



Visit
Tallahassee

LEON COUNTY **Tourist Development Council**

Thursday February 2, 2023, 9:00 a.m.
County Commission Chambers - Leon County Courthouse, Fifth Floor
301 South Monroe Street, Tallahassee FL 32301

MEETING AGENDA

- I. Call to Order – **Michelle Personette, Chairperson**
- II. Request for Additional Agenda Items – **Michelle Personette**
- III. Public Comment
- IV. Items for Consent Approval – **Michelle Personette**
 - November 3, 2022 Meeting Minutes (T1)
 - Financial Reports: Division Budget FY 2023 YTD
Tourism Development Tax Collections and Smith Travel Report (T2)
 - Advertising/PR Activity Report/Digital Activity (T3)
 - Marketing Communications, Visitor Services, Sales & Sports Staff Reports (T3)
- V. General Business – **Michelle Personette**
 - Update on FSU Planned Developments Presentation – Kevin Graham
 - Update on Meeting Space and Groups Business Initiative (T4)
 - CRA TDT/Arts Grant Application Recommendations – Stephen Cox (T5)
 - Downs & St. Germain Research Presentation FY23 Q1 Visitor Report (T6)
 - Visitor Tracking & Research Presentation on 2022 FAMU Homecoming (T7)
 - Bicentennial Organizational Management Plan Update (T8)
 - Concert Update
 - Tallahassee Sports Council Update & 2nd Cycle Grant Recommendations
 - COCA Update
- VI. Executive Director's Report – **Kerri Post**
 - Staffing Update
 - Capital City Amphitheater Renamed The Adderly Amphitheater
 - Amtrak Building Construction/Move-in Update
- VII. Additional Business: "For the Good of the Cause" – **Michelle Personette**

Next TDC Meeting:
May 4, 2023
County Commission Chambers



**LEON COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING
November 3, 2022
County Commission Chambers – Leon County Courthouse, Fifth Floor
301 South Monroe Street, Tallahassee, FL 32301**

The Leon County Tourist Development Council met for a regular meeting with Chairperson Michelle Personette presiding. Council members present were City Commissioner Curtis Richardson, County Commissioner Bill Proctor, City Commissioner Dianne Williams-Cox, Matt Thompson, Carolanne Savage, Russell Daws, Emily Johnson-Truitt; Ex-Officio members present: Amanda Heidecker, and Kathleen Spehar (telephonically).

Council Members absent: Sam Patel

Tourism Staff present: Kerri Post, Dionte Gavin, Ryan Zornes, Scott Lindeman, Aundra Bryant, Janet Roach, Renee Jones, Taylor Walker, Alissa Losauro and Shelby Bishop.

Guests present:

- I. **CALL TO ORDER:** Chairperson Michelle Personette called the meeting to order at 9:00 a.m.
- II. **WELCOME NEW COUNCIL MEMBER:** Chairperson Personette welcomed new council member Emily Johnson-Truitt, SpringHill Suites Tallahassee North.
- III. **REQUEST FOR ADDITIONAL AGENDA ITEMS:** Chairperson Personette confirmed there were no request for additional agenda items.
- IV. **PUBLIC COMMENT:** Chairperson Personette confirmed there were no public comments submitted.
- V. **ITEMS FOR CONSENT APPROVAL:**
 - Approval of the September 16, 2022 Meeting Minutes
 - Approval of the Financial Reports: Division Budget 2022 Year-to-Date, Tourism Development Tax Collections and Smith Travel Report
 - Approval of the Advertising/PR Activity Report/Digital Activity
 - Approval of the Marketing Communications, Visitor Services, Sales & Sports Staff Reports

Mr. Daws moved, duly seconded by Commissioner Williams-Cox, approval of the Items for Consent. The motion passed unanimously 8-0.

VI. General Business:

Presentation on SoMo Walls - Bugra Demirel presented an update on SoMo Walls, located between Oakland Avenue and Harrison Street along South Monroe Street. The new major Southside development serves as an extension of the growing place-making public art throughout Gaines Street and Downtown Tallahassee. The project creates a vibrant arts and entertainment destination for residents and visitors by blending artistic expression with modern retail spaces. Commissioner Williams-Cox commented this project demonstrates model utilization of local minority and women-owned businesses and that could be a case study for all new development in the city. Commissioner Richardson thanked Mr. Demirel and commended him for working so extensively with the community on the exciting project.

Presentation by Downs & St. Germain Research – FY22 4th Quarter & Year-End Visitor Study

Phillip Downs of Downs & Germain Research presented the FY 2022 4th Quarter Visitor Tracking Report. The presentation included the Annual Economic Report Pre-Visit, Travel Party Profile, Trip Experience, Post Trip Evaluation & Economic Impact on Destination. Matt Thompson and Carolanne Savage shared comments regarding their companies also have seen a significant increase in business in July over the last two years.

Presentation on Meeting Space Inventory & Group Business Needs Update/Presentation

Kerri Post opened the presentation commending Janet Roach for her extensive research on this project. As requested by the TDC at their May 5, 2022 meeting, Ms. Roach's presentation included highlights from previous market/feasibility studies conducted on the need for additional meeting space, current meeting space inventory, and demonstrated the need for additional meeting space to accommodate larger groups. At the conclusion of her presentation Chairperson Personette thanked Janet for her hard work and also informed the TDC members of a memorandum submitted by Commissioner Proctor last evening. Ms. Post presented highlights of his memo outlining his initial thoughts for the consideration of utilizing the North Florida Fairground unit of property for needed infrastructure in the community: a Conference Center, a Multi-Purpose Sports Complex and a Trades University of North Florida. Commissioner Richardson commented on the current Blueprint Intergovernmental Agency's investment of \$10 million for Fairgrounds renovations and the current 99-year lease of the property. Discussion ensued. Commissioner Williams-Cox commented that all options need to be considered.

Chairperson Personette noted Convention Center studies have been conducted in 2011 and 2019 and inquired about a feasibility study for a sporting facility. Ms. Heidecker noted that two studies have been conducted – in 2008 and 2011 contemplating an indoor sports facility. Discussion ensued on the staff recommendation to create an Ad Hoc Stakeholders Group to help further evaluate the meetings space data and opportunities to address the need in the community.

Commissioner Williams-Cox moved, duly seconded by Commissioner Richardson, to present a list of proposed organizations to be invited to serve on the Ad Hoc Stakeholders Group at the next TDC meeting. The motion passed unanimously 8-0.

Discussion continued regarding additional organizations to be invited to serve on the Ad Hoc Stakeholders Group and also the additional staff recommendations outlined in the memo. The additional staff

recommendations include requesting FSU, OEV, Blueprint, FAMU, and TCC present at a future TDC meeting to share updates on their respective current and/or planned developments and/or updates on their organizational master plans regarding meeting/event space and/or lodging properties. Russell Daws noted airlift is an important part of conference/group business and recommended a representative from the Tallahassee International Airport also be included in the Stakeholders Group. Chairperson Personette also recommended to include sports organizations and clubs/teams.

Ms. Roach gave a recap of the additional staff recommendations updated with TDC member discussion:

- At the next TDC meeting present a list of the potential Ad Hoc Stakeholder Group organizations
- Staff to begin securing organizational speakers as identified for future TDC meetings
- Staff to begin meeting one-on-one and in small groups with OEV and FSU and other organizations to present the opportunity and assess interest to be engaged on the AD Hoc group

Commissioner Williams-Cox moved, duly seconded by Russell Daws, approval of the staff recommendations with the updates. The motion passed unanimously 8-0.

Kerri Post thanked the TDC for the meaningful dialog, direction and guidance on this important long-standing need in our community.

Nominations for FY23 TDC Chairperson

Kerri Post reported for a new fiscal year the TDC bylaws stipulate that the TDC appoint or re-appoint the position of chairperson for the TDC for a new fiscal year.

Matt Thompson moved, duly seconded by Commissioner Williams-Cox, approval to re-elect Chairperson Michelle Personette for FY23. The motion passed unanimously 8-0.

Proposed FY23 TDC Meeting Dates

Kerri Post presented the proposed slate of TDC meeting dates for FY23.

Commissioner Richardson moved, duly seconded by Russell Daws, approval of the FY 2023 TDC meeting dates. The motion passed unanimously 8-0.

Russell Daws asked if anything in the bylaws prohibits the TDC from meeting more than five times a year. Ms. Post confirmed there is only a minimum number of annual meetings required by statute, not a maximum.

Concert Updates

Chairperson Personette recognized Ms. Post to provide updates on the concerts on behalf of Scott Carswell. Ms. Post stated that it was a tremendous fall concert season. The sold out Earth, Wind and Fire concert on the 21st of September rocked the town in late September and October had three big concerts: JJ Grey and Mofro - rescheduled from September to October due to weather, Gov't Mule with special guests Mike Campbell and the Dirty Knobs, and Trombone Shorty with special guest Big Freedia. Ms. Post stated Scott Carswell is working to secure another exciting concert lineup for spring they anticipate announcing next month.

Tallahassee Sports Council

Amanda Heidecker provided updates on behalf to the Tallahassee Sports Council. She first thanked Carolanne for hosting the Tuesday meeting. Ms. Heidecker stated that Mr. Piotrowski presented overall Tourism strategic plan for the next five years highlighting the key strategic sports goals and initiatives. Ms. Heidecker gave updates on the current cross country championship events this fall hosted at ARP: the SWAC conference championships, FHSAA State Cross Country championships, the NJCAA championship in partnership with TCC, and the NAIA championship in partnership with Thomas University. Ms. Post commended both the Tourism team and Leon County Parks and Recreation for their great work during “November Madness” – as this fall is the biggest cross country event season to date.

COCA Update

Kathleen Spehar presented updates on COCA and the arts, culture, heritage sectors. Ms. Spehar shared highlights from the arts and culture community including COCA is launching the first round of grants with the \$300,000 City of Tallahassee grant funding, highlights of the Americans for the Arts VP Randy Cohen’s recent visit to Tallahassee, she provided an update on the Arts Economic Impact research currently being conducted, and announced upcoming events for COCA in 2023 FY.

VII. Executive Director’s Report – Kerri Post

Ms. Post shared the following updates:

- Commended and gave thanks to Dionte Gavin and Katie Kole for coordinating the first ever Tourism & Hospitality Track for the Leon Works program. The 2-days of presentations highlighted careers in tourism and hospitality to 8th and 10th grade classes in Leon County Schools and featured numerous Tourism industry leaders in the presentations.
- Shared Tallahassee will be hosting the FY22 Destinations Florida Annual Meeting & Conference at the AC Marriott next week. She served as Chairman of the Board of Directors for FY22.
- Announced that the County has executed a new agreement with COCA for the next two years to administer the remaining Cultural Facilities Matching Grant Funds.
- Reported the exciting launch of a new Mountain Biking Website: MBTallahassee.com
- Shared Tourism is preparing a BOCC agenda item for the 2024 Tallahassee/Leon County Bicentennial (200) Anniversary outlining the organizational management plan of the initiative.
- Provided an update on the Amtrak Renovation/future home of the Welcome Center and Tourism offices. She reported an anticipated grand opening in Spring 2023.
- Encouraged everyone to Save the Date, December 14, for the Annual Tourism Marketing Roll-Out & “Tourism Gives Back” Toy Drive event at the new FSU Student Union.

Chairperson Personette asked if there was any additional business, Commissioner Williams-Cox shared the renaming of South Bronough Street will commemorate Carrie Pittman Meek; Russell Daws announced Market Days will be December 3 & 4 at the North Florida Fairgrounds; Commissioner Richardson announced the Greek Food Festival is being held this weekend.

VIII. Additional Business: “For the Good of the Cause” – Chairperson Personette confirmed there was no additional business “for the good of the cause”.

Russell Daws moved, duly seconded by Commissioner Richardson, adjournment of the TDC meeting. The motion passed unanimously 8-0.

ADJOURN

There being no further business to come before the Council, the meeting was adjourned at 10:25 a.m.

Attest: Michelle Personette,
Chairperson

Attest: Shelby Bishop,
Visitor Services Specialist

DRAFT

Leon County Tourist Development Council

Statement of Cash Flow

Period Ending December 31, 2022

4-Cents Collections						
Acct # REVENUES	YTD Actuals	December Actuals	FY 2022/23 Budget	FY 2022/23 Adj. Budget	% Revenue Received	Variance
312100 Local Option Tax (4-cents) ¹	\$ 1,830,361.47	\$ 563,691.27	\$ 5,230,434		35%	(3,400,073)
361320 Tax Collector FS 219.075	\$ -	-	-			-
361111 Pooled Interest Allocation	\$ -	-	56,753			
365000 Merchandise Sales	\$ 1,790.40	1,790.40	5,730			
366500 Special Event Grant Reimbursements	\$ -	-	12,500			
366930 Other Contributions/Partnerships	\$ -	-	-			
361300 Interest Inc/FMV Adjustment	\$ -	-	-			
369900 Miscellaneous Revenue ³	\$ 13,686.76	11,861.76	33,533			
399900 Appropriated Fund Balance	\$ -	-	253,645			
Total Estimated Receipts			<u>5,592,595</u>			
			-			
	<u>\$ 1,845,838.63</u>	<u>\$ 577,343.43</u>				

Acct # EXPENDITURES	YTD Actuals	December Actuals	FY 2022/23 Adopt. Budget	FY 2022/23 Adj. Budget	% Budget Spent	Under/ (Over)
Administration (301)						
51200 Salaries & Wages	\$ 61,177.88	\$ 32,600.58	\$ 247,712	\$ 247,712	25%	\$ 186,534
51250 Regular OPS Salaries & Wages	\$ 5,966.49	2,749.99	15,106	15,106	39%	9,140
51500 Special Pay	\$ -	-	1,155	1,155	0%	1,155
52100 FICA	\$ 5,293.89	2,607.50	19,970	19,970	27%	14,676
52200 Retirement Contributions	\$ 16,127.70	7,969.32	58,082	58,082	28%	41,954
52210 Deferred Compensation	\$ 142.22	65.64	766	766	19%	624
52300 Life & Health Insurance	\$ 12,156.09	5,722.07	37,525	37,525	32%	25,369
52400 Workers Compensation	\$ 114.16	55.50	957	957	12%	843
53400 Other Contractual Services	\$ 30,820.12	11,518.26	225,000	315,000	10%	284,180
54000 Travel & Per Diem	\$ -	-	9,500	9,500	0%	9,500
54100 Communications Services	\$ -	-	480	480	0%	480
54101 Communications - Phone System	\$ -	-	285	285	0%	285
54400 Rental & Leases	\$ 682.00	195.00	12,000	12,000	6%	11,318
54505 Vehicle Coverage	\$ -	-	557	557	0%	557
54600 Repair & Maintenance	\$ 431.15	-	15,000	15,000	3%	14,569
54601 Vehicle Repair	\$ -	-	731	731	0%	731
54900 Other Current Charges	\$ 341.70	92.54	4,500	4,500	8%	4,158
55100 Office Supplies	\$ 277.53	(1.81)	6,500	6,500	4%	6,222
55200 Operating Supplies	\$ 255.00	-	8,500	8,500	3%	8,245
55210 Fuel & Oil	\$ -	-	340	340	0%	340
55400 Publications, Memberships	\$ 515.00	479.00	3,500	3,500	15%	2,985
55401 Training	\$ -	-	3,000	3,000	0%	3,000
Advertising/Public Relations (302)						
53400 Other Contractual Services	\$ 129,844.74	\$ 61,032.72	\$ 1,170,000	\$ 1,402,000	9%	\$ 1,272,155
54900 Other Current Charges & Obligations	\$ -	\$ -	\$ 100,000	\$ 100,000	0%	\$ 100,000
Marketing (303)						
51200 Salaries & Wages	\$ 123,825.70	\$ 59,157.69	\$ 619,286	\$ 619,286	20%	\$ 495,460
51210 Regular OPS Salaries & Wages	\$ 1,608.25	-	64,106	64,106	3%	62,498
51500 Special Pay	\$ -	-	2,100	2,100	0%	2,100
52100 FICA	\$ 9,442.98	4,508.20	51,856	51,856	18%	42,413
52200 Retirement Contributions	\$ 15,017.02	7,153.22	78,639	78,639	19%	63,622
52210 Deferred Compensation	\$ 180.39	83.10	800	800		620
52300 Life & Health Insurance	\$ 17,330.92	8,228.42	146,772	146,772	12%	129,441
52400 Workers Compensation	\$ 325.78	152.63	3,489	3,489	9%	3,163

53400	Other Contractual Services	\$	12,348.68	500.00	200,000	200,000	6%	187,651
54000	Travel & Per Diem	\$	2,616.58	469.61	70,000	70,000	4%	67,383
54100	Communications Services	\$	1,049.62	25.45	9,120	9,120	12%	8,070
54101	Communications - Phone system	\$	-	-	1,160	1,160	0%	1,160
54200	Postage	\$	250.85	66.79	7,500	7,500	3%	7,249
54400	Rental & Leases	\$	917.00	237.00	15,000	15,000	6%	14,083
54700	Printing	\$	3,167.67	477.35	10,000	10,000	32%	6,832
54800	Promotional Activities	\$	1,829.20	400.00	40,000	40,000	5%	38,171
54860	TDC Direct Sales Promotions	\$	5,790.00	-	55,000	55,000	11%	49,210
54861	TDC Community Relations	\$	13,361.35	12,118.91	35,000	35,000	38%	21,639
54862	TDC Merchandise	\$	1,258.50	-	15,000	15,000	8%	13,742
54900	Other Current Charges	\$	314,234.27	163,954.54	675,000	1,150,000	27%	835,766
54948	Other Current Chrg - Amphitheater	\$	5,316.09	-	450,000	735,000	1%	729,684
55100	Office Supplies	\$	-	-	6,500	6,500	0%	6,500
55200	Operating Supplies	\$	539.94	-	8,500	8,500	6%	7,960
52250	Uniforms	\$	-	-	4,500	4,500	0%	4,500

Acct #	EXPENDITURES		YTD	December	FY 2022/23	FY 2022/23	% Budget	Under/
	<i>Administration (303)(Continued)</i>		Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
55400	Publications, Memberships	\$	1,179.98	\$ 1,169.99	\$ 30,000	\$ 30,000	4%	28,820
55401	Training	\$	-	-	12,000	12,000	0%	12,000
56400	Machinery & Equipment	\$	-	-	-	-	-	-
58160	TDC Local T&E	\$	63.38	63.38	3,500	3,500	2%	3,437
58320	Sponsorship & Contributions	\$	-	-	35,000	35,000	0%	35,000
<i>Special Events/Grants (304)</i>								
58300	Grants & Aids	\$	5,756.00	5,756.00	700,000	700,000	1%	694,244
<i>Welcome Center CIP (086065)</i>								
56200	Building	\$	-	-	-	-	-	-
<i>Countywide Automation (470)</i>								
54110	Com-net Communications	\$	-	-	6,320	6,320	0%	6,320
54600	Repairs and Maintenance	\$	-	-	2,615	2,615	0%	2,615
<i>Risk Allocations (495)</i>								
54500	Insurance	\$	-	-	6,666	6,666	0%	6,666
<i>Indirect Cost (499)</i>								
54900	Indirect Cost Charges	\$	-	-	274,000	274,000	0%	274,000
<i>Line Item Funding - (888)</i>								
58214	Cultural Facilities Grant Program	\$	-	-	-	-	-	-
58215	Local Arts Agency Program	\$	-	-	1,307,609	1,307,609	0%	1,307,609
<i>Transfers (950)</i>								
591220	Transfer to Fund 220	\$	-	-	-	-	0%	-
591220	Transfer to Fund 305	\$	-	-	-	-	0%	-
<i>Salary Contingency (990)</i>								
59900	Other Non-operating Uses	\$	-	-	-	-	-	-
	Reserve for Fund Balance	\$	-	-	-	-	-	-
Total Expenditures		\$	801,555.82	\$ 389,608.59	\$ 6,888,204	\$ 7,970,204		

1-Cent Collections			YTD	December	FY 2022/23	FY 2022/23	% Revenue	
Acct #	REVENUES		Actuals	Actuals	Adopt. Budget	Adj. Budget	Received	Variance
312110	Local Option Resort (1 -cent)	\$	457,840.37	\$ 141,172.82	\$ 1,307,609	\$ 1,307,609	35%	849,769
361111	Pooled Interest	\$	-	-	-	-	-	-
361320	Tax Collector FS 219.075	\$	-	-	-	-	-	-
366930	Refund from Prior Years	\$	-	-	-	-	-	-
Total Revenues		\$	457,840.37	141,172.82	\$ 1,307,609	\$ 1,307,609		

Acct # EXPENDITURES (305)	YTD	December	FY 2022/23	FY 2022/23	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
58100 Aids to Government Agencies	\$ -	\$ -	\$ 2,049,072	\$ 2,049,072	0%	2,049,072
Total Expenditures	\$ -	\$ -	\$ 2,049,072	\$ 2,049,072	0%	2,049,072

NOTES TO THE FINANCIAL STATEMENT
As of December 31, 2022

REVENUES

- 1 - Revenue for the 4-cent collections \$ 563,691.27
- 2 - Revenue for the 1-cent collections \$ 141,172.82

EXPENSES

54900 Expenses related to Fall XC and FHSAA football championships

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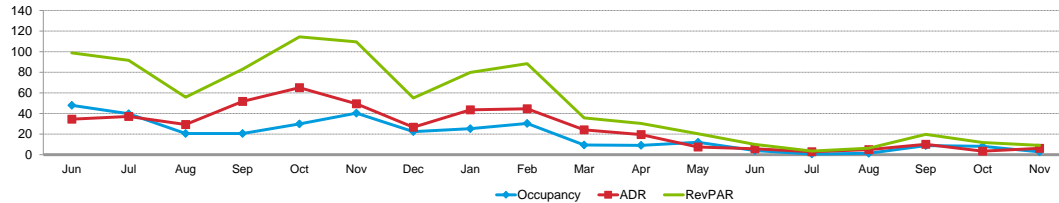
Leon County Tourist Development Council
Local Option Tourist Development Tax Collections
(Bed Tax Revenues)

