



LEON COUNTY

Tourist Development Council

Thursday, July 19, 2018, 9:00 a.m.
County Commission Chambers - Leon County Courthouse, Fifth Floor
301 South Monroe Street, Tallahassee FL 32301

MEETING AGENDA

- I. Call to Order – **Bo Schmitz, Chairman**
- II. Request for Additional Agenda Items – **Bo Schmitz**
- III. Public Comment
- IV. Items for Consent Approval – **Bo Schmitz**
 - May 10, 2018 and June 21, 2018 Meeting Minutes
 - Financial Reports: April 2018/May 2018; Year-to-Date Tourism Development Tax Collections and Smith Travel Report
 - Advertising/PR Activity Report/Digital Activity
 - Direct Sales, Communications, Visitor Services, and Sports Staff Reports
- V. General Business – **Bo Schmitz**
 - Research Presentations – Highlights of Spring Signature Events, Phillip Downs, Ph. D.
 - Set Grant Review Committee Meeting Date
 - COCA Updates
 - TDC Member Term Limits
- VI. Executive Director's Report – **Kerri Post**
 - CRA Arts Funding Update
 - Staffing Update
 - Leon County Tourism Report per F.S. 228.1226(3)(c)
 - Emergency Preparedness Tourism Industry Meeting
 - Regional Tourism Industry Meeting
- VII. Additional Business: "For the Good of the Cause" – **Bo Schmitz**

TDC Meeting – Thursday, September 6, 2018

9:00 a.m. County Commission Chambers
Leon County Courthouse, Fifth Floor

Leon County Tourist Development Council

Minutes of May 10, 2018 Meeting

9:00 A.M.

TDC Members Present: Bo Schmitz-Chairman, Michelle Personette, Russell Daws, Sam Patel, Commissioner Bryan Desloge, Sharon Priester, Matt Thompson, Leigh Davis, Commissioner Scott Maddox

TDC Members Absent: Dr. Audra Pittman, Commissioner Nancy Miller

Tourism Development Staff Present: Kerri Post, Aundra Bryant, Andi Ratliff, Janet Roach, Gary Stogner, Amanda Heidecker, Connor Rand.

Guests Present: Phillip Downs (Downs & St. Germain), Joseph St. Germain (Downs & St. Germain), Bill Geist (DMOproz), Jay Revell (Tallahassee Chamber of Commerce), Nicole Vandernick (The Zimmerman Agency), Christina (The Zimmerman Agency), Mallory Hartline (The Zimmerman Agency), Amanda Lewis (The Zimmerman Agency), Ken Morris (Leon County Administration), Marjorie Turnbull (Choose Tallahassee), Amanda Karioth Thompson (Council On Culture and Arts),

I. Call to Order

Meeting was called to order at 9:03 A.M. by Chairman Bo Schmitz.

II. Request for Additional Agenda Items

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

III. Public Comment

There were no public comments presented.

IV. Items for Consent Approval

Russell Daws moved for approval and it was seconded by Commissioner Desloge. The motion was approved unanimously.

V. General Business

Draft Tourism Strategic Plan Presentation - Bill Geist, DMOproz –

Kerri Post thanked the TDC for their leadership in developing the 2019-2021 Tourism strategic plan. The annual plan will be derived from the strategic plan.

Bill Geist noted that more than 190 online responses and 100 in person interactions contributed to the discussion during plan development. This information was then used to identify several potential opportunities, ultimately resulting in Four Broad Goals.

1. Advocate for destination enhancing development.
2. Enhance awareness and support of the visitor economy.
3. Enhance the visitor experience.
4. Increase Marketing Budgetary Resources.

Mr. Geist expanded upon specific objectives the TDC can pursue to achieve each of these goals. Both the vision and mission statements were evaluated and draft revisions were presented. Discussion ensued resulting in Vision and Mission as follows:

- Vision: The Tallahassee Region will be recognized and appreciated as one of the most diverse and vibrant destinations in the Southeast.

- Mission: To enhance the region's economic growth and quality of life by collaboratively inspiring the vitality of Tallahassee's Visitor Economy.

A motion was made by Michelle Personette to accept the strategic plan with the minor changes to the vision and mission that were presented. The motion was seconded by Russell Daws, and passed with unanimous approval.

Research Presentation – Unique Emotional Positioning Report, Phillip Downs and Joseph St. Germain, Downs & St. Germain Research –

This report explores the emotional tie between the brand and the target market, in an effort to develop a brand that resonates with visitors. This was conducted through focus groups in Atlanta and Tampa followed by an internet study.

Critical findings included the information that non-Florida markets had very vague impressions of Tallahassee and limited knowledge, and most come for a specific purpose. This prompts a focus on trying to lengthen the visitor's stay which would include increased localized marketing. It was noted that some of the dichotomy in perception may come from wide swings in local activity, and in the very diverse offerings of the area. Finding the way to leverage descriptive pairs such as simultaneously lively and relaxed can have some unique and interesting marketing applications. Additionally, the current logo did not resonate with focus groups. The script was well received but the tree and the inclusion of "A Division of Leon County" had a negative response. This study provides a launching point to align goals in the strategic plan with this information and was well received by the TDC.

Choose Tallahassee Presentation – Status Update, Michelle Bono –

The presentation detailed the benefits of attracting retiring baby boomers. Leon County and the TDC were recognized for supporting this endeavor from the beginning. Choose Tallahassee hired Gregg Patterson as an Executive Director. Funding from the TDC is dedicated solely to promote visiting Tallahassee prior to a move to the community, focusing on promoting visitor weekends. Bow Stern Marketing Communications presented the marketing and public relations campaign developed for Choose Tallahassee to target the boomers with a potential to return to the area or those that are anchored to the area through friends and family.

COCA Updates – Presentation of Mid-Year Report, Amanda Karioth Thompson –

Ms. Thompson noted some of the successes so far in the 2018 fiscal year. Weekly newsletters with large subscriptions, professional development workshops, grant writing workshops, were highlighted as economic development and marketing initiatives. Monthly newsletters are targeted to educators in the area sharing information about local regional and national events. Additional educational opportunities are shared from their database to promote summer camps.

The Cultural Facilities Matching Grant application deadline just passed. The four applications that were received will be reviewed and recommendations will be made in June. The Cultural Grant Program has been advertised with a July application deadline. Consultations and tech reviews of these applications are currently underway. Those will be reviewed in August. The guidelines for the Cultural Tourism Marketing Grant, are currently being finalized prior to opening applications.

Additional accomplishments mentioned were: collaborations with other organizations such as a Knight grant for arts entrepreneurs, and The Tallahassee Democrat. It was

noted that partnership with the Tallahassee Democrat generates content that promotes local arts community members that is being shared online within the Gannett network outside of the Tallahassee area.

Commissioner Maddox made a motion to approve the COCA midyear report. Commissioner Desloge seconded the motion. The motion passed unanimously.

Scott Carswell Presents Presentation – Scott Carswell –

Mr. Carswell reviewed the process of booking shows for Capital City Amphitheater. There have been 21 agreements for shows in the Capital City Amphitheater in 50 months with almost 40,000 attendees in total. Mr. Carswell also discussed marketing and next steps for the shows once they are booked, including seeking local sponsors, logistics of permitting, hospitality for artists, and day of show production. It was noted the current lack of support space as the North American Properties development is under construction present challenges, but Mr. Carswell confirmed that he has worked through these challenges.

Draft FY 19 Budget & Sales Plans– Kerri Post -

The proposed draft budget for fiscal year 2019 is projected with a 4% increase in the budget due to projected increase in TDT collections. Kerri Post proposed tapping into fund balance due to the high balance in this account which is currently approximately \$2 million. Anticipated TDT collections for fiscal year 2019 are approximately \$5.7 million; the proposed budget of \$6.7 million suggests using approximately \$900,000 from fund balance, keeping \$1 million in fund balance. The Division's proposed budget was provided to the TDC members. Kerri Post gave a brief overview of some of the initiatives proposed.

- Under operating expenditures, the proposed budget recommends that \$250,000 move from fund balance to the advertising and public relations budget for increased advertising.
- Contracted services would receive \$20,000 from fund balance to be used to move to a fully automated centralized grant system that could be used by other organizations as well. Leon County Community Human Service Partnership (CHSP) already uses an online infrastructure that would be used as the framework for the tourism grants. Leon County already owns the rights to this technology infrastructure; it would simply need some modifications to meet the needs of the tourism grants. This system could be used by Tourism, COCA and the CRA, which would provide a streamlined process and greater accountability for organizations applying to multiple agencies.
- The budget also includes a \$19,000 increase in promotional activities offset by a \$5,000 decrease in direct sales promotions.
- The budget is projecting flat for grants, but it was noted that there will also be an additional \$41,156 due to carry forward from Florida Jazz and Blues Festival that is not reflected in this projected budget. Once that amount is carried over from fiscal year 2018 the grants account will reflect the increase.
- There is a recommended increase of \$100,000 for welcome center improvement which is anticipated to be used for a new elevator in the tourism building.
- \$350,000 is allocated to support the Apalachee Regional Park master plan for enhancements to the cross country section of the park in preparation for the NCAA national championship in 2021.
- Under Contingency/Reserve, \$250,000 is identified for marketing communications in an emergency response situation.

Commissioner Maddox made a motion to approve the Fiscal Year 2019 budget. Commissioner Desloge seconded the motion. The motion passed unanimously.

Kerri Post referenced the sales plans that were provided in advance to the TDC members, and noted that the strategic plan discussions influenced the new initiatives in the sales plans.

Commissioner Maddox made a motion to approve the Sales Plans. Matt Thompson seconded the motion. The motion passed unanimously.

VI. Executive Director's Report

ATL & TPA Market Activations Update –

Gary Stogner provided a brief report on Tourism staff efforts in the Florida Brewers Guild Craft Beer Festival that took place March 3 in Tampa and the Dogwood Festival April 13-15 in Atlanta. Mr. Stogner noted that there was so much brand recognition at the Florida Brewers Guild Craft Beer Festival many festival attendees thought Visit Tallahassee organized the entire event. At the Dogwood Festival in Atlanta Tourism sponsored the kids village and heavily promoted family friendly travel. These market activations were supported by 2 months of drive time radio advertising: 394 radio spots in Tampa and 310 in Atlanta. Rachel Jeter was recognized for her efforts with media in these markets, already resulting in 15 media stories so far. It was also noted that Rachel Jeter is responsible for the 467 story placements she has coordinated this fiscal year, far exceeding the annual goal of 120. Mr. Stogner confirmed that a full, detailed report will be available at a later date. These events will both be repeated and two more markets will be added next year.

Staffing Update –

Kerri Post provided an update on the four vacant positions in the Division, Leisure Sales Director, Marketing Communications Director, Visitor Services Representative and Tourism Senior Operations Manager which Chris Holley will vacate very soon. Each are at varying stages of the HR process. Chris Holley was recognized for his nine years of service with Leon County, five of which he served in the Division of Tourism.

Destination Discovery – Lichgate and Lucilla -

Kerri Post followed up on a takeaway from the strategic planning session to take a few minutes to share information about the destination at the TDC meeting, and provided history on Lichgate and its founder Laura Jepsen, a historic landmark in Tallahassee that is one of the area's best kept secrets. She also provided information and a personal testimonial of Lucilla, a new addition to the Tallahassee dining scene.

VII. Additional Business: "For the Good of the Cause" – no additional business.

Adjournment: 11:03

Attest: Chairman Bo Schmitz

Attest: Andi Ratliff

Leon County Tourist Development Council

Minutes of June 21, 2018 Special Meeting

9:00 A.M.

TDC Members Present: Bo Schmitz-Chairman, Michelle Personette, Russell Daws, Sam Patel, Commissioner Bryan Desloge, Sharon Priestler, Dr. Audra Pittman, Matt Thompson, Commissioner Nancy Miller, Commissioner Scott Maddox

TDC Members Absent: Leigh Davis,

Tourism Development Staff Present: Kerri Post, Aundra Bryant, Andi Ratliff, Gary Stogner, Amanda Heidecker.

Guests Present: Kevin Carr (Council on Culture and Arts), Jake Kiker (TLH, Arts Inc.), Cynthia Tunncliff (CRA Review Committee), Roxanne Manning (CRA), Pam Lewis (Big Bend CDC), Cathi Rodgers (Florida Jazz & Blues), Jon Brown (Florida Jazz & Blues), Nikki Paden (Leon County), LaShawn Riggans (Leon County Attorney's Office), Althemese Barnes (John G. Riley House), Max Epstein (Tallahassee Glassworks), Kelly Dozier (LeMoyne Arts), Allie Fleming (City of Tallahassee) M'Lisa Ingram (City of Tallahassee).

I. Call to Order

Meeting was called to order at 9:02 A.M. by Chairman Bo Schmitz. Kerri Post recapped the Community Redevelopment Agency (CRA) Grant review process which concluded this past Monday, a week later than anticipated. This resulted in the meeting materials being distributed very close to the meeting and she apologized for the lack of review time. After months of hard work, the grant review committee made recommendations for the arts, culture and heritage funding. This special meeting of the TDC to review and comment on the recommendations of the committee is the first step in the review process, after which a letter will follow from the TDC chairman to share the discussion from today's meeting with the CRA Board, the City Commission and the County Commission. These bodies will each review and vote on the recommendations in July.

II. Public Comment –

Jake Kiker has been working with TLH Arts Inc which was the third highest ranked but was not selected for funding. He noted that the reason given for their lack of funding had to do with the plan for funding of the project moving forward. A collaboration of more than 20 groups was proposed as the means for continued funding; Mr. Kiker expressed that this was not able to be projected well in the application but that it is the same model used by Domi Station, of which he is a co-founder. He also noted that TLH Arts was the only project that focused on a performing arts component which was the original intended use of the funds. He highlighted that the fact that they proposed the use of a publicly-owned space and that would still be publicly owned if for some reason the project was not successful. He thanked the committee for their work and praised the other finalists for the value of their projects, but asked for reconsideration on the funding decision.

III. General Business

Cynthia Tunncliff was the chair of the committee to review the applications. She elaborated on the members that made up the committee and review criteria. The

committee gave consideration to the four applicants who scored over 80 points: Lemoyne Art Foundation, Big Bend CDC (Ashmore Museum), TLH Arts and John Gilmore Riley Center/Museum. Ultimately, after lengthy discussion, the three projects recommended for funding were Lemoyne Art Foundation, John Gilmore Riley Center/Museum and the Big Bend CDC (Ashmore Museum). To fund those fully it would exceed the approximately 3 million available, therefore each will be funded at approximately 70% of their ask.

Commissioner Miller asked if there was a consistent way to measure the construction and ongoing maintenance costs presented. Roxanne Manning clarified the applications were independently evaluated by a construction professional to accurately review the construction estimates and the committee was able to score with that evaluation in addition to the original application. Cynthia Tunncliff commented that for ongoing maintenance, the projects that were chosen showed an ability to be sustainable. Roxanne Manning clarified that a development agreement will be executed that will set up payment for costs as they occur as reimbursement rather than giving the full grant amount at the time the grant is awarded. She suggested that the awardees get 3 years before determining that the project is unsuccessful.

