



Visit
Tallahassee

LEON COUNTY **Tourist Development Council**

Thursday, September 9, 2021 at 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**
 - June 24, 2021 Meeting Minutes (T1)
 - Financial Reports: Division Budget 2021 Year-to-Date, (T2)
Tourism Development Tax Collections and Smith Travel Report
 - Advertising/PR Activity Report/Digital Activity (T3)
 - Marketing Communications, Visitor Services, Sales & Sports Staff Reports (T3)
- V. General Business – **Bo Schmitz**
 - FY22-24 Tourism Strategic Plan Status Review & Discussion
 - FY22 Proposed Advertising/Marketing Plan Presentation (T4)
 - World Athletics 2026 Cross Country Championship Bid Presentation
 - FY22 Tourism Grants Recommendations (T5)
 - TDC Bylaws Review & Proposed Revision (T6)
 - Downs & St. Germain Research – Q3 Visitor Tracking Report (T7)
 - Amphitheater Concerts Update
 - Tallahassee Sports Council Update & FY22 Grants Recommendations
 - COCA Update
- VI. Executive Director’s Report – **Kerri Post**
 - Cascades Visitor Information Center
 - Amtrack Building Renovation & Restoration Update
- VII. Additional Business: “For the Good of the Cause” – **Bo Schmitz**

Next TDC Meeting:
November 4, 2021 at 9:00 a.m.
County Commission Chambers



**LEON COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING
Thursday, June 24, 2021**

The Leon County Tourist Development Council met for a regular meeting with Chairman Bo Schmitz presiding. Council members present were Mike Collins, Sam Patel, Michelle Personette, County Commissioner Brian Welch, City Commissioner Curtis Richardson, City Commissioner Dianne Williams-Cox, Sharon Priester and Dr. Amanda Stringer. Kathleen Spehar attended the meeting virtually with Matt Thompson absent.

Tourism Staff present: Kerri Post, Dionte Gavin, Katie Kole, Scott Lindeman, Renee Jones, Terri Messler, Aundra Bryant, Katie Gardocki and Janet Roach.

Guests present: Mr. Isiah Lewis representing Downs & St. Germain Research, Dr. Elaine Bryant, and Chirag Shah representing The Current Agency and E.W. Bryant Associates, LLC.

- I. **CALL TO ORDER:** Chairman Schmitz called the meeting to order at 9:05 a.m.
- II. **REQUEST FOR ADDITIONAL AGENDA ITEMS:** Chairman Schmitz confirmed there were no requests for additional agenda items.
- III. **PUBLIC COMMENT:** Chairman Schmitz confirmed there were no public comments submitted online and none in chambers.
- IV. **ITEMS FOR CONSENT APPROVAL:**
 - May 6, 2021 Meeting Minutes (T1)
 - Financial Reports: Division Budget 2021 Year-to-Date, Tourism Development Tax Collections and Smith Travel Report (T2)
 - Advertising/PR Activity Report/Digital Activity (T3)
 - Marketing Communications, Visitor Services, Sales & Sports Staff Reports (T3)

Commissioner Richardson moved, duly seconded by Commissioner Welch, approval of the Items for Consent. The motion passed 8/0 with Matt Thompson absent.

V. GENERAL BUSINESS
FY 22-24 Tourism Strategic Plan Development Launch & Schedule

Chirag Shah and Dr. Elaine Bryant, representing The Current Agency and E.W. Bryant Associates, LLC., provided an overview of the FY22-24 Tourism Strategic Plan and shared the process of development of the plan, schedule and obtaining research including interviews, surveys, and industry meetings.

Downs & St. Germain Research – Spring Events Aggregated Report (T4)

Isiah Lewis, representing Downs & St. Germain reported on the 2021 Spring Events economic impact estimate. Kerri Post noted that events in 2021 were all very different than past years but noted the destination is beginning to see positive economic impact as the economy rebounds from the pandemic. It's important to note that event data was aggregated with no individual reports since events were very different and so scaled back, some with no spectators or visitors.

Proposed FY 22 Tourism Grant Program Funding Levels & Guidelines (T5)

Kerri Post provided an overview of the FY22 Tourism Grant Program and Guidelines for events that motivate visitors to travel. She shared that while the proposed budget allocation of \$560,000 was not yet at prepandemic levels, it is a 24% increase over FY 2020/21 levels. She highlighted each grant category and their recommended corresponding budget allocations: Legacy Events, Signature/Emerging Events and Special Events, and Sports Events. Ms. Post also shared recent updates to the Grant Applications and the proposed timeline for the Grant Application Cycle. After a brief discussion regarding grant category funding levels, the Council recommended reallocating an additional \$10,000 to Sports grants from the Signature/Emerging category.

Commissioner Williams-Cox moved, duly seconded by Commissioner Richardson, to reallocate \$10,000 from Signature/Emerging Signature Event grants category to Sports Events grants category and to approve the following grant budget allocation categories for FY 2022:

- ***Legacy Events - \$280,000***
- ***Signature/Emerging Signature - \$ 120,000***
- ***Special - \$60,000***
- ***Sports - \$100,000***

The motion passed 8/0 with Matt Thompson absent.

Kerri Post then provided an overview of the responsibilities of both Grant Review Committees for the Tourism Grant Funding Program for the Tourist Development Council and Tallahassee Sports Council. Four councilmembers were selected to serve on the FY22 Tourism Grant Review Committee: Matt Thompson, Michelle Personette, Sharon Priester and Dr. Amanda Stringer.

Plan for \$750,000 American Rescue Plan Act (ARPA) Tourism Funding Plan (T6)

Kerri Post presented a plan for utilizing the \$750,000 allocated to the Division of Tourism by the Board of County Commissioners as part of the American Rescue Plan Act to augment the marketing/advertising budget. She noted that the plan would result in keeping Tallahassee top of mind as consumers decide where to travel. She shared that the plan includes targeting sports events, concerts, creative asset development, strategic partnerships, and hosting media to increase awareness of Tallahassee-Leon County as a desirable tourist destination.

Commissioner Richardson moved, duly seconded by Sharon Priester, approval of the \$750,000 American Rescue Plant Act (ARPA) Tourism Funding Plan. The motion passed 8/0 with Matt Thompson absent.

Tallahassee Sports Council Update

Mike Collins shared that staff has placed a first time bid to host the NAIA 2022/23 National Championships in partnership with Thomas University. He also shared that the 2024-26 pre-bid for World Athletics Cross Country had been accepted and staff is moving forward with next steps preparing the full bid for consideration. Brief

discussion ensued regarding the potential for Leon County to become the “Cross-Country Capital of the U.S.” Kerri Post shared that Apalachee Regional Park and cross-country is testament to the County and Tourism staff. Mike Collins reported that the Southwest Athletic Conference (SWAC) is considering hosting its cross-country championships in Tallahassee now that FAMU is part of the conference. Mr. Collins noted that staff is exploring opportunities to expand to additional youth sports. Discussion ensued regarding the need for trail connectivity in Leon County and the benefit of having staff travel to Bentonville, AK with other area leaders in the mountain biking community to explore potential improvements for Tallahassee.

COCA Update

Kathleen Spehar shared that May and June brought a return of in-person Arts, Culture and Heritage events. She provided a summary of future events, social media activity and COCA Grants. She stated that on June 8, 2021 the Community Redevelopment Agency’s recommendation to award Arts, Cultural, and Heritage Grant Program funds to TLH Arts was approved by the County and will be presented to the City Commission for review and approval at its meeting on July 7th meeting. She commented that TLH Arts organizers are currently working on a property donation from the Kaye family to the City available on the Railroad Square website. Ms. Spehar also noted that COCA has been provided an “Arts and Culture” section to the Tourism/Visit Tallahassee “What’s Happening”. Kerri Post commended COCA for their Diversity, Equity, and Inclusion Symposium.

VI. Executive Director’s Report – Kerri Post

- Shared a staffing update highlighting the hiring of the Senior Director of Sports and Sales, Ryan Zornes, as well as two part-time Visitor Services representatives as we look forward to opening the new Visitor Information Center at Cascades Park.
- Ms. Post made note that Katie Kole, is serving on the 2024 Tallahassee Bicentennial Committee.
- Gave a brief update regarding the 2022 Visitor Guide and working with Rowland Publishing to publish by December 2021.
- Provided additional context on the CRA/TDT Arts Grants – TLH Arts Project
- Provided information regarding the FAMU-SWAC Press Conference & Pep Rally scheduled for July 1, 2021 at The Lawson Center and Cascades Park.
- Gave an update on the Summer Backyard Bucket List for July and August and recognized partner with Tallahassee Foodies and Capital City Chamber.
- Reported that Matt Thompson, Michelle Personette, and she presented a Tourism Update Report to the Office of Economic Vitality Community Stakeholders.

VII. Additional Business: “For the Good of the Cause” – Bo Schmitz

- Chairman Schmitz shared information about an upcoming event, the Camp Jam at the Bradfordville Blues Club, a fundraiser for the Sunrise Rotary Club for their Youth Summer Camp for children with disabilities.
- Commissioner Williams-Cox noted that FAMU’s Youth Band Camp will utilize hotels as campus dorms are not open.
- Dr. Amanda Stringer shared that the Tallahassee Symphony Orchestra will perform at Tom Brown Park for the July 4th Celebration.

ADJOURN

There being no further business to come before the Council, the meeting was adjourned at 11 a.m.

Attest: Bo Schmitz,
Chairman

Attest: Renee Jones,
Public Relations & Marketing Specialist

DRAFT

Leon County Tourist Development Council
Statement of Cash Flow
Period Ending July 31, 2021

4-Cents Collections

Acct # REVENUES	YTD	July	FY 2020/21	% Revenue	
	Actuals	Actuals	Budget	Received	Variance
312100 Local Option Tax (4-cents)	\$ 3,062,429.81	\$ 421,444.27	\$ 3,509,387	87%	(446,957)
361320 Tax Collector FS 219.075	\$ 81.40	-	-		81
361111 Pooled Interest Allocation	\$ 40,920.00	-	84,962		
365000 Merchandise Sales	\$ 656.69	-	5,730		
366500 Special Event Grant Reimbursements	\$ 10,000.00	-	12,500		
366930 Other Contributions/Partnerships	\$ -	-	-		
361300 Interest Inc/FMV Adjustment	\$ -	-	-		
369900 Miscellaneous Revenue	\$ 183,291.72	-	30,481		
399900 Appropriated Fund Balance	\$ -	-	-		
Total Estimated Receipts			<u>3,643,060</u>		
			<u>\$ 3,297,379.62</u>		<u>\$ 421,444.27</u>

Acct # EXPENDITURES	YTD	July	FY 2020/21	FY 2020/21	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
<i>Administration (301)</i>						
51200 Salaries & Wages	\$ 191,297.60	\$ 17,715.34	\$ 231,157	\$ 231,157	83%	\$ 39,859
51250 Regular OPS Salaries & Wages	\$ 13,836.30	1,301.08	16,878	16,878	82%	3,042
51500 Special Pay	\$ -	-	1,100	1,100	0%	1,100
52100 FICA	\$ 15,157.69	1,397.74	19,255	19,255	79%	4,097
52200 Retirement Contributions	\$ 40,265.98	3,705.96	49,284	49,284	82%	9,018
52210 Deferred Compensation	\$ 392.84	37.78	766	766	51%	373
52300 Life & Health Insurance	\$ 26,639.31	2,865.24	35,533	35,533	75%	8,894
52400 Workers Compensation	\$ 340.61	30.43	535	535	64%	194
53400 Other Contractual Services	\$ 112,200.00	30,500.00	136,000	166,000	68%	53,800
54000 Travel & Per Diem	\$ 734.09	734.09	5,000	5,000	15%	4,266
54100 Communications Services	\$ 490.43	(553.58)	480	480	102%	(10)
54101 Communications - Phone System	\$ (283.58)	-	1,450	1,450	-20%	1,734
54400 Rental & Leases	\$ 10,673.98	189.00	8,275	8,275	129%	(2,399)
54505 Vehicle Coverage	\$ 416.00	-	416	416	100%	-
54600 Repair & Maintenance	\$ -	-	5,000	5,000	0%	5,000
54601 Vehicle Repair	\$ 200.18	-	840	840	24%	640
54900 Other Current Charges	\$ 284.66	-	1,971	1,971	14%	1,686
55100 Office Supplies	\$ 1,058.12	-	1,000	1,000	106%	(58)
55200 Operating Supplies	\$ 820.78	-	3,000	3,000	27%	2,179
55210 Fuel & Oil	\$ -	-	345	345	0%	345
55400 Publications, Memberships	\$ 851.00	701.00	2,000	2,000	43%	1,149
55401 Training	\$ -	-	2,000	2,000	0%	2,000
<i>Advertising/Public Relations (302)</i>						
53400 Other Contractual Services	\$ 346,471.94	\$ 3,332.00	\$ 840,710	\$ 840,710	41%	\$ 494,238
<i>Marketing (303)</i>						
51200 Salaries & Wages	\$ 388,107.61	\$ 33,006.52	\$ 483,941	\$ 483,941	80%	\$ 95,833
51210 Regular OPS Salaries & Wages	\$ 13,926.95	1,301.10	16,878	16,878	83%	2,951
51500 Special Pay	\$ -	-	2,000	2,000	0%	2,000
52100 FICA	\$ 29,984.63	2,479.87	39,970	39,970	75%	9,985
52200 Retirement Contributions	\$ 39,323.22	3,375.38	50,394	50,394	78%	11,071
52210 Deferred Compensation	\$ 526.30	55.40	-	-		(526)
52300 Life & Health Insurance	\$ 42,232.38	6,300.12	56,832	56,832	74%	14,600
52400 Workers Compensation	\$ 1,219.97	97.42	1,933	1,933	63%	713
53400 Other Contractual Services	\$ 41,950.00	-	65,200	65,200	64%	23,250
54000 Travel & Per Diem	\$ 1,319.93	332.05	31,558	31,558	4%	30,238
54100 Communications Services	\$ 3,871.82	553.58	6,623	6,623	58%	2,751
54101 Communications - Phone system	\$ 2,180.00	-	1,090	1,090	200%	(1,090)
54200 Postage	\$ -	-	6,700	6,700	0%	6,700
54400 Rental & Leases	\$ 9,205.14	159.19	8,420	8,420	109%	(785)
54700 Printing	\$ 218.60	-	5,000	5,000	4%	4,781
54800 Promotional Activities	\$ 5,662.71	3,913.31	26,557	26,557	21%	20,894
54860 TDC Direct Sales Promotions	\$ -	-	30,000	30,000	0%	30,000
54861 TDC Community Relations	\$ -	-	15,000	15,000	0%	15,000

54862	TDC Merchandise	\$	-	-	6,000	6,000	0%	6,000
54900	Other Current Charges	\$	671,579.26	22,731.99	413,029	413,029	163%	(258,550)
54948	Other Current Chrg - Amphitheater	\$	117,282.06	44,379.90	215,000	411,000	29%	293,718
55100	Office Supplies	\$	212.57	-	3,000	3,000	7%	2,787
55200	Operating Supplies	\$	-	-	4,000	4,000	0%	4,000
52250	Uniforms	\$	-	-	3,500	3,500	0%	3,500

Acct #	EXPENDITURES	YTD Actuals	July Actuals	FY 2020/21 Adopt. Budget	FY 2020/21 Adj. Budget	% Budget Spent	Under/ (Over)
Administration (303)(Continued)							
55400	Publications, Memberships	\$ 11,755.84	\$ 6,870.00	\$ 13,000	\$ 13,000	90%	1,244
55401	Training	\$ -	-	3,000	3,000	0%	3,000
56400	Machinery & Equipment	\$ -	-	-	-	-	-
58160	TDC Local T&E	\$ 580.08	-	1,500	1,500	39%	920
58320	Sponsorship & Contributions	\$ 33,500.00	2,000.00	30,000	30,000	112%	(3,500)
Special Events/Grants (304)							
58300	Grants & Aids	\$ 113,818.00	3,332.00	450,000	450,000	25%	336,182
Welcome Center CIP (086065)							
56200	Building	\$ -	-	-	-	-	-
Countywide Automation (470)							
54110	Com-net Communications	\$ 4,850.00	-	5,368	5,368	90%	518
54600	Repairs and Maintenance	\$ 3,115.00	-	3,087	3,087	101%	(28)
Risk Allocations (495)							
54500	Insurance	\$ 5,485.00	-	5,485	5,485	100%	-
Indirect Cost (499)							
54900	Indirect Cost Charges	\$ 276,000.00	276,000	276,000	276,000	100%	-
Line Item Funding - (888)							
58214	Cultural Facilities Grant Program	\$ -	-	-	-	-	-
58215	Local Arts Agency Program	\$ 362,216.63	-	877,347	877,347	41%	515,130
Transfers (950)							
591220	Transfer to Fund 220	\$ -	-	-	-	0%	-
591220	Transfer to Fund 305	\$ -	-	-	-	0%	-
Salary Contingency (990)							
59900	Other Non-operating Uses	\$ -	-	-	-	-	-
	Reserve for Fund Balance	\$ -	-	-	-	-	-
	Total Expenditures	\$ 2,941,971.63	\$ 468,843.91	\$ 4,520,407	\$ 4,746,407		

1-Cent Collections

Acct #	REVENUES	YTD Actuals	July Actuals	FY 2020/21 Adopt. Budget	FY 2020/21 Adj. Budget	% Revenue Received	Variance
312110	Local Option Resort (1 -cent)	\$ 765,607.45	\$ 105,361.07	\$ 877,347	\$ 877,347	87%	111,740
361111	Pooled Interest	\$ -	-	-	-	-	-
361320	Tax Collector FS 219.075	\$ -	-	-	-	-	-
366930	Refund from Prior Years	\$ -	-	-	-	-	-
	Total Revenues	765,607.45	105,361.07	\$ 877,347	\$ 877,347		

Acct #	EXPENDITURES	YTD Actuals	July Actuals	FY 2020/21 Adopt. Budget	FY 2020/21 Adj. Budget	% Budget Spent	Under/ (Over)
58100	Aids to Government Agencies	\$ 3,250,000.00	\$ -	\$ 5,232,298	\$ 5,232,298	62%	1,982,298
	Total Expenditures	\$ 3,250,000.00	\$ -	\$ 5,232,298	\$ 5,232,298	62%	1,982,298

NOTES TO THE FINANCIAL STATEMENT As of July 31, 2021

REVENUES

- 1 - Revenue for the 4-cent collections \$ 421,444.27
- 2 - Revenue for the 1-cent collections \$ 105,361.07
- 3 - Revenue received from FHSAA Football Championships

EXPENSES

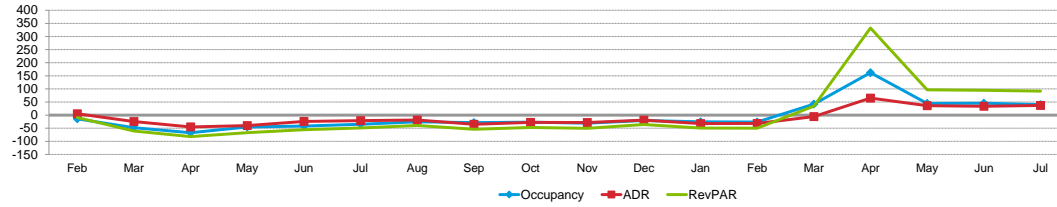
Expenses related to FSU Invite, AAU, FHSAA XC Championships, FHSAA Football Championships

Tab 2 - Trend Leon County, FL

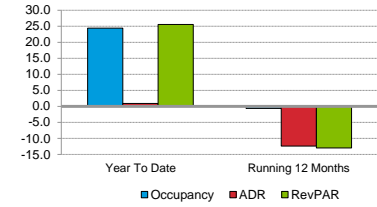
Currency: USD - US Dollar

Visit Tallahassee
For the Month of July 2021

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2020												2021					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	69.9	43.3	23.7	35.8	41.2	43.1	51.7	45.7	46.3	42.1	42.4	45.1	51.4	61.4	62.1	51.8	59.9	60.2
Last Year	81.2	83.1	72.2	65.3	70.4	66.4	69.5	64.0	63.2	60.7	53.3	60.4	69.9	43.3	23.7	35.8	41.2	43.1
Percent Change	-14.0	-47.9	-67.1	-45.1	-41.6	-35.1	-25.6	-28.6	-26.8	-30.6	-20.6	-25.4	-26.4	41.8	162.0	44.6	45.4	39.9

Year To Date		
2019	2020	2021
73.0	45.1	56.1
68.2	73.0	45.1
7.0	-38.3	24.4

Running 12 Months		
2019	2020	2021
73.1	52.2	51.8
67.5	73.1	52.2
8.3	-28.7	-0.7

ADR	2020												2021					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	120.42	94.17	66.47	69.44	72.18	72.54	86.92	79.99	85.85	83.78	77.48	78.48	82.17	89.03	109.74	94.39	96.56	99.32
Last Year	114.32	124.94	120.95	115.22	95.25	91.96	106.78	123.30	119.06	116.45	95.61	116.00	120.42	94.17	66.47	69.44	72.18	72.54
Percent Change	5.3	-24.6	-45.0	-39.7	-24.2	-21.1	-18.6	-35.1	-27.9	-28.1	-19.0	-32.3	-31.8	-5.5	65.1	35.9	33.8	36.9

Year To Date		
2019	2020	2021
110.33	92.93	93.79
99.27	110.33	92.93
11.1	-15.8	0.9

Running 12 Months		
2019	2020	2021
112.18	102.63	89.91
101.23	112.18	102.63
10.8	-8.5	-12.4

RevPAR	2020												2021					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	84.15	40.77	15.77	24.89	29.71	31.23	44.92	36.56	39.74	35.27	24.82	35.38	42.25	44.66	68.19	48.90	57.81	59.83
Last Year	92.86	103.89	87.29	75.23	67.09	61.02	74.21	78.96	75.27	70.70	51.00	70.09	84.15	40.77	15.77	24.89	29.71	31.23
Percent Change	-9.4	-60.8	-81.9	-66.9	-55.7	-48.8	-39.5	-53.7	-47.2	-50.1	-35.7	-49.5	-49.8	34.1	332.5	96.5	94.6	91.6

Year To Date		
2019	2020	2021
80.54	41.87	52.58
67.75	80.54	41.87
18.9	-48.0	25.6

Running 12 Months		
2019	2020	2021
82.01	53.53	46.59
68.35	82.01	53.53
20.0	-34.7	-13.0

Supply	2020												2021					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	164,724	184,388	178,440	184,388	178,440	184,388	188,821	182,730	188,821	182,730	192,789	192,789	177,492	196,416	191,820	202,988	196,440	202,988
Last Year	162,764	180,203	174,360	180,172	174,360	180,172	180,172	174,360	180,172	177,000	182,900	182,900	164,724	184,388	178,440	184,388	178,440	184,388
Percent Change	1.2	2.3	2.3	2.3	2.3	2.3	4.8	4.8	4.8	3.2	5.4	5.4	7.8	6.5	7.5	10.1	10.1	10.1

Year To Date		
2019	2020	2021
1,232,265	1,257,668	1,360,933
1,181,504	1,232,265	1,257,668
4.3	2.1	8.2

Running 12 Months		
2019	2020	2021
2,105,193	2,152,272	2,296,824
2,005,735	2,105,193	2,152,272
5.0	2.2	6.7

Demand	2020												2021					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	115,108	79,839	42,327	66,083	73,448	79,393	97,579	83,521	87,410	76,935	81,655	86,914	91,256	120,595	119,192	105,166	117,605	122,275
Last Year	132,206	149,836	125,826	117,642	122,809	119,560	125,216	111,650	113,901	107,455	97,570	110,513	115,108	79,839	42,327	66,083	73,448	79,393
Percent Change	-12.9	-46.7	-66.4	-43.8	-40.2	-33.6	-22.1	-25.2	-23.3	-28.4	-16.3	-21.4	-20.7	51.0	181.6	59.1	60.1	54.0

Year To Date		
2019	2020	2021
899,588	566,711	763,003
806,317	899,588	566,711
11.6	-37.0	34.6

Running 12 Months		
2019	2020	2021
1,538,962	1,122,503	1,190,103
1,354,253	1,538,962	1,122,503
13.6	-27.1	6.0

Revenue	2020												2021					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	13,861,762	7,518,039	2,813,550	4,589,094	5,301,229	5,758,874	8,481,807	6,680,444	7,504,312	6,445,721	6,326,751	6,820,853	7,498,301	10,736,296	13,079,992	9,926,967	11,355,913	12,144,480
Last Year	15,113,842	18,720,619	15,219,015	13,555,042	11,697,406	10,994,223	13,370,096	13,766,617	13,561,014	12,513,145	9,328,406	12,819,750	13,861,762	7,518,039	2,813,550	4,589,094	5,301,229	5,758,874
Percent Change	-8.3	-59.8	-81.5	-66.1	-54.7	-47.6	-36.6	-51.5	-44.7	-48.5	-32.2	-46.8	-45.9	42.8	364.9	116.3	114.2	110.9

Year To Date		
2019	2020	2021
99,251,581	52,662,299	71,562,801
80,046,182	99,251,581	52,662,299
24.0	-46.9	35.9

Running 12 Months		
2019	2020	2021
172,640,508	115,201,577	107,001,835
137,092,398	172,640,508	115,201,577
25.9	-33.3	-7.1

Census %	2020												2021					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Census Props	61	62	62	62	62	62	63	63	63	63	64	64	65	65	66	67	67	67
Census Rooms	5883	5948	5948	5948	5948	5948	6091	6091	6091	6091	6219	6219	6339	6336	6394	6548	6548	6548
% Rooms Participants	90.9	91.0	91.0	87.0	91.0	91.0	91.2	91.2	91.2	91.2	89.4	91.4	91.6	91.6	91.6	91.8	91.8	91.8

A blank row indicates insufficient data.