	October	November	December	January	February	March	April	May	June	July	August	September	Totals
FY2018/2019 (3-cents)	331,953.51	495,074.97	387,162.79	307,879.78	327,779.10	365,775.19	445,899.80	369,126.76	352,707.77	312,656.20	291,044.54	365,660.11	4,352,720.53
(1-cent - 4th Penny)	110,651.17	165,024.99	129,054.26	102,626.59	109,259.70	121,925.06	148,633.27	123,042.25	117,569.26	104,218.73	97,014.85	121,886.70	1,450,906.84
(1-cent - 5th Penny)	110,651.17	165,024.99	129,054.26	102,626.59	109,259.70	121,925.06	148,633.27	123,042.25	117,569.26	104,218.73	97,014.85	121,886.70	1,450,906.84
Total	553,255.85	825,124.95	645,271.32	513,132.96	546,298.50	609,625.32	743,166.34	615,211.26	587,846.29	521,093.67	485,074.23	609,433.52	7,254,534.21
Gain/Loss - Month: 3 cent	8%	43%	25%	29%	8%	19%	51%	29%	13%	6%	10%	10%	
Gain/Loss - YTD: 3 cent	8%	27%	26%	27%	23%	22%	26%	26%	25%	23%	22%	21%	
Year to date: 3-cent	331,953.51	827,028.48	1,214,191.27	1,522,071.05	1,849,850.15	2,215,625.34	2,661,525.14	3,030,651.90	3,383,359.67	3,696,015.88	3,987,060.41	4,352,720.53	
Year to date: 1-cent (4th)	110,651.17	275,676.16	404,730.42	507,357.02	616,616.72	738,541.78	887,175.05	1,010,217.30	1,127,786.56	1,232,005.29	1,329,020.14	1,450,906.84	
Year to date: 1-cent (5th)	110,651.17	275,676.16	404,730.42	507,357.02	616,616.72	738,541.78	887,175.05	1,010,217.30	1,127,786.56	1,232,005.29	1,329,020.14	1,450,906.84	
FY2019/2020 (3-cents)	363,217.88	348,125.77	323,679.36	255,150.76	331,287.48	331,867.65	198,333.52	90,098.91	117,764.12	156,843.67	168,940.46	236,674.52	2,921,984.08
(1-cent - 4th Penny)	121,072.63	116,041.92	107,893.12	85,050.25	110,429.16	110,622.55	66,111.17	30,032.97	39,254.71	52,281.22	56,313.49	78,891.51	973,994.69
(1-cent - 5th Penny)	121,072.63	116,041.92	107,893.12	85,050.25	110,429.16	110,622.55	66,111.17	30,032.97	39,254.71	52,281.22	56,313.49	78,891.51	973,994.69
Total	605,363.13	580,209.61	539,465.60	425,251.26	552,145.80	553,112.75	330,555.87	150,164.85	196,273.53	261,406.11	281,567.43	394,457.53	4,869,973.47
Gain/Loss - Month: 3 cent	9%	(30%)	(16%)	(17%)	1%	(9%)	(56%)	(76%)	(67%)	(50%)	(42%)	(35%)	
Gain/Loss - YTD: 3 cent	9%	(14%)	(15%)	(15%)	(12%)	(12%)	(19%)	(26%)	(30%)	(32%)	(33%)	(33%)	
Year to date: 3-cent	363,217.88	711,343.64	1,035,023.00	1,290,173.76	1,621,461.24	1,953,328.89	2,151,662.41	2,241,761.32	2,359,525.44	2,516,369.11	2,685,309.56	2,921,984.08	
Year to date: 1-cent (4th)	121,072.63	237,114.55	345,007.67	430,057.92	540,487.08	651,109.63	717,220.80	747,253.77	786,508.48	838,789.70	895,103.19	973,994.69	
Year to date: 1-cent (5th)	121,072.63	237,114.55	345,007.67	430,057.92	540,487.08	651,109.63	717,220.80	747,253.77	786,508.48	838,789.70	895,103.19	973,994.69	
FY2020/2021 (3-cents)	184,026.11	207,635.60	175,507.21	172,333.69	182,644.87	221,694.54	294,363.06	364,179.31	282,604.19	332,719.16	348,411.70	419,988.48	3,186,107.92
(1-cent - 4th Penny)	61,342.04	69,211.87	58,502.40	57,444.56	60,881.62	73,898.18	98,121.02	121,393.10	94,201.40	110,906.39	116,137.23	139,996.16	1,062,035.97
(1-cent - 5th Penny)	61,342.04	69,211.87	58,502.40	57,444.56	60,881.62	73,898.18	98,121.02	121,393.10	94,201.40	110,906.39	116,137.23	139,996.16	1,062,035.97
Total	306,710.19	346,059.34	292,512.02	287,222.82	304,408.11	369,490.90	490,605.10	606,965.52	471,006.98	554,531.93	580,686.16	699,980.80	5,310,179.87
Gain/Loss - Month: 3 cent	(49%)	(40%)	(46%)	(32%)	(45%)	(33%)	48%	304%	140%	112%	106%	77%	
Gain/Loss - YTD: 3 cent	(49%)	(45%)	(45%)	(43%)	(43%)	(41%)	(33%)	(20%)	(12%)	(4%)	3%	9%	
Year to date: 3-cent	184,026.11	391,661.72	567,168.93	739,502.62	922,147.49	1,143,842.03	1,438,205.09	1,802,384.40	2,084,988.59	2,417,707.75	2,766,119.44	3,186,107.92	
Year to date: 1-cent (4th)	61,342.04	130,553.91	189,056.31	246,500.87	307,382.50	381,280.68	479,401.70	600,794.80	694,996.20	805,902.58	922,039.81	1,062,035.97	
Year to date: 1-cent (5th)	61,342.04	130,553.91	189,056.31	246,500.87	307,382.50	381,280.68	479,401.70	600,794.80	694,996.20	805,902.58	922,039.81	1,062,035.97	
FY2021/2022 (3-cents)	369,226.11	476,937.04	389,494.17	296,423.63	364,996.61	408,289.23	424,815.31	480,785.08	349,360.01	359,333.87	369,813.17	442,474.54	4,731,948.78
(1-cent - 4th Penny)	123,075.37	158,979.01	129,831.39	98,807.88	121,665.54	136,096.41	141,605.10	160,261.69	116,453.34	119,777.96	123,271.06	147,491.51	1,577,316.26
(1-cent - 5th Penny)	123,075.37	158,979.01	129,831.39	98,807.88	121,665.54	136,096.41	141,605.10	160,261.69	116,453.34	119,777.96	123,271.06	147,491.51	1,577,316.26
Total	615,376.85	794,895.07	649,156.95	494,039.39	608,327.68	680,482.05	708,025.51	801,308.46	582,266.69	598,889.79	616,355.29	737,457.57	7,886,581.30
Gain/Loss - Month: 3 cent	101%	130%	122%	72%	100%	84%	44%	32%	24%	8%	6%	5%	
Gain/Loss - YTD: 3 cent	101%	116%	118%	107%	106%	102%	90%	78%	71%	62%	55%	49%	
Year to date: 3-cent	369,226.11	846,163.15	1,235,657.32	1,532,080.96	1,897,077.56	2,305,366.79	2,730,182.10	3,210,967.18	3,560,327.19	3,919,661.06	4,289,474.24	4,731,948.78	
Year to date: 1-cent (4th)	123,075.37	282,054.38	411,885.77	510,693.65	632,359.19	768,455.60	910,060.70	1,070,322.39	1,186,775.73	1,306,553.69	1,429,824.75	1,577,316.26	
Year to date: 1-cent (5th)	123,075.37	282,054.38	411,885.77	510,693.65	632,359.19	768,455.60	910,060.70	1,070,322.39	1,186,775.73	1,306,553.69	1,429,824.75	1,577,316.26	
FY2022/2023 (3-cents)	453,134.99	526,249.19	436,616.96	-	-	-	-	-	-	-	-	-	1,416,001.13
(1-cent - 4th Penny)	151,045.00	175,416.40	145,538.99	-	-	-	-	-	-	-	-	-	472,000.38
(1-cent - 5th Penny)	151,045.00	175,416.40	145,538.99	-	-	-	-	-	-	-	-	-	472,000.38
Total	755,224.98	877,081.98	727,694.93	-	-	-	-	-	-	-	-	-	2,360,001.89
Gain/Loss - Month: 3 cent	23%	10%	12%	100%	100%	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	
Gain/Loss - YTD: 3 cent	23%	16%	15%	8%	25%	(39%)	(48%)	56%	(60%)	(64%)	(67%)	(70%)	
Year to date: 3-cent	453,134.99	979,384.18	1,416,001.13	1,416,001.13	1,416,001.13	1,416,001.13	1,416,001.13	1,416,001.13	1,416,001.13	1,416,001.13	1,416,001.13	1,416,001.13	
Year to date: 1-cent (4th)	151,045.00	326,461.39	472,000.38	472,000.38	472,000.38	472,000.38	472,000.38	472,000.38	472,000.38	472,000.38	472,000.38	472,000.38	
Year to date: 1-cent (5th)	151,045.00	326,461.39	472,000.38	472,000.38	472,000.38	472,000.38	472,000.38	472,000.38	472,000.38	472,000.38	472,000.38	472,000.38	

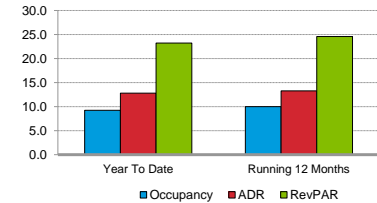
Notes:

- (1) Gain/Loss for month and year-to-date are percentage change comparisons to the previous year.
- (2) The collection of the 3rd Penny Bed Tax began January 1, 1994.
- (3) These figures represent the total bed taxes collected. Of the total collections, 97% is actually deposited in the Tourist Development Trust Fund.
- (4) The collection of the 4th Penny Bed Tax began November, 2004
- (5) Collection of 5th Penny began May, 2009

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2021												2022											
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov						
This Year	60.9	60.2	62.3	55.2	60.1	59.1	51.8	56.4	67.0	67.1	67.7	58.0	63.3	60.5	63.1	60.0	65.0	60.7						
Last Year	41.2	43.1	51.7	45.7	46.3	42.1	42.3	45.1	51.4	61.4	62.1	51.8	60.9	60.2	62.3	55.2	60.1	59.1						
Percent Change	47.9	39.8	20.6	20.6	29.9	40.3	22.4	25.3	30.3	9.4	9.0	12.0	4.0	0.6	1.3	8.8	8.1	2.7						

2020	Year To Date		Running 12 Months		
	2021	2022	2020	2021	2022
45.6	63.3	62.6	46.2	56.1	61.7
69.8	45.6	57.3	69.6	46.2	56.1
-34.7	25.7	9.2	-33.5	21.3	10.0

ADR	2021												2022											
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov						
This Year	97.04	99.42	112.38	121.29	141.69	125.20	98.15	112.70	118.78	110.47	131.17	101.42	102.62	102.28	117.92	133.51	146.58	132.90						
Last Year	72.18	72.54	86.93	79.94	85.85	83.80	77.50	78.49	82.17	89.04	109.75	94.41	97.04	99.42	112.38	121.29	141.69	125.20						
Percent Change	34.4	37.1	29.3	51.7	65.1	49.4	26.7	43.6	44.5	24.1	19.5	7.4	5.8	2.9	4.9	10.1	3.4	6.1						

2020	Year To Date		Running 12 Months		
	2021	2022	2020	2021	2022
89.65	105.75	119.30	90.22	104.00	117.79
112.29	89.65	105.75	111.38	90.22	104.00
-20.2	18.0	12.8	-19.0	15.3	13.3

RevPAR	2021												2022											
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov						
This Year	59.08	59.85	70.02	66.89	85.21	74.02	50.84	63.61	79.58	74.17	88.85	58.82	65.00	61.94	74.43	80.09	95.28	80.72						
Last Year	29.71	31.23	44.92	36.56	39.74	35.31	32.80	35.37	42.25	54.66	68.19	48.89	59.08	59.85	70.02	66.89	85.21	74.02						
Percent Change	98.9	91.6	55.9	83.0	114.4	109.6	55.0	79.8	88.4	35.7	30.3	20.3	10.0	3.5	6.3	19.7	11.8	9.1						

2020	Year To Date		Running 12 Months		
	2021	2022	2020	2021	2022
40.88	60.60	74.68	41.72	58.32	72.66
78.43	59.08	60.60	77.48	41.72	58.32
-47.9	48.3	23.2	-46.1	39.8	24.6

Supply	2021												2022											
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov						
This Year	196,440	202,988	202,988	193,920	200,415	193,950	200,415	200,415	180,992	200,384	193,920	200,384	2,000,770	2,152,206	2,158,946	1,943,969	2,000,770	2,152,206						
Last Year	178,440	184,388	188,821	182,730	188,821	182,730	192,789	192,789	177,492	196,416	191,820	202,988	196,440	202,988	202,988	193,920	200,415	193,950						
Percent Change	10.1	10.1	7.5	6.1	6.1	6.1	4.0	4.0	2.0	2.0	1.1	-1.3	-1.3	-1.3	0.0	0.0	0.0	0.0						

2020	Year To Date		Running 12 Months		
	2021	2022	2020	2021	2022
2,000,770	2,152,206	2,158,946	2,183,670	2,344,995	2,359,361
1,943,969	2,000,770	2,152,206	2,124,022	2,183,670	2,344,995
2.9	7.6	0.3	2.8	7.4	0.6

Demand	2021												2022											
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov						
This Year	119,605	122,194	126,474	106,948	120,531	114,659	103,798	113,108	121,262	134,527	131,356	116,221	122,824	121,353	126,486	116,328	130,236	117,769						
Last Year	73,448	79,393	97,574	83,564	87,415	77,006	81,588	86,869	91,255	120,573	119,175	105,118	119,605	122,194	126,474	106,948	120,531	114,659						
Percent Change	62.8	53.9	29.6	28.0	37.9	48.9	27.2	30.2	32.9	11.6	10.2	10.6	2.7	-0.7	0.0	8.8	8.1	2.7						

2020	Year To Date		Running 12 Months		
	2021	2022	2020	2021	2022
912,270	1,233,401	1,351,470	1,009,840	1,314,989	1,455,268
1,357,810	912,270	1,233,401	1,477,742	1,009,840	1,314,989
-32.8	35.2	9.6	-31.7	30.2	10.7

Revenue	2021												2022											
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov						
This Year	11,606,372	12,148,252	14,212,816	12,972,140	17,078,037	14,355,864	10,188,265	12,747,507	14,403,054	14,861,621	17,229,709	11,786,692	12,604,311	12,411,957	14,915,419	15,530,869	19,089,757	15,651,750						
Last Year	5,301,229	5,758,874	8,481,764	6,680,449	7,504,229	6,452,972	6,322,673	8,718,562	7,498,464	10,736,037	13,079,855	9,923,821	11,606,372	12,148,252	14,212,816	12,972,140	17,078,037	14,355,864						
Percent Change	118.9	110.9	67.6	94.2	127.6	122.5	61.1	87.0	92.1	38.4	31.7	18.8	8.6	2.2	4.9	19.7	11.8	9.0						

2020	Year To Date		Running 12 Months		
	2021	2022	2020	2021	2022
81,781,712	130,430,219	161,232,646	91,110,118	136,752,892	171,420,911
152,462,453	81,781,712	130,430,219	164,583,602	91,110,118	136,752,892
-46.4	59.5	23.6	-44.6	50.1	25.4

Census %	2021												2022											
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov						
Census Props	67	67	67	66	66	66	66	66	66	66	66	66	66	66	66	66	66	66						
Census Rooms	6548	6548	6548	6464	6465	6465	6465	6465	6464	6464	6464	6464	6464	6464	6464	6464	6463	6463						
% Rooms Participants	91.8	91.8	94.7	94.7	93.3	93.3	93.3	93.3	93.3	93.3	93.3	93.3	93.3	93.3	93.3	93.3	93.3	93.3						

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OCTOBER-DECEMBER 2022 *Highlights*

- Visit Tallahassee hosted a game-day activation booth at the 2022 FAMU Homecoming Football game. During the activation, staff talked to visitors and fans alike, giving out orange and green branded swag as well as destination information.
- On December 5th, Visit Tallahassee announced musician Wille Nelson will be coming to the Capital City on March 4, 2023. Tickets sold out for this event in one weekend.
- Hosted the Industry Marketing Roll Out & Toy Drive at the new FSU Student Union. Unveiled the 2023 Cooperative Opportunities to the Industry.
- Through a number of PR initiatives, Visit Tallahassee received a total of 20.7+ million impressions, equating to \$231,000+ in advertising equivalency.
- Landed a four (4) page spread titled “Make Time for Tallahassee” in the January/February 2023 issue of *Cooking with Paula Deen* magazine – the national celebrity-inspired culinary outlet, reaching 430K+ readers.
- The December Instagram Reels promoting holiday shopping in the Capital City reached over 123.8K people and earned 195 engagements.
- During Q1, paid social campaigns reached a combined 2,557,821 people, garnering 209,013 engagements and trafficking 13,496 link clicks to VisitTallahassee.com.
- VisitTallahassee.com saw a nearly 60% increase on the total number of sessions, equating a rise of 34,264. Of those, nearly 24,000 were new users, a 60% increase from Q4.
- Visit Tallahassee launched the Brew Tour Challenge on the Visit Widget App to incentivize consumers to visit all local breweries listed on the challenge and win prizes! All local breweries received printed collateral to display in their taprooms to promote downloading the mobile app and to participate in the challenge with easy to scan QR codes.
- This quarter, Visit Widget and the Mobile App have shown continued growth, with 39% more sessions, and 38% more users.
- The Mobile App also saw an increase of 493 app downloads, showing a growth of loyal users who are getting value from the app.

2022/2023 GOALS	ANNUAL % TO GOAL	PERIOD GROWTH	OVERALL GROWTH
PUBLIC RELATIONS			
Secure 18 Media Experiences (6 publications and 12 influencers)	5.6% of goal	1	1
6 metro features in top two tier markets	33% of goal	2	2
4 radio promotions	0% of goal	0	0
4 articles within niche outlets	25% of goal	1	1
3 national features	200% of goal	6	6
1 in-book promotion	0% of goal	0	0
SOCIAL MEDIA			
Increase Facebook Engagements by 5% to 154,200	.92% of goal	1,433	1,433
Increase Facebook Impressions by 12% to 1,240,348	13.1% of goal	162,232	162,232
Increase Instagram Followers by 7% to 24,599	93.9% of goal	771	771
Increase Instagram Engagements by 10% to 97,854	7.95% of goal	7,779	7,779
Increase Twitter Followers by 5% to 15,810	0% of goal	-81	-81
Increase Twitter Engagements by 5% to 10,239	2.8% of goal	290	290



2022/2023 GOALS	ANNUAL % TO GOAL	PERIOD GROWTH	OVERALL GROWTH
Increase Paid Instagram Impressions by 10% to 2,576,214	32% of goal	833,010	833,010
Increase Paid Instagram Engagements by 10% to 52,120	48% of goal	25,246	25,246
Increase Paid Facebook Impressions by 5% to 12,141,695	24% of goal	2,939,222	2,939,222
Increase Paid Facebook Engagements by 10% to 170,703	108% of goal	183,766	183,766
DIGITAL			
Increase Website Visitors 15% to 173,605	47.6% of goal	82,717	82,717
Increase Pageviews 10% to 488,386	29.7% of goal	145,473	145,473
Reduce Bounce Rate to be under 40%	63.4% over goal	25.3%	25.3%
Achieve a Click Through Rate (CTR) of 9.19% or higher	21% above benchmark	11.1%	11.1%
Achieve an efficient Cost Per Click (CPC) of \$1.53 or lower	44% above the benchmark	\$2.20	\$2.20
MOBILE APP / WIDGET			
Total Annual Sessions of Mobile App / Widget to 18,000 sessions	26.2% of goal	4,714	4,714
Increase Annual Use of Mobile App / Widget to 13,200 users	33.9% of goal	4,475	4,475
Increase Annual Mobile App Downloads to 2,300	21.4% of goal	493	493
Increase Annual Mobile App Pageviews to 96,000	26% of goal	24,896	24,896



Q1 PUBLIC RELATIONS *Highlights*

- Through a number of PR initiatives, Visit Tallahassee received a total of **20.7+ million impressions**, equating to **\$231,000+ in advertising equivalency**.
- 20 total earned media placements were secured this quarter highlighting Tallahassee within **HGTV, Men's Journal, Okra Magazine, Taste of the South, TravelAwaits, and more.**
- Secured a hosted media opportunity and photoshoot with **Southern Living Magazine** surrounding the holidays in Florida's Capital City, slated for publication in December 2023.
- Landed a four (4) page spread titled "Make Time for Tallahassee" in the January/February 2023 issue of **Cooking with Paula Deen** magazine – the national celebrity-inspired culinary outlet, reaching 430K+ readers.
- Received inclusion in **ESSENCE** – reaching 2.9 million readers – spotlighting Tallahassee among the "Best in Black Travel Awards."

Southern Living

ESSENCE

taste OF THE south

HGTV





VISITTALLAHASSEE.COM Highlights

- This quarter we saw an increase of 55% on the number of sessions from 53,303 in Q4 to 82,717 in Q1.
- Due to the increase in web traffic, we also saw a growth of 60% in the number of new users from 38K to 62K.
- Most of the traffic to the site came from Organic Searches (SEO), followed by Direct Searches.
- The bounce rate on the site is at 25.34%, well below the industry average which is between 55% and 65%

Top Pages:

1. Events
2. Things To Do
3. Partners/dorothy-b-oven-park
4. Fall-2022-events-and-activities-in-tallahassee
5. Eat-Drink

Top Markets:

1. Tallahassee
2. Atlanta
3. Orlando
4. Jacksonville
5. Miami

SESSIONS: 82,717
PAGEVIEWS: 145,473
PAGES PER SESSION: 1.76
AVERAGE SESSION DURATION: 2:40

MBTALLAHASSEE.COM Highlights

- In Q1, MBTallahassee.com was pushed live for all to enjoy. As a one stop shop for everything mountain biking, visitors can find everything they need to know for riding and beyond in the Capital City.
- From launch, there have been over 14,000 sessions on the site (84% of those being new users), with a daily all time high on October 25th, showing 1,651 users and 2,570 page views in a single day!
- Traffic to the site during this quarter came primarily from Google Display Ads (58.1%), followed by social media (22.2%) and direct traffic (12.6%).