Discussion ensued as to whether an audit should be utilized to ensure that an entity is in the financial position they claim due to concerns of past financial instability of some of the applicants. Roxanne Manning said that an audit of the organization was not required but provided additional information on the auditing process for how the funds are used once grant money is disbursed. The TDC noted there should be benchmarks for funding and construction progress put in place.

TDC members asked for additional information on what criteria was considered in the ranking process and which projects best advance tourism, as they are funded with TDT funds. The performing arts center was the original intent of the collection but none of these projects support performing arts. Russell Daws indicated that tourism played a role in his consideration of the applicants but it wasn't a large part of the evaluation criteria. He also indicated that "bricks and mortar" was a heavy influencer on the scores and heavily favored those who had a building, and if it was not such a strong scoring criteria Word of South (Litfest) would have had a much higher score.

The governing statute (Florida Statute 125.0104) allows for the construction and maintenance of a performing arts facility, considered an auditorium, but only if it is a publicly owned building. Kerri Post confirmed the specifications of this statute were included in the CRA grant application and guidelines. TLH Arts is the only application that proposed a performing arts auditorium in a publicly owned building. The application found to be ineligible in the CRA Phase One review was not in a publicly owned building. Cynthia Tunncliff indicated the decision to include funding of the fourth scored project (John Gilmore Riley Center/Museum), there was a consensus two projects in Frenchtown would synergistically give a greater impact. Further it was a much smaller request for funding. Discussion ensued as to whether to advance the three suggested by the CRA or all four of the top four finalists. Many would have preferred to see the entire amount awarded to one entity rather than split it between three groups. It was determined although the result is not what was originally envisioned (\$3 million for one entity that would be transformative for the community) the process put in place and approved by the CRA Board, was followed. It was also commented that the details of the awardees contract will be very important as it moves forward to ensure fundraising accountability and appropriate timelines for construction. The TDC discussed the need

to set both a timeline to raise additional funds and a timeline on breaking ground. The suggested timeline discussed was one year to raise the remaining funds (at least 80% of the remaining budget needed must be raised and in escrow), and three years for initiation of construction. There was extensive discussion about having a mandatory benchmark for recipients to execute a fundraising plan, but there was not a determination on what that timeline should be.

It was noted that both Lemoyne Art Foundation and John Gilmore Riley Center/Museum have received TDT funds in the past. Commissioner Maddox requested a list of all government funds that each of the applicants have received.

Dr. Pittman expressed this money was intended to develop a process to do something different in the arts community than what was already available. There are already arts faci grants in place, and this was intended to fund something that was new and filled a need. She expressed the projects currently proposed for funding are beneficial organizations but these projects do not meet the need that was expressed by the arts community for a performing space, and to enhance the arts district that is emerging. All agreed that the CRA Arts and Culture review committee did very well in the process to be good stewards of government funds, but many expressed disappointment with the applications that are being recommended for funding. The close scoring of the top four paired with the decision to only fund three of the four projects, causes hesitation for some of the TDC members and has initiated debate within the community. However, the TDC as whole did not agree that the review process should begin again although there is unanimous frustration that what was envisioned is not being recommended. Russell Daws expressed that the grant review criteria did not include a performing arts component, and that if that was the intended use for the funds, it should have been specified. Dr. Pittman stated that it is a part of the cultural plan and perhaps the review committee members should have been educated on the vision of the plan to aid in the discussion and decision making.

There was discussion of whether or not the money should remain with the CRA (and within the geographical boundaries of the CRA) for disbursement as it was originally collected county wide. One penny of TDT funds was collected for several years and set aside for the purpose of a performing arts center.

The differences between COCA Cultural Facilities grant and the CRA grant were clarified. Dr. Pittman confirmed that some of these applicants have previously applied to the cultural facilities matching grant program, but many don't because a match is required.

Roxanne Manning added that the process began with five million dollars, and that 2.1 million of that was used for the North American properties project at Cascades Park to provide support for performing arts at the Capital City Amphitheater and public event space.

Kerri Post added a point of clarification that the original effort for the performing arts center was specifically for a publicly owned space to be managed by a non-profit. Several TDC members expressed that would be the preference, and is important to consider, so that this investment of tax dollars goes into something that belongs to the public.

The summary of comments by the TDC to be included in the letter is as follows:

“General consensus is that it was a diligent process, and we thank you for the opportunity to have a representative on the committee. We thank the committee for their hard work. The TDC hope that the remaining funds from the performing arts dollars that were originally collected from hotel bed tax would be utilized for a publicly owned space, that is operated by a non-profit, that would be transformative for our community. That is not the case and we are not excited by the outcome; however, should the CRA elect to move forward we think accountability is important in the fundraising goals and timeline for construction.” This motion was made by Commissioner Maddox, Michelle Personette seconded and it passed unanimously.

IV. Additional Business: “For the Good of the Cause” – no additional business.

Adjournment: 10:55

Attest: Chairman Bo Schmitz

Attest: Andi Ratliff

Tourist Development Council
Statement of Cash Flow
Period Ending April 30, 2018

3 3/4-Cents Collections		YTD	April	FY 2017/18	% Revenue	
Acct #	REVENUES	Actuals	Actuals	Budget	Received	Variance
312100	Local Option Resort Tax (3 3/4-cents) ¹	\$ 2,559,184.32	\$ 358,932.27	\$ 3,957,938	65%	(1,398,754)
361320	Tax Collector FS 125.315	1,735.85	-	-		1,736
361111	Pooled Interest Allocation	11,763.50		40,755		
362000	Rents & Royalties	-		10,200		(10,200)
365000	Merchandise Sales	4,846.82	2,189.17	3,000		
366500	Special Event Grant Reimbursements	14,000.00		20,000		
366930	Other Contributions/Partnerships	-	-	2,400		
361300	Interest Inc/FMV Adjustment	-	-			
369900	Miscellaneous Revenue ³	130,979.00		165,000		
399900	Appropriated Fund Balance	-		491,300		
	Total Estimated Receipts			4,690,593		
		\$ 2,722,509.49	\$ 361,121.44			

Acct #	EXPENDITURES	YTD	April	FY 2017/18	FY 2017/18	% Budget	Under/
		Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
	<i>Administration (301)</i>						
51200	Salaries & Wages	\$ 120,416.01	\$ 15,912.91	\$ 201,939	\$ 201,939	60%	\$ 81,523
51210	Regular OPS Salaries & Wages	10,555.62	1,380.78	15,980	15,980	66%	5,424
52100	FICA	9,474.54	1,246.55	16,950	16,950	56%	7,475
52200	Retirement Contributions	20,315.58	2,694.71	34,546	34,546	59%	14,230
52210	Deferred Compensation	267.00	35.60	766	766	35%	499
52300	Life & Health Insurance	23,801.39	3,395.18	47,397	47,397	50%	23,596
52400	Workers Compensation	340.70	44.96	390	390	87%	49
53400	Other Contractual Services	77,136.65	-	115,500	115,500	67%	38,363
54000	Travel & Per Diem	1,781.17	337.41	7,500	7,500	24%	5,719
54101	Communications - Phone System	98.34	98.34	1,419	1,419	7%	1,321
54300	Utilities-160-950-591001-552	8,458.33	1,208.34	14,500	14,500	58%	6,042
54400	Rental & Leases	2,383.78	615.56	9,500	9,500	25%	7,116
54505	Vehicle Coverage	463.00	-	463	463	100%	-
54600	Repair & Maintenance	415.00	85.00	34,000	34,000	1%	33,585
54601	Vehicle Repair	1,035.41	112.03	465	465	223%	(570)
54900	Other Current Charges	482.50	42.50	1,971	1,971	24%	1,489
55100	Office Supplies	25.44	25.44	1,000	1,000	3%	975
55200	Operating Supplies	613.90	221.90	3,000	3,000	20%	2,386
55210	Fuel & Oil	126.19	16.59	510	510	25%	384
55400	Publications, Memberships	2,237.00	42.57	2,300	2,300	97%	63
55401	Training	-	-	3,000	3,000	0%	3,000
	<i>Advertising/Public Relations (302)</i>						
53400	Other Contractual Services	\$ 559,441.73	\$ 170,995.25	\$ 1,316,473	\$ 1,441,473	39%	\$ 882,031
	<i>Marketing (303)</i>						
51200	Salaries & Wages	\$ 255,099.48	\$ 26,867.36	\$ 471,654	\$ 471,654	54%	\$ 216,555
51210	Regular OPS Salaries & Wages	10,555.65	1,380.78	15,980	15,980	0%	5,424
52100	FICA	19,766.72	2,080.18	38,959	38,959	51%	19,192
52200	Retirement Contributions	19,940.55	2,168.16	38,863	38,863	51%	18,922
52210	Deferred Compensation	-	-	-	-		-
52300	Life & Health Insurance	23,960.58	3,563.78	61,978	61,978	39%	38,017
52400	Workers Compensation	1,096.75	121.15	1,487	1,487	74%	390
53400	Other Contractual Services	66,861.88	1,679.60	105,500	105,500	63%	38,638
54000	Travel & Per Diem	14,626.71	3,568.19	68,549	68,549	21%	53,922
54100	Communications Services	2,567.53	361.01	7,823	7,823	33%	5,255
54101	Communications - Phone system	-	-	1,054	1,054	0%	1,054
54200	Postage	2,303.21	-	38,000	38,000	6%	35,697
54400	Rental & Leases	1,269.10	146.85	3,347	3,347	38%	2,078
54700	Printing	4,318.15	931.94	6,400	6,400	67%	2,082

54800	Promotional Activities	13,534.13	65.96	34,500	79,500	17%	65,966
54860	TDC Direct Sales Promotions	14,525.62	3,917.67	55,322	55,322	26%	40,796
54861	TDC Community Relations	2,913.21	-	13,300	13,300	22%	10,387
54862	TDC Merchandise	1,705.40	183.00	5,000	5,000	34%	3,295
54900	Other Current Charges	318,579.32	6,726.16	473,000	473,000	67%	154,421
54948	Other Current Chrg - Amphitheater	68,750.00	-	100,000	190,000	36%	121,250
55100	Office Supplies	3,529.33	-	3,700	3,700	95%	171
55200	Operating Supplies	1,733.11	444.29	5,000	5,000	35%	3,267
52250	Uniforms	1,483.46	-	4,000	4,000	37%	2,517

Acct #	EXPENDITURES	YTD	April	FY 2017/18	FY 2017/18	% Budget	Under/
	<i>Administration (303)(Continued)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
55400	Publications, Memberships	\$ 16,462.51	\$ -	\$ 21,768	\$ 21,768	76%	5,305
55401	Training	-	-	7,000	7,000	0%	7,000
56400	Machinery & Equipment	-	-	-	-	-	-
58160	TDC Local T&E	906.72	-	1,500	1,500	60%	593
58320	Sponsorship & Contributions	1,500.00	-	19,400	19,400	8%	17,900
	<i>Special Events/Grants (304)</i>						
58300	Grants & Aids	\$ 167,863.03	4,750.00	565,000	610,000	28%	442,137
	<i>Welcome Center CIP (086065)</i>						
56200	Building	\$ 29,887.94	499.95	-	29,484	101%	(404)
56300	Improvements other than Building	\$ -	-	45,000	45,000	0%	45,000
	<i>Countywide Automation (470)</i>						
54110	Com-net Communications	\$ -	-	8,560	8,560	0%	8,560
54600	Repairs and Maintenance	-	-	2,610	2,610	0%	2,610
	<i>Risk Allocations (495)</i>						
54500	Insurance	\$ 7,306.00	-	7,306	7,306	100%	-
	<i>Indirect Cost (499)</i>						
54900	Indirect Cost Charges	\$ 273,000.00	-	273,000	273,000	100%	-
	<i>Line Item Funding - (888)</i>						
58214	Cultural Facilities Grant Program	\$ 164,656.00	-	263,791	517,780	32%	353,124
58215	Local Arts Agency Program	311,356.39	-	1,055,165	1,055,165	30%	743,809
	<i>Transfers (950)</i>						
591220	Transfer to Fund 220	\$ -	-	-	-	0%	-
591220	Transfer to Fund 305	-	-	-	-	0%	-
	<i>Salary Contingency (990)</i>						
59900	Other Non-operating Uses	\$ 9,467.00	-	50,000	50,000	19%	40,533
	Reserve for Fund Balance	-	-	-	-	-	-
	Total Expenditures	\$ 2,671,394.76	\$ 257,967.65	\$ 5,703,085	\$ 6,291,558		

1 1/4-Cents Collections

Acct #	REVENUES	YTD	April	FY 2017/18	FY 2017/18	% Revenue	Variance
		Actuals	Actuals	Adopt. Budget	Adj. Budget	Received	
312110	Local Option Resort Tax (1 1/4-cents) ²	\$ 853,061.44	\$ 119,644.09	\$ 1,319,313	\$ 1,319,313	65%	466,252
361111	Pooled Interest	-	-	-	-	-	-
361320	Tax Collector FS 125.315	-	-	-	-	-	-
366930	Refund from Prior Years	-	-	-	-	-	-
	Total Revenues	\$ 853,061.44	119,644.09	\$ 1,319,313	\$ 1,319,313		

Acct #	EXPENDITURES	YTD	April	FY 2017/18	FY 2017/18	% Budget	Under/
		Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
58100	Aids to Government Agencies	\$ -	\$ -	\$ 5,109,853	\$ 5,109,853	0%	5,109,853
	Total Expenditures	\$ -	\$ -	\$ 5,109,853	\$ 5,109,853	0%	5,109,853

NOTES TO THE FINANCIAL STATEMENT
As of April 30, 2018

REVENUES

- ¹- Revenue for the 3 3/4-cent collections \$358,932.
- ² - Revenue for the 1 1/4 -cent collections \$119,644.
- ³ - Revenue in the amount of \$2,189 from Gift Shop Merchandise Sales

EXPENSES

Grant program payments continue for FY18 - \$4,750 during this period.