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JUNE 8 - AUGUST 20, 2021

Highlights

- The impressive results seen from the first annual Summer Backyard Bucket List Challenge have greatly impacted Visit Tallahassee's social and digital presence. There was a **30% increase in traffic** to the website compared to the previous reporting period and @VisitTally has **earned more than 1k new Instagram followers** in this time period alone.
- Though not over yet, the program has already garnered over **500 local entries**.
- The Visit Tallahassee app saw the biggest increase in users and page views to date during this period, with over **350 downloads and over 10k page views**.
- Through pitching efforts Visit Tallahassee was featured in the national publication, TravelPulse highlighting Tallahassee's extensive offerings and **reaching 1.5 million+ travel agents and consumers**.
- Below is a breakdown of the FY 2021 KPI's and specific growth for this period, note these began in October 2020 and go through August 20, 2021.

FY2021 KPIs	% REACHED	PERIOD GROWTH	YTD TOTAL
Increase traffic to VisitTallahassee.com by 7% (241,497)	42% of goal	28,011	101,865 Visitors
Increase page views on VisitTallahassee.com by 7% (506,966)	48% of goal	72,127	244,126 Page Views
Increase traffic to Trailahassee.com by 5% (40,908)	83% of goal	4,047	33,972 Visitors
Increase page views on Trailahassee.com by 5% (77,125)	77% of goal	7,883	59,565 Page Views
Increase open rate for emails to 17%	70% of goal	-1.6 %	12.2% Open Rate
Improve click rate to 2%	97% of goal	-62%	1.94% Click Rate
Increase total app users to 6,500	105% of goal	+ 1,753	6,835 Users
Increase avg. app session duration time to 4 min	77% of goal	3 min 4s avg.	2 min avg.
Increase total app sessions to 5,000	163% of goal	1,855	8,137 Sessions
Increase app page views to 30,000	124% of goal	11,383	37,129 Page Views
Increase IOS app downloads to 1000	96% of goal	306	956 Downloads
Increase Android app downloads to 300	64% of goal	61	191 Downloads
Increase Instagram engagements by 15% (209,000)	47% of goal	21,010	97,519 Engagements
Increase Instagram followers by 15% (19,900)	104% of goal	1,311	20,615 Followers
Increase Facebook engagements by 50% (257,600)	165% of goal	91,209	424,780 Engagements
Increase Facebook impressions by 100% (8.7M)	230% of goal	2,716,523	19,936,647 Impressions
Increase Twitter engagements by 15% (45,200)	46% of goal	2,833	20,691 Engagements
Increase Twitter followers by 5% (14,850)	96% of goal	65	14,215 Followers
Increase #iHeartTally impressions by 15% (57,958,700)	65% of goal	6,694,158	37,408,523 Impressions
Increase PR earned media placements to 375	38% of goal	12	144 Media Placements
Increase PR impressions to 505MM	70% of goal	8,307,264	354.8M Impressions
Increase PR publicity value to \$2MM	120% of goal	\$ 54,829	\$2,456,157
Increase PR media experiences to 18	120% of goal	3	23 Experiences
Increase PR radio + tv promotions to 8	100% of goal	1	8 Promotions
Increase PR in-book promotions to 1	400% of goal	3	4 Promotions



JUNE - AUG 2021 Public Relations **Highlights**



- Executed Visit Tallahassee's Group Media Tour hosting five attendees contributing to national and regional outlets such as **USA Today 10Best, TravelPulse, Garden & Gun, SouthPark and TOWN Magazine.**

- Supported the Summer Backyard Bucket List challenge through...

- *Key influencer partnerships with three locals, reaching an audience of **25,000 followers.***

- **3 broadcast TV segments** with *LIVE!* in Tallahassee, showcasing the contest and select partners through interactive experiences, driving excitement and future foot traffic.

- Locked in national coverage with TravelPulse highlighting Tallahassee's extensive offerings - **reaching 1.5 million+ travel agents and consumers.**



- Delivered destination-focused coverage for Tallahassee within the Atlanta-based lifestyle blog, **Southern Hospitality**, targeting a major drive market.





JUNE - AUG 2021 VT WEBSITE

Highlights

- This period saw over **10k more visitors** than the previous reporting period, likely resulting from the additional paid social support and Tallahassee Foodies partnership promoting the Summer Backyard Bucket List Challenge.

Top Pages

Things to Do
Homepage
Events

Top Markets:

Tallahassee · Orlando · Jacksonville · Atlanta

SESSIONS: **28,011**

AVERAGE PAGES VISITED: **2.57**

AVERAGE SESSION DURATION: **2:32**

JUNE - AUG 2021 VT MOBILE APP

Highlights

Visit Widget & Mobile App Performance

Total users: **1,753**

Avg. Session: **3:04s**

Total Sessions: **1,855**

Page views: **11,383**

iOS Downloads: **306**

Android Downloads: **61**

Top 10 Most Popular Items

1. Frank Lloyd Wright's Lewis Spring House
2. Budget Friendly Tallahassee
3. Outdoors & Nature
4. Arts & Culture
5. Harry Smith Outdoors
6. African American Heritage
7. Beer Garden Tour
8. Lake Jackson Mounds Archaeological State Park
9. The Free Spirit
10. Apalachicola National Forest

JUNE - AUG 2021 TRAILAHASSEE

Highlights

- The number of sessions coming from Tallahassee is 59% (1st overall), which is consistent with the site average YTD (58%). This means that a huge portion of traffic continues to be driven by people searching locally and using Trailahassee as a tool for outdoor research.

Top Viewed Trails:

JR Alford Greenway Trails

Miccosukee Greenway Trail

Lafayette Heritage Trail

Top Markets:

Tallahassee · Orlando · Jacksonville · Atlanta

SESSIONS: **4,719**

AVERAGE PAGES VISITED: **1.67**

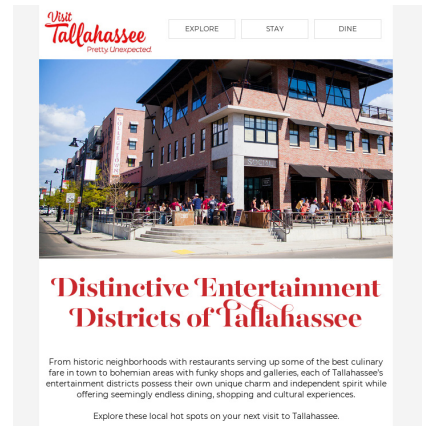
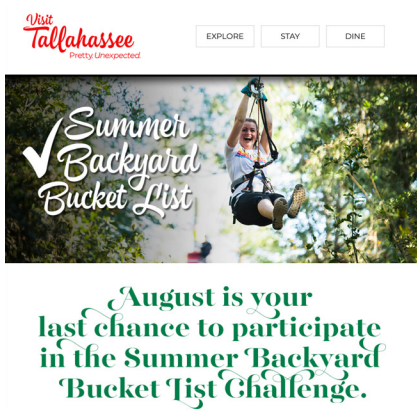
AVERAGE SESSION DURATION: **1:02**



JUNE - AUG 2021 EMAIL *Highlights*

- Our Unique Open Rate is down slightly this period, but the Total Open Rate (meaning contacts who open our emails multiple times) is strong. Our average total open rate thus far in FY 2020-2021 is 28.47%, well above industry average (15.5%). This shows we are providing content our audience values and engages with.
- Unique click rate continues to be strong and above industry average (1.6%). Our Total Click rate so far in this fiscal year is 4.38% showing our audience is highly engaged with the content we're sharing.

- **Average Open Rate:**
12.1%
- **Average Click Rate:**
1.94%



JUNE - AUG 2021 SOCIAL MEDIA *Highlights*

- Photos of local nature spots and stunning shots of downtown Tallahassee have drawn the best performance on our social media, and our increasingly frequent posts about Summer Backyard Bucket List Challenge partners have showcased over 30 different businesses across Tallahassee!

JUNE - AUG 2021 SOCIAL MEDIA *Snapshot*

Total Followers	Total Reached	Total Engagements	Total Impressions	Total #iHeartTally
101,444	2,637,055	527,082	29,071,287	37,408,523

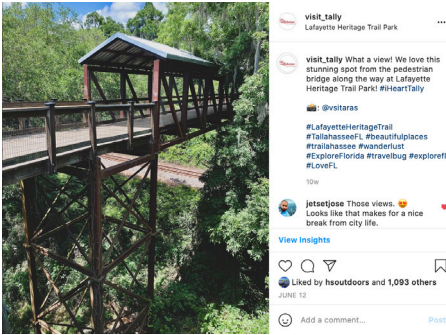


JUNE - AUG 2021 *Instagram* HIGHLIGHTS

- Top-performing content included Lafayette Heritage Trail Park and a view of College Avenue in downtown Tallahassee.
- Our IG posts that allow users to “comment to enter” the Summer Backyard Bucket List Challenge sweepstakes have consistently earned **100+ comments on each post!**



- **NEW FOLLOWERS:**
1,311
- **TOTAL FOLLOWERS:**
20,615
- **ENGAGEMENTS:**
21,029

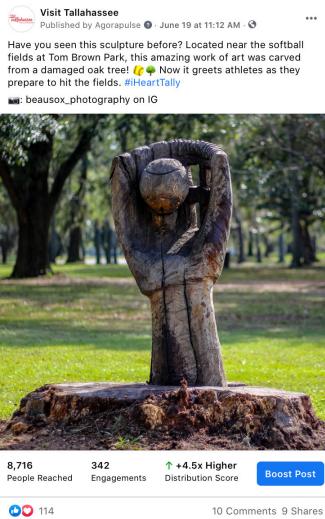


JUNE - AUG 2021 *Facebook* HIGHLIGHTS

- Top organic highlights include the glove sculpture at Tom Brown Park and more imagery of downtown Tallahassee.
- Multiple posts earned hundreds of engagement, and some posts reached nearly **10,000 people** each.



- **NEW FOLLOWERS:**
95
- **TOTAL PAGE LIKES:**
66,614
- **ENGAGEMENTS:**
91,209





JUNE - AUG 2021 *Twitter* HIGHLIGHTS



- The top highlight was a tweet of the FSU Rez, and it was retweeted by @floridastate!
- Content about nature and downtown Tallahassee performed the most favorably.



- **NEW FOLLOWERS:**
65
- **TOTAL FOLLOWERS:**
14,215
- **ENGAGEMENTS:**
2,833

JUNE -AUG 2021 DIGITAL MEDIA *Highlights*

- **5,100,000+** total digital media impressions delivered.
 - *Digital media accounted for 17% of website click-through traffic.*
- Paid Search continued to be the strongest performing medium in terms of click-through traffic generating almost **13%** of VisitTallahassee.com's web traffic alone (1% Native, 3% Display).
- The digital display ads operated at an average of **0.39% CTR**, well above the industry average.
 - *The display campaign also garnered an additional 4,934 view-through sessions, an extremely impressive increase attributed to the diverse display banners.*
 - *General Outdoors was the top performing native creative.*
- Paid search campaigns garnered a **12.84% CTR**, which is well above the industry average of 9.87%.
 - *Paid Search also garnered a total of 3,569 conversions (clicks to secondary pages on the site i.e. Stay, Events, Seasonal, and Email sign-up pages), operating at a 31% improved conversion rate.*
 - *Things to Do continued to be the top performing campaign in terms of non-brand campaigns.*



GOAL AT A GLANCE

FY 2021

**Room Nights Goal:
39,520**

YTD Room Nights: 21,328

ON THE HORIZON

The largest and most prestigious cross-country season in ARP's history will kick off in September with the 2021 FSU Open XC Meet. We will host 7 major meets this year with the largest being the NCAA D1 National Championships.

OUT & ABOUT



Marketing Director Katie Kole and Director of Sports Joe Piotrowski attended SWAC day at Florida A&M University. This day marked the first official day that FAMU joined the SWAC.

MISSION STATEMENT

Maximize sporting events and business that have a positive impact on Leon County by supporting and strengthening existing events and expanding our capacity to host additional events.

HIGHLIGHTS

- Attended media day at Florida A&M University for their official introduction into the Southwestern Athletic Conference (SWAC).
- Hosted a site visit for the Southwestern Athletic Conference (SWAC) in preparation of hosting the SWAC Cross Country Conference Championships at Apalachee Regional Park.
- Met with leadership of Red Hills Cross Fit to discuss the possibility of creating a regional cross fit game in Tallahassee.
- Sat on a roundtable panel for the Florida Sports Foundation to discuss Visit Tallahassee Sports post-Covid recovery efforts.
- Held a final site visit for ESPN in preparation for the NCAA D1 Cross Country National Championships.
- Began 2021 cross country planning which included a course workday that consisted of lining entire cross-country course with barricade rope.
- Hosted a site visit for the National Association Intercollegiate Athletics (NAIA) as the final step in the bid process to host the NAIA 2022 & 2024 Cross Country National Championships.

EVENTS HOSTED

- USFA Youth Fast Pitch Softball
- NAIA XC National Championship Site Visit
- NCAA XC National Championships Site Visit
- TCC Open Cross-Country Meet



GOAL AT A GLANCE

FY2020

**Room Nights Goal:
6,280**

(Due to the COVID-19 pandemic, meeting and group travel sharply declined and is only now slowly starting to resume bookings.)

ON THE HORIZON



Visit Tallahassee will resume exhibiting at tradeshows promoting meetings and conventions by attending the Florida Society of Association Executives Education Expo on October 6 at University Center Club at FSU.

OUT AND ABOUT



Attended the Florida Society of Association Executives Annual Conference in Orlando. The conference was attended by **327 people in person** and featured health and safety precautions for safe and socially responsible gathering.

MISSION STATEMENT

Promote meetings, conferences and conventions for Leon County through direct contact with meeting planners, decision makers and coordinating efforts with the local industry to positively impact the local economy.

HIGHLIGHTS

- Coordinating site visit to the AC Marriott and Parkview at Cascade supporting the bid presented by Leon County to host the Florida Association of Counties Innovation & Policy Conference in September 2022.
- Assisted the Gideons International Conference rebooked for May 2022 at the Donald L. Tucker Civic Center with motorcoach transportation needs and other destination information.
- Conducted site visits for Richard Miseyko to explore additional locations for the XSITE Tradeshow for meeting professionals in May 2022.
- Served as the Visit Tallahassee meeting planner for the six Leon County Tourism community stakeholder Strategic Planning Meetings, July 13-15.
- Assisting the Emancipation Conference, December 5-7, 2021 with transportation, hotel, and meeting space options.
- Continuing to strengthen relationship with hospitality partners by visiting Chris Guthrie, GM and Jason Zaborske, DOS at the Seven Hill Suites and Steven Sanabria at the Courtyard by Marriott Tallahassee Downtown Capital.
- Supported the FY 2021-2022 Special and Signature Grants Program by promoting the program, assisting applicants, and preparing materials for the public grant meetings.
- Continuing to be an active member of the event management team planning the extensive upcoming fall high-profile cross country meets at Apalachee Regional Park.

LEADS DISTRIBUTED (ANTICIPATED NUMBERS)

- Sent six leads for future business accounting for approximately 435 visitors and 905 room nights.



AT A GLANCE

2020-2021 Grant Program

Grant Applications Received – 72
Signature/Emerging Signature – 5
Special Events – 26
Sports - 41

Events Held – 9

Post-Event Reports Processed – 4



Visitor Information Center
Closed to Public

Services are being provided by Visitor Center staff via phone, email, and through our website.

Visitor Guide Requests:
1,940

Relocation Information Requests: 5

Group Services and Welcome Bags: 17 requests serving 589 visitors

Calls Received: 75

HIGHLIGHTS

- Conducted three Grant Application Workshops in July for potential Tourism grant applicants.
- Coordinated grant application cycle in July. Updated grant review portal in the online system to allow grant review and scoring to take place. Provided individual training on grant review process individually to each member of the TDC Grant Review Committee.
- Collaborated with Tourism staff to orchestrate TDC Grant Review Committee Public Meeting in August.
- Coordinated move into the new Satellite Visitor Information Center.
- Conducted on-site operations training at the Visitor Information Center for Visitor Services staff so they will be ready for the soft opening in early September.

ON THE HORIZON

- FY22 grant award letters will be sent after the list of recommended funding is approved by the TDC at the September meeting.
- “We Are Open!” campaign with downtown businesses and attractions to promote the opening of the Satellite Visitor Information Center in Cascades Park.





MARKETING COMMUNICATIONS

JULY / AUGUST 2021

Katie Kole, Senior Marketing Director
Scott Lindeman, Marketing Communications Director
Renee Jones, PR/Marketing Specialist

AT A GLANCE



FY2021 Media Stories

Goal: 375

FY2021 Media Stories: 183

Media Stories

July & August = 10



FY2021 Media Value

Goal: \$2 Million

YTD Media Value

\$2,345,967

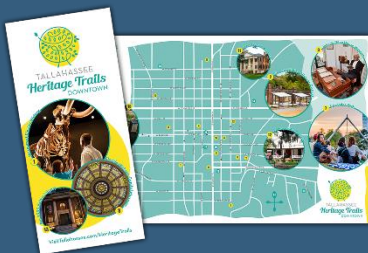
Media Value for

July & August = \$39,175



YTD Social Media

Engagements: 589,650



Downtown Heritage Trail

Set to launch in the fall, the Downtown Heritage Trail is the first in a series of informative brochures highlighting historic markers throughout our community. Special thanks and recognition to the Downtown Improvement Authority, City of Tallahassee, Leon County, Florida Department of State, Tallahassee Historical Society, John G. Riley House Museum, and Bob Lotane.

MISSION STATEMENT

Position Tallahassee/Leon County as a desirable destination to targeted geographic, demographic and psychographic markets through public relations, owned & earned media, marketing, promotional campaigns, advertising and local industry relations.

HIGHLIGHTS

- Met with board members of the Tallahassee Mountain Bike Association (TMBA) to gather information and support of the creative for a dedicated Tallahassee Mountain Biking brand.
- Generated new website articles featuring dedicated content promoting what to see and do while visiting FSU or FAMU on campus tours.
- Hosted a roundtable discussion with local business owners and community partners who are active in the LGBTQIA+ community about expanding our visitor experiences for this audience.
- Hosted Charleston, SC-based journalist Lia Grabowski of *Local Palate* magazine. During her stay at the AC by Marriott she experienced dining at Il Lusso, SoDough, Proof, Jeri's Café, Charlie Park, Madison Social and Backwoods Crossing.
- Attended the Destinations International Annual Convention in Baltimore, MD. Programs included discussions about diversity & inclusion, consumer confidence, underserved travelers, and trends within the industry.
- Attended a site visit tour of the recently renovated Courtyard by Marriott hotel to meet with the new General Manager, Steven Sanabria.
- Completed the Summer Backyard Bucket List program in partnership with the Capital City Chamber of Commerce and Tallahassee Foodies. Over the three-month campaign, over 75 local businesses participated to help residents re-discover the exciting things to do right in our own backyard.

ON THE HORIZON

Working with The Zimmerman Agency to develop a comprehensive marketing plan and creative materials for the FY22 campaign set to launch in October.

OUT & ABOUT

Tourism staff Katie Kole, Scott Lindeman and Renee Jones along with Jessica Harris, Carly LaPaglia and John Ike Smith-Schoenwalder of the Zimmerman Agency, staffed the "Kids Village presented by Visit Tallahassee" at the 85th Annual Dogwood Festival in Atlanta. Attended by approximately 75,000 people over 3 days, this is one of the largest festivals in the region. This sponsorship featured interactive-entertainment for kids and information about Tallahassee as a family destination.





