee tribe, Spanish friars, soldiers and civilians established the mission that became the western capital of Spanish Florida. The stunning Mission San Luis complex has been recreated to portray the fascinating life when more than 1,500 Apalachee Indians and Spanish colonists resided there.

Country Flavor

Just 12 miles from Tallahassee, take a country drive along a canopy road to discover Bradley’s County Store. Since 1927, this family owned business on the National Register of Historic Places is a rare Florida find, a folksy country store where locals stop and sit on the front porch to enjoy a cold beverage while enjoying the famous Bradley smoked sausage sandwich. The homemade sausage is made from Grandma Mary Bradley’s recipe, mixed with special seasoning, smoked and served in a simple bun.



Meet a Mastodon

To learn about the people of Florida from the earliest native Floridians through present time, enjoy a walk through the Museum of Florida History.

Exhibits and artifacts of Florida's past begin with the towering ice age prehistoric Mastodon skeleton found at the bottom of Wakulla Springs, just 30 miles south of Tallahassee.

This visually engaging, interactive museum display features a diorama of a native Indian village. Visitors also learn how Europeans interacted with natives creating cultural dynamics through arts, trade, weapons and religion exhibits.

Or experience a real citrus packinghouse while admiring old Florida farm machinery. Walk through the earliest Florida tourism campaigns detailing arrivals by steamboat, tin can campers and a Model T Ford.

Glide Like a Boss

Tallahassee Segway Tours provides a guided tour and simple way to get an overview of the town and its interesting highlights while enjoying the out-of-doors. Glide past historical buildings and monuments, around fountains, through alleyways, past plazas and parks that offer a special view unavailable by car.



Jungle Cruising

Just 30 minutes south of Tallahassee, visit one of Florida's most prized springs and rivers at the Wakulla Springs State Park. Millions of gallons of water per day pour out of the Wakulla Spring, home to the one of the largest and deepest freshwater springs in the world with an extensive underwater cave system. Swimmers jump from the tower above, deep into the bubbly spring.

But don't miss the Jungle Cruise, a three-mile loop through the wildlife sanctuary as alligators sun on the riverbank, unique birds fly overhead or perch in Cypress trees and river cooters (turtles) and manatees swim by.

Scenic Paddle

Wakulla Springs is the origin of the Wakulla River, which flows nine miles south joining the St. Marks River, then on to the Gulf of Mexico.

Enjoy a relaxing kayak trip downstream with Tallahassee's Harry



Smith Outdoors. Harry will meet you at the bridge just south of the park, transport the kayaks, paddles and equipment and then guide you downstream for a two-hour leisurely paddle along the slow moving Wakulla River.

Once a Plantation

Tallahassee's Goodwood Museum & Gardens, once an 1838 cotton and corn plantation, is a treasured heirloom providing a glimpse into the privileged life of five families who occupied the restored main home and grounds.

Now a 16-acre landmark surrounded by gardens of live oaks cloaked in Spanish moss and resurrection ferns, its 170-year old main home is furnished with a parlor, dining room, kitchen, bedrooms and living areas with authentic furniture, porcelain, textiles and glassware. More than 20 outlying historic buildings complement the property, including cottages and a reflecting pond.

Serving up Southern

Sometimes eating out can be more than a trip to a restaurant. Meet Jessica Bright McMullen, self-described "food enthusiast and kitchen enabler."

McMullen runs KitchenAble, a cooking school situated in a stone cottage on Tallahassee's popular Lake Ella. A chef, author and cooking teacher, she invites the public to her kitchen school for a lesson and a meal. A gifted entertainer, McMullen creates a meal from appetizers to desserts in front of guests as they sip wine and enjoy her entertaining stories while having fun.

For dining out in Tallahassee, try Avenue Eat & Drink Restaurant, a Tallahassee eatery with a southern-inspired menu using local ingredients and homemade desserts. Or try the ever-popular Kool Bean Café, a Tallahassee institution with mouth-watering starters (smoky corn crab cakes), eclectic salads and greens and tantalizing main courses (lime mojo snapper, green mango salsa, sweet plantains, black bean-coconut sauce).

Rocking Good Fun

Florida's only stop on the National Blues Trail is Tallahassee's Bradfordville Blues Club. This rustic old juke joint on a rural dirt road has hosted performers such as Muddy Waters and Stevie Ray Vaughn.

Portraits of musical legends hang on the wall as guests move to the music and dance to the blues. Weekends draw foot stomping crowds to this iconic blues hangout. But outside, enjoy the campfire where musicians break and soul food is served for a one-of-a-kind "Tally" experience.

For more information, visit www.VisitTallahassee.com. 



Florida native Robin Draper is a columnist and owner of the award-winning "Blog of the Year" and "Best Travel Blog" and website, AuthenticFlorida.com, that features travel and lifestyle topics.

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Authentic Florida: 10 things to do in Tallahassee

For many, Florida represents a tropical oasis with sandy beaches, swaying palm trees, amusement parks and golf courses. But Tallahassee, Florida's Capital City, provides an experience into "the other" Florida.

Author Gloria Jahoda, who lived in Tallahassee during the 1960s wrote a book entitled *The Other Florida*, chronicling her discoveries of the people, history, flora and fauna of the Florida Panhandle's back roads.

Much has changed in Tallahassee since then, but even today the area is more than the hub of Florida's state government. Tallahassee is home to moss-covered canopy roads, gentle rolling hills, old plantations, floral gardens, deep history, scenic outdoors with springs, sinkholes, rivers and lakes, locally inspired cuisine and a younger vibe — all with delightful southern charm. Tallahassee is also home to one of the youngest and most educated populations per capita in the state with two major universities, Florida State and Florida A&M.

Call it Tallahassee pride. Moss draped live oaks, sweet gums, hickory and pine trees pride. Shrimp and grits pride. Blues music pride. Seminole pride. Outdoor pride. Historic pride. And local pride.

So, for your next visit, soak in some of the things that make locals love their town.

Here are 10 things to do and see in and around Tallahassee that provide a journey through "the other" Florida.



Tallahassee's Maclay Gardens State Park is a collection of floral gardens that include brick walkways, walled gardens, fountains, ponds, pine needle pathways and peaceful sitting areas.

Strolling through Serenity:

Maclay Gardens State Park

New Yorkers Alfred and Louise Maclay purchased the Tallahassee property in 1923 as a Florida winter retreat. Alfred Maclay created floral gardens where the family enjoyed their sanctuary overlooking Lake Hall.

Now a state park, Maclay Gardens is a collection of floral gardens that include brick walkways, walled gardens, fountains, ponds, pine needle pathways and peaceful sitting areas. Overhanging shady live oaks, holly, magnolias, dogwood and palms line a brick trail leading to the Maclay home (open from January through April).

More than 200 floral varieties of native and exotic plants thrive in Maclay Gardens. Between January and April the property bursts with color from camellias, azaleas, rhododendrons and wisteria.



The Mission San Luis Apalachee Council House is a pyramid-shaped thatched building, which served as a community meeting place, 125 feet in diameter and five stories high with a hearth in the center where ceremonial rituals and dances were performed.

Peaceful Coexistence:

Mission San Luis

Overlooking the capital city, the 63-acre Mission San Luis is both remarkable and memorable. Easily one of Tallahassee's best things to do, this living history museum gives visitors a close-up experience of two cultures coexisting — the Spanish colonialists and Apalachee natives.

Walk into the life and times of these peoples as interpreted by costumed re-enactors while strolling through reconstructed period buildings, exhibits and demonstrations.

Well before the arrival of the Spanish colonialists, the Apalachee Indians lived in the region, existing as farmers and hunters growing corn, beans and squash while hunting game and fish. Over time, the Apalachee tribe became increasingly vulnerable to foreign attacks and epidemics requiring a protective alliance with the Spanish.

During the mid-1500s and the late 1600s, Florida was home to more than 100 Spanish colonial missions. Invited by the Apalachee tribe, Spanish friars, soldiers and civilians established the mission that became the western capital of Spanish Florida. The stunning Mission San Luis complex has been recreated to portray the fascinating life when more than 1,500 Apalachee Indians and Spanish colonists resided at the mission.

The Apalachee Council House is the most impressive structure at the mission. The pyramid-shaped thatched building, which served as a community meeting place, is 125 feet in diameter and five stories high with a hearth in the center where ceremonial rituals and dances were performed.

Tallahassee's Mission San Luis is the only historic Florida mission that has been reconstructed and is open to the public.

Country Flavor:

Bradley's Country Store

Just 12 miles from Tallahassee, take a country drive along a canopy road to discover Bradley's County Store. Since 1927, this family-owned business, on the National Register of Historic Places, is a rare Florida find.

Bradley's is a folksy country store where locals stop and sit on the front porch to enjoy a cold beverage while enjoying the famous Bradley smoked sausage sandwich. The homemade sausage is made from Grandma Mary Bradley's recipe, mixed with special seasoning, smoked and served in a simple bun.

The legendary store is where farmers and senators meet and greet as the smoke rises from "the old smokehouse" behind the store.

And as you prepare to leave, you may even hear the sound of grain being milled in the nearby wooden millhouse reminding you to grab a bag of Bradley's signature grits to take home.



Experience the Museum of Florida History beginning with the towering ice age prehistoric Mastodon skeleton found at the bottom of Wakulla Springs, just 30 miles south of Tallahassee.

Meet a Mastodon:

Museum of Florida History

To learn about the people of Florida from the earliest native Floridians through present time, enjoy a walk through the Museum of Florida History.

Exhibits and artifacts of Florida's past begin with the towering ice age prehistoric Mastodon skeleton found at the bottom of Wakulla Springs, just 30 miles south of Tallahassee.

This visually engaging, interactive museum display features a diorama of a native Indian village including a collection of dugout canoes and ancient tools and artifacts. More layers of history are on display by observing a sample shell Indian mound, known as a midden, revealing archeological insight into this past culture.

Visitors learn how Europeans interacted with natives creating cultural dynamics through arts, trade, weapons and religion exhibits. Discover more chapters of Florida's European history through exhibits of cannons, weapons, ships, uniforms and a Spanish home. Board a Spanish ship, experience the maritime life while carrying precious cargo including treasures of gold and silver.

Other themes include Florida during the Civil War and World War II. Or experience a real citrus packinghouse while admiring old Florida farm machinery. Walk through the earliest Florida tourism campaigns detailing arrivals by steamboat, tin can campers and a Model T Ford.

But don't miss the complete exhibition of Florida Highwaymen paintings, a collection of black artists who traveled Florida's roads selling their artwork during mid-twentieth century.



Tallahassee Segway Tours provides a guided tour and simple way to get an overview of the town and its interesting highlights while enjoying the out-of-doors. Glide past the historical state capital, monuments, around fountains, through alleyways, past plazas and parks that offer a special view unavailable by car.

Glide Like a Boss:

Tallahassee on a Segway

Tallahassee Segway Tours provides a guided tour and simple way to get an overview of the town and its interesting highlights while enjoying the out-of-doors. Glide past historical buildings and monuments, around fountains, through alleyways, past plazas and parks that offer a special view unavailable by car.

Tallahassee's Segway Tours will put you at ease with simple handling instructions while zipping through Florida's Historic Capital, the current Capital complex, downtown historic district, around the FSU campus and into the popular Cascades Park.

Take "selfies" along the way and choose from several unique tours, most lasting less than two hours. More highlights include FSU's Westcott Fountain, Gaines Street Corridor, past Booby Bowden Field at Doak Campbell Stadium and through the Railroad Square arts district, Burnett Park, and past Tallahassee's trendy brew pubs.



Just 30 minutes south of Tallahassee, visit one of Florida's most prized springs and rivers at the Wakulla Springs State Park. There, board the Jungle Cruise, a three-mile loop through the wildlife sanctuary as huge alligators sun on the riverbank, unique birds fly overhead or perch in Cypress trees, as river cooters (turtles) and even manatees swim by.

Florida Jungle Cruising:

Wakulla Springs State Park

Just 30 minutes south of Tallahassee, visit one of Florida's most prized springs and rivers at the Wakulla Springs State Park.

Millions of gallons of water per day pour out of the Wakulla Spring, home to the one of the largest and deepest freshwater springs in the world with an extensive underwater cave system.

While at the park and springs, there are a number of things to do and see. Enjoy the popular beach and swimming hole or even test your bravery by leaping off the wooden tower into the refreshing bubbly spring.

But don't miss the Jungle Cruise, a three-mile loop through the wildlife sanctuary as huge alligators sun on the riverbank, unique birds fly overhead or perch in Cypress trees, as river cooters (turtles) and even manatees swim by.

Walk through the 1937 Mediterranean Revival era Wakulla Springs Lodge and look up at the wood beam ceiling painted with Florida wildlife and art. But don't miss "Old Joe," a stuffed 11-foot alligator that once lived in the park. For dining, try the restaurant with an outstanding menu of fresh local seafood including oysters and fish — and the famous navy bean soup.



Enjoy the scenic lush green landscape along the slow moving Wakulla River as you listen to the morning bird calls. Take in the river wildlife including turtles and an occasional alligator lying on submerged logs as Bald Cypress trees border the waterway, paddlers and boaters cruise by. Watch for Ospreys and Bald Eagles but be on the look out for manatees as they swim by in stealth mode.

Paddling the Wakulla River

Wakulla Springs is the origin of the Wakulla River that flows 9 miles south joining the St. Marks River, then on to the Gulf of Mexico.

Enjoy a relaxing kayak trip downstream with Tallahassee's Harry Smith Outdoors. Harry will meet you at the bridge just south of the park (CR 365 bridge), transport the kayaks, paddles and equipment then guide you downstream for a two-hour leisurely paddle. Enjoy the scenic lush green landscape along the slow moving Wakulla River as you listen to the morning bird calls. Take in the river wildlife including turtles and an occasional alligator lying on submerged logs as Bald Cypress trees border the waterway, paddlers and boaters cruise by. Watch for ospreys and bald eagles, but be on the look out for manatees as they swim by in stealth mode.

If you have time, head to St Marks National Wildlife Refuge on the Gulf Coast. Enjoy the beauty of the refuge, a historic lighthouse and more than 300 different species of birds. Enjoy a trail walk to observe hawks, Swallowtail kites, Bald eagles, owls and ospreys.



Tallahassee's Goodwood Museum & Gardens, once an 1838 cotton and corn plantation, is a treasured heirloom providing a glimpse into the privileged life of five families who occupied the restored main home and grounds.

Once a Plantation:

Goodwood Museum & Gardens

The North Florida and Tallahassee region is home to more than 70 antebellum plantations that serve as reminders of the state's past.

Tallahassee's Goodwood Museum & Gardens, once an 1838 cotton and corn plantation, is a treasured heirloom providing a glimpse into the privileged life of five families who occupied the restored main home and grounds.

Now a 16-acre landmark surrounded by gardens of live oaks cloaked in Spanish moss and resurrection ferns, its 170-year old main home is furnished with a parlor, dining room, kitchen, bedrooms and living areas with authentic furniture, porcelain, textiles and glassware. More than 20 outlying historic buildings complement the property including cottages and a reflecting pond.

Florida history from the early 19th century to the present comes alive through its home tours, charm and seasonal gardens of camellias, magnolias, flowering cherries, freesias, azaleas, roses and lilies.

The Goodwood Museum & Gardens is also a gathering place for community events and weddings with a reconstructed carriage house for receptions.

Serving up Southern:

KitchenAble Dining

Sometimes eating out can be more than a trip to a restaurant. Meet Jessica Bright McMullen, self-described "food enthusiast and kitchen enabler."

Jessica runs KitchenAble, a cooking school situated in a stone cottage on Tallahassee's popular Lake Ella. Jessica, a chef, author and cooking teacher invites the public to her kitchen school for a lesson and a meal.

She teaches and entertains through classes, events and monthly supper clubs as guests sit around her kitchen and learn how to prepare tantalizing meals. A gifted entertainer, Jessica creates a meal from appetizers to desserts in front of guests as they sip wine and enjoy her priceless stories while having fun.

As the daughter of a farmer, Jessica extols the virtues of cooking with local produce and seafood by “growing your own” or sourcing the best possible ingredients at farmers markets. She prepares a meal of sautéed greens, roasted fresh vegetables, local shrimp and grits, sausage and apples, plus sweet potato biscuits, and then tops off the meal with a Tallahassee local recipe of Sea Salt Carmel Cake and a Pavlova with kumquat puree. Family and friends help her create this masterpiece of a meal, while guests enjoy every bite.

For dining out in Tallahassee, try Avenue Eat & Drink Restaurant, a Tallahassee eatery with a southern inspired menu using local ingredients and home made desserts. Or try the ever-popular Kool Beanz Café, a Tallahassee institution with mouth-watering starters (smoky corn crab cakes), eclectic salads and greens, and tantalizing main courses (lime mojo snapper, green mango salsa, sweet plantains, black bean-coconut sauce). Other favorites are the Paisley Café for any meal but the brunch features creamy smoked Gouda grits with collards, white acre peas, topped with candied smoked sausage (from the family farm) and blueberry corn muffins. For casual try Voodoo Dog for the Hari Kari Dog, a bacon-wrapped dog with homemade mac & cheese on top, or Dog Et Al that specializes in making dogs “a work of art.”

Craft breweries are making a statement here including Proof, Grassland, Lake Tribe and DEEP.



Florida's only stop on the National Blues Trail is Tallahassee's Bradfordville Blues Club (BBC). This rustic old juke joint on a rural dirt road has hosted performers such as Muddy Waters and Stevie Ray Vaughn.

Rocking Good Fun:

The Bradfordville Blues Club

Florida's only stop on the National Blues Trail is Tallahassee's Bradfordville Blues Club (BBC). This rustic old juke joint on a rural dirt road has hosted performers such as Muddy Waters and Stevie Ray Vaughn.

Portraits of musical legends hang on the wall as guests move to the music and dance to the blues. Weekends draw foot stomping crowds to this iconic blues hangout. But outside, enjoy the campfire where musicians break and soul food is served for a one-of-a-kind "Tally" experience.

Where to stay

Consider Tallahassee's Hotel Duval, located on Monroe Street downtown. This sleek and comfy boutique property is in the process of a facelift and renovation to reflect its past while updating for greater comfort. The hotel rooftop lounge provides one of the best glimpses of the downtown. Historically, the hotel was the place to be seen and where big political deals were made, and home to the legendary Golden Key Lounge, where townies secretly drank in the 1950-60's when Leon County was dry. The Golden Key will soon be resurrected with the new renovation.

Discover it

After a visit to Tallahassee you may experience a new view Florida as a place with more history than expected, more natural and cultural diversity than realized, and more to enjoy than you had imagined. So, Tallahassee may be a perfect place to find the "other Florida" with a balance of the tried and true with the hip and new.



Tallahassee, Florida: Museums, Manatees, and More

A wonderful place to visit for homeschoolers, or those seeking a city with lots of educational opportunities, is Tallahassee, Florida. With historical sites, museums, and an abundance of natural beauty, everyone in the family will find something to their taste.

Mission San Luis, located at 2100 W. Tennessee St., is a National Historic Landmark. It has one of the largest collections of 17th century Spanish and Apalachee Indian materials, including thousands of artifacts. What really brings the history of this era to life are the dedicated staff and volunteers at Mission San Luis. Through the reenactors dressed in period costumes, it was easy to imagine life on this Spanish mission.

Workshops (soap-making, blacksmithing, etc.) are available throughout the year. For guided group tours, you must make reservations. Note that Mission San Luis is closed on Mondays. Hours of operation are Tuesday through Sunday, 10 a.m. - 4 p.m. Check the website for schedule and cost of workshops.



Challenger Learning Center of Tallahassee honors the seven crew members of the Challenger STS - 51L. Challenger Learning Centers all over the world ensure that students get hands-on learning in science, technology, engineering, and math.

The CLC is located at 200 S. Duval St.

Homeschool Days at the Challenger Learning Center are held the second Friday of each month, from 9:00 a.m. to 12:00 p.m. for Grades K - 5.

The cost is \$20.00 per student per program, and pre-registration is required.

An incredible offering through the Center is a free monthly Planetarium Show. Created by Bill Skelley and the Tallahassee Astronomical Society, students get a heads-up (no pun intended) on what to look for in the night sky. I can't think of anything more likely to ignite the love of astronomy in children. Also, check out their varied selection of IMAX movies.



