

LEON COUNTY
Tourist Development Council

Thursday, March 2, 2017, 9:00 a.m.
Board of County Commissioners Chambers
301 South Monroe Street

MEETING AGENDA

- I. Call to Order – **Bo Schmitz, Chairman**
 - Welcome & Introduction
- II. Introductory Remarks by Executive Director of Tourism – **Kerri Post**
- III. Request for Additional Agenda Items – **Bo Schmitz**
- IV. Items for Consent Approval – **Bo Schmitz**
 - January 5, 2017 Meeting Minutes
 - Direct Sales, Communications, Visitor Services, Sports & Film Reports
 - Financial Reports: Dec. 2016/Jan. 2017; Year-to-Date Tax Collections
 - Advertising/PR Activity Report/Digital Activity and Research Reports
- V. General Business – **Bo Schmitz**
 - 2nd Cycle Sports Grants Recommendations
 - The Grove Grand Opening Presentation
 - Discussion on Proposed Modifications of the Tourism Grant Programs As Requested By The BOCC
 - Research Presentations – 1st Quarter Visitor Tracking and Market Days
 - New Trolley Service - Take The "T"
 - COCA Updates
 - Staff Reports
- VI. Director's Report – **Kerri Post**
 - Staff Updates
 - Washington Square Update
 - FSU Golf Course & SW Campus
 - Tourism Day – March 14
- VII. Public Comment
- VIII. Additional Business: "For the Good of the Cause" – **Bo Schmitz**

Next Meeting:

May 4, 2017
Board of County Commissioners
Commission Chambers

Tourist Development Council

Minutes of January 5, 2017 Meeting

9:00 A.M.

Members Present: Bo Schmitz, Chairman
Russell Daws
Michelle Personette
Matt Thompson
Leigh Davis
Dr. Audra Pittman
Satish "Sam" Patel
John Kelly
Commissioner Scott Maddox
Commissioner Nancy Miller

Members Absent: Commissioner Bryan Desloge

Staff Present: Kerri Post, Tourism Development
Chris Holley, Tourism Development
Aundra Bryant, Tourism Development
Brian Hickey, Tourism Development
Amanda Heidecker, Tourism Development
Joe Piotrowski, Tourism Development
Laura Cassels, Tourism Development
Andi Ratliff, Tourism Development
Janet Roach, Tourism Development

Guests Present: Dr. Phillip Downs, Downs & St. Germain Research
Dr. Joseph St. Germain, Downs & St. Germain Research
Juliana Smith, Zimmerman Agency
Amanda Lewis, Zimmerman Agency
Cristina Llewellyn, Zimmerman Agency
Jason Dennard, FSU Athletics
Drew Longenecker, FSU Athletics
Charlene Balewa, FAMU Harambee Festival
Mallory Hartline, Zimmerman Agency
Amanda Lewis, Zimmerman Agency
Alex Swanson, Zimmerman Agency
Curtis Zimmerman, Zimmerman Agency
Kevin Carr, COCA
M'Lisa Ingram, Commissioner Scott Maddox's Aide

I. Call to Order

Meeting was called to order at 9:05 A.M. by Chairman Bo Schmitz.

II. Introductory Remarks

Kerri Post welcomed the TDC members to another exciting year and gave a special welcome to the newest member Satish "Sam" Patel. Kerri Post stated that many staff members have exciting announcements as Lauren Pace gave birth to a baby girl, Gary Stogner will be getting married in a few days, Chris Holley's wife is expecting their first child, and Amanda Heidecker is expecting twins in the spring. Kerri report that TDT collections have started the fiscal year consistently higher than the previous year and commended the industry and Visit Tallahassee staff. Matt Thompson asked if there was a history provided for TDT collections. Chris Holley responded by stating that the spreadsheet provided in the meeting materials to the TDC each meeting shows the previous four years as well as the current year's collections.

III. Request for Additional Agenda Items

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

IV. Items for Consent Approval

Michelle Personette moved for approval of the consent agenda and it was seconded by Commissioner Miller.

V. General Business

Out-of-Cycle Funding Request for a Signature Event Grant:

Doak After Dark 2 Concert with Blake Shelton - Kerri Post reported that in May of 2016 the TDC approved \$50,000 for an event in November 2016 and requested that FSU apply for a signature event grant for the 2017 spring concert featuring Blake Shelton. Jason Dennard gave highlights from the Doak After Dark 1 concert and anticipates a greater turnout for the spring 2017 concert. Doak After Dark 2 requested \$40,000 in a Signature Event application. Commissioner Miller moved for approval and it was seconded by Michelle Personette. It was unanimously approved.

Out-of-Cycle Funding Requests for a Special Event Grant:

Florida Tap Invitational 2 – Kerri Post reported that last year's event was considered at the May 2016 TDC meeting and the TDC approved funding in the amount of \$12,500. The TDC requested that Tallahassee Brew District also apply to the CRA for \$12,500 but this request was not granted. The remaining program balance for 2017 Special Event grants is \$20,000 and the staff recommended that the Florida Tap Invitational 2 be funded at the requested level of \$12,500 which is consistent with the previous year's event. Matt Thompson stated that the event will be scheduled around FSU's football schedule and that the initial Florida Tap Invitational was held in September. Commissioner Miller moved for approval and it was seconded by Commissioner Maddox. It was unanimously approved.

Out-of-Cycle Funding Requests for a Special Event Grant:

FAMU Harambee Festival – Kerri Post introduced the request of \$2,500 for this special event to be held in February 2017 at Cascades Park. Charlene Balewa presented on behalf of the Festival and thanked the TDC for its consideration. Russell Daws moved for approval and it was seconded by Michelle Personette.

TDC Grants Revision Update and Proposed Working Group Meeting: January 18, 2017 Kerri Post stated that staff is in the process of reviewing Signature, Special and Sports grants and she shared that the BOCC will have a Grants Workshop on February 7th from 1:00 – 3:30. To review staffs suggested modifications and in order to prepare for that event, she proposed a TDC Working Group meeting on Wednesday, January 18th 1:00 – 3:00 at the Four Points by Sheraton. The grant guidelines for COCA, CRA, DIA, and COT will also be shared at the January 18th meeting. All TDC members were in support of a working group meeting.

Research Presentation – Economic Impact Report

FAMU Homecoming Week – Dr. Joseph St. Germain, Downs & St. Germain gave a presentation on the event. Downs & St. Germain interviewed visitors during the week and at such activities as the football game and Funk Fest. The report stated that almost 11,000 out of town visitors attended the game. This event generated 6,500 room nights and through entertainment/dining the direct spending totaled approximately \$2.5M. When combined with the in town attendees, the economic impact totals approximately \$4.5M.

COCA Updates – Dr. Audra Pittman presented highlights of COCA’s recent activities such as the November 16th video called “Tallahassee Creates”. She also passed out a printed booklet of “Tallahassee Creates”. COCA has produced a beta version of their mobile application Dr. Pittman suggested everyone download to test. COCA completed their data report which was conducted by American for The Arts and has also entered into a partnership with Julie Harrington from the FSU Center for Economic Forecasting Analysis. Dr. Pittman concluded by stating that COCA is focusing on Tallahassee/Thomasville as a regional cultural destination for visitors from North Florida and South Georgia.

Staff Reports

Marketing Communications – Andi Ratliff presented for Lauren Pace who is out on maternity leave. Andi worked on various news and web stories for the cross country events, finalizing the 2017 Meeting & Planners Guide, began work on the 2018 Visitor’s Guide, and distributed the new one page flyers called “What’s Happening” to local hotels. Laura Cassels added that the staff had a very exciting and fruitful fall promoting the cross country events. Several in town media outlets as well as those from out of town came to Tallahassee to report on the stellar events at Apalachee Regional Park. The January 2017 edition of Florida Trend published an outstanding article on Tallahassee/Leon County and Apalachee Regional Park.

Visitor’s Services – Andi Ratliff stated that there were 31,000 visitor’s guides distributed in the fall. Visitor’s Services was instrumental in providing helpful information and

promotional items to thousands of visitors who attended the various cross country events.

Meetings & Conventions – Janet Roach gave highlights on several events that occurred recently. Janet attended the Connect Florida Conference which consisted of Florida Society Association of Executives and Florida Meeting Planners. In November, Visit Tallahassee hosted the Florida Executive of Meeting Planners Roundtable which focuses on what new hotels and venues are coming to Tallahassee. The National Association of Counties meeting was held in Tallahassee in December and the visiting group was given the opportunity to tour several sports, cultural and historical places in Leon County. Janet concluded by announcing that the “Sustainability Summit” will take place on Wednesday, February 8th at the Goodwood Museum.

Leisure Sales – Joe Piotrowski gave highlights on the recent activities of the Leisure Sales Department. Joe has been conducting site visits around Tallahassee. Joe will be attending the American Bus Association conference in Cleveland, Ohio in a few weeks. He stated that he had the opportunity to meet with Tallahassee Mountain Bikers Association recently and they are in the process of promoting a Fat Tire Festival in Tallahassee and he is also working to bring a golf tournament back to Tallahassee in March.

Sports – Brian Hickey and Amanda Heidecker provided highlights of the fall sports activities. Brian stated that the ten cross country events hosted over 6,000 athletes and 20,000 visitors with over \$9M in direct visitor spending. Brian praised the Visit Tallahassee staff, Leon County Parks and Recreation, and Facilities Departments, hotel partners, and restaurants/caterers Madison Social for their partnership. Amanda Heidecker thanked the athletic partners – TCC, Gulf Wind Track Club, and FSU Athletic Trainers. Amanda announced that we will host the 2017 & 2018 FHSSA Cross Country Track Meet. The Pre-State Meet will be in October 2017. We will also host the 2017 USA Junior Olympic Track Meet in November and the 2017 Junior National Cross Country Championship in December. Sports has bid to host the 2018 & 2019 USA Track & Field Cross Country(XC) National Championship, 2018 & 2020 NCAA XC South Regional Championship and the 2020 & 2021 NCAA XC National Championship. Brian and Amanda noted that there were no complaints during the ten cross country events that we hosted this fall.

Brian Hickey concluded by stating that staff has also secured several softball and baseball tournaments during the slower parts of the year.

TDC members thanked the Sports staff and Commissioner Desloge for having the vision to renovate the Apalachee Regional Park and help turn it into a national sports destination/venue.

VI. Director’s Report – Provided by Kerri Post, Director

BOCC Retreat – Highlighted the BOCC and Leon County “Bold Goals” – five-year targets to be ratified at the January 24th BOCC meeting. These consist of growing the

five-year tourism economy to \$5 billion, hosting 100,000 residents and visitors for concerts; attracting 80 state, regional or national championships across all sports, and working towards hosting a NFL preseason game at Doak Campbell Stadium.

Leon County Legislative Priorities – Exploring possible expansion of Florida Statute 125.104 to include the potential designation as “high impact tourism” destination due to University of Florida and Florida State University already being designated as “Preeminent Research Universities”. This would allow Leon County to collect a sixth cent which could possibly be used toward the construction or maintenance of a convention center.

Florida Tourism Day – Encouraged TDC and industry members to participate in Florida Tourism Day on Tuesday, March 14th to advocate the importance of the tourism industry. The event is conducted by organizations including Florida Restaurant & Lodging Association, Florida Sports Foundation, Florida Association Destination Marketing, Florida Association of Museums and Visit Florida. The State Legislature is now reviewing all tourism activities throughout the state so educating Legislative leaders on the value and impact of tourism is critical.

Strategic Plan Revision – The time has come to develop a new Strategic Plan. Russell Daws remarked that it has been several years since the plan has expired. Kerri will begin working on a development plan and schedule to be presented to the TDC at a future meeting.

TDC 2017 Meeting Schedule – Recommend the July 6, 2017 TDC meeting be moved to Wednesday, July 12th because of the Fourth of July holiday. The TDC members unanimously agreed.

Industry Update Meeting – Proposed a new idea to increase engagement and knowledge of the tourism industry so Kerri suggested having quarterly industry meetings which would include a research presentation by Downs & St. Germain. John Kelly has agreed to host the first meeting on Thursday, January 19th at the Doubletree Hotel at 8:30 A.M.

Trailhassee.com – Staff is working with the agency on enhancements to make it more informative and user-friendly. Staff will continue to work closely with our outdoor community partners. The anticipated completion time frame is summer 2017.

Sustainability Summit – Encouraged everyone to attend the Summit at Goodwood Museum on February 8th.

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

Downtown Trolley Service – Commissioner Miller announced that the trolley will begin running in February and throughout the Legislative Session. Running times will be from 11:00 AM – 2:00 PM.

KCCI – #IHeartTally – Michelle Personette suggested the TDC possibly create an agreement outlining approved use for those using our brand. Kerri Post stated that Visit Tallahassee has brand guidelines through our advertising agency but that staff will work with KCCI and others to make sure the brand is protected.

Adjournment: 11:04 a.m.

Attest: Chairman Bo Schmitz

Attest: Aundra Bryant

Visit Tallahassee
PROGRAM HIGHLIGHTS
December 2016/January 2017

I. Marketing Communications

Development Activities:

- Secured future visits by the features editor of Family Vacation Critic (national) and the CEO of Eat Move Make, a national travel-and-lifestyle blog.
- Produced bi-weekly issues of industry e-newsletter.
- Co-produced bi-weekly issues of “Happening in Tallahassee” flyer for hotels, listing a variety of upcoming events, a featured attraction and restaurant
- Wrote and published website stories highlighting :
 - Clyde Butcher photography exhibit at Museum of Florida History
 - Word of South performance line-up
 - Goodwood’s “Fine Art, Folk Art” exhibit and series of programs
 - FAMU Harambee Festival
 - Tallahassee Marathon
 - Black History Month events including Poetry in the Jazz Age, at Knott House Museum; African American Read-In at downtown library; Dr. Mary McLeod Bethune Comes to Life, at FAMU; and Applause for the Pioneers, at Riley Center/Museum.
 - *Florida Trend* Golden Spoon restaurants for 2016-17 are: Cypress, Food Glorious Food, Masa, and Shula’s 347 Grill
- Issued press release about African American heritage and special events ahead of Black History Month
- Assisted Amateur Athletic Union (AAU) and USA Track & Field cross-country championships in December
- Met with founder of French Country Flea Market to plan ways to optimize coverage of the event including the appearance of celebrity DIY personality Annie Sloan
- Provided administrative support to Choose Tallahassee
- Edited social media content ensuring relevant and engaging posts

II. Meetings & Conventions/Customer Service

Development Activities:

- Attended Florida Encounter, November 30-December 2 in Kissimmee and had 24 face to face appointments with pre-qualified meeting planners interested in learning more about Tallahassee and its meeting venues.
- Attended and networked at the Society of Government Meeting Professionals (SGMP) Florida Capital Chapter monthly meeting.
- Supported the Sports Department by organizing motorcoach transportation for the USA Track & Field National Championship attendees that include course preview, race day and post-race party and worked packet pick up.
- Served as onsite motorcoach coordinator for the National Association of Counties (NACo) Board of Directors Meeting and Rural Action Caucus Symposium held December 6-10, 2016.

- Actively participating in the Society of Government Meeting Professionals (SGMP) Nominations & Elections Committee.
- Prepared for EMERGE- Religious Conference Management Association (RCMA) Conference including researching and selecting meeting planners for appointments and coordinating shipment of expo materials to Chicago.
- Organized and conducted site visit for the Florida Association of Free Will Baptists that included hotels, attractions and restaurants.
- Attended Florida African American Heritage Preservation Network Conference planning committee meeting.
- Assisted Joe Piotrowski with the coordination and execution of the site visit for the Annual Holiday Concourse- Tallahassee 2019.
- Coordinated meeting between the Doubletree and Visit Tallahassee teams to ensure introductions and discuss future partnerships and collaboration.
- Participated in Florida Society of Association Executives (FSAE) Auction Committee Conference Call.
- Assisted the Sustainable Communities Summit by distributing flyers and invitations.

Performance Measures:

- Sent seven leads with 2,595 visitors, 1,793 room nights and an estimated \$1,370,512 in direct spending.
- Currently working 19 tentative groups with 2,280 visitors, 2,675 room nights and an estimated \$1,530,991 in direct spending.
- Booked four groups with 3,325 visitors, 2,399 room nights and an estimated \$1,284,885 in direct spending.

Events Hosted (Anticipated numbers):

- National Association of Counties (NACo) Fall Board Meeting & Rural Action Caucus Meeting (December 6-10, 2016) with 200 visitors, 335 room nights and an estimated \$128,766 in direct spending.
- National High Field Magnetic Laboratory Theory Winter School (January 8-14, 2017) with 55 visitors, 250 room nights and an estimated \$49,254 in direct spending

III. Leisure Sales

Development Activities:

- Conducted site visits and met with staff at:
 - Doubletree by Hilton, met with entire sales staff at breakfast meet and greet
 - The Holiday Inn and Suites, Met with Senior Sales Director Mike Kelly
 - Capital City Country Club, met with Jay Revell, President of Capital City Country Club.
- Attended the American Bus Associations Annual Conference in Cleveland, Ohio. 1/12/17 – 1/18/17 and had appointments with 29 bus tour operators for information on future visits. Attended six education sessions for credit towards gaining the Certified Travel Industry Specialist certification.
- Wakulla Spring State Park and lodge, toured grounds and lodge for upcoming groups
- John G Riley House / Smokey Hollow, toured with Dr. Ada Burnette as potential event location for the upcoming Holidays Incorporated Annual Concourse

- Presented at the Tallahassee Mountain Biking Association quarterly meeting to continue discussion about developing a multi-day mountain bike festival here. Conversation revolved around making Urban Gorilla the focus point of a three day two night festival.
- Represented Visit Tallahassee at the Big Bend Scenic Byways quarterly meeting at St. Marks National Wildlife refuge
- Successfully booked the SwingThought Tour professional golf event at Southwood Golf Course to be held 3/20-25/2017.
- Discussed accessible tourism programs with Diane Delaney of the Big Bend Scenic Byway.
- Discussed future plans for expanding participation in the Havana Hills Ride with John Dunn.
- Joined Emma Rivers Baird of FreeCon anime, video game, and enthusiast convention in a meeting to explain how Visit Tallahassee could assist with funding, promotion, and growth of their annual event which takes place 3/3-5/2017.
- Distributed collateral to the Landing Auto Society and assisted with itinerary building for a three night trip for 80 members of the organization on 3/1/2017 - 3/3/2017.
- Developed a relationship with Legacy Toyota to assist them in partnering with local festivals or special events through sponsorships and support.
- Finalized travel for upcoming travel to the SANTOS Fat Tire Bike Festival in Ocala and two Information, Ticket, and Travel (ITT) shows at the Albany GA Marine Corps Logistics Base and the Robins Air Force base.
- Began development of group dining marketing program
- Assisted with Visit Tallahassee events
 - Amateur Athletic Union Cross Country Championships
 - USA Track and Field National Club Cross Country Championship
- Conducted a two day site visit with representatives from The Holidays Incorporated National Bridge Club in preparation for its Annual Holidays Concourse in 2019. The site visit included: the Four Points by Sheraton, Hotel Duval, The Doubletree, The Florida Historic Capitol Museum, the John G Riley House, Smokey Hollow, Wakulla Springs State Park, G-Street shopping corridor, and The Edison Restaurant

Performance Measures:

- Sent four leads with 8,605 visitors, 615 room nights and an estimated \$204,880 in direct spending.
- Currently working two tentative groups with 612 visitors, 660 room nights and an estimated \$154,512 in direct spending.
- Booked four groups with 520 visitors, 220 room nights and an estimated \$417,600 in direct spending.

Events Hosted (Anticipated numbers):

- Tallahassee Museums 51st Annual Market Days 12/1/16 – 12/6/16 with 15,000 visitors, 3650 room nights and an estimated \$2,966,800 in direct spending.
- Tallahassee RC Weekend 2016 12/9/16 – 12/11/16 with 50 visitors, 90 room nights and an estimated \$20,800 in direct spending.

IV. Visitor Services

Development Activities December & January

- Updated industry partner accounts in IDSS ensuring correct information appears on VisitTallahassee.com.
- Maintained VisitTallahassee.com calendar of events
- Assisted sales departments by fulfilling requests for, and coordinating delivery of promotional items for upcoming groups and events.
- Assembled and delivered welcome baskets for winners of the seasonal marketing promotion.
- Assembled welcome baskets for journalists.
- Updated Visitor Center Window Displays
- Update seasonal events featured on the Spring on Stage landing page on VisitTallahassee.com
- Coordinated assembly and distribution of group service requests for groups.
- Assisted in execution of packet pick up for cross country event.
- Created and delivered signage for events.
- Distributed bi-weekly update of Happening in Tallahassee to participating hotels.
- Increase offerings in the Visitor Center Gift Shop, establishing agreements with new consignors: Barb's Brittles, Serenity Acres Farms.
- Work with Management Information Services Department to update Visitor Information Center work desk and register.
- Contacted area attractions for updated collateral for Visitor Information Center.

Performance Measures:

Downtown Visitor Center Walk-In Traffic

- December: Provided services to 203 walk-in visitors (161 domestic and 42 international)
- January : Provided services to 199 walk-in visitors (140 domestic and 59 international)

Telephone Visitor Services

- December: Fulfilled 80 telephone inquiries
- January : Fulfilled 88 telephone inquiries

Visitor Gift Store Sales

- December: \$396.76 in total sales
- January : \$436.27 in total sales

V. Group Services (Visitor Inquiries/Fulfillment)

Performance Measures:

Visitor Guide Fulfillment

- Phone and mail requests: December - 5 | January - 21
- Inquiries from advertisements: December - 152 | January - 274
- Website requests for visitor guides: December - 97 | January - 190

- Provided to Visitor Center guests: December - 84 | January – 154
- Distributed to area partners: December - 97 | January – 595
- Distributed to out of area welcome centers: December - 3,400 | January – 85
- Choose Tallahassee inquiries: December - 1 | January - 5

Group Services Requests :

- Distributed 1,051 visitor guides and other material to the following:
 - Crosbx 10-Ball Billiard Tournament, PBA Billiard Tournament
 - Opening Nights
 - Florida A&M University New Student Orientation
 - Florida State University New Employees
 - Tallahassee Police Dept Recruiting
 - Caspar Structural Biology Symposium
 - Landings Auto Society
 - Tallahassee Memorial Healthcare Physician Recruitment
 - Zeitlin Wedding
 - Florida State University College of Medicine New Employees
 - Bethel Missionary Baptist Church Reunion
 - Conyers Family Reunion
 - Florida State University Psychology Dept Meeting
 - ProStyle Volleyball Invitational
 - FL International Leadership Conference
 - Florida Department of Transportation Statewide Meeting

VI. Sports Marketing

Development Activities:

- Hosted the Amateur Athletic Union Cross Country National Championships at Apalachee Regional Park.
- Hosted the USA Track & Field Club Cross Country National Championships at Apalachee Regional Park.
- Negotiated the additional two-year extension for the Florida High School Athletic Association Cross Country State Championship for 2017 and 2018 seasons.
- Secured the USA Track & Field Cross Country National Championship for 2018 and 2019 seasons.
- Hosted the Tallahassee Sports Council meeting.
- Opened up and advertised the Leon County Sports Event Grant Program 2nd cycle for events being hosted March 2 – September 30, 2017.
- Presented to the Florida Sports Foundation Board of Directors on the success of sports tourism in Leon County and specifically the Apalachee Regional Park.
- Met with Florida A & M University on upcoming athletic events that will potentially bring significant visitors to our community.

- Continued the communication and development of the Trailhassee.com website with the Tallahassee/Leon County GIS team, Zimmerman Agency, Leon County Parks and Recreation and City of Tallahassee Parks, Recreation and Neighborhood Affairs.
- Participated in the Leon County Sustainable Tourism Summit.
- Met with Dale Allen, Florida Greenways and Trails Foundation to learn about the potential opportunities of the Nature Coast State Trail.

Performance Measures:

Events Hosted (Anticipated numbers):

- Maclay Soccer Invitational Tournament, (December 2 – 3, 2016) with 200 room nights, 600 visitors and an estimated direct visitors spending of \$177,623.
- Capital City Classic (Wrestling), (December 9 – 10, 2016) with 300 room nights, 1,400 visitors and an estimated direct visitors spending of \$414,455.
- Capital City Classic (basketball), (December 21-22, 2016) with 110 room nights, 200 visitors and an estimated direct visitors spending of \$59,207.
- Tallahassee Community College Men's Holiday Classic, (December 29-30, 2016), with 40 room nights, 66 visitors and an estimated direct visitors spending of \$17,062.
- Tallahassee Community College Women's Holiday Classic, (December 29-30, 2016) with 40 room nights, 66 visitors and an estimated direct visitors spending of \$17,062.
- Chiles Capital City Classic (JV Soccer), (January 6 – 7, 2017) with 60 room nights, 200 visitors and an estimated direct visitors spending of \$66,612.
- Swamp Forest Trail Marathon & Half Marathon, (January 7, 2017) with 40 room nights, 25 visitors and an estimated direct visitors spending of \$9,954.
- Trojan Invitational (wrestling), (January 14, 2017) with 200 room nights, 500 visitors and an estimated direct visitors spending of \$75,535.
- ATAC Mac Crutchfield Short Course Invitational Swim Meet, (January 20-22, 2017) with 200 room night, 500 visitors and an estimated direct visitors spending of \$207,524.
- AAU Gymnastics Girls North Florida Qualifier, (January 20, 2017) with 150 room nights, 460 visitors and an estimated direct visitors spending of \$199,255.
- Inspire MLK Basketball Invitational Tournament, (January 20-22, 2017) with 180 room nights, 375 visitors and an estimated direct visitors spending of \$155,643.