GOAL AT A GLANCE

FY2021
Room Nights Goal:
6,733

(Due to the COVID-19 pandemic, meeting and group travel sharply declined and is only now slowly starting to resume bookings.)

ON THE HORIZON

With group travel starting to make a comeback, continue building relationships to get groups to rebook or book new travel.

OUT & ABOUT



Out at Apalachee Regional Park getting the cross country course ready for the 2021 season.

MISSION STATEMENT

Increase visibility to specific audience segments, i.e., reunions or bike riders, to generate visitation from leisure groups and assist industry partners with experiences for group customers.

HIGHLIGHTS

- Compiled and distributed the monthly “What’s Happening” to partners.
- Assisted with the 2021 Special and Signature Grants.
- Continuing to approve the calendar of events listings and manage the events category on VisitTallahassee.com.
- Assisted the Sports Department with the 2022 and 2024 NAIA Cross Country Championship Site Visit.
- Managed registration for the 2021 FSU Invitational Cross-Country Pre-State Meet.
- Assisted the Ladies Mountain Bike Coaching Summit secure meeting space and hotel rooms for January 2022.
- Participated in the Tourism Staff Strategic Plan meeting.
- Met with FSU CollegeTown to plan the after party for the USATF Cross Country Club Championships.
- Assisted Clay County with securing a room block for their visit to Tallahassee.
- Participated in multiple planning meetings with Florida State University for the 2021 NCAA Cross Country National Championships.
- Met with FSU Student Union to discuss potential space for the 2024-2026 National Oratorical Contest of the American Legion.
- Assisted FSU Track and Field officials with securing a room block for the 2022 FSU Relays.
- Updated partner contact information in iDSS.
- Assisted 5 weddings with room blocks, venues, and welcome baskets.
- Assisted Take A Fun Trip Tours with an itinerary for a student group visiting FAMU in January 2022.



Visit
Tallahassee
Pretty. Unexpected.

Visit Tallahassee Plan FY 2021-2022
08.27.21

THE **Z!MMERMAN** AGENCY



SITUATION ANALYSIS

- **Optimism about COVID-19 in the U.S. has plummeted.**
 - American travelers' expectation that the coronavirus situation will get worse has increased over the last few months. Surpassing expectations that the situation will get better for the first time since the week of February 1st. This worsening expectation has impacted Americans' excitement to travel right now, personal health concerns, and their confidence in the ability to travel safely right now.
- **Negative associations with travel are on the rise again.**
 - When asked to give ONE WORD that best describes how they feel about travel right now, Americans' top response was "exciting" in July. Now, they mostly feel "good" about travel; however, the number of people citing "unsafe," "nervous," "worried," or "anxious" is growing.
- **Regression in safety perceptions has caused Americans to feel we've lost ground on the progress made towards a return to normalcy.**
 - Due to recent media coverage of the COVID-19 situation, 44.8% of Americans are now doubting that it is safe to go out and about and 45.0% doubt that it is safe to travel now. These decreased feelings of safety have led to a drop in perceptions of normalcy.

SITUATION ANALYSIS

■ The Delta variant is disrupting Americans' travel plans.

- Recent news about increasing Delta variant cases have made half of American travelers less interested in traveling right now. In fact, a quarter have postponed an upcoming trip and 18.9% have cancelled a trip specifically due to the Delta variant.

■ On a brighter note, big cities and metropolitan areas continue to make gains in recovery.

- Among those who took an overnight trip in the past month, cities/metro areas were the top destination type visited (39.3%), followed by small towns (30.9%) and beach destinations (26.9%). Due to recent COVID outbreaks, some cities have reinstated indoor mask requirements and while 15.7% of American travelers are opposed, 68.2% support this requirement.

■ Moving forward.

- The additional ARPA funding that has been granted to use can upswing positivity and forward planning while we strive to work towards the increasing tourist travel and events that are on the horizon for the coming year. This funding also allows us to be prepared and pivot where necessary with the current climate.

TOP LEVEL TACTICS FY 2021-2022

- Increased Diversity Equity & Inclusion efforts.
- 2022 In-Market Activations
 - Dogwood Festival, Atlanta
 - Tampa Beerfest, Tampa
- Launch of Mountain Bike Tallahassee website.
- Summer Backyard Bucket List Challenge.
- African American Media Familiarization Tour.



MEDIA STRATEGY

1. Activate an integrated, full-funnel media strategy to reach our target audiences with a mix of print, outdoor, and sports partnerships.
2. Maintain/enhance efforts with key partnerships/audiences.
 - FSU/FAMU
 - Diversity (African American)
 - Outdoors/Mountain Biking/Birding (Trailhassee & MBT)
 - Families
 - Arts & Culture
 - Local Marketing
 - Meeting Planners
 - Sports Event Planners

OUTDOORS

1. Position Tallahassee as a top outdoor destination targeting mountain biking, bird watching, hiking and kayaking enthusiasts using the Trailahassee.com and MBT websites.
2. Targeted channels include:
 - PinkBike.com
 - Travel Tuesday Sweepstakes promoting Tallahassee Mountain Biking Experience
 - Blue Ridge Outdoors, Bird Watchers Digest, Birding Magazine, BirdWatching Magazine



ARTS & CULTURE TARGETED MEDIA

1. Develop targeted co-op program for COCA partners.
2. Incorporate NPR activity in Tallahassee and Panama City
3. Sojern digital advertising travelers interested in Arts/Culture, Entertainment, Food/Dining, and History
4. Flamingo Magazine



DIVERSITY TRAVELERS

1. Drive higher visitation of diverse travelers to the Tallahassee area.
 - African American travelers (Families, Couples, Young Professionals)
2. Drive targeted awareness year-round and destination engagement via Sojern diversity targeting program.
3. Enhance awareness and engagement via Pandora :30 second radio commercials.



LOCAL MEDIA

1. Utilize paid social media advertising to drive participation of the Summer Backyard Bucket List.
2. Digital billboard to promote seasonal events.
3. Radio/promotions to promote Amphitheater events.



SPORTS MARKETING

1. Educate sports rights holders of our Sports management services and facilities
 - Sports Destination Management
 - Sports Events



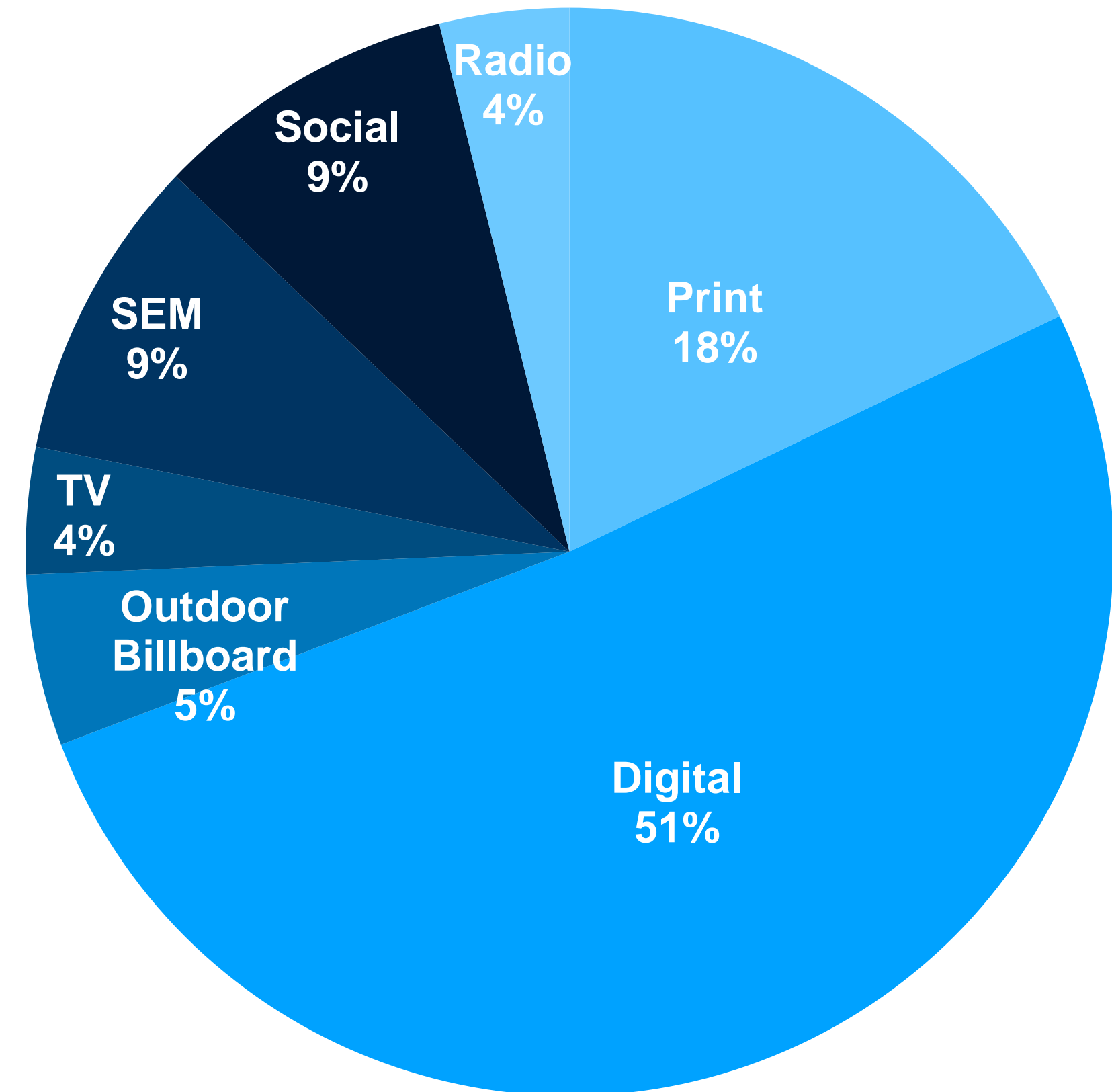
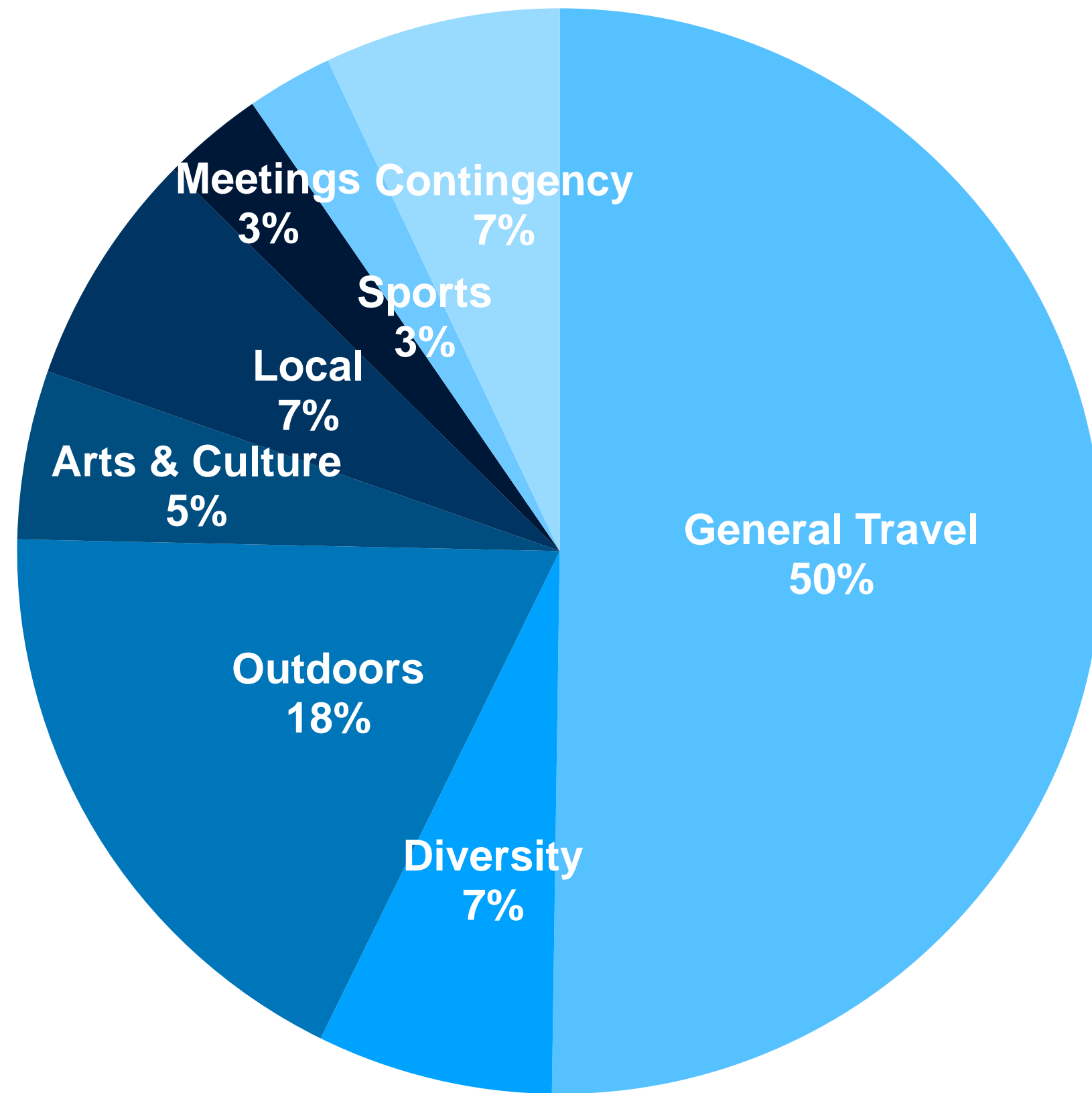
MEETING PLANNER TARGETED MEDIA

1. Promote our meeting and groups services and Tallahassee's meeting venues, experiences and team building adventures.
 - Custom E-blasts through Epro Direct - Corporate/Association planners in FL, GA, AL
 - Florida Society of Association Executives (FSAE) Partnership



2021/2022 MEDIA ALLOCATION BY SEGMENT/MEDIA

1. \$713,485 Investment



■ General Travel
■ Arts & Culture

■ Diversity
■ Local

■ Outdoors
■ Meetings

■ Print
■ Outdoor Billboard

■ Digital
■ TV



Visit Tallahassee
Pretty.Unexpected.

MEDIA FLOWCHART

	October	November	December	January	February	March	April	May	June	July	August	September
Print Magazine	X	X	X	X	X	X	X	X	X	X	X	X
Digital Display	X	X	X	X	X	X	X	X	X	X	X	X
Native	X	X	X	X	X	X	X	X	X	X	X	X
Pre-Roll Video	X	X	X	X	X	X	X	X	X	X	X	X
Connected TV	X	X	X	X	X							
Outdoor/Cycling/Birding	X	X	X	X	X	X	X	X	X	X	X	X
African American	X	X	X	X	X	X	X	X	X	X	X	X
Sports					X	X	X	X	X	X	X	X
Meetings	X	X	X	X	X	X	X	X	X	X	X	X
Billboards	X	X	X	X	X	X	X	X	X	X	X	X
Facebook / Instagram	X	X	X	X	X	X	X	X	X	X	X	X
FSU/FAMU	X	X	X	X	X	X	X	X	X			

PUBLIC RELATIONS STRATEGY

- Generate positive publicity and brand awareness for Visit Tallahassee through strategic editorial opportunities, in an effort to drive interest, excitement and travel. All while ensuring a successful reputation revival with long-term results.
 - Position Tallahassee as a premier mid-sized tourism destination in Florida.
 - Create buzz surrounding Tallahassee's outdoor offerings, through targeted storylines in niche outlets.
 - Engage millennials through strategic influencer partnerships, boosting awareness.
 - Impact group business through impactful messaging within meetings and wedding publications.
 - Strengthen destination relationships and utilize unique partner offerings, creating added opportunity and additional storytelling avenues.
 - Extend marketing dollars and deliver positive ROI.

PUBLIC RELATIONS MEDIA EXPERIENCES

- Conduct media tours and personal visits for high-impact journalists and influencers to drive awareness and definition through story placements and exposure.

- “Historic & Happening” Group Media Tour
 - Timing: April or May 2022
 - Target: African American Outlets / Influencers
 - Agenda Sampling:
 - Historic
 - ▶ Capitol
 - ▶ Colleges - FSU + FAMU
 - ▶ Bradfordville Blues Club
 - ▶ Oleans Cafe
 - Happening
 - ▶ Breweries + Bars - Proof, Charlie Park etc.
 - ▶ Gurlies Lemonade
 - ▶ Railroad Square
 - ▶ Trailahassee
 - Goal: 5-6 attendees



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PUBLIC RELATIONS PROMOTIONS

- Secondary to our traditional editorial efforts, supplement exposure opportunity with multi-channel promotions, through both national and regional outlets, driving excitement with prizing and creating mass awareness for Tallahassee.

- In-book



- Broadcast TV



- Broadcast Radio



PUBLIC RELATIONS GOALS

- 18 media and influencer experiences.
 - 6 publications - Targets: National + metro outlets
 - 12 influencers - Targets: Diversity, lifestyle, outdoor, foodie etc. - mix of macro, micro and nano
- 6 metro features in top two tier markets.
- 5 radio promotions.
 - Markets: Atlanta, Birmingham, Fort Lauderdale/Miami, Gainesville, Greenville, Jacksonville, Tampa/St. Pete, Orlando, Ocala, Pensacola, Palm Beach/West Palm Beach
- 3 articles within niche outlets.
 - Targets: Birding, biking, outdoor
- 3 national features.
- 2 in-book promotions.
 - Targets: National (outdoor, birding, biking, women's interest and lifestyle outlets); Metro
- 1 national tv promotion.

DIGITAL STRATEGY

1. Enhance and optimize lead generation on [VisitTallahassee.com](https://www.VisitTallahassee.com)
2. Observe and optimize how users interact with the new Trailahassee.com website
3. Launch MBT brand and website.
4. Implement email lead nurturing framework
5. Develop a Visit Tallahassee digital dashboard that monitors KPIs across all our marketing channels
6. Grow and enhance Visit Widget across our digital platforms

DIGITAL GOALS

- VisitTallahassee.com
 - Increase website sessions by 14% (130,000)
 - Increase page views by 10% (275,000)
 - Measure difficulty to rank for keyword, analyze page authority and domain authority
- Email Marketing
 - Increase Total Open Rate by 6% (30%)
 - Increase Total Click Rate by 2.7% (4.5%)
- Visit Widget
 - Increase total app users by 20% (8,400)
 - Increase avg. app session duration time by 18% (2 mins, 25 secs)
 - Increase total app sessions by 18% (10,000)
 - Increase total app page views by 5% (40,000)
 - Increase iOS downloads by 10% (1,078)
 - Increase Android app downloads by 8% (218)

SOCIAL MEDIA STRATEGY

1. Identify social media trends and algorithms and implement as needed to maximize efficiency and authenticity of our messaging.
2. Use targeted methods to improve effectiveness of paid social media advertising to select niche audiences.
3. Collaborate with public relations to increase our exposure through influencers.
4. Constantly track engagements and adjust messaging content as needed to ensure relevancy.



Impressions: 19,259
Engagements: 2,374
Engagement Rate: 12.3%



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SOCIAL MEDIA GOALS

- Instagram
 - Increase Instagram engagements by 10% (229,900)
 - Increase Instagram followers by 15% (22,885)
- Facebook
 - Increase Facebook engagements by 50% (386,400)
 - Increase Facebook impressions by 50% (13,050,000)
- Twitter
 - Increase Twitter engagements by 10% (49,720)
 - Increase Twitter followers by 5% (15,595)
- #iHeartTally
 - Increase #iHeartTally impressions by 10% (63,754,570)



Category	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept		Budget	ARPA	Total Budget
ADVERTISING																
Services	\$29,750	\$29,750	\$29,750	\$29,750	\$29,750	\$29,750	\$29,750	\$29,750	\$29,750	\$29,750	\$29,750	\$29,750		\$357,000		\$357,000
Production	\$3,000	\$15,000	\$15,000	\$3,000	3500	\$3,000	\$3,000	\$3,000	\$3,000	\$2,500	\$2,000	\$2,000		\$8,000	\$50,000	\$58,000
Events		\$5,000	\$35,000											\$40,000		\$40,000
MEDIA																
Online/Offline	\$43,064	\$25,558	\$24,032	\$32,695	\$24,267	\$73,561	\$29,883	\$42,475	\$30,467	\$23,142	\$23,887	\$33,464		\$243,245	\$163,250	\$406,495
Paid Partnerships	\$50,000		\$70,000												\$120,000	\$120,000
Search	\$4,188	\$4,188	\$4,188	\$4,188	\$4,188	\$4,188	\$4,188	\$4,188	\$4,188	\$4,188	\$4,188	\$4,188		\$36,000	\$14,250	\$50,250
Social	\$2,833	\$2,833	\$2,833	\$2,833	\$2,833	\$2,833	\$2,833	\$2,833	\$2,833	\$2,833	\$2,793	\$2,832		\$15,955	\$18,000	\$33,955
Expedia		\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000						\$40,000	\$40,000
Visit Florida (complete)															\$25,000	\$25,000
Contingency												\$50,000		\$50,000		\$50,000
Trailhassee															\$5,000	\$5,000
Mountain Biking Brand															\$10,000	\$10,000
DIGITAL																
Maintenance and Hosting	\$3,193	\$3,187	\$3,187	\$3,187	\$3,187	\$3,187	\$3,187	\$3,187	\$3,187	\$3,187	\$3,187	\$3,187		\$38,250		\$38,250
SEO Activation	\$1,292	\$1,292	\$1,292	\$1,292	\$1,292	\$1,292	\$1,292	\$1,292	\$1,292	\$1,292	\$1,292	\$1,288		\$15,500		\$15,500
Production			\$1,450		\$1,462		\$1,450	\$8,388						\$8,250	\$4,500	\$12,750
Email Platform	\$1,125	\$1,125	\$1,125	\$1,125	\$1,125	\$1,125	\$1,125	\$1,125	\$1,125	\$1,125	\$1,125	\$1,125		\$13,500		\$13,500
													Total Advertising	\$825,700	\$450,000	\$1,275,700
PUBLIC RELATIONS																
Services	\$9,375	\$9,375	\$9,375	\$9,375	\$9,375	\$9,375	\$9,375	\$9,375	\$9,375	\$9,375	\$9,375	\$9,375		\$112,500		\$112,500
Publicity Monitoring	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150		\$1,800		\$1,800
Broadcast Monitoring															\$250	\$250
Promotional Partnership															\$10,000	\$10,000
Individual FAM															\$8,000	\$8,000
Group FAM														\$10,000		\$10,000
Out of Pocket															\$6,750	\$6,750
													Total PR	\$124,300	\$25,000	\$149,300
													Total	\$950,000	\$475,000	\$1,425,000



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THANK YOU





MEMORANDUM

DATE: September 9, 2021

TO: Leon County Tourist Development Council

FROM: Kerri L. Post, Director, Leon County Division of Tourism/Visit Tallahassee

SUBJECT: FY2022 Special Event Grant Funding Recommendations

The Tourist Development Council Grant Review Committee (TDCGRC) for the FY2022 Leon County Tourism Special Event Grant Program comprised of Matt Thompson (Chair) - For The Table/Madison Social, Michelle Personette – Challenger Learning Center, Sharon Priester- Hampton Inn & Suites/Hilton Garden Inn, and Dr. Amanda Stringer, Tallahassee Symphony Orchestra respectfully presents the funding recommendation for twenty-four (24) Special Events.