Cascades Park, located in downtown Tallahassee, has trails, an amphitheater, and an interactive fountain that shoots water out of 73 jets. Walking through the park, you get a feel for the city and its people. No one seems to be in a hurry...well, maybe the runners, but even they look relaxed.

There's a lot of history to learn at Cascades Park! Be sure to check out the Prime Meridian Marker. It's the beginning point for all land surveys in Florida. Also, you'll learn about Florida's history at the Smokey Hollow Commemoration. It's in remembrance of the African American community founded here after the Civil War. The John G. Riley Museum, next door, gives more information on this time period.

Cascades Park also includes a Korean War Memorial.

The Edison is a unique restaurant over-looking Cascades Park. It has live music and both indoor and outdoor seating. Once a power plant, the spacious building has retained its architectural splendor. I can highly recommend the Wild Blackened Salmon. Also, if you're overwhelmed by all the dessert options, you can't go wrong with the Strawberry Shortcake! The Edison is located at 470 Suwannee St.

Edward Ball Wakulla Springs State Park is a 14 - mile drive south of Tallahassee. Wakulla Springs is one of the deepest freshwater springs in the world. This place is a nature lover's paradise. Give the kids sketch books, and have them draw what they see! If you go on the river cruise (believe me, it's worth it) you'll come away with some amazing photos. I finally had to put my camera aside, just to breathe in the river air, and appreciate the sight of birds, alligators, and manatees. You may or may not see manatees, depending on the season, but we got lucky! My visit was in early April. Park hours are 8 a.m. until sundown, open 365 days a year.

We had lunch at the Wakulla Springs Lodge, which is listed on the National Register of Historic Places. The Lodge was built in 1937, and has an old-world elegance. The dining room is beautiful, with tables covered in white, high and ornate ceilings, and a view of Wakulla Springs. The menu has a large selection of seafood. Fresh Gulf grouper is available, along with crabcakes, and Gulf shrimp.



The Museum of Florida History has four permanent exhibits: *Florida in the Civil War*, *World War II*, *Naval Ships Named Florida*, and *Forever Changed: La Florida 1513 - 1821*. My favorite exhibit was *Forever Changed: La Florida 1513 - 1821*. This exhibit highlights the many cultures that influenced Florida, including the Calusa, Apalachee, and Timucua Indians. The exhibit uses features to draw kids into learning, such as life-size examples of village life, and lots of artifacts and hands-on opportunities.

The Museum of Florida History is located at 500 South Bronough St.

Tallahassee Museum is a great place to learn about the culture and natural history of North Florida. Kids will love the 1890s schoolhouse and the red wooden caboose. It's much more than just a museum. Situated on Lake Bradford, it has several nature trails, ziplines, and animals native to Florida. A good reason to go on the zipline is for the view. This museum sits on 52 acres.

Homeschool Programs are offered at the Tallahassee Museum from September to May. Pre-registration is required. The price is \$7.00 per student plus admission fee.



Gulf Specimen Marine Lab brings the ocean to kids (and adults) in a big way. You can get to know a variety of marine life through the touch tanks. It's amazing to be able to hold a starfish. A lot of the staff are interns from Florida State University, and I loved their enthusiasm. They had so much patience with all the questions, and shared their knowledge generously. You'll see crabs of all kinds, sea horses, tiny shrimp, and even sharks. Gulf Specimen Lab is located 30 miles from Tallahassee. Their address is 222 Clark Dr., Panacea, Florida.

During my trip to Tallahassee, I stayed at Aloft Tallahassee Downtown, located at 200 N. Monroe St. I was on the 4th floor, and enjoyed having a view of the swimming pool. I liked the snack and coffee shop, and the European style of the lobby. The hotel has some great environmental initiatives, including the option of hanging a card on your door if you're willing to reuse towels and linens. I admire Aloft for their effort to help with water conservation.

25 Underrated U.S. Cities To Consider For Your Next Family Vacation



When planning a family vacation in a U.S. city, the first destinations that are likely to come to mind are large cities such as [New York City](#), Boston, [Chicago](#), San Francisco, or Los Angeles. These are all fabulous destinations with long lists of family-friendly attractions and activities but they can also be quite expensive to visit. If you're willing to think outside the box though you might find that a smaller city has everything you are looking for in a family vacation and will be easier on the budget too.

Tallahassee, Florida

[Tallahassee](#) might not be the first place that comes to mind when planning a family vacation in Florida but the city has a lot to offer and is easier on the travel budget than many other areas of the state. Spending 2-3 days here en route to Orlando or combining a city break in Tallahassee with a beach vacation elsewhere in the state are both great choices for families. One of the best attractions for families is Tallahassee Museum which has a challenging Tree to Tree Adventures course with ziplines and obstacles, a living history museum with costumed interpreters and hands on demonstrations, and elevated nature trails where visitors can observe Florida's native wildlife. Other must-see attractions include Mission San Luis, a National Historic Landmark where visitors can explore Florida's Hispanic and Native American roots and experience life as it was in the 17th century and [Wakulla Springs State Park](#), a 6,000 acre wildlife sanctuary where visitors can take a guided boat tour on the Wakulla River to see resident and migratory birds, turtles, alligators of all sizes and possibly manatees up close in their natural habitat as the boat glides among cypress trees dripping with Spanish Moss. Don't leave Tallahassee without taking the family to Lofty Pursuits where they can enjoy a delicious ice cream at an old-fashioned soda fountain, watch employees demonstrate the making of folded hard candy and shop an eclectic selection of toys and other items.



Authentic Florida

Twelve Authentic Florida Holiday Things to Do



Edison & Ford Estates for the Holidays, *photo courtesy of Edison & Ford Estates*

Twelve Authentic Florida Holiday Things to Do

Authentic Florida shares twelve things to do and places to visit for the holidays that will remind you of simpler times keeping you in the spirit of the season - a la Old Florida style.

The holidays are here!

Amidst all of the excitement and seasonal activities, most of us are making preparations for our traditions with decorations, fellowship and merry making. We plan meals, spend time with friends, shop and attend events or visit places that heighten the spirit of the season.

In Florida there are many things to do. So much that sometimes we yearn to find happenings that reflect simpler, less commercial times that resonate deep within our soul.

To remind us of those simpler times, we have done some scouting around and have chosen 12 Florida "things to do" to remind you that Florida holidays can indeed, be authentic.

Here are Holiday Things to Do in that span North, Central and South Florida:

A Capital Holiday Celebration, Tallahassee



December 2 & 15, 2016

Florida's Capital city, Tallahassee, is gearing up for its holiday season with celebrations embracing the past. It's place in history is notable because Spanish explorer Hernando De Soto and crew celebrated the first Christmas mass of the New World in 1539.

Located on Florida's Panhandle, Tallahassee has less of a tropical feel than many Florida communities contributing to a more traditional Christmas vibe. The holiday season starts the first week in December, with many activities to celebrate. Here are a few to consider:

Camellia Christmas at the Maclay Gardens State Park in Tallahassee marks the season opener for the gardens. December 2, from 6-9 pm, the former winter residence of Alfred and Louise Maclay will be decorated for the holidays with fresh arrangements created by the local flower club. Gardens are in full bloom with camellias as visitors walk along the brick pathway lined with candles as musicians entertain. Hot cider and cookies will be served and admission is free.



The Goodwood Museum and Gardens main house

The Goodwood Museum and Gardens once an 1838 cotton and corn plantation surrounded by majestic oaks and lovely gardens is a favorite for those attracted to "old Florida" charm. The main house and property is a treasured heirloom providing a glimpse into the life of the many families who once occupied the home and grounds. On December 15, the main home will be specially decorated for the holidays with Victorian Christmas theme. The ticketed event begins with a concert of Voices Angelorum, a Tallahassee Woman's choir, as they perform in the Carriage House, followed by a champagne reception and a candle lit tour of the main residence.

FACEBOOK **YOY**

Platform Snapshot

| 2016-2017 | OCT | NOV | DEC | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | TOTALS |
|------------------|--------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|----------------|
| PAGE LIKES | 50,691 | 50,745 | | | | | | | | | | | 50,745 |
| POST REACH | 90,628 | 69,989 | | | | | | | | | | | 160,617 |
| POST ENGAGEMENTS | 3,195 | 3,618 | | | | | | | | | | | 6,813 |
| ENGAGEMENT RATE | 3.53% | 5.17% | | | | | | | | | | | 4.24% |

| 2015-2016 | OCT | NOV | DEC | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | TOTALS |
|------------------|--------|---------|--------|--------|---------|---------|---------|---------|---------|---------|---------|----------------|------------------|
| PAGE LIKES | 45,496 | 46,779 | 46,727 | 46,735 | 46,803 | 47,205 | 47,660 | 47,851 | 47,957 | 48,029 | 50,625 | 50,723 | 50,723 |
| POST REACH | 53,277 | 344,051 | 46,051 | 94,429 | 240,576 | 363,989 | 504,805 | 247,929 | 115,863 | 104,946 | 794,099 | 114,377 | 3,024,392 |
| POST ENGAGEMENTS | 3,547 | 11,055 | 2,759 | 3,742 | 3,024 | 9,136 | 15,162 | 13,721 | 3,914 | 5,502 | 10,335 | 5,121 | 87,018 |
| ENGAGEMENT RATE | 6.66% | 3.21% | 5.99% | 3.96% | 1.26% | 2.51% | 3.00% | 5.53% | 3.38% | 5.24% | 1.30% | 4.48% | 2.88% |



TWITTER YOY

Platform Snapshot

| 2016-2017 | OCT | NOV | DEC | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | TOTALS |
|------------------|-----------|-----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----------|
| FOLLOWERS | 9,574 | 9,685 | | | | | | | | | | | 9,685 |
| IMPRESSIONS | 80,796 | 82,463 | | | | | | | | | | | 163,259 |
| ENGAGEMENT | 2,598 | 2,425 | | | | | | | | | | | 5,023 |
| ENGAGEMENT RATE | 3.22% | 2.94% | | | | | | | | | | | 3.08% |
| #IHT MENTIONS | 630 | 500 | | | | | | | | | | | 1,130 |
| #IHT IMPRESSIONS | 2,489,300 | 1,260,160 | | | | | | | | | | | 3,749,460 |

| 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 | 9,112 | 9,437 | 9,437 |
| IMPRESSIONS | 92,104 | 68,465 | 49,448 | 60,374 | 104,680 | 58,594 | 158,654 | 169,111 | 72,741 | 65,752 | 528,797 | 88,235 | 1,516,955 |
| ENGAGEMENT | 2,332 | 1,537 | 1,026 | 1,232 | 2,210 | 1,723 | 3,924 | 2,477 | 1,603 | 2,170 | 5,070 | 1,853 | 27,157 |
| ENGAGEMENT RATE | 2.53% | 2.24% | 2.07% | 2.04% | 2.11% | 2.94% | 2.47% | 1.46% | 2.20% | 3.30% | 0.96% | 2.10% | 1.79% |
| #IHT MENTIONS | 1,711 | 1,306 | 1,052 | 1,095 | 1,456 | 1,702 | 1,752 | 7,658 | 1,810 | 1,450 | 899 | 1,030 | 22,921 |
| #IHT 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 | 19,200,00 | 15,068,292 | 4,700,000 | 3,552,570 | 127,220,862 |



INSTAGRAM **YOY**

Platform Snapshot

| 2016-2017 | OCT | NOV | DEC | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | TOTAL |
|-----------------|--------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|---------|
| FOLLOWERS | 8,482 | 8,720 | | | | | | | | | | | 8,720 |
| ENGAGEMENT | 5,578 | 4,566 | | | | | | | | | | | 10,144 |
| REACH | 68,647 | 55,546 | | | | | | | | | | | 124,193 |
| ENGAGEMENT RATE | 8.13% | 8.22% | | | | | | | | | | | 8.17% |
| #IHT MENTIONS | 2,007 | 2,061 | | | | | | | | | | | 4,068 |

| 2015-2016 | OCT | NOV | DEC | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | TOTAL |
|-----------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|--------|
| FOLLOWERS | 4,403 | 4,770 | 4,992 | 5,417 | 5,824 | 6,219 | 6,548 | 6,939 | 7,307 | 7,696 | 7,929 | 8,213 | 8,213 |
| ENGAGEMENT | 4,732 | 3,677 | 3,293 | 3,524 | 3,962 | 5,092 | 4,202 | 3,498 | 5,472 | 5,044 | 4,995 | 4,843 | 52,334 |
| REACH | - | - | - | - | - | - | - | - | - | - | 33,720 | 58,808 | 92,528 |
| ENGAGEMENT RATE | - | - | - | - | - | - | - | - | - | - | 8.38% | 8.24% | 8.31% |
| #IHT MENTIONS | 1,746 | 1,926 | 1,315 | 1,838 | 1,829 | 1,332 | 1,729 | 2,264 | 1,582 | 1,481 | 1,607 | 1,467 | 20,116 |



PINTEREST **YOY**

Platform Snapshot

| | OCT | NOV | DEC | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | TOTAL |
|-------------|--------|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--------|
| FOLLOWERS | 314 | 323 | | | | | | | | | | | 323 |
| LIKES | 0 | 11 | | | | | | | | | | | 11 |
| REPINS | 21 | 38 | | | | | | | | | | | 59 |
| IMPRESSIONS | 22,242 | 3,462 | | | | | | | | | | | 25,704 |
| REACH | 990 | 1,260 | | | | | | | | | | | 2,250 |

| | OCT | NOV | DEC | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | TOTAL |
|-------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
| FOLLOWERS | 288 | 280 | 280 | 288 | 293 | 303 | 304 | 283 | 291 | 297 | 307 | 311 | 311 |
| LIKES | 1 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 164 | 2 | 3 | 3 | 176 |
| REPINS | 18 | 6 | 7 | 9 | 11 | 16 | 8 | 2 | 16 | 8 | 12 | 4 | 117 |
| IMPRESSIONS | - | - | - | - | - | - | - | - | - | - | - | - | - |
| REACH | - | - | - | - | - | - | - | - | - | - | - | - | - |





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Visit Tallahassee

For the Month of November 2016

Date Created: Dec 16, 2016

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| Response Leon County, FL | 3 |
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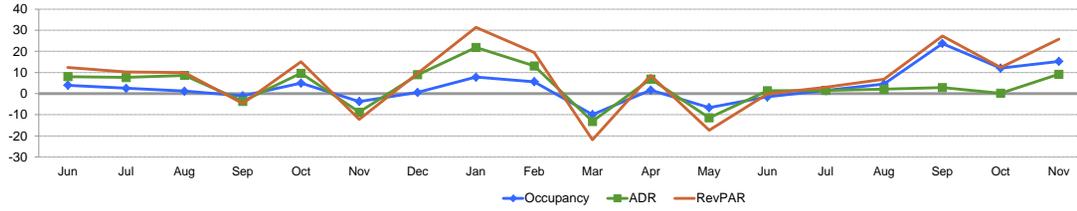
Tab 2 - Trend Leon County, FL

Visit Tallahassee

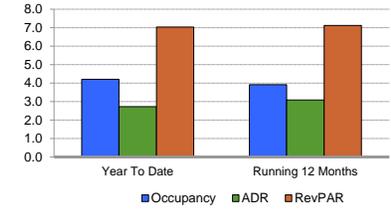
For the Month of November 2016

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



| Occupancy (%) | 2015 | | | | | | | | 2016 | | | | | | | | | |
|----------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov |
| This Year | 66.9 | 63.9 | 63.7 | 53.3 | 63.9 | 56.4 | 50.2 | 58.8 | 72.0 | 65.4 | 64.5 | 59.9 | 65.9 | 64.9 | 66.6 | 65.9 | 71.6 | 65.0 |
| Last Year | 64.4 | 62.4 | 63.0 | 53.9 | 60.9 | 58.5 | 49.9 | 54.5 | 68.2 | 72.6 | 63.5 | 64.2 | 66.9 | 63.9 | 63.7 | 53.3 | 63.9 | 56.4 |
| Percent Change | 4.0 | 2.5 | 1.1 | -1.1 | 4.9 | -3.7 | 0.6 | 7.8 | 5.6 | -9.9 | 1.6 | -6.7 | -1.6 | 1.4 | 4.6 | 23.7 | 12.0 | 15.3 |

| ADR | 2015 | | | | | | | | 2016 | | | | | | | | | |
|----------------|-------|-------|-------|-------|--------|--------|-------|--------|--------|--------|--------|-------|-------|-------|-------|-------|--------|--------|
| | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov |
| This Year | 84.73 | 80.24 | 89.61 | 93.39 | 127.49 | 100.62 | 85.39 | 101.73 | 104.40 | 89.16 | 103.27 | 86.84 | 85.90 | 81.50 | 91.49 | 96.06 | 127.77 | 109.83 |
| Last Year | 78.40 | 74.55 | 82.49 | 96.96 | 116.30 | 110.32 | 78.37 | 83.47 | 92.29 | 102.68 | 96.64 | 98.01 | 84.73 | 80.24 | 89.61 | 93.39 | 127.49 | 100.62 |
| Percent Change | 8.1 | 7.6 | 8.6 | -3.7 | 9.6 | -8.8 | 9.0 | 21.9 | 13.1 | -13.2 | 6.9 | -11.4 | 1.4 | 1.6 | 2.1 | 2.9 | 0.2 | 9.2 |

| RevPAR | 2015 | | | | | | | | 2016 | | | | | | | | | |
|----------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov |
| This Year | 56.71 | 51.31 | 57.10 | 49.76 | 81.45 | 56.72 | 42.84 | 59.81 | 75.21 | 58.27 | 66.64 | 52.00 | 56.59 | 52.87 | 60.96 | 63.33 | 91.46 | 71.36 |
| Last Year | 50.47 | 46.52 | 51.96 | 52.21 | 70.81 | 64.59 | 39.09 | 45.52 | 62.93 | 74.50 | 61.36 | 62.89 | 56.71 | 51.31 | 57.10 | 49.76 | 81.45 | 56.72 |
| Percent Change | 12.4 | 10.3 | 9.9 | -4.7 | 15.0 | -12.2 | 9.6 | 31.4 | 19.5 | -21.8 | 8.6 | -17.3 | -0.2 | 3.0 | 6.8 | 27.3 | 12.3 | 25.8 |

| Supply | 2015 | | | | | | | | 2016 | | | | | | | | | |
|----------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov |
| This Year | 167,310 | 172,887 | 172,887 | 167,310 | 176,979 | 171,270 | 176,979 | 173,383 | 156,576 | 173,352 | 167,760 | 173,352 | 167,760 | 173,352 | 173,352 | 167,760 | 173,352 | 167,640 |
| Last Year | 167,280 | 172,856 | 172,856 | 167,280 | 172,856 | 167,280 | 172,856 | 172,856 | 156,128 | 172,856 | 167,280 | 172,887 | 167,310 | 172,887 | 172,887 | 167,310 | 176,979 | 171,270 |
| Percent Change | 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 | 0.3 | 0.3 | 0.3 | -2.0 | -2.1 |

| Demand | 2015 | | | | | | | | 2016 | | | | | | | | | |
|----------------|---------|---------|---------|--------|---------|--------|--------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov |
| This Year | 111,987 | 110,561 | 110,153 | 89,142 | 113,073 | 96,547 | 88,791 | 101,929 | 112,788 | 113,292 | 108,249 | 103,817 | 110,523 | 112,455 | 115,501 | 110,597 | 124,096 | 108,917 |
| Last Year | 107,686 | 107,854 | 108,889 | 90,084 | 105,239 | 97,939 | 86,231 | 94,265 | 106,466 | 125,418 | 106,213 | 110,939 | 111,987 | 110,561 | 110,153 | 89,142 | 113,073 | 96,547 |
| Percent Change | 4.0 | 2.5 | 1.2 | -1.0 | 7.4 | -1.4 | 3.0 | 8.1 | 5.9 | -9.7 | 1.9 | -6.4 | -1.3 | 1.7 | 4.9 | 24.1 | 9.7 | 12.8 |