Top Viewed Pages:

1. Homepage
2. Trails
3. Trails/Red-Bug-Trail
4. Events
5. Trails/Gun-Range

Top Markets:

1. Atlanta
2. Orlando
3. Tallahassee
4. Miami
5. Jacksonville

SESSIONS: 14,058
PAGEVIEWS: 21,872
PAGES PER SESSION: 1.56
AVERAGE SESSION DURATION: 0:51

DIGITAL MEDIA Highlights

- 2,793,762 total digital media impressions were delivered in Q1.
- Google Display Ads was the strongest performing medium in terms of click-through traffic generating just over 4% of VisitTallahassee.com's web traffic alone.
- The digital display ads operated at an average of 0.55% CTR, just above the industry average of .47%.
 - › The Mountain Biking creative was top-performing achieving a .78% CTR.
 - » While the Inclusive (African American) campaign was second with delivering the highest engagement.
- Paid search campaigns garnered a 11.12% CTR, which is well above the industry average of 9.19%.



DIGITAL MEDIA **Highlights** (CONTINUED)

- Quarter on quarter, paid search campaigns have increased total engagement by 2%.
 - › The Brand campaign was the top-performing in cost per click, achieving an average cost per click of \$1.35, 12% below average, allowing the campaign to drive higher clicks for the budget.

VISIT WIDGET **Highlights**

- This quarter, we continue to see strong usage of the Visit Widget application.
- We saw an increase in the overall traffic coming to the widget/app, with 39% more sessions, and 38% more users.
 - › There was also an increase of 24% in iOS downloads and a 47% increase in Android downloads, with the top locations being Tallahassee, Orlando, and Atlanta.
- Most of the popular items are things to do around Tallahassee, showing users are leveraging the app as a resource and discovery tool.
- The ad units that the Visit Tallahassee team produced and managed have also driven awareness and actions. The Gov't Mule and the JJ Grey & Mofro ad units saw 484 and 280 impressions, respectively, with a CTR of 2.48% and 1.79%.

TOTAL USERS:
33.9% of goal

TOTAL APP SESSIONS:
26.2% of goal

TOTAL APP PAGEVIEWS:
26% of goal

Top 10 Most Popular Items

1. Tallahassee Brew Tour Challenge
2. Winter Festival
3. DEEP Brewing Co.
4. Countdown Downtown
5. Ology Brewing Company (Northside)
6. 80th Annual North Florida Fair
7. Market Days
8. Lake Tribe Brewery
9. Ology Brewing and Co. Tap Room and Beer Garden (Powermill)
10. Oyster City Brewing Co. Tallahassee

Visit Widget & App Performance

Total Users: **4,475**

Avg. Session: **2:08**

Total Sessions: **4,714**

Pageviews: **24,896**

iOS Downloads: **365**

Android Downloads: **128**



SOCIAL MEDIA *Highlights*

- Visit Tallahassee’s social media across Facebook, Twitter, and Instagram gained 1,555 followers.
- The December IG Reel promoting Capital City Holiday Shopping reached over 123.8K people and earned 195 engagements.
- Paid social campaigns reached 2,557,821 people, gained 209,013 engagements and earned 13,496 link clicks to VisitTallahassee.com.
- Top performing paid efforts based on Cost Per Results (CPR) included the September/October 2022 Football Engagement campaign, FAMU’s 2022 Homecoming experience campaign and the December evergreen traffic campaign.

Social Media Snapshot

**TOTAL
NEW FANS**

1,710

**TOTAL
REACHED**

2,861,605

**TOTAL
ENGAGEMENTS**

218,515

**TOTAL
IMPRESSIONS**

4,144,046

**TOTAL
#iHEARTTALLY**

5,720,910

Facebook HIGHLIGHTS



- Top performing organic content featured the Willie Nelson concert announcement, and posts highlighting Tallahassee’s features in Men’s Journal and HGTV Magazine.
- Organic Facebook efforts earned 627,209 impressions, 30,866 engagements and 498 new page likes.
- Paid Facebook efforts earned 2,939,222 impressions, 183,766 engagements and 577 new page likes.

NEW PAGE LIKES:

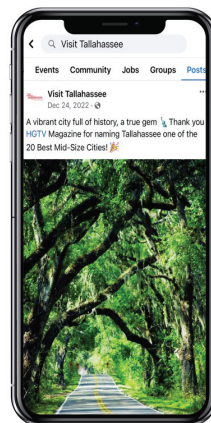
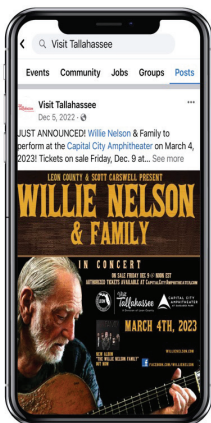
999

TOTAL PAGE LIKES:

71,191

ENGAGEMENTS:

85,199





Instagram HIGHLIGHTS

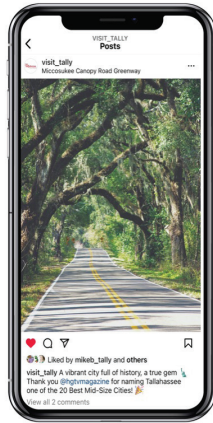
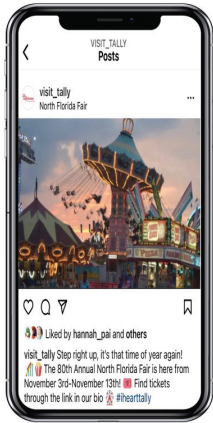


- In Q1, the Instagram account gained 711 followers, over 7,779 organic engagements, and 182,787 organic impressions.
- Paid Instagram efforts earned 833,010 impressions and 25,246 engagements.
- Top performing paid efforts based on Cost Per Result (CPR) included the September/October 2022 Football Engagement campaign, FAMU's 2022 Homecoming experience campaign and the December evergreen traffic campaign.
- Top performing organic content highlighted the 80th Annual North Florida Fair, the HGTV feature, as well as the Visit Tallahassee 'Happy Holidays' post.

NEW FOLLOWERS:
711

TOTAL FOLLOWERS:
23,111

ENGAGEMENTS:
33,025



Twitter HIGHLIGHTS



- In Q1, the Twitter account had 290 engagements and 26,680 impressions.
- Top performing content featured the HGTV Magazine feature, the 'Happy Holidays' post, along with the FHSAA Cross Country Championships.

NEW FOLLOWERS:
-81 (likely due to Twitter removing bot profiles)

TOTAL FOLLOWERS:
14,976

ENGAGEMENTS:
290





MARKETING COMMUNICATIONS

OCTOBER/NOVEMBER/DECEMBER 2022

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

AT A GLANCE



FY2023 Media Value
Goal: \$2 Million
\$ 231,015
Media Value for
Oct/Nov/Dec = **\$ 231,015**



FY2023 Earned Media Stories
40
Media Stories
Oct/Nov/Dec = **40**



FY2023 Social Media
Engagements
181,722



2023 Visitor Guide

The 2023 edition of the Visitor Guide hit the streets in late December. The 84-page guide is full of helpful information for visitors to plan their visit to Tallahassee. These free guides are distributed to area hotels, attractions, and museums, as well as VISIT FLORIDA Welcome Centers and AAA offices throughout the state.

MISSION STATEMENT

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

HIGHLIGHTS

- Presented the FY2023 Marketing Plan and highlights at the Dec. 14th Marketing Rollout and Holiday Toy Drive event.
- Hosted Southern Living editor Susan Barnes and a photographer for a feature on hidden holiday gems slated to run in 2023.
- Hosted writer Sylvia Longmire with New Mobility Magazine to explore Tallahassee and write an article about accessible-friendly locations.
- Supported concert performances of JJ Grey & Mofro, Gov't Mule, and Trombone Shorty with Big Freedia with promotional advertising and pre-concert receptions at Park View.
- Announced Willie Nelson & Family concert and promoted tickets sales which led to unprecedented excitement and a total-sell-out within a matter of a few hours!
- Katie Kole moderated the Leon Works panel discussion with area students interested in a career in the tourism/hospitality industry.
- Produced video presentations for the NAIA and NJCAA XC banquets hosted at Dunlap Champions Club.
- Listed a new Digital Content Manager position to expand the resources of the Marketing Department.

ON THE HORIZON

In March, Visit Tallahassee will once again be a presenting sponsor of the **Florida Brewers Guild Craft Beer Festival** in Tampa. This unique opportunity allows participating Tallahassee breweries enhanced recognition and premium booth locations in front of craft-beer lovers from around Florida.

OUT & ABOUT

Tourism staff and the Zimmerman Agency participated in a game-day activation at **FAMU Homecoming** in October. The team handed out pom-poms, prizes and shared information about Tallahassee with Rattler fans before the sold-out game.





GOAL AT A GLANCE

FY 2022

**Room Nights Goal:
40,705**

YTD Room Nights: 10,390

ON THE HORIZON

For the first time, Visit Tallahassee Sports will be hosting the 2023 Pepsi United State Bowling Congress (USBC) Youth Championships over 5 weekends starting in mid-March.

OUT & ABOUT



The Sports Department proudly hosted 3 first time Collegiate National Championships including the NAIA Cross Country National Championship, the NJCAA Cross Country National Championship, and the NJCAA Half Marathon/National Championship.

MISSION STATEMENT

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

HIGHLIGHTS

Hosted the FHSAA Football State Championships

- Began preliminary planning for 2026 Cross Country World Championship.
- Participated in the Sports ETA College Town Community meeting.
- Hosted quarterly Tallahassee Sports Council Meeting at the Hyatt House.
- Finalized preparations for the NJCAA and NAIA XC National Championships and NJCAA Half Marathon/National Championship.
- Successfully bid on the 2023 AAU Cross Country National Championship.
- Worked with USATF state chapter to bid on the 2023 USATF Cross Country Club National Championship.
- Worked with Crappie USA on fishing tournament at Lake Talquin.
- Supported the 2022 Capital City Holiday Classic with over a dozen teams.
- Assisted the Tallahassee Tennis Futures Pro Tournament.
- Virtually attended the Florida Sports Foundation quarterly industry partner round table.
- Began preparation for the 2023 Cross Country season at Apalachee Regional Park.
- Presented to Youth Leadership Tallahassee on the impact of Sports Tourism in Leon County.



EVENTS HOSTED

- FSU Invitational Cross Country Meet
- SWAC Cross Country Championships
- FHSAA State Cross Country Championships
- NJCAA Cross Country National Championships
- NJCAA Half Marathon National Championships
- NAIA Cross Country National Championships
- FHSAA State Football Championships



MEETINGS & GROUP SALES

OCTOBER/NOVEMBER/DECEMBER 2022

Ryan Zornes, Senior Sales & Sports Director

Janet Roach, Meetings Director

Taylor Walker, Group Sales & Business Development Director

GOAL AT A GLANCE

Meetings & Group FY2023
Room Nights Goal:
13,700

Meetings & Group YTD
Room Nights: 750

ON THE HORIZON



Tallahassee will welcome entrepreneurs from around the US for the **United States Association for Small Business and Entrepreneurship (USASBE) Conference- Driven by Dreams**, January 18-22 at the FSU Turnbull Conference Center.



Tallahassee Highland Games and Scottish Festival returns to the Capital City on February 11 -12 at Apalachee Regional Park. Featuring Stones of Strength, Caber Toss, archery, traditional music, blacksmithing, and more!

HIGHLIGHTS

- Participated and exhibited at the **Florida Society of Association Executives Education Expo** that was attended by over 100 association leaders and decision makers.
- Collaborated with Marketing to provide **editorial content** for the Florida for Association Conventions & Facilities Magazine and The Meeting Professional.
- **Partnered with the AC by Marriott** to host the Florida Society of Association Executives December Power Luncheon.
- Continue to work closely with the **2023 Tallahassee Bike Fest** for a smooth transition to their new home at Apalachee Regional Park expanding efforts to utilize the park for tourism festival and events year round.
- **Managed registration and packet pick-up for all fall cross championships** at Apalachee Regional Park including the FSU Invite/Pre-State, Southwestern Athletic Conference, Florida High School State Association, National Junior College Athletic Association, and National Association of Intercollegiate Athletes.
- Assisted in planning and running **Florida High School State Association Football State Championships** (IM,1R,1S,2S).

OUT AND ABOUT

Exhibited at the **E-Bike Expo** to promote the recently launched **MBTallahassee.com** website, providing support and exposure to the mountain bike scene in Leon County.



Hosted and planned each of the 1,000 athlete experiences for the **National Junior College Athletic Association Championships** and the **National Association of Intercollegiate Athletes Championships** at the Dunlap Champions Club.





Visit
Tallahassee
Pretty. Unexpected.

Meetings Space/Group Business Update & Next Steps

The following presents an update on action items from 11.2.22 TDC meeting and an overview of next steps to explore possible community-focused solutions to address the lack of meeting spaces (and adjacent guest rooms) in the community.

Updates on action items from 11.2.22 TDC meeting:

- **Request an update/presentation from FSU to the TDC at an upcoming meeting on the proposed or planned developments in the Arena District, including the proposed FSU Hotel project, and any contemplated enhancements to campus meeting venues (including the Student Union, the Tucker Center, Turnbull Center and Champions Club), and other proposed FSU projects with visitor impact in the destination.**

Status: Kevin Graham presenting at 2/2/23 TDC Meeting

- **Reach out to FAMU President's Office to determine if FAMU has a master plan that includes a hotel.**

Status: Received copy of Florida Agricultural and Mechanical University 2015 – 2025 Campus Master Plan Update (January 2018 version). The plan does not include a FAMU owned/operated hotel.

- **Listed below are the potential community organizations to schedule an introduction/interest meeting to further engage in the Meeting Space/Group Business opportunities discussion.**

- Department of Planning, Land Management and Community Enhancement (PLACE)
-Office of Economic Vitality (OEV)
- Tallahassee International Airport
- Innovation Park
- Florida State University
- Florida A&M University
- Tallahassee Community College
- Greater Tallahassee Chamber of Commerce
- Capital City Chamber of Commerce
- Big Bend Chamber of Commerce
- Florida Department of Management Services
- Tourist Development Council (TDC) Hotel Representative
- Representative(s) from FSAE and/or local associations
- Representative(s) local area Meeting Professionals International

Status: After a first introduction/interest meeting, if there is sufficient interest of organizations to continue the discussion staff will convene a group.



Meetings Space/Group Business Update & Next Steps

Next Steps:

- **Create an informational handout to provide the situation analysis highlighting opportunity**
Status: Draft infographic in development

- **Begin conducting individual and small group meetings with stakeholder organizations to explore and discuss potential community-focused solutions to address the challenges posed by the lack of meeting spaces and adjacent guest rooms in 2023.**
Status: Start meetings first with OEV to gather market intelligence and help hone and refine the infographic and/or messaging before scheduling other organizational meetings.

MEMORANDUM

TO: Tourist Development Council (TDC)

THRU: Sheila T. Williams, Redevelopment Coordinator

FROM: K. Stephen Cox, II, Director

DATE: 1/26/23

SUBJECT: Review and Recommendation 2022-2023 Tourist Development Tax (TDT) funding applications

Statement of the Issue

This item requests the Tourist Development Council (TDC) review and recommend the award of 2022-2023 Tourist Development Tax (TDT) funds in support of art, culture and heritage.

Under an interlocal agreement (as amended December 11, 2014 and subsequently May 24, 2018), the CRA administers the TDT funds. The fund balance is currently \$2,000,000 (+/-).

The TDT funds are subject to the following criteria:

- must be used in support of culture, visual arts, and heritage programs; performing arts space, as part of the convention center project; or other performing arts projects;
- must be for projects, programs and expenses authorized under section 125.0104(5)(a) of the Florida Statutes; and
- must be utilized in the Downtown District Community Redevelopment Area or the Greater Frenchtown/Southside Community Redevelopment Area.

The paperless application cycle opened Saturday, October 1, 2022 and closed on Wednesday, November 30, 2022. Applicants were required to attend at least one (1) of three (3) mandatory workshops prior to submitting an application. The Guidelines, Criteria, Application, Workshop information and other applicable information including dates and times was available at www.talgov.com/cra or by calling 850.891.8357.

Summary

The public scoring meeting for the 2022-2023 Tourist Development Tax (TDT) funding applications was held on Thursday, January 19, 2023 at 9:00AM, Smith-Williams 2295 Pasco Street, Building B, Tallahassee, FL. There were three (3) applications of four (4) applications received which were determined to be eligible for scoring. A brief Powerpoint presentation which included one slide per application was shown during the meeting (See Attachment #1).

The minimum funding amount per applicant was \$500,000 and a maximum funding request amount of \$2,000,000 (+/-) for a single applicant or multiple applicants. The maximum score possible is 100 points. A five (5) member Art, Culture Review Committee (ACRC) comprised of representatives from the Downtown Improvement Authority, Tourist Development Council, Leon County, Knight Creative Community Initiative, the CRA GFS Citizen Advisory Committee and the CRA Downtown Redevelopment Commission scored, ranked and unanimously recommended funding for the applications (See Attachment #2), as follows;

- 1) **LeMoyne Art Foundation**, Art for Always, Funding Request \$765,000, *Score Evaluators Recommendation \$765,000, Average Score - 97.6*
- 2) **Challenger Learning Center**, Funding Request \$713,450.00, *Score Evaluators Recommendation \$713,450, Average Score - 96.8*
- 3) **Indaba, Inc., et al**, Funding Request \$1,000,000, *Score Evaluators Recommendation \$521,550 (Partial funding) specifically for infrastructure with the applicant providing more detailed cost information, Average Score - 71.4*

Tourist Development Council Review

The Tourist Development Council will provide review and comment on applications recommended for funding by the Arts & Culture Review Committee during its' Thursday, February 2, 2023 meeting.

CRA Board Review and Recommendations

Following review by the Arts & Culture Review Committee and Tourist Development Council, the Community Redevelopment Agency Board will conduct its' review and recommend projects for funding.

Approval of Funding

Final approval for funding shall be by the Leon County Board of County Commissioners and the Tallahassee City Commission. Any project receiving funding must be approved by both the Board of County Commissioners and Tallahassee City Commission.

Options

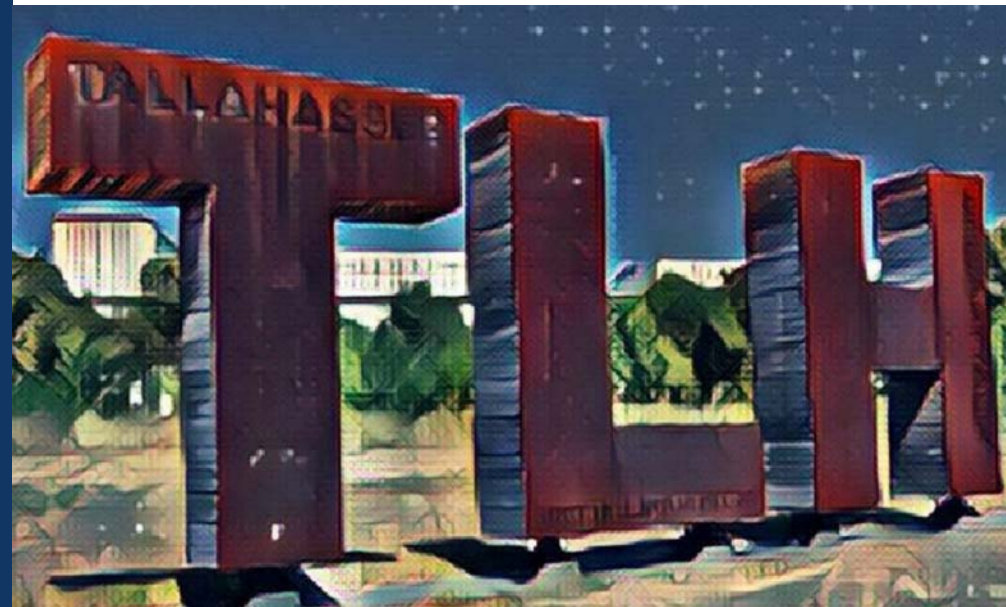
1. Recommend the Arts & Culture Review Committee applicant and funding recommendations.
2. Do not recommend the Arts & Culture Review Committee applicant and funding recommendation; Provide other direction.

Attachments

- 1) 2022-2023 TDT Score Evaluation Powerpoint
- 2) 2022-2023 TDT Application Scores – Score Evaluators

2022 TOURIST DEVELOPMENT TAX (TDT) ARTS, CULTURE, AND HERITAGE FUNDING

Funding Requests Snapshot



Challenger Learning Center of Tallahassee



Project:

S.T.E.A.M. (Science, Technology, Engineering, Arts and Music) Among the Stars

Requested Funding Amount: **\$713,450.00**

Intended Use of Funds:

Renovate and update the technology, content, usability, and versatility in the Challenger Learning Center's 128 seat planetarium theatre/auditorium. Including the launch of Digistar 7 which would significantly increase the content and diversity of the programming that the Challenger Learning Center could offer to the residents and visitors of Tallahassee.

Project Location:

200 S Duval St, Tallahassee, FL



Indaba, Inc; Florida Litfest, Inc;
Tallahassee Symphony Orchestra;
Southern Shakespeare Company



word of [south]
a festival of
LITERATURE & MUSIC

TALLAHASSEE
SYMPHONY ORCHESTRA
Your Capital City Orchestra.