#####

Tourist Development Council

Statement of Cash Flow

Period Ending May 31, 2018

3 3/4-Cents Collections		YTD	May	FY 2017/18	% Revenue	
Acct #	REVENUES	Actuals	Actuals	Budget	Received	Variance
312100	Local Option Resort Tax (3 3/4-cents) ¹	\$ 2,906,659.46	\$ 347,475.14	\$ 3,957,938	73%	(1,051,279)
361320	Tax Collector FS 125.315	3,197.88	1,462.03	-		3,198
361111	Pooled Interest Allocation	11,763.50		40,755		
362000	Rents & Royalties	-		10,200		(10,200)
365000	Merchandise Sales	4,846.82		3,000		
366500	Special Event Grant Reimbursements	14,000.00		20,000		
366930	Other Contributions/Partnerships	-	-	2,400		
361300	Interest Inc/FMV Adjustment	-	-			
369900	Miscellaneous Revenue ³	131,179.00	200.00	165,000		
399900	Appropriated Fund Balance	-		491,300		
	Total Estimated Receipts			4,690,593		
		<u>\$ 3,071,646.66</u>	<u>\$ 349,137.17</u>			

Acct #	EXPENDITURES	YTD	May	FY 2017/18	FY 2017/18	% Budget	Under/
		Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
	<i>Administration (301)</i>						
51200	Salaries & Wages	\$ 136,328.93	\$ 15,912.92	\$ 201,939	\$ 201,939	68%	\$ 65,610
51210	Regular OPS Salaries & Wages	11,789.40	1,233.78	15,980	15,980	74%	4,191
52100	FICA	10,744.82	1,270.28	16,950	16,950	63%	6,205
52200	Retirement Contributions	22,998.65	2,683.07	34,546	34,546	67%	11,547
52210	Deferred Compensation	302.60	35.60	766	766	40%	463
52300	Life & Health Insurance	25,399.40	1,598.01	47,397	47,397	54%	21,998
52400	Workers Compensation	385.27	44.57	390	390	99%	5
53400	Other Contractual Services	77,136.65	-	115,500	115,500	67%	38,363
54000	Travel & Per Diem	1,486.17	(295.00)	7,500	7,500	20%	6,014
54101	Communications - Phone System	196.68	98.34	1,419	1,419	14%	1,222
54300	Utilities-160-950-591001-552	9,666.66	1,208.33	14,500	14,500	67%	4,833
54400	Rental & Leases	2,563.78	180.00	9,500	9,500	27%	6,936
54505	Vehicle Coverage	463.00	-	463	463	100%	-
54600	Repair & Maintenance	415.00	-	34,000	34,000	1%	33,585
54601	Vehicle Repair	1,035.41	-	465	465	223%	(570)
54900	Other Current Charges	560.50	78.00	1,971	1,971	28%	1,411
55100	Office Supplies	25.44	-	1,000	1,000	3%	975
55200	Operating Supplies	774.18	160.28	3,000	3,000	26%	2,226
55210	Fuel & Oil	167.93	41.74	510	510	33%	342
55400	Publications, Memberships	2,279.57	42.57	2,300	2,300	99%	20
55401	Training	-	-	3,000	3,000	0%	3,000
	<i>Advertising/Public Relations (302)</i>						
53400	Other Contractual Services	\$ 758,917.36	\$ 199,475.63	\$ 1,316,473	\$ 1,441,473	53%	\$ 682,556
	<i>Marketing (303)</i>						
51200	Salaries & Wages	\$ 282,704.28	\$ 27,604.80	\$ 471,654	\$ 471,654	60%	\$ 188,950
51210	Regular OPS Salaries & Wages	11,789.44	1,233.79	15,980	15,980	0%	4,191
52100	FICA	21,928.55	2,161.83	38,959	38,959	56%	17,030
52200	Retirement Contributions	22,155.49	2,214.94	38,863	38,863	57%	16,708
52210	Deferred Compensation	-	-	-	-		-
52300	Life & Health Insurance	25,581.53	1,620.95	61,978	61,978	41%	36,396
52400	Workers Compensation	1,220.91	124.16	1,487	1,487	82%	266
53400	Other Contractual Services	78,247.08	11,385.20	105,500	105,500	74%	27,253
54000	Travel & Per Diem	21,407.90	6,781.19	68,549	68,549	31%	47,141
54100	Communications Services	2,715.69	148.16	7,823	7,823	35%	5,107
54101	Communications - Phone system	-	-	1,054	1,054	0%	1,054
54200	Postage	2,567.06	263.85	38,000	38,000	7%	35,433
54400	Rental & Leases	1,415.95	146.85	3,347	3,347	42%	1,931
54700	Printing	4,762.12	443.97	6,400	6,400	74%	1,638

54800	Promotional Activities	16,361.77	2,827.64	34,500	79,500	21%	63,138
54860	TDC Direct Sales Promotions	25,005.62	10,480.00	55,322	55,322	45%	30,316
54861	TDC Community Relations	2,913.21	-	13,300	13,300	22%	10,387
54862	TDC Merchandise	1,983.57	278.17	5,000	5,000	40%	3,016
54900	Other Current Charges	336,962.37	18,383.05	473,000	473,000	71%	136,038
54948	Other Current Chrg - Amphitheater	68,750.00	-	100,000	190,000	36%	121,250
55100	Office Supplies	3,529.33	-	3,700	3,700	95%	171
55200	Operating Supplies	2,753.36	1,020.25	5,000	5,000	55%	2,247
52250	Uniforms	1,483.46	-	4,000	4,000	37%	2,517

Acct #	EXPENDITURES	YTD	May	FY 2017/18	FY 2017/18	% Budget	Under/
		Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
Administration (303)(Continued)							
55400	Publications, Memberships	\$ 16,487.60	\$ 25.09	\$ 21,768	\$ 21,768	76%	5,280
55401	Training	-	-	7,000	7,000	0%	7,000
56400	Machinery & Equipment	-	-	-	-	-	-
58160	TDC Local T&E	983.01	76.29	1,500	1,500	66%	517
58320	Sponsorship & Contributions	1,500.00	-	19,400	19,400	8%	17,900
Special Events/Grants (304)							
58300	Grants & Aids	\$ 315,682.03	147,819.00	565,000	610,000	52%	294,318
Welcome Center CIP (086065)							
56200	Building	\$ 29,887.94	-	-	29,484	101%	(404)
56300	Improvements other than Building	\$ -	-	45,000	45,000	0%	45,000
Countywide Automation (470)							
54110	Com-net Communications	\$ -	-	8,560	8,560	0%	8,560
54600	Repairs and Maintenance	-	-	2,610	2,610	0%	2,610
Risk Allocations (495)							
54500	Insurance	\$ 7,306.00	-	7,306	7,306	100%	-
Indirect Cost (499)							
54900	Indirect Cost Charges	\$ 273,000.00	-	273,000	273,000	100%	-
Line Item Funding - (888)							
58214	Cultural Facilities Grant Program	\$ 164,656.00	-	263,791	517,780	32%	353,124
58215	Local Arts Agency Program	311,356.39	-	1,055,165	1,055,165	30%	743,809
Transfers (950)							
591220	Transfer to Fund 220	\$ -	-	-	-	0%	-
591220	Transfer to Fund 305	-	-	-	-	0%	-
Salary Contingency (990)							
59900	Other Non-operating Uses	\$ 9,467.00	-	50,000	50,000	19%	40,533
	Reserve for Fund Balance	-	-	-	-	-	-
	Total Expenditures	\$ 3,130,202.06	\$ 458,807.30	\$ 5,703,085	\$ 6,291,558		

1 1/4-Cents Collections

Acct #	REVENUES	YTD	May	FY 2017/18	FY 2017/18	% Revenue	Variance
		Actuals	Actuals	Adopt. Budget	Adj. Budget	Received	
312110	Local Option Resort Tax (1 1/4-cents)	\$ 968,886.49	\$ 115,825.05	\$ 1,319,313	\$ 1,319,313	73%	350,427
361111	Pooled Interest	-	-	-	-	-	-
361320	Tax Collector FS 125.315	-	-	-	-	-	-
366930	Refund from Prior Years	-	-	-	-	-	-
	Total Revenues	\$ 968,886.49	115,825.05	\$ 1,319,313	\$ 1,319,313		

Acct #	EXPENDITURES	YTD	May	FY 2017/18	FY 2017/18	% Budget	Under/
		Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
58100	Aids to Government Agencies	\$ -	\$ -	\$ 5,109,853	\$ 5,109,853	0%	5,109,853
	Total Expenditures	\$ -	\$ -	\$ 5,109,853	\$ 5,109,853	0%	5,109,853

NOTES TO THE FINANCIAL STATEMENT
As of May 31, 2018

REVENUES

- 1- Revenue for the 3 3/4-cent collections \$347,475.
- 2- Revenue for the 1 1/4 -cent collections \$115,825.

EXPENSES

Grant program payments continue for FY18 - \$147,819 during this period.

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

	October	November	December	January	February	March	April	May	June	July	August	September	Totals
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	286,875.89	220,992.43	229,301.07	268,643.22	352,496.71	312,977.43	305,523.32	266,100.52	247,835.77	297,206.39	3,469,979.07
(1-cent - 4th Penny)	93,116.86	134,225.25	95,625.30	73,664.14	76,433.69	89,547.74	117,498.90	104,325.81	101,841.11	88,700.17	82,611.92	99,068.80	1,156,659.69
(1-cent - 5th Penny)	93,116.86	134,225.25	95,625.30	73,664.14	76,433.69	89,547.74	117,498.90	104,325.81	101,841.11	88,700.17	82,611.92	99,068.80	1,156,659.69
Total	465,584.28	671,126.26	478,126.49	368,320.71	382,168.45	447,738.70	587,494.51	521,629.05	509,205.53	443,500.87	413,059.61	495,343.99	5,783,298.45
Gain/Loss - Month: 3 cent	22%	11%	15%	10%	(11%)	(10%)	37%	7%	34%	8%	6%	5%	
Gain/Loss - YTD: 3 cent	22%	16%	15%	14%	9%	6%	10%	9%	12%	11%	11%	10%	
Year to date: 3-cent	279,350.57	682,026.32	968,902.22	1,189,894.64	1,419,195.71	1,687,838.93	2,040,335.64	2,353,313.07	2,658,836.39	2,924,936.91	3,172,772.68	3,469,979.07	
Year to date: 1-cent (4th)	93,116.86	227,342.11	322,967.41	396,631.55	473,065.24	562,612.98	680,111.88	784,437.69	886,278.80	974,978.97	1,057,590.89	1,156,659.69	
Year to date: 1-cent (5th)	93,116.86	227,342.11	322,967.41	396,631.55	473,065.24	562,612.98	680,111.88	784,437.69	886,278.80	974,978.97	1,057,590.89	1,156,659.69	
FY2017/2018 (3-cents)	306,604.91	346,998.29	309,354.70	239,200.84	304,608.86	307,873.28	296,026.60	286,577.45	311,458.36	-	-	-	2,708,703.28
(1-cent - 4th Penny)	102,201.64	115,666.10	103,118.23	79,733.61	101,536.29	102,624.43	98,675.53	95,525.82	103,819.45	-	-	-	902,901.09
(1-cent - 5th Penny)	102,201.64	115,666.10	103,118.23	79,733.61	101,536.29	102,624.43	98,675.53	95,525.82	103,819.45	-	-	-	902,901.09
Total	511,008.18	578,330.49	515,591.16	398,668.06	507,681.43	513,122.13	493,377.66	477,629.09	519,097.27	-	-	-	4,514,505.47
Gain/Loss - Month: 3 cent	10%	(14%)	8%	8%	33%	15%	(16%)	-8%	2%	(100%)	-100%	-100%	
Gain/Loss - YTD: 3 cent	10%	(4%)	(1%)	1%	6%	8%	3%	2%	2%	-7%	-15%	-22%	
Year to date: 3-cent	306,604.91	653,603.20	962,957.90	1,202,158.73	1,506,767.59	1,814,640.87	2,110,667.47	2,397,244.92	2,708,703.28	2,708,703.28	2,708,703.28	2,708,703.28	
Year to date: 1-cent (4th)	102,201.64	217,867.73	320,985.97	400,719.58	502,255.86	604,880.29	703,555.82	799,081.64	902,901.09	902,901.09	902,901.09	902,901.09	
Year to date: 1-cent (5th)	102,201.64	217,867.73	320,985.97	400,719.58	502,255.86	604,880.29	703,555.82	799,081.64	902,901.09	902,901.09	902,901.09	902,901.09	

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.

Date Created: Jun 19, 2018

Visit Tallahassee

For the Month of May 2018



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Response Leon County, FL
Help

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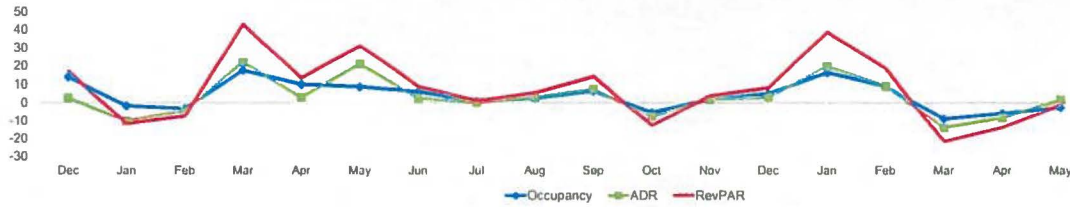
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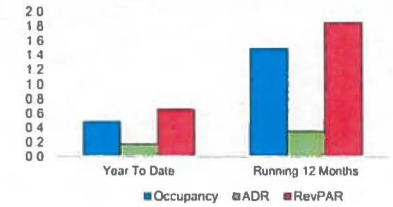
Tab 2 - Trend Leon County, FL

Vad Tallahassee
For the Month of May 2018

Monthly Percent Change



Overall Percent Change



Occupancy (%)			2017												2018					Year To Date			Running 12 Months			
	2016		Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2016	2017	2018	2016	2017	2018
This Year	57.2	57.9	69.8	76.8	71.1	85.1	69.9	65.4	68.3	70.2	67.7	66.3	59.9	67.3	75.9	69.8	66.8	63.3	64.1	68.1	68.4	61.5	66.5	67.5		
Last Year	50.2	58.9	72.1	65.4	64.6	60.0	65.9	64.0	66.7	68.0	71.7	65.1	57.2	57.9	69.8	76.6	71.1	65.1	64.7	64.1	68.1	61.4	61.5	66.5		
Percent Change	13.8	-1.7	-3.2	17.4	10.0	8.5	6.1	0.7	2.4	6.3	-5.5	1.9	4.8	16.1	8.6	-0.1	-0.0	-2.8	-0.9	6.3	0.5	0.2	8.0	1.5		

ADR			2017												2018					Year To Date			Running 12 Months			
	2016		Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2016	2017	2018	2016	2017	2018
This Year	87.89	91.60	100.00	108.95	106.83	105.20	86.30	82.00	94.41	103.45	118.20	112.04	112.04	110.05	100.56	100.54	93.76	97.84	100.67	97.41	103.08	103.25	96.11	100.15	100.51	
Last Year	85.59	102.04	104.74	89.44	103.70	87.05	86.14	81.70	91.72	96.43	129.04	110.05	87.89	91.60	100.09	100.09	106.95	106.83	105.20	95.73	97.41	103.08	93.25	96.11	100.15	
Percent Change	2.7	-10.1	-4.4	21.8	3.0	20.8	2.5	0.4	2.9	7.3	-7.7	1.8	3.0	19.5	8.9	-13.9	-8.4	1.6	1.8	5.8	0.2	3.1	4.2	0.4		

RevPAR			2017												2018					Year To Date			Running 12 Months			
	2016		Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2016	2017	2018	2016	2017	2018
This Year	50.26	53.12	69.89	83.67	75.95	68.52	61.76	59.81	64.49	72.60	80.96	74.31	54.27	54.27	73.67	82.75	65.46	65.39	67.68	62.41	70.20	70.66	59.16	66.60	67.83	
Last Year	42.99	60.11	75.58	58.52	67.03	52.24	56.81	53.05	61.20	63.67	91.81	71.87	50.26	53.12	69.89	83.67	75.95	68.52	67.68	61.90	62.41	70.20	57.20	59.16	66.00	
Percent Change	16.9	-11.6	-7.5	43.0	13.3	31.2	8.7	1.1	5.4	14.9	-12.8	3.7	8.0	38.7	18.4	-21.8	-13.9	-1.2	0.8	12.5	0.7	3.3	12.6	1.8		