| Revenue | 2015 | | | | | | | | 2016 | | | | | | | | | |
|----------------|-----------|-----------|-----------|-----------|------------|------------|-----------|------------|------------|------------|------------|------------|-----------|-----------|------------|------------|------------|------------|
| | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov |
| This Year | 9,488,262 | 8,871,459 | 9,871,039 | 8,324,799 | 14,415,768 | 9,714,700 | 7,581,686 | 10,369,383 | 11,775,455 | 10,101,172 | 11,179,140 | 9,015,112 | 9,493,809 | 9,165,484 | 10,566,814 | 10,623,632 | 15,855,396 | 11,962,347 |
| Last Year | 8,443,029 | 8,040,951 | 8,981,931 | 8,734,301 | 12,239,688 | 10,804,376 | 6,757,633 | 7,868,727 | 9,825,508 | 12,878,211 | 10,264,029 | 10,873,268 | 9,488,262 | 8,871,459 | 9,871,039 | 8,324,799 | 14,415,768 | 9,714,700 |
| Percent Change | 12.4 | 10.3 | 9.9 | -4.7 | 17.8 | -10.1 | 12.2 | 31.8 | 19.8 | -21.6 | 8.9 | -17.1 | 0.1 | 3.3 | 7.0 | 27.6 | 10.0 | 23.1 |

| Census % | 2015 | | | | | | | | 2016 | | | | | | | | | |
|----------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov |
| Census Props | 60 | 60 | 60 | 60 | 61 | 61 | 61 | 60 | 60 | 60 | 60 | 60 | 60 | 60 | 60 | 60 | 60 | 60 |
| Census Rooms | 5577 | 5577 | 5577 | 5577 | 5709 | 5709 | 5709 | 5593 | 5592 | 5592 | 5592 | 5592 | 5592 | 5592 | 5592 | 5592 | 5592 | 5588 |
| % Rooms Participants | 92.4 | 92.4 | 92.4 | 92.4 | 87.6 | 89.9 | 90.8 | 90.6 | 90.6 | 90.6 | 90.6 | 90.6 | 90.6 | 90.6 | 90.6 | 90.6 | 90.6 | 90.6 |

| Year To Date | | | Running 12 Months | | |
|--------------|------|------|-------------------|------|------|
| 2014 | 2015 | 2016 | 2014 | 2015 | 2016 |
| 61.7 | 62.8 | 65.4 | 60.6 | 61.7 | 64.1 |
| 60.7 | 61.7 | 62.8 | 59.5 | 60.6 | 61.7 |
| 1.7 | 1.8 | 4.2 | 1.9 | 1.8 | 3.9 |

| Year To Date | | | Running 12 Months | | |
|--------------|-------|-------|-------------------|-------|-------|
| 2014 | 2015 | 2016 | 2014 | 2015 | 2016 |
| 90.53 | 95.68 | 98.27 | 89.52 | 94.49 | 97.40 |
| 83.18 | 90.53 | 95.68 | 82.28 | 89.52 | 94.49 |
| 8.8 | 5.7 | 2.7 | 8.8 | 5.6 | 3.1 |

| Year To Date | | | Running 12 Months | | |
|--------------|-------|-------|-------------------|-------|-------|
| 2014 | 2015 | 2016 | 2014 | 2015 | 2016 |
| 55.85 | 60.08 | 64.31 | 54.27 | 58.31 | 62.45 |
| 50.45 | 55.85 | 60.08 | 48.97 | 54.27 | 58.31 |
| 10.7 | 7.6 | 7.0 | 10.8 | 7.4 | 7.1 |

| Year To Date | | | Running 12 Months | | |
|--------------|-----------|-----------|-------------------|-----------|-----------|
| 2014 | 2015 | 2016 | 2014 | 2015 | 2016 |
| 1,872,500 | 1,870,650 | 1,867,639 | 2,046,472 | 2,043,506 | 2,044,618 |
| 1,930,576 | 1,872,500 | 1,870,650 | 2,113,755 | 2,046,472 | 2,043,506 |
| -3.0 | -0.1 | -0.2 | -3.2 | -0.4 | 0.1 |

| Year To Date | | | Running 12 Months | | |
|--------------|-----------|-----------|-------------------|-----------|-----------|
| 2014 | 2015 | 2016 | 2014 | 2015 | 2016 |
| 1,155,150 | 1,174,764 | 1,222,164 | 1,240,551 | 1,260,995 | 1,310,955 |
| 1,170,950 | 1,155,150 | 1,174,764 | 1,258,010 | 1,240,551 | 1,260,995 |
| -1.3 | 1.7 | 4.0 | -1.4 | 1.6 | 4.0 |

| Year To Date | | | Running 12 Months | | |
|--------------|-------------|-------------|-------------------|-------------|-------------|
| 2014 | 2015 | 2016 | 2014 | 2015 | 2016 |
| 104,577,694 | 112,395,770 | 120,107,744 | 111,053,315 | 119,153,403 | 127,689,430 |
| 97,399,270 | 104,577,694 | 112,395,770 | 103,515,189 | 111,053,315 | 119,153,403 |
| 7.4 | 7.5 | 6.9 | 7.3 | 7.3 | 7.2 |

A blank row indicates insufficient data.

Source 2016 STR, Inc.

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Leon County Signature Event Grant Program FY2016-17

| Event Information from the Signature Event Application | | | | | | | | | | | Downs & St. Germain Economic Impact Study Results | | | | | | |
|--|---------------------------------------|------------|-----------|---------------------------|------------|-----------|------|--------------------|-----------------------|----------------------------|---|-------------------------|------------------------|-----------------------|-----------|-----------|--|
| Organization | Event Name | First Name | Last Name | Venue | Start Date | End Date | Days | Estimated Visitors | Estimated Room Nights | Previously Funded (FY2016) | Year of Study | Direct Visitor Spending | Out of County Visitors | Room Nights Generated | Requested | Recommend | |
| 1 | Florida Jazz and Blues Festival, Inc. | Jon | Brown | Cascade Park | 9/22/2017 | 9/24/2017 | 2 | 2,000 | 1,500 | \$42,500 | 2016 | \$124,100 | 930 | 342 | \$50,000 | \$ 45,000 | |
| 2 | Tallahassee Museum | Amber | O'Connell | North Florida Fairgrounds | 12/3/2016 | 12/4/2016 | 2 | 4,071 | 3,650 | \$25,000 | 2014 | \$2,371,600 | 4,578 | 2,610 | \$50,000 | \$ 50,000 | |
| 3 | Springtime Tallahassee Festival, Inc. | Jennifer | Naff | Downtown Tallahassee | 3/31/2017 | 4/1/2017 | 2 | 27,500 | 8,500 | \$60,000 | 2015 | \$5,883,800 | 27,200 | 8,500 | \$60,000 | \$ 60,000 | |
| 4 | Red Hills Horse Trials Inc. | Jane | Barron | Elinor Klapp Phipps Park | 3/9/2017 | 3/12/2017 | 4 | 1,000 | 4,000 | \$50,000 | 2015 | \$2,047,800 | 4,760 | 4,035 | \$60,000 | \$ 60,000 | |
| 5 | Florida Litfest, Inc. | Mark | Mustian | Cascades Park | 4/7/2017 | 4/9/2017 | 3 | 6,000 | 3,000 | \$50,000 | 2015 | \$264,900 | 700 | 250 | \$50,000 | \$ 45,000 | |
| 6 | Florida State Athletics | Jason | Dennard | Doak Campbell Stadium | 4/29/2017 | 4/29/2017 | 1 | 1,000 | 15,000 | \$50,000 | N/A | N/A | N/A | 1,000 | \$40,000 | \$ - | |
| (FY17 Signature Event Grant Budget - \$300,000) | | | | | | | | | | | | | | | \$310,000 | \$260,000 | |



MEMORANDUM

TO: Leon County Tourist Development Council

FROM: Kerri Post, Executive Director, Division of Tourism Development

SUBJECT: Out-of-Cycle Funding Request for a Signature Event Grant: Doak After Dark 2 with Blake Shelton on April 29, 2017

DATE: January 5, 2017

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. At this meeting, the TDC approved the \$50,000 request from fund balance for the November 2016 concert however they requested the Seminole Boosters apply for a Signature Event grant for the 2017 Spring concert once the FY 16-17 grant cycle opened. The recommended \$50,000 from fund balance for the November concert was held from advancement to the BOCC for approval because the artist(s) had not yet been confirmed.

At the August 31, 2016 meeting, the November Doak After Dark concert funding request was brought back before the TDC due to a change in artists and therefore a change in the scope of the event. The original proposal approved by the TDC on May 5, 2016 listed one of the biggest stars in country music, the artists now scheduled to perform were Tyler Farr, Old Dominion and Bobby Bones. FSU also planned to recognize Veterans at the event as the concert will take place Veterans Day weekend.

The TDC approved \$50,000 from the fund balance for the Doak After Dark in-stadium concert on Saturday, November 12th in creating a more appealing weekend for fans in town for the Friday night game and help establish Doak Campbell Stadium as a new music venue. The BOCC approved this request at the September 13, 2016 meeting.

FSU anticipated the November 12th Saturday night Doak After Dark concert to generate an additional 10,000 visitors and 5,000 room nights. The stage was set in the south end-zone with a seating capacity of 12,000 including the new Champions Club. FSU reports the concert attendance at 8,000 with the post-event report indicating 1,000 room nights were generated.

Analysis:

At the November 3, 2016 meeting, the TDC awarded \$260,000 to support five (5) Signature Events, leaving a balance of \$40,000 available for either another event application or if one is not received, the TDC directed Florida Jazz & Blues Festival and Word of South to come back for further discussion regarding the additional \$5,000 each in funding support.

A Signature Event grant application from FSU Athletics has now been received requesting \$40,000 in support for the Doak After Dark 2 Spring concert scheduled on April 29, 2017 featuring Blake Shelton, Jake Owen and others. Per the application (see attached), FSU anticipates 35,000 attendees and 15,000 estimated total room nights.

Staff supports the event based on the big-name/big-draw artists and anticipated increase in visitation and visibility of Tallahassee/Leon County. Additionally, this concert is independent of the FSU Spring Game so it will be adding a new prominent event weekend to the spring season. Staff recommends supporting this event at the requested level.

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

Staff Recommendations:

Provide funding support for the Doak After Dark 2 concert event with Blake Shelton at the requested level of \$40,000.

Attachments:

1. Doak After Dark 2 Signature Grant Application
2. Post-event Report and Marketing Recap from the November 12, 2016 Doak After Dark Concert

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 | |
| Address | 403 Stadium Drive West |
| City | Tallahassee |
| State | FL |
| Zip | 32306 |
| Non-Profit | Yes |
| Tax ID | 8012584914 |
| Insurance Provider | Basis Entertainment |
| Insurance Document | <u>(/media/)</u> |

Page 3 - Event Information

| | |
|-----------------------|-------------------|
| Event Name | Doak After Dark 2 |
| Event Director | Jason Dennard |

| | |
|---------------------------------------|---|
| Event Email | jdennard@fsu.edu |
| Event Phone | (850) 644-4397 |
| Event Start Date | 04/29/2017 |
| Event End Date | 04/29/2017 |
| First Hotel Date | 04/28/2017 |
| Last Hotel Date | 04/29/2017 |
| Number of Rooms Per Night | 1000 |
| Event Website | www.doakafterdark.com |
| Event Organization Facebook | Doak After Dark |
| Event Organization Twitter | @doakafterdark |
| Event Spectator Admission Cost | \$39-\$200 |
| Schedule of Events | Adley Stump David Ray Big and Rich Jake Owen Blake Shelton |
| Event Description | Doak After Dark returns to Doak Campbell Stadium this Spring with Country music superstar Blake Shelton headlining the concert inside DOAK! It's first time he's been here in Tallahassee and we expect a huge crowd. |

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 |

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 35000

Estimated Total Number of Teams (Sports Only)

Estimated Total Overnight Visitors 15000

Estimated Total Room Nights 15000

Page 7 - Event Details

Amount Requested \$40,000

Budget Documentation

[uploads/Expenses-Sports Council Grant Budget 17.xlsx \(/media/uploads/Expenses-Sports Council Grant Budget 17.xlsx\)](#)

Grant Purpose

The funding will be used to help offset the operational costs incurred with the production, staging, lights, to host a full scale

concert inside Doak Campbell Stadium.

Receiving Funding

No

Funding Provider(s)

Doak After Dark 2 has already begun promotion, beginning in November throughout the football season (inside Doak Campbell Stadium) and more.

Marketing Plan

www.doakafterdark.com is up and running as the host site. Social media is buzzing as our Facebook and Twitter pages post on a regular basis. Our local radio partners have been promoting the event heavily as well. The marketing will ramp up as we enter 2017 and enter the Spring. We are focusing our efforts with digital re-targeting and ad-buys outside the Tallahassee region to bring in out of town guests.

Marketing Expenses Outside of Leon County

\$75,000

Certified True

True

Form Status: **submitted**

| | |
|----------------------------------|---|
| Event Name | Doak After Dark |
| Organization Name | Florida State Athletics |
| Organization Contact | Jason Dennard |
| Email | jdennard@fsu.edu |
| Phone | 8506444397 |
| Address | 403 Stadium Drive West |
| City | Tallahassee |
| State | FL |
| Zip | 32306 |
| Event Start Date | 11/12/2016 |
| Event End Date | 11/12/2016 |
| Awarded Grant | \$50,000 |
| Make Checks payable to | Florida State |
| Tax ID | 59-1961248 |
| Total Overnight Visitors | 5000 |
| Total Room Nights | 1000  |
| Invoice Award | uploads/DAD Invoice.xlsx (/media/uploads/DAD Invoice.xlsx) |
| Invoice Expenses | uploads/Basis Live.pdf (/media/uploads/Basis Live.pdf) |
| Proof of Payments | uploads/Basis Live 3Ree7cY.pdf (/media/uploads/Basis Live 3Ree7cY.pdf) |
| Visitors Documentation | uploads/DAD Ticket Map Two Colors.jpg (/media/uploads/DAD Ticket Map Two Colors.jpg) |
| Room Nights Documentation | uploads/Hampton Inn.msg |

Form Status: **submitted**

| | |
|----------------------------------|---|
| Event Name | Doak After Dark |
| Organization Name | Florida State Athletics |
| Organization Contact | Jason Dennard |
| Email | jdennard@fsu.edu |
| Phone | 8506444397 |
| Address | 403 Stadium Drive West |
| City | Tallahassee |
| State | FL |
| Zip | 32306 |
| Event Start Date | 11/12/2016 |
| Event End Date | 11/12/2016 |
| Awarded Grant | \$50,000 |
| Make Checks payable to | Florida State |
| Tax ID | 59-1961248 |
| Total Overnight Visitors | 5000 |
| Total Room Nights | 1000 |
| Invoice Award | uploads/DAD Invoice.xlsx (/media/uploads/DAD Invoice.xlsx) |
| Invoice Expenses | uploads/Basis Live.pdf (/media/uploads/Basis Live.pdf) |
| Proof of Payments | uploads/Basis Live 3Ree7cY.pdf (/media/uploads/Basis Live 3Ree7cY.pdf) |
| Visitors Documentation | uploads/DAD Ticket Map Two Colors.jpg (/media/uploads/DAD Ticket Map Two Colors.jpg) |
| Room Nights Documentation | uploads/Hampton Inn.msg |

Doak After Dark

INVOICE

SOLD TO:

Leon County Tourist Development Council
c/o Visit Tallahassee

| | |
|--------------------|---------------|
| INVOICE NUMBER | 154332 |
| INVOICE DATE | Nov. 22, 2016 |
| OUR ORDER NO. | |
| YOUR ORDER NO. | |
| TERMS | |
| SALES REP | |
| SHIPPED VIA | |
| F.O.B. | |
| PREPAID or COLLECT | |

SHIPPED TO:



| QUANTITY | DESCRIPTION | UNIT PRICE | AMOUNT |
|----------|--|------------|-------------|
| 1 | Leon County Tourist Development Council  | | \$50,000.00 |
| | | SUBTOTAL | 50,000.00 |
| | | TAX | 0.00 |
| | | FREIGHT | |

DIRECT ALL INQUIRIES TO:

Jason Dennard

MAKE ALL CHECKS PAYABLE TO:

Florida State
403 Stadium Drive West
Tallahassee, FL 32306

| |
|-----------------|
| \$50,000.00 |
| PAY THIS AMOUNT |

THANK YOU FOR YOUR BUSINESS!

S11 Check Date: Nov 02 2016 Supplier Number: 0000062227 Check No. 00695025

| Invoice Number | Invoice Date | Voucher ID | Gross Amount | Discount Taken | Late Charge | Paid Amount |
|----------------|--------------|------------|--------------|----------------|-------------|----------------------------|
| 154 1002 79596 | Oct 28 2016 | 01057954 | 120,000.00 | 0.00 | 0.00 | 120,000.00 |
| | | | | | | Hold for Athletics pick up |
| 154 1002 79597 | Oct 28 2016 | 01057955 | 120,000.00 | 0.00 | 0.00 | 120,000.00 |
| | | | | | | Hold for Athletics pick up |

[Handwritten signature]

| Check Number | Date | Total Gross Amount | Total Discounts | Total Late Charge | Total Paid Amount |
|--------------|-------------|--------------------|-----------------|-------------------|-------------------|
| 00695025 | Nov 02 2016 | \$260,000.00 | \$0.00 | \$0.00 | \$260,000.00 |



Florida State University
A5607 UNIVERSITY CENTER
TALLAHASSEE, FL 32306 2391

BANK OF AMERICA - SOF
PO BOX 5257
TALLAHASSEE, FL 32314

63-568
631 FI
00695025

Date: Nov 02 2016 Pay Amount: \$260,000.00***
VOID AFTER THREE MONTHS

Pay **** Two hundred sixty thousand and 00/100 Dollars ****

To The Order Of: BASIS LIVE LLC BASIS ENTERTAINMENT
BASIS ENTERTAINMENT
35989 HWY 69 NORTH
FORT ST CITY LA 50426

[Handwritten signature]
Authorized Signature

Invoice

| |
|---|
| Bill To: |
| Florida State University Attn: Jason Dennard 600 W College Ave Tallahassee, FL 32306 |

| | |
|----------------------|---|
| Invoice Date | 27 Oct 2016 |
| Invoice No. | FSU-1002 |
| PO / Contract | MOU dated 22 April 2016 and Meeting Minutes |
| Due Date | 28 October 2016 |

Production Fees for "Doak After Dark" Concert to be held on 12 November 2016

| Item | Description | Qty | Rate | Extended Amount |
|------|---|-----|--------------|-----------------|
| 1 | Production Services Premier Global Production Company, Inc. Production services | 1 | \$120,000.00 | \$120,000.00 |

| | | | |
|--|--|--------------------------|--------------|
| Please remit payment as follows: | | Subtotal | \$120,000.00 |
| | | Sales Tax (0.00%) | \$0.00 |
| | | Total | \$120,000.00 |
| Basis Live, LLC FSU-I 35989 Highway 69 Forest City, IA 50436 ABA Routing Number: 091408734 Account Number: 13123129 | | | |

MEETING MINUTES
BASIS MARKETING, INC. and FLORIDA STATE UNIVERSITY

The above accurately reflects the discussion points taken place during the meeting.