The TDCGRC conducted their meeting on August 18, 2021. The meeting was well attended by the Special Events grant applicants.

After carefully considering 26 event applications and their ability to generate room nights for our community, especially in the non-peak times and shoulder seasons, the TDCGRC is recommending funding 24 events for a total amount of \$60,000 of the \$60,000 allocated in the Special Event Grant budget. Attached you will find the listing of events summarizing the TDCGRC's recommendations.



FY 2022 TOURIST DEVELOPMENT COUNCIL • Special Event Grants

	Event Name	Event Dates	Final Score	Recommended Funding
1	Frenchtown Rising	10/1-29/21	70.25	\$1,500
2	Florida Statewide Emancipation History Conference	12/5-7/21	88.75	\$2,447
3	Countdown Downtown	12/31/21	93	\$2,137
4	Civil Rights, Soul of a Movement (Musical)	1/15/22	83.25	\$1,052
5	Advocate '22	1/24-25/22	73.5	\$591
6	Caribe: A Festival of Colors	2/19/22	88.5	\$1,362
7	AKC Dog Show- 2021 North FL Classic Cluster	2/20-27/22	91.5	\$10,091
8	FAMU Harambee Festival	2/26/22	76	\$384
9	Reenactment of the Battle of Natural Bridge	03/4-6/22	79	\$454
10	Loco for Love Festival 2022	03/04-6/22	88	\$849
11	ASCE Southeast Student Conference	3/24-26/22	86.25	\$2,972
12	Cultur3 Fest	4/1-3/22	80	\$2,873
13	75 th Flying High Circus Home Show Series	4/1-18/22	90.5	\$5,302
14	4 th Annual Cool Breeze Art and Smooth Jazz Festival	4/22-23/22	84.75	\$1,013
15	3 rd Annual Sankofa Concert at Cascades	4/23/22	86.5	\$1,292
16	850 Hemp Summit	4/26-28/22	84	\$1,930
17	Florida History Day	5/1-3/22	90.75	\$5,838
18	Season of Emancipation Day In Florida Series	5/10-21/22	87.5	\$1,206
19	Soul of Southside Arts and Humanities Festival	5/19-21/22	92.75	\$5,008
20	78 th Annual Florida Gideons State Convention	5/19-22/22	85.5	\$1,670
21	Infinity Con Tallahassee	6/4-5/22	88.25	\$5,373
22	Capital City Gospel Fest	6/18-19/22	84	\$1,061
23	4 th Annual Tallahassee Beer Festival	8/6/22	90	\$786
24	Experience Asia	9/22/22	81.5	\$2,809
			TOTAL:	\$60,000



MEMORANDUM

DATE: September 9, 2021

TO: Leon County Tourist Development Council

FROM: Kerri L. Post, Director, Leon County Division of Tourism/Visit Tallahassee

SUBJECT: FY2022 Emerging and Signature Event Grant Funding Recommendations

The Tourist Development Council Grant Review Committee (TDCGRC) for the FY2022 Leon County Tourism Signature Event and Emerging Signature Event Grant Program comprised of Matt Thompson (Chair) - For The Table/Madison Social, Michelle Personette – Challenger Learning Center, Sharon Priester- Hampton Inn & Suites/Hilton Garden Inn, and Dr. Amanda Stringer, Tallahassee Symphony Orchestra respectfully presents the funding recommendation for five (5) Signature Events and Emerging Signature Events.

The TDCGRC conducted their meeting on August 18, 2021. The meeting was well attended by the Signature Events grant applicants. After carefully considering five event applications and their ability to generate room nights and economic impact for the community, especially during non-peak times and shoulder seasons, the TDCGRC is recommending funding for all five events.

The TDCGRC recommend a total amount of \$120,000 of the \$120,000 allocated in the Signature Event / Emerging Signature Event Grant budget. Attached you will find the listing of events summarizing the TDCGRC's recommendations.



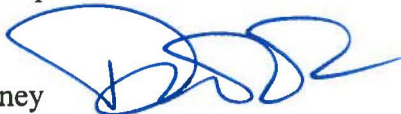
FY 2022 TOURIST DEVELOPMENT COUNCIL • Emerging and Signature Event Grants

	Event Name	Event Dates	Requested Amount	Final Score	Recommended Funding
1	Florida State Invitational 2022	3/25-27/22	\$35,000	95.5	\$33,516
2	Word of South	4/8-10/22	\$25,000	92	\$23,023
3	Doak After Dark	4/9/22	\$50,000	82.5	\$20,141
4	Free Shakespeare in the Park Festival	5/5-8/22	\$25,000	93.5	\$18,547
5	ASG Capital Cup	5/20-22/22	\$25,000	95.5	\$24,773
				TOTAL:	\$120,000

BOARD OF COUNTY COMMISSIONERS
INTER-OFFICE MEMORANDUM

TO: Lee Daniel, CDME
Director, Tourism Development

FROM: Daniel J. Rigo, Esq.
Assistant County Attorney



DATE: January 27, 2010

SUBJECT: Bylaws of the Leon County Tourist Development Council

Enclosed please find the Bylaws of the Leon County Tourist Development Council as amended at the January 7 meeting of the TDC. The amended Bylaws has been signed by the County Administrator and the County Attorney's Office.

Should you need anything further, please do not hesitate to contact our office.

DJR/smw

Enclosure

**BYLAWS OF THE
LEON COUNTY TOURIST DEVELOPMENT COUNCIL**

In order to govern its function and operation in a manner consistent with the Enabling Resolution No. **R86-01 and R86-42** adopted by the Leon County Board of County Commissioners (hereinafter the "BCC") on **October 20, 1986** and amended on **January 29, 2002** with the BCC's adoption of Resolution No. **R02-02**, the **Leon County Tourist Development Council** (hereinafter the "Council") hereby adopts as its Bylaws the following:

**ARTICLE I.
APPLICABLE FLORIDA LAWS AND BCC POLICIES**

Section 1.1 Public Records Law and E-Mails: Each member of the Council shall comply with the Florida's Public Records Law, Chapter 119, Florida Statutes, and BCC Policy 96-4, "Policy on Public Records Law and E-Mail", as may be amended from time to time, and each member of the Council shall be provided a copy of BCC Policy 96-4.

Section 1.2 Government In the Sunshine Law: Each member of the Council shall comply with the Florida Government in the Sunshine Law, Chapter 286, Florida Statutes, as may be amended from time to time.

Section 1.3 Code of Ethics: The Council shall comply with the following state laws and BCC Policies with regard to the Florida Code of Ethics for Public Officers and Employees:

Clause 1.3.1 Each member of the Council shall comply with Section 112.3143, Florida Statutes, "Voting Conflicts", as may be amended from time to time, and shall be provided a copy of Section 112.3143.

Clause 1.3.2 Each member of the Council shall abide by the Standards of Conduct set forth in Section 112.313, Florida Statutes, as may be amended from time to time, and shall be provided a copy of Section 112.313, Florida Statutes.

**ARTICLE II.
OFFICERS, DUTIES, AND OPERATION**

It is the intent of these Bylaws to establish and clarify that the Council shall operate, function, and proceed in accordance with Section 125.0104, Florida Statutes, and Chapter 11, Article III, of the Leon County Code of Laws, and as such Statute and Code may be amended from time to time, and with any existing or future Resolutions adopted by the BCC to the extent such Resolutions are not inconsistent with the aforesaid Statute or Code.

**ARTICLE III.
ATTENDANCE**

Section 3.1 Attendance at Meetings: To build consensus among the Council members through an open and candid exchange of ideas, it is vital that each member actively participates in the Council's work by regularly attending meetings. In the event a member is absent from two of three successive regular meetings of the Council, the member may be dismissed from the Council at the discretion of either the Chairperson or the County Administrator. For the purposes of this Section, a member is considered absent if he/she is absent from more than half the duration of the meeting.

Approved As To Form and Content:

County Administrator's Office

BY: 

Parwez Alam
County Administrator

County Attorney's Office

BY:  Daniel J. Kise, for

Herbert W. A. Thiele
County Attorney

BY-LAWS

OF THE

LEON COUNTY
TOURIST DEVELOPMENT COUNCIL

Approved and Adopted
by the

Leon County Board of County Commissioners

(June 10, 2003)

STATEMENT OF PURPOSE

The Leon County Tourist Development Council (hereinafter called the Tourist Development Council), an advisory council to the Leon County Board of County Commissioners duly established by virtue of Section 125.0104 Florida Statutes, Leon County Resolution dated October 20, 1986, and subsequent amendments, hereby on this 12th day of November, 2002, ratifies and adopts the following By-Laws with respect to the procedure to be followed and adhered to by it in discharging its assigned duties and responsibilities.

It shall be the duty and purpose of the Tourist Development Council to review, manage, and make recommendations to the Board of County Commissioners on the development and implementation of a program to enhance the tourism economy of the Tallahassee-Leon County area. The Council shall review industry trends and practices and make recommendations to the Board of County Commissioners as enumerated in Chapter 125, Florida Statutes.

ARTICLE I – INTENT

It is the intent of these By-Laws to establish the rules of procedure and operation of the Tourist Development Council.

ARTICLE II – OFFICES

The offices of the Tourist Development Council shall be in the Leon County Welcome Center located at 106 East Jefferson Street, Tallahassee, Florida, USA.

ARTICLE III – MEETINGS

Section 1. Regular Meetings. The Tourist Development Council shall hold its regular meeting on the third Tuesday of every other month beginning with the month of January unless altered or modified, with proper notice by the Council.

Section 2. Special Meetings. From time to time, the Chair may call a special meeting of the Tourist Development Council to discuss pertinent issues or other related business of the Council. Such meetings shall be called by special notice to each member at least twenty-four (24) hours in advance of the meeting. A special meeting may also be called by the Chair upon the request of five (5) members of the Council.

Section 3. Sunshine. All meetings of the Tourist Development Council shall be open to the public and shall be noticed as required by the Florida Government in the Sunshine Law, Chapter 286, Florida Statutes. The Tourist Development Council may alter or modify the scheduled place and time of its regular meeting by directing written notice of such meeting place/time change to the parties with matters agendaed for such regular meeting at least three (3) days before the scheduled meeting.

Section 4. Meeting Attendance. To build a consensus among the Council members through an open and candid exchange of ideas, it is vital that each member actively participates in the Council's work by regularly attending committee meetings. Should a member miss two of three consecutive regular meetings without cause or prior approval from the Chair, this would constitute an involuntary removal from services (Leon County Policy 00-5). Such action will be reported to the Board of County Commissioners who will promptly fill such vacancy for the remainder of the unexpired term.

Section 5. All members of the Tourist Development Council shall abide by the Standards of Conduct set forth in Section 112.313, Florida Statutes.

ARTICLE IV – QUORUM

A quorum of the Tourist Development Council shall consist of five (5) appointed members.

ARTICLE V – OFFICERS

The Tourist Development Council shall elect one of its appointed members Chair for a term of one (1) year. The County Commission representative shall act as Vice-Chair of the Council (Ordinance 2002-01). In the absence of both the Chair and Vice-Chair, a past Chair may serve as Chair of the meeting.

The Chair shall be elected by October 1 of each fiscal year. In the event elections are not held, the existing officers shall remain in office until such election is held.

ARTICLE VI – TERMS OF MEMBERS

Appointed members of the Tourist Development Council shall serve a staggered term of four years pursuant to Chapter 125.0104, Florida Statutes, and County Resolution R02-02.

ARTICLE VII – PASSAGE OF MOTIONS OR MATTERS

Section 1. Motions or Matters for Regular Business. At a duly assembled meeting of the Tourist Development Council, no motion or matter pertaining to regular business of the Council shall be passed unless a quorum is in attendance and a majority vote of the quorum for the motion or matter under consideration is recorded. In those cases where a majority vote in favor of a motion or matter is not recorded, the motion or matter shall be recorded as defeated.

Section 2. Motions or Matters Amending By-Laws. These By-Laws may be amended at a regular or special meeting of the Tourist Development Council by affirmative vote of the majority of the quorum of Council members present. All proposed amendments must be submitted in writing to the secretary, at least, ten (10) days in advance of the meeting. Copies of proposed amendments must be provided to each member of the Council at least five (5) days in advance of the regularly scheduled meeting. Upon approval by the Council, such amended By-Laws shall be submitted to the Board of County Commissioners for approval within thirty (30) days of such amendment.

Section 3. All members of the Tourist Development Council shall comply with Section 112.3143, Florida Statutes, governing voting conflicts and Boards of County Commissioners Policy 97-9, "Voting Conflicts on Boards, Committees, Councils, or Authorities".

ARTICLE VIII – OTHER RULES OF PROCEDURE

The Tourist Development Council shall adhere to *Robert's Rules of Order* in conducting its business and meetings.

ARTICLE IX – MINUTES OF MEETINGS

The Tourist Development Council shall designate a secretary (who may or may not be a member of the Council) to transcribe minutes of each regular and special meeting of the Council. The minutes thus prepared become the official minutes of the Tourist Development Council once they have been presented to and approved by a vote of the Tourist Development Council as provided in Article VII. All such minutes shall be signed by the Chair and attested to by the secretary or another member of the Tourist Development Council.

ARTICLE X – RECORDS

The Tourist Development Council shall prepare and maintain correct and complete books and records of account and shall also keep minutes of meetings. The Tourist Development Council shall comply with Florida's Public Records Laws, Chapter 119, Florida Statutes, and the Board of County Commissioners Policy 96-4, "Policy on Public Records Law and E-mail."

ARTICLE XI - REPORTING TO THE BOARD OF COUNTY COMMISSIONERS

The Chair of the Tourist Development Council or his designee shall quarterly report to the Leon County Board of County Commissioners as to the performance and status of the development of tourism for the Tallahassee-Leon County area, or as may be otherwise requested by the Board of County Commissioners.

ARTICLE XII - COMMITTEES

The Tourist Development Council shall establish one or more committees which, in the judgement of the Council, shall be formed for the purpose of carrying out certain duties and responsibilities of the Council. Any committee created pursuant to this article shall only exercise the powers and responsibilities granted to it by the Council.

Each member of a committee shall continue as such until a successor is appointed and qualified, unless such committee shall sooner be abolished or unless such member be removed or cease to qualify as a member thereof, or unless the Council, at its discretion, revise committee membership by an appropriate vote.

Standing Committees:

The Chair shall appoint the following committees:

- (1) By-Laws Committee
- (2) Policies & Procedures Committee
- (3) Finance-Audit Committee
- (4) Special Event Grants Committee

The Chair shall have the authority to appoint additional committees as he/she deems necessary.

(1) By-Laws Committee is charged with the development of By-Laws under which the Council shall operate and conduct its business. By-Laws shall be approved and or amended by the Council with final adoption by the Leon County Board of County Commissioners in compliance with Leon County Policy No. 00-5.

(2) Policies & Procedures Committee is charged with the development of all policies and procedures governing the mission and direction of all program activities of the Tourist Development Council. Upon development and review of policies by the committee, all recommendations will be forwarded to the full council for approval.

(3) Finance-Audit Committee is charged with the oversight responsibility for the annual budgeting, administration and auditing of tourist development tax revenues and expenditures. Unless otherwise delegated, all funding decisions and requests must first be reviewed by the committee, with recommendations forwarded to the full council for approval.

(4) The Special Event Grants Committee is charged with the administration and overall auditing of the Special Events Grants program. All applications/requests for grant funding will be first reviewed by this committee or other committees as designated by the Chairman with funding recommendations forwarded to the full council for approval. In the event that a Special Event Grant application is received outside of the Council's designated submission dates, the Council may elect to vote on the application without committee review.

ARTICLE XIII - ADMINISTRATION

Section 1. Executive Director. Pursuant to Ordinance Number 95-15, the Executive Director of the Tourist Development Council shall be hired by the Council. Pursuant to Resolution Number R02-02, the County Administrator shall be permitted to be involved in the selection of the Executive Director of the Council. The selected Executive Director shall be recommended to the Board of County Commissioners for approval. The compensation for the Executive Director shall be set by the Council at a level commensurate with the responsibilities of the position and approved by the Board of County Commissioners as part of the annual budget. The Executive Director and Tourist Development Council staff shall operate under and abide by all Leon County Board of County Commissioners Policies and Procedures. The Executive Director shall be the principal administrative officer of the Council. His/her duties shall include, with direction and policies established by the Council:

- a. Oversight and management of the Tourist Development Council office;
- b. Serve as community spokesperson on tourism-related issues.
- c. Hiring, supervision, and termination of employees, consultants, and/or advisors;
- d. Supervision, oversight, and maintenance of all financial records, program contracts; special event grants, and other records of the Council under the direction of these bylaws, or as may be prescribed by the Council;
- e. Presentation of periodic financial reports and annual budgets, in concurrence with the responsibilities of the Finance-Audit committee, and as may be requested by the Council;
- f. General oversight, supervision, and maintenance of all programs, activities and subsidiary organizations of the Council;
- g. Fulfillment of other executive management responsibilities as may be in the best judgement of the Director and/or assigned by the Council, and which are not in conflict with these bylaws or established policies & procedures.
- h. Serving as Leon County staff liaison for the Tourist Development Council.

ARTICLE XIV - PROGRAMS & ACTIVITIES

Pursuant to Resolution R02-02, the Council shall distinguish its activities into four distinct program areas: Research/Administration, Advertising & Public Relations, Marketing & Convention Services, and Special Events & Grants.

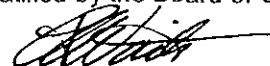
Section 1. Administration/Research. This program area provides oversight of administrative operating procedures of all activities and programs including financial and budgeting activities. The research component is a vital component and plays a significant and distinct role in the local tourism industry. Through research, the economic impact of visitors in the Tallahassee-Leon County area is determined and provides essential information such as who are Leon County's visitors, where do they originate, and what kinds of activities do they enjoy while visiting the Tallahassee-Leon County area. The research also gives the Council the edge on determining what overall economic impact visitors have on the community by studying spending habits, jobs generated, and wages earned through tourism dollars.

Section 2. Advertising & Public Relations. Advertising efforts include development of market-specific media placements, direct mail campaigns, and production of collateral materials to support tourism sales and servicing efforts. The public relations program focuses on generating regional, national, and international publicity which spotlights Tallahassee as a visitor destination. Public relations efforts include aggressive media development, radio merchandising, and special event promotion support.

Section 3. Marketing & Convention Services. Marketing and convention services are efforts by which the Tallahassee area is marketed as a visitor destination. This service includes "selling" Tallahassee as the site for meetings and conventions, sporting events, and tours. Visitor services include toll-free information assistance, brochures distribution, and hospitality training. Additional services include free group travel planning assistance including itinerary development, spouse/youth programs and securing favorable group rates with area hotels, restaurants and attractions.

Section 4. Special Events & Grants. The grants program is designed to work with local organizations in coordinating special events which have potential to increase the number and/or length of stay of visitors to Tallahassee-Leon County. Grant funds are intended to supplement the promotional/marketing budget of the sponsoring organization, not the operation and/or administration of the event.

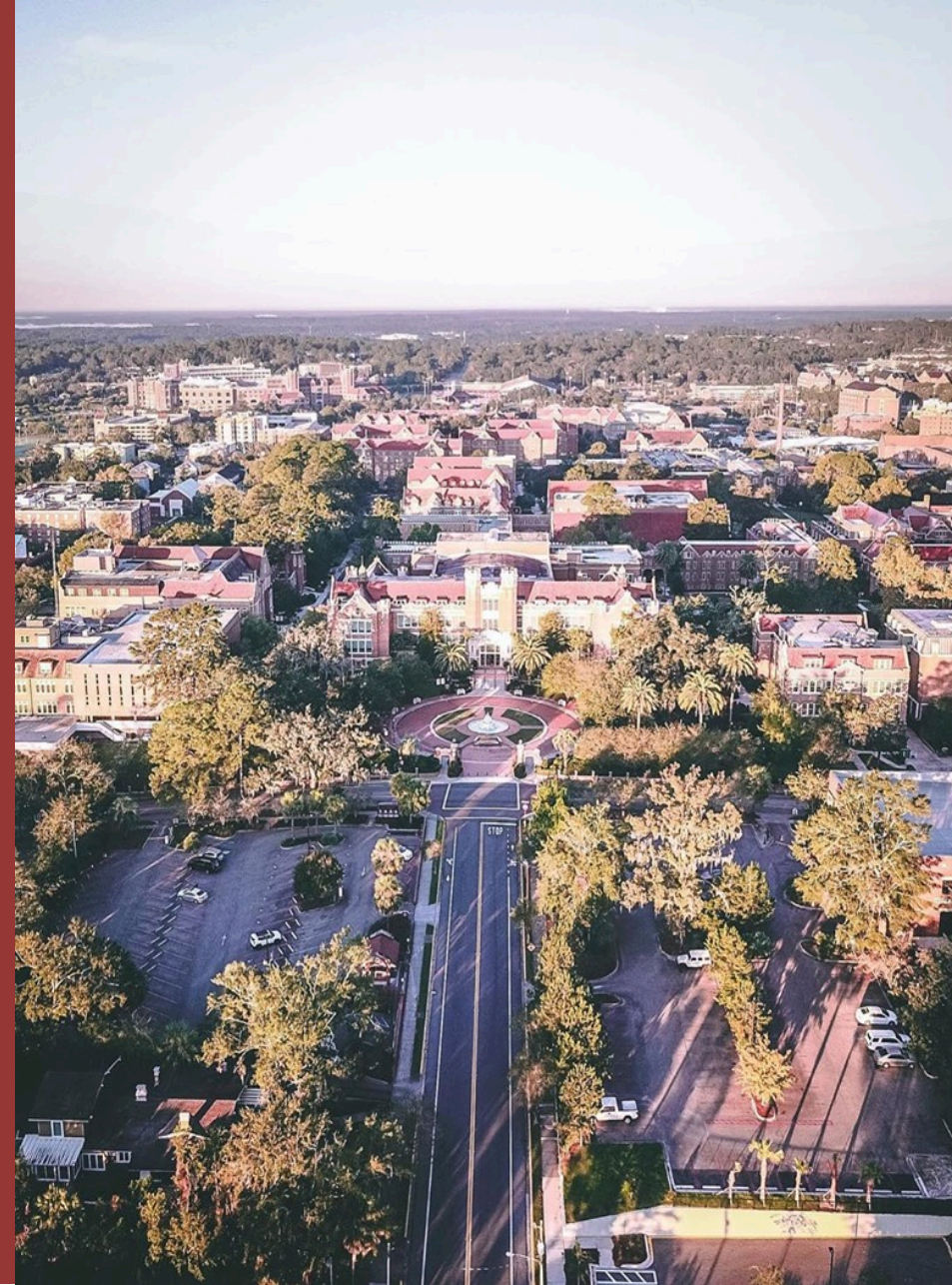
We, hereby certify that the foregoing By-Laws were duly adopted by the Tourist Development Council at its regular meeting on the 12th of November, 2002 and ratified by the Board of County Commission on June 10, 2003.