Project: Capital Cascades Amphitheater Improvements

Requested Funding Amount: \$1,000,000.00

Intended Use of Funds: To increase tourism through improvements to the Capital Cascades Amphitheater and associated programming in the amphitheater. Infrastructure improvements to include two video screens, digital signage for advertising, and additional curtains.

Project Location: 640 Suwannee St, Tallahassee, FL



LeMoyne Art Foundation



Project:

LeMoyne's Art for Always Master Plan Project – CROSSING THE FINISH LINE

Requested Funding Amount: \$765,000.00

Intended Use of Funds:

The project, which is underway, includes a renovated art education building, renovation of the old education annex to be converted into artists' studios for lease and event support spaces, gallery building renovations, enhanced and expanded sculpture garden, and ADA accessibility improvements.

Project Location:

131 & 125 N Gadsden St, 417/419/421/425 E Call St





2022 Tourist Development Tax (TDT) Arts, Culture, and Heritage Funding

Thursday, January 19, 2023 Art, Culture Review Committee (ACRC)

	Challenger Learning Center, Inc.	Indaba, Inc.; Florida Litfest, Inc.; Tallahassee Symphony Orchestra; Southern Shakespeare Company	LeMoyne Art Foundation, Inc.
Evaluators			
1) Betsy Couch - Knight Creative Communities Institute	100	69	100
2) Russell Daws – Tourist Development Council	100	87	97
3) LaRoderick McQueen – Greater Frenchtown-Southside Citizen's Advisory Committee	84	68	92
4) Kyle Phelps - Downtown Redevelopment Commission	100	75	100
5) Cynthia Tunicliff - Tallahassee Downtown Improvement Authority	100	58	99
Combined Score Total	484	357	488
Average Score	96.8	71.4	97.6

Ranking

- (1) **LeMoyné, Art for Always**, Request - \$765,000 - Average Score - 97.6, unanimous recommendation to fully fund
- (2) **Challenger Learning Center**, Request - \$713,450.00 - Average Score - 96.8, unanimous recommendation to fully fund
- (3) **Indaba, et al**, Request - \$1,000,000 - Average Score - 71.4, unanimous recommendation to partially fund for \$521,550 specifically for infrastructure with the caveat that more detail is provided as related to spending prior to final decision.

TDT Scoring Recommendations

Fund LeMoyné and Challenger 100 percent - Motion made by B. Couch, seconded by R. Daws - vote is unanimous for fully funding both projects.

Partially Fund Indaba, et al application - \$521,550 remaining balance to go specifically to infrastructure with the caveat that more detail is provided as related to spending prior to next scoring meeting. K. Phelps made motion, L. McQueen seconded - unanimous

Notes

Applications need to be set up to be reviewed at the next TDC meeting date of 2/2/23 - followed by CRA Board, County Commission, then COT Commission for final decision



Tourist Development Tax Art, Heritage, and Culture Funding

Grant Application Checklist

Name of Applicant/Organization: _____

<input type="checkbox"/>	1. Application
<input type="checkbox"/>	2. Certification
<input type="checkbox"/>	3. Project Budget Template
<input type="checkbox"/>	4. 5-Year Operating Budget Template
<input type="checkbox"/>	5. Schedule of Funding Sources Template

Questions?

Contact the CRA Staff at TDT@talgov.com or call (850) 891-8357.



Tourist Development Tax Art, Heritage, and Culture Funding

CERTIFICATION

I hereby certify as follows:

1. I am familiar with the information contained in this application, and the attachments, and that to the best of my knowledge and belief, such information is true, complete, and accurate.
2. I am acting as the duly authorized officer or agent of the applicant in submitting this application.
3. I understand the applicant may be required to provide additional information to demonstrate eligibility or other qualification to receive the requested funding.
4. I understand that knowingly making any false statement or representation in this application may constitute a violation of Chapter 837 of the Florida Statutes.

By: _____
(name of applicant)

By: _____
(signature of officer or agent)

Its: _____
(print name of officer or agent)

Its: _____
(position)



Tourist Development Tax Art, Heritage, and Culture Funding

Grant Application

A. Applicant Information

1. Name of Applicant/Organization (as recognized by Sunbiz/IRS)
2. Address:
3. Contact Person:
5. Phone Number:
6. Email:
7. Federal ID no. (unique entity identifier)
8. Describe the applicant's organization, its structure, governance, mission and its prior participation in arts and culture projects.

B. Project Description

1. Describe the project:
2. State the location of the project (must be within a CRA redevelopment district)

C. Costs

1. State the total cost of the project:
2. What amount is requested from the TDT funds (administered by the CRA)?
3. State the source (e.g., cash-on-hand, loan, fundraising) for each source of funding for the project and amounts.
4. Provide documentation verifying the availability of each source of funds other than the grant funds requested. For example, provide bank statements showing available cash; loan commitment letter; etc.

D. Eligibility

1. Compliance with Section 125.0104(5)(a), Florida Statutes

To receive funding, a project must be an authorized use of tourist development tax revenue as set out in Section 125.0104(5)(a) of the Florida Statutes. Authorized uses of funding include the following:

1. To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote:
 - a. Publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, or auditoriums;
 - b. Auditoriums that are publicly owned but are operated by organizations that are exempt from federal taxation; or
 - c. Aquariums or museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public;
2. To promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public;
3. To promote tourism where one of the main purposes of the activity, service, venue, or event is the attraction of tourists; or
4. To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities needed to increase tourist-related business activities, if recommended by the Tourist Development Council.

Describe how the requested use of the funds is authorized under Section 125.0104(5) of the Florida Statutes.

2. Compliance with Interlocal Agreement

In addition to constituting a use authorized in Section 125.0104, to receive funding, projects, programs, and expenses must be used for the following:

- related to culture, visual arts, and heritage programs;
- performing arts space, as part of the convention center project; or
- other performing arts projects.

Describe how the requested use of the funds complies with the criteria (set out above) in the Interlocal Agreement.



3. Location within CRA District

To receive funding, the proposed use, activity or project must be located in one of Tallahassee's two Community Redevelopment Districts. To see if a location is within a CRA redevelopment district, go to www.talgov.com/cra/cradistrictinquiry

Is the project located within a City of Tallahassee redevelopment district?

E. Project Evaluation Criteria

1. Describe how the project complies with the Capital Area Cultural Plan goal for Funding and Facilities. Describe how the project will preserve and improve arts, cultural and heritage organizations, and experiences. The Cultural Plan is available at <https://cms.leoncountyfl.gov/Portals/0/EconomicDevelopment/Docs/CapitalAreaCulturalPlan.pdf>.
2. Describe how the project complies with the Capital Area Cultural Plan goal for Economic Development. Describe how the project will position and market the arts, culture, and heritage as a strategic partner of Tallahassee/Leon County economic development efforts.
3. Describe how the project will contribute to cultural programming and services for Tallahassee-Leon County.
4. Costs and Feasibility.
 - a. Identify and describe the cost of the project, feasibility, financial need and proposed utilization of grant funding. A Project Budget is required as part of the application. A budget template is provided with the application.
 - b. Identify the source of all funding including applicant's investment or contribution (land, capital or other assets). A template to identify each Funding Source is provided with this application.
 - c. Identify the amount of grant funding requested; provide an explanation of how the funds will be utilized.
 - d. Describe the total project budget with itemization of anticipated costs.
 - e. For any physical facility (building or structure) identify the applicant's property interest (e.g., owner or lessee) of the site. Provide documentation demonstrating site control of the proposed site.
5. Describe the project/program ability to generate revenue to pay continuing costs of staffing, operations, and maintenance and administrative costs. A five-year forecast Operating Budget



must be submitted for each project (a budget template is provided with this application). Applicants are encouraged to submit additional documentation concerning revenue sources and expenses and other documents demonstrating the organization's capacity and financial stability.

6. **Project Readiness.** State the proposed commencement date and date that the project will be open and accessible to the public. Provide documentation verifying project readiness, e.g., estimated project timelines, project drawings, permitting documents, etc.

**2022 Art, Heritage and Culture Funding
Project Budget
Template**

Organization Name:

Project Name:

Total Project Cost

Requested Amount

Project Budget Summary

EXPENDITURES	Project Expenditures	TDT Funded	Total
Land Acquisition			\$ -
Building Acquisition			\$ -
Professional Services (Architectural/Design, Engineering)			\$ -
General Requirements *(Insurance, Debt Service, etc.)			\$ -
Construction Costs (Site Improvements, Plumbing, Mechanical, Electrical, etc.)			\$ -
Equipment			\$ -
Furnishings			\$ -
A. SUBTOTALS OF EXPENDITURES	\$ -	\$ -	\$ -
B. CONTINGENCY (suggested: 10% of total expenses)			\$ -
C. TOTAL PROJECT EXPENDITURES			\$ -

INCOME	Project Income	In-Kind	Total
Requested Amount from this Application			\$ -
Applicant Contribution			\$ -
Private Contribution			\$ -
Corporate Contribution			\$ -
Government Contribution - Local			\$ -
Government Contribution - State			\$ -
Government Contribution - Federal			\$ -
D. TOTAL INCOME	\$ -	\$ -	\$ -
E. TOTAL PROJECT INCOME			\$ -

Present a balanced budget - Line C equals Line E.

* Budget must include required insurance coverages, Payment and Performance Bonds (typically 1-2% of total project), and Builders All-Ris

Budget notes (optional):

**2022 Art, Heritage and Culture Funding
Five Year Forecast Operating Budget
Template**

Organization Name:

Project Name:

A 5-year operating forecast budget must not only show the ability to sustain the facility in the long term, but must also provide for reasonable reserves, and required staffing, realize savings for efficiencies in renovations or new systems, etc. If your operating budget will change (+ or -) after the project is completed, you should show this on your Five-year operating forecast budget. Use this format with the additional line items that best represents your operations. Your operating forecast budget may look like the example below. **You may add or subtract line items--as appropriate to reflect your organization's budget.**

5-year Operating Forecast Budget

Changes in Operation	A 2023	B 2024	C 2025	D 2026	E 2027	Total
EXAMPLE LINE ITEMS/AMOUNTS - ADJUST TO SHOW YOUR PROPOSAL						
EXPENDITURES						
General & Administration						\$0
Artistic Personnel						\$0
Contract Services						\$0
Maintenance <i>(suggested line item)</i>						\$0
Utilities <i>(suggested line item)</i>						\$0
Maintenance Reserve <i>(suggested in item)</i>						\$0
other						\$0
other						\$0
other						\$0
Total Expenditures	\$0	\$0	\$0	\$0	\$0	\$0
INCOME						
Admissions/Ticket Sales/Contract Rev.						\$0
Contributed Income/grants						\$0
Facilities Rental						\$0
Other Revenue						\$0
other						\$0
other						\$0
other						\$0
Total Revenues	\$0	\$0	\$0	\$0	\$0	\$0
Net Gain/Loss	\$0	\$0	\$0	\$0	\$0	\$0

Budget notes to explain significant spikes or decreases (optional):

**2022 Art, Heritage and Culture Funding
Funding Sources
Template**

Organization Name:

Project Name:

Total Project Cost

Requested Amount

Funding Sources

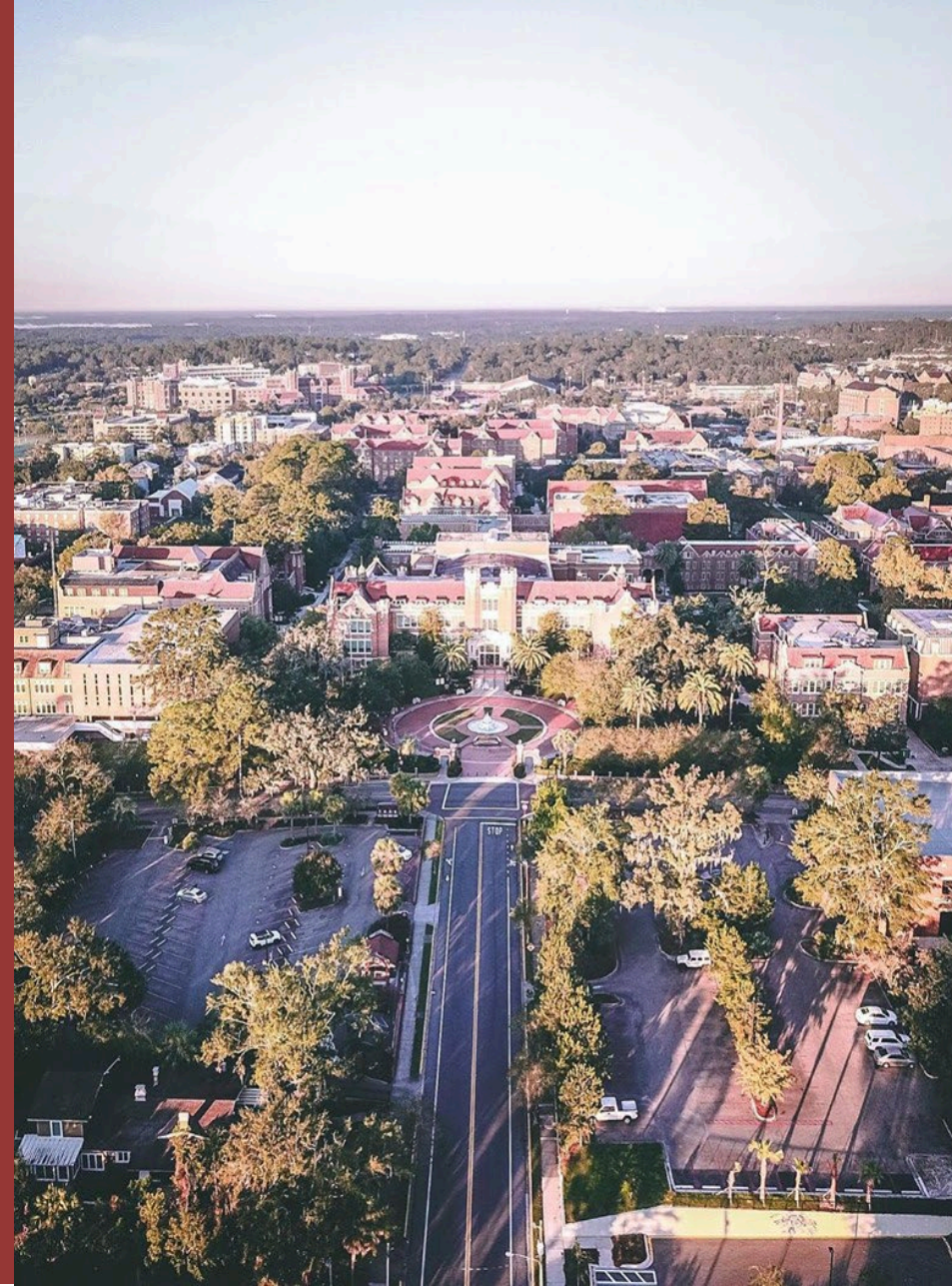
Please provide the following information for all funding sources for this project. You may add or subtract rows from this chart. Supporting documentation must be attached to application to verify funding source. May include copies of government appropriations, foundation or corporate award/grant notice, municipality or bank loan, bank statement,

	Name/contact information of funding source	Amount	Description of funding (type)	What Documentation Provided
1		\$ -		
2		\$ -		
3		\$ -		
4		\$ -		
5		\$ -		
6		\$ -		
7		\$ -		
8		\$ -		
9		\$ -		
10		\$ -		

TOTAL

LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

October-December 2022 Visitor Tracking Study



Visit
Tallahassee
Pretty. Unexpected.

DS downs & st. germain
RESEARCH

STUDY OBJECTIVES: VISITOR JOURNEY



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

- Visitor origin
- Party size
- Party composition
- Demographics

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

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

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





Visitor Tracking Study

- » Interviews were completed in person and online with **543 visitors** at local hotels, the Tallahassee International Airport, parks, attractions, and events between **October 1st 2022** and **December 31st 2022**

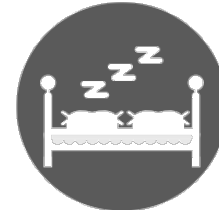
WHAT HAPPENED IN TALLAHASSEE: Oct-Dec 2022

- » 5 Florida State home football games
- » 3 FAMU home football games
- » FAMU Homecoming
- » Frenchtown Rising
- » Downtown Getdown/ Friday Night Block Party
- » Fall Graduation
- » SWAC XC Championships
- » NAIA XC Championships
- » FHSAA XC Championships
- » NJCAA XC Championships
- » FHSAA Football Championships
- » Market Days



QUARTERLY SNAPSHOT

- » Travel party size decreased compared to 2021
- » First time visitation increased compared to 2021
- » Increase in number of visitors traveling for a day trip compared to 2021
- » Strong seasons for FSU and FAMU and a robust cross-country schedule resulted in more visitors coming for sporting events compared to 2021



58.9%

OCCUPANCY
RATE



\$125.67

AVERAGE DAILY
RATE



\$73.99

REVENUE PER
ROOM

Vs. 2021

↑ 3.3%

↑ 3.3%

↑ 6.7%



EXECUTIVE SUMMARY



STUDY OBJECTIVES: VISITOR JOURNEY



TOURISM SNAPSHOT: KEY METRICS 2022 vs 2021

	Oct-Dec 2021	Oct-Dec 2022	Percent Change
Visitors*	525,900	563,400	+7.1%
Direct Expenditures**	\$186,572,000	\$208,935,900	+12.0%
Total Economic Impact	\$294,783,800	\$345,281,200	+17.1%

	Oct-Dec 2021	Oct-Dec 2022	Percent Change
Occupancy***	57.0%	58.9%	+3.3%
Room Rates***	\$121.63	\$125.67	+3.3%
RevPAR***	\$69.33	\$73.99	+6.7%
Room Nights***	339,072	350,100	+3.2%
TDT Collections****	\$2,059,429	\$2,360,002	+14.6%

* Visitor percentage increase exceeds occupancy due to an increase in a decrease in length of stay, and an increase in day trippers

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

***From STR Report

**** From Leon County Tax Collector



TOURISM SNAPSHOT: KEY METRICS YEAR TO DATE

	FY22 YTD*	FY23 YTD*	Percent Change
Visitors	525,900	563,400	+7.1%
Direct Expenditures**	\$186,572,000	\$208,935,900	+12.0%
Total Economic Impact	\$294,783,800	\$345,281,200	+17.1%
Room Nights***	339,072	350,100	+3.2%
TDT Collections****	\$2,059,429	\$2,360,002	+14.6%

* Year to Date data includes from Oct-Dec of the given fiscal year respectively

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

***From STR Report

**** From Leon County Tax Collector



STUDY OBJECTIVES: VISITOR JOURNEY



TRIP PLANNING CYCLE (FY23 1st Quarter)

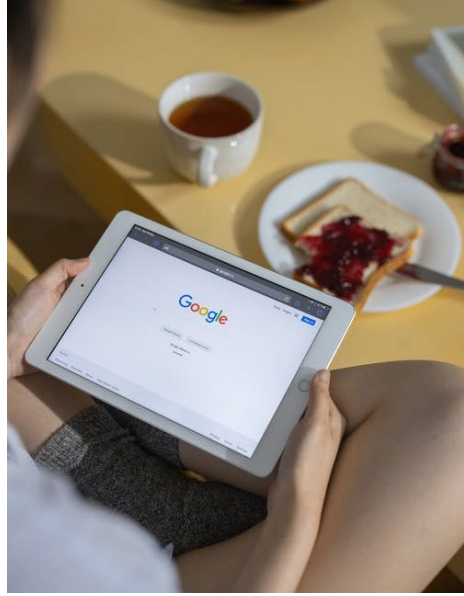
- » **65%** of visitors planned their trip to Leon County a month or less in advance
- » Tallahassee was **78%** of visitors' primary destination



TOP TRIP PLANNING SOURCES* (FY23 1st Quarter)



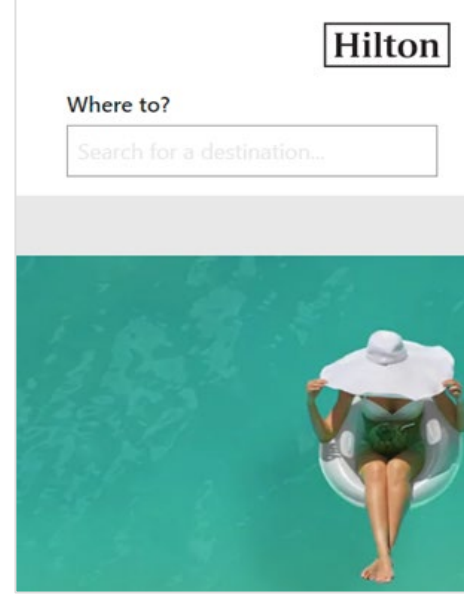
32% Talk to Friends/Family



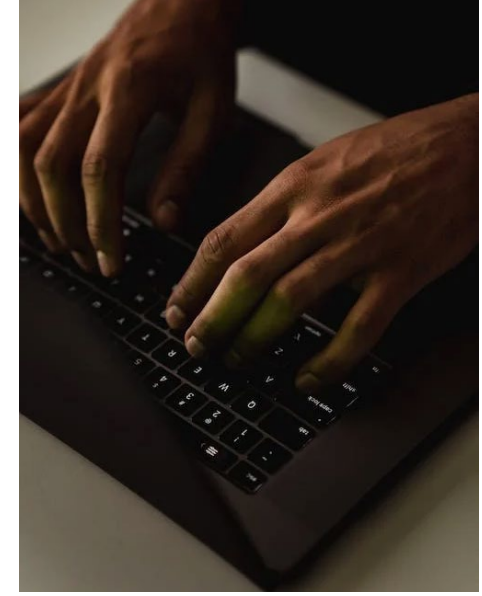
26% Search on Google



23% Airline Website



20% Hotel/Resort Website



17% Online travel agency



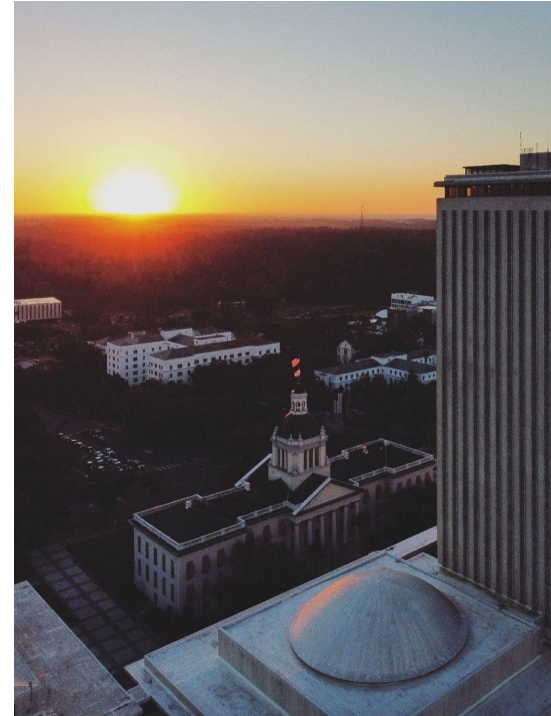
TOP REASONS FOR VISITING* (FY23 1st Quarter)