Review and agreed to:

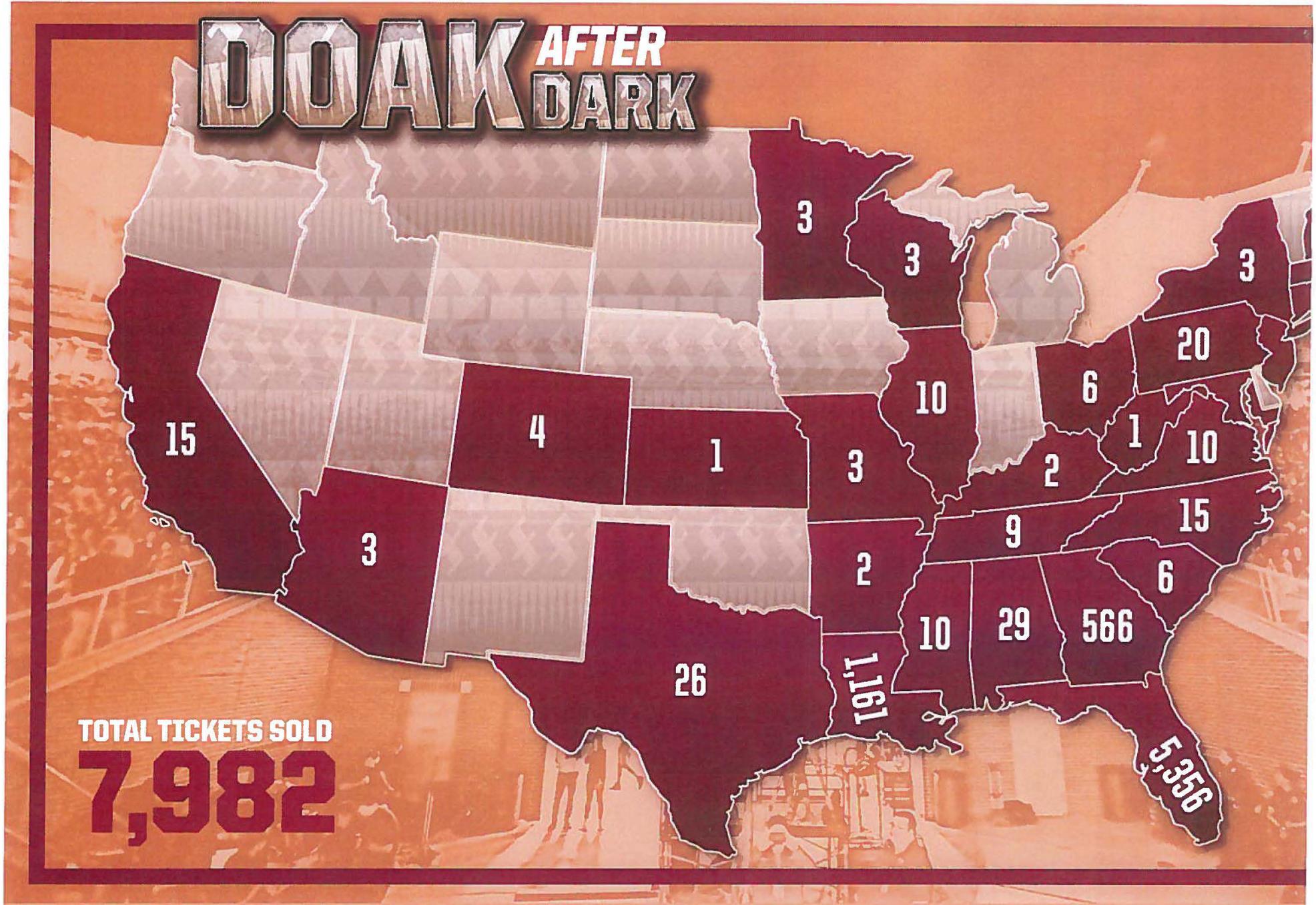
Basis Marketing, Inc.

Florida State University



Andrew Thompson
Chief Business Officer

Matt Behnke
Sr. Associate Athletics Director and CFO

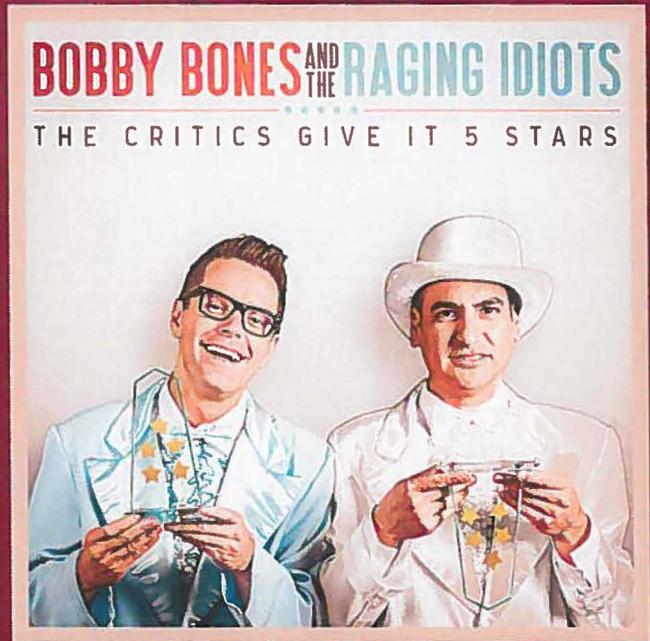




TYLER FARR

DOAK **AFTER** DARK

NOVEMBER 12 >> 7PM



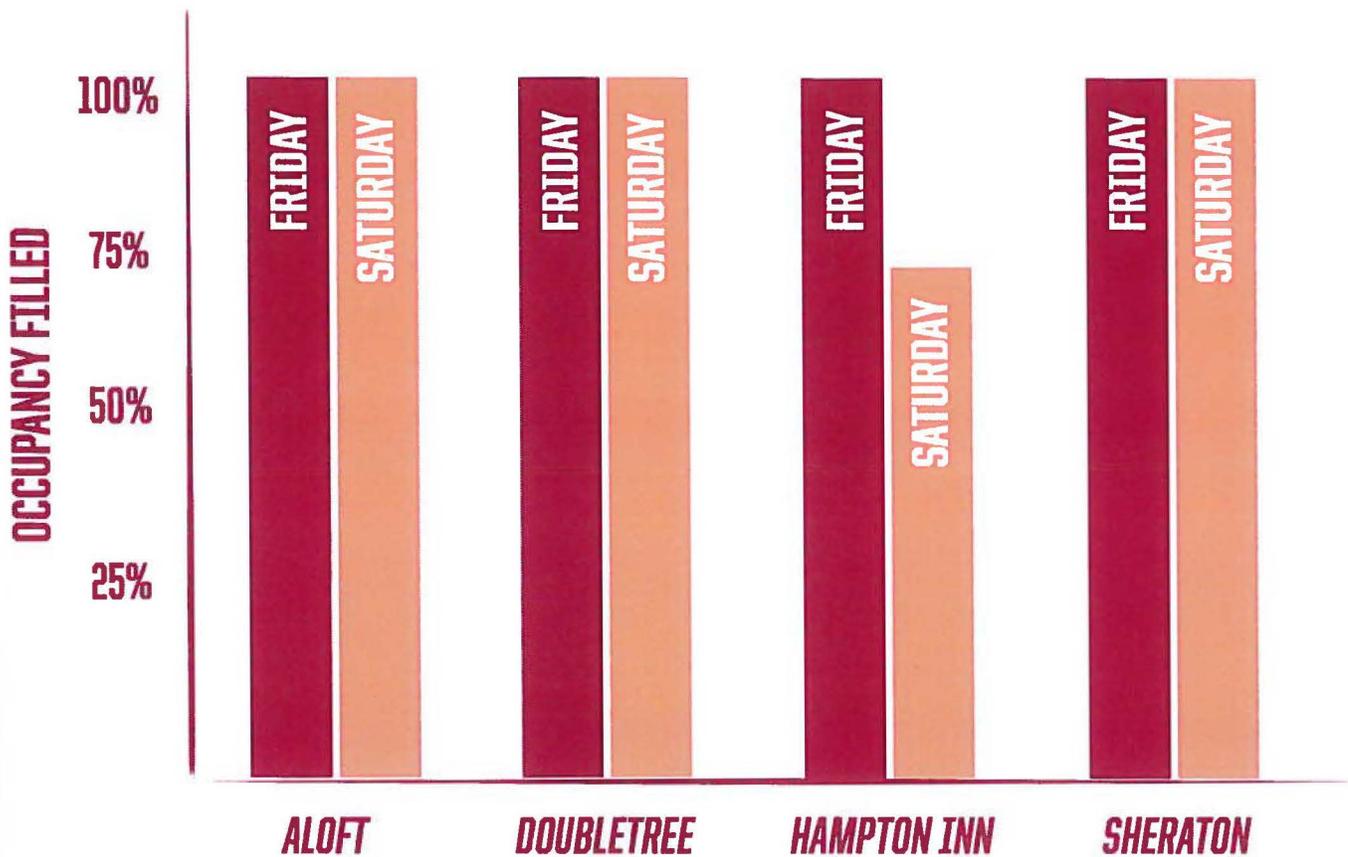
**TICKETS: CHAMPIONS CLUB - \$40
GENERAL ADMISSION - \$20**

PURCHASE YOUR TICKETS ONLINE AT SEMINOLES.COM

POST CONCERT FIREWORKS PRESENTED BY Tallahassee

DOAK AFTER DARK

HOTEL SNAPSHOT FOR FRIDAY & SATURDAY



TALLAHASSEE HOTELS
4 HOTELS RESPONDED

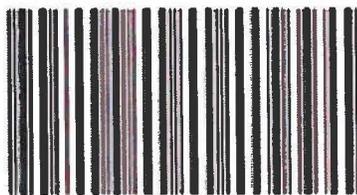
REACTIONS FROM HOTEL ADMINISTRATION:

“AFTER REVIEWING OUR OCCUPANCY FOR THE WEEKEND, WE CERTAINLY DID FEEL A BUMP BASED ON THE SATURDAY NIGHT CONCERT. WE REMOVED HOTEL RESTRICTIONS, WHICH TYPICALLY WOULD BE A REQUIRED 2-NIGHT STAY. WITH THAT BEING SAID, WE EXPERIENCED PERFECT SELL OUTS FOR BOTH FRIDAY AND SATURDAY NIGHT AND HAD 35 PLUS ROOMS DECIDE TO EXTEND THEIR STAY FROM JUST THE FRIDAY NIGHT TO A 2-NIGHT STAY AFTER THE ORIGINAL RESERVATIONS HAD BEEN MADE. I THINK IT WOULD BE SAFE TO PROJECT THAT THE CONCERT HAD A PART IN THIS.”

- JIMMY COOPER, DIRECTOR OF SALES, ALOFT TALLAHASSEE DOWNTOWN

“WE SOLD OUT ON FRIDAY NIGHT WITH 164 ROOMS AND ON SATURDAY WE SOLD 163. WE WERE ABOUT HALF FULL IN JULY, SO A 50% INCREASE IN BOOKINGS.”

- CHERYL HORNE, DIRECTOR OF SALES & MARKETING, SHERATON TALLAHASSEE DOWNTOWN



52631717175124

DOAK AFTER DARK

NOVEMBER 12TH 7PM
DOAK CAMPBELL STADIUM

OLD DOMINION

BOBBY BONES AND THE RAGING IDIOTS

COME TAILGATE WITH THE NOLES

@DOAKAFTERDARK

NO REFUNDS. NO EXCHANGES.

- Treat this E-Ticket as you would any other valuable or cash.
- The barcode only allows ONE ENTRY PER SCAN.
- Unauthorized duplication or sale of this ticket may prevent your admittance to the event.

Dates/Times subject to change

FSU PRINT AT HOME TICKETS FSU PRINT AT HOME TICKETS

FSU PRINT AT HOME TICKETS

DOAK AFTER DARK

FREE PARKING

CLUB OPENS AT 3PM

DOAKAFTERDARK.COM

THE Champions Club

| SEC | ROW | SEAT |
|-----|-----|------|
|-----|-----|------|

| | | |
|------|----|---|
| C325 | 13 | 1 |
|------|----|---|

Use Champions Club Entrance



52631717175124

C17

C

NAME: Joe Garcia

No refunds or exchanges. No passouts. No smoking. No umbrellas. No artificial Noisemakers.
Event date and time subject to change.
Purchaser assumes all responsibility in case of accident or property loss. No food or beverage may be brought into the stadium or arena.
Florida State University reserves the unrestricted right to revoke the license granted by this ticket by an offer to refund the purchase price. It further reserves the right to eject without refund any person on the stadium or arena premises who is intoxicated or is in the possession of alcoholic beverages.
This ticket may not be used in connection with any promotional or sales program in which said ticket is given away and/or sold as part of a sweepstakes, lottery, game of chance or otherwise without the express written permission of Florida State University.
Tickets obtained from unauthorized sources may be lost, stolen or counterfeit and the holder may be denied admission or ejected without compensation.

DOOAK AFTER DARK

NOVEMBER 12, 2016

UNIQUE FSU TAILGATE EXPERIENCE. LOTS OPEN AT 3PM



OLD DOMINION



**BOBBY BONES
& THE RAGING IDIOTS**



TYLER FARR

TICKETS AVAILABLE NOW AT SEMINOLES.COM
GENERAL ADMISSION \$20 / CHAMPIONS CLUB \$40





MEMORANDUM

TO: Leon County Tourist Development Council

FROM: Kerri Post, Executive Director, Division of Tourism Development

SUBJECT: Out-of-Cycle Funding Request for a Special Event Grant: Florida Tap Invitational on September 15&16, 2017

DATE: January 5, 2017

Background:

At the May 5, 2016 meeting, the Tourist Development Council (TDC) received a proposal from Matt Thompson representing the Tallahassee Brew District requesting \$25,000 in Special Event Grant funding for the Florida Tap Invitational. The two-day event celebrates Florida breweries and is designed to increase awareness and visitation by making Tallahassee a premier destination for the craft beer community.

The TDC approved funding for the event at \$12,500, which was the remaining balance in the FY15-16 Special Event Grant fund, with the stipulation that the Tallahassee Brew District request a grant from the Community Redevelopment Agency (CRA) for an equal amount. The Tallahassee Brew District applied for a \$12,500 grant from the CRA however a grant was not received.

Over the past four years, the event continues to grow and receives outstanding social media traction. The post-event report indicates 170 room nights were generated from the 2016 event.

Analysis:

At the August 31, 2016 meeting, the TDC awarded \$80,000 to support seventeen (17) Special Events, leaving a balance of \$20,000 for supporting other events as requested during the fiscal year.

A Special Event Grant application received from Madison Social and the Tallahassee Brew District requests \$12,500 for the 2017 Florida Tap Invitational. The event kickoff

party and concert on Friday will be held in College Town and Saturday's tapfest at Proof is anticipated to close Madison Street as well. Per the attached application, the Tallahassee Brew District anticipates 2,000 participants and 1,000 total room nights.

Staff supports the event based on several factors:

1. The event has a history of attracting statewide breweries and participants.
2. The programming provides opportunities for continued growth and the potential to increasing attract overnight visitation to area commercial lodging establishments.
3. The event is held in September on a weekend when there is not a FSU home game and additional event business is welcomed.
4. The event expands the awareness and positioning that Tallahassee is a premier craft beer destination.

Staff recommends supporting this event at the requested level.

Tourism Development would assist in promoting the event through our website, public relations and targeted social media.

Staff Recommendations:

Provide funding support for the Florida Tap Invitational at the requested level of \$12,500.

Attachments:

1. 2016 Post-event Report
2. 2017 Florida Tap Invitational Special Event Grant Application

Form Status: **submitted**

Page 1 - Contact Information

| | |
|------------------------|------------------------|
| First Name | Matthew |
| Last Name | Thompson |
| Email | matt@madisonsocial.com |
| Contact Phone | (850) 559-4855 |
| Grant Type | Special |
| Agreed to Terms | Yes |

Page 2 - Organization Information

| | |
|-----------------------------|--|
| Organization Name | Madison Social and Tallahassee Brew District |
| Organization Contact | Matt Thompson |
| Contact Title | Managing Partner, For The Table Hospitality |
| Address | 705 S Woodward Ave Ste 101 |
| City | TALLAHASSEE |
| State | FL |
| Zip | 32304 |
| Non-Profit | No |
| Tax ID | 461746609 |
| Insurance Provider | Nationwide |
| Insurance Document | (/media/) |

Page 3 - Event Information

| | |
|-----------------------|--------------------------|
| Event Name | Florida Tap Invitational |
| Event Director | Matt Thompson |

| | |
|---------------------------------------|--|
| Event Email | matt@madisonsocial.com |
| Event Phone | (850) 559-4855 |
| Event Start Date | 09/15/2017 |
| Event End Date | 09/16/2017 |
| First Hotel Date | 09/15/2017 |
| Last Hotel Date | 09/16/2017 |
| Number of Rooms Per Night | 250 |
| Event Website | |
| Event Organization Facebook | facebook.com/madisonsocial |
| Event Organization Twitter | @madisonsocial |
| Event Spectator Admission Cost | 35 |
| Schedule of Events | <p>On the Friday evening, we will have a kickoff party and concert at Madison and Woodward. On Saturday the plan is to host the tapfest at Proof although we believe we may outgrow the area and need to shut down Madison St. as well.</p> |
| Event Description | <p>The FL Tap Invitational is the only tapfest statewide that celebrates Florida craft beer with an emphasis on rare and/or "hard to get" brews. All beer is purchased from the breweries to insure their participation both with their brand and physically being at the event for fans to have a "meet and greet."</p> |

Page 4 - Facility Information

| | |
|--------------------------------|---------------------------------------|
| Venue Facility Secured? | Yes |
| Within Leon County? | Yes |
| Venue Name | Proof Brewing Company and Madison St. |
| Venue Address | 705 S Woodward Ave Ste 101 |
| Venue City | Tallahassee |
| Venue State | FL |
| Venue Zip Code | 32304 |

| | |
|----------------------------|------------------------|
| Venue Contact | Matt Thompson |
| Venue Contact Email | matt@madisonsocial.com |
| Venue Phone | (850) 559-4855 |

Page 5 - Hotel Information

| | |
|-------------------------------|------------------------|
| Hotel Secured? | Yes |
| Can Hotels Contact? | No |
| Hotel Name #1 | Marriott Residence Inn |
| Hotel Contact Name #1 | Doubletree |
| 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 | 2000 |
| Estimated Total Number of Teams (Sports Only) | |
| Estimated Total Overnight Visitors | 500 |
| Estimated Total Room Nights | 1000 |

Page 7 - Event Details

| | |
|-----------------------------|---|
| Amount Requested | \$12,500 |
| Budget Documentation | uploads/Tap Invitational Costs.xlsx (/media/uploads/Tap Invitational Costs.xlsx) |

Grant Purpose

Grant funds will be used for the kickoff party on Friday evening-- brand and production.

Receiving Funding

No

Funding Provider(s)**Marketing Plan**

Last year the entire event was supported by social media and given the size of the online audiences between Proof, Madison Social, and other College Town venues such as Township, social media will once again play a huge roll in the marketing of this event. However, we will push for more traditional earned media in year two.