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

3 3/4-Cents Collections		YTD	December	FY 2016/17	% Revenue		
Acct #	REVENUES	Actuals	Actuals	Budget	Received	Variance	
312100	Local Option Resort Tax (3 3/4-cents) ¹	\$ 1,174,793.92	\$ 347,837.02	\$ 3,680,700	32%	(2,505,906)	
361320	Tax Collector FS 125.315	-	-	-		-	
361111	Pooled Interest Allocation	-	-	18,620			
362000	Rents & Royalties	-	-	10,200		(10,200)	
365000	Merchandise Sales	510.85	239.19	3,000			
366930	Other Contributions/Partnerships	-	-	2,400			
361300	Interest Inc/FMV Adjustment	-	-				
369900	Miscellaneous Revenue	16,130.00	12,385.00	20,945			
399900	Appropriated Fund Balance			491,300			
	Total Estimated Receipts			4,227,165			
		<u>\$ 1,191,434.77</u>	<u>\$ 360,461.21</u>				
Acct #	EXPENDITURES	YTD	December	FY 2016/17	FY 2016/17	% Budget	Under/
	<i>Administration (301)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
51200	Salaries & Wages	\$ 47,943.43	\$ 15,624.40	\$ 243,542	\$ 217,691	22%	\$ 169,748
51210	Regular OPS Salaries & Wages	3,723.77	1,264.31	-	21,749	17%	18,025
52100	FICA	3,802.09	1,260.49	18,406	16,999	22%	13,197
52200	Retirement Contributions	7,500.97	2,474.35	35,403	34,778	22%	27,277
52210	Deferred Compensation	111.54	43.58	766	766	15%	654
52300	Life & Health Insurance	5,435.56	1,010.36	46,155	43,742	12%	38,306
52400	Workers Compensation	134.35	43.91	397	497	27%	363
53400	Other Contractual Services	21,766.66	13,433.33	115,500	115,500	19%	93,733
54000	Travel & Per Diem	333.57	102.01	7,500	7,500	4%	7,166
54101	Communications - Phone System	-	-	1,380	3,150	0%	3,150
54300	Utilities-160-950-591001-552	1,208.33	-	14,500	14,500	8%	13,292
54400	Rental & Leases	1,592.38	1,412.38	9,500	9,500	17%	7,908
54505	Vehicle Coverage	-	-	730	730	0%	730
54600	Repair & Maintenance	295.00	295.00	34,000	34,000	1%	33,705
54601	Vehicle Repair	431.85	431.85	520	522	83%	90
54900	Other Current Charges	1,093.22	469.00	1,971	1,971	55%	878
55100	Office Supplies	902.57	866.59	1,000	1,000	90%	97
55200	Operating Supplies	217.20	134.73	3,000	3,000	7%	2,783
55210	Fuel & Oil	48.33	16.17	460	460	11%	412
55400	Publications, Memberships	465.90	443.80	2,300	2,300	20%	1,834
55401	Training	-	-	3,000	3,000	0%	3,000
	<i>Advertising/Public Relations (302)</i>						
53400	Other Contractual Services	\$ 395,815.94	\$ 390,815.94	\$ 1,141,473	\$ 1,321,473	30%	\$ 925,657
	<i>Marketing (303)</i>						
51200	Salaries & Wages	\$ 113,132.14	\$ 36,873.88	\$ 488,689	\$ 488,689	23%	\$ 375,557
51210	Regular OPS Salaries & Wages	3,723.84	1,264.32	-	-	0%	(3,724)
52100	FICA	8,762.29	2,878.26	38,765	38,765	23%	30,003
52200	Retirement Contributions	8,478.02	2,764.42	35,252	35,252	24%	26,774
52210	Deferred Compensation	50.26	8.69	-	-		(50)
52300	Life & Health Insurance	6,693.39	1,145.39	64,766	64,766	10%	58,073
52400	Workers Compensation	478.85	155.80	1,367	1,367	35%	888
53400	Other Contractual Services	10,253.50	500.00	87,700	87,700	12%	77,447
54000	Travel & Per Diem	3,590.07	522.73	70,890	70,890	5%	67,300
54100	Communications Services	858.92	28.18	7,823	7,823	11%	6,964
54101	Communications - Phone system	-	-	1,015	1,015	0%	1,015
54200	Postage	1,502.12	1,502.12	48,000	48,000	3%	46,498
54400	Rental & Leases	547.70	400.85	3,347	3,347	16%	2,799
54700	Printing	-	-	5,400	5,400	0%	5,400
54800	Promotional Activities	872.59	562.50	29,500	59,500	1%	58,627
54860	TDC Direct Sales Promotions	8,112.24	3,695.00	59,667	59,667	14%	51,555
54861	TDC Community Relations	-	-	13,300	13,300	0%	13,300
54862	TDC Merchandise	-	-	4,000	4,000	0%	4,000
54900	Other Current Charges	201,103.90	77,227.18	285,000	350,500	57%	149,396
54948	Other Current Chrg - Amphitheater	-	-	100,000	100,000	0%	100,000
55100	Office Supplies	683.48	683.48	3,700	3,700	18%	3,017
55200	Operating Supplies	144.94	83.98	5,000	5,000	3%	4,855
52250	Uniforms	378.35	378.35	2,000	2,000	19%	1,622

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

Acct # EXPENDITURES	YTD	December	FY 2016/17	FY 2016/17	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
Administration (303)(Continued)						
55400 Publications, Memberships	\$ 10,986.28	\$ 10,006.28	\$ 17,363	\$ 17,363	63%	6,377
55401 Training	400.00	400.00	8,000	8,000	5%	7,600
58160 TDC Local T&E	869.99	666.53	1,500	1,500	58%	630
58320 Sponsorship & Contributions	625.00	-	16,100	16,100	4%	15,475
Special Events/Grants (304)						
58300 Grants & Aids	67,534.15	48,680.07	515,000	645,000	10%	577,466
Welcome Center CIP (086065)						
56200 Building	-	-	41,300	41,300	0%	41,300
Countywide Automation (470)						
54110 Com-net Communications	-	-	8,590	8,590	0%	8,590
54600 Repairs and Maintenance	-	-	2,875	2,875	0%	2,875
Risk Allocations (495)						
54500 Insurance	-	-	6,858	6,858	0%	6,858
Indirect Cost (499)						
54900 Indirect Cost Charges	-	-	236,000	236,000	0%	236,000
Line Item Funding - (888)						
58214 Cultural Facilities Grant Program	-	-	245,380	245,380	0%	245,380
58215 Local Arts Agency Program	-	-	981,520	981,520	0%	981,520
Transfers (950)						
591220 Transfer to Fund 220	34,223.76	11,407.92	136,895	136,895	25%	102,671
591220 Transfer to Fund 305	37,500.00	12,500.00	150,000	150,000	0%	112,500
Salary Contingency (990)						
59900 Other Non-operating Uses	-	-	50,000	50,000	0%	50,000
Reserve for Fund Balance	-	-	-	-	-	-
Total Expenditures	<u>\$ 1,014,328.44</u>	<u>\$ 644,478.13</u>	<u>\$ 5,454,065</u>	<u>\$ 5,852,890</u>		

1 1/4-Cent Collections						
Acct # REVENUES	YTD	December	FY 2016/17	FY 2016/17	% Revenue	Variance
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Received	
312110 Local Option Resort Taxes (1-cent) ²	\$ 391,597.97	\$ 115,945.67	\$ 1,226,900	\$ 1,226,900	32%	835,302
361111 Pooled Interest	-	-	-	-		
361320 Tax Collector FS 125.315	-	-	-	-		
366930 Refund from Prior Years	-	-	-	-		
Total Revenues	<u>\$ 391,597.97</u>	<u>115,945.67</u>	<u>\$ 1,226,900</u>	<u>\$ 1,226,900</u>		

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

NOTES TO THE FINANCIAL STATEMENT
As of December 31, 2016

REVENUES

- 1- Revenue estimated for the 3 3/4-cent collections to be \$347,837.
- 2 - Revenue estimated for the 1 1/4 -cent collections to be \$115,946.

EXPENSES

\$11,407.92 transferred to Fund 220 for Interneral County Services (County Attorney, OMB, MIS, etc.)
\$12,500.00 transferred to Fund 305 as a portion of the budgeted \$150,000 designated for improvements to Apalachee Regional Park.

#####

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

3 3/4-Cents Collections		YTD	January	FY 2016/17	% Revenue		
Acct #	REVENUES	Actuals	Actuals	Budget	Received	Variance	
312100	Local Option Resort Tax (3 3/4-cents) ¹	\$ 1,442,747.22	\$ 267,953.30	\$ 3,680,700	39%	(2,237,953)	
361320	Tax Collector FS 125.315	-	-	-		-	
361111	Pooled Interest Allocation	-	-	18,620			
362000	Rents & Royalties	-	-	10,200		(10,200)	
365000	Merchandise Sales	510.85	239.19	3,000			
366930	Other Contributions/Partnerships	-	-	2,400			
361300	Interest Inc/FMV Adjustment	-	-				
369900	Miscellaneous Revenue	15,590.00	(540.00)	20,945			
399900	Appropriated Fund Balance			491,300			
	Total Estimated Receipts			4,227,165			
		\$ 1,458,848.07	\$ 267,652.49				
Acct #	EXPENDITURES	YTD	January	FY 2016/17	FY 2016/17	% Budget	Under/
	<i>Administration (301)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
51200	Salaries & Wages	\$ 63,567.83	\$ 15,624.40	\$ 243,542	\$ 217,691	29%	\$ 154,123
51210	Regular OPS Salaries & Wages	4,879.76	1,155.99	-	21,749	22%	16,869
52100	FICA	5,023.66	1,221.57	18,406	16,999	30%	11,975
52200	Retirement Contributions	9,967.72	2,466.75	35,403	34,778	29%	24,810
52210	Deferred Compensation	155.20	43.66	766	766	20%	611
52300	Life & Health Insurance	7,811.92	2,376.36	46,155	43,742	18%	35,930
52400	Workers Compensation	177.98	43.63	397	497	36%	319
53400	Other Contractual Services	30,099.99	8,333.33	115,500	115,500	26%	85,400
54000	Travel & Per Diem	333.57	-	7,500	7,500	4%	7,166
54101	Communications - Phone System	-	-	1,380	3,150	0%	3,150
54300	Utilities-160-950-591001-552	1,208.33	-	14,500	14,500	8%	13,292
54400	Rental & Leases	1,592.38	-	9,500	9,500	17%	7,908
54505	Vehicle Coverage	-	-	730	730	0%	730
54600	Repair & Maintenance	295.00	-	34,000	34,000	1%	33,705
54601	Vehicle Repair	431.85	-	520	522	83%	90
54900	Other Current Charges	1,093.22	-	1,971	1,971	55%	878
55100	Office Supplies	902.57	-	1,000	1,000	90%	97
55200	Operating Supplies	217.20	-	3,000	3,000	7%	2,783
55210	Fuel & Oil	48.33	-	460	460	11%	412
55400	Publications, Memberships	465.90	-	2,300	2,300	20%	1,834
55401	Training	-	-	3,000	3,000	0%	3,000
	<i>Advertising/Public Relations (302)</i>						
53400	Other Contractual Services	\$ 214,927.82	\$ (180,888.12)	\$ 1,141,473	\$ 1,321,473	16%	\$ 1,106,545
	<i>Marketing (303)</i>						
51200	Salaries & Wages	\$ 150,006.02	\$ 36,873.88	\$ 488,689	\$ 488,689	31%	\$ 338,683
51210	Regular OPS Salaries & Wages	4,879.82	1,155.98	-	-	0%	(4,880)
52100	FICA	11,592.57	2,830.28	38,765	38,765	30%	27,172
52200	Retirement Contributions	10,867.11	2,389.09	35,252	35,252	31%	24,385
52210	Deferred Compensation	59.04	8.78	-	-		(59)
52300	Life & Health Insurance	10,214.67	3,521.28	64,766	64,766	16%	54,551
52400	Workers Compensation	634.40	155.55	1,367	1,367	46%	733
53400	Other Contractual Services	10,753.50	500.00	87,700	87,700	12%	76,947
54000	Travel & Per Diem	3,590.07	-	70,890	70,890	5%	67,300
54100	Communications Services	858.92	-	7,823	7,823	11%	6,964
54101	Communications - Phone system	-	-	1,015	1,015	0%	1,015
54200	Postage	1,502.12	-	48,000	48,000	3%	46,498
54400	Rental & Leases	547.70	-	3,347	3,347	16%	2,799
54700	Printing	-	-	5,400	5,400	0%	5,400
54800	Promotional Activities	3,282.74	2,410.15	29,500	59,500	6%	56,217
54860	TDC Direct Sales Promotions	8,112.24	-	59,667	59,667	14%	51,555
54861	TDC Community Relations	-	-	13,300	13,300	0%	13,300
54862	TDC Merchandise	-	-	4,000	4,000	0%	4,000
54900	Other Current Charges	214,647.84	13,543.94	285,000	350,500	61%	135,852
54948	Other Current Chrg - Amphitheater	-	-	100,000	100,000	0%	100,000
55100	Office Supplies	683.48	-	3,700	3,700	18%	3,017
55200	Operating Supplies	144.94	-	5,000	5,000	3%	4,855
52250	Uniforms	378.35	-	2,000	2,000	19%	1,622

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

Acct # EXPENDITURES	YTD	January	FY 2016/17	FY 2016/17	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
Administration (303)(Continued)						
55400 Publications, Memberships	\$ 11,031.28	\$ 45.00	\$ 17,363	\$ 17,363	64%	6,332
55401 Training	400.00	-	8,000	8,000	5%	7,600
58160 TDC Local T&E	1,228.85	358.86	1,500	1,500	82%	271
58320 Sponsorship & Contributions	625.00	-	16,100	16,100	4%	15,475
Special Events/Grants (304)						
58300 Grants & Aids	\$ 71,556.15	4,022.00	515,000	645,000	11%	573,444
Welcome Center CIP (086065)						
56200 Building	-	-	41,300	41,300	0%	41,300
Countywide Automation (470)						
54110 Com-net Communications	-	-	8,590	8,590	0%	8,590
54600 Repairs and Maintenance	-	-	2,875	2,875	0%	2,875
Risk Allocations (495)						
54500 Insurance	-	-	6,858	6,858	0%	6,858
Indirect Cost (499)						
54900 Indirect Cost Charges	-	-	236,000	236,000	0%	236,000
Line Item Funding - (888)						
58214 Cultural Facilities Grant Program	-	-	245,380	245,380	0%	245,380
58215 Local Arts Agency Program	-	-	981,520	981,520	0%	981,520
Transfers (950)						
591220 Transfer to Fund 220	34,223.76	-	136,895	136,895	25%	102,671
591220 Transfer to Fund 305	37,500.00	-	150,000	150,000	0%	112,500
Salary Contingency (990)						
59900 Other Non-operating Uses	-	-	50,000	50,000	0%	50,000
Reserve for Fund Balance	-	-	-	-	-	-
Total Expenditures	<u>\$ 932,520.80</u>	<u>\$ (81,807.64)</u>	<u>\$ 5,454,065</u>	<u>\$ 5,852,890</u>		

1 1/4-Cent Collections						
Acct # REVENUES	YTD	January	FY 2016/17	FY 2016/17	% Revenue	Variance
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Received	
312110 Local Option Resort Taxes (1-cent) ²	\$ 480,915.74	\$ 89,317.77	\$ 1,226,900	\$ 1,226,900	39%	745,984
361111 Pooled Interest	-	-	-	-		
361320 Tax Collector FS 125.315	-	-	-	-		
366930 Refund from Prior Years	-	-	-	-		
Total Revenues	<u>\$ 480,915.74</u>	<u>89,317.77</u>	<u>\$ 1,226,900</u>	<u>\$ 1,226,900</u>		

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

NOTES TO THE FINANCIAL STATEMENT
As of January 31, 2017

REVENUES

- 1- Revenue estimated for the 3 3/4-cent collections to be \$267,953.
- 2 - Revenue estimated for the 1 1/4 -cent collections to be \$89,318.

EXPENSES

No Transfers.

#####

VISIT TALLAHASSEE PUBLIC RELATIONS PUBLICITY REPORT



Dec. 1, 2016 - Jan. 31, 2017
 IMPRESSIONS: 10,544,013
 TOTAL CIRCULATION: 339,021
 TOTAL LISTENERSHIP: 1,526,856
 TOTAL UNIQUE VISITORS: 8,678,136
 TOTAL MEDIA VALUE: 211,358.35

Print

Outlet	Article Name	Date	Circulation	Media Value
Atlanta Tribune: The Magazine	"Weekend Jaunt: Tallahassee"	Dec/Jan issue	35,000	15,000.00
KIWI Magazine	"Eco Escape"	Winter 2016/2017	250,000	69,000.00
Florida Today	"Authentic Florida: Visit these 17 places in 2017"	Jan. 8, 2017	54,021	5,800
TOTAL			339,021	\$89,800

Radio

Outlet	Segment Name	Date	Listenership	Media Value
WJGL-FM, Jacksonville, Fla.	"Valentine's Day Weekend Getaway in the Capital City"	Jan. 5 - 25, 2017	1,079,999	\$19,000.00
WMEZ-FM, Pensacola, Fla.	"Valentine's Day Weekend Getaway in the Capital City"	Jan. 18 - Feb. 6, 2017	446,857	\$12,000.00
TOTAL			1,526,856	\$31,000

Interactive

Site	Title	Date	Unique Visitors	Media Value
Travelocity	"Where to Take Your Kids in 2017"	Dec. 12, 2016	10,890,997	\$450.00
Orlando Sentinel	"Florida travel calendar for December"	Dec. 13, 2016	3,035,053	\$4,440.84
Sun-Sentinel	"Florida travel calendar for December"	Dec. 13, 2016	4,765,555	\$9,780.83
Atlanta Tribune: The Magazine	"Outtakes: Weekend Jaunt to Tallahassee"	Dec. 14, 2016	30,880	\$5,000.00
Authentic Florida	"A Fresh Start with 17 Authentic Adventures for 2017"	Dec. 31, 2016	21,019	\$2,500.00
Atlanta Tribune: The Magazine	"IHeartTally: Weekend Jaunt to Tallahassee"	Jan. 5, 2017	30,880	\$5,000.00
Florida Today	"Authentic Florida: Visit these 17 places in 2017"	Jan. 6, 2017	660,598	\$4,750.00
KIWI Magazine	"Eco Escape"	Jan. 6, 2017	114,858	\$1,500.00
Posh Seven	"Romance Your Sweethear with 21 Enticing Valentine's Day Getaways"	Jan. 18, 2017	19,293	\$100.00
Broadwayworld.com	"African American History in Tallahassee - Visit Heritage Sites Across the City"	Jan. 20, 2017	2,119,902	\$100.00
Orlando Sentinel	"Florida travel calendar for February"	Jan. 31, 2017	3,035,053	\$4,440.84

Sun-Sentinel	"Florida travel calendar for February"	Jan. 31, 2017	4,765,555	\$9,780.83
Orlando Sentinel	"Florida travel calendar for March"	Jan. 5, 2017	3,035,053	\$4,440.84
Sun-Sentinel	"Florida travel calendar for March"	Jan. 5, 2017	4,765,555	\$9,780.83
Orlando Sentinel	"Florida travel calendar for April"	Jan. 27, 2017	3,035,053	\$4,440.84
Sun-Sentinel	"Florida travel calendar for April"	Jan. 27, 2017	4,765,555	\$9,780.83
Orlando Sentinel	"Florida travel calendar for May"	Jan. 26, 2017	3,035,053	\$4,440.84
Sun-Sentinel	"Florida travel calendar for May"	Jan. 26, 2017	4,765,555	\$9,780.83
Daily Mom	"Valentines Day Travel Deals"	Jan. 30, 2017	145,874	\$500.00

TOTAL 8,678,136 \$90,558.35

GETAWAY TO KWAZULU-NATAL, SOUTH AFRICA

ATLANTA TRIBUNE

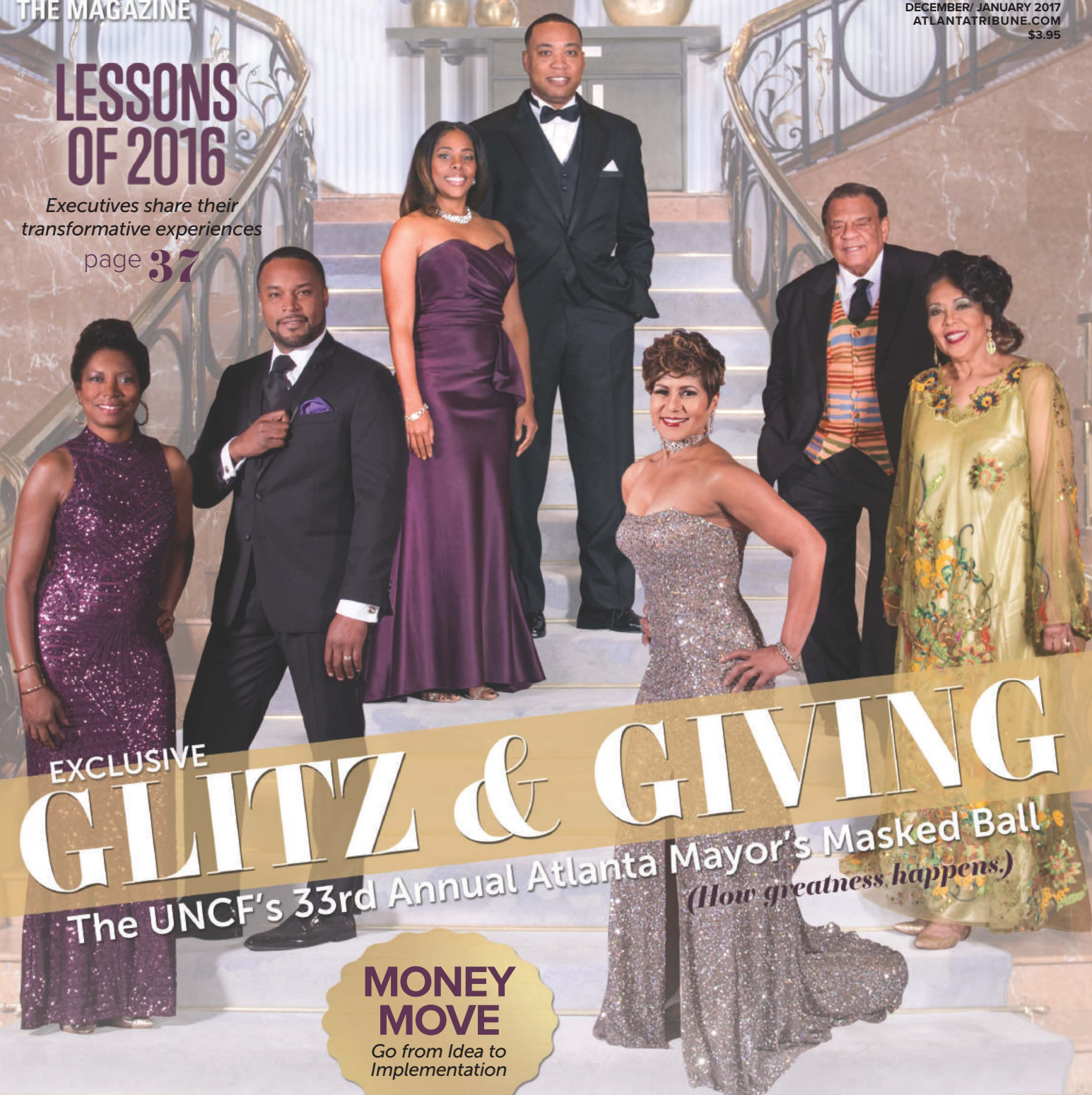
THE MAGAZINE

DECEMBER/ JANUARY 2017
ATLANTATRIBUNE.COM
\$3.95

LESSONS OF 2016

Executives share their transformative experiences

page 37



EXCLUSIVE GLITZ & GIVING

The UNCF's 33rd Annual Atlanta Mayor's Masked Ball
(How greatness happens.)

MONEY MOVE

Go from Idea to Implementation

December/January

FEATURES

25

Steeped in Tradition

The 33rd Atlanta Mayor's Masked Ball reaffirms the UNCF's mission of raising awareness around supporting students attending HBCUs.

36

The Big Idea

How two local companies went from a business idea to implementation.

39

Lessons Learned

Business leaders reveal their key takeaways from 2016.

42

Last Minute Gift Guide

We took care of the hard part.