Supply			2017												2018					Year To Date			Running 12 Months			
	2016		Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2016	2017	2018	2016	2017	2018
This Year	170,810	170,810	154,280	170,810	165,300	170,810	165,300	168,950	168,950	162,000	167,400	162,000	167,400	162,000	167,400	167,400	151,200	173,600	170,700	176,300	832,645	832,010	839,200	2,008,399	2,011,782	2,001,200
Last Year	174,561	170,965	154,302	170,934	165,420	170,934	165,420	170,934	173,934	165,420	170,934	165,300	170,934	165,300	170,810	170,810	154,280	170,810	165,300	170,810	819,357	832,645	832,010	1,990,521	2,008,399	2,011,782
Percent Change	-2.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-1.2	-1.2	-2.1	-2.1	-2.0	-2.0	-2.0	-2.0	-2.0	1.8	1.6	3.3	3.3	1.6	-0.1	0.9	1.4	0.2	-0.5

Demand			2017												2018					Year To Date			Running 12 Months			
	2016		Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2016	2017	2018	2016	2017	2018
This Year	97,667	98,957	107,724	131,179	117,515	111,257	115,615	110,469	115,407	113,694	113,378	107,456	100,312	112,580	114,828	121,194	114,074	111,701	111,701	533,430	566,833	574,377	1,236,125	1,337,862	1,350,708	
Last Year	87,076	100,711	111,378	111,850	106,927	102,573	106,091	110,956	114,081	109,218	122,562	107,845	97,667	86,957	107,724	131,179	117,515	111,257	111,257	529,822	533,430	566,832	1,216,826	1,236,125	1,337,860	
Percent Change	11.4	-1.7	-3.3	17.3	9.8	8.5	6.0	-0.5	1.2	4.1	-7.5	-0.2	2.7	13.8	6.6	-7.6	2.9	0.4	0.7	6.2	1.4	1.6	8.2	1.0		

Revenue			2017												2018					Year To Date			Running 12 Months			
	2016		Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2016	2017	2018	2016	2017	2018
This Year	6,584,115	9,073,837	10,782,093	14,291,090	12,554,616	11,703,768	10,208,309	9,057,977	10,895,335	11,761,389	13,401,225	12,038,896	9,084,546	12,331,708	12,511,868	11,383,524	11,161,383	11,937,847	51,962,935	58,406,304	59,308,330	118,800,271	133,080,476	135,753,987		
Last Year	7,504,077	10,276,542	11,685,656	10,003,769	11,087,808	8,929,160	9,367,543	9,087,755	10,461,800	10,532,096	15,603,092	11,846,771	8,584,115	9,073,837	10,782,093	14,291,090	12,554,616	11,703,768	11,703,768	50,721,536	51,962,935	58,406,304	113,460,521	118,800,271	133,982,476	
Percent Change	14.4	-11.7	-7.6	42.9	13.2	31.1	8.6	-0.1	4.1	11.7	-14.6	1.6	5.8	35.9	16.0	-20.5	-11.1	2.0	2.4	12.4	1.5	4.7	12.8	1.3		

Census %			2017												2018					
	2016		Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Census Props	60	60	60	60	60	60	60	60	60	59	60	58	58	58	58	58	58	60	61	61
Census Rooms	5610	5510	5510	5510	5610	5510	5510	5510	5510	5450	5450	5400	5400	5400	5400	5400	5400	5600	5600	5600
% Rooms Participants	91.9	91.9	91.9	91.9	91.9	91.9	91.9	91.9	91.9	91.8	91.8	89.7	89.7	89.7	89.7	89.7	90.1	90.2	90.2	

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Projects Completed

- T.O.U.R. Guide April (FSU Campus Res) and May (Tallahassee Museum)
- Partner Emails: 4/10, 5/15, 5/21
- Consumer Emails: Plan a Trip for Spring (4/06), Trailahassee Announcement (4/10), Baseball & Brews (5/03 and 5/11), Brew Scene (5/11 & 5/24), Train (5/30)
- Atlanta Activations: Onsite Materials (Coloring Books, Stickers and Signage), Sweepstakes Promotion and Atlanta Dogwood Festival Kids Village Sponsorship (completed for April event)
- All in Tallahassee Pop-up Banners
- Travel Spike Digital Campaign
- FSU Spring Game: Promotional Materials (Apr)
- Emerald Coast Magazine Print Ad (Apr)
- Orlando Magazine Advertorial (Apr)
- Interfuse Lead Generation Campaign (Apr)
- Opt Intelligence Lead Generation Campaign (Feb-Apr)
- Train Concert Launch Materials (Apr/May)
- Madden Media Stories (May)
- Baseball and Brews Promotion (May)

Projects Underway

- Dining and Attractions Photoshoots
- Destination Video Production
- New Business Cards and Letterhead
- Consumer Emails
- Summer Family Getaway Promotion (July)
- FSU/FAMU Ticket Promotion (August)
- 2018-2019 Planning (Oct 1)
- New destination logo development (Oct 1)
- RFP template design (July)
- Van wrap designs
- Outdoor billboard designs
- Partner co-op program

Upcoming Media Placements

- Digital Media (Digital Display, Mobile and Video) - Annual media
- Tallahassee Democrat Limelight - Monthly TOUR Guide Ad
- Paid Search - Annual media



Advertising Overview:

- Digital advertising continued with video, mobile and high-impact display placements across a variety of websites, featuring Outdoors, Dining and Nightlife, Arts, Culture and History messaging.
- The T.O.U.R. guide program was supported through ad placements in the **Tallahassee Democrat** and across social media, highlighting events at the FSU Campus Res and Tallahassee Museum
- Paid search efforts continued to drive potential visitors to VisitTallahassee.com, garnering 6,633 total clicks with the Events campaign bringing in the majority of engagement with 2,649 conversions
 - Year-over-year we continue to see improvement with a 59% decrease in CPC, illustrating that we are serving ads to a more relevant & concise audience and in turn experiencing stronger results.

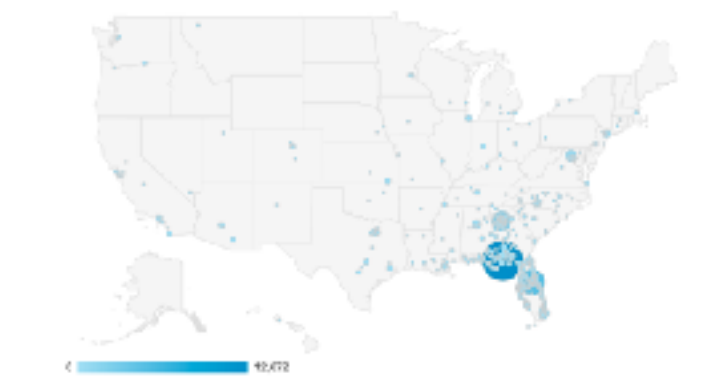
2017-2018 Website KPIs:

- Goal: 23% increase in overall website traffic (or 715,921 sessions) - Through May, we are 58.9% to goal
- Goal: Increase average time on site to exceed 3 mins - At 02:10, we are 72.22% towards the goal.

Website Performance Overview:

- Organic Search has decreased 24.68% from last month, at 22,060 sessions at the end of May.
- Overall traffic is roughly flat month over month. Atlanta, (third highest trafficked city) increased 48.08%, Ashburn (#6 city) grew 79.96%, and New York (#10 city) grew 76.74%.
- Mobile sessions accounted for 51% of traffic, Desktop 41%, and Tablet 8.7%.
- The Homepage had the largest amount of traffic, followed by the event and explore pages.

Website Metric	April 2018	May 2018
Sessions	52,820	52,228
Page Views	111,708	112,947
Average Pages Viewed per Session	2.11	2.16
Avg Session Duration	01:59	01:58
Bounce Rate	41.29%	41.88%
Mobile Sessions	32,162	29,818
Mobile + Tablet Sessions	36,087	33,985



City	Visits
Tallahassee	12,672
Orlando	4,991
Atlanta	2,815
Miami	1,045
Ashburn	889
Jacksonville	731
Birmingham	652
Tampa	638
New York	532
Charlotte	520

PUBLIC RELATIONS ACTIVITY REPORT

April/May 2018



Below is a snapshot of the public relations efforts for The Leon County Division of Tourism Development (Visit Tallahassee) either initiated or completed in April or May 2018. These are top line items and do not encompass the various efforts executed on a day-to-day basis.

MEDIA RELATIONS RESULTS

	April/May 2018	Year-to-Date	Annual Goal
Impressions	3,066,232	85,372,247	85,000,000
Publicity Value	\$49,004	\$194,258	\$475,000
Story Placements	227	255	72

SUCCESS AREAS

- The Leon County Division of Tourism/Visit Tallahassee took its promotional clout to the Atlanta Metro in April for meetings with travel writers and editors, and sponsoring the Kids Village at the Atlanta Dogwood Festival.
 - The event is one of several elements the division employed as part of its “market activation” program designed to increase visibility and business from key markets that included the Tampa Bay area and Atlanta this year.
 - The PR team secured media appointments and hosted a media reception at Nine Mile Station rooftop bar. Attendees included travel writers and targeted freelancers aligning with Tallahassee’s placement goals. In just a two-day period leading up to the Atlanta Dogwood Festival sponsorship, the team impacted 25 media outlets with Tallahassee messaging, promoting family summer vacations and spring events.
 - *Atlanta Journal Constitution*
 - *Atlanta Magazine*
 - *Southbound*
 - *TravelGirl*
 - *Tasting Table*
 - *Atlanta Social Season*
 - *Upscale*
 - *Perimeter North Lifestyle*
 - *Alpharetta Lifestyle*
 - *Johns Creek Lifestyle*
 - *BuckHaven Lifestyle*
 - *Midtown Lifestyle*
 - *South Fulton Lifestyle*
 - *Vinings Lifestyle*
 - *Atlanta Woman*

- *The Atlanta Voice*
- *Cobb Life*
- *Cherokee Life*
- *Where Traveler*
- *Southern Family Lifestyle*
- *Travel Bags with Annita*
- *Morning Show with Bill & Joel*
- *The Savvy Mama Lifestyle*
- *The Atlanta 100*
- *The Tallahassee 100*

- Resulting from the April 2017 *Naturally Entertaining* media research trip, print coverage ran in the May/June issue of *Eating Well* — a national food and health magazine with a circulation of 1 million+. The “*Restaurants on the Farm*” round-up showcases Tallahassee’s Backwoods Crossing as one of five restaurants offering farm-to-table dining throughout the U.S. Restaurant partner Jesse Rice shared the article via his social channels, and was thrilled to be highlighted alongside Blue Hill in New York.
- Two articles entitled “*Visiting Tallahassee for Family Fun is a Capital Idea*” and “*Parks, Paths & Lighthouses Make it Only Natural to Enjoy Tallahassee Outdoors*” ran online and in print (five different editions) in the *Osprey Observer*’s collection of monthly newspapers, reaching over 83,000 readers in the Tampa area. The 12 story placements resulted from March’s in-market activation.
 - *Osprey Observer Riverview/Apollo Beach* (20,000 circ.)
 - *Osprey Observer Bloomingdale/Fish Hawk* (14,000 circ.)
 - *Osprey Observer Valrico* (13,000 circ.)
 - *Osprey Observer Brandon/Winthrop* (13,000 circ.)
 - *Osprey Observer Christian Voice* (10,000 circ.)
 - *Ospreyobserver.com* (13,282 UV)
- To support Tallahassee’s non-stop American Airlines flight to Washington D.C., the team secured inclusion on *The Jet Set* – a nationally syndicated travel and lifestyle talk show. Tallahassee’s television segment ran in 210 U.S. markets, reaching over 1.8 million viewers.
- Three geo-targeted radio promotions valued at over \$20,000 supported the TRAIN concert at the Capital City Amphitheater through a combination of on-air announcements and website, social media and e-blast inclusion of Tallahassee messaging.
 - *WFSY-FM* (Panama City, FL/Dothan, AL)
 - *WKTK-FM* (Gainesville/Ocala, FL)
 - *WPEZ-FM* (Macon, GA)



Social Media Account Status

- Facebook

- Followers: 58,526
 - Goal: 15% Increase (62,228)
 - Percent to Goal: 54%
- Engagements: 177,364
 - Goal: 35% Increase (393,018)
 - Percent to Goal: 45%

- Twitter

- Followers: 11,811
 - Goal: 15% Increase (12,647)
 - Percent to Goal: 49%

- Engagements: 20,748
 - Goal: 20% Increase (37,009)
 - Percent to Goal: 56%

- Instagram

- Followers: 11,858
 - Goal: 30% Increase (13,739)
 - Percent to Goal: 40%
- Engagements: 48,555
 - Goal: 25% Increase (81,775)
 - Percent to Goal: 59%

Completed Activations

- Baseball & Brews Sweepstakes
- T.O.U.R. Guide: FSU Reservation, Tallahassee Museum
- Atlanta Market Activation
- Southern Shakespeare Festival
- Tally Brew Basket Giveaway
- FSU Women's Softball
- Train
- Juke Jam Florida Festival
- Boosted Post: TLH Letters, Gulf Specimen Marine Lab Turtle Release
- National Outdoors Month
- National Tourism Week
- Monster Jam Lead Gen Giveaway

Future and In-Progress Activations

- T.O.U.R. Guide: Gulf Specimen Marine Lab
- Trailhassee Canvas Ad
- Trailhassee relaunch paid social and organic support
- Trailhassee themed sweepstakes/giveaway
- Trailhassee Trails Of The Month Ads
- Trails & Tastes Sweepstakes
- Facebook fan acquisition ad
- WWE LIVE SummerSlam Heatwave Tour Lead Gen Giveaway
- FSU/FAMU Season Ticket Giveaway



Social Media Fiscal Year Performance

Followers	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
FB	54,290	54,394	54,405	54,533	54,791	55,272	56,177	57,480	58,526			
TW	11,090	11,147	11,208	11,349	11,437	11,561	11,653	11,749	11,811			
IG	10,694	10,800	10,876	11,015	11,128	11,270	11,566	11,712	11,858			

ENG	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
FB	13,594	8,053	8,197	9,413	10,530	40,943	56,419	17,256	12,959			
TW	2,701	7,664	502	1,195	1,689	1,271	1,251	1,411	3,064			
IG	4,131	5,361	3,436	2,992	2,116	3,388	5,224	12,757	9,150			

#iHeartTally	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
Twitter Mentions	1,330	1,140	1,082	1,056	450	680	390	470	470			
Instagram Mentions	2,672	2,382	2,943	3,076	2,165	2,532	2,302	2,268	2,099			
Total Mentions	4,002	3,522	4,110	3,903	2,699	3,274	2,692	2,748	2,600			
Impressions	2,936,448	2,336,138	4,041,703	2,871,493	1,833,480	6,108,485	4,350,131	4,218,919	4,816,137			