35% Visit Friends/Family



25% Watch a sporting event



22% Business conference/meeting



13% Education related



TRANSPORTATION (FY23 1st Quarter)

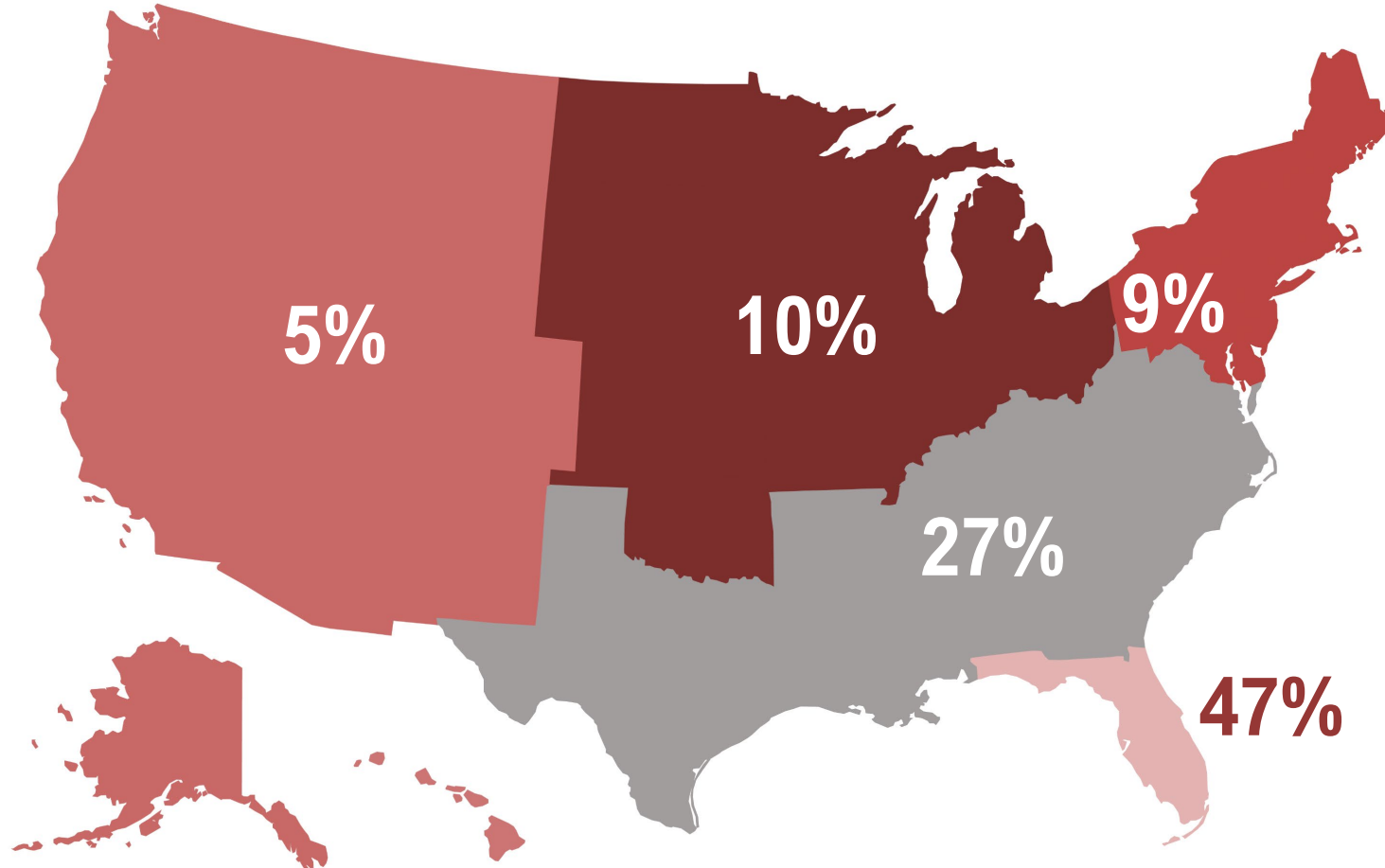
» **79%** of visitors drove to Leon County



STUDY OBJECTIVES: VISITOR JOURNEY



REGION OF ORIGIN (FY23 1st Quarter)



2% of visitors were from areas outside the U.S.



TOP MARKETS OF ORIGIN (FY23 1st Quarter)



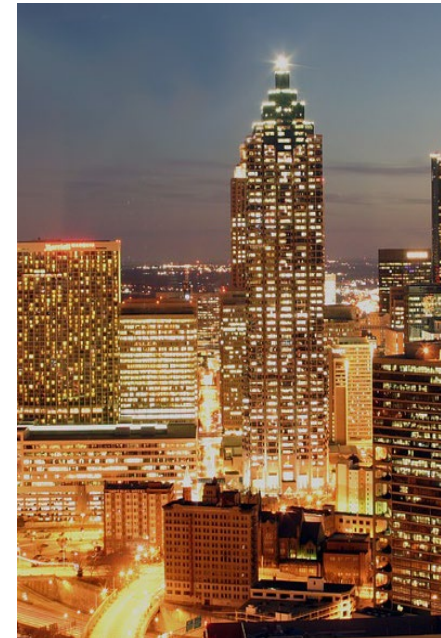
10% Miami – Ft. Lauderdale



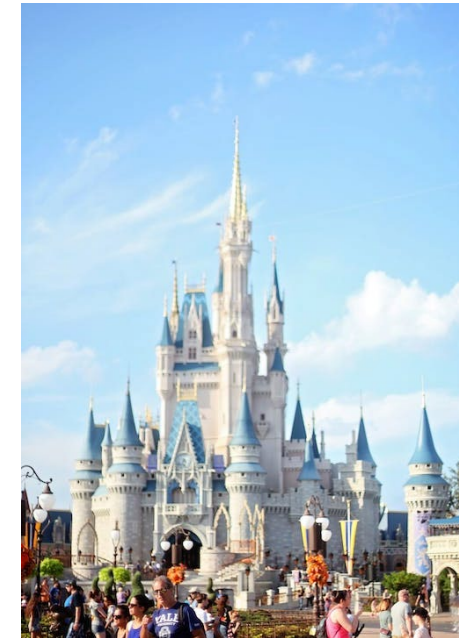
9% Surrounding areas



7% Tampa Bay area



6% Atlanta



6% Orlando



TRAVEL PARTIES (FY23 1st Quarter)

The typical visitor traveled in a party composed of **2.7** people



32% traveled with at least one person under the age of 20, while **9%** traveled with children aged 12 or younger



VISITOR PROFILE (FY23 1st Quarter)

» Leon County Visitor Profile:

- » Is **47** years old
- » Has a median household income of **\$94,400** per year
- » Gender breakdown
 - » Female **(54%)**
 - » Male **(46%)**
 - » Non-binary **(<1%)**
- » Has a college degree **(71%)**
- » Is married **(57%)**
- » Race/ethnicity breakdown
 - » Caucasian **(64%)**
 - » African American **(23%)**
 - » Hispanic **(7%)**
 - » Asian **(3%)**
 - » Other race/ethnicity **(3%)**



STUDY OBJECTIVES: VISITOR JOURNEY



TOP ACCOMMODATIONS (FY23 1st Quarter)



50% Hotel/Motel



20% Friend's/Family home



14% Day Tripper

OVERNIGHT VISITORS (FY23 1st Quarter)

- » Typical visitors spent **3.4** nights in Leon County



VISITS TO TALLAHASSEE – LEON COUNTY (FY23 1st Quarter)

- » **22%** were first time-visitors to Leon County
- » **27%** had previously visited more than 10 times



TOP ACTIVITIES DURING VISIT* (FY23 1st Quarter)



61% Restaurants



45% Visit Friends/Family



38% Relax and Unwind



29% Family time



29% Watch a sporting event



TRAVEL PARTY SPENDING (FY23 1st Quarter)

- » Travel parties spent **\$344** per day in Leon County on lodging, dining, groceries, entertainment, transportation, and other expenditures
- » Typical travel parties spent **\$1,170** over the course of their trip



STUDY OBJECTIVES: VISITOR JOURNEY



VISITOR SATISFACTION (FY23 1st Quarter)

- » Visitors gave Leon County a rating of **8.2** out of 10* as a place to visit
- » **92%** of visitors will return to Leon County (**63%** will definitely return)



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



PERCEPTIONS OF TALLAHASSEE – LEON COUNTY

NICE PLACE TO VISIT

“Great atmosphere, friendly people, and it's just a really nice place to just relax and unwind!”

COLLEGE TOWN

“Typical government/college town, with lots of restaurants and activities, easy access, and great climate.”

Beautiful

“Tallahassee is one of my all-time favorite cities in Florida. There is so much to do from education to enjoying nature.”



DETAILED FINDINGS



STUDY OBJECTIVES: VISITOR JOURNEY



TRIP PLANNING CYCLE (FY23 1st Quarter)



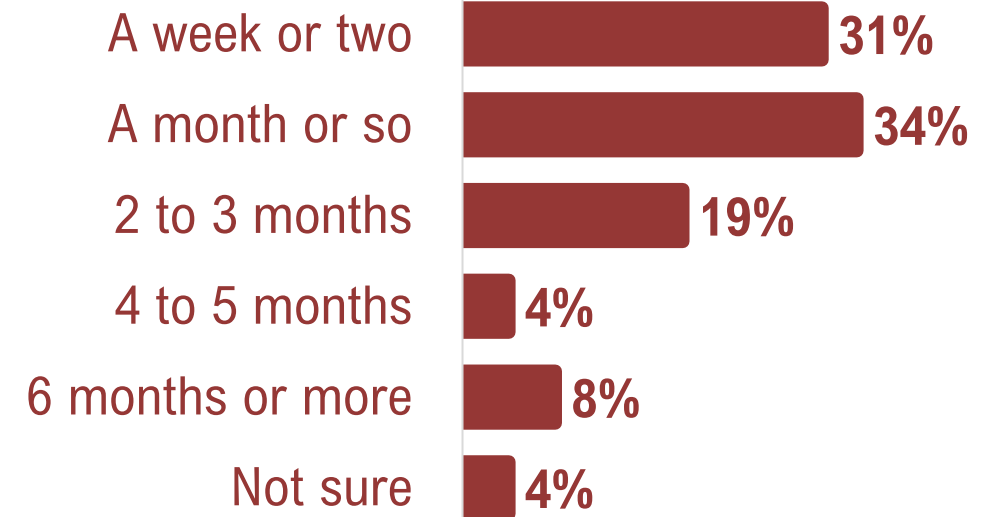
Visitors to Tallahassee have a short planning window as **nearly 2 in 3** visitors plan their trip **less than a month in advance**



1 in 8 visitors take **4 months or longer** to plan their trips to Tallahassee



The **average trip planning window** was **39 days** compared to **34 days** in the **previous year**



TRIP PLANNING SOURCES* (FY23 1st Quarter)



Nearly 1 in 3 visitors talked to friends and family



1 in 4 visitors planned their trip to Leon County by Google



REASONS FOR VISITING* (FY23 1st Quarter)



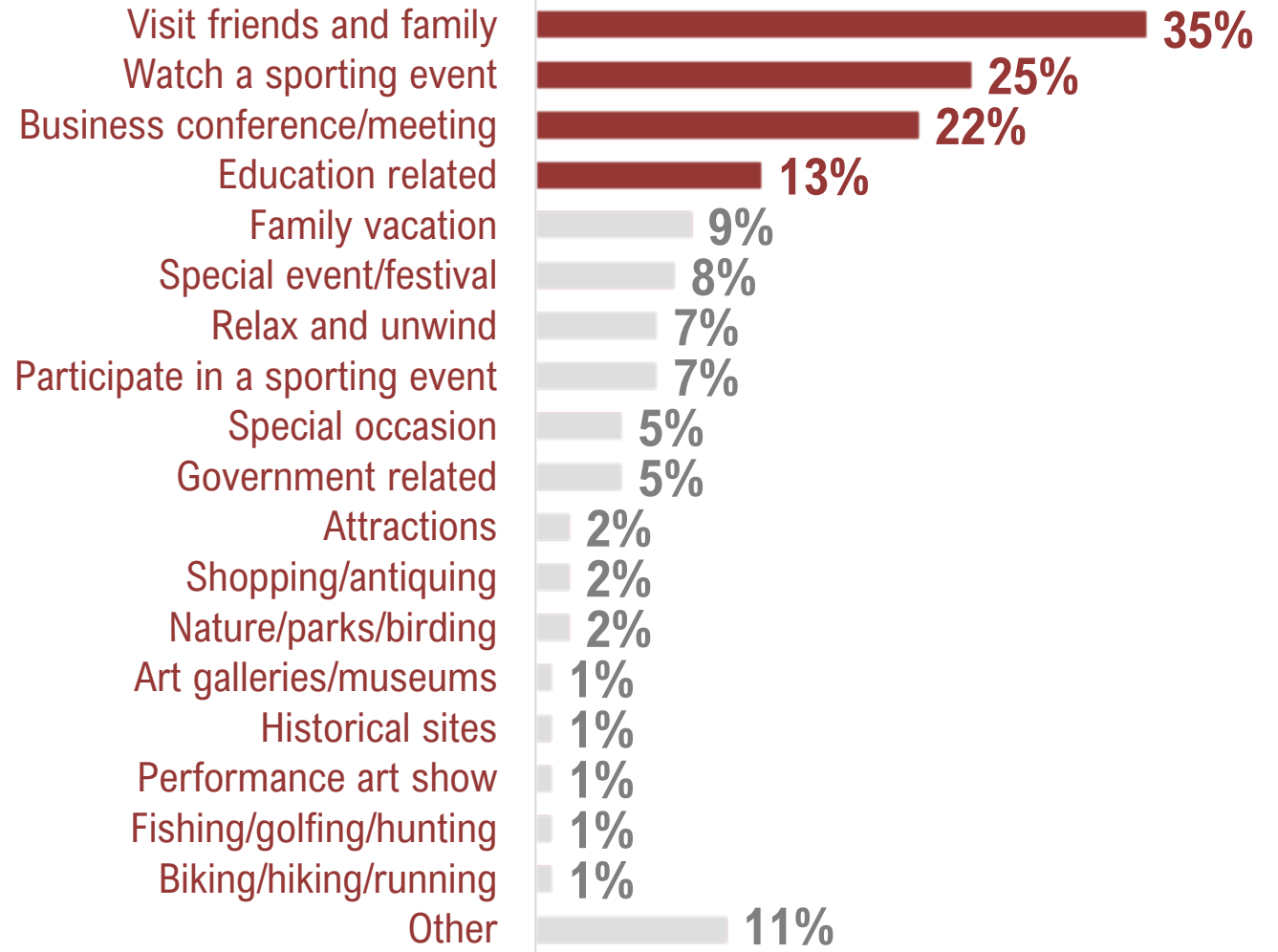
Over 1 in 3 visitors came to Leon County to visit friends and family



The portion of Tallahassee visitors coming to watch a sporting event increased in 2022



Visitors coming for educational purposes were **slightly more likely** to visit FSU



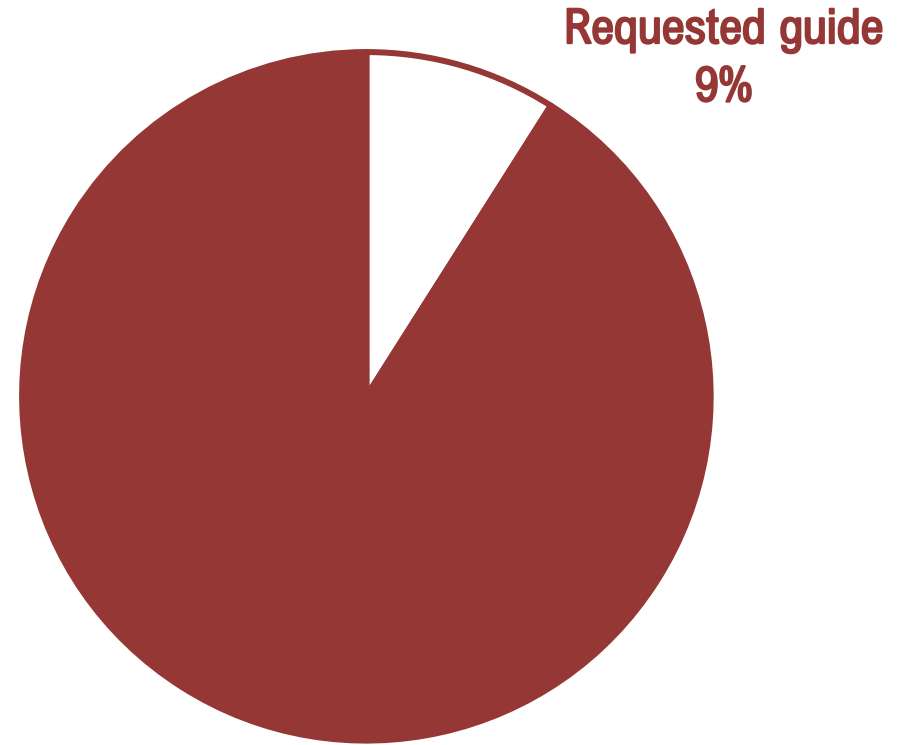
VISITORS GUIDE (FY23 1st Quarter)



9% of visitors requested a Visitors Guide prior to their trip to Leon County



Of those who requested a Visitor Guide, it received a rating of **7.9 out of 10¹**



**Did not request guide
91%**

¹Rated on a scale of 1 to 10, where 1 is poor and 10 is excellent.



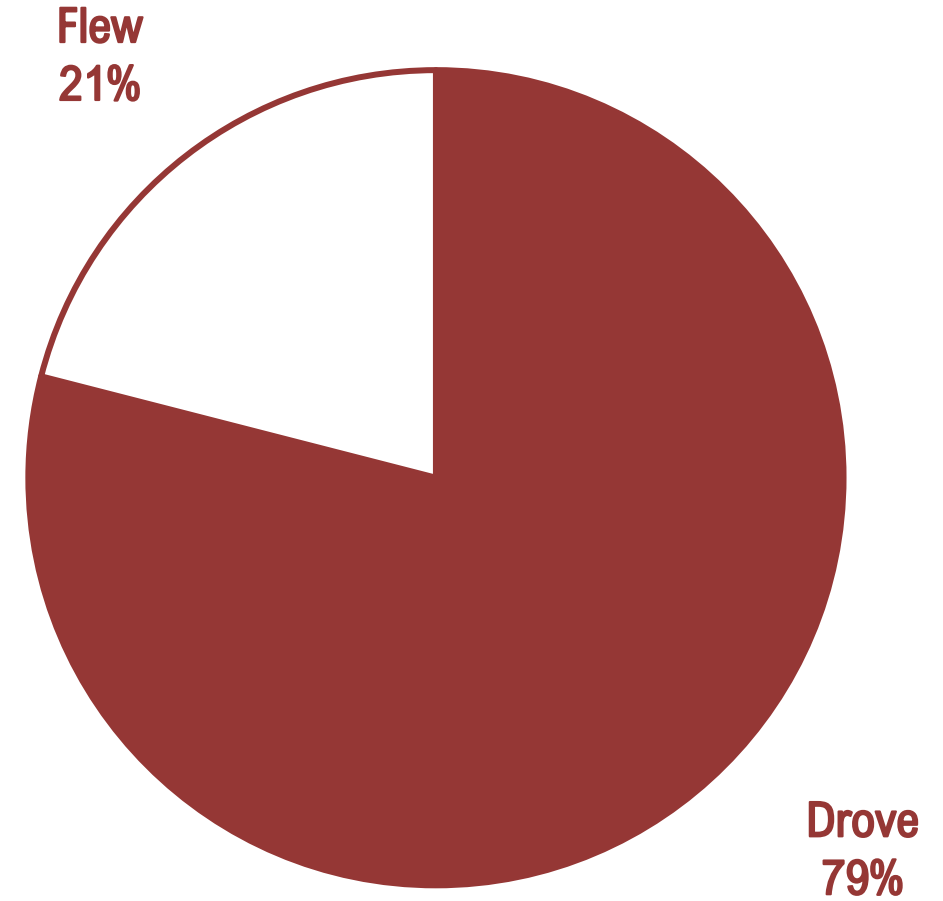
TRANSPORTATION (FY23 1st Quarter)