Tally's Canopy Roads
page 58

Weekend Jaunt:

TALLAHASSEE

By Kamille D. Whittaker



Proof Brewing Company



Shrimp and Grits at The Edison



The Edison at Night

Lake Lafayette

It was like something out of Zora Neale Hurston's novel, "Their Eyes Were Watching God." The part where Janie and Tea Cake go out to work in the muck of the Florida Everglades while the Seminoles and other migrant workers — taking heed to the impending hurricane, headed north to higher ground. I imagine Tallahassee might have been one of those places. The weekend I drove roughly five hours from Atlanta down to Tallahassee found most of Florida and Georgia's east coasts and outlying islands ravaged by Hurricane Matthew. Thousands had evacuated to Tallahassee for respite and sanctuary, with Tallahassee swelling to accommodate. Tallahassee is homely like that — in the "never met a stranger" kind of way. A few hours in and you quickly learn what holds the city — a perfect balance of history and the contemporary — together: There's, of course, unwavering pride in Florida State University and equally a playful disdain for University of Miami; a burgeoning and unpretentious culinary scene; the occasionally rowdy yet mostly genteel capital city politics; the Marching 100 at FAMU; and a Prime Meridian marker that not so subtly renders Tallahassee ground zero — the reason why so many grow up, possibly leave but find their way back.

Something about Tallahassee's blend of Southern charm and Floridian cool is magnetic.

It could be — beyond the boisterousness of politics and punts — the nature-sanctioned quiet. Year-round mild temperatures, lush, green landscapes, rolling hills populated with massive live oaks, vast tracts of protected forests, more than 600 miles of trails, five rivers, 20 lakes and

miles of uncluttered coastline make Tallahassee a paradise for those wanting to spend time outdoors, especially those whose interest include hiking, fishing, paddling, birding and wildlife viewing — all under Harry Smith Outdoors' purview.

There's a saying that you should stay in nature long enough for the creatures in the immediate ecosystem to stop startling and alerting until they consider you "one of their own". For two hours we kayaked three winding miles with Harry on a still water river tributary of Wakulla Springs on the lookout for manatees, turtles and the elusive but ever-present alligator visible just below the surface, guarding the Spanish moss-covered boat slips — each its own historical relic.

More historic relics on dry land are housed on the highest of Tallahassee's seven hills in Florida A&M University's Black Archives. The center's mission includes collecting, preserving, displaying and disseminating information about African Americans and people of Africa worldwide and notables from FAMU. The collection is the most extensive in the Southeast matched only by the encyclopedic knowledge of Greg Cohen — Lofty Pursuits Ice Cream, Victorian Candy and Toys shop owner, living archive; also a wizard. While tinkering with a Victorian-Era candy maker contraption and between bites of soda foundation-good ice cream, sherbets, sorbets and the best root beer float that side of the Prime Meridian —

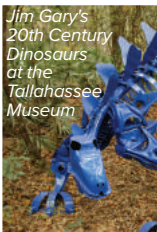
Tallahassee's entire history was at the tip of his tongue.

The John G. Riley House and Museum, he says, was built in 1890 on the outskirts of the historic Smokey Hollow neighborhood by John G. Riley, civic leader and Lincoln High School principal. The house, like many others, has been restored and is a museum honoring Riley and other prominent African-American leaders.

Also, in the 19th century, following the Civil War many freedmen migrated to the area once settled by the French and it developed into a thriving middle-class African-American community. Only a few original structures remain with preservation efforts underway. Famous musicians including Ray Charles, Nat Adderley and brother Cannonball Adderley — sons of FAMU faculty — lived and performed in this community; and Blues men Bobby Rush and Bobby Blue Bland performed at the Bradfordville Blues Club, Florida's only spot on the National Blues Trail. That one we knew well. The night before, we had made the sojourn to the classic club, thrillingly off the beaten path in the backwoods. A narrow, bumpy road showed no signs of ending until it did — marked by a sprawling willow-like tree with the club in the distance — a heartbeat pulsing in the inky black of night.

By now, we're affectionately calling the city "Tally" — because that's just what you do.

You come; you hang in Railroad Square with the arts and leisure crowd; you grab a pesto and smoked salmon mashup at the Uptown Cafe and cap the night with a peanut butter and jelly burger or the Monte Cristo



Jim Gary's 20th Century Dinosaurs at the Tallahassee Museum

at the Midtown Caboose. Opt to catch the game on screens there or head near campus to Madison Social's coveted views of the FSU stadium — where you can pick a side (FSU or bust) and duke it out over chicken and waffles and avocado and arugula toast.

Or, you hold court with Kiersten Lee who, after a 19-year career in banking, Lee decided to open Paisley Café on a whim with her father's Chicken Salad Croissant recipe as the cornerstone of a menu, full of entrees that she "prays over." Being able to provide the highest quality ingredients — seven ingredients or less for each entree — and highest level of customer service is Paisley's foundation — her warmth, the flavor. Asked the source of the delectable scent that sauntered out from the chef stations while we were waiting for our seats, Lee replied with a mischievous grin, hinting at both things to come and already come to pass: "What you smell ... is love." **AT**



Manatees in Wakulla Springs



Paisley Cafe



Midtown Caboose



Table 23



Kayaking with Harry Smith Outdoors

For the full Tallahassee experience, go to VisitTallahassee.com.

EAT

Turn it up a notch with **Table 23** and **The Edison** — two of the recently opened best Tally's culinary scene has to offer. Both restoration marvels, the former, an iconic porch built and reimagined with the "original bones" of the 1920's restored residence under a canopy of live oaks on Thomasville Road; and the latter a literal beacon where diners overlook the expanse of Capital City Amphitheater and Cascades Park, 24 acres of rolling hills, waterways and gardens. The restored, century-old former electric utility buildings feature light bulb motifs throughout — hence the namesake, **The Edison**. Dine indoors within the building's rustic century-old walls and under vintage looking lights, at a cozy chef's table in the kitchen, or on decks overlooking the rolling acreage. Signature cocktails and locally brewed beers are served on the patio and in a beer garden lined with brick walls and featuring an iron spiral staircase from the structure's heyday as an electric building. Try the Smoke Signal, a blend of Four Roses Small Batch Bourbon, Raw Sugar, Walnut Bitters, Cedar Smoke with an Orange Twist or the Rosewater Pink Lemonade, or both.

POUR

Fans of craft, darks, sours and hoppy IPAs toast the year-round mild temperatures at PROOF Brewing company, serving hometown brews in an open-air tasting room and beer garden, complete with lawn games and an art park. Bring your own food and try the Mango Wit — a full bodied, creamy Belgian Wit brewed with a generous amount of ripe organic mangos that captures the refreshing flavor of summer.

ZIP

Jim Gary's 20th Century Dinosaurs made from reclaimed auto parts, dot the walking and zip lining trails of the 52 acre natural history museum which features the native habitats of indigenous Floridian wildlife.

CRUISE

After a lunch at the Lodge at Wakulla Springs, enjoy a Jungle Boat Cruise which takes you on a nature tour from the Springs up the river. Experienced guides tell you about the environment, wildlife, and history of the springs.

STAY

Home2 Suites by Hilton in the Tallahassee State Capitol offers smart and intuitive extended living spaces that syncs with the vibe of the city — contemporary, savvy, sophisticated and economical. **AT**

kiwi

Growing families the natural and organic way.

Spread the Joy
of a Good Book

**40
GIFTS**
THAT GIVE BACK,
INSPIRE & ENTERTAIN

Paleo Recipes
JUST FOR KIDS

**HEALTHY HOLIDAY
DESSERTS**

**An Eco
Escape**
*full of
family-friendly
adventure*

Discover what's in your
BABY FOOD

WINTER 2016/2017
At magonline.com
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ECO ESCAPE

Tallahassee, Florida

The Big Bend area boasts many beautiful waterways for families to explore.

Want to beat those winter blues with a family getaway? The Florida capital offers the perfect mix of earth-friendly fun for all ages.

PHOTO CREDIT TK



Adventure Out

Get closer to nature at these four spots.

Clockwise from top:
Cascades Park features fountains to cool off in; 3 different zip line courses give you a bird's-eye view; Visitors can get up close and personal with small marine life.

Hit the water with Harry Smith Outdoors. They offer group kayaking tours (at all levels) down the Apalachicola state river where kids can spot turtles, gators, and manatees. Take the trip up a notch by turning it into an overnight camping trip in one of the state forests.

Fly through the sky at Tree to Tree Adventures at the Tallahassee Museum. The three-hour zip line course teaches kids independence as they soar over wildlife exhibits and colorful dinosaur statues made from recycled car parts.

Pack a picnic and head to the old water reclaimer site, which was recently up-cycled into Cascades Park. The renovated landmark features a play area crafted from recycled telephone poles and preserved cypress trees.

Connect with nature at the Gulf Specimen Marine Lab where kids can learn about the local turtle conservatory efforts and get up close and personal with the reptilian residents.

PHOTO CREDIT TK

Take the whole family on a history lesson with a visit to these three sites.

At the living history museum, Mission San Luis, kids can interact with European settlers and Apalachee tribe members from the 16th century. Families can also explore ancient skills and traditions like growing herb gardens or crafting nails with the help of a blacksmith.

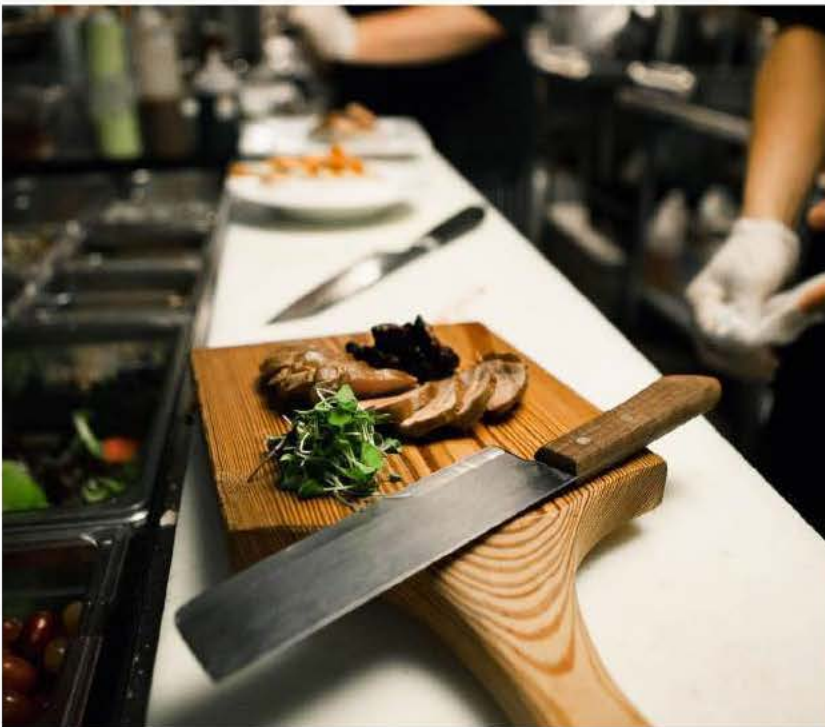
Clockwise from top:

top: Americana classics are on display at the Tallahassee Automobile Museum; The Mission offers visitors a chance to travel back to the year 1703; The Soda Fountain rotates through 200 flavors of ice cream.

Jump back in time at Lofty Pursuits, a candy and ice cream emporium where kids can watch as Victorian candy is prepared the old-fashioned way, sans artificial ingredients.

Over 150 different car models from various points in American history are on display at the Tallahassee Automobile Museum—including one that used to be owned by President Lincoln. Bonus: the museum also has a collection of classic toy pedal cars that's sure to please pint-sized visitors.





Eat Well

Clockwise from top: Fresh seafood is readily available in the open-air restaurant; The garden at Backwoods Crossing offers diners a chance to eat amongst the fresh ingredients; You can brunch like a local at the Paisley Café with quality ingredients and service.

Local farms are a favorite when it comes to supplying Tallahassee's eateries.

Farm-to-table becomes undeniably real at Backwoods Crossing, whose menu is sourced from the garden just outside the front door and a nearby ranch.

Almost every recipe offered at the Paisley Café has seven ingredients or less—it's the definition of food made simple.

To stay sustainable and support the community, Saltwater Seafood Company's ocean fare is sourced from the Florida Gulf whenever possible.

Special Events: Visit fun4tallykids.com to check out what local events fall during your stay.

Where to Take Your Kids in 2017

The New Year is upon us! Where will you take your kids in 2017? We've partnered with Keryn Means of [Walking On Travels](#) to share where our own Gnomads recommend taking your kids, as well as a few sweet hot spots that some of the top family travel bloggers think you should add to your 2017 travel bucket list.

Year after year you, the exhausted parent, try to come up with a fabulous family vacation your children will always remember. You've done the usual theme parks and local destinations, but you want to dig a little deeper. Sit tight! We've done the research for you. We asked a few of our travel buddies to share their favorite spots—some unexpected, some you might not have thought of, but all great locations you will want to take your kids to in 2017.



Photo credit: Keryn Means/WalkingOnTravels.com

Tallahassee, Florida

The home of Florida State University is more widely known for football than food and family fun, but Tallahassee has both in spades. We loved the food trucks and new restaurants opening with young chefs. Breweries are adding a bit of family fun, like bocce ball and play spaces, so local parents and visitors can try their latest brews without boring the kids. If you aren't into college football, have no fear. History comes alive at the Tallahassee Museum and Mission San Luis, helping children connect with what they are learning in their textbooks at school. You can also bike around the city or take advantage of one of the area's many green spaces, including Cascades Park and Wakulla Springs State Park. Make sure you take the river cruise for a chance to see alligators and manatees in the wild.

Florida travel calendar for December



Check out festivals and events in December across the state.

North-Central Florida (including Ocala, Gainesville and Tallahassee)

Nov. 24 – Dec. 31: Visual Arts showcase. More than 100 artisans sell gift items and handmade ornaments. \$3 per person or \$7 per family, members and children under 12 enter free.

www.lemoyne.org

Dec. 2-3: Arts & Antiques Fair and Artists League Crafts Expo. Shop for antiques, jewelry, stained glass, enameled metals, ceramics and handcrafted works by members of the Artists League. At the Museum of Fine Arts, at Florida State University. Free admission. www.visittallahassee.com

Dec. 2: Camellia Christmas, Tallahassee. Maclay Gardens State Park invites the community to celebrate the Christmas Season with this annual candlelight stroll through the gardens accompanied by holiday music performed by local artists. Bid on holiday finery for the home or a gift at the silent auction, which will include items donated by local merchants, artists and florists. 6-9 p.m. Free; park entrance fee is waived. 850-245-2200. www.floridastateparks.org/maclaygardens/Events.cfm

Dec. 3: Winter Festival, Tallahassee. As always, the Winter Festival will have much to offer and something for everyone to enjoy throughout a fun-filled, action-packed evening. This year the festival will be from 3 pm to 10 pm on Saturday, Dec. 3. Live entertainment on five stages, arts, crafts and more in the Downtown Chain of Parks and Kleman Plaza. Thousands of runners wearing bells will sprint through downtown for the Jingle Bell Run before the Holiday Parade starts at 7:15 p.m. on the corner of Monroe and Tennessee Street. 850-891-3860. www.tal.gov.com/parks/

Dec. 3-4: Annual Market Days, Tallahassee. One of the largest and finest arts and crafts shows in the Southeast, featuring handmade creations of some 300 artists and craftsmen. Works include fine arts, ceramics, country furniture, stained glass, woodwork, glasswork, dolls, clocks, pottery, jewelry, sculpture, metalwork, clothing, photography and calligraphy. The event also dishes up a wide selection of mouth-watering foods and refreshments. At North Florida Fairgrounds. Saturday, 10a.m.-5p.m. Sunday 10a.m.-4 p.m. Adults \$6, Children 6-12 \$4. tallahasseeuseum.org/marketdays

the/**zimmerman**/agency

(continued)

Dec. 10-11: Just One More – A Holiday Art Show. Local artisans come out for the last Downtown Market of the year with art, crafts and other gift-worthy goods. Free admission.

www.visittallahassee.com

Dec. 10-11: Santa Bar Crawl. Hosted by the Tallahassee Brew District. \$25 ticket and proceeds benefit local charities. santahassee.com

Dec. 17-18: Holiday Magic, Tallahassee. Wrap your holiday season in style by joining the Tallahassee Symphony Orchestra at Holiday Magic. A world-class vocal quartet will collaborate with the orchestra in a spectacular evening of music that offers inspiration, entertainment, and plenty of smiles. At Ruby Diamond Concert Hall. 8 p.m. Dec. 17 and 2:30 p.m. Dec. 18. 850-224-0461. www.tallahasseesymphony.org

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ATLANTA TRIBUNE

THE MAGAZINE



[Pictured: Chicken and Waffles at Madison Social - the friendly neighborhood bar.]

Outtakes: Weekend Jaunt to Tallahassee

Tallahassee and Atlanta have a fond connection: Atlanta boasts one of the largest populations of FAMU graduates who call "Tally" home. Catch up with our southern sibling for a weekend.

GET OUTDOORS KAYAKING ON THE WAKULLA RIVER

PADDLE & FLOW: It was a picture perfect day for kayaking on the Wakulla River with Harry Smith Outdoors LLC. Join Harry as he takes you to explore the wild and untamed bodies of water in the Big Bend area of Florida. As a Tallahassee native, he provides the paddling expertise you seek and will show you some of the most beautiful waters around. From the strenuous and extreme to the scenic and mild, explore coastal waterways, disappearing rivers, and crystal clear springs, with all the wildlife you can handle. Half day, full day and multi-day trips. Paddle, photograph, fish and swim your way through Florida.





CASCADE PARK & AMPHITHEATRE

MASTERPIECE: Designed to be the centerpiece of Tallahassee's new Cascades Park and to take advantage of the city's idyllic weather, the Capital City Amphitheater is a spectacular, 3,500-seat outdoor venue certain to attract a variety of artists and countless music lovers eager to hear them. It's here where a stream known as the St. Augustine branch and waterfall influenced the territorial government's decision on the placement of a capital city — the Capitol being less than a quarter of a mile away. The park features an entertainment venue, a family-oriented playscape, fitness trails and tributes to its history that spans four centuries.



DINE & DOWNTIME
THE EDISON

“BE BRIGHT”: Take a stroll through Cascade Park and like a beacon on the park’s edge, you will intuitively end up here at The Edison. The building, renamed in honor of light bulb inventor, Thomas Edison, has been transformed into a beautiful piece of art, marrying historic charm and clean finishes. Once a place where people gathered to pay monthly bills, The Edison now plays host to residents and visitors enjoying the park’s rich history and inventive dining. Enjoy Happy Hour in its rustic-chic beer garden and get one-on-one service at the Chef’s Table –right in the middle of the action.





PROOF BREWING COMPANY

HANG OUT: Tallahassee's first craft production brewery featuring a 20 barrel brew house, refined tasting room and outdoor beer garden. Proof is ubiquitous. Tally's finest restaurants have it's staple varieties on tap.



UPTOWN CAFE AND CATERING

DAY STARTER: At the juncture of Miccosukee and Magnolia, Uptown Cafe and Catering has been locally owned and operated serving Tallahassee residents and visitors with brunch all day everyday with healthy, eclectic breakfast and lunch menu choices for over 30 years. Add their signature smoked salmon to any entree and owner Fred will personally dish on the varieties, the process and the possibilities!



PAISLEY CAFE

QUAINT & QUALITY: On the left — creamy smoked Gouda Grits served with a side of Fuji Apple Butter. On the right — Lobster bisque with artichoke hearts. Combined: The best brunch in town. And what's more: Paisley has created a cooking class that benefits families and children with autism, spreading love and care through its food.



Read the rest in our December/January Double Issue: WEEKEND JAUNT: TALLAHASSEE

For the full Tallahassee Experience: VisitTallahassee.com

Authentic Florida

A Fresh Start with 17 Authentic Adventures for 2017



A Fresh Start with 17 Authentic Adventures for 2017

Usher in the New Year with joyous fresh beginnings and 17 Authentic Florida adventures for 2017.



Apalachee Council House, Mission San Luis, Tallahassee

Step Back in Time at the Mission San Luis

During the mid-1500s and the late 1600s, Florida was home to more than 100 Spanish colonial missions. One of those missions has been recreated to portray the fascinating times when more than 1500 Apalachee Indians and Spanish colonists coexisted. It was there that, by invitation of the Apalachee tribe, Spanish friars, soldiers and civilians built the Mission San Luis, thus establishing the western capital of Spanish Florida now Florida's capital, Tallahassee. Visitors gain a close-up view of two cultures living together with costumed re-enactors. The spacious grounds include a council house, chief's house, Spanish home, a fort and a Franciscan church. The most impressive structure is the thatched, pyramid-shaped, five-story Apalachee Council House where ceremonial rituals and dances were performed.

ATLANTA TRIBUNE

THE MAGAZINE

#IHeartTally: Weekend Jaunt To Tallahassee



It was like something out of Zora Neale Hurston's novel, "Their Eyes Were Watching God." The part where Janie and Tea Cake go out to work in the muck of the Florida Everglades with the Seminoles and other migrant workers – taking heed to the impending hurricane — headed north to higher ground. I imagine Tallahassee might have been one of those places. The weekend I drove roughly five hours from Atlanta down to Tallahassee found most of Florida and Georgia's east coasts and outlying islands ravaged by Hurricane Matthew. Thousands had evacuated to Tallahassee for respite and sanctuary, with Tallahassee swelling to accommodate. Tallahassee is homely like that – in the "never met a stranger" kind of way. A few hours in and you quickly learn what holds the city – a perfect balance of history and the contemporary – together: There's, of course, unwavering pride in Florida State University and equally a playful disdain for University of Miami; a burgeoning and unpretentious culinary scene; the occasionally rowdy yet mostly gentile capital city politics; the Marching 100 at FAMU; and a Prime Meridian marker that not so subtly renders Tallahassee ground zero – the reason why so many grow up, possibly leave but find their way back.



Something about Tallahassee’s blend of Southern charm and Floridian cool is magnetic.

It could be – beyond the boisterousness of politics and punts — the nature-sanctioned quiet. Year-round mild temperatures, lush, green landscapes, rolling hills populated with massive live oaks, vast tracts of protected forests, more than 600 miles of trails, five rivers, 20 lakes and miles of uncluttered coastline make Tallahassee a paradise for those wanting to spend time outdoors, especially those whose interest include hiking, fishing, paddling, birding and wildlife viewing – all under Harry Smith Outdoors’ purview.



There's a saying that you should stay in nature long enough for the creatures in the immediate ecosystem to stop startling and alerting until they consider you "one of their own." For two hours we kayaked three winding miles with Harry on a still water river tributary of Wakulla Springs on the lookout for manatees, turtles and the elusive but ever-present alligator visible just below the surface, guarding the Spanish moss-covered boat slips — each its own historical relic.

More historic relics on dry land are housed on the highest of Tallahassee's seven hills in [Florida A&M University's Meek-Eaton Black Archives](#). The center's mission includes collecting, preserving, displaying and disseminating information about African Americans, people of Africa worldwide and notables from FAMU. The collection is the most extensive in the Southeast matched only by the encyclopedic knowledge of Greg Cohen – [Lofty Pursuits Ice Cream, Victorian Candy and Toys shop](#) owner, living archive; also a wizard. While tinkering with a Victorian-Era candy maker contraption and between bites of soda foundation-good ice cream, sherbets, sorbets and the best root beer float that side of the Prime Meridian – Tallahassee's entire history was at the tip of his tongue.



[The John G. Riley House and Museum](#), he says, was built in 1890 on the outskirts of the historic Smokey Hollow neighborhood by John G. Riley, civic leader and Lincoln High School principal. The house, like many others, has been restored and is a museum honoring Riley and other prominent African-American leaders.

Also, in the 19th century, following the Civil War many freedmen migrated to the area once settled by the French and it developed into a thriving middle-class African-American community. Only a few original structures remain with preservation efforts underway. Famous musicians including Ray Charles, Nat Adderley and brother Cannonball Adderley – sons of FAMU faculty — lived and performed in this community; and Blues men Bobby Rush and Bobby Blue Bland performed at the [Bradfordville Blues Club](#), Florida’s only spot on the National Blues Trail.

That one we knew well. The night before, we had made the sojourn to the classic club, thrillingly off the beaten path in the backwoods. A narrow, bumpy road showed no signs of ending, until it did – marked by a sprawling willow-like tree with the club in the distance — a heartbeat pulsing in the inky black of night.



By now, we’re affectionately calling the city “Tally” – because that’s just what you do.

You come; you hang in Railroad Square with the arts and leisure crowd; you grab a pesto and smoked salmon mashup at the [Uptown Cafe](#) and cap the night with a peanut butter and jelly burger or the Monte Cristo at the [Midtown Caboose](#). Opt to catch the game on screens there or head near campus to [Madison Social](#)’s coveted views of the FSU stadium — where you can pick a side (FSU or bust) and duke it out over chicken and waffles and avocado and arugula toast.



Or, you hold court with Kiersten Lee who, after a 19 year career in banking, decided to open Paisley Café on a whim with her father's Chicken Salad Croissant recipe as the cornerstone of a menu, full of entrees that she "prays over." Being able to provide the highest quality ingredients – seven ingredients or less for each entree — and highest level of customer service is Paisley's foundation; her warmth, the flavor. Asked the source of the delectable scent that sauntered out from the chef stations while we were waiting for our seats, Lee replied with a mischievous grin, hinting at both things to come and already come to pass: "What you smell ... *is love.*"

EAT

Turn it up a notch with Table 23 and The Edison – two of the recently opened best Tally's culinary scene has to offer. Both restoration marvels, the former, an iconic porch built and reimagined with the "original bones" of the 1920's restored residence under a canopy of live oaks on Thomasville Road; and the latter a literal beacon where diners overlook the expanse of Capital City Amphitheater and Cascades Park, 24 acres of rolling hills, waterways and gardens.