Social Media Fiscal Year Highlights

- Cross Country Event Live Tweeting
- Facebook Live Activations: Florida Jazz and Blues, Doak After Dark, Market Days, Red Hills Horse Trials
- T.O.U.R. Guide Facebook Ads
- Promotions: Winter Sweepstakes, Sesame Street Live Sweepstakes, Swept Away Sweepstakes, Harlem Globetrotters, Capital to Capital Sweepstakes
- Signature Event Ad Support: Florida Jazz and Blues, Doak After Dark,
- Surprise and Delight: Basketball ticket giveaways via Twitter
- Promoted posts:
 - St. Marks Greenway, Multi-use Trail, Top 15 Florida Restaurants article, 31 days of Holiday Joy, XC Championships, Florida Beer News article, CraftBeer.com, NJ Daily XC article
- Washington D.C. Direct Flight Facebook ads
- Market Activations in Tampa paid social support

Visit Tallahassee
PROGRAM HIGHLIGHTS
April/May 2018

I. Marketing Communications

Development Activities:

- Amber Fling, the summer marketing intern started with Leon County Tourism.
- Coordinated individual media visit for Lori Sorrentino, the creator of TravlinMad.com and regular contributor to *Ecophiles*, a sustainable living digital magazine with an audience of over 100,000.
- Wrote feature stories for VisitTallahassee.com regarding Southern Shakespeare Festival and Restored Smokey Hollow Barbershop.
- Wrote and/or coordinated distribution of news releases for the opening of Tru by Hilton Tallahassee Central, Proof Brewing Company Going International and Leon County Accepting Tourism Grant Applications.
- Tracked progress of marketing activities in weekly status calls with Zimmerman.
- Coordinated planning and strategy meetings regarding the Atlanta in-market saturation initiatives with Zimmerman.
- Executed the Atlanta in-market saturation initiative, including: hosted media reception for local publications and freelancers; conducted appointments with Travelgirl Magazine, Atlanta Magazine / Southbound Magazine, Lifestyle Publications, Atlanta Social Season, Southern Family Lifestyle, Savvy Momma Lifestyle, 100 Companies Magazine, Cobb Life Magazine / Cherokee Life Magazine, BuckHaven Lifestyle / Alpharetta Lifestyle, Travel Bags with Annita, freelancer Lia Picard and freelancer Nina Hemphill-Reeder; sponsored the Kids Village at the Atlanta Dogwood Festival and promoted Tallahassee to consumers attending the event.
- Fulfilled 11 requests for Tallahassee information and/or photography.
- Discussed Tallahassee feature opportunities with Savanna Osbourn from The Group Travel Leader for the June issue of Small Market Meetings.
- Discussed Tallahassee feature opportunities with Kelsey Smith and Group Tour Media staff for Group Tour Southeast/West magazine's August issue.
- Discussed Tallahassee feature and individual media visit opportunities with Ashley Argent and Good Grit Magazine.
- Discussed marketing/promotion opportunities with Thomas J. Davis and staff with North American Precis Syndicate.
- Finalized and uploaded the 2018 special interest guides to VisitTallahassee.com – Meetings & Conventions, Sports and Weddings (Group Tours still in the works).
- Met and discussed marketing/PR/promotion opportunities with Kelly Robertson in regards to Choose Tallahassee.

- Met and discussed marketing/PR/promotion opportunities with staff from Proof Brewing Company.
- Provided collateral and Leon County Tourism information for Proof Brewing Company's Spring Family Festival.
- Discussed event logistics and partnership opportunities for the French Country Flea Market with Lisa Ard.
- Solicited input and information from 2018 T.O.U.R. Guide Program participants.
- Approved marketing materials and logo usage for signature event grant recipients – including Springtime Tallahassee, Word of [South], LeMoyne Chain of Parks Art Festival, Southern Shakespeare Festival and Tallahassee Tennis Challenger.
- Delivered the portable #iHeartTally display for use at Springtime Tallahassee, Word of [South], LeMoyne Chain of Parks Art Festival and Southern Shakespeare Festival.
- Attended ribbon cuttings for the reopening of Historic Smokey Hollow Barbershop in Cascades Park and the grand opening of the Hampton Inn & Suites Tallahassee Capitol-University.
- Provided information on Southern Shakespeare Festival and Capital City Amphitheater's Train concert to Leon County's Community and Media Relations for the May 2018 Leon County Link.
- Attended the Visit Tallahassee Grants Workshop on May 22.
- Reviewed/compared media and PR database options with Meltwater and Cision staff.
- Assist with 2019-2021 Tourism Strategic Plan industry partner meetings and preparation of 2019 Tourism Sales Plans.

Performance Measures:

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

II. Meetings & Conventions/Customer Service

Development Activities:

- Attended and exhibited at Global Meetings Industry Day, April 12 in Jacksonville with four partners representing Courtyard & Residence Inn by Marriott

Tallahassee North, Four Points by Sheraton Tallahassee Downtown, Springhill Suites Tallahassee Central and University Center Club & Champions Club.

- Coordinated logistics for six Tourism Strategic Plan industry partner meetings and TDC review meeting
- Prepared 2018-19 Fiscal Year Meeting & Conventions Sales Plan and Budget.
- Held meeting with Michelle Wilson from Marriott International to discuss ways to better partner and book meetings in area hotels.
- Met with Christine Poole and Steven Bonda from ConferenceDirect.
- Networked and attended the Florida Society of Association Executives Power Luncheon on May 16.
- Exhibited, attended education sessions and networked at the Capital Events Tradeshow on May 15 attended by approximately 75 event decision makers.
- Attended the Special Event Grant Workshop and answered questions and provided assistance to potential grantees.
- Coordinated tour of Days Inn & Suites Conference Center at I-10 for Visit Tallahassee team.
- Continued to assist the Shriners with the May 2019 Desert Convention including coordinating destination promotion materials to be displayed and distributed at the 2018 Desert Convention in Ft. Lauderdale and gathering motorcoach rates for buses.

Performance Measures:

- Sent five leads with 150 visitors, 432 room nights and an estimated \$160,082 in direct spending.
- Booked six groups with 3,311 visitors, 1,987 room nights and an estimated \$1,407,076 in direct spending.

Events Hosted (Anticipated numbers):

- Florida Association American Institute of Architects- Spring Topics Seminar (April 17-18) with 20 visitors, 10 room nights and an estimated \$9,703 in direct spending.
- Florida Youth Leadership Academy (April 5-8) with 43 visitors, 69 room nights and an estimated \$25,230 in direct spending.
- 2018 Florida History Day State Competition (May 6-8) with 2,600 visitors, 1,200 room nights and an estimated \$1,084,736 in direct spending.
- Conference of French Historians of America (April 12-14) with 43 visitors, 123 room nights and an estimated \$34,281 in direct spending.
- Southeastern Biochemistry Symposium (April 6-7) with 125 visitors, 160 room nights and an estimated \$89,480 in direct spending.
- PeachJam Southeast Public Talk and Conference (April 6-8) with 545 visitors, 305 room nights and an estimated \$185,806 in direct spending.

III Sports Marketing

Development Activities:

- Provided Dr. Jason Pappas and Bill Dillion new Tallahassee Sports Council members an introduction to the tourism industry for Leon County.
- Participated in the Leadership Tallahassee LT35 informational tour of Apalachee Regional Park Master Plan.
- Attended the National Associations of Sports Commissions (NASC) Symposium and met with over 20 event right holders and governing bodies.
- Hosted the Tallahassee Sports Council meeting, presenting the Sports Sales Plan for input and discussion prior to the presentation to the Tourist Development Council.
- Participated in continued developments of the cross country course infrastructure for the Apalachee Regional Park Master Plan with Leigh Davis and Brad Tacket of Wood & Partners, Inc.
- Attended and presented to the Leon County Tourist Development Council meeting.
- Continue to plan the FSU Cross Country Invitational, opening up registration and marketing to hundreds of coaches, athletic directors and parents throughout the State of Florida.
- Took part in a conference call with Pensacola & Savannah Sports Commissions to discuss the potential of the Tri-City Race series in partnership with Publix.
- Participated in a meeting with MIS to discuss future technology needs at Apalachee Regional Park for cross country events.
- Worked with Leon County CMR to create a logo for Apalachee Regional Park and signage design for the park.
- Met with Chris Petley the founder of Tallahassee Soccer Club to discuss the future partnership between Visit Tallahassee and the club.
- Attended the Florida Sports Foundation Annual Summit and participated in 15 presentations from event rights holders and governing bodies.

Performance Measures:

Leads Distributed (Anticipated numbers)

- Florida High School Athletic Association (FHSA) State Cross Country State Championship, (November 11, 2017) 5,000 visitors, 2,200 room nights and estimated direct spending \$2,322,780.
- Florida State University Cross Country Invitational and Pre State Meet, (October 6-7, 2017) with 1,000 room nights, 3,500 visitors and estimated direct spending \$860,000.

Events Hosted (Anticipated numbers):

- Comets Spring Shootout Youth Basketball, (April 8 – 9, 2017) with 70 room nights, 275 visitors and estimated direct spending \$106,192.
- Comets Take Charge – Breast Cancer Awareness- Youth Basketball, (April 21 - 22, 2017) with 45 room nights, 190 visitors and estimated direct spending \$73,369.
- Comets Capital Challenge- Youth Basketball, (May 12-13, 2017) with 32 room nights, 110 visitors and estimated direct spending \$42,476.
- Comets Summer Xplosion- Youth Basketball, (May 5-6, 2017) with 85 room nights, 315 visitors and estimated direct spending \$121,638.
- Big Shots Tallahassee- Youth Basketball, (April 1-2, 2017) with 400 visitors, 160 room nights and estimated direct spending \$122,681.
- Big Shots Capital City- Youth Basketball, (April 22-23, 2017) with 270 visitors, 160 room nights and estimated direct spending \$94,890.
- Tottenham Hotspur Florida State Invitational Soccer, (April 7-9, 2017) with 4,300 visitors, 1553 room nights, and estimated direct spending \$524,000.
- SportsAbility 2016, (April 6-8, 2017) with 175 room nights, 200 visitors and estimated direct spending \$77,230.
- YBOA Super-Regionals- Youth Basketball, (May 13-15, 2016) with 475 room nights, 1,000 visitors and estimated direct spending \$382,712.
- USTA Tallahassee Tennis Challenger, (April 22-29, 2017) with 300 visitors, 340 room nights and an estimated direct spending of \$1,029,626.

IV. Visitor Services

Development Activities for April & May

- Updated industry partner accounts in IDSS ensuring correct information appears for staff use and on VisitTallahassee.com.
- Maintained VisitTallahassee.com calendar of events
- Supervise and direct spring marketing intern.
- Worked with Leon County Facilities and Accent Office Interiors to coordinate new office furniture order.
- Worked with Leon County Human Relations to begin process of filling open Visitor Services Representative position.
- Worked with Knight Creative Communities Institute (KCCI), and Leon County Community and Media Relations to coordinate the TLH sculpture project in Cascades Park and the unveiling ceremony for the sculpture upon installation.
- Coordinated Spring Distribution of 19,890 copies of the 2018 Visitor Guide to local hotels and attractions.

- Represented Leon County Tourism at the Flagler College Tallahassee Strategic Communication Program Internship Night.
- Assisted sales departments by ordering promotional items for upcoming groups and events.
- Coordinated assembly and distribution of group service items.
- Compiled bi-weekly update of Happenings ALL Around Town and assisted in distribution to area hotels.
- Added new vendors and inventory to Visitor Center Gift Shop.
- Completed monthly sales report and deposit for Visitor Center Gift Shop, including payment requests for consignor sales.
- Oversaw the Signature, Special and Sport grant program through the review, processing, tracking and organization of grant contracts, post event reports, and web site event pages.
- Conducted a Grant Workshop with area partners to review the grant process for Fiscal Year 2019.
- Assisted Marketing department with securing promotional items and event signage for Market Saturation Events in Tampa and Atlanta.
- Assisted marketing department with media visits by assembling welcome baskets visiting journalists.
- Assisted with 2019-2021 Tourism Strategic Plan industry partner meetings and preparation of 2019 Tourism Sales Plans.

Performance Measures:

Downtown Visitor Center Walk-In Traffic

- April: Provided services to 257 walk-in visitors (201 domestic and 56 international)
- May: Provided services to 199 walk-in visitors (156 domestic and 43 international)

Telephone Visitor Services

- April: Fulfilled 141 telephone inquiries
- May: Fulfilled 124 telephone inquiries

Visitor Gift Store Sales

- April: \$671.12 in total sales
- May: \$603.17 in total sales

V. Group Services (Visitor Inquiries/Fulfillment)

Performance Measures:

Visitor Guide Fulfillment

- Phone and mail requests: April - 15 | May - 6
- Inquiries from advertisements: April - 11 | May - 3

- Website requests for visitor guides: April - 118 | May - 117
- Provided to Visitor Center guests: April - 122 | May – 91
- Distributed to area partners: April - 20,330 | May – 2,075
- Distributed to regional welcome centers: April - 1,755 | May – 3,575

Group Services Requests:

- Distributed 936 visitor guides and other material to the following:
 - Zingale's Billards and Sports Pool Tournament
 - FSU Trademark Licensing Institute Conference
 - Word of South
 - Waddell Wedding
 - Love and Faith Community Church HELP Gathering 2018
 - Life Eternal Ministry Fighting in Faith Conference
 - Tallahassee Memorial Healthcare Physician Recruitment
 - The Renaissance Apartments New Residents
 - Lincoln High School Class of 1963 Reunion
 - Society Of Florida Archivists 2018 Annual Meeting
 - Park Charleston Home Owners Association New Residents Committee
 - Gavalas Wedding
 - Florida A&M University - Florida State University College of Engineering New Students and Faculty
 - Micah Wedding
 - Maggie Coffey Tennis Tournament
 - FL Developmental Disabilities Council Review Task Force Meeting
 - Jones Family Reunion



Leon County Division of Tourism/Visit Tallahassee Economic Impact for 2018 Spring Events



2018 Spring Event Summary

	Direct Spending	Economic Impact	Out-of-County Visitors	Room Nights
Springtime Tallahassee	\$1,543,800	\$2,439,200	12,600	3,564
Red Hills International Horse Trials	\$2,111,800	\$3,336,700	5,920	3,320
LeMoyne Chain of Parks Art Festival*	\$827,100	\$1,306,800	6,150	2,250
Word of South Festival	\$698,800	\$1,104,100	3,915	2,170
Tottenham Florida State Invitational Tournament*	\$503,400	\$795,300	2,600	1,533
Southern Shakespeare Festival*	\$300,200	\$474,300	1,200	790
TOTAL	\$5,985,100	\$9,456,400	32,385	13,627

*Designated Emerging Signature Events



Spring Event Summary: 2017 vs. 2018

	2017 Direct Spending	2018 Direct Spending	2017 Economic Impact	2018 Economic Impact
Springtime Tallahassee	\$4,392,400	\$1,543,800	\$6,940,000	\$2,439,200
Red Hills International Horse Trials	\$2,811,500	\$2,111,800	\$4,442,200	\$3,336,700
LeMoyne Chain of Parks Art Festival	\$654,500	\$827,100	\$1,034,100	\$1,306,800
Word of South Festival	\$627,000	\$698,800	\$990,700	\$1,104,100
Southern Shakespeare Festival ¹	\$219,500	\$300,200	\$346,800	\$474,300

¹Economic Impact of the Southern Shakespeare Festival was not estimated in 2017; 2016 estimates are shown here.