Marketing Expenses Outside of Leon County

\$3,000

Certified True

True

| Fla Tap Invitational Cost | | | | |
|------------------------------------|-------------------------|-------------------------|---------------|--------------------|
| ITEM | COST | QTY | | TOTAL |
| FRIDAY NIGHT CONCERT | | | | |
| AUDIO VISUAL | \$7,928.00 | 1 | | \$7,928.00 |
| BAND COSTS | \$4,500.00 | 1 | | \$4,500.00 |
| RIDERS | \$0.00 | 0 | | \$0.00 |
| HOTELS | \$0.00 | 0 | | \$0.00 |
| PARKING | \$0.00 | 0 | | \$0.00 |
| MARKETING MATERIALS / PRINT | \$0.00 | 0 | | \$0.00 |
| BARRICADES | \$0.00 | 0 | | \$0.00 |
| POLICE OFFICERS | \$1,688.00 | 1 | | \$1,688.00 |
| SECURITY | \$0.00 | 0 | | \$0.00 |
| ROAD CLOSURE | \$0.00 | 0 | | \$0.00 |
| INSURANCE | \$0.00 | 0 | | \$0.00 |
| PERMITTING | \$0.00 | 0 | | \$0.00 |
| STAFFING OTHER | \$0.00 | 0 | | \$0.00 |
| WRISTBANDS | \$0.00 | 0 | | \$0.00 |
| LANYARDS | \$0.00 | 0 | | \$0.00 |
| PINT GLASSES | \$0.00 | 0 | | \$0.00 |
| | | TOTAL | FRIDAY | \$14,116.00 |
| SATURDAY TAP INVITATIONAL | | | | |
| BEER | \$7,573.84 | 1 | | \$7,573.84 |
| HOTELS | \$8,464.88 | 1 | | \$8,464.88 |
| PRINT MATERIAL - BANNERS / SIGNAGE | \$0.00 | 0 | | \$0.00 |
| FRENCH BARRICADES - 7.5' EACH | \$320.88 | 1 | | \$320.88 |
| POLICE OFFICERS | \$100.00 | 1 | | \$100.00 |
| SECURITY / ADDITIONAL STAFFING | \$0.00 | 0 | | \$0.00 |
| TASTING GLASSES | \$1,185.24 | 1 | | \$1,185.24 |
| FOOD TICKETS (ALREADY HAVE) | \$0.00 | 0 | | \$0.00 |
| MARPAN DISPOSABLE GARBAGE CANS | \$104.86 | 1 | | \$104.86 |
| CO2 | \$5.00 | 5 | | \$25.00 |
| ICE - 2 ALLETS ONE PARTY BOX | \$1,290.00 | 1 | | \$1,290.00 |
| TENTS, TABLES & LINENS | \$1,386.75 | 1 | | \$1,386.75 |
| PORTALETTS - HAND STATION | \$241.88 | 1 | | \$241.88 |
| VIP FOOD | \$677.48 | 1 | | \$677.48 |
| DUMP BUCKETS - 100 CT | \$129.97 | 1 | | \$129.97 |
| PLASTIC PITCHERS | \$204.00 | 1 | | \$204.00 |
| WRISTBANDS (ALREADY HAVE) | \$0.00 | 0 | | \$0.00 |
| LANYARDS | \$30.19 | 1 | | \$30.19 |
| KEG BUCKETS | \$220.11 | 1 | | \$220.11 |
| BAND | \$400.00 | 1 | | \$400.00 |
| | | TOTAL | SAT. | \$22,355.08 |
| | | EVENT TOTAL | | \$36,471.08 |
| | | EST GRANT MONEY | | \$17,000.00 |
| | | BALANCE TO COVER | | \$19,471.08 |
| EVENTBRITE | TICKETS SOLD | 662 | | \$23,170.00 |
| | \$35 | | | |
| EVENTBRITE | TICKETS SOLD | 188 | | \$9,400.00 |
| | \$50 | | | |
| EVENTBRITE | DAY OF TIX | 19.00 | | \$855.00 |
| | \$45 | | | |
| EVENTBRITE | DD | \$15 | 17 | \$255 |
| FRIDAY NIGHT | FRIDAY NIGHT | | | \$360 |
| DAY OF EVENT | SQUARE | | | \$285 |
| DAY OF EVENT | ALOHA | | | \$660 |
| DAY OF EVENT | CASH WALK UPS | | | \$525 |
| | TOTAL RUNNING | | | \$35,510.00 |
| | REVENUE | | | |
| | ACTUAL REVENUE | | | \$35,730.00 |
| | POTENTIAL PROFIT | | | \$16,038.92 |
| | ACTUAL PROFIT | | | \$16,258.92 |

\$12,500 TDC + \$2000 FRLA + \$2500 TRI-EAGLE

DOES NOT TAKE INTO ACCOUNT COMPS

EVENTBRITE PLUS OTHER REVENUE

Form Status: **submitted**

| | |
|---------------------------------|---|
| Event Name | Florida Tap Invitational |
| Organization Name | Madison Social |
| Organization Contact | Eric Pounders |
| Email | eric@madisonsocial.com |
| Phone | 7274092673 |
| Address | 705 S Woodward Ave, Unit 101 |
| City | Tallahassee |
| State | FL |
| Zip | 32304 |
| Event Start Date | 09/16/2016 |
| Event End Date | 09/17/2016 |
| Awarded Grant | \$12,500 |
| Make Checks payable to | Madison Social |
| Tax ID | 46-1746609 |
| Total Overnight Visitors | 436 |
| Total Room Nights | 170 |
| Invoice Award | uploads/Visit_Tallahassee-1012.pdf (/media/uploads/Visit_Tallahassee-1012.pdf) |
| Invoice Expenses | uploads/Florida Tap Invitational Concert Expenses.pdf (/media/uploads/Florida Tap Invitational Concert Expenses.pdf) |

| | |
|----------------------------------|---|
| Proof of Payments | <u>uploads/FL Tap Invitational Band Cleared Check.png</u> <u>(/media/uploads/FL Tap Invitational Band Cleared Check.png)</u> |
| Visitors Documentation | <u>uploads/Florida Tap Invitational Attendees.xlsx</u> <u>(/media/uploads/Florida Tap Invitational Attendees.xlsx)</u> |
| Room Nights Documentation | <u>uploads/FL Tap Invitational Room Nights.pdf</u> <u>(/media/uploads/FL Tap Invitational Room Nights.pdf)</u> |
| Marketing Materials | <u>uploads/FloridaTapInvitationalMarketing.pdf</u> <u>(/media/uploads/FloridaTapInvitationalMarketing.pdf)</u> |

Madison Social Tallahassee LLC
705 S Woodward Avenue
Unit 101
Tallahassee, FL 32304 US
(850) 521-5852
matt@madisonsocial.com

INVOICE

BILL TO
LEON COUNTY TOURIST
DEVELOPMENT COUNCIL C/O
VISIT TALLAHASSEE

INVOICE # 1012
DATE 09/16/2016
DUE DATE 10/16/2016
TERMS Net 30

| ACTIVITY | QTY | RATE | AMOUNT |
|---------------------------------------|-----|-----------|-----------|
| Sales THE FLORIDA TAP INVITATIONAL | 1 | 12,500.00 | 12,500.00 |

BALANCE DUE **\$12,500.00**



107 Music City Circle, Suite 203, Nashville, TN 37214
615-254-7553 toll-free 1-855-554-7553 fax 615-244-4858

PERFORMANCE CONTRACT

This Contract made this date: **6/20/2016**

Between: [redacted] and **VELCRO PYGMIES (Artist)**

Madison Social (Purchaser)

Purchaser so engages Crescent Moon Entertainment to contract said Artist for performance as stated by the terms and conditions set forth below:

Place of Performance: **CONCERT STAGE, 705 South Woodward Avenue Tallahassee, FL** Phone:

Date(s) of Performance: **Friday September 16, 2016**

Hours of Performance: **7:00PM-10:00PM**

Setup to be completed by:

Total Wages Agreed Upon: **\$4,500.00 (FOUR THOUSAND FIVE HUNDRED AND NO/100 DOLLARS)**

+ SOUND

Purchaser to pay a deposit of: deposit (a): **\$4,500.00 is due by 7/4/2016**
to **CRESCENT MOON ENTERTAINMENT (federal tax ID number 62-1449253)**

With balance due to artist of: **Balance to be paid in cash (preferred) or check made payable to Cameron Flener.**

Other Terms and Conditions:
PRODUCTION CONTACT IS LARRY @ PRODUCTION SUPPORT GROUP 850-728-0735.

Artist Leader: **CAM FLENER**

Purchaser's Name: *Madison Social*
[redacted]

Signature of Artist Leader or Manager

Signature for Purchaser [redacted]
Eric Pouders

Agent: **Bill Puryear**
bill@cmoonent.com

Contact:
[redacted] **eric@madisonsocial.com**
[redacted] **727-409-2673**

The above signatures on this contract confirm that the parties have read and approved each and all of the additional terms and conditions set forth on the reverse side (page 2) hereof.

| | | | |
|----------|-----------------|-------|--------------------------------|
| Deposit: | Date received | _____ | this space for office use only |
| | Amount received | _____ | |

www.cmoonent.com

PAGE (2) OTHER TERMS:

Purchaser shall at all times have reasonable supervision, direction, and control over the services of Artist on this engagement. Purchaser shall be liable for any and all damage and/or injury to Artist and/or Artist's equipment caused by either Purchaser or any person(s) attending the engagement either as a guest, member, or employee of Purchaser or his/her organization, during the term of Purchaser's engagement. Crescent Moon Entertainment acts solely as an agent or consultant and assumes no liability or responsibility for the execution of the terms of this agreement.

Artist's obligations to perform are subject to detention or prevention by sickness, accident, riots, strikes, emergencies, epidemics, acts of God, any act of public authority or any other cause, similar or dissimilar, beyond Artist's control. In such case there shall be no claim for damages by either party to this contract if one of the above conditions exists. A comparable Artist may be substituted but no substitutions shall be made without the authorization of Purchaser, which authorization shall not be unreasonably withheld.

If before the date of any scheduled performance it is found that the Purchaser has not performed fully to its obligation under any other agreement with any party for another engagement or that the financial credit of Purchaser has been impaired, the Artist may cancel this agreement. In the event that the Purchaser does not perform fully all of its obligations herein, the Artist shall have the option to perform or refuse to perform there under, and in either event the Purchaser and the person signing for the Purchaser, jointly and severally shall be liable to the Artist and Agent for the compensation provided herein including reasonable attorney's fees, courts costs and legal interest related to the collection thereof.

Artist shall not be required to perform outdoors if temperature is below 50 degrees, if there is a 50% or greater chance of rain, or if high winds or standing water make performance unsafe for Artist. If any of these conditions exist and Purchaser has no suitable indoor location, Purchaser agrees to pay Artist in full. If Artist has been instructed to set up outdoors and inclement weather prevents or interrupts performance, Purchaser agrees to pay Artist in full.

Artist and Purchaser agree that Crescent Moon Entertainment has performed a valuable service to each of them and therefore agrees and guarantees to Crescent Moon Entertainment that if Artist, their leader, manager, or representative accepts employment from Purchaser for a period starting with the date this contract was made and ending thirteen (13) months from the performance date (play date) of this contract, Artist and Purchaser will negotiate any such employment through Crescent Moon Entertainment. If in the event said employment is not negotiated through Crescent Moon Entertainment as agent then it will be the responsibility of the Artist and the Purchaser, both jointly and individually, to pay Crescent Moon Entertainment the usual and normal commission from said job.

Purchaser and Artist agree that the deposit paid is non-refundable in the event of a cancellation by Purchaser, and is paid to Agent in partial consideration for its arranging the execution of this Agreement, regardless of whether the services contemplated herein are actually provided and/or completed. In the event of cancellation of performance by Purchaser, Purchaser agrees to be liable for the entire amount of this contract.

This Agreement shall be governed by, and construed in accordance with, the laws of the State of Tennessee and the signatory hereby irrevocably submit to the personal and subject matter jurisdiction of the courts of Tennessee sitting in and for the County of Davidson, for the purposes of the resolution of any dispute or claim arising out of this agreement. The parties further agree that any dispute or claim in connection with this Agreement shall be brought only in Davidson County, Tennessee.

Minimum Rider Requirements

The following constitutes the minimum acceptable requirements that Artist needs to perform.

This is not intended to replace any additional rider requirements that Artist may have provided with this contract.

- (1) Have a sturdy, level, dry stage or performance area (no bare ground) of at least 12' X 16' minimum dimensions for Artist's use. Larger stages or performance areas are preferred when possible.
- (2) Stage or performance area should be located as closely as possible to load-in area.
- (3) Electricity: Supply four, separate 20 amp power circuits of 110 volts AC, within 25 feet of stage or performance area.
- (4) When possible, provide a private and secure dressing room for Artist's use.
- (5) Provide Artist access to building at least 4 (four) hours prior to starting time.
- (6) Although not required (unless stipulated elsewhere), food and refreshments are always welcomed and appreciated by the Artist.

THANK YOU!



PO Box 182769
 Tallahassee, FL 32318
 850 562-1070 / 850 562-6626 Fax
 Fed ID#59-3416745

Quotation

| | |
|-------------|-----------|
| Quotation # | 5678 |
| Date | 6/13/2016 |

| | |
|-------------|---------------------|
| Project | Velcro Pygmies / LS |
| Show Date | 6/13/2016 |
| Set Up Time | 9:00am |
| Event Times | 7pm - 10pm |

| | |
|---------|---------------------------------|
| Contact | Eric Pounders |
| Phone | 850 894-6276 |
| Cell | 727 409-2673 |
| E-mail | eric@madisonsocial.com |
| Terms | Day of Show/Prior to Performanc |

| |
|--|
| Customer |
| Madison Social 705 S. Woodward Ave. Tallahassee, Florida |

| QTY | ITEM | DESCRIPTION | COST | TOTAL |
|-----|-------------------------------|---|--------|-----------|
| 1 | 20x20 Shade Roof | 20x20 roof | 975.00 | 975.00T |
| 16 | Steel Deck | 4x4 steel frame platforms 18' x 16' x 3' stage | 35.00 | 560.00T |
| 4 | Steel Deck 2' | 4'x2' steel frame platform 18' x 16' x 3' stage | 28.50 | 114.00T |
| 1 | 2-3' Alum Stair | Aluminum stair unit w/handrail | 50.00 | 50.00T |
| 18 | Labor | man/hours stage and roof set up and tear down | 28.00 | 504.00T |
| 12 | WL2102 Line Array | QSC WideLine compact line array | 125.00 | 1,500.00T |
| 2 | Genie Tower | ST24 | 75.00 | 150.00T |
| 6 | EAW SB1000 | Db1 18 Subwoofer cabinet | 125.00 | 750.00T |
| 2 | K-10 w/Speak Stand | Self Powered 1000W 10" + Horn Speaker Cabinet plus speaker stand front fill | 65.00 | 130.00T |
| 4 | K-12 | Self Powered 1000W 12" + Horn Speaker Cabinet stage monitors | 70.00 | 280.00T |
| 1 | 24x4 200' MicSplit | Whirlwind 24x4 snake 200' with 50' split | 115.00 | 115.00T |
| 4 | S4 Junior Zoom | ETC Source 4 Jr. zoom 575watts | 25.00 | 100.00T |
| 2 | LED Tri Par 90 COB | Par 56 LED shin kickers for the downstage apron | 35.00 | 70.00T |
| 10 | LED Elar 180 | 15 degree 180 watt LED fixture | 60.00 | 600.00T |
| 6 | LED Fixture; Inno Color Be... | Moving head LED was unit 104 Watts | 45.00 | 270.00T |
| 1 | AVO Pearl | AVO Pearl lighting controller | 75.00 | 75.00T |
| 1 | Generator 45KW | 45KW MultiQuip Whisper Watt - THE RENTAL RATE COVERS 8HRS OF RUN TIME, EXTRA RUN TIME WILL BE BILLED AT \$45.00 PER HOUR *** SEE NOTIFICATION #7 *** | 750.00 | 750.00T |
| 1 | Audio Tech | day rate | 300.00 | 300.00T |
| 1 | Lighting Tech | day rate | 175.00 | 175.00T |
| 2 | 24' Rental Truck, Day | 24' truck with insurance and up to 100 miles, per day | 230.00 | 460.00T |

TOTAL

SIGNATURE:

Quotation



PO Box 182769
 Tallahassee, FL 32318
 850 562-1070 / 850 562-6626 Fax
 Fed ID#59-3416745

| | |
|-------------|-----------|
| Quotation # | 5678 |
| Date | 6/13/2016 |

| | |
|-------------|---------------------|
| Project | Velcro Pygmies / LS |
| Show Date | 6/13/2016 |
| Set Up Time | 9:00am |
| Event Times | 7pm - 10pm |

| |
|--|
| Customer |
| Madison Social 705 S. Woodward Ave. Tallahassee, Florida |

| | |
|---------|---------------------------------|
| Contact | Eric Pounders |
| Phone | 850 894-6276 |
| Cell | 727 409-2673 |
| E-mail | eric@madisonsocial.com |
| Terms | Day of Show/Prior to Performanc |

| QTY | ITEM | DESCRIPTION | COST | TOTAL |
|-----|------------------|--|-------|-------|
| | Notification #3 | OUTDOOR CANCELLATION CLAUSE: If cancellation occurs after our delivery truck is procured then all rental fees for the truck will be invoiced to the customer. If cancellation occurs after van or rental truck is loaded, but not delivered, then all vehicle rental and all labor for loading and unloading will be invoiced to the customer. If event is cancelled after arrival but prior to setup then customer will be invoiced for 75% of quote/invoice total. Payment in full is required after setup has commenced if event is cancelled for any reason. Also, see generator cancellation clause if applicable. | | |
| | Notification #2 | LOSS AND/OR DAMAGE CLAUSE: Customer is responsible for any and/or all loss and/or damage that may occur to the equipment while equipment is onsite. Customer is also responsible for any and/or all legal fees and/or costs associated with the collection of monies for the loss or damage of the equipment or for the collection of the invoice. | | |
| | Notification #7 | GENERATOR CLAUSE: All generator rentals will be invoiced to the customer at 100% of quote/invoice if generator is cancelled for any reason 72 hours prior to event load in or delivery times. | | |
| | Notification #12 | PRODUCTION SUPPORT GROUP, INC. DOES NOT ACCEPT CREDIT CARDS. ALL PAYMENTS MUST BE IN LOCAL CHECK OR CASH UNLESS CUSTOMER IS PRE-APPROVED FOR BILLING Sales Tax exempt | 0.00% | 0.00 |

PSG, Inc. requires a signature on this form as acknowledgement of acceptance of this quotation. Please return signed quotation by fax @ 850 562-6626 or email to larry@productionsupportgroup.com

TOTAL \$7,928.00

SIGNATURE: _____

Front

MADISON SOCIAL TALLAHASSEE LLC
 OPERATING ACCOUNT
 726 SOUTH WOODWARD AVE UNIT 101
 TALLAHASSEE, FL 32304
 www.mad-social.com

6016

DATE 9/19/16

PAY TO THE ORDER OF Crescent Moon Entertainment

Five Thousand Five Hundred and 00/100

\$ 4,500.00

DOLLARS

FOR Velcro signage 9/17/16

BF

⑆000018⑆ ⑆082902757⑆ 0501844366⑆

Back

20160919003791874441 06 1643

Regions Bank >062000019<

20160919003791874441 06 1643
Regions Bank >062000019<

FOR DEPOSIT ONLY
CRESCENT MOON ENT
5324409014

| First Name | Last Name | Email | Quantity | Ticket Type | City |
|------------|-----------|-------------------------------|----------|-------------------|------------------|
| April | Williford | awilliford@comcast.net | 1 | VIP | Tallahassee |
| robert | weller | wellerrob@yahoo.com | 2 | VIP | LEESBURG |
| Melissa | Burns | Melissa.burns.837@gmail.com | 2 | General Admission | TALLAHASSEE |
| Ashlee | Tising | falcoa@gtlaw.com | 1 | General Admission | HAVANA |
| Jaeson | Miller | jaeson@brewbususa.com | 2 | General Admission | TAMPA |
| Robert | Ross | robertross84@gmail.com | 1 | General Admission | Tallahassee |
| Stephanie | Clemons | stephanie.a.clemons@gmail.com | 1 | General Admission | TALLAHASSEE |
| McKenzie | Burns | mnb12@my.fsu.edu | 1 | General Admission | TALLAHASSEE |
| chris | farmand | chris@sbstandard.com | 1 | General Admission | Jacksonville |
| Kari | Terezakis | kariterezakis@yahoo.com | 1 | General Admission | TALLAHASSEE |
| Emmalee | Warchol | erwarchol@hotmail.com | 1 | General Admission | NEW PORT RICHEY |
| Britny | Anderson | anderson01b44@gmail.com | 1 | General Admission | TAMPA |
| TJ | Boles | tjboles@thelewisbearco.com | 1 | General Admission | |
| Connie | Smith | hcon45@gmail.com | 2 | General Admission | |
| Benson | Castaline | bandbcastaline@embarqmail.com | 2 | VIP | |
| Amy | Gordon | gordon95@comcast.net | 2 | General Admission | |
| Carl | Etters | smitty@proofbrewingco.com | 1 | General Admission | |
| Elliott | Milliken | elmilliken@att.net | 2 | General Admission | COLORADO SPRINGS |
| Michael | Johnston | mj4fsu@yahoo.com | 1 | General Admission | TALLAHASSEE |
| Mitchell | Adams | mrichardadams@gmail.com | 2 | General Admission | Monticello |
| Lauren | Angnardo | laurensofia1007@gmail.com | 1 | General Admission | BOYNTON BEACH |
| Emma | Baloun | emmabaloun@icloud.com | 2 | General Admission | TALLAHASSEE |
| Meredith | Beatrice | meredith.beat@gmail.com | 1 | General Admission | Tallahassee |
| Josh | Belt | jbelt91@gmail.com | 2 | General Admission | |
| Anais | Bergues | anaisbergues@gmail.com | 1 | Designated Driver | hialeah, fl |
| Margaret | Bibb | maggierosebibb@hotmail.com | 1 | General Admission | SANTA ROSA BEACH |
| Luis | Bohorquez | bubbatheknight@gmail.com | 1 | General Admission | Tallahassee |
| Katherine | Bourgeois | kgb13@my.fsu.edu | 2 | General Admission | orlando |
| Jamie | Brewton | jbrewton@bionicws.com | 1 | General Admission | TALLAHASSEE |
| Joseph | Brown | jbrow1996@gmail.com | 2 | General Admission | NICEVILLE |
| David | Burks | Yburks101@gmail.com | 2 | General Admission | TALLAHASSEE |
| Bradley | Butler Jr | b.butlerjr@gmail.com | 1 | General Admission | |
| Bradley | Butler Jr | b.butlerjr@gmail.com | 1 | General Admission | |