79% of visitors drove to Leon County for their trip



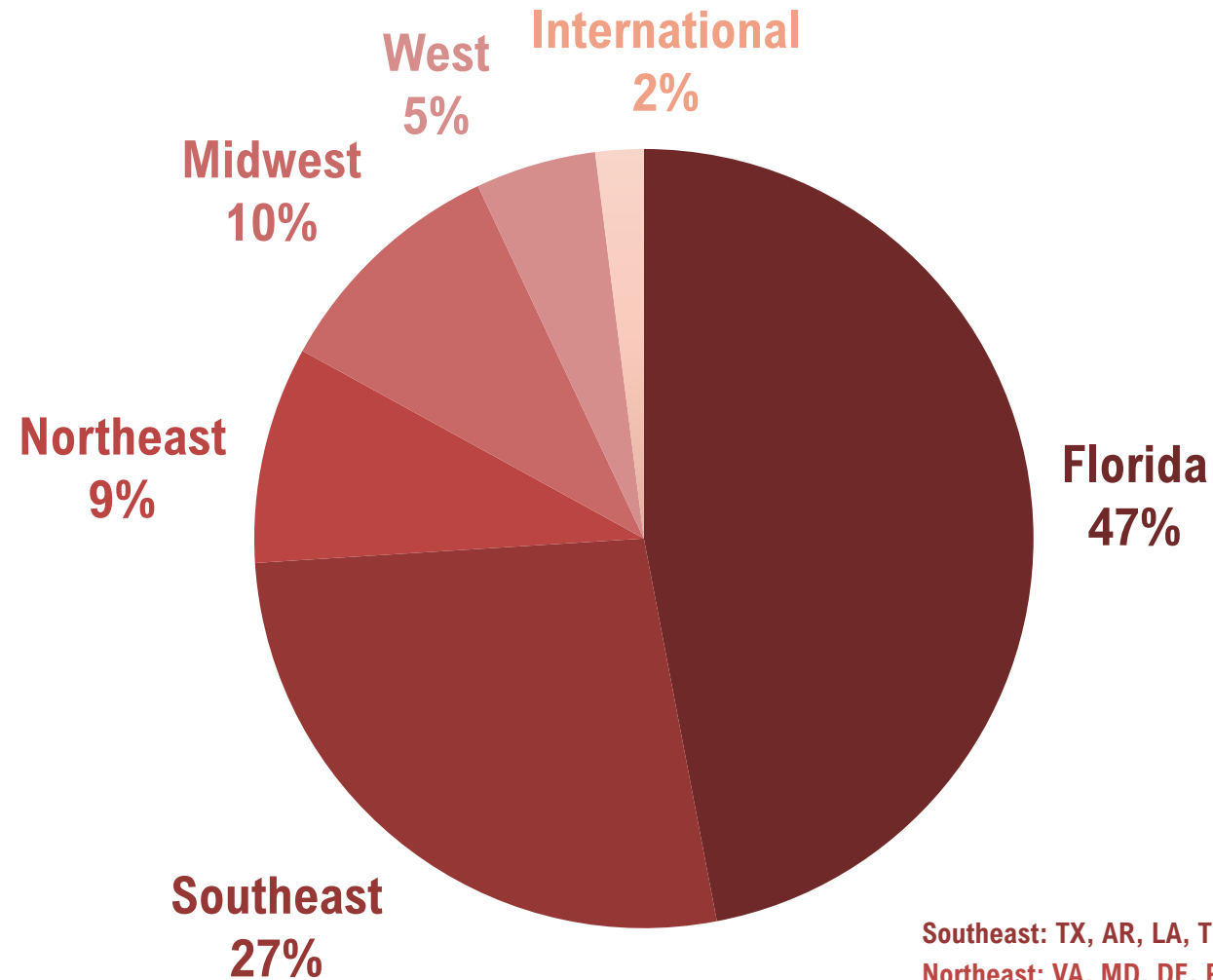
78% of visitors indicated that Leon County was the primary destination for their trip



STUDY OBJECTIVES: VISITOR JOURNEY



REGION OF ORIGIN (FY23 1st Quarter)



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

Northeast: VA, MD, DE, PA, NJ, NY, CT, RI, MA, VT, NH, ME

Midwest: WV, KY, OH, IN, MI, WI, IL, MN, IA, MO, ND, SD, NE, KS, OK

West: WA, OR, CA, NV, ID, MT, WY, CO, UT, AZ, NM, AK, HI



TOP MARKETS OF ORIGIN (FY23 1st Quarter)



64% of Leon County visitors lived in **14** markets

Market	Oct-Dec 2021	Oct-Dec 2022
Miami - Ft. Lauderdale	14%	10%
Surrounding areas	8%	9%
Tampa Bay area	6%	7%
Atlanta	8%	6%
Orlando area	5%	6%
Pensacola – Mobile	4%	5%
Jacksonville	5%	4%
Panama City - Destin	3%	4%
Gainesville	2%	3%
Albany – Troy	1%	2%
Boston	<1%	2%
Charlotte	1%	2%
New York City	2%	2%
Washington DC - Hagerstown	3%	2%



TRAVEL PARTIES (FY23 1st Quarter)

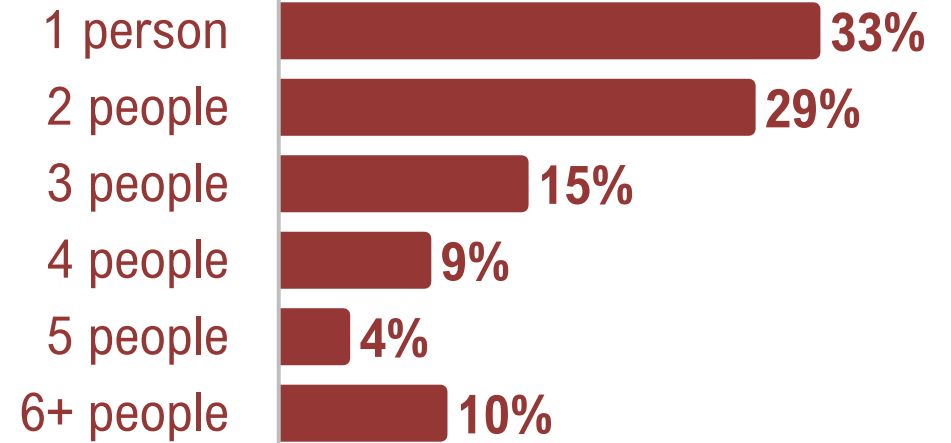


Typical visitors traveled in a party of **2.7** people



32% of visitors traveled with children aged 20 or younger, while **9%** traveled with children aged 12 or younger

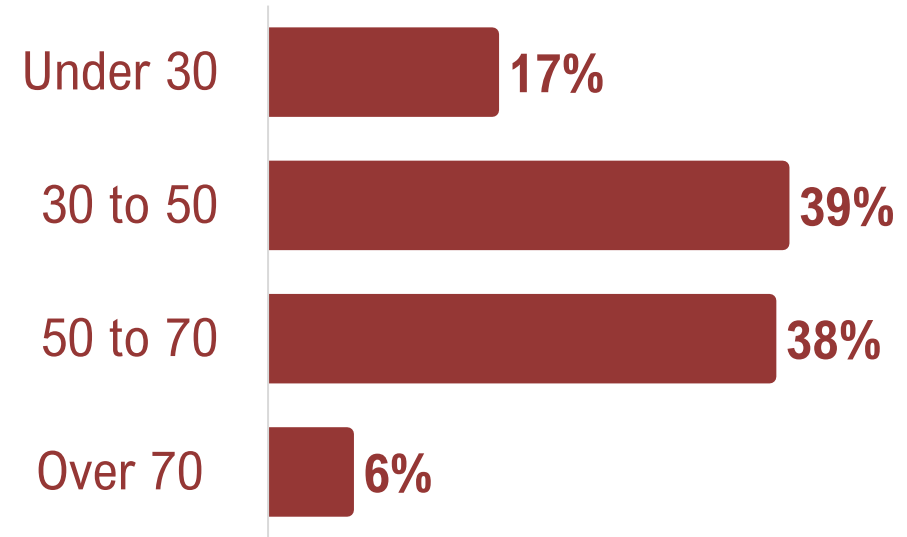
Travel Party Size



AGE OF VISITORS (FY23 1st Quarter)



Typical visitors to Leon County were **47** years old



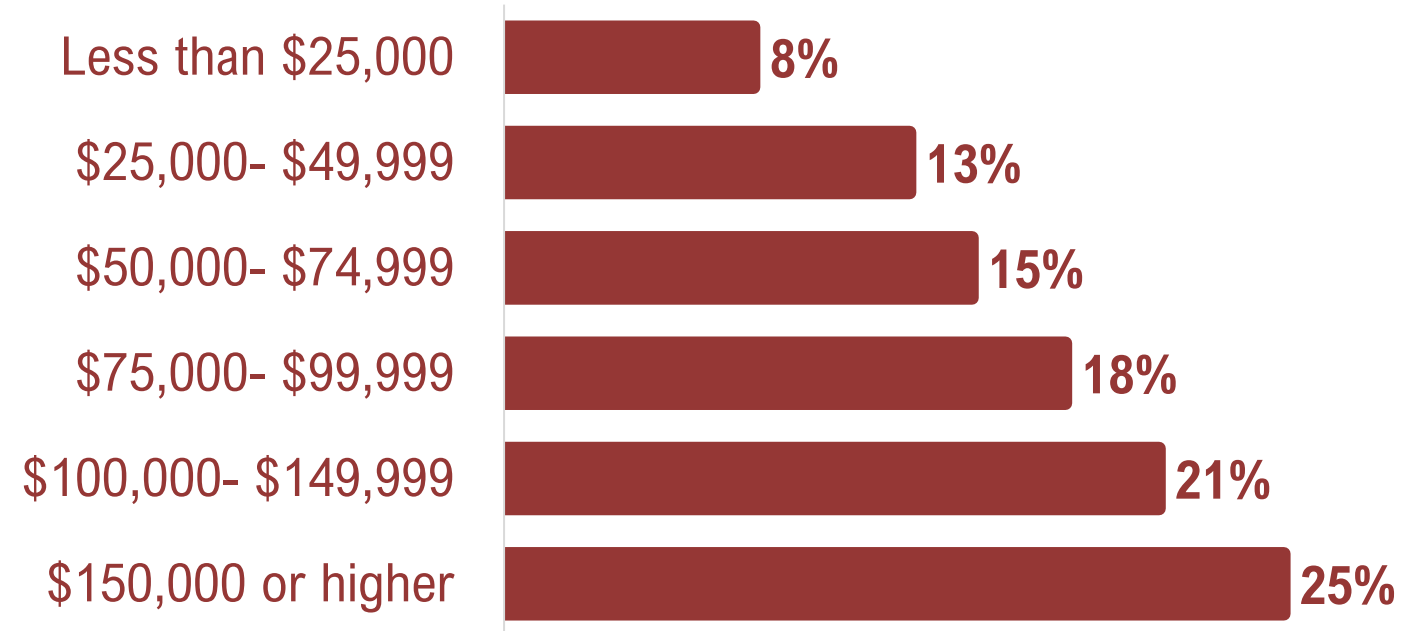
HOUSEHOLD INCOME OF VISITORS (FY23 1st Quarter)



Typical visitors to Leon County had a median household income of **\$94,400** per year

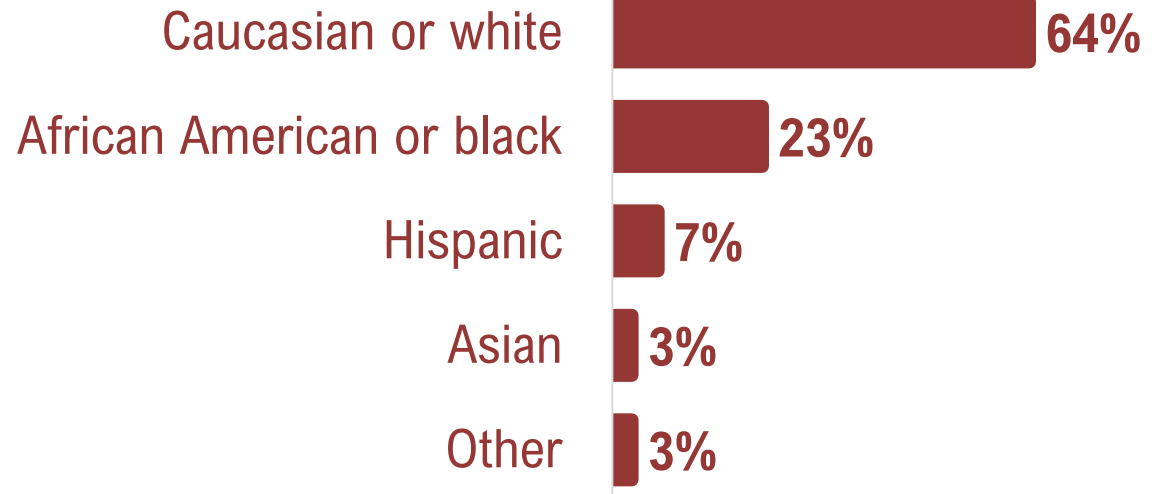


1 in 4 visitors earn over \$150,000



RACE/ETHNICITY OF VISITORS (FY23 1st Quarter)

 **Nearly 2 in 3** visitors to Leon County were Caucasian or white



EDUCATIONAL ATTAINMENT OF VISITORS (FY23 1st Quarter)

Some high school/high school degree

8%

Some college/associate degree

21%

College graduate

38%

Post graduate work or degree

33%

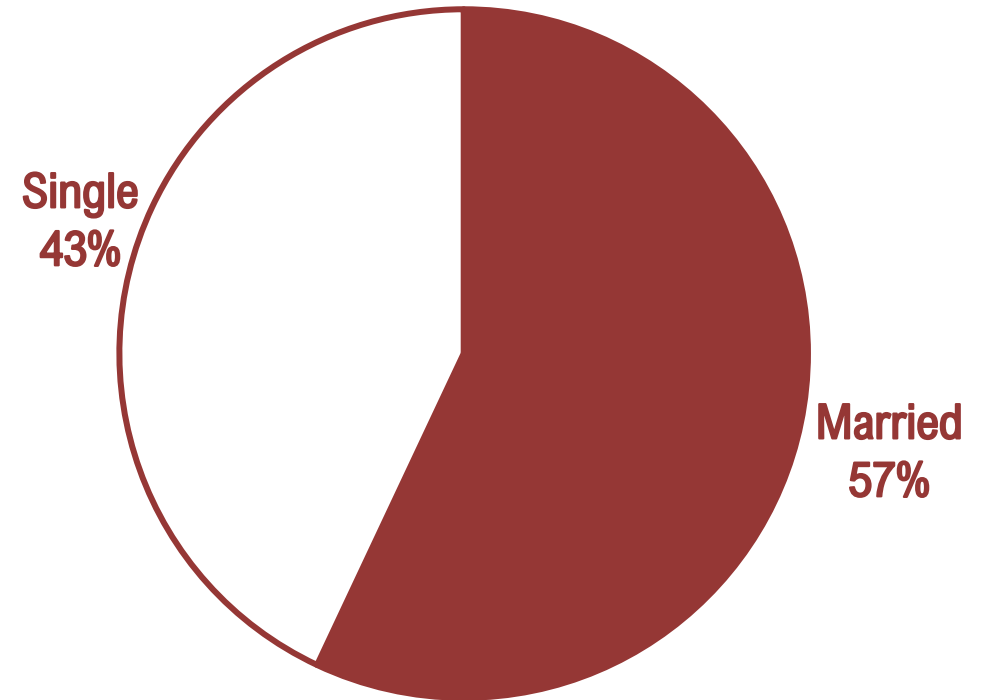


Over 7 in 10 visitors to Leon County had a college degree



MARITAL STATUS OF VISITORS (FY23 1st Quarter)

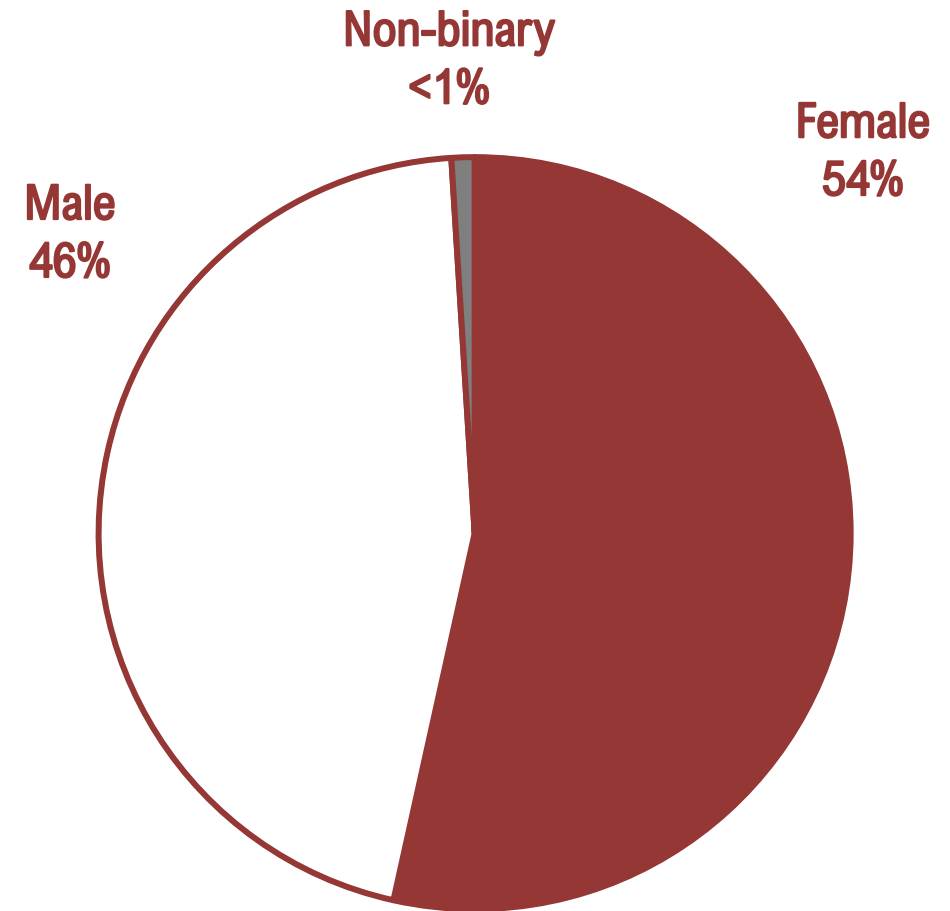
➤➤➤ **Nearly 3 in 5** visitors to Leon County were married



GENDER OF VISITORS (FY23 1st Quarter)



54% of visitors to Leon County were female



STUDY OBJECTIVES: VISITOR JOURNEY



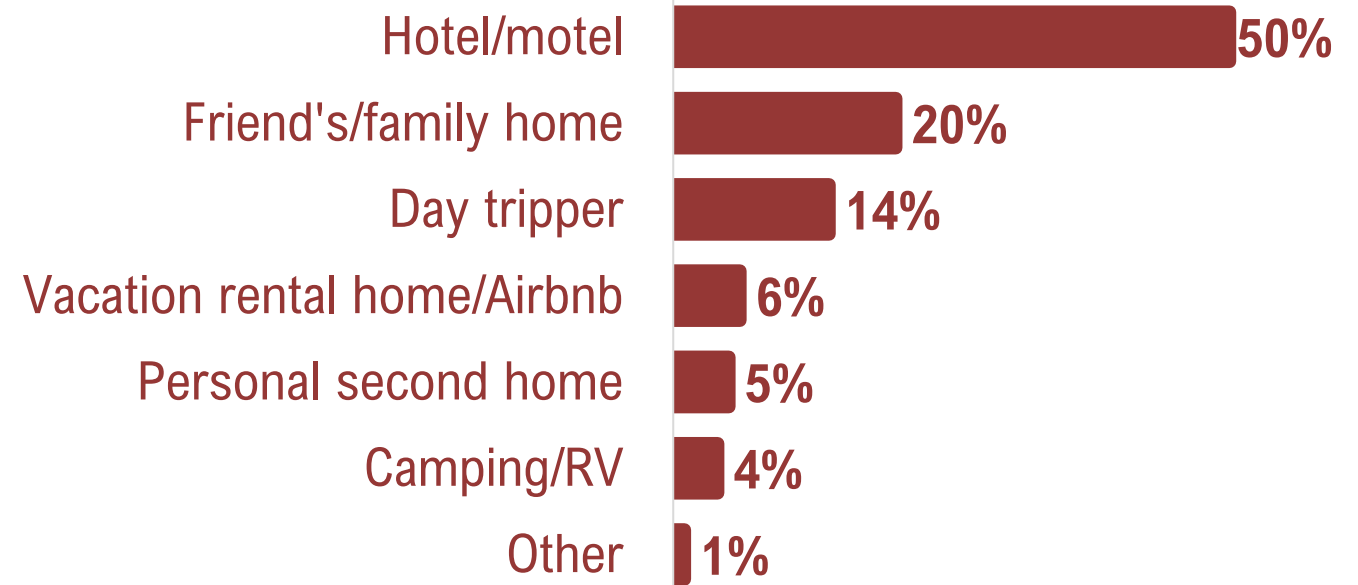
ACCOMMODATIONS (FY23 1st Quarter)



1 in 2 visitors stayed in a hotel/motel



Airbnb, VRBO, and other vacation rentals, which have a significant presence in other Florida destinations, have a smaller presence in Tallahassee



VISITOR SPENDING (FY23 1st Quarter)

	Spending per Day	Spending per Trip
Lodging	\$126	\$428
Restaurants	\$63	\$214
Groceries	\$24	\$82
Shopping	\$49	\$167
Entertainment	\$32	\$109
Transportation	\$39	\$133
Other	\$11	\$37
Total	\$344	\$1,170