Spring Event Summary: 2017 vs. 2018

	2017 Out-of-County Visitors	2018 Out-of-County Visitors	2017 Room Nights	2018 Room Nights
Springtime Tallahassee	21,000	12,600	6,690	3,564
Red Hills International Horse Trials	8,120	5,920	5,980	3,320
LeMoyne Chain of Parks Art Festival	5,280	6,150	1,522	2,250
Word of South Festival	6,200	3,915	1,970	2,170
Southern Shakespeare Festival ¹	1,000	1,200	581	790

¹Economic Impact of the Southern Shakespeare Festival was not estimated in 2017; 2016 estimates are shown here.



FY18 COCA Cultural Facilities Matching Grant Program
Grant Panel Review Meeting Minutes
June 8, 2018, 10AM

Committee Members Present: Tracy Woodard (chair, non-voting), Erika Hagan, Rhonda Hammond, George Johnson Jr., Aaron Milner, Maxim Nasab

Also Present: Steven Solomon (TCC), Ken Fredrickson (TCC), Nashid Madyun (FAMU Black Archives), Nancy Morgan (Goodwood Museum), Kelly Dozier (LeMoyne Center for Visual Arts), Kevin Carr (COCA), Majo Cardenas (COCA Intern)

The meeting was called to order at 10:05AM by Dr. Woodard.

Each of the FY18 Cultural Facilities grant projects were reviewed individually by the panel. After discussion, questions and review from the panelists, and the scores were announced by the panelists, the projects were ranked by score, and the following projects were recommended for funding:

Organization	Project	Score	Recommended Funding
TCC	Blackbox Theater	97	\$100,000
Goodwood Museum	Main House Renovations`	94	\$72,000
LeMoyne Center	LeMoyne Renovations	92	\$100,000
FAMU Black Archives	Archives Exhibition and STEAM Education Expansion	83	\$97,821
FY18 TOTAL AVAILABLE FUNDING			\$369,821

Ms. Hammond made a motion to accept the scores and funding recommendations listed above and forward the committee's recommendations to the COCA Board of Directors, the Tourism Development Council and the Leon County Board of County Commissioners for approval. Mr. Johnson seconded the motion. The motion passed unanimously.

After the committee voted, the chair opened the floor to public comment. Several of applicants thanked the panelists for their time and work on the panel.

Dr. Woodard adjourned the meeting at 11:35AM.

Summary of FY18 Cultural Facilities Matching Grant Program Panel Review Meeting

On Friday, June 8, 2018, the grant panelists assembled and reviewed the grant applications. The panel recommended that the following projects be funded at the request amounts listed below.

1. **Name of Applicant:** Tallahassee Community College
Name of Project: Blackbox Theater
Project Description: funds will support the creation of a 100 seat black box theater
Funding Recommendation: \$100,000
2. **Name of Applicant:** Goodwood Museum and Gardens
Name of Project: Main House Renovations
Project Description: funds will stabilize the physical space as well as improve accessibility and expand interpretation
Funding Recommendation: \$72,000
3. **Name of Applicant:** LeMoyne Center for the Visual Arts
Name of Project: LeMoyne Renovations
Project Description: funds will renovate Meginnis-Munroe House's electrical and mechanical systems and improve building and site accessibility
Funding Recommendation: \$100,000
4. **Name of Applicant:** FAMU Black Archives
Name of Project: Archives Exhibition and STEAM Education Expansion
Project Description: funds will renovate Sunshine Manor as an expansion facility for the Meek-Eaton Black Archives
Funding Recommendation: \$97,821

TOTAL FY18 Funding Recommended: \$369,821

TOTAL FY18 Funding Available: \$369,821

FY18 Cultural Facilities Matching Grant Program Panelists

Erika Hagan, Principal, Hoystark Hagan Architects

Rhonda Hammond, Vice President, Hammond Design Group

George Johnson, Jr., Project Manager, Barkley Consulting Engineers, Inc.

Aaron Milner, President, Johnson and Milner, Inc.

Maxim Nasab, Architect, Apexx Architecture

Dr. Tracy Woodard, Chair (non-voting), COCA Board of Directors



Visit
Tallahassee

A Division of Leon County

June 27, 2018

Governor Rick Scott
Office of the Governor
State of Florida
400 S. Monroe Street
Tallahassee, FL 32399

Senate President Joe Negron
Florida Senate
305 Senate Office Building
404 S. Monroe Street
Tallahassee, FL 32399

Speaker of the House Richard Corcoran
House of Representatives
420 The Capitol
402 S. Monroe street
Tallahassee, FL 32399

Dear Governor Scott, Senator Negron, Speaker Corcoran,

Please accept this letter and enclosed materials as the Leon County Division of Tourism/Visit Tallahassee's VISIT FLORIDA partner financial submission per Florida Statute 288.1226(3)(C). The enclosed documents are as follows:

- 1) 2016-17 County Budget Summary and Itemized Division Operating Budget showing revenue received from public and private sources.
- 2) Employee salaries and benefits can be found on in the Division's operating budget under both Administration and Marketing on Account lines 51200-52400 in the budget. Tourist Development Council members are unpaid volunteers.
- 3) Detailed expenditures with VISIT FLORIDA for FY 2016-17.
- 4) Detailed travel and entertainment expenditures for FY 2016-17.

Please let me know if you have any questions or if I may provide additional information. This report is posted on the Leon County Division of Tourism's website at www.VisitTallahassee.com

Best regards,

Kerri L. Post

Executive Director

Tourism Development Summary

Budgetary Costs	FY 2015 Actual	FY 2016 Adopted	FY 2017 Continuation	FY 2017 Issues	FY 2017 Budget	FY 2018 Budget
Personnel Services	861,679	948,503	973,508	-	973,508	1,004,256
Operating	1,636,938	1,989,295	1,962,642	111,187	2,073,829	2,084,667
Transportation	1,197	2,301	1,710	-	1,710	1,710
Grants-in-Aid	1,324,564	1,657,975	1,733,000	175,000	1,908,000	1,932,538
Total Budgetary Costs	3,824,379	4,598,074	4,670,860	286,187	4,957,047	5,023,171
Appropriations	FY 2015 Actual	FY 2016 Adopted	FY 2017 Continuation	FY 2017 Issues	FY 2017 Budget	FY 2018 Budget
Administration (160-301-552)	498,129	533,944	540,030	(14,500)	525,530	536,714
Advertising (160-302-552)	856,097	1,083,786	1,083,786	57,687	1,141,473	1,152,311
Council on Culture & Arts (COCA) (160-888-573)	904,500	1,151,875	1,226,900	-	1,226,900	1,251,438
Line Item - COCA Contract (001-888-573)	150,000	150,000	150,000	-	150,000	150,000
Marketing (160-303-552)	1,165,869	1,338,469	1,330,144	68,000	1,398,144	1,417,708
Special Projects (160-304-552)	249,784	340,000	340,000	175,000	515,000	515,000
Total Budget	3,824,379	4,598,074	4,670,860	286,187	4,957,047	5,023,171
Funding Sources	FY 2015 Actual	FY 2016 Adopted	FY 2017 Continuation	FY 2017 Issues	FY 2017 Budget	FY 2018 Budget
001 General Fund	150,000	150,000	150,000	-	150,000	150,000
160 Tourism Development	3,674,379	4,448,074	4,520,860	286,187	4,807,047	4,873,171
Total Revenues	3,824,379	4,598,074	4,670,860	286,187	4,957,047	5,023,171
Staffing Summary	FY 2015 Actual	FY 2016 Adopted	FY 2017 Continuation	FY 2017 Issues	FY 2017 Budget	FY 2018 Budget
Administration	3.00	3.50	3.50	-	3.50	3.50
Marketing	8.00	8.50	8.50	-	8.50	8.50
Total Full-Time Equivalents (FTE)	11.00	12.00	12.00	-	12.00	12.00
OPS Staffing Summary	FY 2015 Actual	FY 2016 Adopted	FY 2017 Continuation	FY 2017 Issues	FY 2017 Budget	FY 2018 Budget
Administration	0.50	-	-	-	-	-
Marketing	0.50	-	-	-	-	-
Total OPS Full-Time Equivalents (FTE)	1.00	-	-	-	-	-

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

TDC Approved

5/5/2016

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

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

TDC Approved

5/5/2016

	FY2014	FY2015	FY2016	FY2016/2017	FY2016/2017		Comments/Notes	
	Actual	Actual	Adj. Budget	Proposed	Calculations			
Advertising/Public Relations (302)								
53400 Other Contractual Services	1,002,697	850,899	1,168,786	1,141,473	Advertising / Public Relations services for Trailhassee Niche Public. & enhancements to website			
54900 Other Current Charges		-		-				
Sub-Total: Program 302-Adv/PR	1,002,697	850,899	1,168,786	1,141,473	21%			
Marketing (303)								
51200 Salaries & Wages	343,229	433,208	453,676	468,779	Salaries.Benefits:	628,839	Provided by HR/OMB.	
51250 Regular OPS Salaries	12,818	11,306	21,749	21,750	Operating:	814,470	Provided by HR/OMB.	
52100 FICA/Medicare	26,706	32,575	37,321	36,963	8.5 FTE	1,443,309	Provided by HR/OMB.	
52200 Retirement Contributions	24,097	30,390	34,279	35,252	FY2017:	612,281	2.6%	Provided by HR/OMB.
52210 Deferred Comp Match	663	-	-	-				
52300 Life & Health Insurance	24,691	45,703	63,499	64,766			Provided by HR/OMB.	
52400 Workers Compensation	1,497	1,368	1,757	1,329			Provided by HR/OMB.	
53400 Other Contractual Services	75,913	78,999	87,700	94,200	Book Direct (6,000); Suncoast: (8200); VG Editorial, Photography, Blog (9000); courier srv (5000), Amphitheater Management Cost: 66000			
54000 Travel & Per Diem	68,065	59,717	81,070	70,890	Travel & Entertainment (Actuals include Class C)			
54100 Communication Services	4,163	5,448	7,823	7,823	Cell phone chrgs: \$4780; WIFI/Service Plans (1123)/Overage: 1500; Opex (800) service: 420			
54101 Communication - Phone System	729	456	1,550	1,550	Suncom/Centrex, to be adjusted/provided by MIS.			
54200 Postage	38,568	45,783	48,000	43,000	VG Fulfillments/Tradeshaw shipment costs.			
54400 Rental & Leases	2,293	2,021	3,347	3,347	Parking for Volunteer staff, Storage Ctr (\$133.50/mo)			
54700 Printing	3,706	5,233	5,400	6,400	Wayfinding Maps			
54800 Promotional Activities	32,044	55,959	79,500	30,500	Promotional items			
54860 TDC Direct Sales Promotions	48,551	41,729	99,835	59,667	Tradeshaw costs: registrations/booth fees			
54861 TDC Community Relations	7,080	5,305	18,300	13,300	Includes VT Annual Roll-out and additional Local Events			
54862 TDC Merchandise	530	1,437	4,000	5,000	merchandise for giftshop resale (Consignments)			
54900 Other Current Charges	172,386	221,178	221,000	285,000	Bid Pool for Sports(248000)/ Meetings/Transportation(37000)			
549XX FL Sports Foundation Grant	-	-	-	35,500	Reimbursement for Bid Pool			
54948 TDC Amphitheatre Promotions	175,240	47,152	150,000	100,000	Amphitheater Programming			
55100 Office Supplies	1,686	3,498	3,700	3,700	Office supplies			
55200 Operating Supplies	4,827	4,621	5,000	5,000	Operating supplies			
55250 Uniforms	1,498	2,101	2,000	4,000	Visitor Ctr staff uniforms			
55400 Publications, Memberships	17,520	14,503	17,363	19,368	Industry memberships/sub.			
55401 Training	5,874	295	8,000	8,000	Training and professional development.			
56400 Machinery & Equipment	-	-	-	-				
58160 TDC Local T&E	643	689	1,500	1,500	Local travel (mileage)			
58320 Sponsorships & Contributions	13,368	20,280	16,100	16,725	Includes Red Hills EMS (10000); other sponsorships: 6725			
Sub-Total: Program 303-Mrktg	1,108,385	1,170,954	1,473,469	1,443,309	26%			
Special Events/Grants (304)								
58300 Grants & Aids	130,349	249,784	467,500	515,000	Grant Program: Cultur/genl-100,000; Sprts-115,000; Sigt Evnt: 300,000			
58320 Sponsorships & Contributions	-	-	-	-				
Sub-Total: Program 304-Special E	130,349	249,784	467,500	515,000	9%			

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

TDC Approved

5/5/2016

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

\$ 0

3. An itemized account of all expenditures on behalf of, or coordinated for the benefit of VISIT FLORIDA, its board members, or employees.