Thomas A. Waits, Chair
2003/04

LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

April – June 2021 Visitor Tracking Study



Visit
Tallahassee
Pretty. Unexpected.

DS downs & st. germain
RESEARCH

STUDY OBJECTIVES: VISITOR JOURNEY



- Planning cycle
- Planning sources
- Reasons for visiting
- Exposure to Visitor Guide
- Mode of transportation

- Visitor origin
- Party size
- Party composition
- Demographics

- Accommodations
- Length of stay
- Number of times in destination
- Exposure to Visitor Center
- Activities in destination
- Visitor spending
- Mobile phone usage

- Rating Leon County
- Likelihood of returning
- Evaluation of destination attributes
- Painting a picture for others

- Number of visitors
- Expenditures
- Economic impact
- Room nights generated
- Occupancy, ADR, RevPAR



METHODOLOGY



Visitor Tracking Study

- » Interviews were completed in person and online with **518 visitors** at local hotels, the airport, parks, attractions, and events between **April 1st 2021 and June 30th 2021**



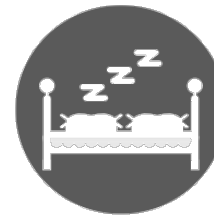
WHAT HAPPENED IN TALLAHASSEE: APR-JUN

- » COVID-19 Pandemic
- » Legislative Session (partial)
- » ASG Invitational
- » Springtime Tallahassee
- » Southern Shakespeare
- » Lemoyne Chain of Parks
- » Soul of Southside Festival
- » University Graduation Ceremonies 2021
- » University Graduation Ceremonies 2020



QUARTERLY SNAPSHOT

- » Tourism is recovering, but metrics lag behind pre-pandemic figures
- » Visitors planned trips to Tallahassee most often a month or less in advance
- » A majority of visitors from Tallahassee continue to come from drive markets
- » Visitors coming for business and education continue to be high during a quarter that includes legislative session and university graduations



58.3%

OCCUPANCY
RATE



\$100.39

AVERAGE DAILY
RATE



\$58.53

REVENUE PER
ROOM

Vs. 2020

↑ 73.5%

↑ 44.8%

↑ 151.2%

Vs. 2019

↓ 15.9%

↓ 9.3%

↓ 23.7%



EXECUTIVE SUMMARY



STUDY OBJECTIVES: VISITOR JOURNEY



TOURISM SNAPSHOT: KEY METRICS

	Apr-Jun 2020	Apr-Jun 2021	Percent Change
Visitors	376,541	519,972	+38.1%
Direct Expenditures*	\$84,475,900	\$156,174,500	+84.9%
Total Economic Impact	\$133,471,900	\$246,755,800	+84.9%

	Apr-Jun 2020	Apr-Jun 2021	Percent Change
Occupancy**	33.6%	58.3%	+73.5%
Room Rates**	\$69.35	\$100.39	+44.8%
RevPAR**	\$23.30	\$58.53	+151.2%
Room Nights**	181,900	344,204	+89.2%
TDT Collections***	\$676,994	\$1,568,576	+131.7%

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

** From STR Report

*** From Leon County Division of Tourism/Visit Tallahassee



TOURISM SNAPSHOT: KEY METRICS

	Apr–Jun 2019	Apr-Jun 2021	Percent Change
Visitors	629,614	519,972	-17.4%
Direct Expenditures*	\$155,482,700	\$156,174,500	+0.4%
Total Economic Impact	\$245,662,700	\$246,755,800	+0.4%

	Apr-Jun 2019	Apr-Jun 2021	Percent Change
Occupancy**	69.3%	58.3%	-15.9%
Room Rates**	\$110.68	\$100.39	-9.3%
RevPAR**	\$76.70	\$58.53	-23.7%
Room Nights**	374,468	344,204	-8.1%
TDT Collections***	\$1,946,224	\$1,568,576	-19.4%

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

** From STR Report

*** From Leon County Division of Tourism/Visit Tallahassee



STUDY OBJECTIVES: VISITOR JOURNEY



TRIP PLANNING CYCLE

- » **75%** of visitors planned their trip to Leon County a month or less in advance
- » Tallahassee was **83%** of visitors' primary destination



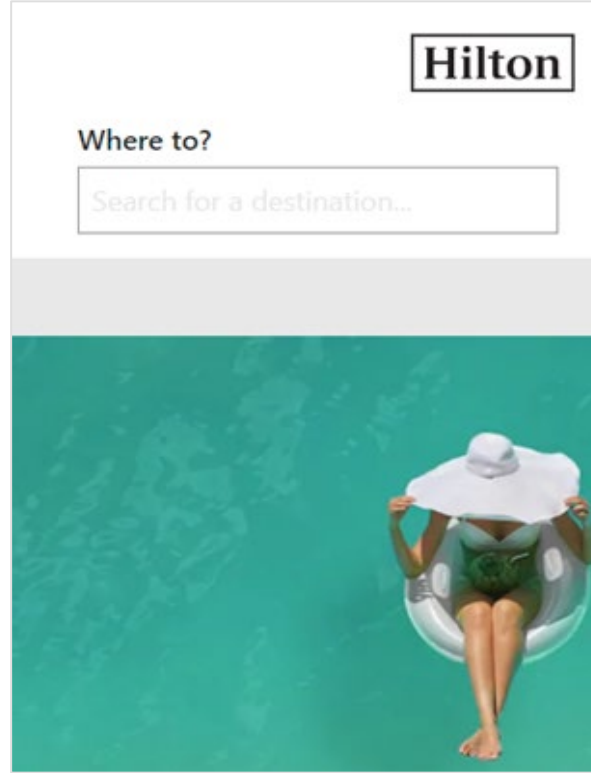
TOP TRIP PLANNING SOURCES



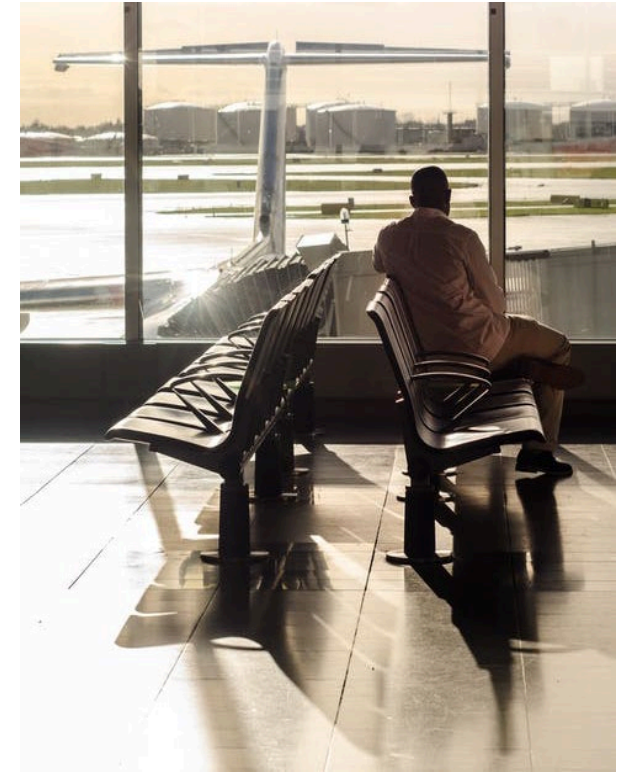
31% Search on Google



31% Talk to Friends/Family



25% Hotel/Resort Website



20% Airline Website



TOP REASONS FOR VISITING



44% Visit Friends/Family



21% Business Conference/Meeting



19% Family Time



18% Education Related



16% Special Event



TRANSPORTATION

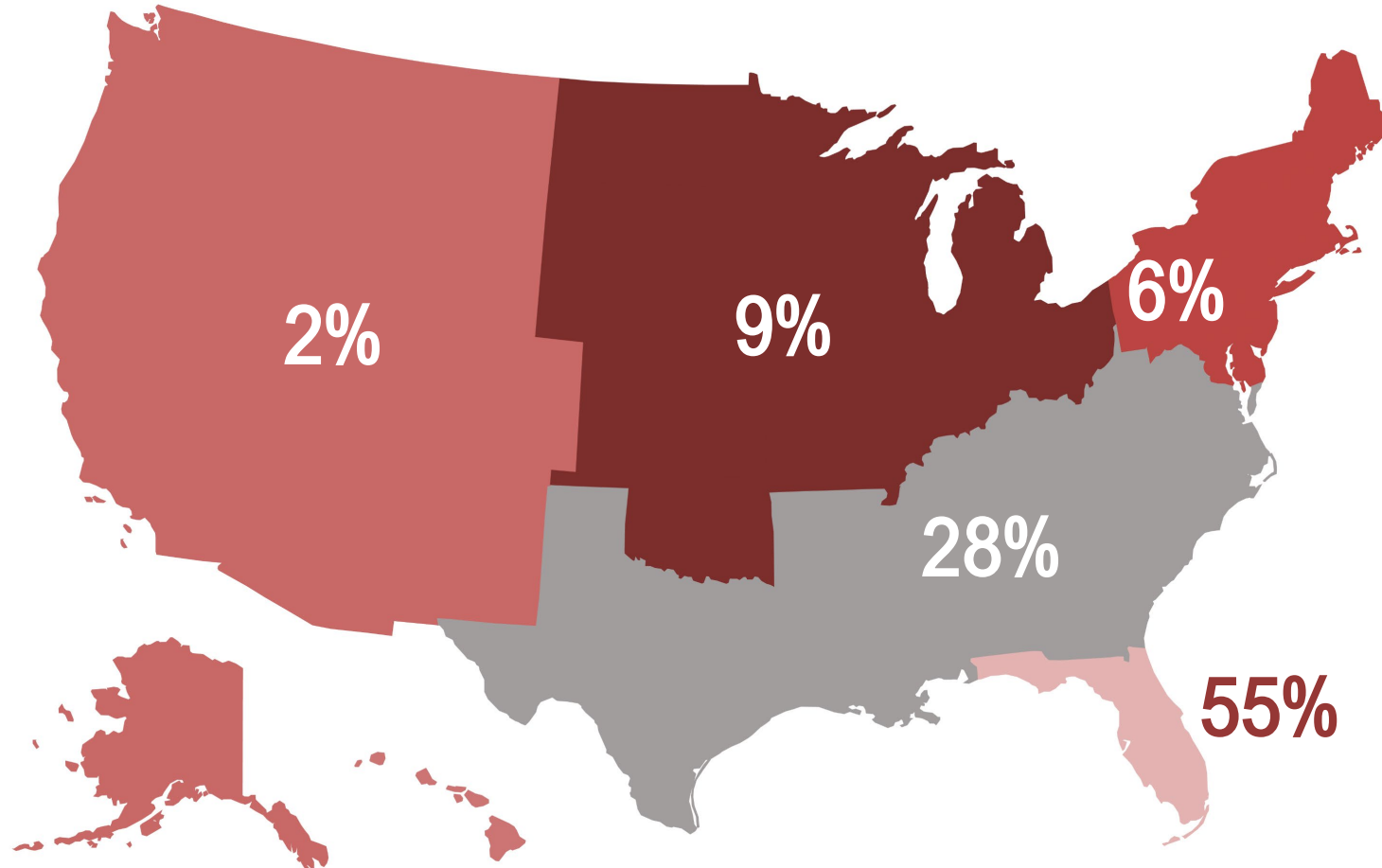
- » **78%** of visitors drove to Leon County



STUDY OBJECTIVES: VISITOR JOURNEY



REGION OF ORIGIN



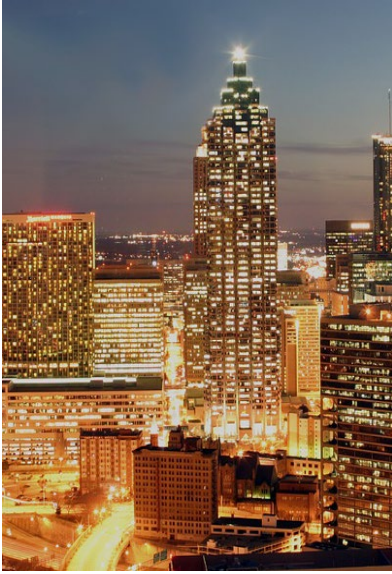
<1% of visitors were from areas outside the U.S.



TOP MARKETS OF ORIGIN



11% Miami –
Ft. Lauderdale



8% Atlanta



8% Tampa Bay area



6% Surrounding
areas



6% Jacksonville



6% Pensacola -
Mobile



TRAVEL PARTIES

The typical visitor traveled in a party composed of **2.4** people



26% traveled with at least one person under the age of 20, while **14%** traveled with children aged 12 or younger



VISITOR PROFILE

- » The typical Leon County Visitor:
 - » Is **45** years old
 - » Has a household income of **\$93,100** per year
 - » Is female **(52%)**
 - » Has a college degree **(75%)**
 - » Is married **(55%)**
 - » Is Caucasian **(70%)**



STUDY OBJECTIVES: VISITOR JOURNEY



TOP ACCOMMODATIONS



53% Hotel/Motel



27% Friends'/Family home



10% Day Tripper

OVERNIGHT VISITORS

» Typical visitors spent **3.3** nights in Leon County



VISITS TO TALLAHASSEE – LEON COUNTY

- » **25%** were first time-visitors to Leon County
- » **31%** had previously visited more than 10 times



TOP ACTIVITIES DURING VISIT



76% Restaurants



60% Relax and Unwind



55% Visit Friends/Family



42% Family Time



TRAVEL PARTY SPENDING

- » Travel parties spent **\$269** per day in Leon County on lodging, dining, groceries, entertainment, transportation, and other expenditures
- » Typical travel parties spent **\$888** over the course of their trip



FINDING THEIR WAY AROUND

- » **98%** of visitors to Leon County owned a smartphone/tablet
- » **4 in 5** visitors used their smartphone/tablet to get around Leon County and find things to do



STUDY OBJECTIVES: VISITOR JOURNEY



VISITOR SATISFACTION

- » Visitors gave Leon County a rating of **8.0** out of 10* as a place to visit
- » **91%** of visitors will return to Leon County




*Rated on a scale of 1 to 10, where 1 is the worst and 10 is the best.




PERCEPTIONS OF TALLAHASSEE – LEON COUNTY

COLLEGE TOWN



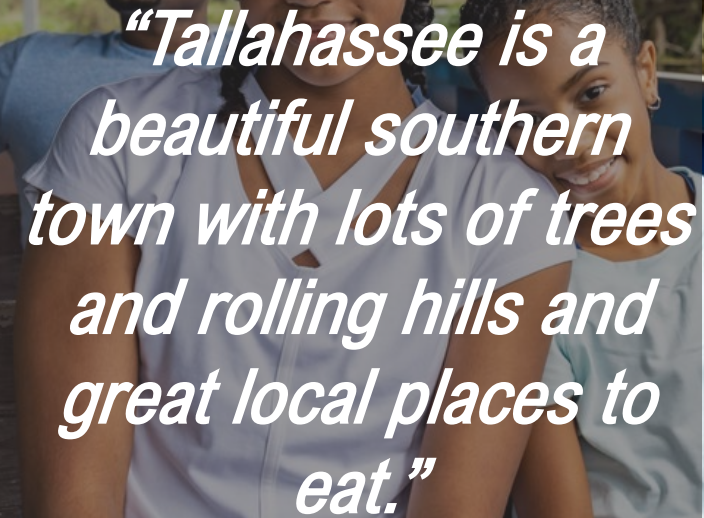
“A college town with a little bit of that southern feel! Tallahassee is a mix between Georgia and Florida.”

FRIENDLY PEOPLE



“Tallahassee has a really personable environment. Everyone was so friendly and hospitable!”

SMALL, SOUTHERN TOWN



“Tallahassee is a beautiful southern town with lots of trees and rolling hills and great local places to eat.”



DETAILED FINDINGS



STUDY OBJECTIVES: VISITOR JOURNEY



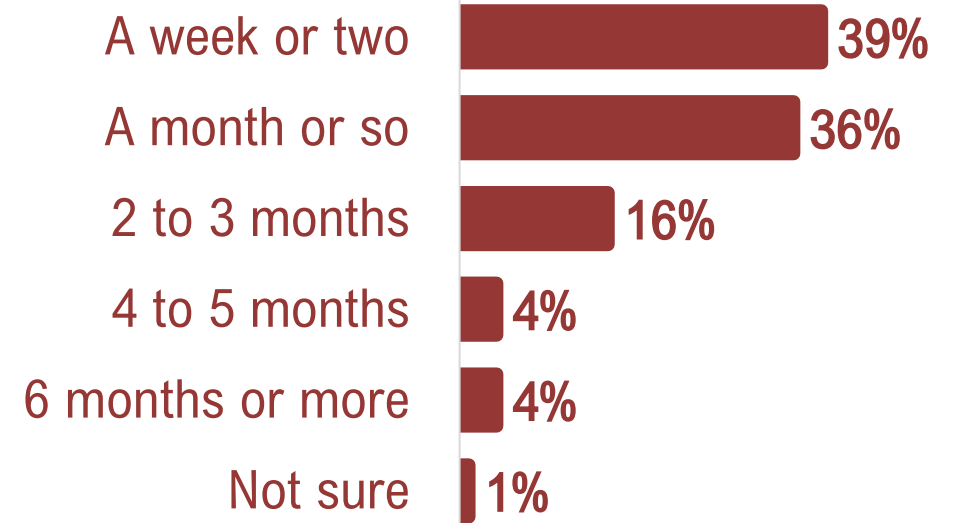
TRIP PLANNING CYCLE



Tallahassee is an impulse destination for **3 in 4** visitors whose planning windows are a **month or so or less**.



Fewer than **1 in 20** visitors take **longer than 6 months** to plan their trips to Tallahassee



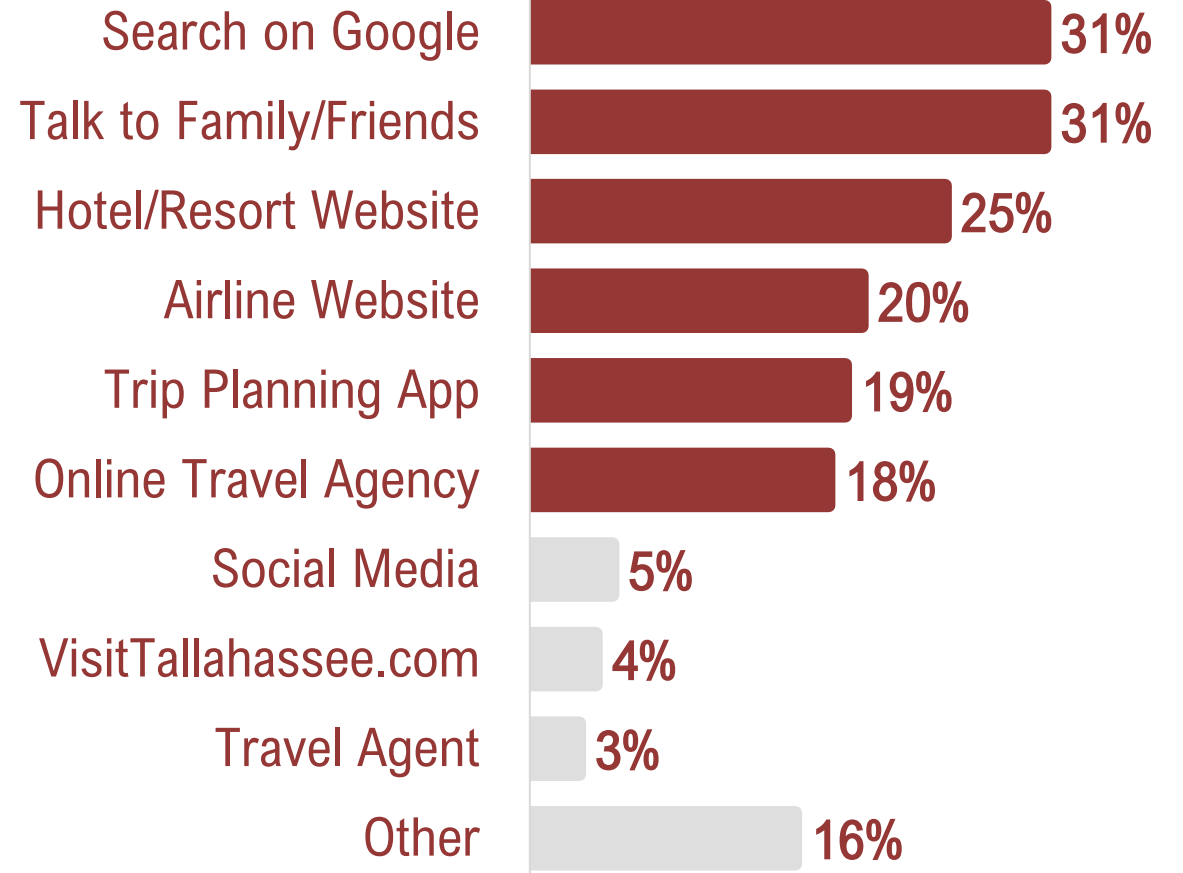
TRIP PLANNING SOURCES*



Over 3 in 10 visitors planned their trip to Leon County by searching on Google or talking to family and friends