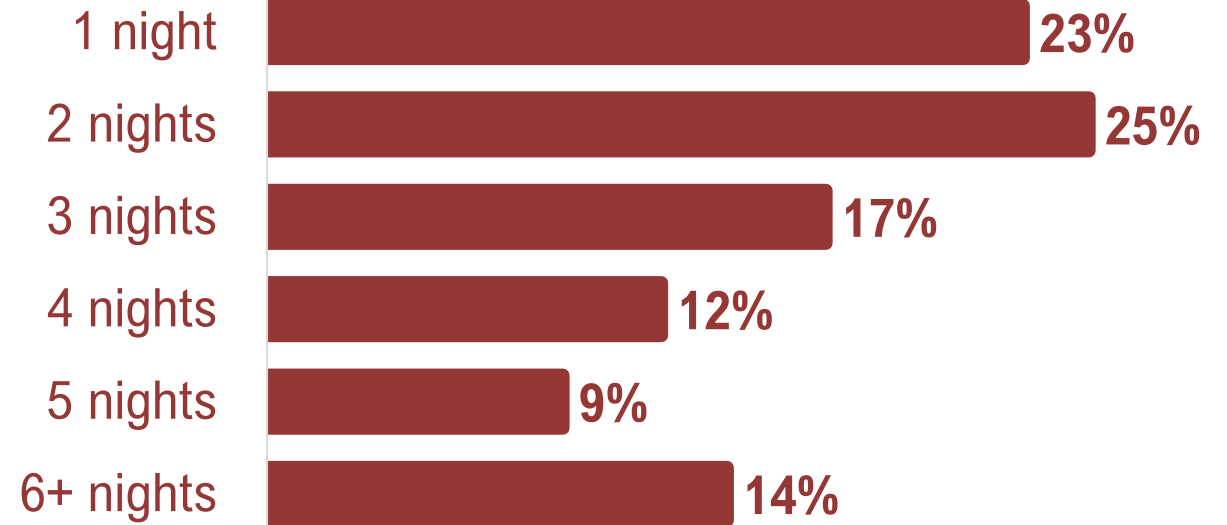
OVERNIGHT VISITORS (FY23 1st Quarter)



Typical visitors stayed **3.4** nights in Leon County



48% of visitors stayed 1 or 2 nights in Leon County



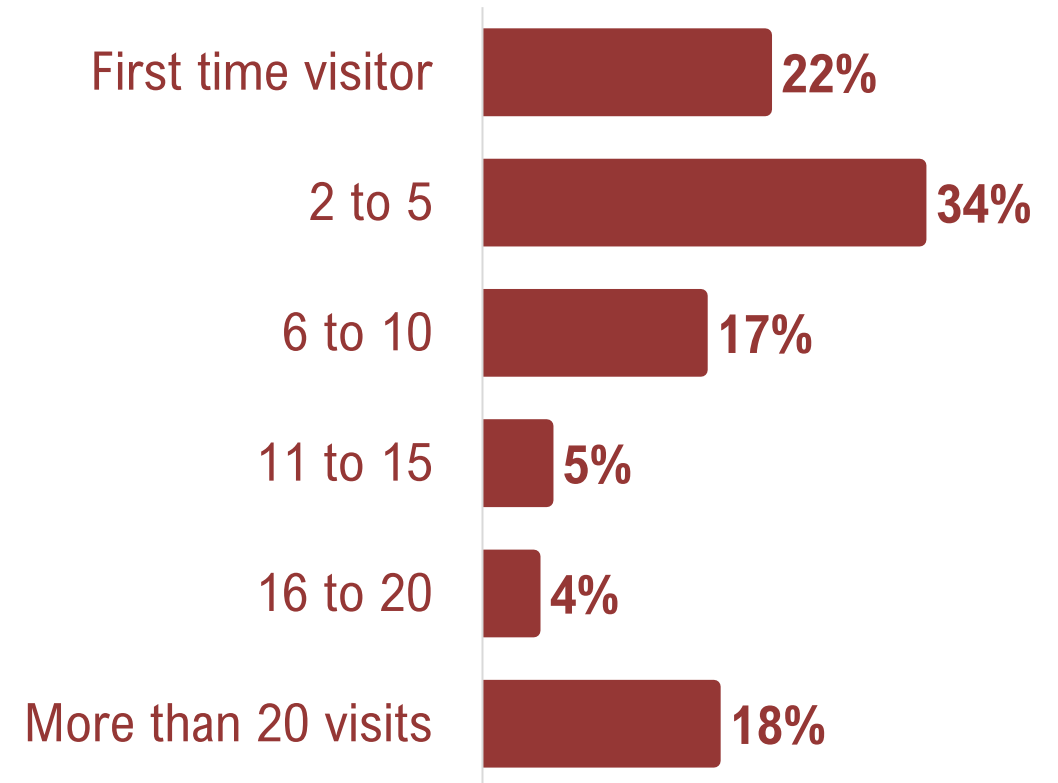
VISITS TO TALLAHASSEE – LEON COUNTY (FY23 1st Quarter)



Over 1 in 5 visitors were visiting Leon County for the first time



3 in 10 visitors had previously visited Leon County more than ten times



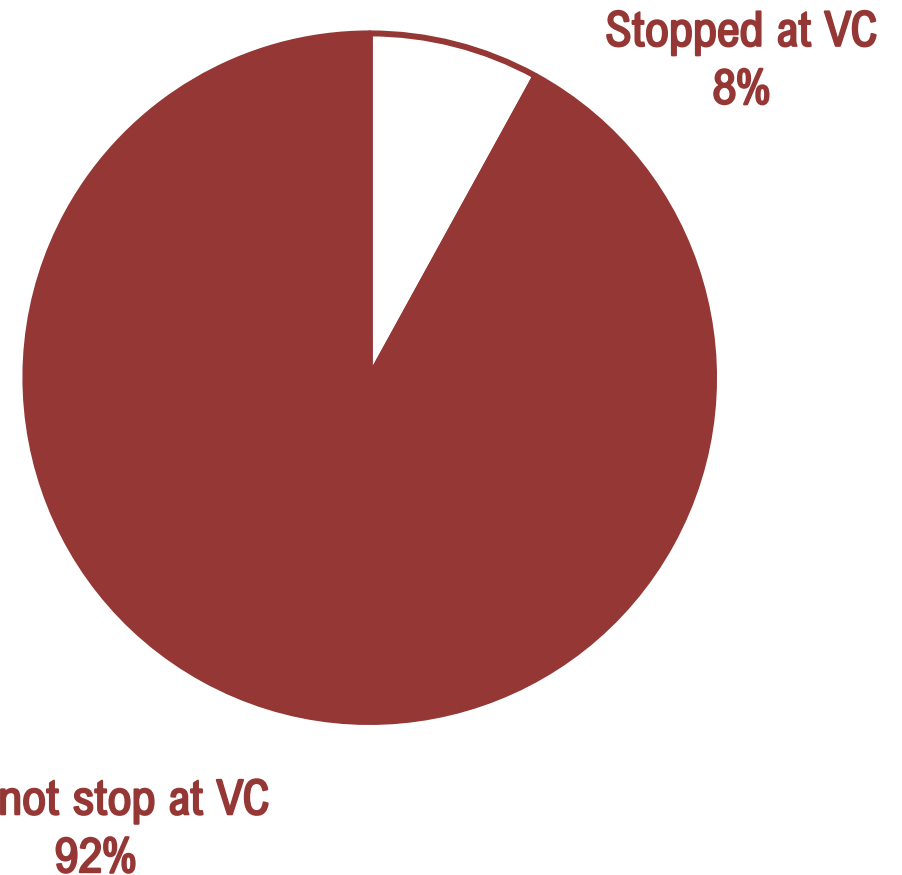
VISITORS CENTER (FY23 1st Quarter)



8% of visitors stopped at the Visitors Center



Of those who went to the visitor center gave it a rating of **8.6 out of 10¹**



¹Rated on a scale of 1 to 10, where 1 is poor and 10 is excellent.

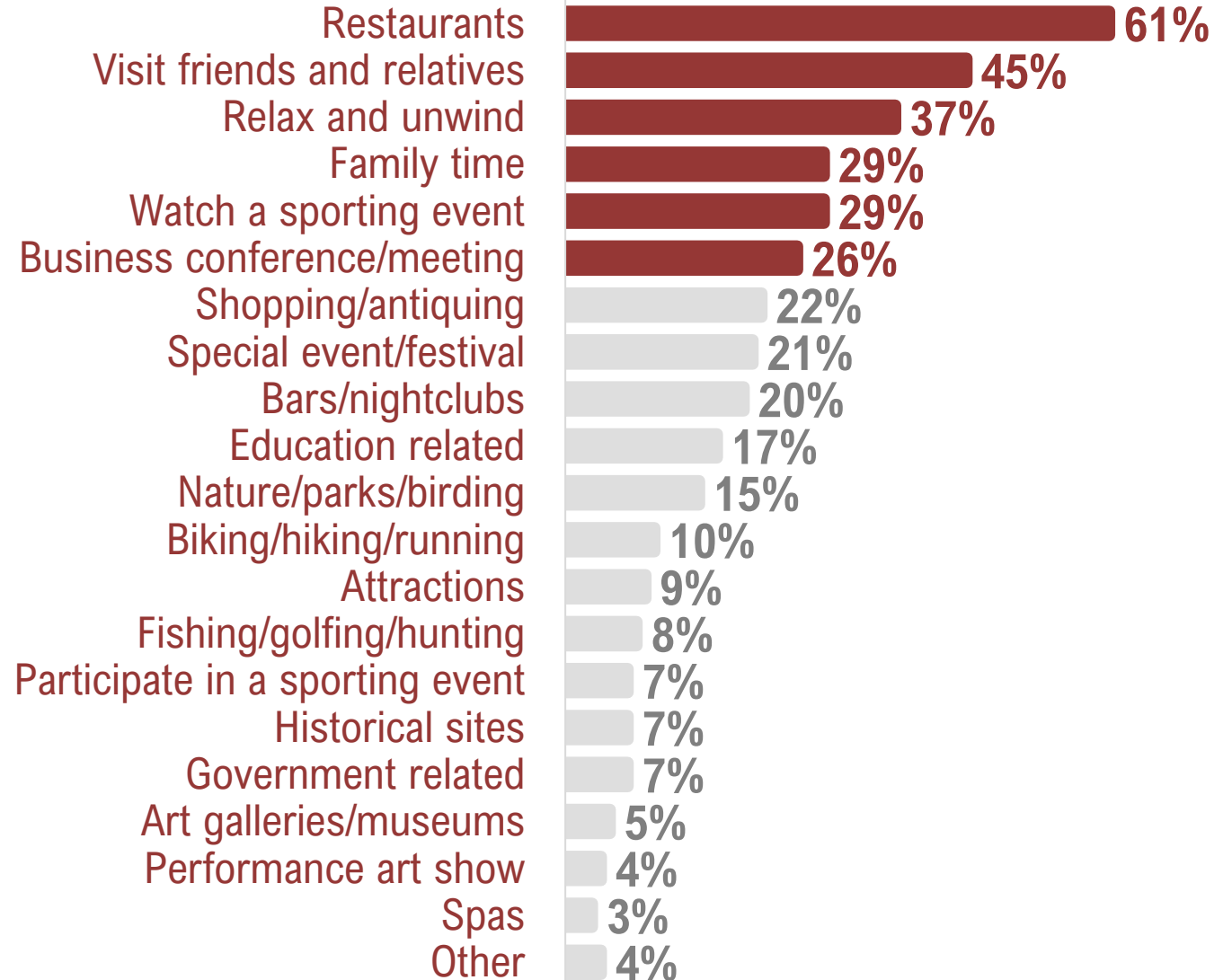
ACTIVITIES DURING VISIT* (FY23 1st Quarter)



Over 3 in 5 visitors dined out at restaurants during their trip



Over 2 in 5 visitors saw friends and family while on their trip to Tallahassee



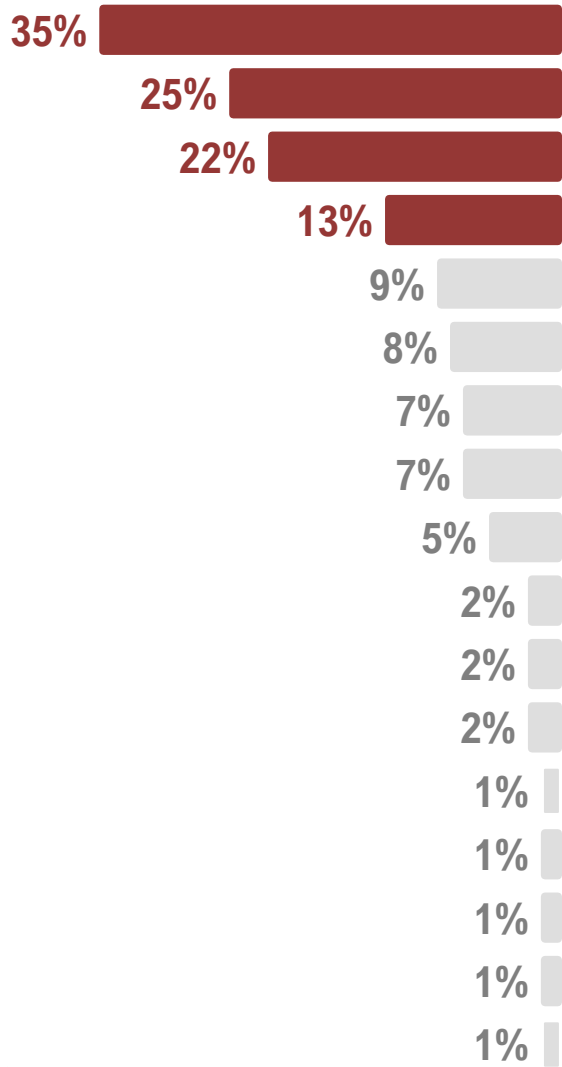
*Multiple responses permitted.



REASONS FOR VISITING VS. VISITOR ACTIVITIES (FY23 1st Quarter)

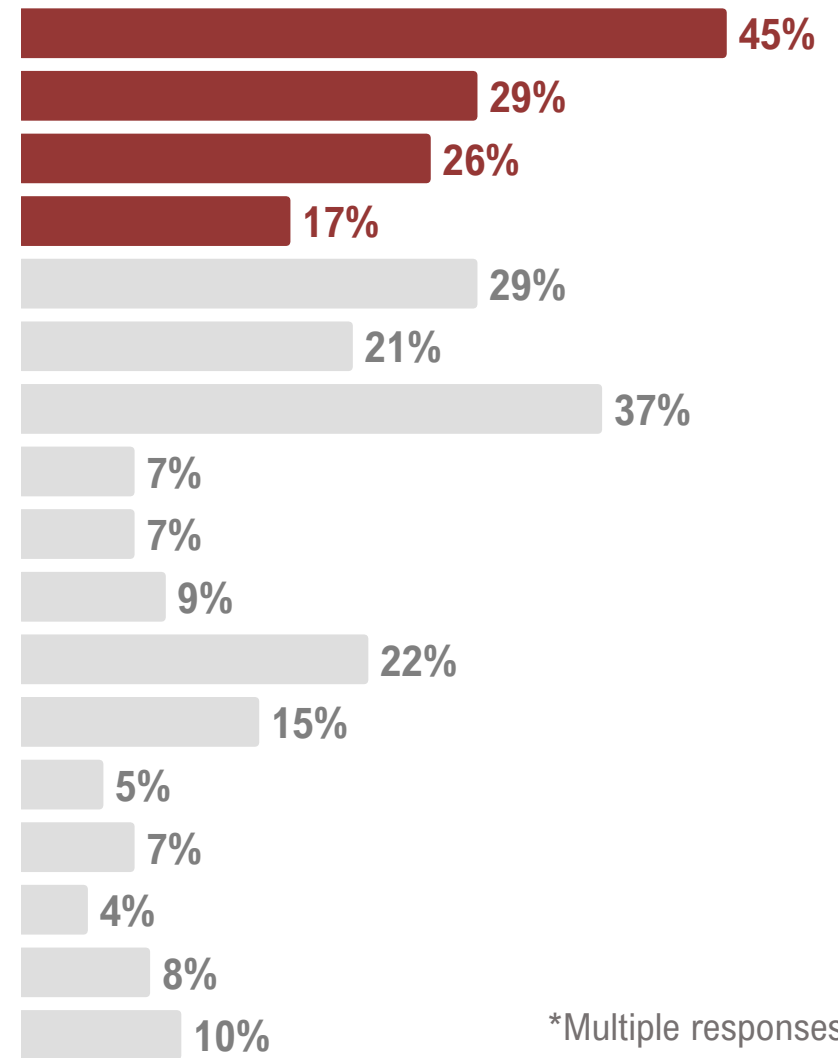


Reasons for Visiting*



- Visit friends and family
- Watch a sporting event
- Business conference/meeting
- Education related
- Family time
- Special event/festival
- Relax and unwind
- Participate in a sporting event
- Government related
- Attractions
- Shopping & antiquing
- Nature/parks/birding
- Art galleries/museums
- Historical sites
- Performance art show
- Fishing/golfing/hunting
- Biking/hiking/running

Visitor Activities*



STUDY OBJECTIVES: VISITOR JOURNEY



VISITOR SATISFACTION (FY23 1st Quarter)

▶▶▶ Visitors gave Leon County an average rating of **8.2¹** as a place to visit

▶▶▶ **92%** of visitors will return (**63%** will definitely return) to Leon County for a future visit or vacation*



*3% of visitors will not return for the following reasons:

- 1) Event/occasion for visit is over
- 2) Prefer variety in vacation spots
- 3) Not enough to do during the day



RATING EXPERIENCES IN TALLAHASSEE (FY23 1st Quarter)



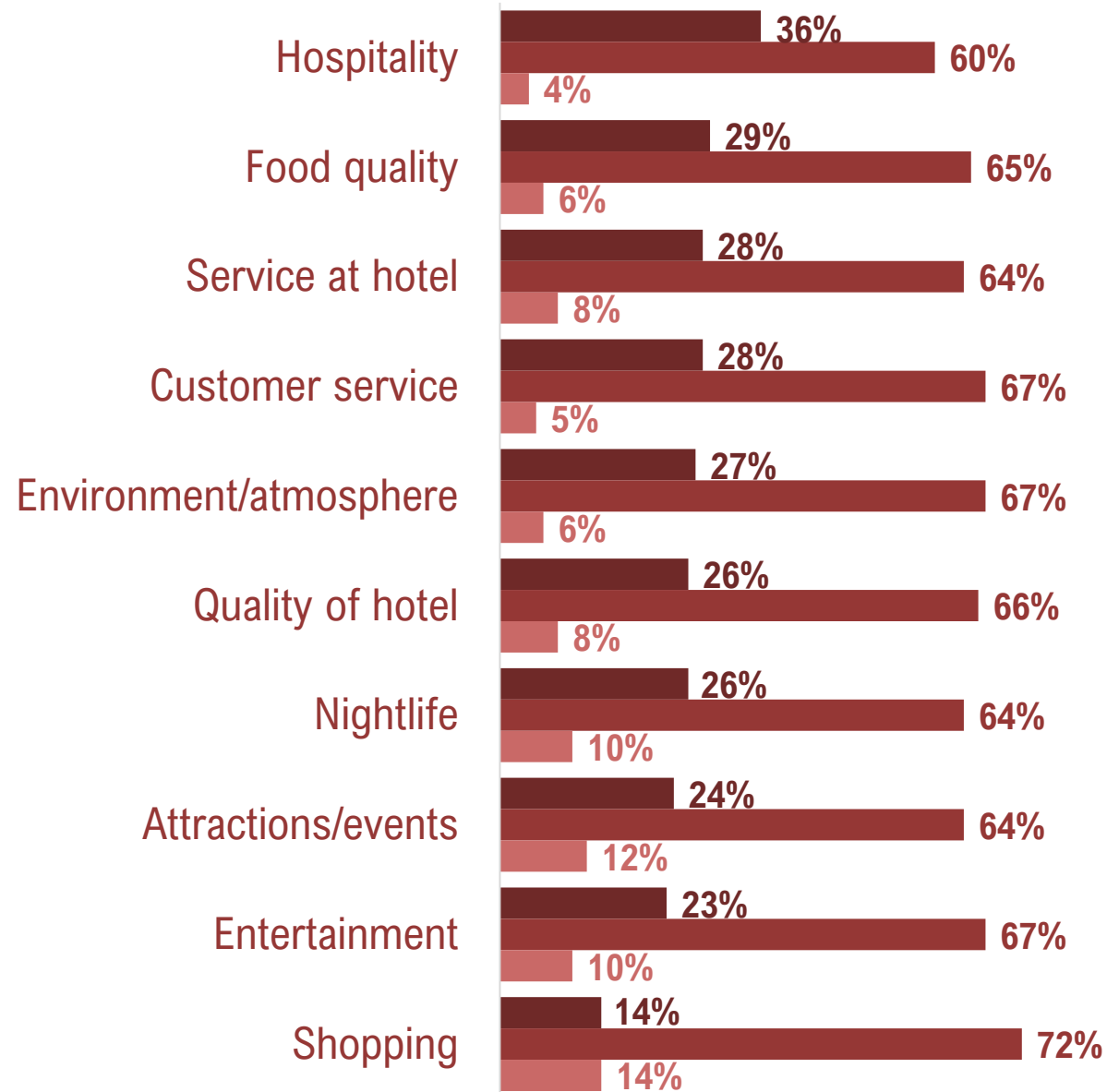
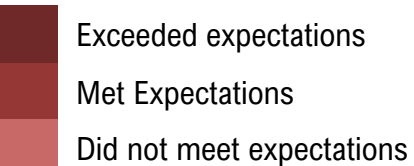
Leon County's hospitality exceeded the expectations of **over 1 in 3** visitors



Hospitality, food quality, service in hotels and customer service in Leon County were more likely than other experiences to exceed expectations



Shopping was most likely to not meet expectations



PERCEPTIONS: “NICE PLACE TO VISIT” (FY23 1st Quarter)



“This is a nice, full-service city. It’s family friendly and shows its pride as a southern city and as the Florida capital.”



“Very beautiful and not as flat as Central Florida. The vibes are beautiful and the time you spend there will replenish you.”



“Great atmosphere, friendly people, and it’s just a really nice place to just relax and unwind!”