| | | | | | |
|-----------|--------------|----------------------------|---|-------------------|----------------|
| Olivia | Cato | oliviacato@outlook.com | 1 | General Admission | Orlando |
| Christine | Cullen | cmc10c@my.fsu.edu | 1 | General Admission | TALLAHASSEE |
| Jessica | Darinzo | jesdarinzo77@gmail.com | 1 | General Admission | Sorrento |
| Joe | Davis | jdavis0825@yahoo.com | 1 | General Admission | Tallahassee |
| Tatum | Drazen | tatumdrazen1@gmail.com | 1 | General Admission | TALLAHASSEE |
| Samone | Dukes | samone.dukes@yahoo.com | 1 | Designated Driver | ROCKLEDGE |
| Elijah | Elkins | ee14e@my.fsu.edu | 1 | General Admission | TALLAHASSEE |
| Josh | Ellzey | mnb12@my.fsu.edu | 1 | General Admission | SILVER SPRINGS |
| Casey | Emmel | clemmel21@gmail.com | 1 | General Admission | Keller |
| Christi | Finch | christifinch3@yahoo.com | 1 | General Admission | WESLEY CHAPEL |
| Barbara | Foley | barbarabfoley@gmail.com | 1 | VIP | TALLAHASSEE |
| Barbara | Foley | barbarabfoley@gmail.com | 1 | VIP | TALLAHASSEE |
| Nicholas | Fugate | ndfugate@gmail.com | 2 | General Admission | Tallahassee |
| Pedro | Garcia | pgarcialeoni2@gmail.com | 2 | General Admission | TALLAHASSEE |
| Michael | Garcia-Rivas | mag11k@my.fsu.edu | 1 | General Admission | Tallahassee |
| Brianna | Godwin | bribrigodwin@gmail.com | 1 | General Admission | Tallahassee |
| Zach | Goldstein | musicseminole@gmail.com | 1 | General Admission | GAINESVILLE |
| Caroline | Grandchamp | cmgrandchamp@gmail.com | 1 | General Admission | Cumberland |
| Chris | Haliko | chrishaliko89@gmail.com | 1 | General Admission | SAINT JOHNS |
| Melissa | Heaney | melissaheaneyrn@gmail.com | 2 | General Admission | TALLAHASSEE |
| Dawn | Holland | dawnholland92@yahoo.com | 1 | General Admission | JACKSONVILLE |
| Ronald | Hunter | r.hunterjr@outlook.com | 1 | General Admission | SIMPSONVILLE |
| Ronald | Hunter | r.hunterjr@outlook.com | 1 | Designated Driver | SIMPSONVILLE |
| Alexandra | Ifland | alexandra.ifland@gmail.com | 2 | General Admission | Tallahassee |
| Lauren | Jernigan | lmj0001@auburn.edu | 1 | Designated Driver | Tallahassee |
| Theo | Joanos | tjoanos@hotmail.com | 2 | General Admission | Tallahassee |
| Rob | Jolley | mnb12@my.fsu.edu | 1 | General Admission | OCALA |
| Bradford | Jones | keilah.jones216@gmail.com | 2 | General Admission | JULIETTE |
| Stephen | Jones | sjfl93@yahoo.com | 1 | General Admission | TALLAHASSEE |
| Jennifer | Kennedy | jenkennedy75@yahoo.com | 1 | General Admission | tallahassee |
| Austin | King | austink769@gmail.com | 1 | General Admission | |
| Alex | Knaub | knauba@yahoo.com | 1 | General Admission | POMPANO BEACH |
| Kelsey | Lewis | kmlewis95@gmail.com | 1 | General Admission | Tallahassee |
| Dakota | Ligman | dligman3@aol.com | 1 | General Admission | MIAMI |
| William | Looney | Loones51@gmail.com | 1 | General Admission | JUPITER |
| Dakota | Lundeen | dakotalundeen@gmail.com | 1 | General Admission | Tallahassee |
| Jennifer | Maffeo | jennifer_maffeo@yahoo.com | 1 | General Admission | LOXAHATCHEE |
| Kayleigh | Malone | km12e@my.fsu.edu | 1 | General Admission | TALLAHASSEE |
| Alexander | Marse | alexmarse@gmail.com | 1 | General Admission | Tallahassee |
| Rick | Martens | rmartens1500@gmail.com | 1 | General Admission | tallahassee |

| | | | | | |
|-----------|--------------|-------------------------------|---|-------------------|-------------------|
| Kelly | McComb | kellymccomb19@gmail.com | 1 | General Admission | Tallahassee |
| emily | mcguinness | ecm012d@gmail.com | 1 | General Admission | Palm Harbor |
| Shelley | Meanor | jilybeaner@hotmail.com | 2 | VIP | TALLAHASSEE |
| Brian | Miller | brian.bmiller@gmail.com | 1 | VIP | TALLAHASSEE |
| Glendy | Morgan | gamorgan1018@gmail.com | 3 | General Admission | Live Oak |
| Parker | Morris | pem16b@ny.fsu.edu | 1 | General Admission | SEMINOLE |
| Alex | Murray | aamurray@gmail.com | 1 | General Admission | TALLAHASSEE |
| Regan | Murray | regansmurray@gmail.com | 1 | General Admission | LUTZ |
| Jon | Nash | jnash@nashconsulting.net | 1 | General Admission | |
| Donna | Newhouse | maui326@gmail.com | 2 | General Admission | TALLAHASSEE |
| Ayla | Perez | adp13e@my.fsu.edu | 2 | General Admission | Tallahassee |
| Anna | Phillips | annabanatpa@yahoo.com | 1 | General Admission | TAMPA |
| Chad | Prince | cprince89@gmail.com | 1 | General Admission | Aventura |
| Melissa | REITER | mrr824@yahoo.com | 2 | VIP | Milton |
| Leslie | Sever | Lesliesever80@yahoo.com | 1 | General Admission | GREENVILLE |
| Stephen | Setzer | stephen.setzer@gmail.com | 1 | General Admission | LAKE WORTH |
| Cody | Short | codyshort13@yahoo.com | 1 | General Admission | TALLAHASSEE |
| Taylor | Short | taylorannecain@gmail.com | 1 | General Admission | TALLAHASSEE |
| Savannah | Silenzi | ssilenzi727@gmail.com | 1 | General Admission | Bradenton |
| Derek | Silver | derekpjtn@gmail.com | 1 | General Admission | Winter Park |
| Ryan | Silverman | ryansilverman@yahoo.com | 1 | General Admission | Tarpon Springs |
| Cassandra | Simpson | csimps225@aol.com | 1 | General Admission | Tallahassee |
| Jarrett | Snow | snowman6@ymail.com | 1 | General Admission | MIAMI |
| Sara | St john | sarastjohn19@gmail.com | 1 | General Admission | TALLAHASSEE |
| Nick | Stavros | nas12407@aol.com | 1 | General Admission | SEMINOLE |
| Cody | Stevens | cjs13j@gmail.com | 1 | General Admission | Tallahassee |
| Leslie | Sunder | lsunder55@gmail.com | 1 | General Admission | GREENSBURG |
| Haley | Talucci | hat13@my.fsu.edu | 1 | Designated Driver | Ocala |
| Stephanie | Torbush | stepht2004@hotmail.com | 2 | VIP | HAVANA |
| Sarah | Torledsky | sarahtorledsky@yahoo.com | 1 | General Admission | TALLAHASSEE |
| Kayla | vanWieringen | kav15b@my.fsu.edu | 1 | General Admission | LAKE WORTH |
| Thomas | Vaughan | tav15b@my.fsu.edu | 1 | General Admission | Tallahassee |
| Joel | Waller | dontpanicdent@gmail.com | 2 | General Admission | TALLAHASSEE |
| Emily | Winburn | emw13e@my.fsu.edu | 1 | General Admission | LIVE OAK |
| Benjamin | Winiarczyk | b92win@comcast.net | 2 | General Admission | TALLAHASSEE |
| Neila | Wohlgemuth | neilakatell@gmail.com | 1 | General Admission | TALLAHASSEE |
| Patricia | Wright | pattyallday@yahoo.com | 1 | General Admission | TALLAHASSEE |
| Eric | Brown | ericbrown79@cox.net | 2 | VIP | FORT WALTON BEACH |
| Richard | Smith | rsmith593@yahoo.com | 2 | VIP | SHALIMAR |
| Jesus | Gonzalez | jesus.gonzalez@topper.wku.edu | 1 | VIP | Tallahassee |

| | | | | | |
|----------|------------------|-----------------------------|---|-------------------|----------------|
| Dale | Ward | dww182002@yahoo.com | 1 | VIP | TALLAHASSEE |
| Carleton | Knotts | carletonknotts@yahoo.com | 1 | VIP | Titusville |
| Rachel | La Croix | lacroixrm@gmail.com | 2 | VIP | Tallahassee |
| alex | poole | alexander.c.poole@gmail.com | 2 | VIP | tallahassee |
| john | Laney | Laney823@gmail.com | 1 | VIP | Chipley |
| Justin | Peters | justinlyntz@gmail.com | 1 | VIP | TALLAHASSEE |
| Kevin | Smith | kevin.smith@wcsdschools.com | 1 | VIP | CHIPLEY |
| Kwentin | Eastberg | kjeastberg@gmail.com | 2 | VIP | Tallahassee |
| April | Williford | awilliford@comcast.net | 1 | VIP | Tallahassee |
| Don | Phelps | phelpf@comcast.net | 2 | VIP | Tallahassee |
| Brent | Sutton | brent@townshiptlh.com | 1 | General Admission | |
| Justin | Lazzara | da_illest_24@yahoo.com | 1 | VIP | Tallahassee |
| Ian-Paul | Gadea Guidicelli | vanj21984@gmail.com | 1 | VIP | Tallahassee |
| Megan | Welch | meganwelch1992@hotmail.com | 1 | VIP | SUMMERFIELD |
| Megan | Welch | meganwelch1992@hotmail.com | 1 | VIP | SUMMERFIELD |
| Kevin | Corradi | kcorradi@tallbud.com | 4 | VIP | |
| Jordan | Phipps | jpgatorbait@gmail.com | 1 | VIP | JACKSONVILLE |
| Raymond | Mayberry | rmaybe904@gmail.com | 1 | VIP | SAINT JOHNS |
| Nick | Walker | njswalker@gmail.com | 1 | VIP | TALLAHASSEE |
| Harin | Desai | harin4kinjal@gmail.com | 1 | VIP | Tallahassee |
| Nick | Campanile | nickcampanile13@gmail.com | 1 | VIP | GREER |
| Randall | Curtis | curtrandy@gmail.com | 1 | VIP | Monticello |
| Cynthia | Barrington | cmb762@gmail.com | 2 | VIP | Tallahassee |
| David | Peters | accpete@yahoo.com | 2 | VIP | Tallahassee |
| Brad | Rohrer | attikus@hotmail.com | 1 | VIP | TALLAHASSEE |
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| Tyler | Bess-Lima | tab13b@my.fsu.edu | 1 | General Admission | Tallahassee |
| Edward | Pagan | edward_905@yahoo.com | 1 | General Admission | TALLAHASSEE |
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| Emily | Reese | ear13b@my.fsu.edu | 1 | General Admission | TALLAHASSEE |
| Clara | Kramer | chk13@my.fsu.edu | 1 | General Admission | Tallahassee |
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| Mackenzie | Monteiro | mackenzie.monteiro@gmail.com | 2 | General Admission | Tallahassee |
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| Andrea | Guzman | mpic020@gmail.com | 2 | Day of General Admission | TALLAHASSEE |
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| Victoria | Keating | vlk13b@my.fsu.edu | 1 | General Admission | TALLAHASSEE |
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RI TALLAHASSEE UNIVERSITIES

Rooming List for FTIO - FL TAP INVITATIONAL, 11Sep16 - 22Sep16

19Sep16 10:09 AM

Sorted by Guest Name

Page 1

| Room | Type | Share | Folio | Conf# | Name | Company | Arrive | Depart | Status |
|------|------|-------|-------|----------|--------------------|-----------------------|---------|---------|--------|
| 313 | ONBT | | 61435 | 90895420 | ALBERGO/TREVOR | 3 DAUGHTERS | 16Sep16 | 18Sep16 | CO 2 |
| 420 | STKT | | 61437 | 90895424 | BEARD/MICHAEL | 81BAY | 16Sep16 | 18Sep16 | CO 2 |
| 514 | STKT | | 61453 | 90895466 | BLAICH/CHASE | GRAYTON | 16Sep16 | 18Sep16 | CO 2 |
| 502 | STKT | | 61442 | 90895436 | BLEKER/TAYLOR | BOLD CITY | 16Sep16 | 18Sep16 | CO 2 |
| E16 | STKT | | 61443 | 90895437 | BOYLES/BETH | BREW BUS | 16Sep16 | 18Sep16 | CO 2 |
| 506 | STKT | | 61466 | 90895507 | BRIGNONI/LUIS | WYNWOOD | 16Sep16 | 18Sep16 | CO 2 |
| 320 | STKT | | 61457 | 90895480 | COLON/BENJAMIN | MIA BEN | 16Sep16 | 18Sep16 | CO 2 |
| 408 | ONBT | | 61449 | 90895455 | CORNELIUS/MATT | DARWIN | 16Sep16 | 18Sep16 | CO 2 |
| 418 | STKT | | 61438 | 90895427 | COTTLE/KEELAN | 81BAY | 16Sep16 | 18Sep16 | CO 2 |
| 224 | STKT | | 61455 | 90895475 | DELANCETT/MIKE | HOURLASS | 16Sep16 | 18Sep16 | CO 2 |
| 422 | STKT | | 61474 | 90901647 | DERBY/ANTHONY | BREW BUS | 16Sep16 | 18Sep16 | CO 2 |
| 415 | STKT | | 39049 | 89732652 | DINGMAN/JAY | BARLEY MOW | 16Sep16 | 18Sep16 | CO 2 |
| 406 | STKT | | 61441 | 90895431 | DINGMAN/JAY | BARLEY MOW | 16Sep16 | 18Sep16 | CO 2 |
| 305 | STKT | | 61440 | 90895430 | DOWDLE/RYAN | ANGRY CHAIR | 16Sep16 | 18Sep16 | CO 2 |
| 429 | ONBT | | 61459 | 90895484 | FINE/ADAM | NATIVE | 16Sep16 | 18Sep16 | CO |
| 423 | STKT | | 61447 | 90895452 | GOSSETT/RYAN | CROOKED CAN | 16Sep16 | 18Sep16 | CO |
| 318 | STKT | | 61463 | 90895494 | JEFFERS/DUSTIN | SALTWATER | 16Sep16 | 18Sep16 | CO |
| 303 | STKT | | 61448 | 90895454 | MEERS/CHARLIE | CYCLE | 16Sep16 | 18Sep16 | CO |
| 122 | STKT | | 61468 | 90895513 | MILLER/EVAN | CIVIL SOCIETY | 16Sep16 | 18Sep16 | CO |
| 515 | STKT | | 61452 | 90895460 | MORALES/ADRIAN | FUNKY RUDDHA | 15Sep16 | 18Sep16 | CO 3 |
| 225 | STKT | | 61464 | 90895502 | OREN/MAYA | SWAMPHEAD | 17Sep16 | 18Sep16 | CO 1 |
| 222 | STKT | | 61444 | 90895440 | PARKER/KYLE | CIGAR CITY | 16Sep16 | 18Sep16 | CO |
| 218 | STKT | | 61456 | 90895477 | PWTY/JASON | J DUBS | 16Sep16 | 18Sep16 | CO |
| 301 | STKT | | 61461 | 90895491 | ROSENTHAL/JULIA | PAIR O DICE | 16Sep16 | 18Sep16 | CO |
| 314 | STKT | | 61458 | 90895482 | SHALSTEN/ERIC | MOTOR WORKS | 16Sep16 | 18Sep16 | CO |
| 402 | STKT | | 61473 | 90901644 | SHERMAN/SHAWN | IDYLL HOUNDS | 16Sep16 | 18Sep16 | CO |
| 216 | STKT | | 61445 | 90895449 | SLADKY/JEN | CIGAR CITY CIDER MEAD | 16Sep16 | 18Sep16 | CO |
| 235 | STKT | | 61439 | 90895428 | SMOAK/LANCE | AARDWOLF | 16Sep16 | 18Sep16 | CO |
| 405 | STKT | | 61436 | 90895422 | STANGE/JUSTIN | 7VENTH SUN | 16Sep16 | 18Sep16 | CO |
| 524 | STKT | | 61454 | 90895469 | STONECIPHER/NATHAN | GREENBENCH | 16Sep16 | 18Sep16 | CO |
| 403 | STKT | | 61471 | 90901640 | STPIERRE/DAN | CENTRAL 28 BEER CO | 16Sep16 | 18Sep16 | CO |
| 307 | STKT | | 61450 | 90895456 | TONNESSEN/BRIAN | DUE SOUTH | 16Sep16 | 18Sep16 | CO |
| 407 | STKT | | 61460 | 90895489 | WALKER/BO | OYSTER CITY | 16Sep16 | 18Sep16 | CO |
| 302 | STKT | | 61462 | 90895492 | WOODEN/RYAN | RED CYPRESS | 16Sep16 | 18Sep16 | CO |
| 135 | STKT | | 61470 | 90901639 | ZETA/TAYLOR | ZETA BREWING | 16Sep16 | 18Sep16 | CO |

61455

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3V

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Fl Tap Invitational
644 McDonnell Dr
Tallahassee FL 32310
Proof Brewery

Room: GRP
Room Type: HSE
Number of Guests: 1
Rate: \$0.00 Clerk: JMJ

Arrive: 11Sep16 Time: Depart: 21Sep16 Time: 10:23AM Folio Number: G2923

| Date | Description | Charges | Credits |
|---------|--|---------|---------|
| 16Sep16 | American Express Card #: AXXXXXXXXXXXX2045/XXXX Amount: 2500.00 Auth: 125737 Signature on File | | 2500 00 |
| | Charges Transferred FROM 61435 ALBERGO/TREVOR | | |
| 16Sep16 | Room Charge | 99.00 | |
| 16Sep16 | Occupancy Sales Tax | 7.43 | |
| 16Sep16 | County Tax | 4.95 | |
| 17Sep16 | Room Charge | 99.00 | |
| 17Sep16 | Occupancy Sales Tax | 7.43 | |
| 17Sep16 | County Tax | 4.95 | |
| | Total Charges Transferred FROM 61435 | 222.76 | |
| | Charges Transferred FROM 61436 STANGE/JUSTIN | | |
| 16Sep16 | Room Charge | 99.00 | |
| 16Sep16 | Occupancy Sales Tax | 7.43 | |
| 16Sep16 | County Tax | 4.95 | |
| 17Sep16 | Room Charge | 99.00 | |
| 17Sep16 | Occupancy Sales Tax | 7.43 | |
| 17Sep16 | County Tax | 4.95 | |
| | Total Charges Transferred FROM 61436 | 222.76 | |
| | Charges Transferred FROM 61437 BEARD/MICHAEL | | |
| 16Sep16 | Room Charge | 99.00 | |
| 16Sep16 | Occupancy Sales Tax | 7.43 | |
| 16Sep16 | County Tax | 4.95 | |
| 17Sep16 | Room Charge | 99.00 | |
| 17Sep16 | Occupancy Sales Tax | 7.43 | |
| 17Sep16 | County Tax | 4.95 | |
| | Total Charges Transferred FROM 61437 | 222.76 | |

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| | |
|--|--|
| <p>Fl Tap Invitational 644 McDonnell Dr Tallahassee FL 32310 Proof Brewery</p> | <p>Room: GRP Room Type: HSE Number of Guests: 1 Rate: \$0.00 Clerk: JMJ</p> |
| <p>Arrive: 11Sep16 Time: Depart: 21Sep16 Time: 10:23AM Folio Number: G2923</p> | |

| Date | Description | Charges | Credits |
|--|---------------------|---------|---------|
| Charges Transferred FROM 61438 COTTLE/KEELAN | | | |
| 16Sep16 | Room Charge | 99.00 | |
| 16Sep16 | Occupancy Sales Tax | 7.43 | |
| 16Sep16 | County Tax | 4.95 | |
| 17Sep16 | Room Charge | 99.00 | |
| 17Sep16 | Occupancy Sales Tax | 7.43 | |
| 17Sep16 | County Tax | 4.95 | |
| Total Charges Transferred FROM 61438 | | 222.76 | |
| Charges Transferred FROM 61439 SMOAK/LANCE | | | |
| 16Sep16 | Room Charge | 99.00 | |
| 16Sep16 | Occupancy Sales Tax | 7.43 | |
| 16Sep16 | County Tax | 4.95 | |
| 17Sep16 | Room Charge | 99.00 | |
| 17Sep16 | Occupancy Sales Tax | 7.43 | |
| 17Sep16 | County Tax | 4.95 | |
| Total Charges Transferred FROM 61439 | | 222.76 | |
| Charges Transferred FROM 61440 DOWDLE/RYAN | | | |
| 16Sep16 | Room Charge | 99.00 | |
| 16Sep16 | Occupancy Sales Tax | 7.43 | |
| 16Sep16 | County Tax | 4.95 | |
| 17Sep16 | Room Charge | 99.00 | |
| 17Sep16 | Occupancy Sales Tax | 7.43 | |
| 17Sep16 | County Tax | 4.95 | |
| Total Charges Transferred FROM 61440 | | 222.76 | |
| Charges Transferred FROM 61441 DINGMAN/JAY | | | |