The restored, century-old former electric utility buildings feature light bulb motifs throughout – hence the namesake, **The Edison**. Dine indoors within the building’s rustic century-old walls and under vintage looking lights, at a cozy chef’s table in the kitchen, or on decks overlooking the rolling acreage. Signature cocktails and locally brewed beers are served on the patio and in a beer garden lined with brick walls and featuring an iron spiral staircase from the structure’s heyday as an electric building. Try the Smoke Signal, a blend of Four Roses Small Batch Bourbon, Raw Sugar, Walnut Bitters, Cedar Smoke with an Orange Twist or the Rosewater Pink Lemonade, or both.



POUR

Fans of craft, darks, sours and hoppy IPAs toast the year-round mild temperatures at PROOF Brewing Company, serving hometown brews in an open-air tasting room and beer garden, complete with lawn games and an art park. Bring your own food and try the Mango Wit –a full bodied, creamy Belgian Wit brewed with a generous amount of ripe organic mangos that captures the refreshing flavor of summer.



ZIP

Jim Gary's 20th Century Dinosaurs made from reclaimed auto parts, dot the walking and zip lining trails of Tree to Tree Adventures at the 52-acre natural history museum, which features the native habitats of indigenous Floridian wildlife.



CRUISE

After a lunch at the [Lodge at Wakulla Springs](#), enjoy a [Jungle Boat Cruise](#) which takes you on a nature tour from the Springs up the river. Experienced guides tell you about the environment, wildlife, and history of the springs.



STAY

[Home2 Suites by Hilton in Tallahassee State Capitol](#) offers smart and intuitive extended living spaces that syncs with the vibe of the city – contemporary, savvy, sophisticated and economical.

GET FESTIVE

Plan from now to head south for Tally’s winter festivities. Tallahassee does winter well annually, with outdoor merriment, themed concerts and plays, ice-skating, and thousands of lights illuminating the trees of Tallahassee parks.



- The annual Winter Festival – A Celebration of Lights features the lighting of the live oaks in the Chain of Parks, Candy Cane Lane, live entertainment on five stages, arts, crafts and more in the Downtown Chain of Parks and Kleman Plaza. Thousands of runners wearing bells will sprint through downtown for the Jingle Bell Run before the Holiday Parade.
- Live performances abound in Tally: The Tallahassee Symphony Orchestra presents “Holiday Magic!” in Ruby Diamond Concert Hall; Theatre Tallahassee presents Irving Berlin’s “White Christmas” on three weekends in December; and The Tallahassee Ballet performs “The Nutcracker” in Ruby Diamond Concert Hall.
- Shop for antiques, jewelry, stained glass, enameled metals, ceramics and hand-crafted works by members of the Artists League at the Arts & Antiques Fair and Artists League Crafts Expo, at the Museum of Fine Arts on Florida State University’s campus.
- Join Mission San Luis and Native American storytellers in celebrating the “sun standing” in the southernmost position in the sky through drum circle rituals and narratives. The Tallahassee Astronomy Society concludes the evening with views of the winter heavens through high powered telescopes.

For the full Tallahassee experience go to to [VisitTallahassee.com](http://www.visittallahassee.com) and check out our Tally outtakes here: <http://www.atlantatribune.com/2016/12/14/outtakes-weekend-jaunt-to-tallahassee/>



Authentic Florida: Visit these 17 places in 2017

A new year ushers in a fresh start and new beginnings.

We have a chance to move forward with goals for a happier and healthier year, and to find physical and spiritual renewal.

That journey often begins with discovering new places and enjoying new experiences along the roads less traveled.

So, to spark your journey, begin by checking off these 17 things on your 2017 bucket list:

Step back in time at Mission San Luis

During the mid-1500s and the late-1600s, Florida was home to more than 100 Spanish colonial missions. One of those missions has been recreated to portray the fascinating times when more than 1,500 Apalachee Indians and Spanish colonists coexisted. It was there that, by invitation of the Apalachee tribe, Spanish friars, soldiers and civilians built the Mission San Luis, thus establishing the western capital of Spanish Florida, now Florida's capital, Tallahassee. Visitors gain a close-up view of two cultures living together with costumed re-enactors. The spacious grounds include a council house, chief's house, Spanish home, a fort and a Franciscan church. The most impressive structure is the thatched, pyramid-shaped, five-story Apalachee Council House where ceremonial rituals and dances were performed.

kiwi™

Want to beat those winter blues with a family getaway? The Florida capital offers the perfect mix of earth-friendly fun for all ages.

Eco Escape

Tallahassee, Florida

Adventure **out** Get closer to nature at these four spots.





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Pack a picnic and head to the old water reclaimer site, which was recently upcycled into Cascades Park. The renovated landmark features a play area crafted from recycled telephone poles and preserved cypress trees.

Connect with nature at the Gulf Specimen Marine Lab where kids can learn about the local turtle conservatory efforts and get up close and personal with the reptilian residents.

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Time Travel

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For more information check out www.VisitTallahassee.com



Romance Your Sweetheart with 21 Enticing Valentine's Day Getaways

Valentine's Day is right around the corner, and we are always lost for ideas on keeping the romance alive. Here are **21 tempting Valentine's Day getaway packages that are sure to please everyone with every taste.**

With getaways in Texas such as Hotel Crescent Court's "Courting 2.0" — taking it back to the days before Tinder, Bumble and Match.com — to packages in Florida like Pelican Grand's "Suite Indiscretions" package — for those looking for a spicier, 50 Shades-esque type of getaway — romancing your sweetheart this Valentine's Day will be easier than ever.

"Salt Room Couples Massage" at AXIOS — Tallahassee, Fla.

Available Feb. 11 through Feb. 19, starting at \$220 per couple

Indulge in spa treatments at Tallahassee's very own boutique spa, AXIOS. This unique salt spa and juice bar seduces your senses with a Himalayan Salt Room — a tranquil oasis perfect for Valentine's Day with your loved ones.

- Two massages
- Halotherapy (salt therapy)
- Two drinks from organic juice bar
- Apricot Body Oil from Eminence Organics

For more information, please call AXIOS at (850) 765-5064 or visit www.visittallahassee.com.



African American History in Tallahassee - Visit Heritage Sites Across the City

Florida's Capital City has some of the state's most significant African American historical sites, from early homes, schools and churches with roots in the era of slavery to the Civil Rights Heritage Walk commemorating sit-ins and bus boycotts that helped end segregation policies.

The city also is home to the 130-year-old Florida A&M University, established in 1887 and now the third largest historically black university in the nation. Two of its students -- Wilhelmina Jakes and Carrie Patterson -- launched the Tallahassee bus boycott in 1956 when they were jailed for refusing to yield their chosen seats on a segregated city bus (just six months after Rosa Parks did the same).

Though some of the voices have fallen silent, the achievements of Tallahassee's African American heroes live on through preserved treasures such as the Riley House, Union Bank and Knott House, sentinels of the struggles and triumphs of Tallahassee's black community.

Several major events commemorate African-American history in Tallahassee and keep it alive year-round. They include Harambee Festival Feb. 28 at FAMU (the Swahili word means "let's pull together") featuring concerts, cultural art, film, African drumming and dance, poetry, fashion, health demonstrations and more. Others are Martin Luther King "Dare to Dream" Festival each January, Emancipation Day festivities each May, and the Florida African Dance Festival each June.

AFRICAN AMERICAN HERITAGE SITES:

Florida Agricultural & Mechanical University (FAMU)

Lee Hall, (850) 599-3000

Florida's oldest Historically Black College & University, FAMU was established in 1887. Today, the university is home to more than 11,000 students from more than 70 countries. While on campus, visit the Foster Tanner Fine Arts Gallery and view a broad spectrum of world art, ranging from faculty exhibitions to international showcases by predominantly, yet not exclusively, African American artists. For more information on FAMU, visit www.famu.edu.

Carrie Meek-James N. Eaton Sr. Southeastern Regional Black Archives Research Center & Museum

Florida A&M University Campus, (850) 599-3020

Florida A&M University has the Southeast's most extensive collections of African American artifacts, located at the historic 1907 Carnegie Library. Established by the Florida legislature in 1971, the repository houses more than half a million documents and thousands of artifacts from all over the world. The collection includes a 500-piece Ethiopian cross collection and rare African books and maps, some dating back to the 1700s. For more information, visit www.famu.edu.com.

Bradfordville Blues Club (BBC)

7152 Moses Lane, (850) 906-0766

An authentic chittlin' circuit blues club, designated with a National Blues Trail marker. It hosts an impressive list of nationally renowned Blues acts including Percy Sledge, Johnny Rawls, E.C. Scott and Johnny Marshall. The BBC is an icon and delivers the best in live blues on Friday and Saturday nights. Visit www.BradfordvilleBlues.com for complete listings.

Tallahassee-Leon County Civil Rights Heritage Walk

Located at the corner of Jefferson Street and Monroe Street

Tallahassee-Leon County Civil Rights Heritage Walk, a commemorative sidewalk, honors more than 50 Civil Rights leaders and activists who took part in Tallahassee's 1960s lunch counter sit-ins and the 1956 bus boycott. Florida State University's Master Craftsman Studio designed and constructed the terrazzo sidewalk - including iconic slogans, images of brass footsteps bearing the names of activists and a bus that displays A&M College, which was the name of Florida A&M University at the time.

C.K. Steele Memorial

111 West Tennessee Street, (850) 681-7881

C.K. Steele Memorial commemorates the work of the Reverend Charles Kenzie Steele, one of Florida's Civil Rights leaders. Steele, who was a friend and colleague of Martin Luther King Jr., organized the Tallahassee bus boycott by setting up a car pool for black patrons. Steele often proclaimed, "I'd rather walk in dignity than ride in humiliation."

First Presbyterian Church

102 North Adams Street, (850) 222-4504

Built in 1835, this Greek Revival landmark is the oldest church in Tallahassee. Atypical in it's time, the church welcomed African American slaves as independent members - who sat in the north gallery separate from the rest of the congregation. More information can be found at www.oldfirstchurch.org.

John G. Riley House Museum

419 East Jefferson Street, (850) 681-7881

Named to the National Registry of Historic Places in 1978, the Riley House is a historical landmark for the community. Owner, John Riley, was born into slavery in 1857 in Leon County. After slavery, he pursued education for a career and worked as a teacher and principal for the school board from the 1880s until 1926. He lived with his family in the home on Jefferson Street until his death in 1954. The Riley House represents the thriving, middle-class black community that once existed in downtown Tallahassee - Smoky Hollow - and now serves as a museum preserving African American history and culture, from Reconstruction through the Civil Rights movement. For more information, visit www.rileymuseum.org.

Knott House Museum

301 East Park Avenue, (850) 922-2459

Built in 1843 by free black builder [George Proctor](#), perhaps the home's most significant historical contribution was that Union Army Brigadier General Edward McCook read the Emancipation Proclamation from its front steps in 1865. Every year on May 20, an event is held on the steps of the Knott House to commemorate this historic event. Now a museum interpreting life in the 1920s and 30s, the restored home has been nicknamed "The House That Rhymes" for the eccentric poems written and attached to household furnishings by one-time matron of the house, Luella Knott. More information can be found at www.museumoffloridahistory.com.

Saint James C.M.E. Church

106 North Bronough Street, (850) 577-0238

Constructed in 1899 on land purchased by black members of the Trinity Methodist Episcopal Church, the structure is the oldest African American church in Tallahassee.

Battle of Natural Bridge Historic State Park

7502 Natural Bridge Road, (850) 922,6007

Just south of downtown Tallahassee in Woodville, the Battle of Natural Bridge took place in March 1865 when a Union army, including two regiments of U.S. Colored Troops, landed in the vicinity of the [St. Marks](#) Lighthouse hoping to capture Tallahassee. Confederate troops halted the Union advance here and the Union troops retreated back to the coast. The Battle of Natural Bridge Reenactment, one of the largest such events in Florida, is held annually in early March. For more details, visit www.floridastateparks.org/naturalbridge.

Tallahassee Museum

3945 Museum Drive, (850) 575-8684

Amid its 52 scenic acres are the Bethlehem Missionary Baptist Church, the Concord Schoolhouse and the B.O. Wood Commissary. Built in 1937 by a rural black congregation, the Bethlehem Missionary Baptist Church was founded by a slave preacher, Reverend James Page, ordained in the 1850s. It has the distinction of being one of the most significant black churches in Florida, and the exhibit, funded by the National Endowment for the Humanities and FAMU, traces the congregational history and the importance of black churches to their communities. The 1890s, one-room Concord Schoolhouse educated children of former slaves and served as a public school until 1968. Restored to its early appearance, the exhibit traces the history of the education of black students. The B.O. Wood Commissary, a remnant of the turpentine industry, was once a "company store" where black turpentine workers purchased provisions. For more information, visit www.tallahassemuseum.org.

Taylor House Museum

442 West Georgia Street, (850) 222-6111

Originally built in 1894, the Taylor House showcases special exhibits and three different historical themes - Civil Rights, Frenchtown and the Taylor Family. For more information, visit www.taylorhousemuseum.wix.com.

Historic Frenchtown Community

612 West Brevard Street, (850) 513-9981

The Historic Frenchtown Community originated from 19th century settlers who moved to the area from France. Their relocation was prompted by the July 4, 1825 Lafayette Land Grant, which gave Gilbert du Motier, marquis de Lafayette, a township in the U.S. of his choice. After the Civil War, African Americans moved to the Frenchtown section. From 1940-1945, [Ray Charles](#) lived in the community and was among local and national musicians including Charles, Nat and Cannonball Adderley, BB King and Lawyer Smith who played the Red Bird Club and Cafe DeLuxe in Frenchtown. Lincoln Academy, one of three freedmen schools built in Florida after slavery, still stands in Frenchtown and now serves as a community center and a historical memorial to the school's history.

Union Bank

Southwest corner of Apalachee Parkway and Calhoun Street, (850) 487-3803

Built in 1841, Union Bank is among Florida's oldest surviving financial institutions. The bank played a major financial role as a planter's bank in the territorial period and as the Freedman's Savings Bank for newly emancipated slaves during Reconstruction. Tours are available by appointment only - to schedule, please call (850) 599-3020.

Smokey Hollow Historic Neighborhood

Cascades Park (under Apalachee Parkway overpass), 1001 S Gadsden Street, (850) 891-3866

Once stretching throughout Tallahassee's Cascades Park, hundreds of African American residents called Smokey Hollow home for more than 60 years. Eliminated by urban renewal in the 1960s, the neighborhood formed in 1890, where several notable black families lived and worked - including cookie maker Wally "Famous Amos" Amos. Former Smokey Hollow residents revived the national historic district with a village-type exhibit in Cascades Park, including a fully restoRed Barbershop, vegetable gardens, reflecting pool and three replicas of former houses. For more information on Tallahassee's newest tribute to African American heritage, visit www.rileymuseum.org.

For more information on African American Heritage in Florida's Capital City or to view sample itineraries of historic African American sites, visit www.VisitTallahassee.com or call Visit Tallahassee toll free at (800) 628-2866.

Orlando Sentinel

Florida travel calendar for February

North-Central Florida (including Ocala, Gainesville and Tallahassee)

Feb. 4-5: Tallahassee Marathon. Tallahassee. The Tallahassee Marathon and Half Marathon is entering its 43rd year. The great community event has become a destination race with 1,400 runners and thousands of spectators and volunteers. The course ventures through Downtown, Midtown, the Myers Park neighborhood, Cascades Park, FAMU Way and the FSU Campus and ends at Kleman Plaza. Online registration closes 2 p.m. Feb. 3, admission prices vary. For more information visit www.visittallahassee.com

Feb. 18: T.O.U.R. Guide – Gulf Specimen Marine Laboratory. Tallahassee. As part of the T.O.U.R. Guide program encouraging people to further explore the wonders of our area, delve into the secrets of the sea at this marine Laboratory. This interactive nature and research center offers worlds of knowledge when learning about marine life and the species native to the Gulf of Mexico. Kids 12 and under free, \$9.95 for adults. For more information visit www.visittallahassee.com

Feb. 18: Field Day Music Fest. Tallahassee. Make yourself comfortable and bring a blanket or chair to enjoy an evening of live music, food trucks, a beer garden and family-friendly games all while benefitting the Judy Field Memorial Foundation fighting pancreatic cancer. Kids 12 and under free, \$25 GA, \$150 VIP, \$10 After Dark (7:30 p.m.). For more information visit www.visittallahassee.com



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Florida travel calendar for March

North-Central Florida (including Ocala, Gainesville and Tallahassee)

Mar. 9-12: Red Hills International Horse Trials. Tallahassee.

Olympic riders and horses compete in this international equestrian event that includes dressage, cross country and stadium jumping competitions. Kids 12 and under free, daily pass \$15, 3-day pass \$40 (\$30 when purchased online before Feb. 28). For more information visit www.visittallahassee.com

Mar. 18: T.O.U.R. Guide – Edward Ball Wakulla Springs State Park. Tallahassee. As part of the T.O.U.R. Guide program encouraging people to further explore the wonders of our area, take a dive into one of the largest and deepest freshwater springs in the world. Experience an array of wildlife, river boat tours, or venture through nature trails at this National Natural Landmark. Free admission for kids. For more information visit www.visittallahassee.com

Mar. 31–Apr. 1: Springtime Tallahassee Festival & Grand Parade 2017. Tallahassee. Annual celebration of spring kicks off with a concert by a national recording artist on Friday night and continues on Saturday with the Grand Parade – one of the largest and most celebrated parades in the Southeast. Includes Jubilee in the Park art show, the Children’s Park and a 5K run. Free admission. For more information visit www.visittallahassee.com

Mar. 31–Apr. 22: Flying High Circus. Tallahassee. As one of two collegiate circuses in the nation, the Flying High Circus performs a variety of jaw-dropping routines. Each spring showcase tackles a different theme while preserving crowd favorite acts like flying trapeze, juggling and quartet adagio front and center. Adult tickets \$15 - \$29, child tickets \$10 - \$24. For more information visit www.visittallahassee.com



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Orlando Sentinel

Florida travel calendar for April

North-Central Florida (including Ocala, Gainesville and Tallahassee)

March 31-April 1: Annual Springtime Tallahassee, Tallahassee. The Annual Springtime Tallahassee celebrates the season in our state capital. On the festival's agenda are a Grand Parade with floats and marching units, Jubilee in the Park, Children's Park and multiple stages with live entertainment including the Rock/Jazz/Blues Stage at Jefferson Street and Adams Street featuring local and regional talent, and a Community Stage at McCarty Park featuring local performers. More than 200 arts and crafts and food booths are to be featured. Some of the festival's activities are free; others have fees. www.springtimetallahassee.com

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Apr. 7-9: Word of South Festival. Tallahassee. This two day festival features a unique blend of writers and musicians and aims to explore and celebrate the relationship between the two arts. Enjoy concerts and special performances and discover the southern charm of North Florida. For more information visit www.visittallahassee.com

Apr. 9: Jewish Food Festival. Tallahassee. Nosh a little, Kibbitz a little... Enjoy! Admission to the festival is free of charge! Visit Temple Israel on April 9, 2017 from 10:30 a.m. to 4 p.m. for an unforgettable event filled with delicious food, beautiful crafts from local artisans, and fun for the entire family, including a special area with activities and booths just for kids! For more information visit www.visittallahassee.co

Apr. 15: T.O.U.R. Guide - The FSU Reservation. Tallahassee. As part of the T.O.U.R. Guide program encouraging people to further explore the wonders of our area, spend a day outdoors on Lake Bradford. In addition to offering an interactive ropes course, the "Rez" is a fantastic site for canoeing, kayaking, picnicking, swimming, sand volleyball, disc golf and more. Free admission for kids. For more information visit www.visittallahassee.com

April 15-16: LeMoyne Chain of Parks Art Festival, Tallahassee. Tallahassee's downtown chain of parks hosts an art festival April 15 - 16 from 10 a.m. - 7 p.m. Saturday and 10 a.m.-5 p.m. Sunday that features live entertainment, food from local restaurants, and original works of art by 150 local and regional artists. chainofparks.com



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Florida travel calendar for May

North-Central Florida (including Ocala, Gainesville and Tallahassee)

May 12-14: Southern Shakespeare Festival. Tallahassee. This three day festival entices theatre lovers and the like with interactive performances that pay tribute to The Bard and some of his most notable works. Performers offer unique renditions of sonnets and play scenes by incorporating new-age spins. Free admission. For more information visit southernshakespearefestival.org

May 20: Emancipation Day Celebration. Tallahassee. Join the Knott House and John G. Riley Museum in commemorating the Emancipation Proclamation in Tallahassee with this annual event. The event features a reading of the document, period music and a picnic in Lewis Park. The event is open to the public. For more information visit www.visittallahassee.com

May 20: T.O.U.R. Guide - Alfred B. Maclay Gardens State Park. Tallahassee. As part of the T.O.U.R. Guide program encouraging people to further explore the wonders of our area, spend a day strolling through Maclay Gardens. The beautiful venue is a picturesque site paying homage to floral architecture and serenity. Kids 12 and under free. For more information visit www.visittallahassee.com

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www.VisitTallahassee.com.

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www.VisitTallahassee.com.

VALENTINE'S DAY TRAVEL DEALS



Whether you want to plan a casual romantic getaway or an adventure whirlwind romance trip, you're sure to find exactly what you desire, not only in your lover's eyes, but within your final destination. While you are shopping around and looking for the perfect place, don't forget about *the thing* to do this Valentine's Day. **Forget doing just the getaway, get out there and do something different, fun, and amazingly sexy, for couples and singles!**

AXIOS IN TALLAHASSEE, FLORIDA



Indulge in spa treatments at Tallahassee's very own boutique spa, AXIOS. This unique salt spa and juice bar seduces your senses with a Himalayan Salt Room — ***a tranquil oasis perfect for Valentine's Day with your loved one.***

- Two massages
- Halotherapy (salt therapy)
- Two drinks from the organic juice bar
- ***Apricot Body Oil from Eminence Organics***
- "Salt Room Couples Massage" available Feb. 11 through Feb. 19
- Starting at \$220 per couple

EXPLORE AND CONNECT

[AXIOS](#) | [Facebook](#) | [Twitter](#) | [Google+](#) | [Instagram](#) | [LinkedIn](#)

A photograph of a dense forest with tall, moss-draped trees. A large, semi-transparent red rectangular box is overlaid on the left side of the image, containing white text. The ground in the foreground is covered with brown leaves.

VISIT TALLAHASSEE
SOCIAL REPORT
December 2016

the / **zimmerman** / agency



YOY Snapshot





Facebook YOY

2016-2017	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
PAGE LIKES	50,691	50,745	50,727	50,901									50,901
POST REACH	90,628	69,989	74,165	151,342									386,124
POST ENGAGEMENTS	3,195	3,618	4,426	5,489									16,728
ENGAGEMENT RATE	3.53%	5.17%	5.97%	3.63%									4.33%

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



*In the month of December, Facebook performed another user sweep removing inactive, memorialized, fake and scam/spam accounts



Twitter YOY

2016-2017	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
FOLLOWERS	9,574	9,685	9,722	9,917									9,917
IMPRESSIONS	80,796	82,463	87,144	271,019									521,422
ENGAGEMENT	2,598	2,425	2,041	2,672									9,736
ENGAGEMENT RATE	3.22%	2.94%	2.34%	0.99%									1.87%
#IHT MENTIONS	630	500	693	713									2,536
#IHT IMPRESSIONS	2,489,300	1,260,160	1,440,516	1,851,740									7,041,716

2015-2016	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
FOLLOWERS	7,560	7,680	7,792	7,953	8,119	8,272	8,396	8,541	8,690	8,803	9,112	9,437	9,437
IMPRESSIONS	92,104	68,465	49,448	60,374	104,680	58,594	158,654	169,111	72,741	65,752	528,797	88,235	1,516,955
ENGAGEMENT	2,332	1,537	1,026	1,232	2,210	1,723	3,924	2,477	1,603	2,170	5,070	1,853	27,157
ENGAGEMENT RATE	2.53%	2.24%	2.07%	2.04%	2.11%	2.94%	2.47%	1.46%	2.20%	3.30%	0.96%	2.10%	1.79%
#IHT MENTIONS	1,711	1,306	1,052	1,095	1,456	1,702	1,752	7,658	1,810	1,450	899	1,030	22,921
#IHT IMPRESSIONS	4,300,000	3,200,000	2,900,000	3,200,000	5,600,000	5,100,000	9,500,000	70,100,000	19,200,000	15,068,292	4,700,000	3,552,570	127,220,862



Instagram YOY

2016-2017	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
FOLLOWERS	8,482	8,720	8,820	9,019									9,019
ENGAGEMENT	5,578	4,566	4,982	4,090									19,216
REACH	68,647	55,546	67,442	55,066									246,701
ENGAGEMENT RATE	8.13%	8.22%	7.39%	7.43%									7.79%
#IHT MENTIONS	2,007	2,061	1,886	1,883									7,837

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



Pinterest YOY

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
FOLLOWERS	314	323	324	328									328
LIKES	0	11	0	2									13
REPINS	21	38	14	12									85
IMPRESSIONS	22,242	3,462	3,102	3,928									32,734
REACH	990	1,260	1,349	1,780									5,379

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



**VISIT TALLAHASSEE
ADVERTISING ACTIVITY REPORT
DECEMBER 2016**

PROJECTS COMPLETED

Partner Newsletter
Executed on 12/23

Consumer Newsletter
Executed on 12/27

Limelight Ad December
Executed on 12/17

Cross Country Program- FHSAA
Delivered 11/4

Southern Living Magazine
Released 12/18
Insertion runs in February

Emerald Coast Spread
Released on 12/18
Insertions runs in February

Brand Guidelines 2.0
Completed and Shared

Cross Country Programs
Released

PROJECTS UNDERWAY

Monthly Consumer Newsletter
Ongoing

Tallahassee Magazine
Creative in development

Brand Guidelines 2.0
Finalizing for review

Grants Website Maintenance
Website updates in development

January Limelight Ad
Finalizing creative
Scheduled to run 1/18

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

Trailhassee 2.0
In development
Anticipated delivery TBD

Facebook Canvas Ad
Creative in development for Spring Canvas Ads

Winter Promotion
Creative in development

UPCOMING MEDIA PLACEMENTS

FSU Partnership- Basketball Assets in Place

Florida Trend- January

Visit Florida Placement- January

Emerald Coast Spread- February

Southern Living- February

Tallahassee Democrat Limelight- January 2017

Paid Search- Ongoing

the/**zimmerman**/agency



Executive Summary

- Excluding, Average Pages Viewed per Session, our Website Metrics have improved across the board over last December. For example, our website sessions grew by 4.95%.
- Top Content and Top Event pages reflected an increased interest in pages related to Holidays and the New Year during December.
- Social Media Icon Clicks increased on Facebook, but fell on Twitter, Instagram, Pinterest, and Youtube.