Item	Amount
FY 2017 Partnership Dues	\$1,545.03
Welcome Center Brochure Display & Transparency Display	\$2,149.25
VISIT FLORIDA Magazine ad	\$10,169.75
Interfuse Statewide Newspaper Insert (VISIT FLORIDA co-op advertising program)	\$9,497.50
Florida Encounter (Registration fee)	\$2,400
VIP Atlanta (Registration fee)	\$1,150
Tourism Day (Registration fee of 10 staff members)	\$550
Research trip to Tallahassee/Leon County for eight VISIT FLORIDA Welcome Center staff members (lodging & meals)	\$3,704.35

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54000 TRAVEL/ PER DIEM/ ENTERTAINMENT						DOC REF	TRANS	
			TRANS	DOC	DOC	NUM	DESC	AMOUNT
160	301	54000	552	10/03/2016	INNI	I0567703	PIOTROWSKI, JOSEPH	34.56
160	301	54000	552	10/03/2016	INNI	I0567704	POST, KERRI	197.00
160	301	54000	552	12/21/2016	INNI	I0571815	PIOTROWSKI, JOSEPH	102.01
160	301	54000	552	02/21/2017	PCAR	PCAB6117	2/13/2017 TALLHASSEE CHAMBER OF COM	695.00
160	301	54000	552	02/21/2017	PCAR	PCAB6117	2/13/2017 TALLHASSEE CHAMBER OF COM	800.00
160	301	54000	552	03/21/2017	PCAR	PCAB6121	3/13/2017 FACVB.ORG	295.00
160	301	54000	552	03/29/2017	PCAR	PCKP4003	3/21/2017 AMERICAN AIR0017957768808	629.09
160	301	54000	552	04/18/2017	PCAR	PCKP4004	4/9/2017 THE EDISON	61.50
160	301	54000	552	05/16/2017	PCAR	PCKP4005	5/9/2017 AMERICAN AIR0012127889859	481.30
160	301	54000	552	06/02/2017	INNI	I0579642	POST, KERRI	160.00
160	301	54000	552	06/20/2017	PCAR	PCKP4006	6/10/2017 WYNDHAM GRAND CLEARWATER	199.00
160	301	54000	552	06/20/2017	PCAR	PCKP4006	6/10/2017 WYNDHAM GRAND CLEARWATER	231.50
160	301	54000	552	06/20/2017	PCAR	PCKP4006	6/14/2017 WYNDHAM GRAND CLEARWATER	32.50
160	301	54000	552	06/27/2017	PCAR	PCAB6134	6/16/2017 GREATER TALLAHASSEE CO	575.00
160	301	54000	552	08/09/2017	PCAR	PCAB6140	7/31/2017 FACVB.ORG	245.00
160	301	54000	552	08/22/2017	PCAR	PCKP4007	8/12/2017 FLASH FOODS 101011535	24.05
160	301	54000	552	08/22/2017	PCAR	PCKP4007	8/13/2017 OMNI AIP RESORT	-44.88
160	301	54000	552	08/22/2017	PCAR	PCKP4007	8/13/2017 OMNI AIP RESORT	276.44
160	301	54000	552	09/05/2017	INNI	I0583940	POST, KERRI	62.00
160	301	54000	552	09/05/2017	INNI	I0583941	POST, KERRI	398.86
160	301	54000	552	09/07/2017	PCAR	PCKP4008	8/30/2017 HILTON DIPLOMAT RESORT	330.00
160	303	54000	552	10/07/2016	INNI	I0568045	ROACH, JANET	53.35
160	303	54000	552	10/10/2016	INNI	I0568145	HEIDECKER, AMANDA	125.00
160	303	54000	552	10/10/2016	INNI	I0568148	ROACH, JANET	387.68
160	303	54000	552	10/10/2016	INNI	I0568149	STOGNER, GARY L.	500.47
160	303	54000	552	10/11/2016	PCAR	PCBH1207	10/6/2016 ASTA PARKING	2.00
160	303	54000	552	10/11/2016	PCAR	PCJR4267	10/5/2016 THE EDISON	232.10
160	303	54000	552	10/11/2016	PCAR	PCJR4267	10/6/2016 KWJB, INC. DBA KOO	229.00
160	303	54000	552	10/19/2016	PCAR	PCJR4268	10/6/2016 MADISON SOCIAL	104.25
160	303	54000	552	10/24/2016	INNI	I0568993	ROACH, JANET	131.00
160	303	54000	552	10/24/2016	INNI	I0568994	CASSELS, LAURA	30.00
160	303	54000	552	10/31/2016	PCAR	PCGS1045	10/14/2016 HILTON CONVENTION CTR	-175.50
160	303	54000	552	11/01/2016	PCAR	PCJR4269	10/25/2016 SHELL OIL 57543701809	39.54
160	303	54000	552	11/01/2016	PCAR	PCJR4269	10/26/2016 UBER US OCT25 SMHM4	5.85
160	303	54000	552	11/08/2016	PCAR	PCJP6003	11/2/2016 DELTA AIR 0062362090978	379.70
160	303	54000	552	11/08/2016	PCAR	PCLP0092	10/26/2016 TACO REPUBLIK	16.00

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160	303	54000	552	11/08/2016	PCAR	PCJR4270	10/27/2016 ROSEN HOTELS SHNGL CRK	454.90
160	303	54000	552	11/08/2016	PCAR	PCJR4270	11/1/2016 ASTA PARKING	3.00
160	303	54000	552	11/15/2016	PCAR	PCJR4271	11/9/2016 MEETING PROFESSIONALS IN	475.00
160	303	54000	552	11/21/2016	INNI	I0570359	ROACH, JANET	74.00
160	303	54000	552	12/06/2016	PCAR	PCBH1211	11/28/2016 HARRY'S OF TALLAHASSEE	152.82
160	303	54000	552	12/13/2016	INNI	I0571364	STOGNER, GARY L.	52.06
160	303	54000	552	12/13/2016	PCAR	PCJR4273	12/3/2016 OMNI HOTELS	465.00
160	303	54000	552	12/13/2016	PCAR	PCJR4273	12/3/2016 SHELL OIL 57543701809	33.33
160	303	54000	552	12/16/2016	INNI	I0571560	ROACH, JANET	64.00
160	303	54000	552	12/20/2016	PCAR	PCJR4274	12/12/2016 CYPRESS	195.50
160	303	54000	552	12/20/2016	PCAR	PCJP6005	12/13/2016 THE EDISON	71.50
160	303	54000	552	12/20/2016	PCAR	PCJP6005	12/13/2016 WAKULLA SPRGS ST PRK	6.00
160	303	54000	552	12/20/2016	PCAR	PCJR4274	12/8/2016 DELTA AIR 0062175247883	112.00
160	303	54000	552	12/21/2016	INNI	I0571820	ROACH, JANET	45.89
160	303	54000	552	12/21/2016	INNI	I0571878	TRAVELING MOM LLC	207.96
160	303	54000	552	01/04/2017	PCAR	PCJP6006	12/20/2016 WAKULLA SPRGS ST PRK	-0.39
160	303	54000	552	01/19/2017	PCAR	PCJR4276	1/11/2017 THE BREAKERS DEPOSITS	159.00
160	303	54000	552	01/19/2017	PCAR	PCJR4276	1/12/2017 BELLA BELLA RESTAU	51.60
160	303	54000	552	01/24/2017	PCAR	PCJP6007	1/13/2017 DELTA AIR Baggage Fee	25.00
160	303	54000	552	01/24/2017	PCAR	PCJR4277	1/13/2017 HOLIDAY INN TALLAHASSEE	99.00
160	303	54000	552	01/24/2017	PCAR	PCJP6007	1/15/2017 RENAISSANCE CLEVELAND	98.45
160	303	54000	552	01/24/2017	PCAR	PCJP6007	1/18/2017 DELTA AIR Baggage Fee	25.00
160	303	54000	552	01/24/2017	PCAR	PCJP6007	1/18/2017 RPS TALLAHASSEE A / P	66.00
160	303	54000	552	01/24/2017	PCAR	PCJP6007	1/18/2017 SQ UNITED CAB COMP	36.00
160	303	54000	552	01/24/2017	PCAR	PCJP6007	1/19/2017 RENAISSANCE CLEVELAND	492.25
160	303	54000	552	02/13/2017	INNI	I0574263	PIOTROWSKI, JOSEPH	290.00
160	303	54000	552	02/14/2017	PCAR	PCBH1217	2/6/2017 AMERICAN 00121130478070	560.60
160	303	54000	552	02/14/2017	PCAR	PCBH1217	2/6/2017 AMERICAN 00121130478081	560.60
160	303	54000	552	02/14/2017	PCAR	PCJR4279	2/6/2017 DELTA AIR Baggage Fee	25.00
160	303	54000	552	02/14/2017	PCAR	PCJR4279	2/6/2017 SQ CHICAGO CAB GOS	34.50
160	303	54000	552	02/14/2017	PCAR	PCJR4279	2/6/2017 UBER US FEB06 DLP53	11.39
160	303	54000	552	02/21/2017	PCAR	PCBH1218	2/10/2017 HYATT REGENCY JACKSONV	25.00
160	303	54000	552	02/21/2017	PCAR	PCJR4280	2/10/2017 DELTA AIR Baggage Fee	25.00
160	303	54000	552	02/21/2017	PCAR	PCJR4280	2/10/2017 HYATT HOTELS MCCORMICK PL	793.56
160	303	54000	552	02/21/2017	PCAR	PCJR4280	2/10/2017 RPS TALLAHASSEE A / P	55.00
160	303	54000	552	02/21/2017	PCAR	PCJR4280	2/10/2017 UBER US FEB10 2XFOS	15.29
160	303	54000	552	02/21/2017	PCAR	PCJP6009	2/13/2017 ITT 63010102	125.00

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160	303	54000	552	02/21/2017	PCAR	PCJP6009	2/14/2017 RENAISSANCE CLEVELAND	-98.45
160	303	54000	552	02/28/2017	PCAR	PCLC5021	2/20/2017 FOUR POINTS HOTEL	334.13
160	303	54000	552	03/07/2017	PCAR	PCLC5022	2/23/2017 FOUR POINTS HOTEL	-17.59
160	303	54000	552	03/10/2017	INNI	I0575485	ROACH, JANET	204.00
160	303	54000	552	03/21/2017	PCAR	PCJP6010	3/11/2017 COURTYARD BY MARRIOTT	281.94
160	303	54000	552	03/21/2017	PCAR	PCJP6010	3/12/2017 CHEVRON 0042097	37.80
160	303	54000	552	03/21/2017	PCAR	PCLC5023	3/16/2017 Paisley Cafe LLC	54.00
160	303	54000	552	03/21/2017	PCAR	PCLC5023	3/16/2017 THE EDISON	92.00
160	303	54000	552	03/28/2017	INNI	I0576270	HICKEY, BRIAN	25.00
160	303	54000	552	03/29/2017	PCAR	PCLC5024	3/17/2017 MADISON SOCIAL	36.99
160	303	54000	552	03/29/2017	PCAR	PCLC5024	3/17/2017 WAKULLA SPRGS ST PRK	14.96
160	303	54000	552	03/29/2017	PCAR	PCLC5024	3/17/2017 WAKULLA SPRINGS LODGE	64.00
160	303	54000	552	03/29/2017	PCAR	PCLC5024	3/18/2017 BRADFORDVILLE BLUES	40.00
160	303	54000	552	03/29/2017	PCAR	PCLC5024	3/18/2017 TACO REPUBLIK	26.60
160	303	54000	552	03/29/2017	PCAR	PCLC5024	3/19/2017 BACKWOODS CROSSING	98.74
160	303	54000	552	03/29/2017	PCAR	PCLC5024	3/19/2017 HOTEL DUVAL	357.00
160	303	54000	552	03/29/2017	PCAR	PCLC5024	3/21/2017 SQ HARRY SMITH OUTDOORS,	123.00
160	303	54000	552	03/29/2017	PCAR	PCJP6011	3/23/2017 CHEVRON 0307526	35.53
160	303	54000	552	03/29/2017	PCAR	PCJP6011	3/23/2017 COURTYARD BY MARRIOTT	155.65
160	303	54000	552	04/04/2017	PCAR	PCBH1220	3/26/2017 AMERICAN 0010276939040	25.00
160	303	54000	552	04/04/2017	PCAR	PCBH1220	3/26/2017 TAXI SVC SACRAMENTO	7.80
160	303	54000	552	04/04/2017	PCAR	PCBH1220	3/28/2017 TEQUILA MUSEO MAYAHUEL	123.89
160	303	54000	552	04/04/2017	PCAR	PCBH1220	3/30/2017 de Vere's Irish Pub- S	146.49
160	303	54000	552	04/04/2017	PCAR	PCJP6012	3/24/2017 FAIRFIELD INN & SUITES	161.40
160	303	54000	552	04/04/2017	PCAR	PCJP6012	3/25/2017 COURTYARD BY MARRIOTT	-27.94
160	303	54000	552	04/04/2017	PCAR	PCLC5025	3/25/2017 FOUR POINTS HOTEL	-1.01
160	303	54000	552	04/04/2017	PCAR	PCJP6012	3/26/2017 AMERICAN AIR0010276938441	25.00
160	303	54000	552	04/04/2017	PCAR	PCJP6012	3/26/2017 MIKUNI JAPANESE RESTAURA	98.21
160	303	54000	552	04/04/2017	PCAR	PCJP6012	3/26/2017 SITO A	35.00
160	303	54000	552	04/12/2017	PCAR	PCBH1221	3/31/2017 AMERICAN 0010277405970	25.00
160	303	54000	552	04/12/2017	PCAR	PCBH1221	3/31/2017 RESIDENCE INN DOWNTOWN	825.20
160	303	54000	552	04/12/2017	PCAR	PCBH1221	3/31/2017 RPS TALLAHASSEE AIRPOR	66.00
160	303	54000	552	04/12/2017	PCAR	PCBH1221	4/1/2017 RESIDENCE INN DOWNTOWN	206.30
160	303	54000	552	04/12/2017	PCAR	PCJP6013	3/31/2017 AMERICAN AIR0010277405997	25.00
160	303	54000	552	04/12/2017	PCAR	PCJP6013	3/31/2017 HYATT HOTELS SACRAMENTO	1,031.50

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160	303	54000	552	04/12/2017	PCAR	PCJP6013	3/31/2017 RPS TALLAHASSEE AIRPORT	66.00
160	303	54000	552	04/12/2017	PCAR	PCJP6013	3/31/2017 UBER TECHNOLOGIES INC	18.56
160	303	54000	552	04/17/2017	INNI	I0577042	RATLIFF, ANDI	134.95
160	303	54000	552	04/17/2017	INNI	I0577043	PIOTROWSKI, JOSEPH	106.49
160	303	54000	552	04/17/2017	INNI	I0577046	PIOTROWSKI, JOSEPH	127.00
160	303	54000	552	04/17/2017	INNI	I0577047	PIOTROWSKI, JOSEPH	39.00
160	303	54000	552	04/17/2017	INNI	I0577048	PIOTROWSKI, JOSEPH	64.00
160	303	54000	552	04/18/2017	PCAR	PCJP6014	4/11/2017 DELTA AIR 0062379052574	440.60
160	303	54000	552	04/18/2017	PCAR	PCJP6014	4/12/2017 DELTA AIR 0062379242412	825.60
160	303	54000	552	04/18/2017	PCAR	PCJP6014	4/12/2017 DELTA AIR 0062379242413	825.60
160	303	54000	552	04/18/2017	PCAR	PCJR4283	4/6/2017 SILVER AIR 4492101150713	286.40
160	303	54000	552	04/26/2017	PCAR	PCJR4284	4/20/2017 UBER US APR20 3S4UG	10.45
160	303	54000	552	05/03/2017	PCAR	PCLC5026	4/20/2017 AMERICAN AIR0017966814761	594.60
160	303	54000	552	05/03/2017	PCAR	PCLP0096	4/20/2017 DELTA AIR 0062180469696	666.50
160	303	54000	552	05/03/2017	PCAR	PCJR4285	4/21/2017 BP#9716176BP 356 BOULEVA	47.50
160	303	54000	552	05/03/2017	PCAR	PCJR4285	4/22/2017 HILTON HOTELS	218.87
160	303	54000	552	05/09/2017	PCAR	PCLC5027	5/3/2017 AMERICAN AIR0010649911887	11.14
160	303	54000	552	05/09/2017	PCAR	PCLC5027	5/4/2017 SQ TRANS CITY TAXI GOSQ.	25.60
160	303	54000	552	05/09/2017	PCAR	PCLP0097	5/2/2017 HILTON DIPLOMAT RESORT	183.15
160	303	54000	552	05/12/2017	INNI	I0578594	ROACH, JANET	87.00
160	303	54000	552	05/16/2017	INNI	I0578688	PIOTROWSKI, JOSEPH	318.00
160	303	54000	552	05/16/2017	PCAR	PCJP6015	5/9/2017 HILTON HOTELS	244.92
160	303	54000	552	05/16/2017	PCAR	PCJR4287	5/9/2017 HILTON HOTELS	244.92
160	303	54000	552	05/16/2017	PCAR	PCLC5028	5/4/2017 E FARMERS MARK12200713	25.29
160	303	54000	552	05/16/2017	PCAR	PCLC5028	5/5/2017 HUNTSVILLE CAB COMPANY	12.70
160	303	54000	552	05/16/2017	PCAR	PCLC5028	5/5/2017 HUNTSVILLE CAB COMPANY	20.70
160	303	54000	552	05/16/2017	PCAR	PCLC5028	5/5/2017 HUNTSVILLE CAB COMPANY	22.10
160	303	54000	552	05/16/2017	PCAR	PCLC5028	5/5/2017 HUNTSVILLE CAB COMPANY	39.10
160	303	54000	552	05/16/2017	PCAR	PCLC5028	5/6/2017 HUNTSVILLE CAB COMPANY	15.10
160	303	54000	552	05/16/2017	PCAR	PCLC5028	5/6/2017 HUNTSVILLE CAB COMPANY	15.72
160	303	54000	552	05/16/2017	PCAR	PCLC5028	5/6/2017 SQ TRANS CITY TAXI GOSQ.	31.50
160	303	54000	552	05/16/2017	PCAR	PCLC5028	5/7/2017 AIR HOST HUNTSVILLE	14.53
160	303	54000	552	05/16/2017	PCAR	PCLC5028	5/7/2017 AMERICAN AIR0010280770194	25.00