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Tallahassee FL 32310
Proof Brewery

Room: GRP
Room Type: HSE
Number of Guests: 1
Rate: \$0.00 Clerk: JMJ
Folio Number: G2923

Arrive: 11Sep16 Time: Depart: 21Sep16

Time: 10:23AM

| Date | Description | Charges | Credits |
|---------|--|---------|---------|
| 16Sep16 | Room Charge | 99.00 | |
| 16Sep16 | Occupancy Sales Tax | 7.43 | |
| 16Sep16 | County Tax | 4.95 | |
| 17Sep16 | Room Charge | 99.00 | |
| 17Sep16 | Occupancy Sales Tax | 7.43 | |
| 17Sep16 | County Tax | 4.95 | |
| | Total Charges Transferred FROM 61441 | 222.76 | |
| | Charges Transferred FROM 61442 BLEKER/TAYLOR | | |
| 16Sep16 | Room Charge | 99.00 | |
| 16Sep16 | Occupancy Sales Tax | 7.43 | |
| 16Sep16 | County Tax | 4.95 | |
| 17Sep16 | Room Charge | 99.00 | |
| 17Sep16 | Occupancy Sales Tax | 7.43 | |
| 17Sep16 | County Tax | 4.95 | |
| | Total Charges Transferred FROM 61442 | 222.76 | |
| | Charges Transferred FROM 61443 BOYLES/BETH | | |
| 16Sep16 | Room Charge | 99.00 | |
| 16Sep16 | Occupancy Sales Tax | 7.43 | |
| 16Sep16 | County Tax | 4.95 | |
| 17Sep16 | Room Charge | 99.00 | |
| 17Sep16 | Occupancy Sales Tax | 7.43 | |
| 17Sep16 | County Tax | 4.95 | |
| | Total Charges Transferred FROM 61443 | 222.76 | |
| | Charges Transferred FROM 61444 PARKER/KYLE | | |
| 16Sep16 | Room Charge | 99.00 | |
| 16Sep16 | Occupancy Sales Tax | 7.43 | |
| 16Sep16 | County Tax | 4.95 | |

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Proof Brewery

Room: GRP
Room Type: HSE
Number of Guests: 1
Rate: \$0.00 Clerk: JMJ

Arrive: 11Sep16 Time: Depart: 21Sep16 Time: 10:23AM Folio Number: G2923

| Date | Description | Charges | Credits |
|---------|--|---------|---------|
| 17Sep16 | Room Charge | 99.00 | |
| 17Sep16 | Occupancy Sales Tax | 7.43 | |
| 17Sep16 | County Tax | 4.95 | |
| | Total Charges Transferred FROM 61444 | 222.76 | |
| | Charges Transferred FROM 61445 SLADKY/JEN | | |
| 16Sep16 | Room Charge | 99.00 | |
| 16Sep16 | Occupancy Sales Tax | 7.43 | |
| 16Sep16 | County Tax | 4.95 | |
| 17Sep16 | Room Charge | 99.00 | |
| 17Sep16 | Occupancy Sales Tax | 7.43 | |
| 17Sep16 | County Tax | 4.95 | |
| | Total Charges Transferred FROM 61445 | 222.76 | |
| | Charges Transferred FROM 61447 GOSSETT/RYAN | | |
| 16Sep16 | Room Charge | 99.00 | |
| 16Sep16 | Occupancy Sales Tax | 7.43 | |
| 16Sep16 | County Tax | 4.95 | |
| 17Sep16 | Room Charge | 99.00 | |
| 17Sep16 | Occupancy Sales Tax | 7.43 | |
| 17Sep16 | County Tax | 4.95 | |
| | Total Charges Transferred FROM 61447 | 222.76 | |
| | Charges Transferred FROM 61448 MEERS/CHARLIE | | |
| 16Sep16 | Room Charge | 99.00 | |
| 16Sep16 | Occupancy Sales Tax | 7.43 | |
| 16Sep16 | County Tax | 4.95 | |
| 17Sep16 | Room Charge | 99.00 | |
| 17Sep16 | Occupancy Sales Tax | 7.43 | |
| 17Sep16 | County Tax | 4.95 | |

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Tallahassee FL 32310
Proof Brewery

Room: GRP
Room Type: HSE
Number of Guests: 1
Rate: \$0.00 Clerk: JAU

Arrive: 11Sep16 Time: Depart: 21Sep16 Time: 10:23AM Folio Number: G2923

| Date | Description | Charges | Credits |
|---------|--|---------|---------|
| | Total Charges Transferred FROM 61448 | 222.76 | |
| | Charges Transferred FROM 61449 CORNELIUS/MATT | | |
| 16Sep16 | Room Charge | 99.00 | |
| 16Sep16 | Occupancy Sales Tax | 7.43 | |
| 16Sep16 | County Tax | 4.95 | |
| 17Sep16 | Room Charge | 99.00 | |
| 17Sep16 | Occupancy Sales Tax | 7.43 | |
| 17Sep16 | County Tax | 4.95 | |
| | Total Charges Transferred FROM 61449 | 222.76 | |
| | Charges Transferred FROM 61450 TONNESSEN/BRIAN | | |
| 16Sep16 | Room Charge | 99.00 | |
| 16Sep16 | Occupancy Sales Tax | 7.43 | |
| 16Sep16 | County Tax | 4.95 | |
| 17Sep16 | Room Charge | 99.00 | |
| 17Sep16 | Occupancy Sales Tax | 7.43 | |
| 17Sep16 | County Tax | 4.95 | |
| | Total Charges Transferred FROM 61450 | 222.76 | |
| | Charges Transferred FROM 61452 MORALES/ADRIAN | | |
| 15Sep16 | Room Charge | 99.00 | |
| 15Sep16 | Occupancy Sales Tax | 7.43 | |
| 15Sep16 | County Tax | 4.95 | |
| 16Sep16 | Room Charge | 99.00 | |
| 16Sep16 | Occupancy Sales Tax | 7.43 | |
| 16Sep16 | County Tax | 4.95 | |
| 17Sep16 | Room Charge | 99.00 | |
| 17Sep16 | Occupancy Sales Tax | 7.43 | |
| 17Sep16 | County Tax | 4.95 | |

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Tallahassee FL 32310
Proof Brewery

Room: GRP
Room Type: HSE
Number of Guests: 1
Rate: \$0.00 Clerk: JMJ

Arrive: 11Sep16 Time: Depart: 21Sep16 Time: 10:23AM Folio Number: G2923

| Date | Description | Charges | Credits |
|---------|---|---------|---------|
| | Total Charges Transferred FROM 61452 | 334.14 | |
| | Charges Transferred FROM 61453 BLAICH/CHASE | | |
| 16Sep16 | Room Charge | 99.00 | |
| 16Sep16 | Occupancy Sales Tax | 7.43 | |
| 16Sep16 | County Tax | 4.95 | |
| 17Sep16 | Room Charge | 99.00 | |
| 17Sep16 | Occupancy Sales Tax | 7.43 | |
| 17Sep16 | County Tax | 4.95 | |
| | Total Charges Transferred FROM 61453 | 222.76 | |
| | Charges Transferred FROM 61454 STONECIPHER/ NATHAN | | |
| 16Sep16 | Room Charge | 99.00 | |
| 16Sep16 | Occupancy Sales Tax | 7.43 | |
| 16Sep16 | County Tax | 4.95 | |
| 17Sep16 | Room Charge | 99.00 | |
| 17Sep16 | Occupancy Sales Tax | 7.43 | |
| 17Sep16 | County Tax | 4.95 | |
| | Total Charges Transferred FROM 61454 | 222.76 | |
| | Charges Transferred FROM 61455 DELANCETT/MIKE | | |
| 16Sep16 | Room Charge | 99.00 | |
| 16Sep16 | Occupancy Sales Tax | 7.43 | |
| 16Sep16 | County Tax | 4.95 | |
| 17Sep16 | Room Charge | 99.00 | |
| 17Sep16 | Occupancy Sales Tax | 7.43 | |
| 17Sep16 | County Tax | 4.95 | |

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| | |
|--|--|
| FI Tap Invitational 644 McDonnell Dr Tallahassee FL 32310 Proof Brewery | Room: GRP Room Type: HSE Number of Guests: 1 Rate: \$0.00 Clerk: JMJ |
| Arrive: 11Sep16 Time: | Depart: 21Sep16 Time: 10:23AM Follo Number: G2923 |

| Date | Description | Charges | Credits |
|---------|---|---------|---------|
| | Total Charges Transferred FROM 61455 | 222.76 | |
| | Charges Transferred FROM 61456 PWTTY/JASON | | |
| 16Sep16 | Room Charge | 99.00 | |
| 16Sep16 | Occupancy Sales Tax | 7.43 | |
| 16Sep16 | County Tax | 4.95 | |
| 17Sep16 | Room Charge | 99.00 | |
| 17Sep16 | Occupancy Sales Tax | 7.43 | |
| 17Sep16 | County Tax | 4.95 | |
| | Total Charges Transferred FROM 61456 | 222.76 | |
| | Charges Transferred FROM 61457 COLON/BENJAMIN | | |
| 16Sep16 | Room Charge | 99.00 | |
| 16Sep16 | Occupancy Sales Tax | 7.43 | |
| 16Sep16 | County Tax | 4.95 | |
| 17Sep16 | Room Charge | 99.00 | |
| 17Sep16 | Occupancy Sales Tax | 7.43 | |
| 17Sep16 | County Tax | 4.95 | |
| | Total Charges Transferred FROM 61457 | 222.76 | |
| | Charges Transferred FROM 61458 SHALSTEN/ERIC | | |
| 16Sep16 | Room Charge | 99.00 | |
| 16Sep16 | Occupancy Sales Tax | 7.43 | |
| 16Sep16 | County Tax | 4.95 | |
| 17Sep16 | Room Charge | 99.00 | |
| 17Sep16 | Occupancy Sales Tax | 7.43 | |
| 17Sep16 | County Tax | 4.95 | |
| | Total Charges Transferred FROM 61458 | 222.76 | |

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|--|--|
| <p>FL Tap Invitational 644 McDonnell Dr Tallahassee FL 32310 Proof Brewery</p> | <p>Room: GRP Room Type: HSE Number of Guests: 1 Rate: \$0.00 Clerk: JMJ</p> |
| <p>Arrive: 11Sep16 Time:</p> | <p>Depart: 21Sep16 Time: 10:23AM Folio Number: G2923</p> |

| Date | Description | Charges | Credits |
|------|-------------|---------|---------|
|------|-------------|---------|---------|

Charges Transferred FROM 61459 FINE/ADAM

| | | |
|---------|---------------------|-------|
| 16Sep16 | Room Charge | 99.00 |
| 16Sep16 | Occupancy Sales Tax | 7.43 |
| 16Sep16 | County Tax | 4.95 |
| 17Sep16 | Room Charge | 99.00 |
| 17Sep16 | Occupancy Sales Tax | 7.43 |
| 17Sep16 | County Tax | 4.95 |

Total Charges Transferred FROM 61459 222.76

Charges Transferred FROM 61460 WALKER/BO

| | | |
|---------|---------------------|-------|
| 16Sep16 | Room Charge | 99.00 |
| 16Sep16 | Occupancy Sales Tax | 7.43 |
| 16Sep16 | County Tax | 4.95 |
| 17Sep16 | Room Charge | 99.00 |
| 17Sep16 | Occupancy Sales Tax | 7.43 |
| 17Sep16 | County Tax | 4.95 |

Total Charges Transferred FROM 61460 222.76

Charges Transferred FROM 61461 ROSENTHAL/JULIA

| | | |
|---------|---------------------|-------|
| 16Sep16 | Room Charge | 99.00 |
| 16Sep16 | Occupancy Sales Tax | 7.43 |
| 16Sep16 | County Tax | 4.95 |
| 17Sep16 | Room Charge | 99.00 |
| 17Sep16 | Occupancy Sales Tax | 7.43 |
| 17Sep16 | County Tax | 4.95 |

Total Charges Transferred FROM 61461 222.76

Charges Transferred FROM 61462 WOODEN/RYAN

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|----------------------|-------|---|
| Fl Tap Invitational | | Room: GRP |
| 644 McDonnell Dr | | Room Type: HSE |
| Tallahassee FL 32310 | | Number of Guests: 1 |
| Proof Brewery | | Rate: \$0.00 Clerk: JMJ |
| Arrive: 11Sep16 | Time: | Depart: 21Sep16 Time: 10:23AM Folio Number: G2923 |

| Date | Description | Charges | Credits |
|---|---------------------|---------|---------|
| 16Sep16 | Room Charge | 99.00 | |
| 16Sep16 | Occupancy Sales Tax | 7.43 | |
| 16Sep16 | County Tax | 4.95 | |
| 17Sep16 | Room Charge | 99.00 | |
| 17Sep16 | Occupancy Sales Tax | 7.43 | |
| 17Sep16 | County Tax | 4.95 | |
| Total Charges Transferred FROM 61462 | | 222.76 | |
| Charges Transferred FROM 61463 JEFFERS/DUSTIN | | | |
| 16Sep16 | Room Charge | 99.00 | |
| 16Sep16 | Occupancy Sales Tax | 7.43 | |
| 16Sep16 | County Tax | 4.95 | |
| 17Sep16 | Room Charge | 99.00 | |
| 17Sep16 | Occupancy Sales Tax | 7.43 | |
| 17Sep16 | County Tax | 4.95 | |
| Total Charges Transferred FROM 61463 | | 222.76 | |
| Charges Transferred FROM 61464 OREN/MAYA | | | |
| 17Sep16 | Room Charge | 99.00 | |
| 17Sep16 | Occupancy Sales Tax | 7.43 | |
| 17Sep16 | County Tax | 4.95 | |
| Total Charges Transferred FROM 61464 | | 111.38 | |
| Charges Transferred FROM 61466 BRIGNON/LUIS | | | |
| 16Sep16 | Room Charge | 99.00 | |
| 16Sep16 | Occupancy Sales Tax | 7.43 | |
| 16Sep16 | County Tax | 4.95 | |
| 17Sep16 | Room Charge | 99.00 | |
| 17Sep16 | Occupancy Sales Tax | 7.43 | |
| 17Sep16 | County Tax | 4.95 | |

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FL Tap Invitational
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Tallahassee FL 32310
Proof Brewery

Room: GRP
Room Type: HSE
Number of Guests: 1
Rate: \$0.00 Clerk: JMJ

Arrive: 11Sep16 Time: Depart: 21Sep16 Time: 10:23AM Folio Number: G2923

| Date | Description | Charges | Credits |
|---------|---|---------|---------|
| | Total Charges Transferred FROM 61466 | 222.76 | |
| | Charges Transferred FROM 61468 MILLER/EVAN | | |
| 16Sep16 | Room Charge | 99.00 | |
| 16Sep16 | Occupancy Sales Tax | 7.43 | |
| 16Sep16 | County Tax | 4.95 | |
| 17Sep16 | Room Charge | 99.00 | |
| 17Sep16 | Occupancy Sales Tax | 7.43 | |
| 17Sep16 | County Tax | 4.95 | |
| | Total Charges Transferred FROM 61468 | 222.76 | |
| | Charges Transferred FROM 61470 ZETA/TAYLOR | | |
| 16Sep16 | Room Charge | 99.00 | |
| 16Sep16 | Occupancy Sales Tax | 7.43 | |
| 16Sep16 | County Tax | 4.95 | |
| 17Sep16 | Room Charge | 99.00 | |
| 17Sep16 | Occupancy Sales Tax | 7.43 | |
| 17Sep16 | County Tax | 4.95 | |
| | Total Charges Transferred FROM 61470 | 222.76 | |
| | Charges Transferred FROM 61471 STPIERRE/DAN | | |
| 16Sep16 | Room Charge | 99.00 | |
| 16Sep16 | Occupancy Sales Tax | 7.43 | |
| 16Sep16 | County Tax | 4.95 | |
| 17Sep16 | Room Charge | 99.00 | |
| 17Sep16 | Occupancy Sales Tax | 7.43 | |
| 17Sep16 | County Tax | 4.95 | |
| | Total Charges Transferred FROM 61471 | 222.76 | |

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Tallahassee FL 32310
Proof Brewery

Room: GRP
Room Type: HSE
Number of Guests: 1
Rate: \$0.00 Clerk: JMJ

Arrive: 11Sep16 Time: Depart: 21Sep16 Time: 10:23AM Folio Number: G2923

| Date | Description | Charges | Credits |
|---------|--|-----------------|---------|
| | Charges Transferred FROM 61473 SHERMAN/SHAWN | | |
| 16Sep16 | Room Charge | 99.00 | |
| 16Sep16 | Occupancy Sales Tax | 7.43 | |
| 16Sep16 | County Tax | 4.95 | |
| 17Sep16 | Room Charge | 99.00 | |
| 17Sep16 | Occupancy Sales Tax | 7.43 | |
| 17Sep16 | County Tax | 4.95 | |
| | Total Charges Transferred FROM 61473 | 222.76 | |
| | Charges Transferred FROM 61474 DERBY/ANTHONY | | |
| 16Sep16 | Room Charge | 99.00 | |
| 16Sep16 | Occupancy Sales Tax | 7.43 | |
| 16Sep16 | County Tax | 4.95 | |
| 17Sep16 | Room Charge | 99.00 | |
| 17Sep16 | Occupancy Sales Tax | 7.43 | |
| 17Sep16 | County Tax | 4.95 | |
| | Total Charges Transferred FROM 61474 | 222.76 | |
| | Balance: | 5,073.84 | |

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Want your final hotel bill by email? Just ask the Front Desk! See "Internet Privacy Statement" on Marriott.com

On Saturday September 17, 2016 staff from Madison Social and Proof Brewing Company conducted a survey of participants at the Florida Tap Invitational as they checked in. Attendees were asked if they lived locally in Tallahassee or were from out of town. If attendee answered they were from out of town, they were asked if they stayed at a hotel, how many people stayed in the room and how many nights they stayed for.

Of the 946 people who purchased a ticket to the event, 436 were from out of town and of those 436, it was concluded that 100 room nights were booked.

| People Surveyed | Local | Out of town | Room nights booked |
|-----------------|-------|-------------|--------------------|
| 946 | 510 | 436 | 100 |

Florida Tap Invitational ticket page/website. URL www.FLTapInvitational.com and www.FloridaTapInvitational.com was forwarded to this page.

Florida Tap Invitational Ticket

https://www.eventbrite.com/florida-tap-invitational-tickets-248911630137

SEP 16

Florida Tap Invitational
by Proof Brewing Company + Madison Social

\$15 - \$50

Sales Ended [DETAILS](#)

DESCRIPTION

The Florida Tap Invitational is back and better than ever thanks to support from Visit Tallahassee. This year will be featuring 100+ of the newest and rarest beers from the best breweries Florida has to offer.

DATE AND TIME

Fri, Sep 16, 2016, 7:00 PM -
Sat, Sep 17, 2016, 7:00 PM
[Add to Calendar](#)

Madison Social Instagram post

Likes - 125

Comments - 5

Impressions - 4963

Reach - 3840



madisonsocial

Follow

125 likes

2w

madisonsocial The stage construction is underway for tonight's concert, block party and beer/food pairing. Shout out to @visit_tally for helping make this happen. Great community partners.

visit_tally 🍷🍷🍷 #IHeartTally

yum_yeag Who's performing?
@madisonsocial

madisonsocial @yum_yeag the Velcro Pygmies. Pretty awesome 80s cover band

miranda_amory @wesryzen we should go

amb_sch Do you need tickets to go to happy hour?