Website Metric	December 2015	December 2016
Sessions	49,850	52,320
Users	38,804	41,483
Page Views	106,695	109,598
Avg Pages Viewed per Session	2.14	2.09
Avg Session Duration	02:29	02:32
New Sessions	69.72%	70.37%
Bounce Rate	58.80%	56.65%
Adjusted Bounce Rate	32.83%	31.11%
Mobile Sessions	41.2%	48.4%
Mobile + Tablet Sessions	50.8%	57.1%



Top Content

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

Page	December 2016	% of Total Page Views
/seasons/winter-nights-holiday-lights/	12,793	11.67%
/	11,722	10.70%
/events/	10,455	9.54%
/explore/	4,706	4.29%
/partners/dorothy-b-oven-park/143913/	3,816	3.48%
/explore/self-guided-tours/budget-friendly-tallahassee/	2,896	2.64%
/events/274953/2016-usatf-national-club-cross-country-championship/	2,672	2.44%
/explore/nightlife/	2,594	2.37%
/dine/	2,056	1.88%
/seasons/TOUR-guide/	1,847	1.69%

Keywords

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

Keywords	Sessions
tallahassee	41
tallahassee fl	40
tallahassee florida	40
visit tallahassee	29
dorothy b oven park	25
things to do in tallahassee	25
html share buttons sharebutton.to	17
share buttons sharebutton.to	17
dorothy b oven park christmas lights	11
tallahassee events	11



Top Event Pages

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

Event Page	December 2016	% of Total Event Page Views
/events/	10,455	28.23%
/events/274953/2016-usatf-national-club-cross-country-championship/	2,672	7.22%
/events/279739/tallahassee-downtown-new-years-eve-2016/	1,622	4.38%
/events/275546/tallahassee-downtown-new-years-eve/	1,507	4.07%
/events/269777/downtown-new-years-eve-celebration/	1,074	2.90%
/events/274942/winter-festival-jingle-bell-run/	901	2.43%
/events/279448/ice-skating-at-the-centre-of-tallahassee/	818	2.21%
/events/271481/elf-night-at-dorothy-b-oven-park/	768	2.07%
/events/279495/elf-night/	742	2.00%
/events/275313/16th-annual-elf-night-at-dorothy-b-oven-park/	700	1.89%

Top Pages by "View in Map" clicks

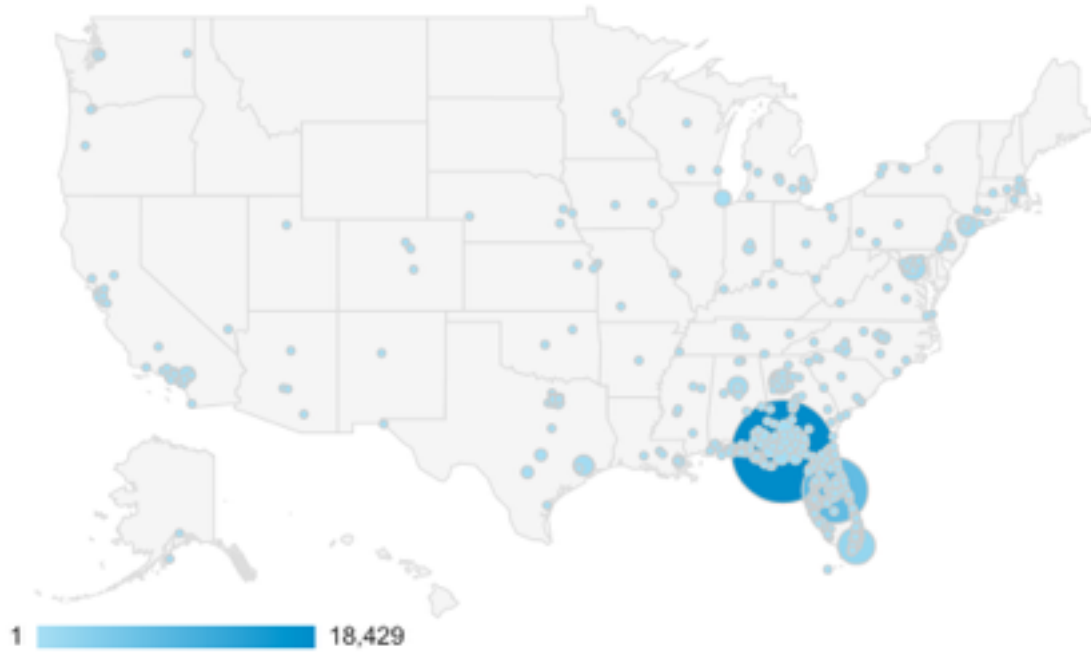
Listed below are the event pages with the most "view in map" clicks

View in Map Clicks	Clicks
Dorothy B. Oven Park	159
The Allison Christmas Spectacular	40
J.R. Alford Greenway	39
Myers Park	38
Ice skating at The Centre of Tallahassee	33
LeMoyne Center for Visual Arts	33
Florida Caverns State Park	27
Symphony Holiday Tour of Homes	26
Hernando de Soto State Archaeological Site	25
Tallahassee Downtown	23



Geography

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



State	Visits
Florida	35,008
Georgia	3,520
Texas	1,403
Alabama	1,180
California	1,067
New York	1,033
District of Columbia	823
Illinois	542
North Carolina	499
Michigan	413

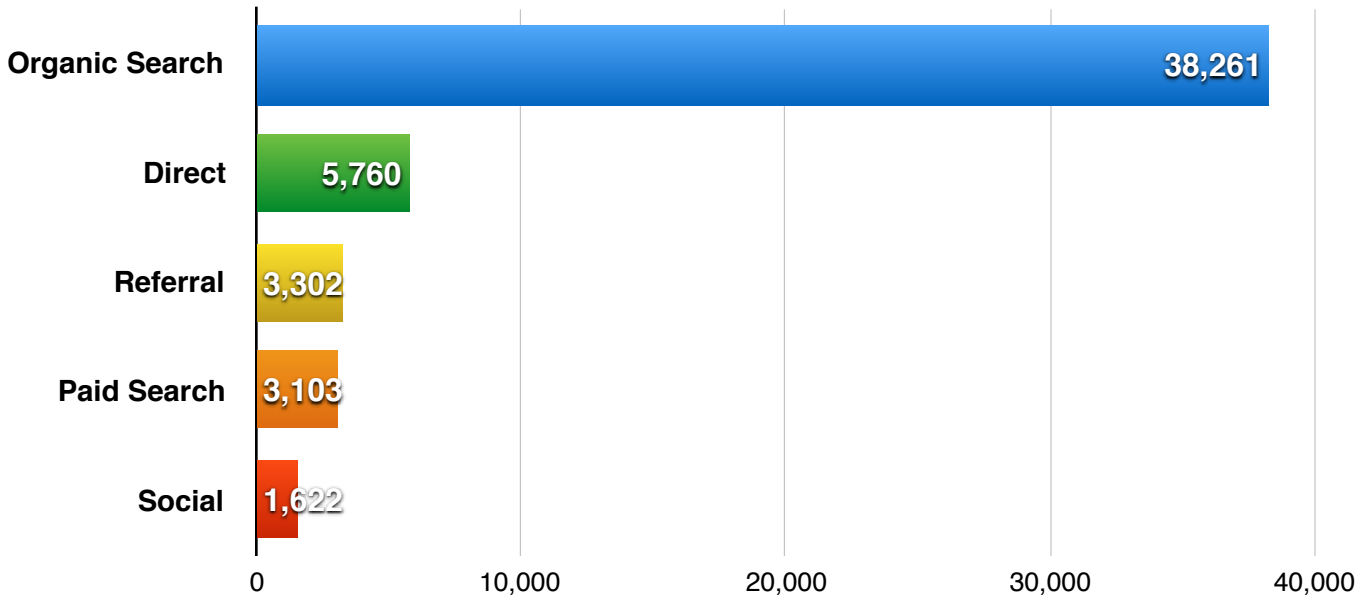
City	Visits
Tallahassee	18,429
Orlando	7,539
Miami	2,112
Atlanta	1,036
Washington	823
New York	722
Birmingham	666
Houston	571
Crawfordville	472
Chicago	365



Traffic Sources

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

December 2016: Traffic Sources



Top Referring URLs

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

Referring Site	December 2016
usatf.org	1,219
m.facebook.com	802
visit.fsu.edu	465
reddit.com	244
twitter.com	235
milesplit.com	164
motherboard.vice.com	121
facebook.com	116
seminoles.com	111
l.facebook.com	85



Advanced Analytics

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

Top Outbound Links	December 2016
https://www.talgov.com/parks/parks-winter.aspx	903
http://www.talgov.com/parks/parks-cc-oven.aspx	563
http://www.floridastateparks.org/maclaygardens	360
http://www.downtowntallahassee.newyarseve.com/	336
http://www.tallahasseedowntown.com/events/tallahassee-downtown-new-years-eve-2016	270
http://www.lemoyne.org/	255
http://www.tallahasseedowntown.com/	125
http://thecentreoftallahassee.com/	118
http://www.talgov.com/	109
http://www.challengertlh.com/	106

Social Media Icon Clicks	November 2016	December 2016
Facebook	75	91
Twitter	37	31
Instagram	41	28
Pinterest	16	11
Youtube	20	10



**VISIT TALLAHASSEE
ADVERTISING ACTIVITY REPORT
JANUARY 2017**

PROJECTS COMPLETED

Partner Newsletter
Executed on 1/17

Consumer Newsletter
Executed as a part of the winter promotion on 1/23

Limelight Ad January
Executed on 1/18

Tallahassee Magazine
Released 1/3
Insertion runs in March

850 Business Magazine
Released on 1/3
Insertions runs in March

Brand Guidelines 2.0
Completed and Shared

Cross Country Programs
Released

iHeartTally 2.0- Digital Banners
Finalized for release

Winter Promotion
Executed during January

Brand Guidelines 2.0
Finalized and shared

PROJECTS UNDERWAY

Monthly Consumer Newsletter
Ongoing

FSU Orientation Weekend Landing Page
Creative in Development

City/County/COCA/Downtown Grants Landing Page
Creative in Development

x-Ad 2017
Creative in Development

Grants Website Maintenance
Website updates in development

e-Brains
Content in development

What's Happening in Tallahassee Template
Creative in development

Spring Promotion
Initial Concepting Underway

February Limelight Ad
Finalizing creative
Scheduled to run 2/17

Trailahassee 2.0
In development
Anticipated delivery TBD

Facebook Canvas Ad
Creative in development for Spring Canvas Ads

UPCOMING MEDIA PLACEMENTS

FSU Partnership- Basketball Assets in Place

Emerald Coast Spread- February

Southern Living- February

Goodway Group- February

x-Ad- February

e-Brains- February

Tallahassee Magazine March

850 Business Magazine- March

Tallahassee Democrat Limelight- February 2017

Paid Search- Ongoing



Executive Summary

- Visit Tallahassee's Website Metrics show improvement in Session Duration and Adjusted Bounce Rate when compared to January of last year.
- The Challenger Learning Center drew the most outbound links from the website this period.
- Over 47% of referrals to Visit Tallahassee came from fsu.edu URLs
- Two concerts put on by popular musicians, Florida Georgia Line and R-Kelly, drove 739 Page Views. Their respective event pages were two of the most popular for January.

Website Metric	January 2016	January 2017
Sessions	42,814	37,486
Users	35,019	30,845
Page Views	110,218	91,220
Avg Pages Viewed per Session	2.57	2.43
Avg Session Duration	02:33	02:34
New Sessions	74.00%	74.23%
Bounce Rate	53.00%	55.39%
Adjusted Bounce Rate	36.91%	36.34%
Mobile Sessions	20,158	19,091
Mobile + Tablet Sessions	24,358	22,074



Top Content

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

Page	Pageviews	% of Total Page Views
/	13,166	14.4%
/events/	9,959	10.9%
/explore/	5,776	6.3%
/explore/self-guided-tours/budget-friendly-tallahassee/	4,239	4.6%
/explore/nightlife/	3,042	3.3%
/seasons/TOUR-guide/	2,542	2.8%
/dine/	2,343	2.6%
/explore/outdoors-nature/	2,329	2.6%
/stay/	1,992	2.2%
/explore/history-and-heritage/	1,362	1.5%

Keywords

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

Keywords	Sessions
tallahassee	83
tallahassee florida	60
tallahassee fl	41
things to do in tallahassee	30
visit tallahassee	16
tallahassee invitational volleyball 2017	15
tallahassee events	9
tallahassee, fl	9
sharebutton.to sharebutton.to	8
tallahassee restaurants	7



Top Event Pages

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

Event Page	Pageviews	% of Total Event Page Views
/events/278692/tour-guide-st-marks-national-wildlife-refuge/	771	5.70%
/events/278027/first-friday-at-railroad-square-art-park/	462	3.42%
/events/279448/ice-skating-at-the-centre-of-tallahassee/	438	3.24%
/events/279426/florida-georgia-line-dig-your-roots-2017-tour/	391	2.89%
/events/279944/r-kelly-afterparty-tour/	348	2.57%
/events/275582/flying-high-circus/	341	2.52%
/events/275899/tallahassee-invitational-volleyball-tournament/	330	2.44%
/events/279740/earth-wind-fire/	321	2.37%
/events/279072/opening-nights-brings-world-class-performers-to-tallahassee/	305	2.26%
/events/279881/5th-annual-mlk-dare-to-dream-festival/	289	2.14%

Top Pages by “View in Map” clicks

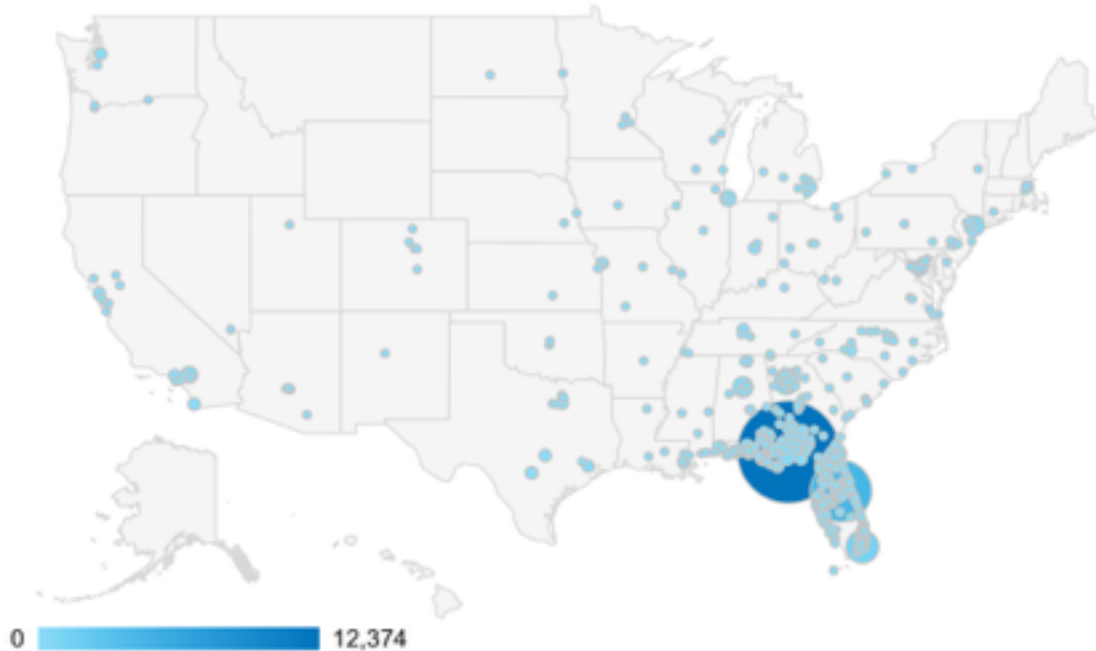
Listed below are the event pages with the most “view in map” clicks

View in Map Clicks	Clicks
Myers Park	64
J.R. Alford Greenway	55
Florida State Tully Gymnasium	40
Florida Caverns State Park	37
Lafayette Park	30
T.O.U.R. Guide - St. Marks National Wildlife Refuge	21
Megabus	19
Lake Ella	18
Miccosukee Canopy Road Greenway	16
Courtyard by Marriott/Capital	15



Geography

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



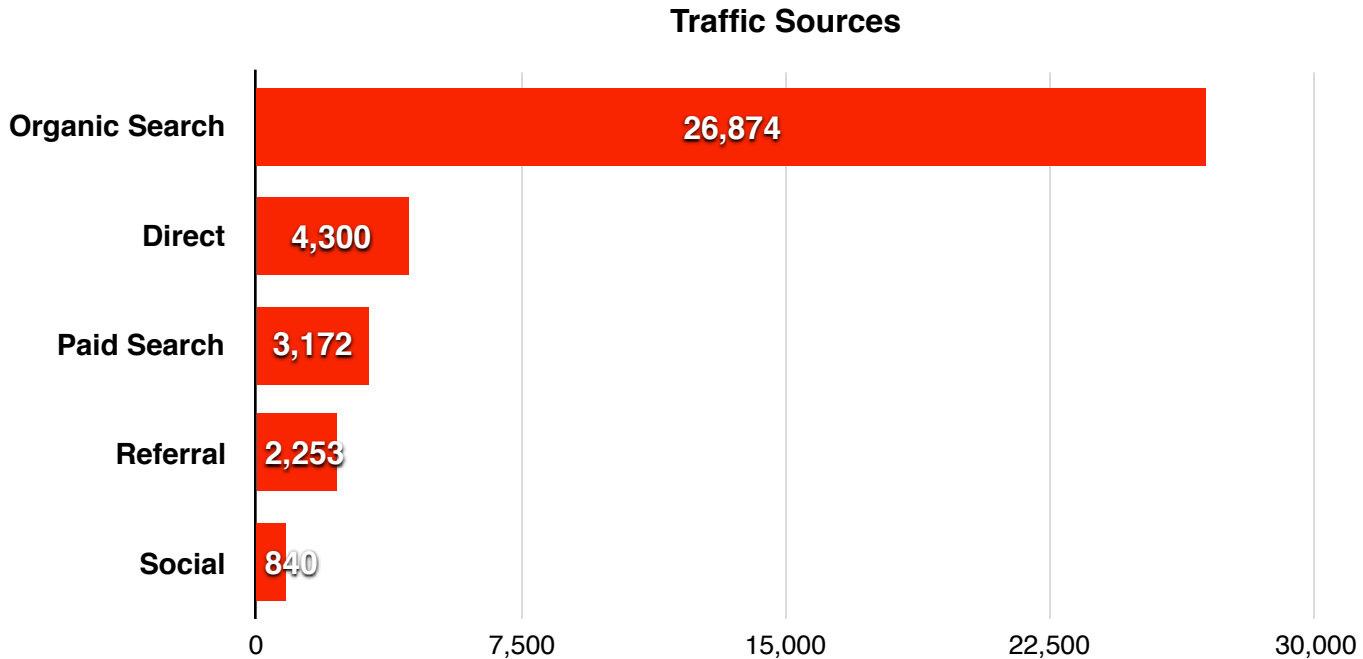
State	Visits
Florida	24,367
Georgia	2,593
Alabama	1,002
California	755
New York	721
Texas	678
North Carolina	501
Illinois	401
Virginia	331
Tennessee	319

City	Visits
Tallahassee	12,374
Orlando	4,368
Miami	1,131
Atlanta	684
New York	449
Tampa	436
Jacksonville	387
Birmingham	372
Fontana	304
Valdosta	271



Traffic Sources

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



Top Referring URLs

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

Referring Site	Sessions
visit.fsu.edu	712
m.facebook.com	467
admissions.fsu.edu	204
facebook.com	105
l.facebook.com	103
cms.leoncountyfl.gov	92
seminoles.com	72
duckduckgo.com	62
famu.edu	61
t.co	55



Advanced Analytics

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

Top Outbound Links	Clicks
http://www.challengertlh.com/	123
http://www.floridastateparks.org/floridacaverns	88
http://www.recesscollegetown.com/	86
http://www.trailahassee.com/	76
http://www.leoncountyfl.gov/Parks/greenways.asp	68
http://www.talgov.com/parks/parks-gymnastics.aspx	64
http://www.florida-arts.org/programs/cce/	62
http://prostylevba.com/	59
http://www.alofttallahassee.com/	59
http://thecentreoftallahassee.com/	57

Social Media Icon Clicks	December 2016	January 2017
Facebook	91	79
Twitter	31	25
Instagram	28	34
Pinterest	11	15
Youtube	10	16



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Phone: +44 (0)20 7922 1930
Fax: +44 (0)20 7922 1931
www.strglobal.com

United States
735 East Main Street
Hendersonville
TN 37075
Phone: +1 (615) 824 8664
Fax: +1 (615) 824 3848
www.str.com

Visit Tallahassee

For the Month of January 2017

Date Created: Feb 16, 2017

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

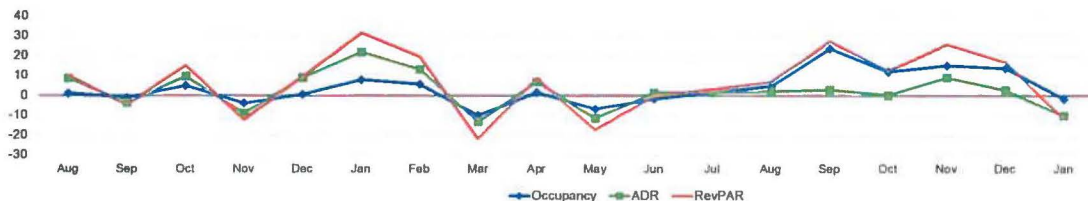


Tab 2 - Trend Leon County, FL

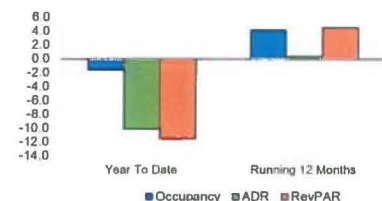
Visti Tallahassee
For the Month of January 2017

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)						2015						2016						2017
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	83.7	83.3	83.9	58.4	50.2	58.8	72.0	65.4	64.5	59.9	65.9	64.9	66.6	65.9	71.6	65.0	57.1	57.8
Last Year	83.0	53.9	60.9	58.5	49.9	54.5	68.2	72.8	83.5	64.2	60.9	63.9	83.7	53.3	63.9	56.4	50.2	58.8
Percent Change	1.1	-1.1	4.9	-3.7	0.8	7.8	5.8	-9.9	1.0	-8.7	-1.6	1.4	4.8	23.7	12.0	15.2	13.8	-1.6

ADR						2015						2016						2017
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	89.81	93.38	127.48	100.82	85.40	101.74	104.40	89.16	103.27	88.84	85.90	81.50	91.49	96.06	127.77	109.83	87.89	91.40
Last Year	82.49	96.90	118.30	110.32	78.37	83.49	82.29	102.68	96.64	98.01	84.73	80.24	89.61	93.39	127.49	100.82	85.40	101.74
Percent Change	8.6	-3.7	9.6	-8.8	9.0	21.8	13.1	-13.2	6.9	-11.4	1.4	1.6	2.1	2.9	0.2	9.2	-10.2	-10.2

RevPAR						2015						2016						2017
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	57.10	49.78	81.45	56.72	42.84	59.81	75.21	58.27	66.64	52.00	58.59	52.87	60.88	83.33	91.48	71.35	50.05	52.87
Last Year	61.00	52.21	70.81	84.59	39.00	45.51	62.93	74.50	81.36	62.89	58.71	51.31	57.10	49.76	81.45	56.72	42.84	58.81
Percent Change	9.9	-4.7	15.0	-12.2	9.8	31.4	19.5	-21.8	8.6	-17.3	-0.2	3.0	6.8	27.3	12.3	25.8	16.8	-11.6

Supply						2015						2016						2017
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	172,887	167,310	176,979	171,270	176,879	173,383	158,576	173,352	167,760	173,352	167,760	173,352	173,352	167,760	173,352	167,840	173,228	173,228
Last Year	172,856	167,280	172,856	167,280	172,856	172,856	158,128	172,856	167,280	172,867	167,310	172,867	172,867	167,310	176,979	171,270	176,979	173,383
Percent Change	0.0	0.0	2.4	2.4	2.4	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	-2.0	-2.1	-2.1	-0.1

Demand						2015						2016						2017
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	110,153	89,142	113,073	96,547	88,775	101,928	112,788	113,292	108,249	103,817	110,523	112,455	115,501	110,597	124,066	108,902	86,876	100,201
Last Year	108,889	90,084	105,239	97,939	86,231	84,232	106,466	125,418	106,213	110,930	111,967	110,561	110,153	89,142	113,073	96,547	88,775	101,928
Percent Change	1.2	-1.0	7.4	-1.4	3.0	8.2	5.9	-9.7	1.9	-8.4	-1.3	1.7	4.9	24.1	9.7	12.8	11.4	-1.7

Revenue						2015						2016						2017
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	9,871,039	8,324,799	14,415,768	9,714,700	7,581,076	10,370,143	11,775,455	10,101,172	11,179,140	9,015,112	9,493,809	9,165,484	10,566,814	10,623,032	15,855,390	11,960,645	8,670,378	9,157,982
Last Year	8,061,931	8,734,301	12,239,888	10,904,376	6,757,633	7,867,514	9,825,508	12,878,211	10,264,029	10,873,268	9,488,262	8,871,450	9,871,039	8,324,799	14,415,768	9,714,700	7,581,076	10,370,143
Percent Change	9.9	-4.7	17.8	-10.1	12.2	31.8	19.8	-21.6	8.9	-17.1	0.1	3.3	7.0	27.6	10.0	23.1	14.4	-11.7

Census %						2015						2016						2017
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Census Props	60	60	61	61	61	60	60	60	60	60	60	60	60	60	60	60	60	60
Census Rooms	5677	5677	5706	5709	5700	5693	5692	5692	5692	5692	5692	5692	5692	5692	5692	5688	5688	5688
% Rooms Participants	92.4	92.4	87.6	89.9	90.8	90.6	90.6	90.6	90.6	90.6	90.6	90.6	90.6	90.6	90.6	90.6	90.6	90.6

A blank row indicates insufficient data.