1 in 4 visitors used Hotel/Resort Websites to plane their trip



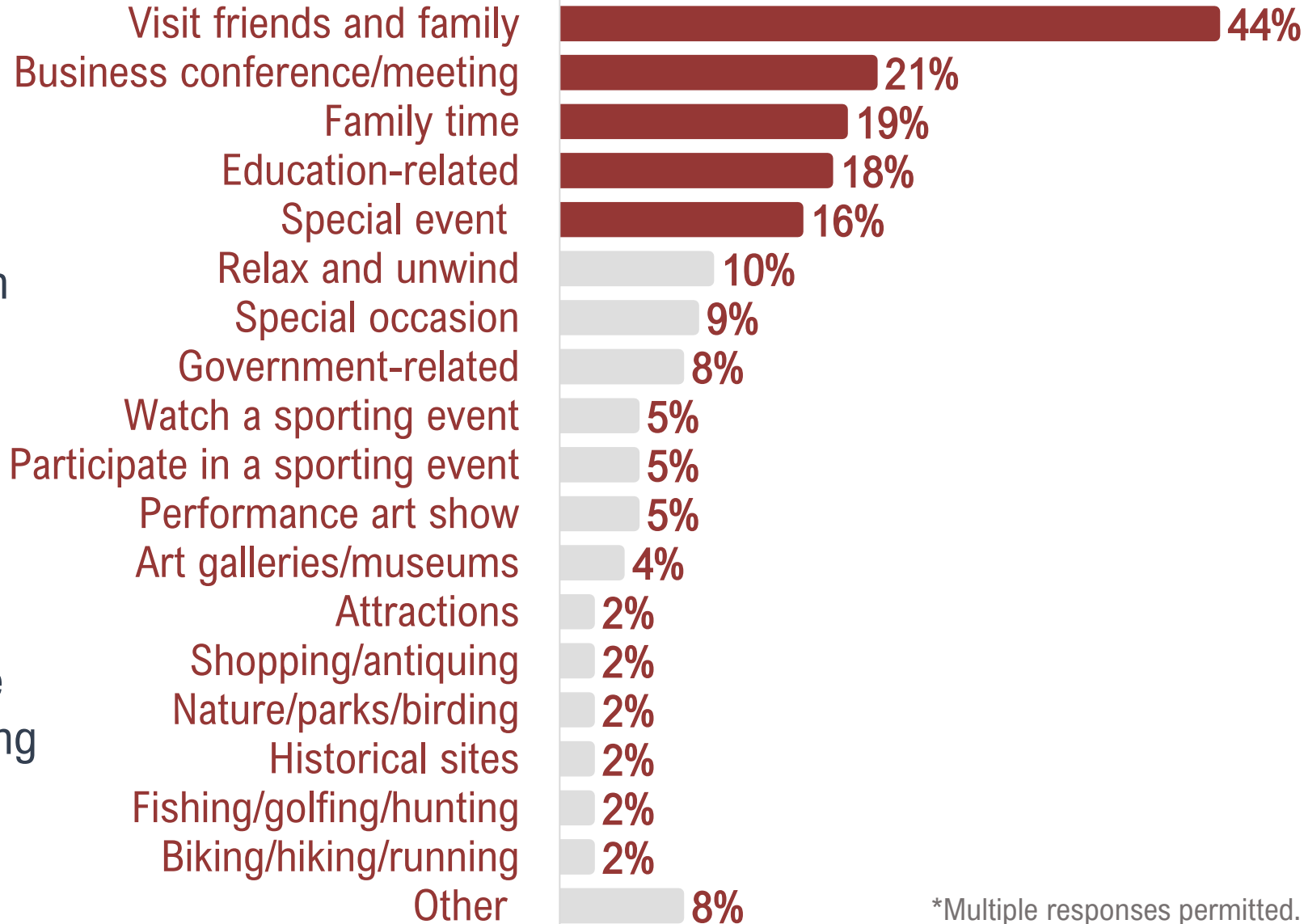
REASONS FOR VISITING*



44% of visitors came to Leon County to visit friends and family in town



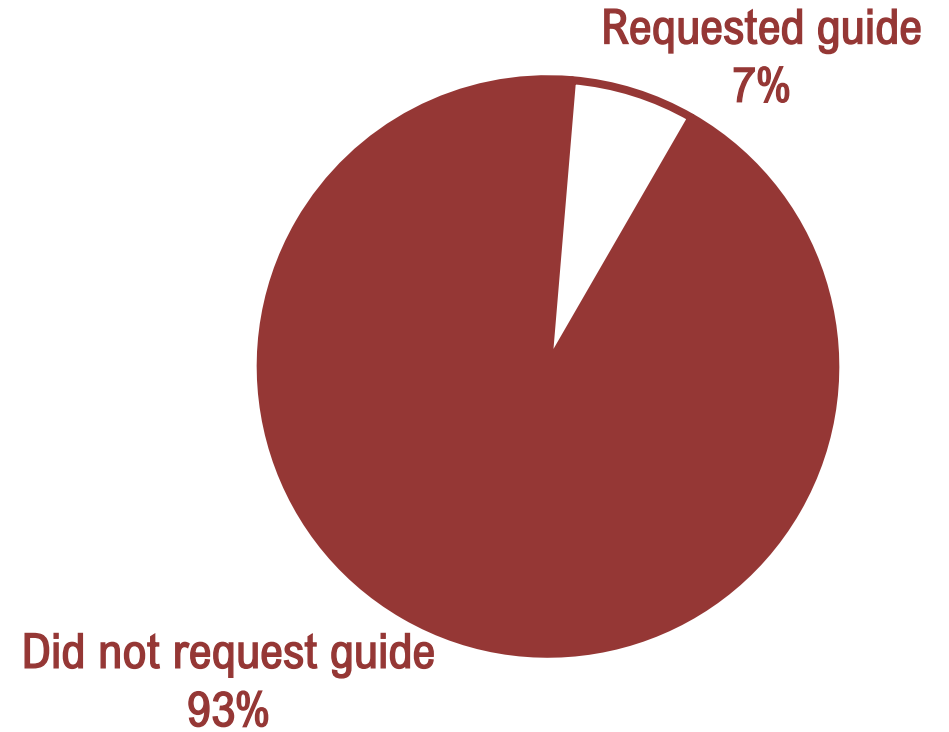
Tallahassee's legislative session and business (21%) and the college graduations (18%) had a strong influence on visitors' reasons for visiting



VISITORS GUIDE



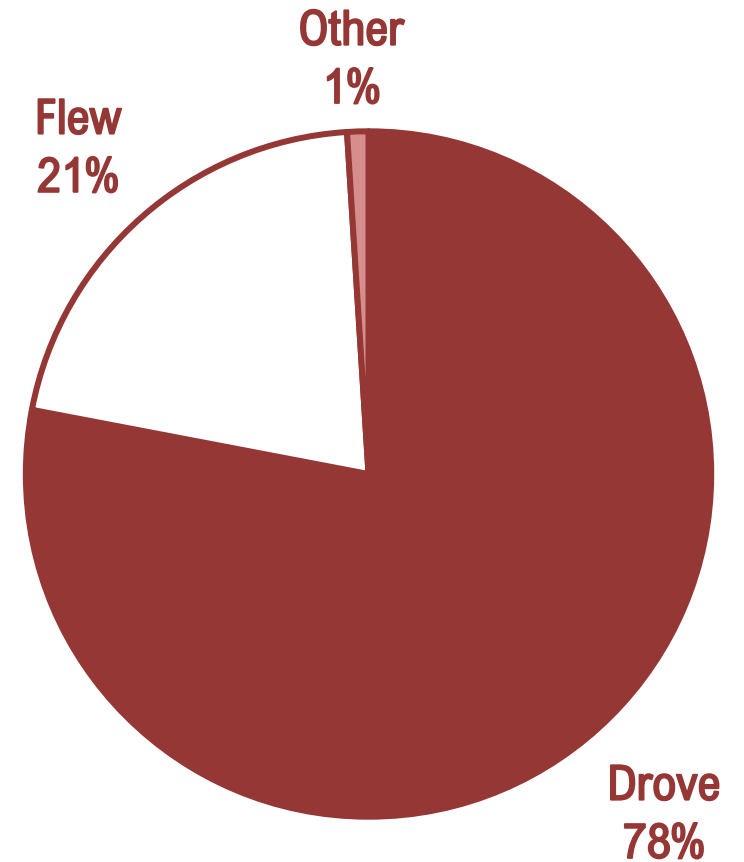
7% of visitors requested a Visitors Guide prior to their trip to Leon County



TRANSPORTATION

Over 4 in 5 visitors indicated that Leon County was the primary destination for their trip

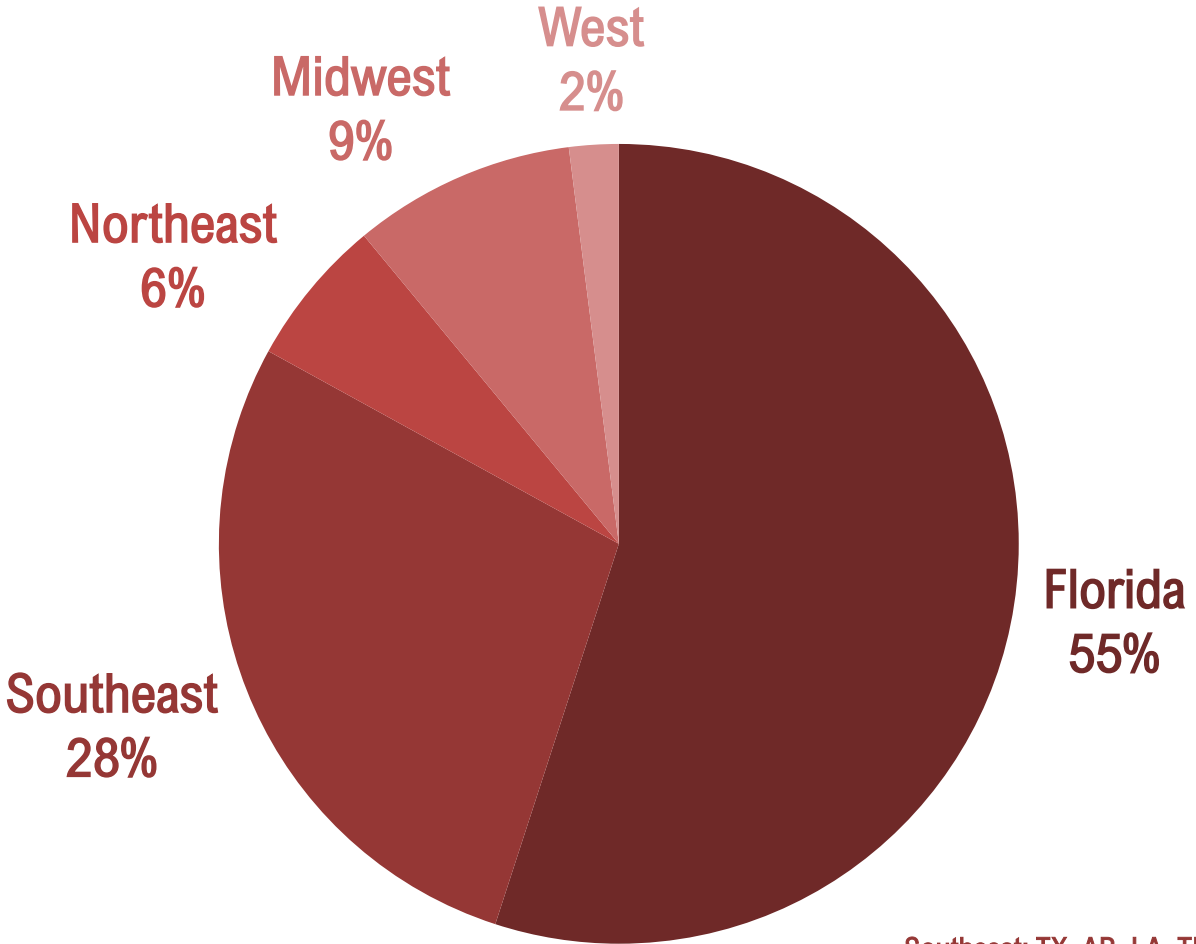
78% of visitors drove to Leon County for their trip



STUDY OBJECTIVES: VISITOR JOURNEY



REGION OF ORIGIN



Southeast: TX, AR, LA, TN, MS, AL, NC, SC, GA
Northeast: VA, MD, DE, PA, NJ, NY, CT, RI, MA, VT, NH, ME
Midwest: WV, KY, OH, IN, MI, WI, IL, MN, IA, MO, ND, SD, NE, KS, OK
West: WA, OR, CA, NV, ID, MT, WY, CO, UT, AZ, NM, AK, HI



TOP MARKETS OF ORIGIN



59% of Leon County visitors lived in **10** markets

Market	Apr–June 2019	Apr–June 2020	Apr–June 2021
Miami - Ft. Lauderdale	17%	16%	11%
Atlanta	10%	10%	8%
Tampa Bay area	6%	7%	8%
Surrounding areas	4%	6%	6%
Jacksonville	5%	6%	6%
Pensacola - Mobile	3%	4%	6%
Orlando	6%	7%	4%
Gainesville	1%	1%	4%
Detroit	3%	0%	3%
Sarasota – Bradenton	4%	2%	3%



TRAVEL PARTIES

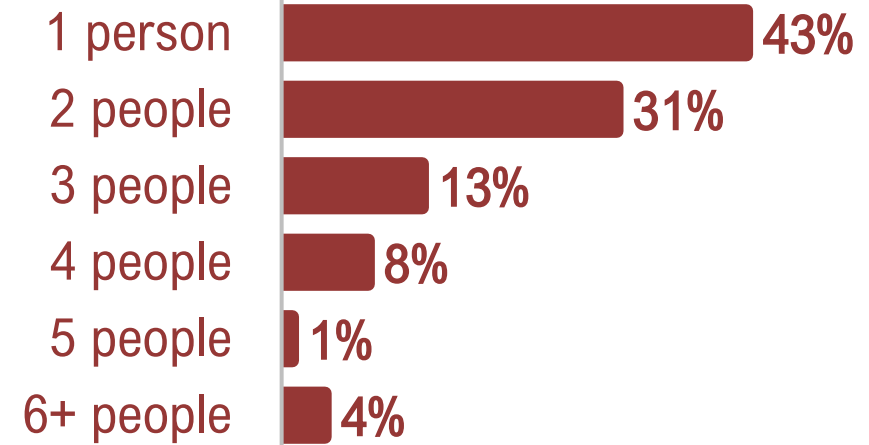


Typical visitors traveled in a party of **2.4** people



26% of visitors traveled with children aged 20 or younger, while **14%** traveled with children aged 12 or younger

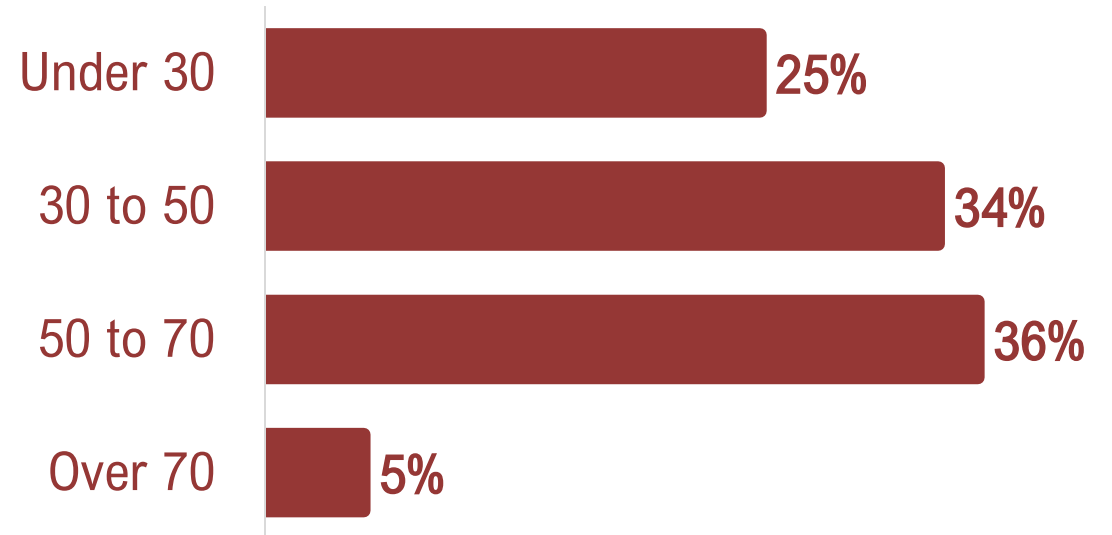
Travel Party Size



AGE OF VISITORS



Typical visitors to Leon County were **45** years old



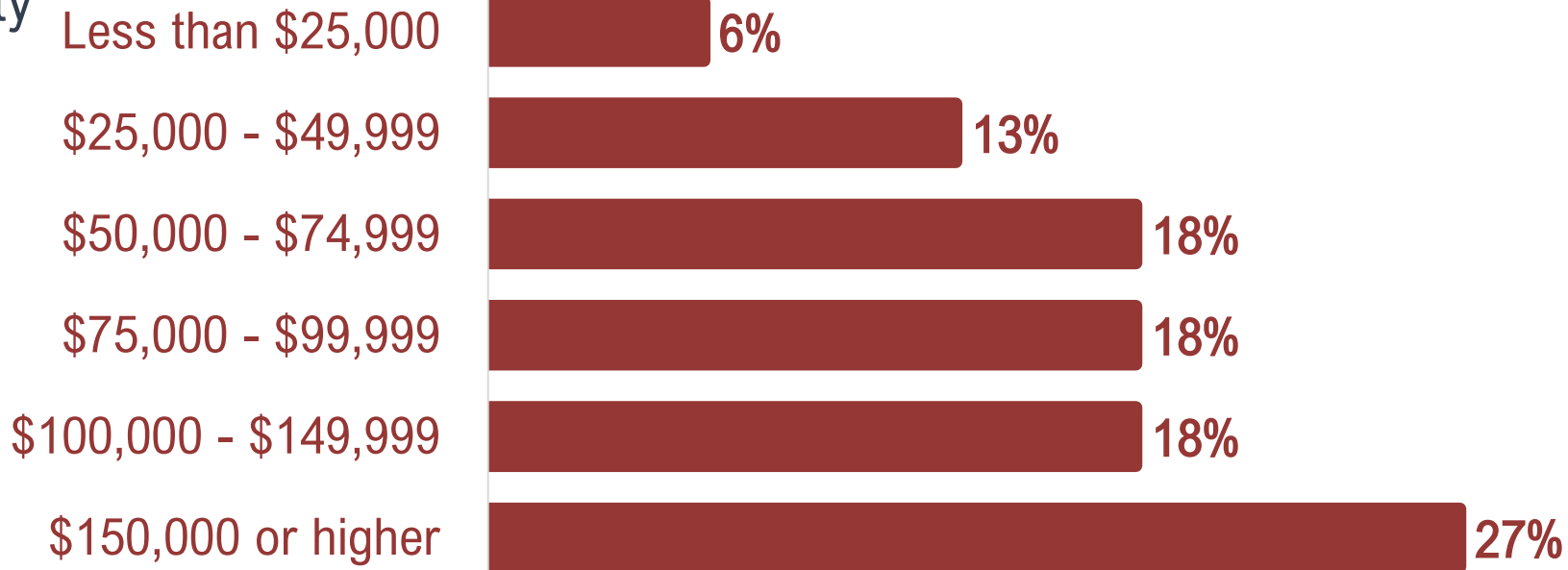
HOUSEHOLD INCOME OF VISITORS



Typical visitors to Leon County had a household income of **\$93,100** per year



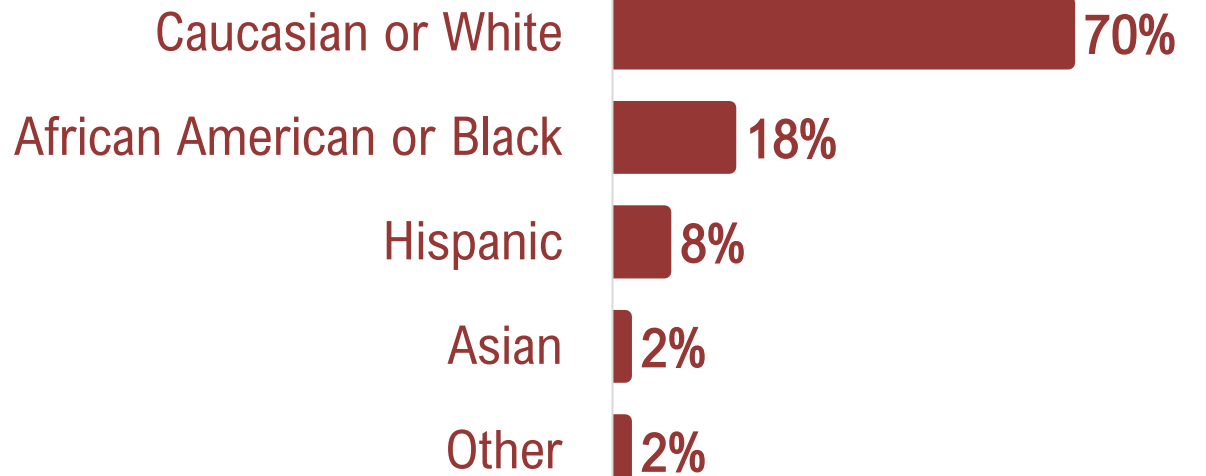
Almost 3 in 10 visitors earn over \$150,000, reflecting the percentage who come to do business with governments, universities, and local businesses