Facebook Event



Public · Tasting · Hosted by Proof Brewing Company

Hootlet



B Smitty invited you

Interested Going Ignore

September 16 – September 17
Sep 16 at 7 PM to Sep 17 at 7 PM

Proof Brewing Company
644 McDonnell Dr, Tallahassee, Florida 32310

Show Map

About

Discussion



B Smitty, Andrew and 18 other friends went

816
interested

533
went

559
invited

Facebook Event Sponsor Post



Proof Brewing Company

September 18 at 12:31pm · 🌐

We would like to give a huge thanks to all our sponsors. Without their support, this weekend would not have been possible. Please support these local businesses as they supported us.

Visit Tallahassee

TriEagle Sales

Napleton Infiniti of Tallahassee

Full Press Apparel

Gandy Printers

 Gabe Grass, Jennah London and 44 others

 Like

 Comment

 Share

 Hootlet



MEMORANDUM

TO: Leon County Tourist Development Council

FROM: Kerri Post, Executive Director, Division of Tourism Development

SUBJECT: Out-of-Cycle Funding Request for a Special Event Grant: FAMU Harambee Festival on February 25, 2017

DATE: January 5, 2017

Background:

The FAMU Harambee Festival is a cultural celebration during Black History Month in Cascades Park on Saturday, February 25, 2017. Harambee is a Swahili word meaning "let's pull together." As described in the grant application (please see attached), the Harambee Festival celebrates the contributions of dynamic African Americans throughout history and their survival through the diaspora. The festival will inspire and educate through a variety of exciting events including musical performances, cultural art, spoken word, fashion, African drumming, dance, eclectic designs, poetry, and seminars.

I recently met with the event organizer and viewed pictures, videos and promotional material from last year's inaugural event. The event was well-organized and attracted more than one thousand people. (Please see the attached 2016 Harambee Festival Flier and Line-Up.) The organizers are currently working with a promoter to secure a headlining act for Saturday evening. Planning for this year's event is slightly delayed due to the recent change in administration at FAMU, which resulted in the event being approved only recently.

Analysis:

At the August 31, 2016 meeting, the TDC awarded \$80,000 to support seventeen (17) Special Events, leaving a balance of \$20,000 for supporting other events as requested during the fiscal year.

A Special Event Grant application received from FAMU requests \$2,500 in support of the 2017 Harambee Festival. Per the attached application, FAMU is anticipating 2,000 attendees and 135 room nights.

Staff supports the event based on several factors:

1. It is a new festival with the potential of becoming a larger, multi-day event.
2. It is exciting to engage with FAMU to promote the destination.
3. As part of Black History Month celebrations, it provides yet another celebration and a high-quality cultural event in February.

Staff recommends supporting this event at the requested level.

Tourism Development would assist in promoting the event through our website, public relations and targeted social media.

Staff Recommendations:

Provide funding support for the FAMU Harambee Festival at the requested level of \$2,500.

Attachments:

1. Flier and Line-Up from 2016 FAMU Harambee Festival
2. 2017 FAMU Harambee Festival Special Event Grant Application

Vendors from Across the Region,
Live Musical Performances,
African Drum and Dance, Spoken Word,
Cultural Art, Eclectic Jewelry,
African Designers, International Food
AND MUCH MORE!

FLORIDA **A&M** UNIVERSITY

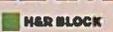
**HARAMBEE
FESTIVAL**
INSPIRING UNITY IN THE COMMUNITY

02.28.16

CASCADES PARK

11 A.M. - 7 P.M.

WWW.FAMU.EDU/HARAMBEE



BLACKHISTORYMONTH2016

HARAMBEE RUN OF SHOW LINE-UP

- 1:00 p.m. FAMU Voices Poetry Troupe
- 1:00 Meridian Bldg Movie: Standing on my Sisters Shoulders
- Social Criminal Justice Club - Prof. Keith Parker
- 1:15 p.m. James A. Shanks Middle School Concert
- 1:30 p.m. Sirius Project Reggae Band
- 1:45 p.m. Marissa Threats Brown – (soloist)
- 2:00 p.m. Healthy Cooking Demonstration - Sharon Dennard, Nefertari's Fine Cuisine
- 2:00 p.m. Black on Black Rhyme Poetry set
- 2:10 p.m. Versailles (soloist)
- 2:15 p.m. Excellence Dance Group
- 2:30 p.m. Mid Town Production – The Wiz
- 2:45 p.m. The Legends Band (Neo-Soul and Funk)
- 3:00 p.m. Black on Black Rhyme Poetry Group
- 3:00 p.m. Emotional Emancipation Workshop – Dr. Huberta Jackson – Lowman (2hr)
- 3:15 p.m. Woodville Middle School Choir / Poetry – Lilly Forbes
- 3:30 p.m. Cap 6 Hip-Hop Artist Collective
- 3:45 p.m. FAMU Voices Poetry Troupe
- 4:00 p.m. TCC Drum and Dance Ensemble
- 4:15 p.m. A Royal Gele' Crown Affair – Images Modeling African Attire
- 4:30 p.m. BSTRONG – Vocalist/Guitar
- 4:35 p.m. Jacobs Ladder Teen Group
- 4:50 p.m. Ferg – Music Soulchild (Your So Beautiful, Buddy)
- 5:00 p.m. Grace Elsen & TyZen (TNL Performers)
- 5:10 p.m. Headliner Band Set-Up "Royce Lovett"
- 5:30 p.m. Motown Recording Artists Royce Lovett
- 6:15 p.m. Essential Theatre – Five Guys named Joe - "Fat like That"
- 6:30 p.m. Nu Images of Africa (Freestyle Bantaban African Community Dance/Drums)

Form Status: **submitted**

Page 1 - Contact Information

| | |
|------------------------|---------------------------|
| First Name | Charlene |
| Last Name | Balewa |
| Email | charlene.balewa@fam.u.edu |
| Contact Phone | (850) 599-3494 |
| Grant Type | Special |
| Agreed to Terms | Yes |

Page 2 - Organization Information

| | |
|-----------------------------|---|
| Organization Name | Florida Agricultural and Mechanical University |
| Organization Contact | Charlene Balewa |
| Contact Title | Communications Marketing Specialist |
| Address | 1601 S. Martin Luther King Blvd. |
| City | Tallahassee |
| State | FL |
| Zip | 32307 |
| Non-Profit | Yes |
| Tax ID | 590977035 |
| Insurance Provider | State of Florida Trust Fund |
| Insurance Document | uploads/0101-FAMU - GL.PDF (/media/uploads/0101-FAMU - GL.PDF) |

Page 3 - Event Information

| | |
|---------------------------------------|--|
| Event Name | FLORIDA A&M UNIVERSITY HARAMBEE FESTIVAL |
| Event Director | Charlene Balewa |
| Event Email | communications@famuedu |
| Event Phone | (850) 599-3494 |
| Event Start Date | 02/25/2017 |
| Event End Date | 02/25/2017 |
| First Hotel Date | 02/23/2017 |
| Last Hotel Date | 02/26/2017 |
| Number of Rooms Per Night | 50 |
| Event Website | www.famuedu |
| Event Organization Facebook | https://www.facebook.com/FAMU1887 |
| Event Organization Twitter | https://twitter |
| Event Spectator Admission Cost | Free |
| Schedule of Events | <ul style="list-style-type: none"> • History & Culture ~ Opening Prayer and Libation • Greetings from President and City Officials • Music begins - DJ Set (Thank you to our sponsors) 11 a.m. - 2 p.m. • University Recruitment / Sponsors • Merchandise and Food Vendors • Live Performances, Musical Acts, African Drumming, Dance, Poetry, Cultural Art, Fashion, Inspiring Lectures, Healthy Food Demonstration, and Film Premiere • Student Organization representation |

Event Description

Florida Agricultural and Mechanical University (FAMU) is making plans to host Tallahassee's Harambee Festival, a community-wide cultural celebration in honor of Black History Month on Saturday, February 25 in collaboration with the City of Tallahassee. The Harambee, a Swahili word meaning, "let's pull together," will be a catalyst to connect Tallahassee residents as we work together to make a difference in our community. Harambee Festival will celebrate the contributions of dynamic African Americans throughout history and their survival through the diaspora. The festival will inspire and educate the community through a plethora of exciting events from musical performances, cultural art, spoken word, fashion, African drumming, dance, eclectic designs, poetry, inspiring seminars, and health screenings.

Page 4 - Facility Information

| | |
|--------------------------------|---------------------------|
| Venue Facility Secured? | Yes |
| Within Leon County? | Yes |
| Venue Name | Cascades Park |
| Venue Address | 912 Myers Park Drive |
| Venue City | Tallahassee |
| Venue State | FL |
| Venue Zip Code | 32301 |
| Venue Contact | Jessica Brown |
| Venue Contact Email | JessicaE.brown@talgov.com |
| Venue Phone | (850) 891-3816 |

Page 5 - Hotel Information

| | |
|-----------------------|----|
| Hotel Secured? | No |
|-----------------------|----|

| | |
|-------------------------------|------------------------|
| Can Hotels Contact? | No |
| Hotel Name #1 | Aloft Hotel |
| Hotel Contact Name #1 | Jimmy Cooper |
| Hotel Contact Phone #1 | (850) 513-0313 |
| Hotel Name #2 | Hotel Duval |
| Hotel Contact Name #2 | Courtney Hinson |
| Hotel Contact Phone #2 | (850) 224-6131 |
| Hotel Name #3 | Home2 Suites by Hilton |
| Hotel Contact Name #3 | Meko Rice |
| Hotel Contact Phone #3 | (850) 402-8900 |

Page 6 - Event Details

| | |
|--|-----|
| Estimated Total Participants | 100 |
| Estimated Total Number of Teams (Sports Only) | 0 |
| Estimated Total Overnight Visitors | 100 |
| Estimated Total Room Nights | 135 |

Page 7 - Event Details

| | |
|-----------------------------|---|
| Amount Requested | \$2500 |
| Budget Documentation | uploads/Cost Estimate-Harambee 2 25 17.pdf (/media/uploads/Cost Estimate-Harambee 2 25 17.pdf) |
| Grant Purpose | We are planning on using the grant funds to help towards costs of the venue, promotional advertisements, and for a performance headliner if possible. |
| Receiving Funding | No |

Funding Provider(s)**Marketing Plan**

We will develop :30-second commercial advertisements for radio and television. Print collateral will include banners, posters, and handbills that will be distributed throughout the Tallahassee region and the state of Florida. We will highly promote the Harambee Festival using our electronic media platforms: FAMU.edu; Facebook, Instagram, Twitter. <http://www.famunews.com/harambee-festival-2016/>

Marketing Expenses Outside of Leon County

\$5,000

Certified True

True



COST ESTIMATE (NonProfit/Public Event)

City of Tallahassee

Parks, Recreation and Neighborhood Affairs
 Cascades Park
 912 Myers Park Drive
 Tallahassee, FL 32301

Jessica Brown, Cascades Park Supervisor

Phone: 850.891-3816

E-mail: JessicaE.Brown@talgov.com

Estimated Attendance by Organization: 3,000-5,000

Bill To: FAMU Harambee Festival
 1601 S. Martin Luther King Jr. Blvd
 Tallahassee, FL

Event: Harambee Festival
Event Date: Saturday, February 25, 2017 8a-9p (11a-7p)
Cost Estimate Date Thursday, December 15, 2016

| QTY | Description | Unit Price | Subtotal | Public Event Discount | Additional Discount | Total |
|---|--|------------|-------------|-----------------------|---------------------|-------------|
| 1.00 | Special Event Application Fee | \$ 31.50 | \$ 31.50 | n/a | \$ - | \$ 31.50 |
| 1.00 | Amphitheater (4hr) | \$ 500.00 | \$ 500.00 | \$ 250.00 | \$ - | \$ 250.00 |
| 9.00 | Amphitheater each addtl hr | \$ 50.00 | \$ 450.00 | \$ 225.00 | \$ - | \$ 225.00 |
| 13.00 | Meridian Point Building Large Room (1) | \$ 30.47 | \$ 396.11 | \$ 198.06 | \$ - | \$ 198.06 |
| 13.00 | MeridianPoint Building (sm room 2@\$25) | \$ 50.00 | \$ 650.00 | \$ 325.00 | \$ - | \$ 325.00 |
| 7.00 | Electricity (per drop) | \$ 35.00 | \$ 245.00 | \$ 122.50 | \$ - | \$ 122.50 |
| 20.00 | Trash Receptacles | \$ 19.24 | \$ 384.80 | \$ 192.40 | \$ - | \$ 192.40 |
| 1.00 | Meridian Plaza (4hrs) | \$ 100.00 | \$ 100.00 | \$ 50.00 | \$ - | \$ 50.00 |
| 4.00 | Meridian Plaza (ea addtl hr) | \$ 25.00 | \$ 100.00 | \$ 50.00 | \$ - | \$ 50.00 |
| 14.00 | COT Audio (to assist and monitor audio) | \$ 15.50 | \$ 217.00 | 0 | \$ - | \$ 217.00 |
| 52.00 | Staff (4 @ 13 hours) | \$ 10.00 | \$ 520.00 | \$ - | \$ - | \$ 520.00 |
| 7.00 | Restroom Attendants (2) | \$ 48.00 | \$ 336.00 | \$ - | \$ - | \$ 336.00 |
| 1.00 | Add. Meridian Point Bathroom cleaning | \$ 100.00 | \$ 100.00 | \$ - | \$ - | \$ 100.00 |
| | | | \$ 4,340.91 | \$ 1,412.96 | \$ - | \$ 2,927.96 |
| | | | | | Tax | \$ - |
| | | | | | Total | \$ 2,927.96 |
| PSG Audio Services & TPD Officer Cost Projection Only - Paid Direct to PSG & TPD | | | | | | |
| 14.00 | *Audio (\$75 per hour, 2 PSG Techs) | \$ 75.00 | \$ 1,050.00 | \$ - | \$ - | \$ 1,050.00 |
| 50.00 | TPD Office (7 at varying shifts) | | | | | \$ 2,942.00 |

| PAYMENT TERMS | |
|------------------|---|
| Total Due | \$ 2,927.96 |
| Deposit | \$500 Security & \$250 Damage Required |
| Balance | \$ 3,677.96 Security applied to balance/Damage refunded |

Please make checks payable to City of Tallahassee.
 Cost Estimate good for 90 days from date listed.
 TPD & PSG Audio are paid direct/billed separately.
 *Audio prices are subject to change based on the needs of the event.

Florida A&M University Harambee Festival

MONEY IN

| | |
|---|-----------------|
| Retail Vendors (\$100 rate, approximately 25-50 expected) | \$2,500 |
| Food Vendors (\$150 rate, 15-20 vendors) | \$2,250 |
| Additional income (Potential Sponsors) | \$10,000 |
| TOTAL INCOME | \$14,750 |

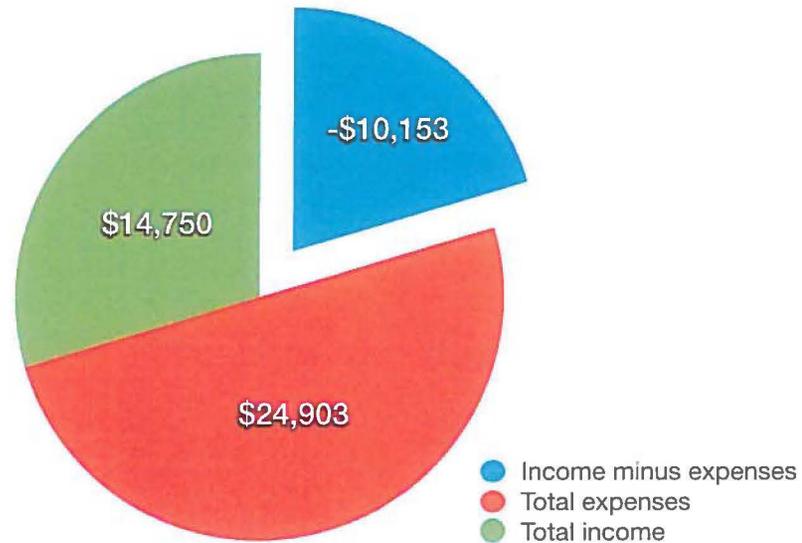
MONEY OUT

| | |
|---|-----------------|
| Cascades Venue Rental | \$3,678 |
| Advertising (Radio, TV, Billboard, Print) | \$10,000 |
| Decorations/Signage | \$2,000 |
| Tables/Tents | \$1,000 |
| Event Photographer | \$475 |
| Performance Headliner | \$5,000 |
| Promotional Pins/T-shirts | \$2,500 |
| Awards/Plaques | \$250 |
| TOTAL EXPENSES | \$24,903 |

MONEY LEFT OVER

Income minus expenses | -\$10,153

Income/Expenses





Leon County Division of Tourism Development/Visit Tallahassee

Economic Impact Estimate for Florida A & M University Homecoming Week

Joseph St. Germain, Ph.D.

Phillip Downs, Ph.D.

Rachael Anglin

downs & st. germain

R E S E A R C H



Out-of-County Visitors

11,493

Including overnight visitors and day trippers, there were 11,493 individuals from outside Leon County who attended FAMU Homecoming.¹

¹An attendance figure of 29,469 was provided by Florida A&M University. The attendance figure directly impacts economic data contained in this report.



Direct Spending

\$2,466,800¹

People who **live outside** of Leon County spent \$2,466,800¹ during FAMU Homecoming.

¹For accommodations, restaurants, groceries, transportation, attractions, entertainment, tickets, shopping, and “other” expenses.



Total Economic Impact

\$3,897,500

When including indirect and induced effects¹ of direct spending, the total economic impact of people attending FAMU Homecoming who **live outside** of Leon County was \$3,897,500.²

¹Indirect effects are increased business spending resulting from tourism dollars. Induced effects are increased household spending resulting from tourism dollars.

²For accommodations, restaurants, groceries, transportation, attractions, entertainment, tickets, shopping, and “other” expenses.



Paid Room Nights Generated

6,483 room nights

People who **live outside** of Leon County spent 6,483 nights in our hotels, motels, etc., while attending FAMU Homecoming.



FAMU Homecoming Week

- **2.5** people per travel party
- **1.8** nights stayed in Tallahassee
- **40** years old – median age
- **\$69,600** – median household income



Direct Spending: Local + Out-of-County

\$2,839,400

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



Total Economic Impact: Local + Out-of-County

\$4,486,300

When including indirect and induced effects¹ of direct spending by **local and out-of-county attendees**, the total economic impact of all people attending FAMU Homecoming was \$4,486,300.²

¹Indirect effects are increased business spending resulting from tourism dollars. Induced effects are increased household spending resulting from tourism dollars.

²For accommodations, restaurants, groceries, transportation, attractions, entertainment, tickets, shopping, and “other” expenses.



Methodology

- The economic impact was based on data from the following sources:
 - Interviews conducted by Downs & St. Germain Research of 153 attendees of FAMU Homecoming
 - Leon County Division of Tourism Development/Visit Tallahassee Visitor Tracking Study
 - Tourism database at Downs & St. Germain Research



FAMU Homecoming Week Economic Impact Study

Kerri Post – Executive Director, Leon County Division of
Tourism Development/Visit Tallahassee
850-606-2310, PostK@leoncountyfl.gov

Joseph St. Germain, Ph.D., President, joseph@dsg-research.com

Phillip Downs, Ph.D., Senior Partner, pd@dsg-research.com

Rachael Anglin, Project Director, rachael@dsg-research.com

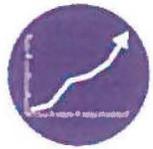
Downs & St. Germain Research

1-800-564-3182: www.dsg-research.com



Economy – Targets and Bold Goals

Bold Goal



- **Grow the five-year tourism economy to \$5 billion**

5-Year Targets



- **Host 100,000 residents and visitors** as part of the Amphitheater County Concert Series.



- **Connect 5,000 students and citizens** to middle skilled job career opportunities.



- **Co-create 500 entrepreneur ventures** and **5,500 new jobs**, including **200 high-wage jobs** in magnetic technologies.



- **Attract 80 state, regional, or national championships** across all sports.



People Focused, Performance Driven.

SUBJECT TO CHANGE -

BOCC preliminary approval Dec. 2016; To be ratified at Jan. 2017 BOCC meeting.