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Source 2017 STR, Inc.



INTER-OFFICE MEMORANDUM

DATE: 2/28/2017

TO: Kerri Post, Director of Visit Tallahassee

FROM: Brian Hickey, Director of Sports 

SUBJECT: Tallahassee Sports Council Recommendation for FY2016-17 Leon County Sporting Event Grant Program 2nd Cycle

The Tallahassee Sports Council (TSC) respectfully brings forward the funding recommendation of 13 sporting events for the second cycle of the Leon County Sporting Event Grant Program FY2016-17. The TSC is recommending the remaining \$8,550.

The second cycle sporting event grants will bring an anticipated 4,515 visitors to Tallahassee and will generate a projected 2,345 room nights with an estimated direct visitor spending impact of more than \$1.3 million.

**Leon County Sports Grants 2nd Cycle
Tallahassee Sports Council**

	New	Organization	Event Name	First Name	Last Name	Venue	Start Date	End Date	Estimated Visitors	Estimated Room Nights	DMAI Estimated Direct Spending	Requested	Recommend	History	History Visitor	History Room Nights	History Awarded	
1		The Way Ministries of Tallahassee, Inc/CCCC Track Club	Tallahassee AAU District Qualifier	Alice	Sims	Chiles High School	6/3/2017	6/3/2017	250	25	\$ 49,695	\$1,500	\$ 500	2016	450	25	\$500	
2		Ernie Sims Big HITS Foundation	10th Annual Ernie Sims Track Invitational	Alice	Sims	Florida State University Track	7/15/2017	7/15/2017	350	30	\$ 69,572	\$1,500	\$ 500	2016	320	120	\$2,000	
3	New	FSU Rowing Club	Duel at the Lake Talquin	Madison	Allen	Lake Talquin	3/3/2017	3/4/2017	80	50	\$ 22,758	\$1,400	\$ 500	New	New	New	New	
4	New	Tomahawk Diving	AAU Red White & Blue South	John	Lynch	FSU Morcom Aquatics	3/3/2017	3/4/2017	350	350	\$ 145,266	\$4,000	\$ 1,250	New	New	New	New	
5	New	Baton Booster Club	2017 Twirltacular Baton Twirling Championship	Mary	Molder	Tallahassee Community College	3/18/2017	3/18/2017	200	100	\$ 39,755	\$701	\$ 200	New	New	New	New	
6		Tallahassee Serinas Synchronized Swimming, Inc.	2017 Florida Synchronized Swimming Invitational	Karen	Norris	Trousdell Aquatic Center	3/18/2017	3/19/2017	450	150	\$ 135,629	\$1,800	\$ 900	2016	500	175	\$1,500	
7		Godby High School Flag Football Program	Capital City Classic Flag Football Tournament	Ricky	Hufty	FSU Rec-Plex	3/31/2017	4/1/2017	650	175	\$ 195,909	\$2,300	\$ 1,000	2016	360	89	\$1,500	
8	New	Capital City Barebell LLC	USAPL Powerlifting Championship	Josh	Chamblin	Capital City Bareball	4/22/2017	4/22/2017	40	40	\$ 13,953	\$1,200	\$ -	New	New	New	New	
9		FSU Men's Club Soccer	FSU Men's Club Soccer Spring Invitational	Jordan	Wong	FSU Recreation Sports Plex	4/22/2017	4/22/2017	240	120	\$ 83,924	\$2,000	\$ 700	2016	198	22	\$2,200	
10	New	FSU Ultimate	USA Ultimate College Sectionals	Hayley	Plants	FSU Recreation Sports Plex	4/22/2017	4/23/2017	400	140	\$ 104,995	\$5,000	\$ 700	New	New	New	New	
11		Emerald Coast Tour	Capital City Tallahassee ProAM Classic	Geno	Celano	Capital City Country Club	6/9/2017	6/11/2017	120	200	\$ 21,014	\$2,500	\$ 400	New	New	New	New	
12	New	FSU Women's Tennis	ITA Summer Circuit Event	Jennifer	Hyde	Scott Speicher Tennis Center	6/24/2017	6/26/2017	125	225	\$ 43,710	\$1,500	\$ 700	New	New	New	New	
13	New	BEAST Youth Football 7V7	BEAST Youth Football 7V7 Championship Tournament	Roderick	Laurie	FSU Rec Sports Plex	6/29/2017	7/1/2017	360	270	\$ 176,062	\$25,000	\$ -	New	New	New	New	
14		Double K Rodeo Productions	4th Annual Southern Extreme RAM Rodeo	Cynthia	Kimberly	Automobile Museum	8/18/2017	8/19/2017	100	300	\$ 105,432	\$2,500	\$ 500	2016	400	50	\$2500	
15	New	Tallahassee Ultimate	USA Ultimate Southeast Club Regionals	Kody	Cotton	FSU Recreation Sports Plex	9/30/2017	10/1/2017	1200	480	\$ 314,985	\$2,500	\$ 700	New	New	New	New	
									Totals	4,915	2,655	\$ 1,522,659	\$55,401	\$ 8,550				
												Remaining Funds	\$8,550					



Leon County Division of Tourism Development/Visit Tallahassee

1st Quarter Visitor Tracking Report

October – December 2016



Study Objectives

- Estimate direct spending and total economic impact of visitors
- Estimate room nights generated by visitors
- Develop a profile of travel parties to Tallahassee
 - Size, length of stay, number of times visited
- Assess motivation for visiting Tallahassee
- Determine likelihood of returning
- Define mode of transportation
- Assess importance and evaluation of vacation attributes
- Investigate trip planning information
- Assess use of Tallahassee Visitors Guide & Visitors Center
- Create a demographic profile of visitors



Methodology

- Internet survey and in-person interviews
- Sample size – 1,170 completed surveys
- First quarter* FY 2017 visitors to Tallahassee
- Data collection: October 2016 – December 2016

*October, November, and December 2016



Tourism Snapshot: October - December 2016

Visitor Statistics	FY 2016	FY 2017	% Change
Visitors	503,580	540,981	+7.4%
Direct Expenditures*	\$139,580,700	\$150,983,500	+8.2%
Total Economic Impact	\$220,537,500	\$238,553,900	+8.2%
Lodging Statistics	FY 2016	FY 2017	% Change
Occupancy	57.0%	64.6%	+13.3%
Room Rates	\$104.56	\$108.42	+3.7%
RevPAR	\$59.60	\$70.05	+17.5%
Room Nights	302,264	331,919	+9.8%
TDT Collections**	\$1,400,828	\$1,614,837	+15.2%

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

** From Leon County TDC



Visitors' Expenditures

- Visiting parties spent **\$332** a day and **\$930** on their trip.

	Average Daily Expenditure Q1 2016	Total Trip Expenditure Q1 2016	Average Daily Expenditure Q1 2017	Total Trip Expenditure Q1 2017
Accommodations	\$105	\$284	\$107	\$300
Restaurants	\$67	\$181	\$61	\$171
Groceries	\$11	\$30	\$19	\$53
Shopping	\$59	\$159	\$62	\$174
Entertainment	\$45	\$122	\$38	\$106
Transportation	\$33	\$89	\$27	\$76
Other	\$11	\$30	\$18	\$50
Total	\$331	\$895	\$332	\$930



2016 – 2017 Comparisons

	Oct – Dec 2016	Oct – Dec 2017
Age	49	44
Gender (Male)	46%	52%
Household income	\$78,900	\$89,800
From Florida	69%	64%
From the Southeast	93%	90%
Travel party	2.6 people	2.6 people
Drove to Tallahassee	80%	77%
Nights spent	2.7	2.8
Stayed hotel/motel	68%	65%



2016 – 2017 Comparisons

	Oct – Dec 2016	Oct – Dec 2017
Traveled with at least 1 other person	79%	75%
Traveled with people under the age of 20	33%	45%
Tallahassee was primary destination	87%	90%
Definitely/probably will return	80%	75%
Rating of their experience	8.2	8.3 ¹
Spending per trip	\$895	\$930
1st time visitors	25%	24%
Visited Tallahassee more than 10 times	22%	11%

¹On a 10-point scale.



Typical Tallahassee Visitor

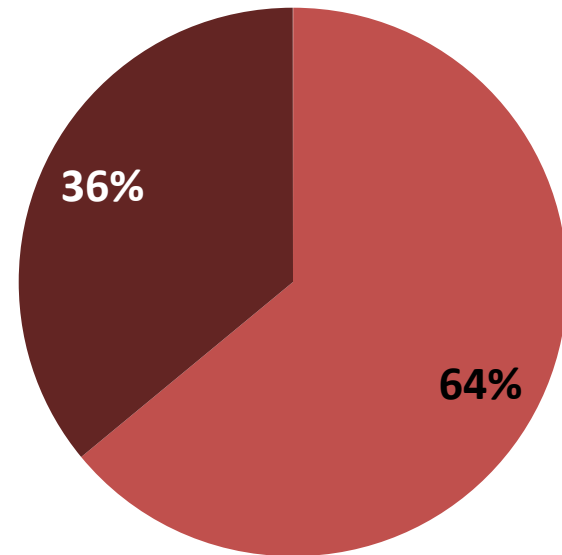
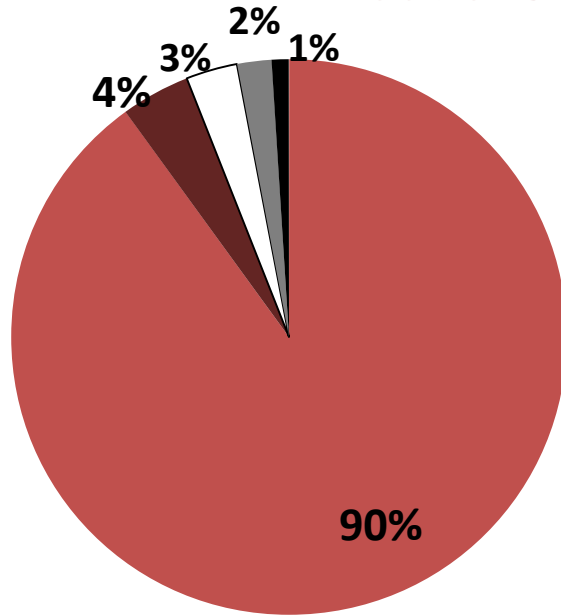
- Was **44** years old.
- Was male (**52%**).
- Had a median household income of **\$89,800**.
- Was from the Southeast (**90%**).

- **Drove** to Leon County (**77%**).
- Indicated that Leon County was the primary destination for their trip (**90%**).



Origin of Tallahassee Visitors

2 out of 3 visitors were from Florida.



- Southeast
- Northeast
- Midwest
- West
- Outside of U.S.

- Florida
- Other

Southeast: TX, AR, LA, TN, MS, AL, NC, SC, GA, FL

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 Visitor Origin Markets

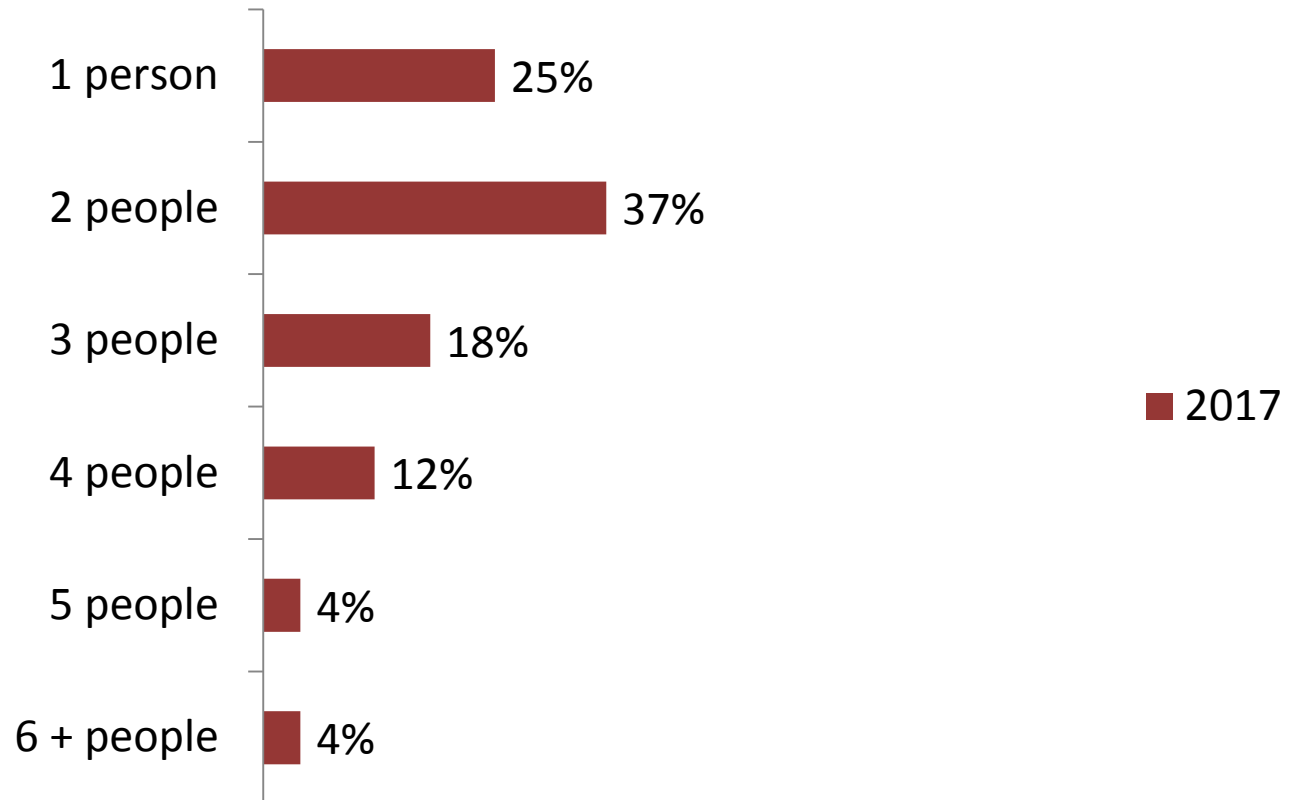
	Oct – Dec 2016	Oct – Dec 2017
Miami-Ft. Lauderdale	13%	16%
Tampa-Clearwater-St. Petersburg	11%	11%
Atlanta	8%	10%
Orlando	10%	7%
Surrounding areas*	7%	6%
Panama City-Destin	4%	5%
Pensacola-Mobile	5%	4%
Jacksonville	8%	4%
Charlotte	1%	2%
Ocala	2%	2%
Naples-Ft. Myers	2%	2%
Gainesville	2%	2%

*Gadsden, Liberty, Wakulla, & Jefferson Counties



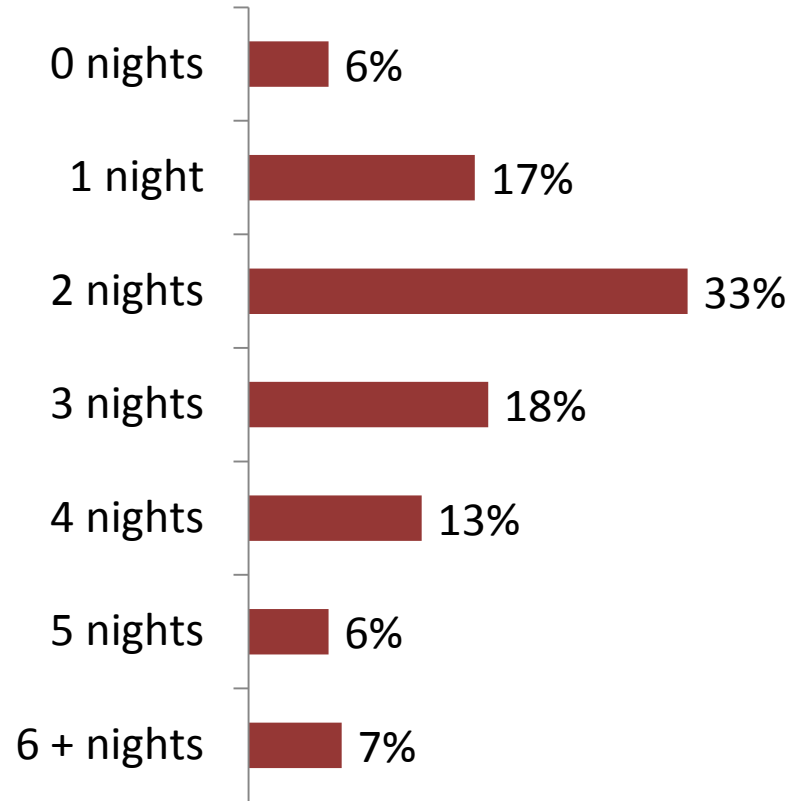
Travel Party

- Traveled in a party composed of **2.6** people.
- **75%** traveled with at least one other person.
- **45%** traveled with people under the age of 20.



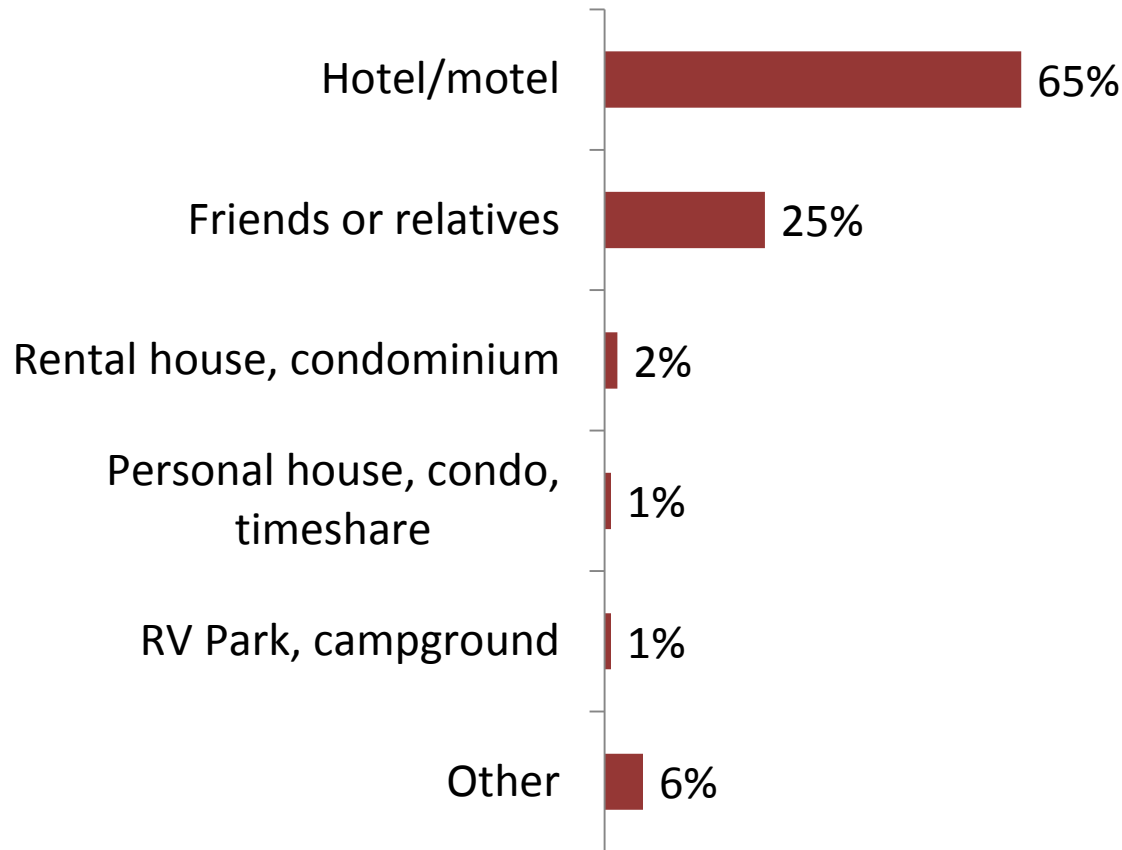
Length of Stay

- Spent **2.8** nights in Leon County.
- **77%** stayed 2 nights or more:



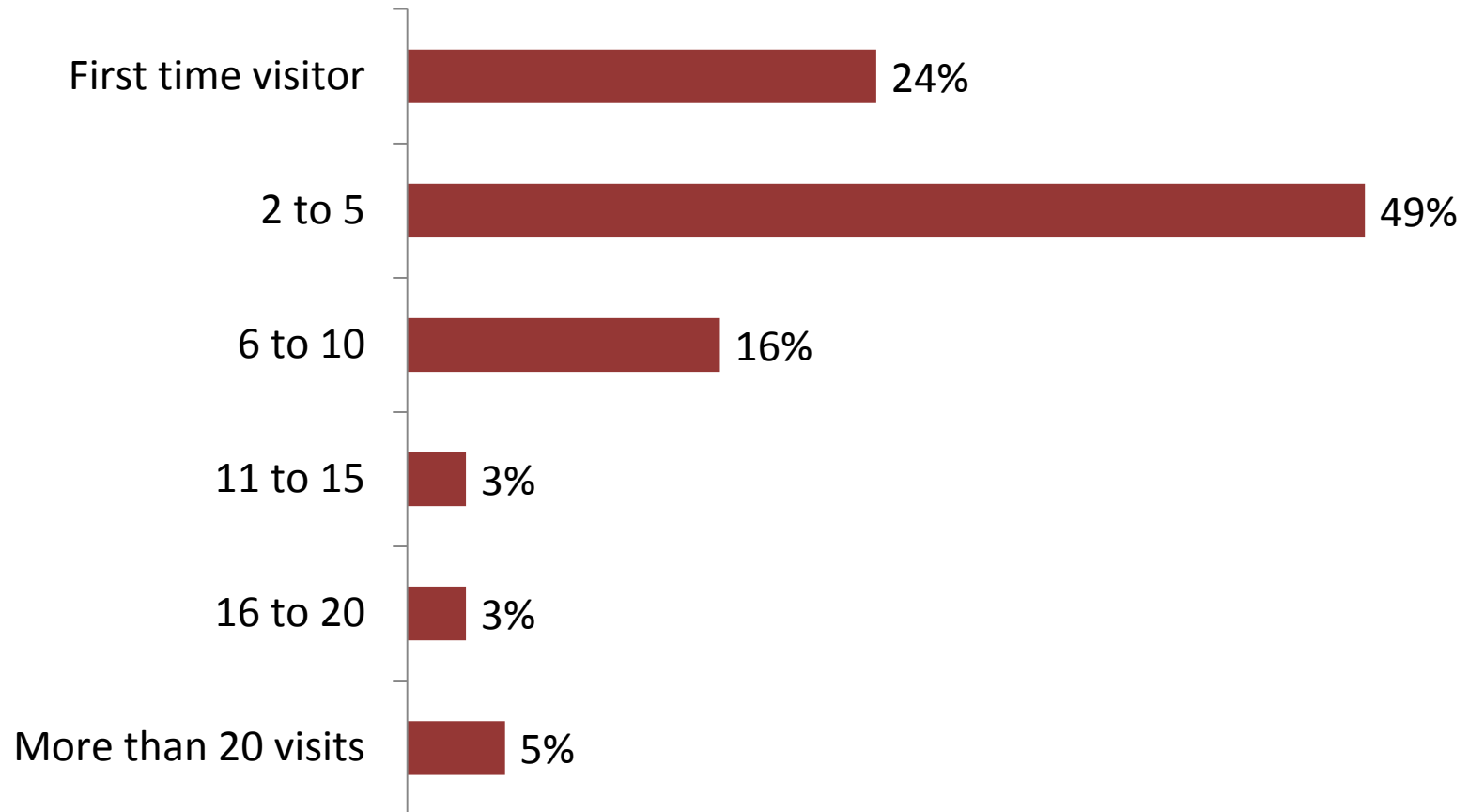
Accommodations for Overnight Visitors

- 2 out of 3 visitors (**65%**) who stayed overnight booked a hotel.