RACE/ETHNICITY OF VISITORS



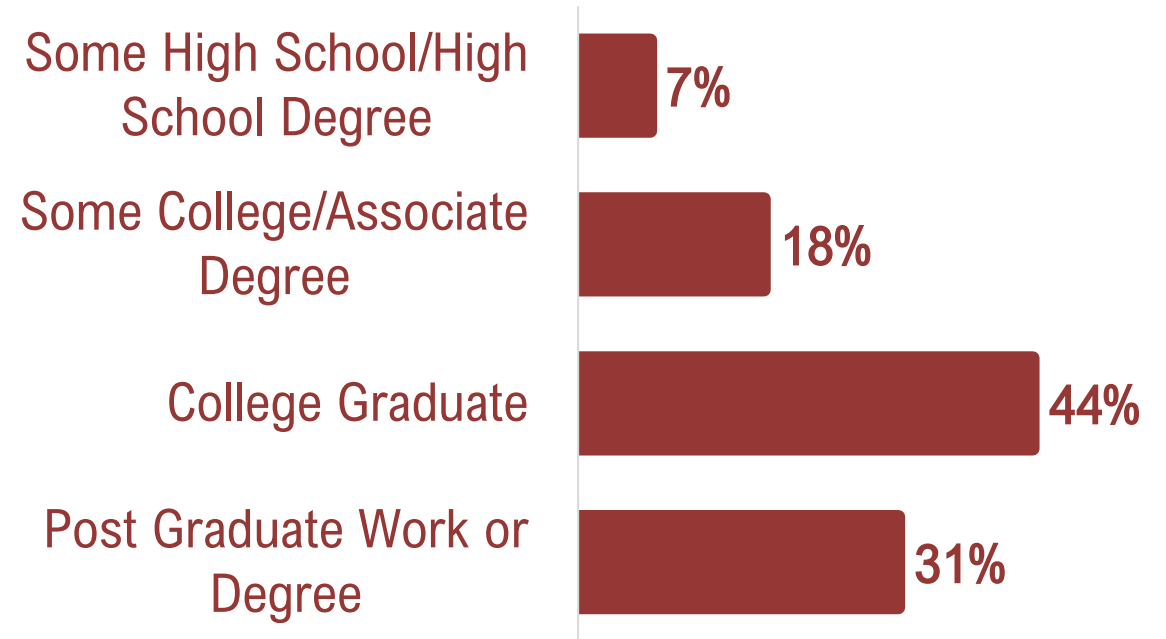
7 in 10 visitors to Leon County were Caucasian or white



EDUCATIONAL ATTAINMENT OF VISITORS



3 in 4 visitors to Leon County had a college degree

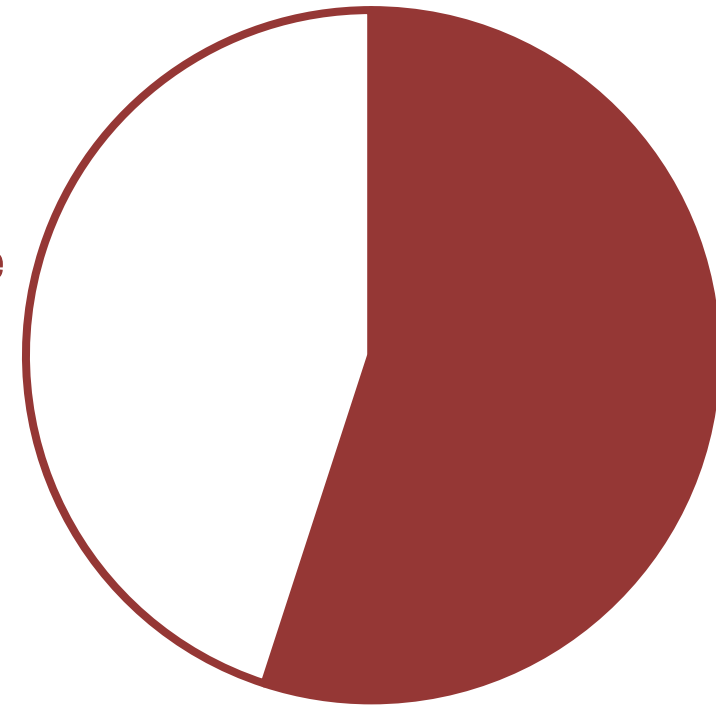


MARITAL STATUS OF VISITORS



Over 1 in 2 visitors to Leon County were married

Single
45%

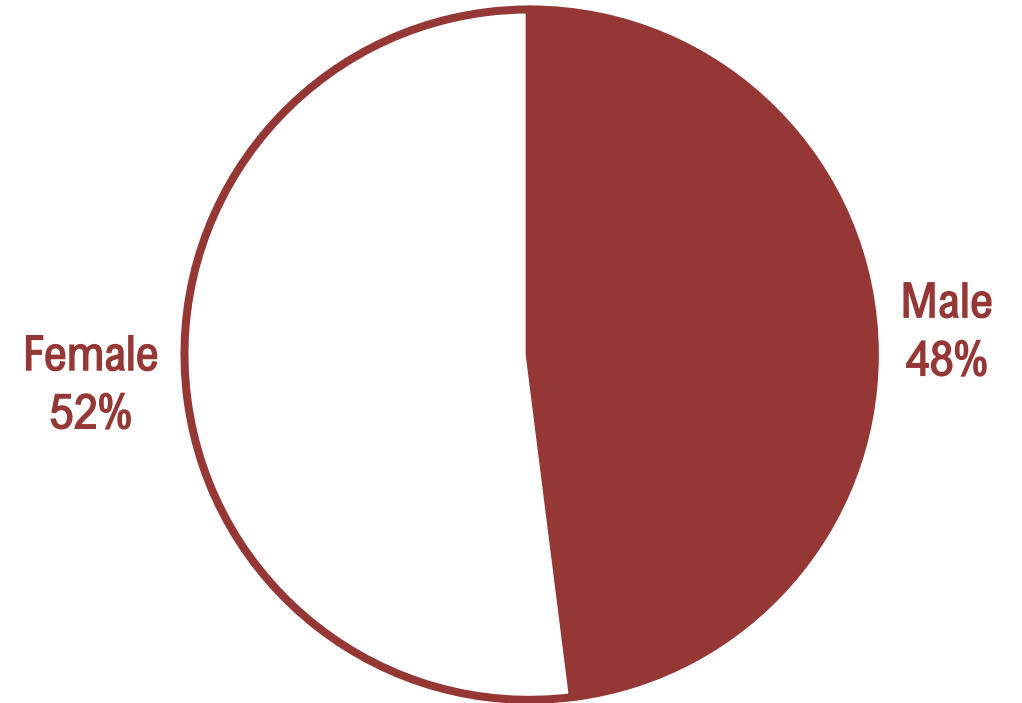


Married
55%

GENDER OF VISITORS



52% of visitors to Leon County were female



STUDY OBJECTIVES: VISITOR JOURNEY



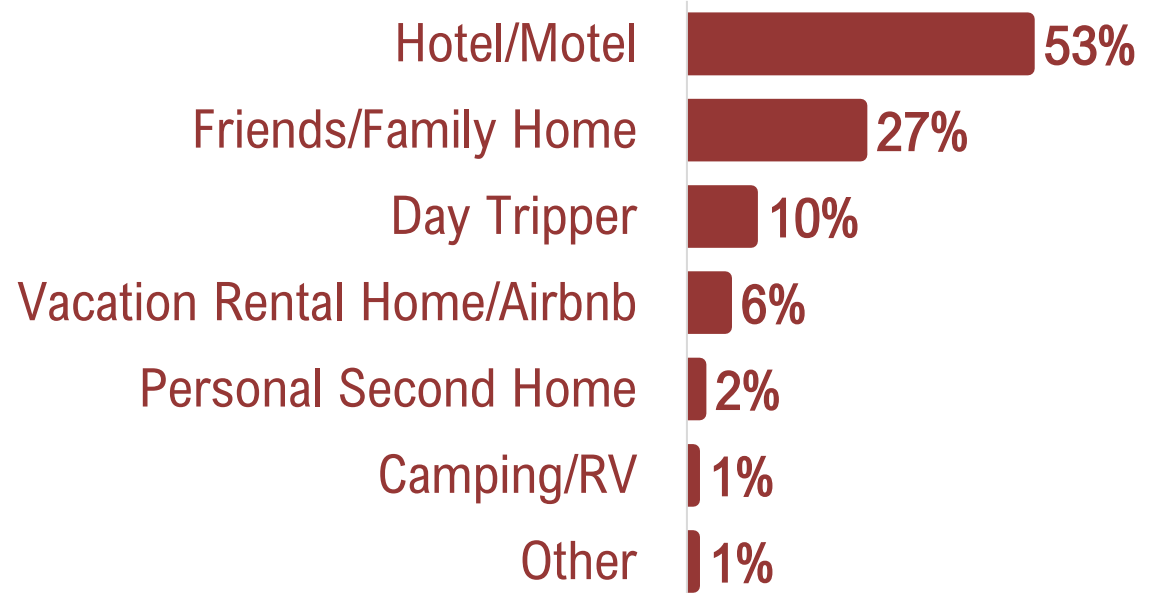
ACCOMMODATIONS



Over 1 in 2 visitors stayed in a hotel/motel



Airbnb, HomeAway, VRBO, etc., which have significant presence in other Florida destinations, have a smaller presence in Tallahassee



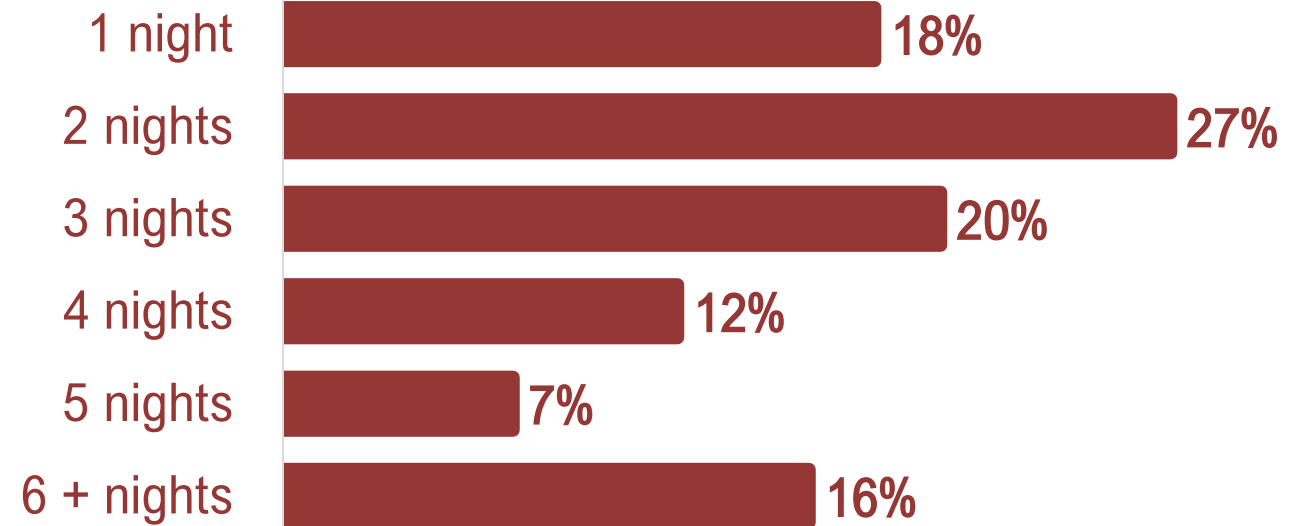
OVERNIGHT VISITORS




Typical visitors stayed **3.3** nights in Leon County



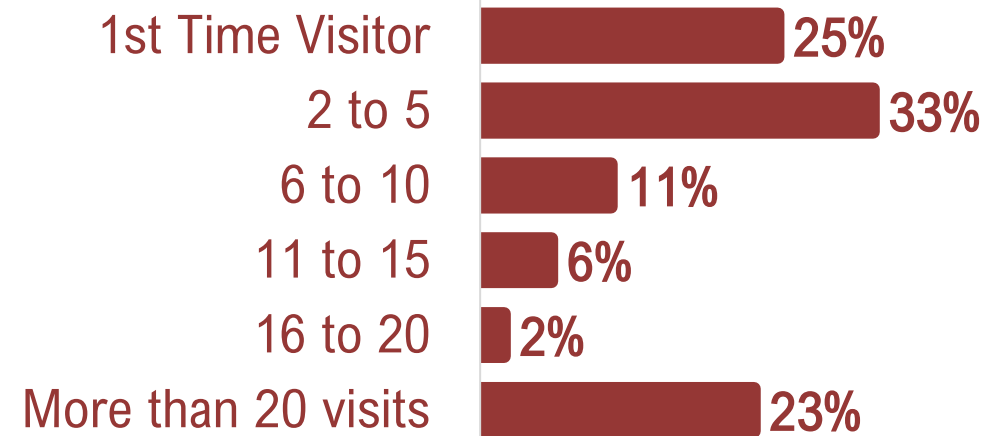
45% of visitors stayed 1 or 2 nights in Leon County



VISITS TO TALLAHASSEE – LEON COUNTY

 **1 in 4** visitors were visiting Leon County for the first time

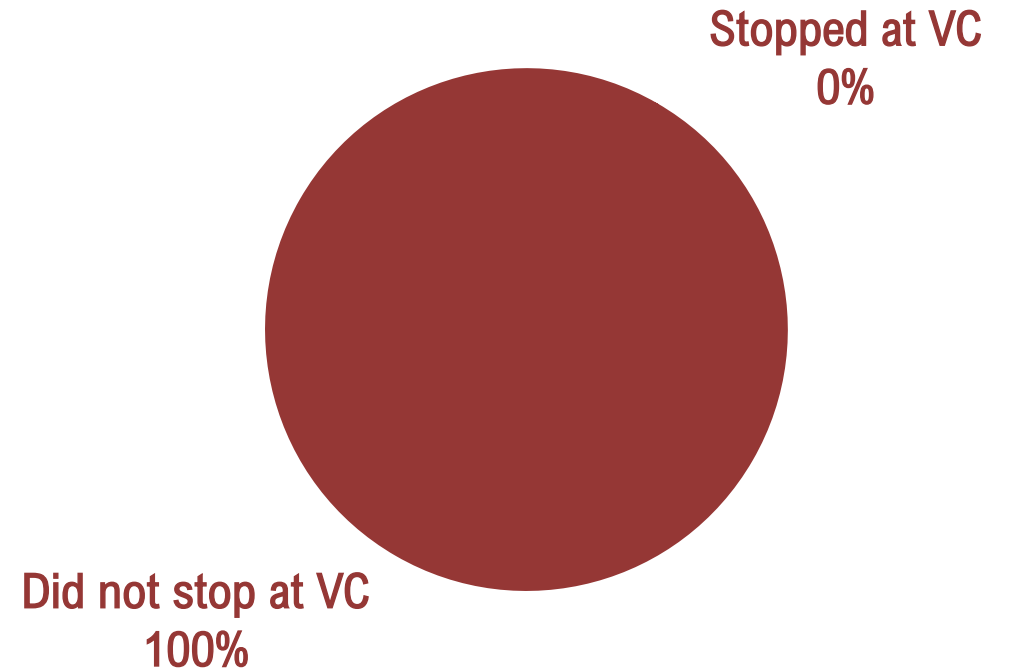
 **31%** of visitors had previously visited Leon County more than ten times



VISITORS CENTER



No one stopped at the Visitors Center as it was closed this quarter due to COVID-19



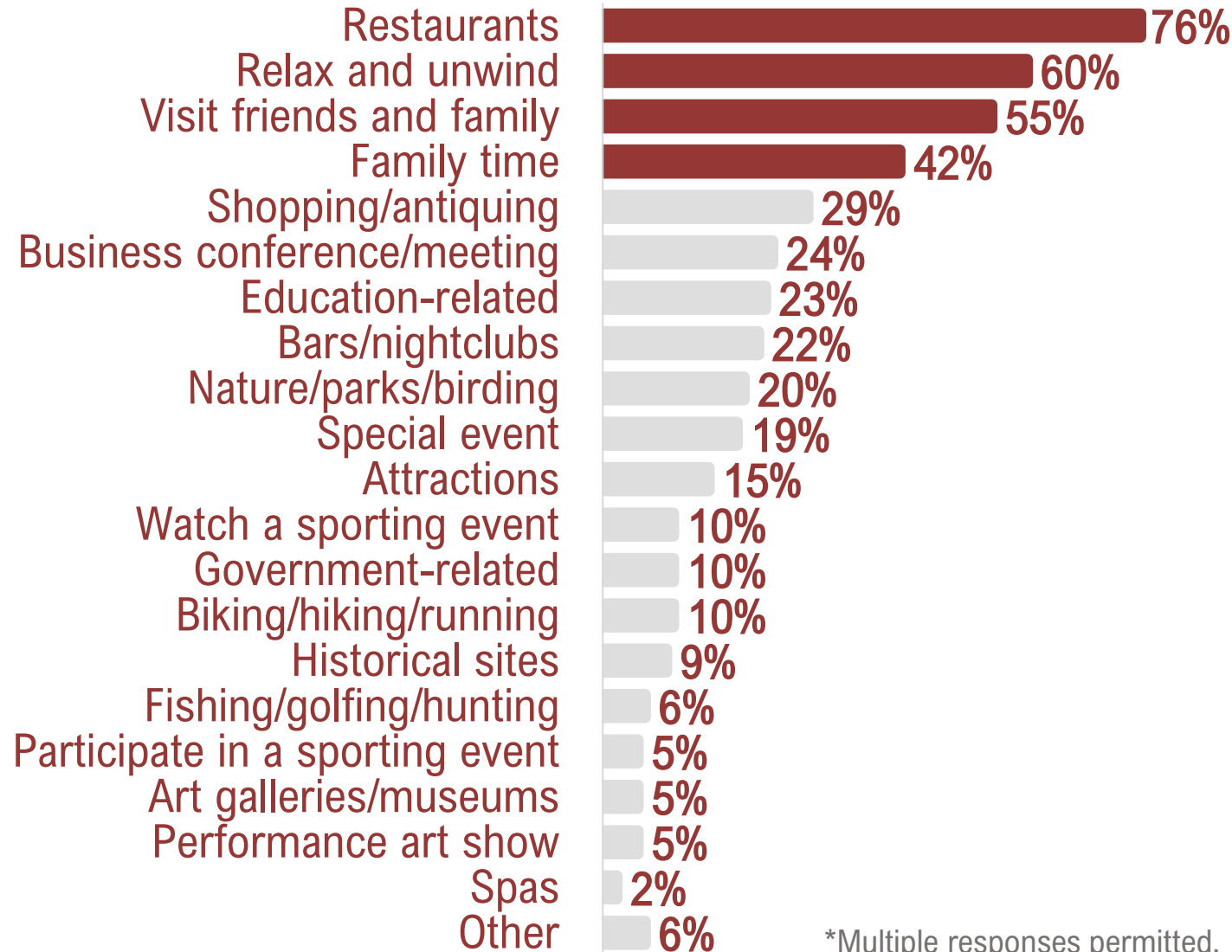
ACTIVITIES DURING VISIT*



Over 3 in 4 visitors dined out at restaurants during their trip



Nearly 1 in 4 visitors were here on businesses, and education related activity reflecting the value of governments, universities and local businesses to the economy



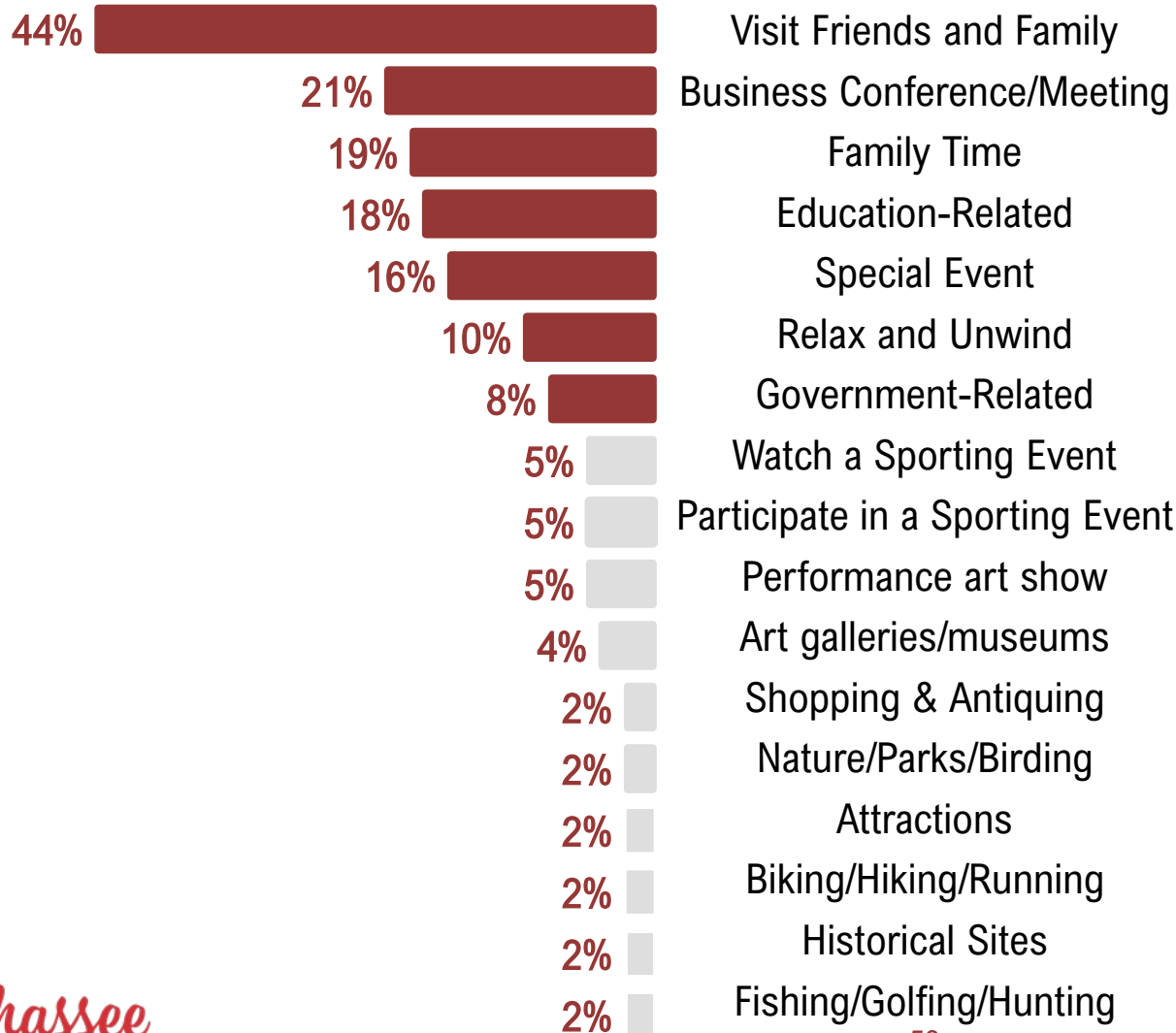
*Multiple responses permitted.