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160	303	54000	552	05/16/2017	PCAR	PCLC5028	5/7/2017 E STARBUCKS 12201562	4.72
160	303	54000	552	05/16/2017	PCAR	PCLC5028	5/7/2017 RPS TALLAHASSEE AIRPORT	44.00
160	303	54000	552	05/16/2017	PCAR	PCLC5028	5/7/2017 SQ TRANS CITY TAXI GOSQ.	30.00
160	303	54000	552	05/16/2017	PCAR	PCLC5028	5/8/2017 HUNTSVILLE ELEMENT	488.10
160	303	54000	552	05/22/2017	INNI	I0578997	HICKEY, BRIAN	221.00
160	303	54000	552	05/23/2017	PCAR	PCLC5029	5/15/2017 GROWLER COUNTRY	26.04
160	303	54000	552	05/23/2017	PCAR	PCLC5029	5/15/2017 KOOL BEANZ CAFE	65.50
160	303	54000	552	05/23/2017	PCAR	PCLC5029	5/15/2017 LOFTY PURSUITS ICE CRE	12.60
160	303	54000	552	05/23/2017	PCAR	PCLC5029	5/16/2017 SALTWATER SEAFOOD COMPANY	155.00
160	303	54000	552	05/31/2017	PCAR	PCBH1227	5/23/2017 SHELL OIL 575425294QPS	33.37
160	303	54000	552	05/31/2017	PCAR	PCBH1227	5/24/2017 SHELL OIL 57543701809	23.97
160	303	54000	552	05/31/2017	PCAR	PCLP0098	5/21/2017 DELTA AIR Baggage Fee	25.00
160	303	54000	552	05/31/2017	PCAR	PCLC5030	5/23/2017 HOTEL DUVAL	114.00
160	303	54000	552	05/31/2017	PCAR	PCLP0098	5/25/2017 RIVIERA PALM SPRINGS	699.12
160	303	54000	552	06/06/2017	PCAR	PCBH1228	5/26/2017 BP#6759328DOUGS BP QPS	38.59
160	303	54000	552	06/06/2017	PCAR	PCBH1228	5/26/2017 JUPITER BEACH RESORT	318.00
160	303	54000	552	06/06/2017	PCAR	PCAR6051	5/31/2017 ASTA PARKING	2.00
160	303	54000	552	06/06/2017	PCAR	PCLP0099	5/26/2017 DELTA AIR Baggage Fee	25.00
160	303	54000	552	06/06/2017	PCAR	PCLP0099	5/26/2017 ENTERPRISE RENT-A-CAR	249.96
160	303	54000	552	06/06/2017	PCAR	PCLP0099	5/31/2017 ASTA PARKING	2.00
160	303	54000	552	06/06/2017	PCAR	PCLP0099	5/31/2017 BACKWOODS CROSSING	374.40
160	303	54000	552	06/06/2017	PCAR	PCLP0099	5/31/2017 MADISON SOCIAL	151.00
160	303	54000	552	06/06/2017	PCAR	PCLP0099	6/1/2017 THE EDISON	367.20
160	303	54000	552	06/06/2017	PCAR	PCLP0099	6/1/2017 UPTOWN CAFE	121.93
160	303	54000	552	06/15/2017	PCAR	PCLC5031	6/1/2017 FOOD GLORIOUS FOOD	206.50
160	303	54000	552	06/15/2017	PCAR	PCLP0100	6/2/2017 LOFTY PURSUITS MARKET	121.00
160	303	54000	552	06/15/2017	PCAR	PCLP0100	6/2/2017 METRO DELI DOWNTOWN	85.72
160	303	54000	552	06/15/2017	PCAR	PCJR4288	6/5/2017 AMERICAN AIR0010283457615	25.00
160	303	54000	552	06/15/2017	PCAR	PCLP0100	6/6/2017 ALOFT	2,277.00
160	303	54000	552	06/15/2017	PCAR	PCJR4288	6/6/2017 MARATHON PETRO	3.66
160	303	54000	552	06/15/2017	PCAR	PCJR4288	6/7/2017 ENTERPRISE RENT-A-CAR	39.73
160	303	54000	552	06/20/2017	PCAR	PCAH1126	6/13/2017 DOUBLETREE HOTELS	250.00
160	303	54000	552	06/20/2017	PCAR	PCBH1229	6/9/2017 HILTON DIPLOMAT RESORT	183.15
160	303	54000	552	06/20/2017	PCAR	PCGS1049	6/9/2017 HILTON DIPLOMAT RESORT	183.15
160	303	54000	552	06/20/2017	PCAR	PCJR4289	6/10/2017 HILTON FT LD MARINAHOT	504.00
160	303	54000	552	06/20/2017	PCAR	PCJR4289	6/9/2017 RPS TALLAHASSEE AIRPORT	55.00
160	303	54000	552	06/20/2017	PCAR	PCJR4289	6/9/2017 SILVER AIR 4492600592000	30.00
160	303	54000	552	06/20/2017	PCAR	PCJR4289	6/9/2017 UBER TECHNOLOGIES INC	8.88
160	303	54000	552	06/21/2017	PCAR	PCEL1001	6/8/2017 ENTERPRISE RENT-A-CAR	165.00
160	303	54000	552	06/23/2017	INNI	I0580614	HICKEY, BRIAN	89.10

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160	303	54000	552	06/27/2017	PCAR	PCAR6053	6/22/2017 SQ MARIO BERNAL	75.00
160	303	54000	552	06/27/2017	PCAR	PCJP6016	6/19/2017 ENTERPRISE RENT-A-CAR	53.38
160	303	54000	552	06/27/2017	PCAR	PCJP6016	6/21/2017 UBER US JUN21 4BX7U	7.00
160	303	54000	552	06/27/2017	PCAR	PCJP6016	6/22/2017 RENAISSANCE HOTELS L B	473.46
160	303	54000	552	06/30/2017	INNI	I0581116	ROACH, JANET	209.00
160	303	54000	552	07/06/2017	PCAR	PCAH1127	6/23/2017 QUALITY INNS	1,119.84
160	303	54000	552	07/06/2017	PCAR	PCAR6054	6/23/2017 RENAISSANCE HOTELS L B	736.09
160	303	54000	552	07/06/2017	PCAR	PCAR6054	6/23/2017 RPS TALLAHASSEE AIRPORT	55.00
160	303	54000	552	07/06/2017	PCAR	PCJP6017	6/22/2017 RPS TALLAHASSEE AIRPORT	44.00
160	303	54000	552	07/06/2017	PCAR	PCJP6017	6/24/2017 UBER TECHNOLOGIES INC	18.45
160	303	54000	552	07/11/2017	INNI	I0581356	RATLIFF, ANDI	174.04
160	303	54000	552	07/18/2017	PCAR	PCAB6137	7/13/2017 SUNPASS ACC16332168	25.00
160	303	54000	552	07/18/2017	PCAR	PCJR4290	7/11/2017 SHELL OIL 10047712012	35.79
160	303	54000	552	07/18/2017	PCAR	PCJR4290	7/12/2017 ENTERPRISE CAR TOLLS	5.35
160	303	54000	552	07/21/2017	INNI	I0581833	PACE, LAUREN	141.00
160	303	54000	552	07/26/2017	PCAR	PCJR4291	7/15/2017 CIRCLE K 05988	42.72
160	303	54000	552	07/26/2017	PCAR	PCJR4291	7/15/2017 THE BREAKERS HOTEL	357.00
160	303	54000	552	07/26/2017	PCAR	PCJR4291	7/18/2017 DELTA AIR 0062390260079	657.60
160	303	54000	552	08/04/2017	INNI	I0582598	ROACH, JANET	133.00
160	303	54000	552	08/09/2017	PCAR	PCJP6018	7/29/2017 DELTA AIR Baggage Fee	25.00
160	303	54000	552	08/09/2017	PCAR	PCJP6018	8/2/2017 DELTA AIR Baggage Fee	25.00
160	303	54000	552	08/09/2017	PCAR	PCJP6018	8/2/2017 RPS TALLAHASSEE AIRPORT	55.00
160	303	54000	552	08/09/2017	PCAR	PCJP6018	8/3/2017 SHERATON	734.88
160	303	54000	552	08/10/2017	INNI	I0582822	RATLIFF, ANDI	173.00
160	303	54000	552	08/10/2017	INNI	I0582836	PIOTROWSKI, JOSEPH	251.90
160	303	54000	552	08/15/2017	PCAR	PCGS1050	8/7/2017 ASTA PARKING	4.00
160	303	54000	552	08/15/2017	PCAR	PCGS1050	8/7/2017 ASTA PARKING	4.00
160	303	54000	552	08/15/2017	PCAR	PCLP0102	8/4/2017 AMERICAN AIR0010655537166	8.52
160	303	54000	552	08/15/2017	PCAR	PCLP0102	8/4/2017 AMERICAN AIR0012142034872	626.90
160	303	54000	552	08/18/2017	INNI	I0583137	PIOTROWSKI, JOSEPH	104.00
160	303	54000	552	08/22/2017	PCAR	PCGS1051	8/17/2017 HILTON DIPLOMAT RESORT	-183.15
160	303	54000	552	08/29/2017	PCAR	PCBH1230	8/22/2017 COCHON	225.28
160	303	54000	552	08/29/2017	PCAR	PCBH1230	8/23/2017 APRES LOUNGE	20.00
160	303	54000	552	08/29/2017	PCAR	PCBH1230	8/23/2017 HILTON SPIRITS	72.91
160	303	54000	552	08/29/2017	PCAR	PCJP6019	8/20/2017 RACETRAC 0266 00002667	21.68
160	303	54000	552	08/29/2017	PCAR	PCJP6019	8/20/2017 SUNOCO 0231254400	33.29
160	303	54000	552	08/29/2017	PCAR	PCJR4293	8/21/2017 UBER US AUG21 KTVV4	6.80
160	303	54000	552	08/29/2017	PCAR	PCJP6019	8/24/2017 PILOT	39.49

**LEON COUNTY BOARD OF COUNTY COMMISSIONERS - DIVISION OF TOURISM
YTD ACTIVITY GROUP BY ACCOUNT
FOR PERIOD: 10/01/2016 TO 09/30/2017**

160	303	54000	552	08/29/2017	PCAR	PCLP0104	8/24/2017 UBER US AUG24 MWWQJ	27.94
160	303	54000	552	08/29/2017	PCAR	PCLP0104	8/24/2017 UBER US AUG23 QPVYN HELP.	35.24
160	303	54000	552	08/29/2017	PCAR	PCLP0104	8/25/2017 UBER TECHNOLOGIES INC	5.00
160	303	54000	552	09/07/2017	PCAR	PCBH1231	8/25/2017 HILTON HOTELS	734.76
160	303	54000	552	09/07/2017	PCAR	PCLP0105	8/24/2017 RPS TALLAHASSEE AIRPORT	33.00
160	303	54000	552	09/07/2017	PCAR	PCLP0105	8/25/2017 EMBASSY SUITES CONCORD	381.94
160	303	54000	552	09/07/2017	PCAR	PCJP6020	8/25/2017 HILTON HOTELS	930.76
160	303	54000	552	09/07/2017	PCAR	PCJR4294	8/25/2017 HILTON HOTELS	734.76
160	303	54000	552	09/14/2017	INNI	I0584446	ROACH, JANET	207.00
160	303	54000	552	09/19/2017	PCAR	PCJP6021	9/14/2017 AMERICAN BUS ASSOCIATION	1,545.00
160	303	54000	552	09/22/2017	INNI	I0585029	PIOTROWSKI, JOSEPH	207.00
160	303	54000	552	09/22/2017	INNI	I0585030	HICKEY, BRIAN	174.00
160	303	54000	552	09/26/2017	PCAR	PCBH1232	9/19/2017 UPTOWN CAFE	62.47
160	303	54000	552	09/26/2017	PCAR	PCJP6022	9/14/2017 DELTA AIR 0062396285370	354.10
160	303	54000	552	09/30/2017	PCAR	PCJR4297	9/26/2017 DELTA AIR Baggage Fee	25.00
160	303	54000	552	09/30/2017	PCAR	PCLP0107	9/29/2017 ALOFT	114.00
160	303	54000	552	09/30/2017	PCAR	PCLP0107	9/29/2017 ALOFT	228.00
160	303	54000	552	09/30/2017	PCAR	PCLP0107	9/29/2017 ALOFT	228.00
160	303	54000	552	09/30/2017	PCAR	PCLP0107	9/29/2017 CENTRALE LLC	73.20
160	303	54000	552	09/30/2017	PCAR	PCJR4298	9/29/2017 DELTA AIR Baggage Fee	25.00
160	303	54000	552	09/30/2017	PCAR	PCJR4298	9/29/2017 RPS TALLAHASSEE AIRPORT	43.00
160	303	54000	552	09/30/2017	PCAR	PCLP0107	9/29/2017 SQ AREPANA LATIN GRILL	1,800.00
160	303	54000	552	09/30/2017	PCAR	PCJP6023	9/29/2017 THE EDISON	31.00
160	303	54000	552	09/30/2017	PCAR	PCLP0107	9/29/2017 UPTOWN CAFE	29.74
160	303	54000	552	09/30/2017	PCAR	PCJR4298	9/30/2017 DOUBLETREE BY HILTON SOUT	403.41
160	303	54000	552	09/30/2017	INNI	I0586633	PACE, LAUREN	103.00
160	303	54000	552	09/30/2017	INNI	I0586634	RATLIFF, ANDI	80.25
54000 TOTAL:								47,325.09
TOTAL ACTIVITY FOR PERIOD:								47,325.09

REPORT PARAMETERS:

FROM FUND: 160 TO FUND: 160

FROM ORG: 301 TO ORG: 303

FROM ACCT: 54000 TO ACCT: 54000

FROM DATE: 2016-10-01 TO DATE: 2017-09-30