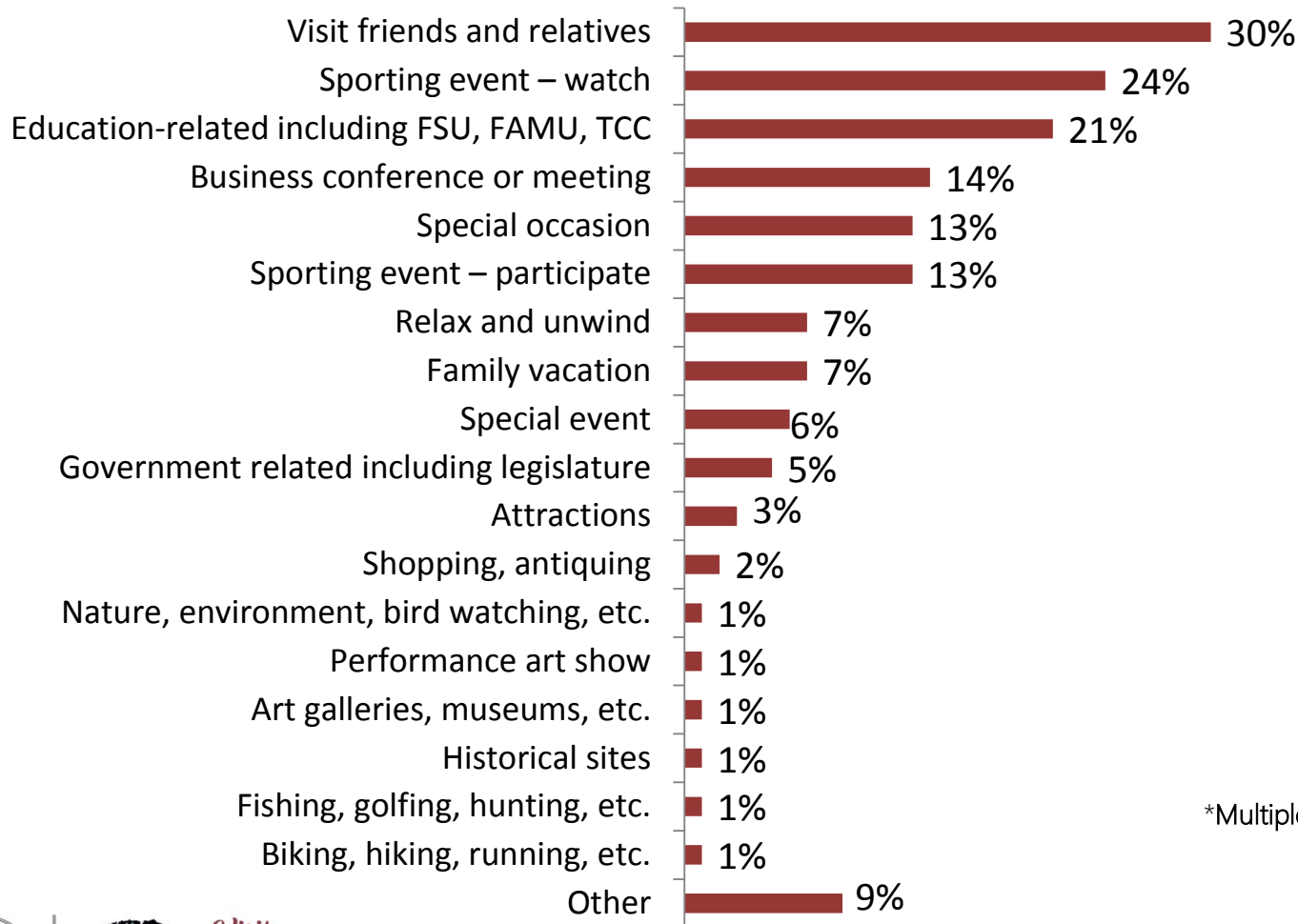
Experience with Tallahassee

- **24%** were first time visitors.
- **11%** have visited Tallahassee more than 10 times.



Reasons for Visiting

- 3 in 10 visitors (**30%**) came to visit friends and relatives.*

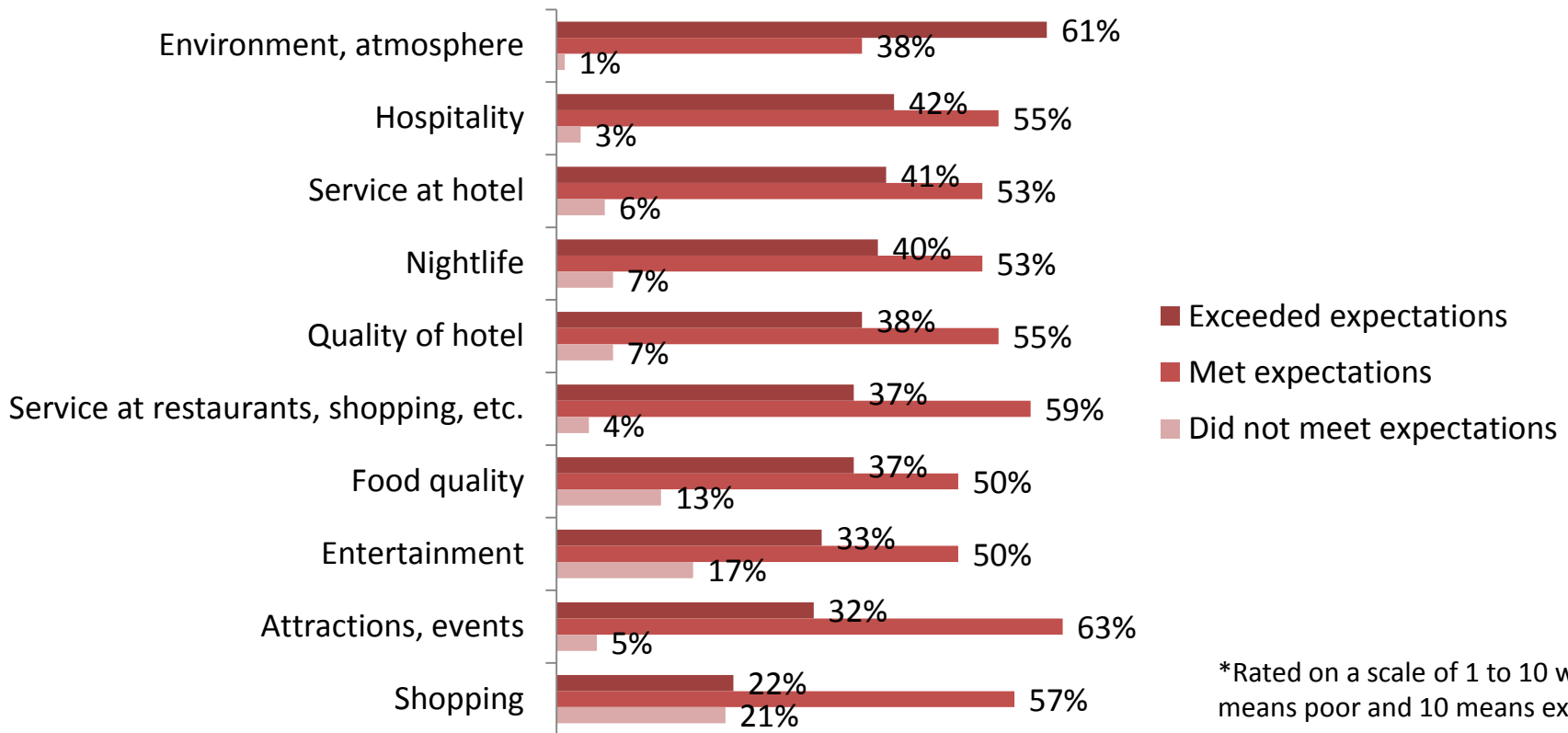


*Multiple responses permitted



Rating Experiences in Tallahassee

- Visitors gave Leon County a rating of **8.3 out of 10** as a place to visit.*
- Visitors' ratings of their stay along various attributes:

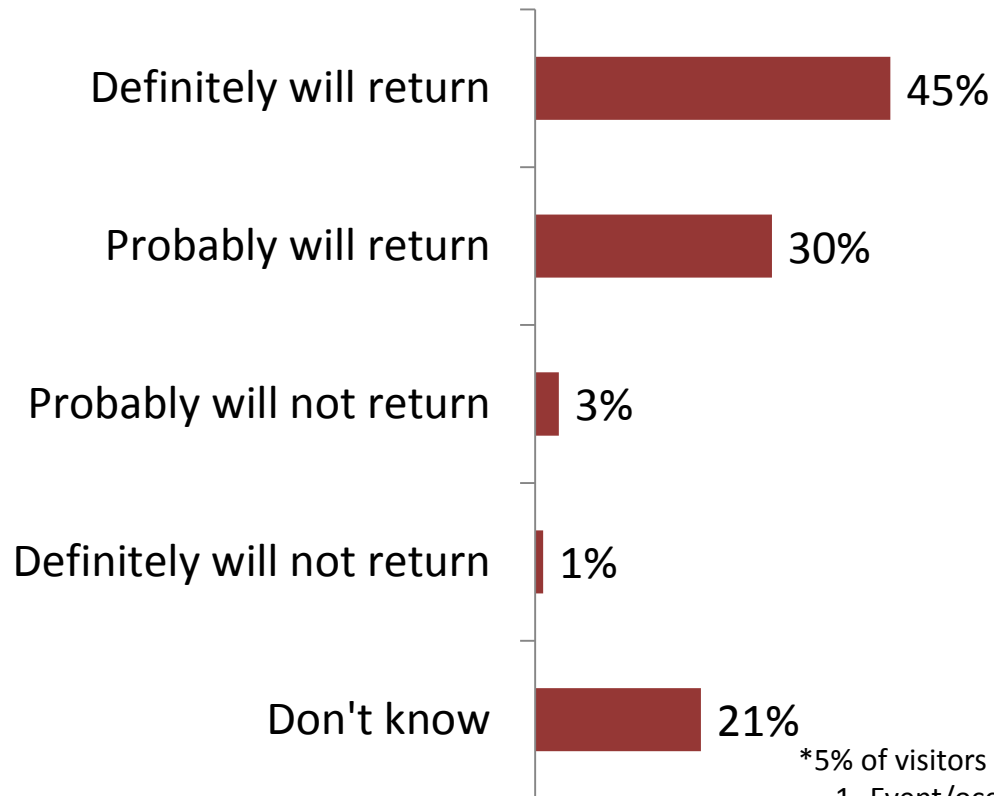


*Rated on a scale of 1 to 10 where 1 means poor and 10 means excellent.



Likelihood of Returning

•**75%** of visitors will return to Leon County.*



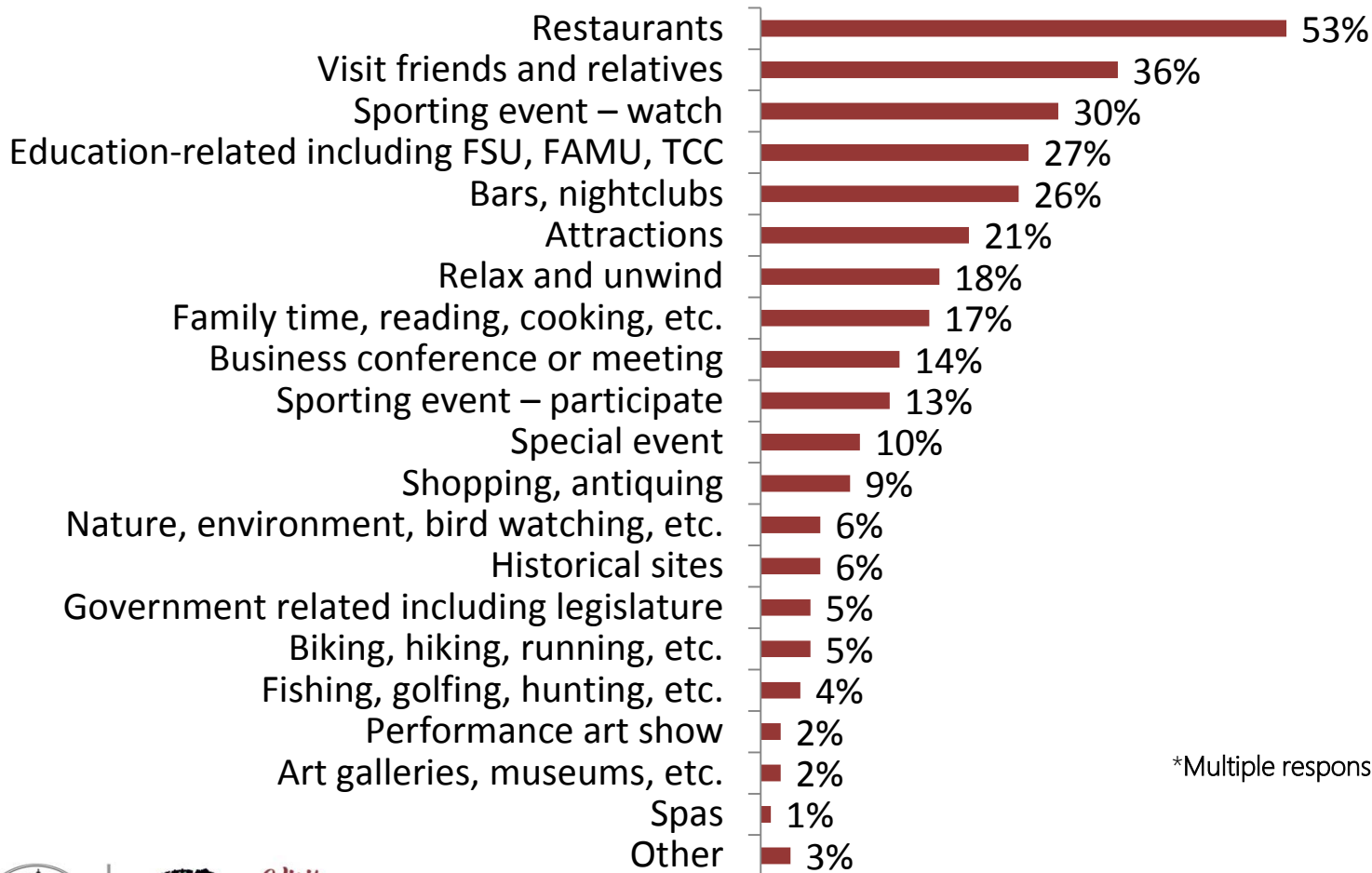
*5% of visitors will not return for the following reasons:

1. Event/occasion for visit is over (2%)
2. Prefer other areas (1%)
3. Not enough to do at night (1%)
4. Not enough to do during the day (1%)



Visitors' Activities

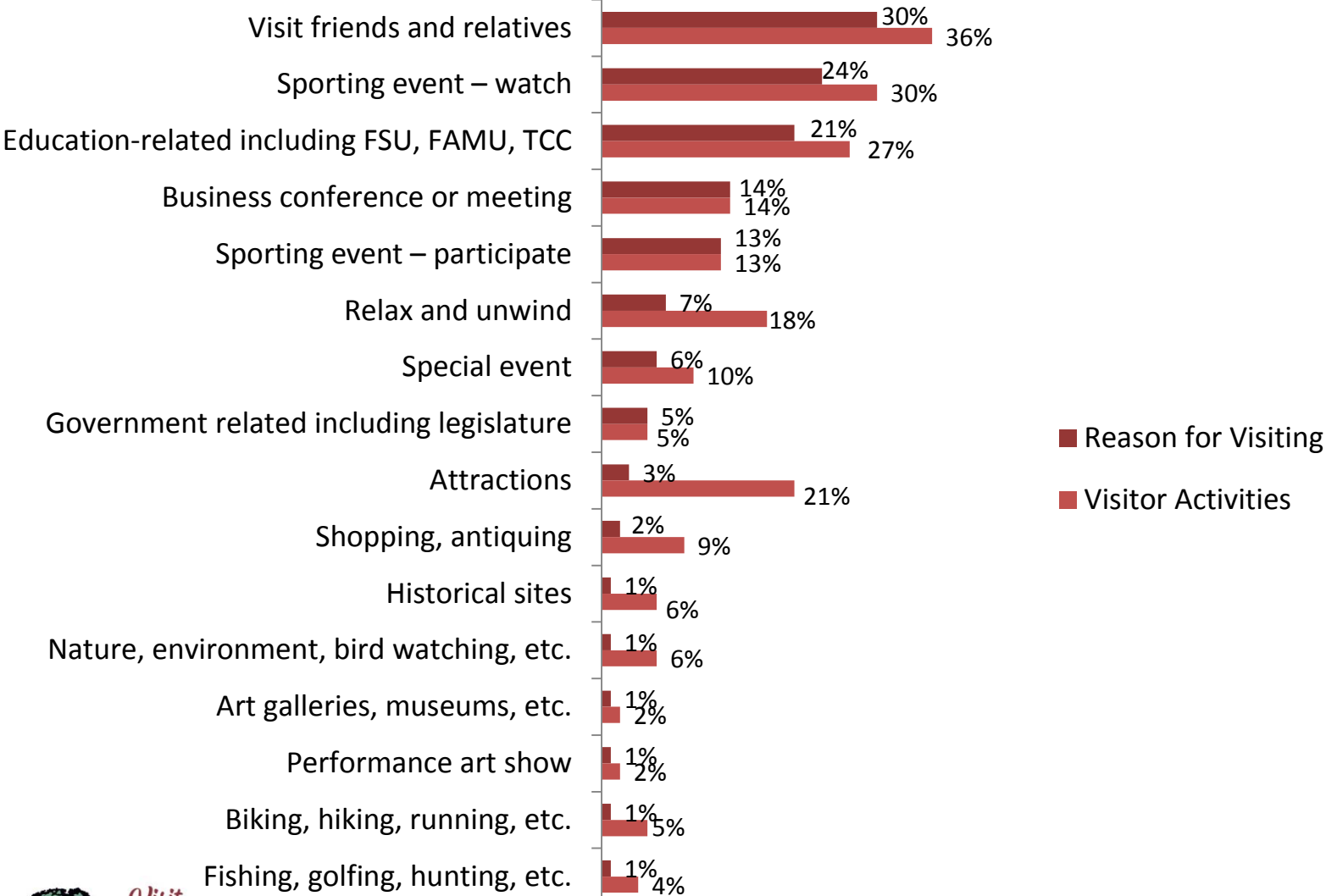
- Over half of visitors (**53%**) ate in area restaurants:*



*Multiple responses permitted

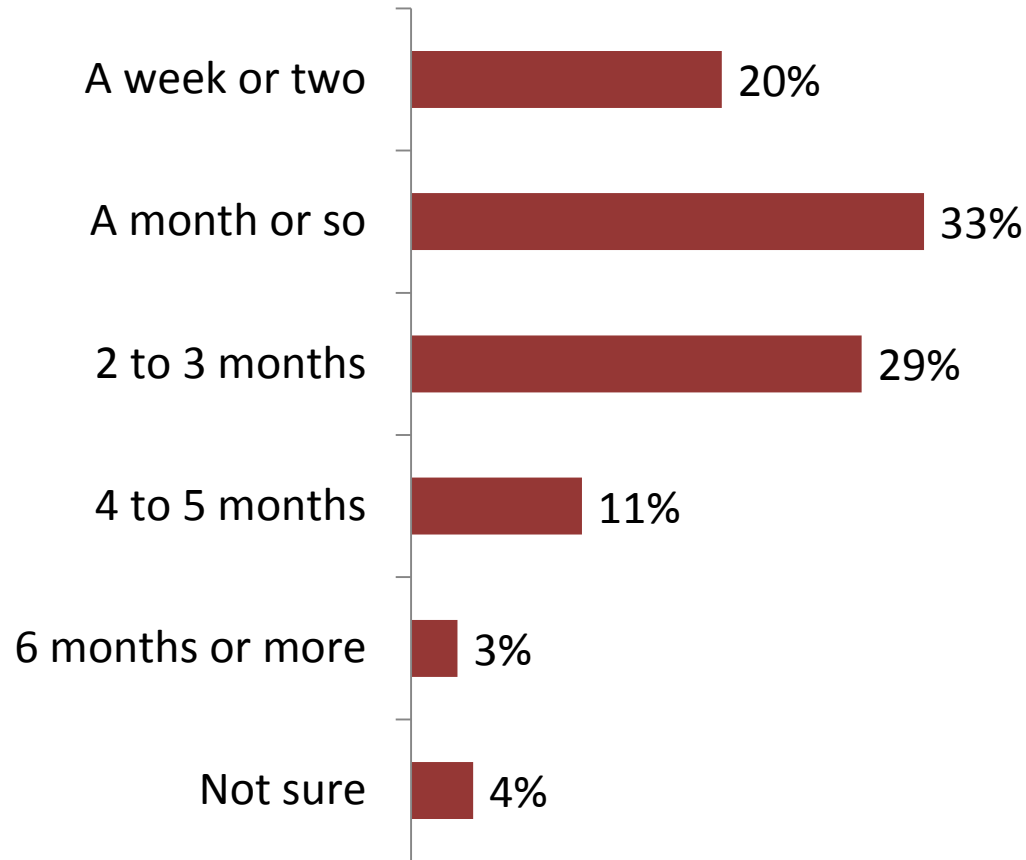


Reasons for Visiting vs. Visitor Activities



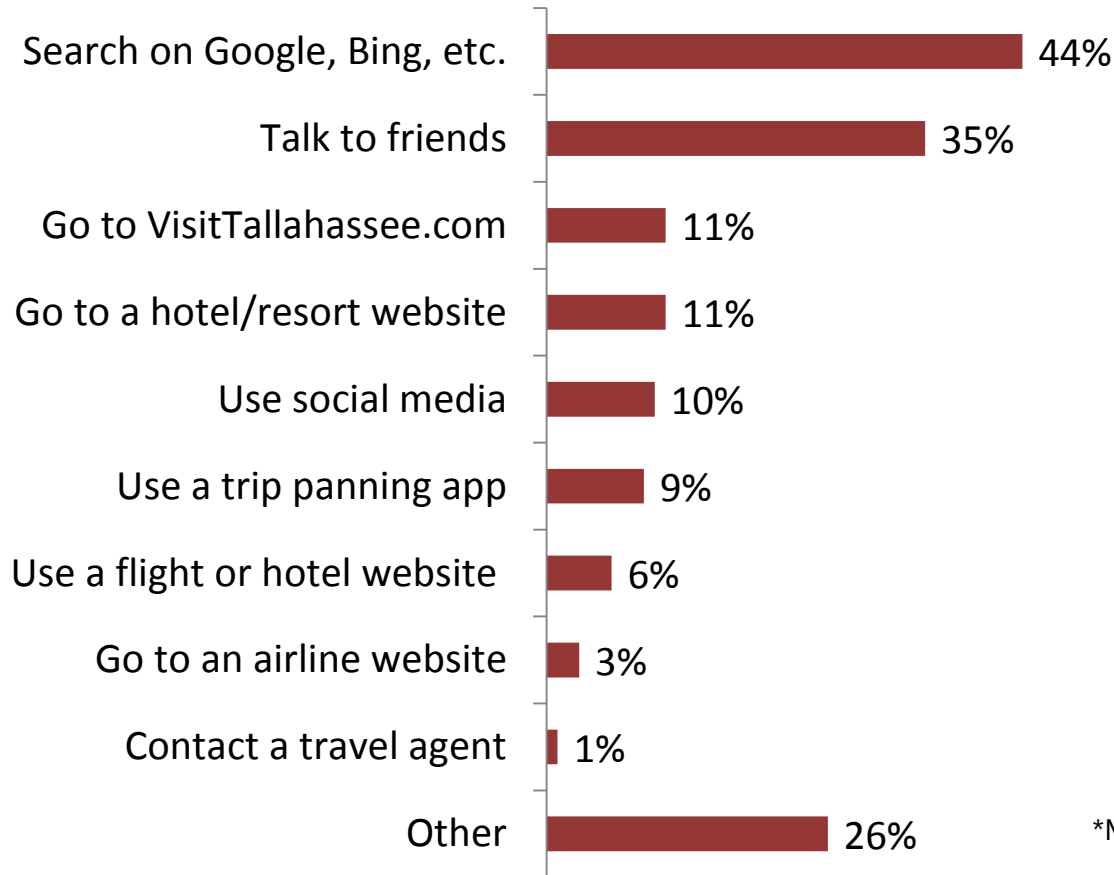
Trip Planning

- 6 in 10 visitors (**63%**) planned their trip within **a month** of travel.