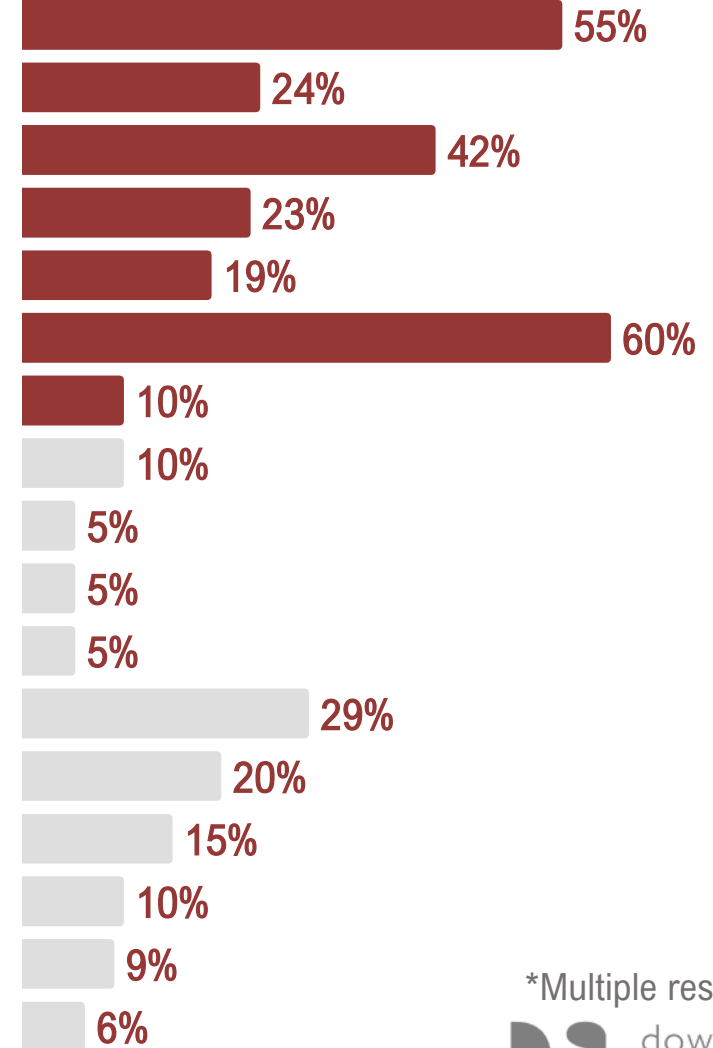
REASONS FOR VISITING VS. VISITOR ACTIVITIES



Reasons for Visiting*



Visitor Activities*



VISITOR SPENDING

	Spending per Day	Spending per Trip
Lodging	\$106	\$350
Restaurants	\$47	\$155
Groceries	\$17	\$56
Shopping	\$40	\$132
Entertainment	\$19	\$63
Transportation	\$26	\$86
Other	\$14	\$46
Total	\$269	\$888



FINDING THEIR WAY AROUND

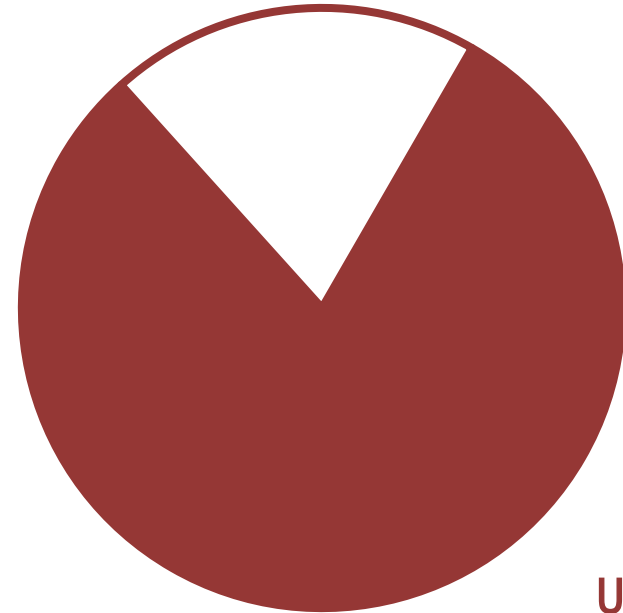


98% of visitors have a smartphone or tablet



4 in 5 visitors used their smartphone or tablet to get around Leon County

Did not use smartphone
20%



Used smartphone
80%

STUDY OBJECTIVES: VISITOR JOURNEY



VISITOR SATISFACTION

 Visitors gave Leon County an average rating of **8.0¹** as a place to visit

 **91%** of visitors will return to Leon County for a future visit or vacation*



*5% of visitors will not return for the following reasons:

- 1) Event/occasion for visit is over
- 2) Child is graduating from a university



RATING EXPERIENCES IN TALLAHASSEE



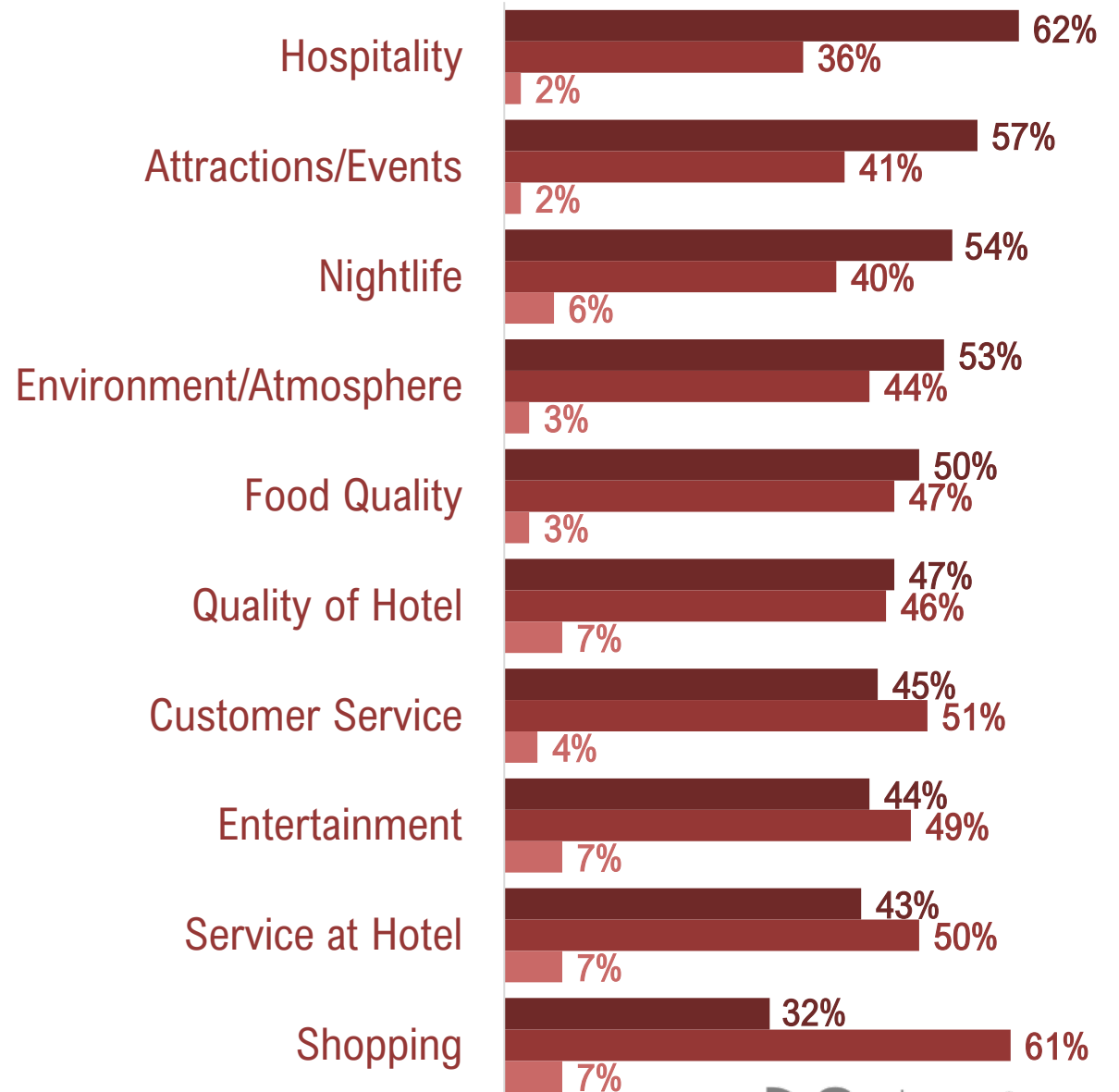
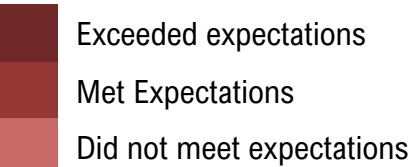
Leon County's hospitality exceeded the expectations of **62%** of visitors



Hospitality and Attractions/Events in Leon County were more likely than other experiences to exceed expectations



Shopping was the lowest rated experience



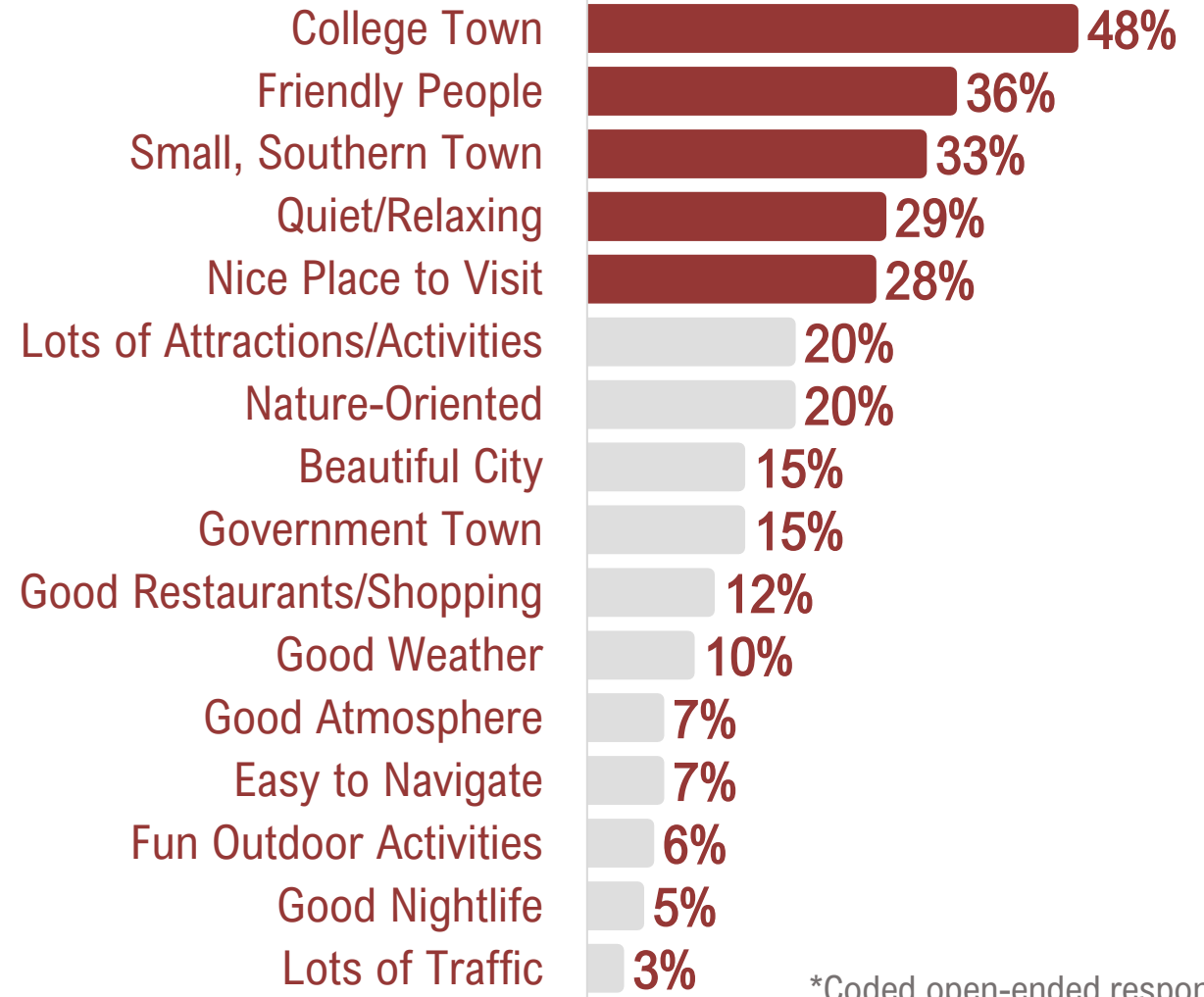
PERCEPTIONS OF TALLAHASSEE – LEON COUNTY*



A plurality of visitors describe Leon County as a “College Town” and having “friendly people”



Almost all **descriptors** of Tallahassee as a destination were **positive**



*Coded open-ended responses.
Multiple responses permitted.



PERCEPTIONS: “COLLEGE TOWN”



“It’s a cool little college town with lots of outdoors activities to take part in.”



“Tallahassee is a fantastic college town but there is so much more to it than that.”



“A college town with a little bit of that southern feel! Tallahassee is a mix between Georgia and Florida.”



“It’s a university town with the capitol ingrained. The best time to go is during football season.”



PERCEPTIONS: “FRIENDLY PEOPLE”



“Tallahassee has a really personable environment. Everyone was so friendly and hospitable.”



“Tallahassee is a quaint and friendly atmosphere with lots of things to do!”



“The people are great, the food is great. I honestly can’t complain! I’d tell my friends to definitely come to Tallahassee.”



“It is a fun homie town! Tally is very hospitable and we loved every restaurant we went to”



PERCEPTIONS: “SMALL SOUTHERN TOWN”



“Tallahassee is a beautiful southern town with lots of trees and rolling hill and great local places to eat.”



“It’s a really nice small city that is easy to get around. I like driving here more than back home.”



“It is a quaint southern town with a northern look and southern hospitality.”



“Tallahassee is lively, urban and suburban. There is a lot of southern charm here!”



YEAR-TO-YEAR COMPARISONS



YEAR-TO-YEAR COMPARISONS

Trip Planning Cycle	Apr – Jun 2020	Apr – Jun 2021
Tallahassee was Primary Destination	86%	83%
A week or two in advance	37%	39%
A month or so in advance	30%	36%
2 to 3 months in advance	16%	16%
4 to 5 months in advance	8%	4%
6 months of more in advance	4%	4%

Top Trip Planning Sources	Apr – Jun 2020	Apr – Jun 2021
Search on Google	36%	31%
Talk to Family/Friends	32%	31%
Hotel/Resort Website	22%	25%
Airline Website	15%	20%



YEAR-TO-YEAR COMPARISONS

Top Reasons for Visiting	Apr – Jun 2020	Apr – Jun 2021
Visit friends and family	39%	44%
Business conference/meeting	18%	21%
Family time	12%	19%
Education-related	12%	18%
Special event	10%	16%
Relax and Unwind	14%	10%

Pre-Visit	Apr – Jun 2020	Apr – Jun 2021
Requested a Visitors Guide	10%	7%
Drove to Leon County	78%	78%
Flew to Leon County	22%	21%



YEAR-TO-YEAR COMPARISONS

Market of Origin	Apr – Jun 2020	Apr – Jun 2021
Miami – Ft. Lauderdale	16%	11%
Atlanta	10%	8%
Tampa Bay area	7%	8%
Surrounding areas	6%	6%
Jacksonville	6%	6%
Pensacola – Mobile	4%	6%

Region of Origin	Apr – Jun 2020	Apr – Jun 2021
Southeast	84%	83%
Northeast	6%	6%
Midwest	4%	9%
West	4%	2%
International	2%	0%



YEAR-TO-YEAR COMPARISONS

Travel Parties	Apr – Jun 2020	Apr – Jun 2021
Travel Party Size	2.5	2.4
Traveled with Other Visitors	65%	57%
Traveled with Children	34%	26%
Traveled with Children under 12	20%	14%

Visitor Profile	Apr – Jun 2020	Apr – Jun 2021
Median Age	44	45
Gender (Female)	53%	52%
Median Household Income	\$83,300	\$93,100
College Degree or Higher	67%	75%
White/Caucasian	71%	70%
African American	17%	18%
Married	61%	55%



YEAR-TO-YEAR COMPARISONS

Accommodations	Apr – Jun 2020	Apr – Jun 2021
Hotel/Motel	46%	53%
Friends/Family Home	26%	27%
Day Tripper	20%	10%
Vacation Rental Home/Airbnb	5%	6%
Personal Second Home	2%	2%
Camping/RV	1%	1%

Trips Experience	Apr – Jun 2020	Apr – Jun 2021
Average nights stayed	2.9	3.3
1 st Time Visitor	16%	25%
10+ Prior Visits to Leon County	33%	31%
Stopped at Visitor Center*	0%	0%
Used a smartphone to get around	70%	80%

*The Visitor Center was closed due to COVID-19 in 2021.



YEAR-TO-YEAR COMPARISONS

Top Activities	Apr – Jun 2020	Apr – Jun 2021
Restaurants	67%	76%
Relax and unwind	34%	60%
Visit friends and family	44%	55%
Family time	35%	42%
Shopping/antiquing	25%	29%
Business conference/meeting	18%	24%
Education-related	14%	23%
Bars/nightclubs	15%	22%
Nature/parks/birding	17%	20%
Special event	11%	19%



YEAR-TO-YEAR COMPARISONS

Average Daily Spending	Apr – Jun 2020	Apr – Jun 2021
Accommodations	\$85	\$106*
Restaurants	\$46	\$47
Groceries	\$24	\$17
Shopping	\$41	\$40
Entertainment	\$26	\$19
Transportation	\$26	\$26
Other	\$17	\$14
Total	\$265	\$269

Average Total Trip Spending	Apr – Jun 2020	Apr – Jun 2021
Accommodations	\$247	\$350
Restaurants	\$133	\$155
Groceries	\$70	\$56
Shopping	\$119	\$132
Entertainment	\$76	\$63
Transportation	\$76	\$86
Other	\$49	\$46
Total	\$770	\$888

*Includes room rate, taxes, parking, and other services for which accommodations charge.



YEAR-TO-YEAR COMPARISONS

Post Trip Evaluation	Apr – Jun 2020	Apr – Jun 2021
Overall Rating	7.8	8.0
Will return to Leon County	93%	91%
Perceptions: College town	18%	48%
Perceptions: friendly people	13%	36%
Perceptions: Small, southern town	13%	33%
Perceptions: Quiet/relaxing	11%	29%
Perceptions: Nice place to visit	27%	28%
Perceptions: Lots of attractions/activities	16%	20%
Perceptions: Nature-oriented	10%	20%



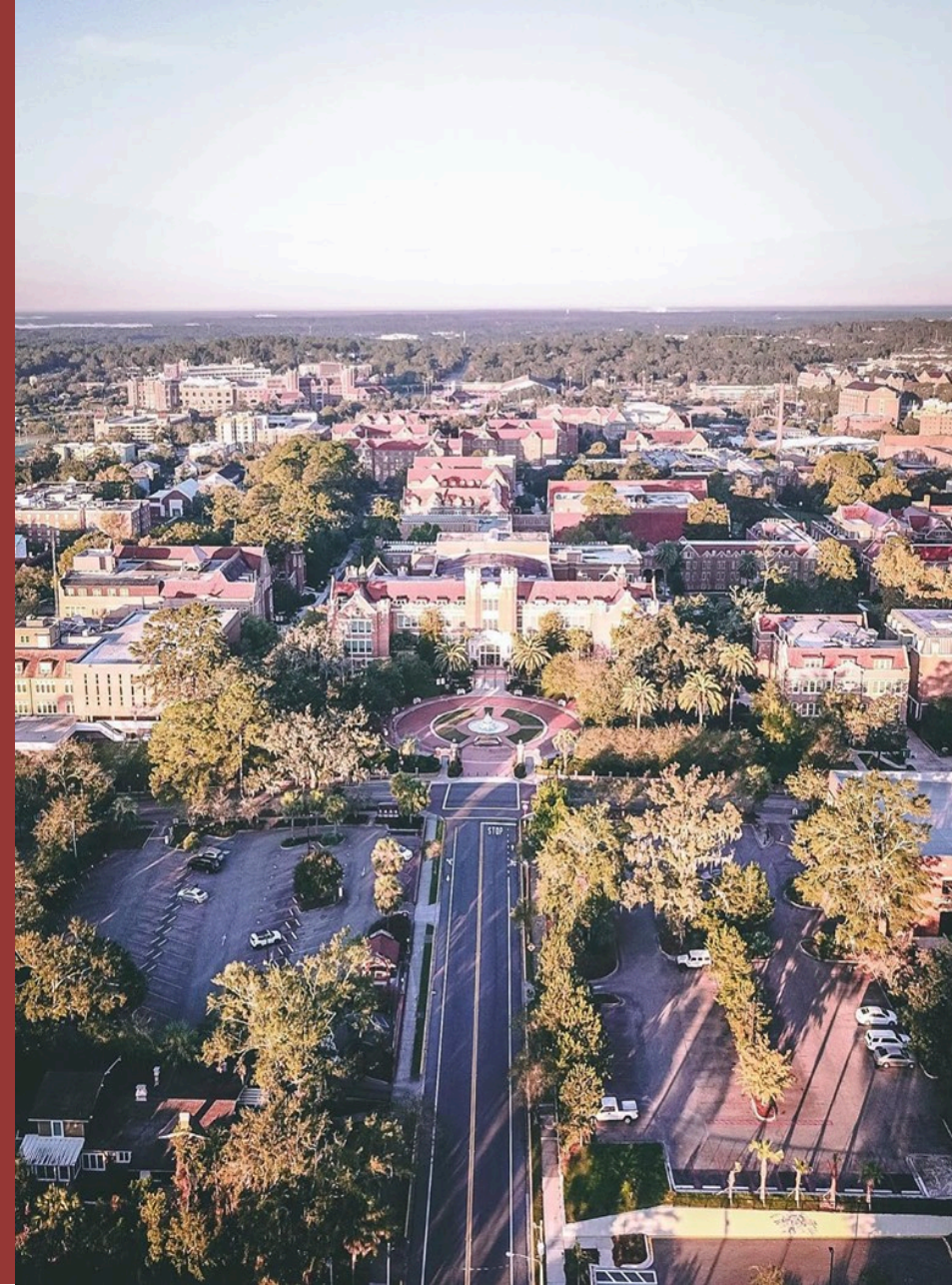
LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

Apr – June 2021 Visitor Tracking Study

Kerri Post

Executive Director, Leon County Division of Tourism/ Visit Tallahassee
850-606-2313, PostK@leoncountyfl.gov

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Downs & St. Germain Research
850-906-3111 | www.dsg-research.com



Visit
Tallahassee
Pretty. Unexpected.

DS downs & st. germain
RESEARCH