Sources of Information

- Internet searches were used most frequently to plan trips to Tallahassee.*



*Multiple responses permitted



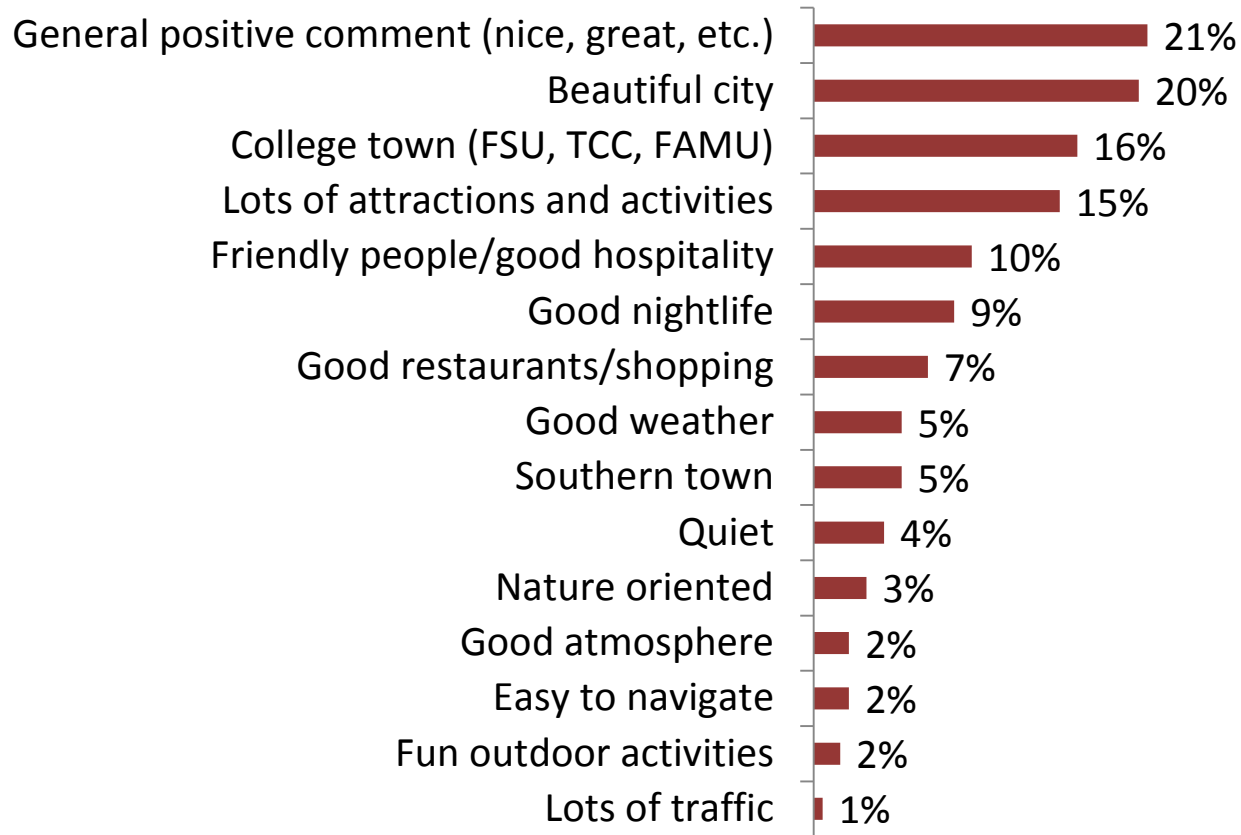
Finding Their Way Around

- Nearly all visitors have smartphones/tablets (**95%**).
- Use their smartphone to plan their trip or to learn how to get around while they are in Leon County (**66%**).
- **<1%** of visitors requested a Visitors Guide prior to their visit to Leon County.
- **1%** of visitors stopped at the Visitors Center during their visit to Leon County.



Perceptions of Leon County*

- Visitors describe Leon County as a beautiful city and college town.



*Open-ended responses, multiple responses permitted



Comments from Visitors

- From visitors who describe Leon County as **generally positive**:

“Leon County serves as the home to FSU, and that makes the environment very competitive. Sports here are taken very seriously. If you're into football, you'll have a great time.”

“Love Tallahassee! It doesn't feel like Florida and reminds me of up North!”

“Tallahassee is awesome, everyone is always down to have fun and enjoy themselves.”

“The ambience is fierce and good spirited.”

“Tallahassee is awesome! Go Noles!”



Comments from Visitors

- From visitors who describe Leon County as a **beautiful city**:

“Beautiful historical location with many nice places to stay, great restaurants.”

“Very mountainous place, love all the hills and environment.”

“Tallahassee feels much more "Georgia" than Florida - huge oak trees and rolling hills.”

“Loved the brick architecture around Tallahassee! It has an old-timey feel to it!”

“I was surprised at how pretty it was. There were rolling hills and a lot of trees. It didn't feel like Florida.”



Comments from Visitors

- From visitors who describe Leon County as a **college town**:

"Small city feel, college town, nice trees, clean, southern feel in the area."

"The city is a nice little college town. There's lots of parks and hiking areas where you can take kids."

"Unique place in Florida to visit. Historic, college town, great shopping, thrift stores."

"Tallahassee is a great town for students, my son loves it."

"Tallahassee is a college/party town. Wherever you go, you're bound to have fun."



Comments from Visitors

- From visitors who describe Leon County as a having **lots of attractions and activities**:

“We enjoyed the attractions. the people were nice and helpful. We are going again.”

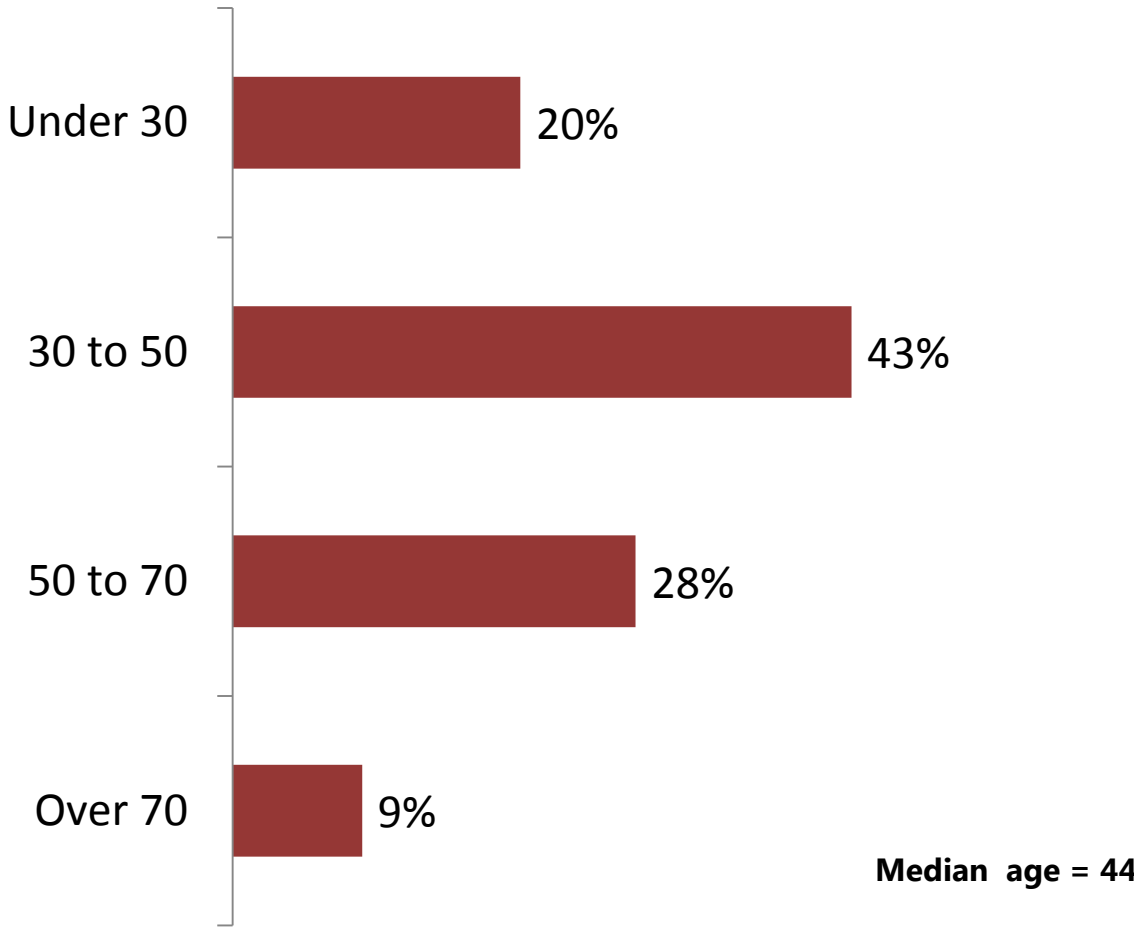
“There are so many fun activities going on in Tallahassee during the weekend.”

“There are so many different things to do for people of all ages!”

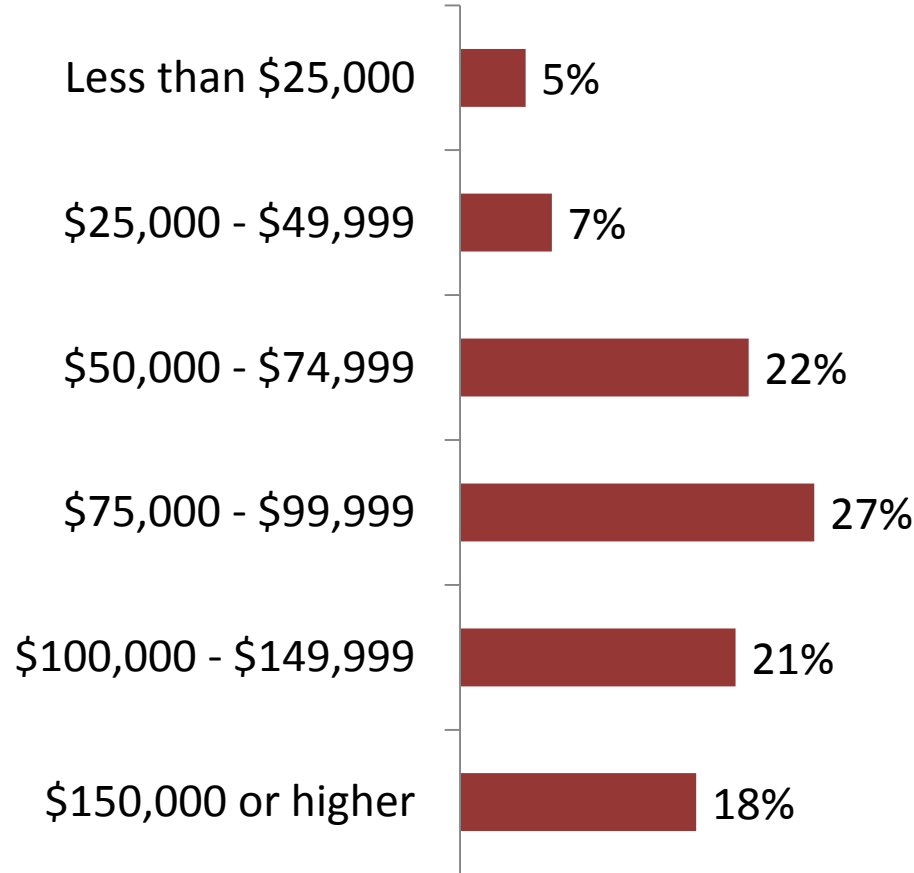
“First time here visiting my daughter and I love it! The downtown area is very entertaining and safe!”



Age of Visitors



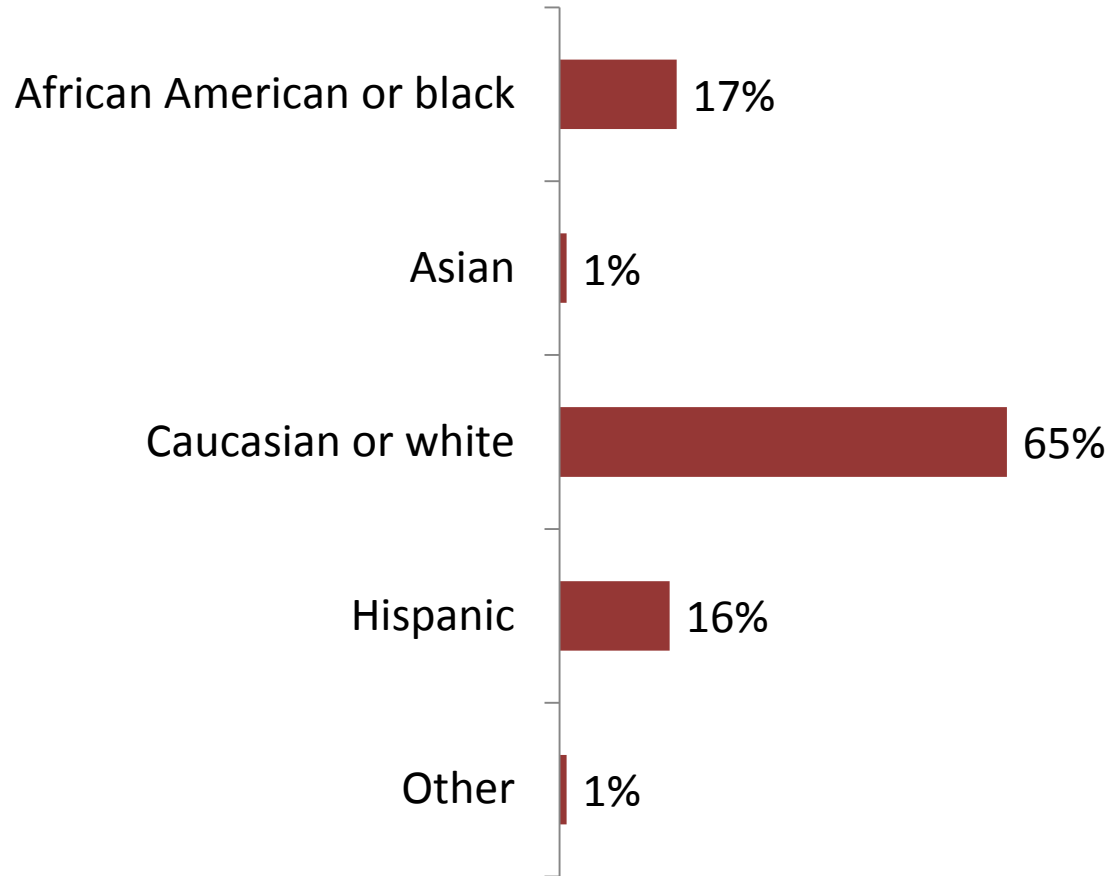
Visitors' Total Household Income



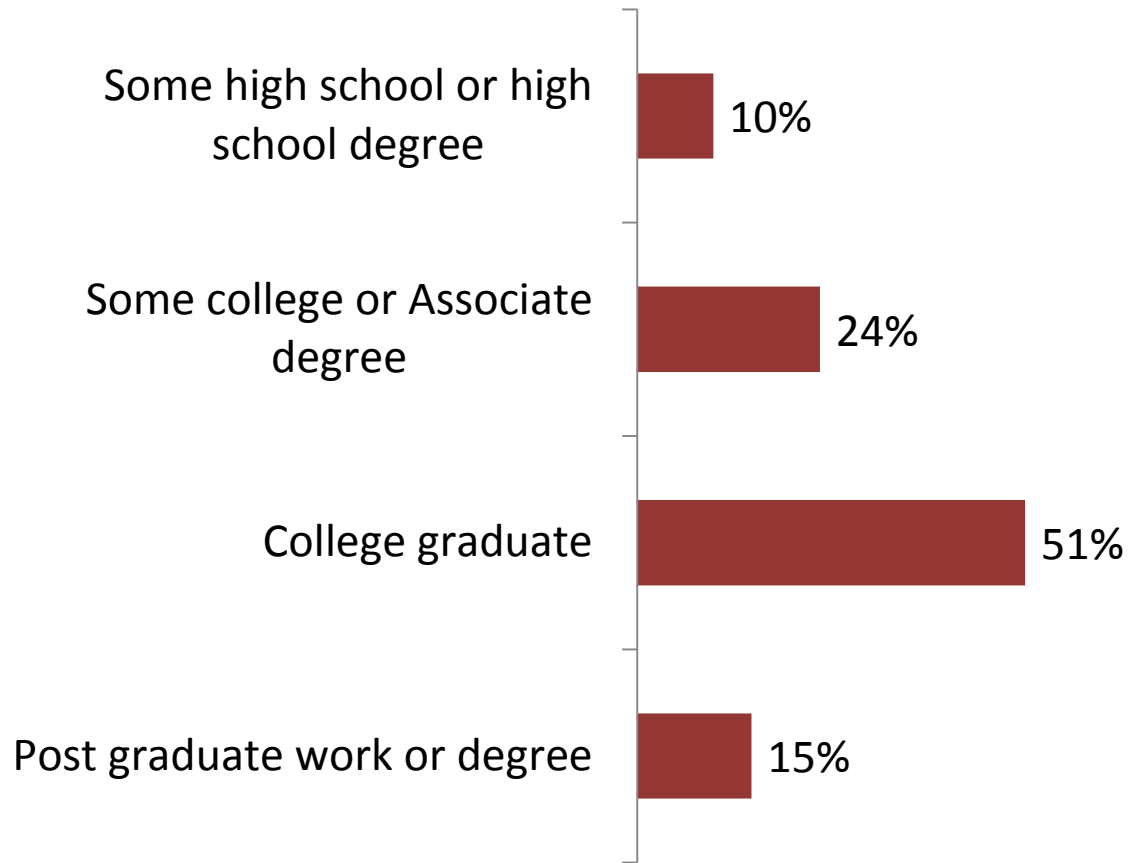
Median HHI = \$89,800



Race/Ethnicity of Visitors

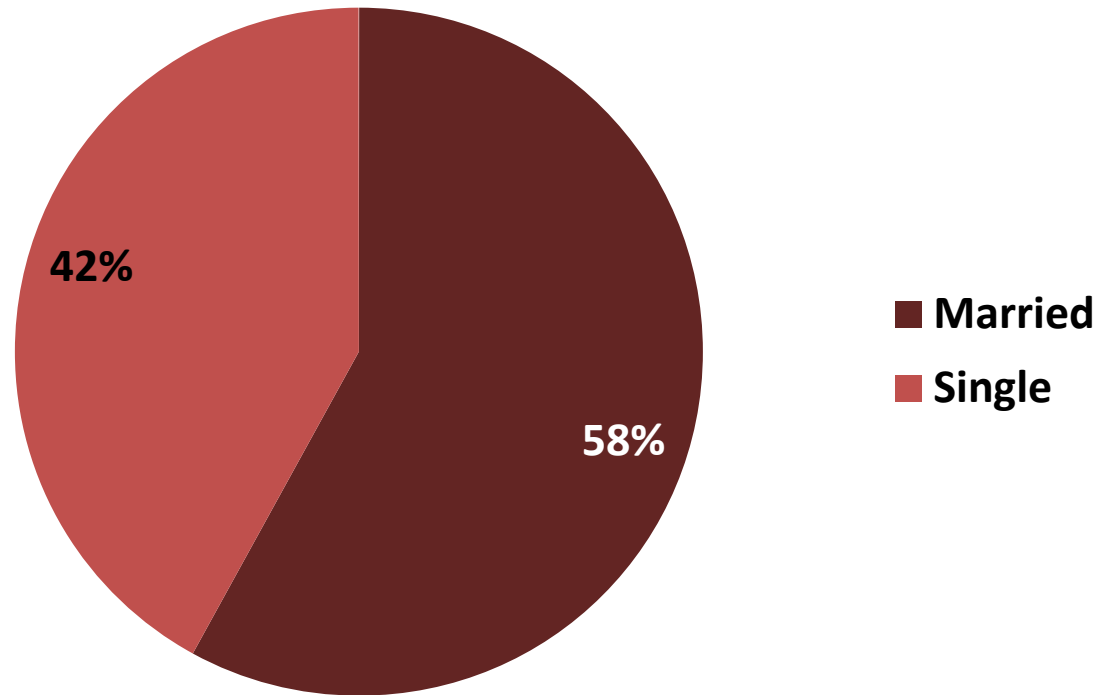


Education

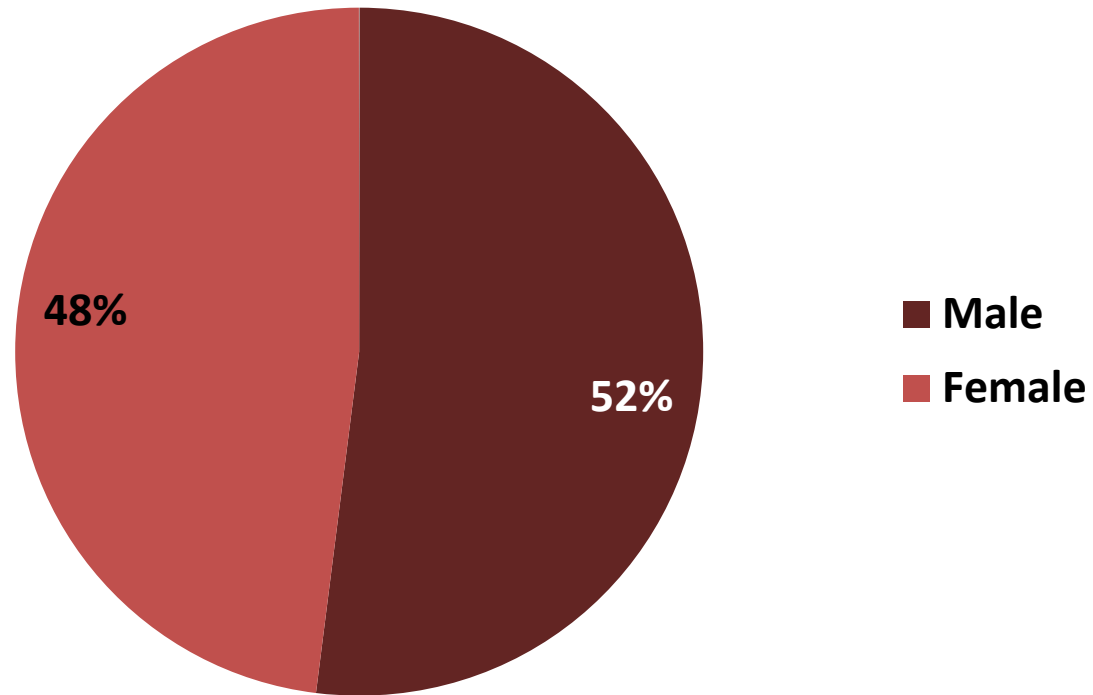


Marital Status

Over half of visitors were married.



Gender



Oct – Dec 2016 Visitor Tracking Report

Kerri Post – Executive Director, Leon County Division of
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Leon County Division of Tourism Development/Visit Tallahassee

Economic Impact Estimate for Market Days

Joseph St. Germain, Ph.D.

Phillip Downs, Ph.D.

Rachael Anglin

downs & st. germain

R E S E A R C H



Methodology

- The economic impact was based on data from the following sources:
 - Interviews conducted by Market Days of 368 attendees and 190 vendors at Market Days
 - Leon County Division of Tourism Development/Visit Tallahassee Visitor Tracking Study
 - Tourism database at Downs & St. Germain Research



Out-of-County Visitors

8,788

Including overnight visitors and day trippers, there were 8,788 individuals from outside Leon County who attended Market Days.¹

¹An attendance figure of 17,934 was provided by Market Days. The attendance figure directly impacts economic data contained in this report.



Direct Spending

\$3,175,600¹

People who **live outside** of Leon County spent \$3,175,600¹ during Market Days.

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



Total Economic Impact

\$5,017,400

When including indirect and induced effects¹ of direct spending, the total economic impact of people attending Market Days who **live outside** of Leon County was \$5,017,400.²

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

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



Direct Spending: Local + Out-of-County

\$3,694,100

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



Total Economic Impact: Local + Out-of-County

\$5,836,700

When including indirect and induced effects¹ of direct spending by **local and out-of-county attendees**, the total economic impact of all people attending Market Days was \$5,836,700.²

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

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



Paid Room Nights Generated

5,674 room nights

Vendors who live outside of Leon County spent **1,867** nights in our hotels, motels, etc., while attending Market Days.

Attendees who live outside of Leon County spent **3,807** nights in our hotels, motels, etc., while attending Market Days.



Market Days 2016

- **2.7** people per travel party
- **2.9** nights stayed in Tallahassee
- **55** years old – median age
- **77%** Female



Market Days 2016

Economic Impact Study

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