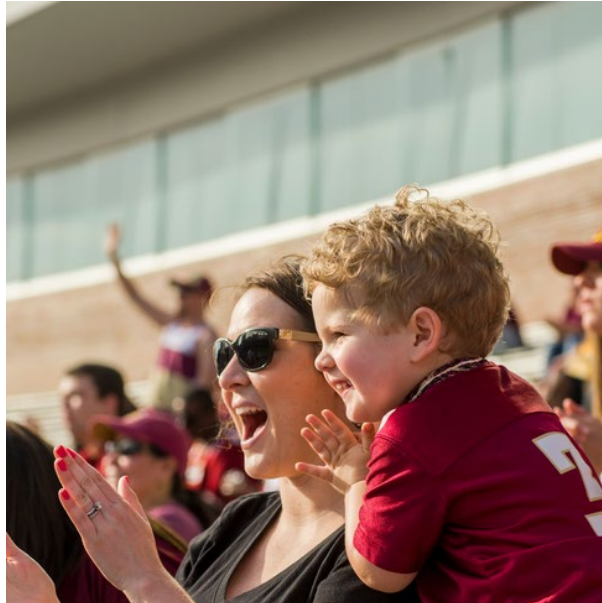
“I’d mention the beauty, cleanliness, friendliness, and variety. Especially how historical Tallahassee is!”



PERCEPTIONS: “COLLEGE TOWN” (FY23 1st Quarter)



“Tallahassee is a cool town. It's where FAMU is. And my family is from the area.”



“Typical government/college town, with lots of restaurants and activities, easy access, and great climate.”



“I love Seminole nation! This is a classic college town.”



“Tallahassee is an awesome college town with plenty of nightlife.”

PERCEPTIONS: “BEAUTIFUL” (FY23 1st Quarter)



“Tallahassee is one of my all-time favorite cities in Florida. There is so much to do from education to enjoying nature.”



“This capital city has plenty of wildlife and scenic landscapes to offer visitors!”



“It's a beautiful place to visit on a day off!”



“It is a beautiful place full of wonderful things everyone would love to visit.”



YEAR-TO-YEAR COMPARISONS



YEAR-TO-YEAR COMPARISONS (FY23 1st Quarter)

Trip Planning Cycle	Oct – Dec 2021	Oct – Dec 2022
Tallahassee was Primary Destination	87%	78%
A week or two in advance	40%	31%
A month or so in advance	36%	34%
2 to 3 months in advance	15%	19%
4 to 5 months in advance	4%	4%
6 months of more in advance	4%	8%

Top Trip Planning Sources	Oct – Dec 2021	Oct – Dec 2022
Talk to Family/Friends	27%	32%
Search on Google	32%	26%
Airline website	20%	23%
Hotel/resort website	24%	20%



YEAR-TO-YEAR COMPARISONS (FY23 1st Quarter)

Top Reasons for Visiting	Oct – Dec 2021	Oct – Dec 2022
Visit friends and family	29%	35%
Watch a sporting event	22%	25%
Business conference/meeting	28%	22%
Education related	17%	13%
Family vacation	9%	9%
Special event/festival	10%	8%

Pre-Visit	Oct – Dec 2021	Oct – Dec 2022
Requested a Visitors Guide	7%	9%
Drove to Leon County	78%	79%
Flew to Leon County	22%	21%



YEAR-TO-YEAR COMPARISONS (FY23 1st Quarter)

Market of Origin	Oct – Dec 2021	Oct – Dec 2022
Miami – Ft. Lauderdale	14%	10%
Surrounding areas	8%	9%
Tampa Bay area	6%	7%
Atlanta	8%	6%
Orlando area	5%	6%

Region of Origin	Oct – Dec 2021	Oct – Dec 2022
Southeast (including Florida)	72%	74%
Midwest	10%	10%
Northeast	10%	9%
West	7%	5%
International	1%	2%



YEAR-TO-YEAR COMPARISONS (FY23 1st Quarter)

Travel Parties	Oct – Dec 2021	Oct – Dec 2022
Travel Party Size	2.9	2.7
Traveled with Other Visitors	65%	67%
Traveled with Children under 20	39%	32%
Traveled with Children under 12	12%	9%

Visitor Profile	Oct – Dec 2021	Oct – Dec 2022
Median Age	44	47
Gender (Female)	53%	54%
Median Household Income	\$94,400	\$94,400
College Degree or Higher	73%	71%
White/Caucasian	64%	64%
African American	21%	23%
Married	56%	57%



YEAR-TO-YEAR COMPARISONS (FY23 1st Quarter)

Accommodations	Oct – Dec 2021	Oct – Dec 2022
Hotel/Motel	53%	50%
Friends/Family Home	23%	20%
Day Tripper	12%	14%
Vacation Rental Home/Airbnb	6%	6%
Personal Second Home	2%	5%
Camping/RV	3%	4%

Trip Experience	Oct – Dec 2021	Oct – Dec 2022
Average nights stayed	3.4	3.4
1 st Time Visitor	17%	22%
10+ Prior Visits to Leon County	20%	27%
Stopped at Visitor Center	11%	8%



YEAR-TO-YEAR COMPARISONS (FY23 1st Quarter)

Average Daily Spending	Oct – Dec 2021	Oct – Dec 2022
Accommodations	\$138*	\$126
Restaurants	\$63	\$63
Groceries	\$21	\$24
Shopping	\$42	\$49
Entertainment	\$29	\$32
Transportation	\$36	\$39
Other	\$17	\$11
Total	\$346	\$344

Average Total Trip Spending	Oct – Dec 2021	Oct – Dec 2022
Accommodations	\$469	\$428
Restaurants	\$214	\$214
Groceries	\$71	\$82
Shopping	\$143	\$167
Entertainment	\$99	\$109
Transportation	\$122	\$133
Other	\$58	\$37
Total	\$1,176	\$1,170

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



YEAR-TO-YEAR COMPARISONS (FY23 1st Quarter)

Top Activities	Oct – Dec 2021	Oct – Dec 2022
Restaurants	74%	61%
Visit friends and relatives	37%	45%
Relax and unwind	39%	37%
Family time	26%	29%
Watch a sporting event	22%	29%
Business conference/meeting	32%	26%
Shopping/antiquing	20%	22%
Special event/festival	10%	21%
Bars/nightclubs	20%	20%
Education related	23%	17%
Nature/parks/birding	16%	15%



YEAR-TO-YEAR COMPARISONS (FY23 1st Quarter)

Post Trip Evaluation	Oct – Dec 2021	Oct – Dec 2022
Overall Rating	8.2	8.2
Will return to Leon County	88%	92%
Exceed + Met Expectations: Hospitality	98%	96%
Exceed + Met Expectations: Customer service	97%	95%
Exceed + Met Expectations: Food quality	97%	94%
Exceed + Met Expectations: Environment/atmosphere	97%	94%
Exceed + Met Expectations: Service at hotel	95%	92%
Exceed + Met Expectations: Quality of hotel	94%	92%
Exceed + Met Expectations: Nightlife	98%	90%
Exceed + Met Expectations: Entertainment	97%	90%
Exceed + Met Expectations: Attractions/events	93%	88%
Exceed + Met Expectations: Shopping	87%	86%



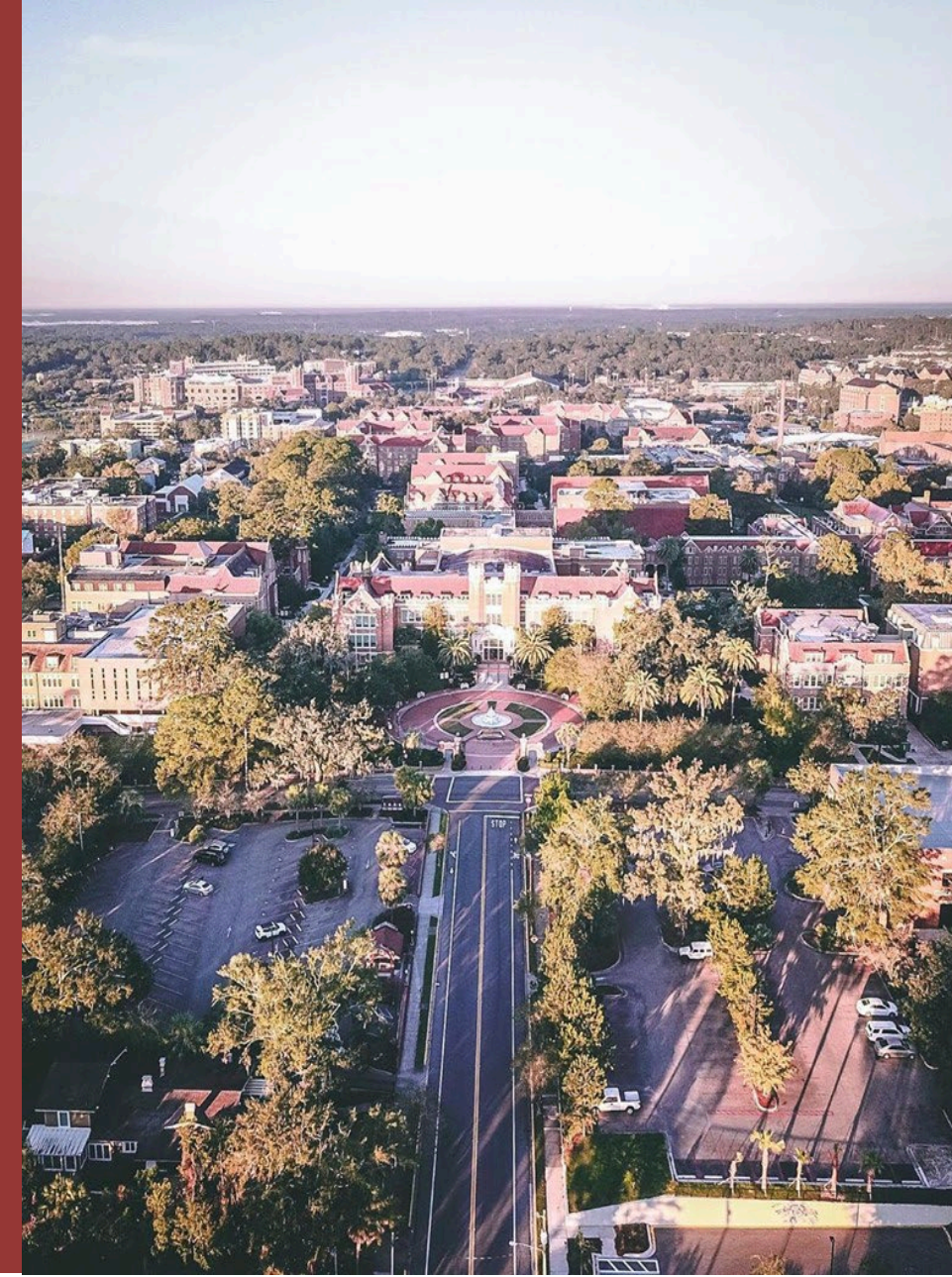
LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

October – December 2022 Visitor Tracking Study

Kerri Post

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

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



LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

Economic Impact Estimate
FAMU Homecoming Week
October 22nd - 30th, 2022



Visit
Tallahassee
Pretty. Unexpected.

DS downs & st. germain
RESEARCH

Total Economic Impact

\$5,292,100

When including indirect and induced effects¹ of direct spending, the total economic impact of people attending FAMU Homecoming Week who **live outside** of Leon County was \$5,292,100.²

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

\$3,349,400¹

People who **live outside** of Leon County spent \$3,349,400¹ during FAMU Homecoming Week.

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



Out-of-County Visitors

11,270¹

Including overnight visitors and day trippers, there were 11,270 individuals from outside Leon County who attended FAMU Homecoming Week.²

¹An attendance figure of 33,765 attendees from Zartico database was used for this report.



7,553 room nights

Vendors and attendees who live outside of Leon County spent **7,553 nights** in hotels, motels, etc. while attending FAMU Homecoming Week.

Demographics

- **3.6** people per travel party for **Out-of-County attendees**
- **3.4** nights stayed in Tallahassee by **Out-of-County attendees**
- **40** years old – median age for **Out-of-County attendees**
- **62%** Female



Year over Year Comparisons

Event	2016	2019	2022
Economic Impact	\$3,897,500	\$3,686,600	\$5,292,100 ¹
Direct Spending	\$2,466,800	\$2,333,300	\$3,349,400 ¹
Out-of-County Visitors	11,493	10,015	11,270
Total Attendees	29,469	25,679	33,765
Room Nights	6,483	6,100	7,553



Methodology

- The economic impact was based on data from the following sources:
 - Interviews conducted at FAMU Homecoming Week of 115 attendees
 - Attendance figures were estimated from Zartico database of FAMU Homecoming Week and an independent estimate by Downs & St. Germain Research
 - Leon County Division of Tourism/Visit Tallahassee Visitor Tracking Study
 - Tourism database at Downs & St. Germain Research



LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

Economic Impact Study of
FAMU Homecoming Week 2022

Kerri Post

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Visit
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RESEARCH

Leon County Board of County Commissioners

Agenda Item #27

December 13, 2022

To: Honorable Chairman and Members of the Board

From: Vincent S. Long, County Administrator 

Title: Acceptance of the Tallahassee-Leon County Bicentennial Organizational Management Plan and Adoption of a Resolution to Establish the Tallahassee-Leon County Bicentennial Steering Committee

Review and Approval:	Vincent S. Long, County Administrator
Department/ Division Review:	Alan Rosenzweig, Deputy County Administrator Ken Morris, Assistant County Administrator
Lead Staff/ Project Team:	Kerri L. Post, Director, Division of Tourism Dionte F. Gavin, Senior Operations Manager, Division of Tourism Katie Kole, Senior Marketing Manager, Division of Tourism

Statement of Issue:

This item seeks Board acceptance of the Tallahassee-Leon County Bicentennial organizational management plan and adoption of an Enabling Resolution to establish a Bicentennial Steering Committee to recognize the 200th anniversary of our community in 2024.

Fiscal Impact:

This item has a fiscal impact; however, funds are available in the Division of Tourism's FY 2023 budget to support promotional and planning efforts for the Tallahassee-County Bicentennial. Additional funding will be programmed in FY 2024 through the County's annual budget process.

Staff Recommendation:

- Option #1: Accept the Tallahassee-Leon County Bicentennial Organizational Management Plan.
- Option#2: Adopt the Resolution establishing the Tallahassee-Leon County Bicentennial Steering Committee (Attachment #1).

Title: Acceptance of the Tallahassee-Leon County Bicentennial Organizational Management Plan and Adoption of a Resolution to Establish the Tallahassee-Leon County Bicentennial Steering Committee

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Report and Discussion

Background:

This item seeks Board acceptance of the Tallahassee-Leon County Bicentennial organizational management plan and adoption of an Enabling Resolution to establish a Bicentennial Steering Committee to recognize the 200th anniversary of our community in 2024 (Attachment #1).

This status update advances the following FY2022-FY2026 Strategic Initiative and Strategic Plan Bold Goal and Target:

- *Grow the five-year tourism economy to \$5 billion. (BG1)*
- *Support 900 of community events, sporting competitions, festivals, performances, and cultural programming that will attract visitors and residents. (T10)*

This particular Bold Goal aligns with the Board's Economy Strategic Priority:

- *(EC4) Grow our tourism economy, its diversity, competitiveness, and economic impact.*
- *(EC4) Implement the Division of Tourism's Strategic Plan.*

The Tallahassee-Leon County Bicentennial in 2024 provides an opportunity to engage the community in the rich history of Tallahassee and Leon County over the past 200 years, and the vision of the community in years to come. The Bicentennial is envisioned to be a communitywide celebration that not only engages all segments of the community but shares residents' experiences and stories of Tallahassee from their unique perspective.

Historically, two major events have been hosted to commemorate milestones in our community - the Centennial and the Sesquicentennial of Tallahassee-Leon County. In November 1924, the Tallahassee-Leon County community celebrated its 100th anniversary with a weeklong centennial festival. Taking place from November 9 through November 15, the centennial festival was attended by more than 25,000 visitors and featured a variety of community events including parades, pageants, speeches, concerts, dance performances, and fireworks. In honor of the Sesquicentennial, a major observance was held on March 4, 1974, which marked 150 years since Governor William Duval signed legislation to create and designate the City of Tallahassee as Florida's capital. To celebrate this milestone, a year-long observance kicked off with a historical pageant in March, followed by special events hosted each month for the remainder of the year ranging from "Spring Saturday" in April, a concert in September, and re-enactment of the first Christmas in December 1974.

On September 17, 2019, the Board accepted a status report on community planning efforts to recognize the Tallahassee-Leon County Bicentennial in 2024. The status report noted the Bicentennial celebrations will be centered on both the City's Anniversary on March 4th and the County's Anniversary on December 29th. A major objective of planning efforts is to generate awareness and to encourage and align participation from all segments of the community including

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local governmental and nonprofit entities, faith-based organizations, schools, civic clubs, and professional organizations.

On March 8, 2022, the Board approved the FY2022 – FY2026 Division of Tourism Strategic Plan which included the following Target:

- *Target 1.2.1: Provide technical assistance, financial and promotional support for the 2024 Bicentennial Committee and community activities.*

Since 2019, the Division of Tourism has continued to support efforts to generate awareness of Tallahassee and Leon County's 200th Anniversary Year in 2024, and has encouraged local organizations and residents to consider how they can support and participate in the anniversary celebration for the community. Since 2020, the County's Division of Tourism has participated in a Bicentennial workgroup initiated by the Mayor's Office that met occasionally to begin sharing ideas and information for the Bicentennial. More recently, staff has been a frequent participant in the monthly Tallahassee Historical Society board meetings. Notably, the County's Division of Tourism staff are uniquely experienced for this community anniversary celebration as Kerri Post (Director of Tourism) and Katie Kole (Sr. Marketing Manager) both served in leadership roles for the State of Florida's *Viva Florida 500* campaign in 2013, a statewide commemoration of the 500th anniversary of Juan Ponce de Leon's arrival to Florida.

As seen with *Viva Florida 500*, it is important to utilize the year leading up to the anniversary as a planning and building year, to inform, engage and inspire community stakeholders. One of the goals is to encourage all organizations and individuals to be involved in some way in the year-long initiative celebrating and commemorating the past 200 years and looking ahead to advancing the community for the future. For the anniversary events to be successful, they must be collaborative and involve the entire community, be creative and resourceful, leverage existing assets, and look for new, expanded, and innovative partnerships.

Analysis:

This item provides a comprehensive overview of the community efforts to date and outlines the organizational management plan necessary to carry out the goals and objectives for the 2024 Bicentennial. The organizational management plan serves as a roadmap to advance a cohesive and inclusive communitywide planning effort. The draft Resolution seeks to establish the Tallahassee-Leon County Bicentennial Steering Committee and build upon the planning efforts already taking place among key stakeholders and organizations, so that the community-at-large has an opportunity to participate and contribute during the 2023 calendar year. The establishment of the Bicentennial Steering Committee provides the necessary focus, leadership, and resources under one structure to ensure a coordinated marketing and branding framework for the activities associated with the 200th anniversary of our community.

Beginning in late January 2023 and leading to the kick-off event for the anniversary year on New Year's Eve (December 31, 2023) in Cascades Park, the County will have 11+ months to engage the community to broaden participation and that every effort to fulfill the stated values and goals

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for the Tallahassee/Leon County Bicentennial. The following sections outline the values and strategic goals for the Bicentennial, the structure and membership of the Steering Committee and action-oriented task forces, and some of the marketing priorities to generate greater awareness and interest in the upcoming Bicentennial celebration. Highlights are also provided for the known Bicentennial programs, events, and activities already in the planning stages for 2024.

Values of the Tallahassee/Leon County Bicentennial

Core principles and values will govern the Bicentennial Steering Committee to ensure that planning and communications strategies are guided with one cohesive voice. The following are the proposed values for the two-year initiative which includes the year-long Bicentennial celebration:

- Inclusiveness
- Excellence
- Integrity
- Respect
- Fairness
- Accuracy
- Open Communication
- Teamwork
- Creativity
- Fun

Strategic Goals for the Tallahassee/Leon County Bicentennial

The strategic goals provide the Committee with measurable objectives that are indicative of its vision. The strategic goals are:

- Provide leadership and structure for the 2024 Tallahassee/Leon County Bicentennial and be a conduit, collaborator, clearinghouse, and communicator for the 2-year-long initiative. (2023-2024).
- Create and/or expand public and private/not-for-profit partnerships.
- Expand outreach and education on the 200-year anniversary, create opportunities to engage the community to make history come alive, and look to the future/next 200 years.
- Increase our community's visibility, viability, and visitation.
- Encourage and promote Bicentennial events to take place every month during 2024.
- Generate investment in, and development of, inclusive Bicentennial marketing programs, themed events, and lasting legacies of public art/infrastructure.

Calendar year 2023 is envisioned to be a planning and development year, leading up to the Bicentennial in 2024. Beginning in late January 2023, the newly formed Bicentennial Steering Committee will convene to review the plan and start formulating an inventory of the current assets as well as the development, inclusion and creation of the planned programs, events, and activities for 2024. The Steering Committee will begin building community-wide awareness, outreach, engagement, planning, and collaboration throughout 2023, all leading up to the 2024 Bicentennial.

Proposed Bicentennial Steering Committee and Task Forces

The proposed Steering Committee membership provided below includes organizations that have participated in ongoing discussions about the 200th Anniversary and builds on the community

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participation by adding leading local public/nonprofit/educational organizations with subject-matter expertise and/or a vast knowledge and understanding of the community. Should an individual no longer be able to fulfill their responsibilities and participate in the Steering Committee, the designated organization must notify the County, in writing, of its replacement to serve on the Steering Committee. The Bicentennial Steering Committee will begin meeting in late January 2023 with monthly meetings (virtual and in-person meetings) or more frequent as warranted.

- Big Bend Minority Chamber of Commerce
- Capital City Chamber of Commerce
- Council on Culture and Arts
- Florida A&M University
- Florida Historic Capitol Museum
- Florida State University
- Greater Tallahassee Chamber of Commerce
- Knight Creative Communities Initiative
- Leon County Schools
- Office of the Mayor of Tallahassee
- Riley House Center & Museum
- Tallahassee Community College
- Tallahassee Downtown Improvement Authority
- Tallahassee Historical Society

The proposed Enabling Resolution would formally establish the Tallahassee-Leon County Bicentennial Steering Committee to function as a focus group and be supported by County staff. A focus group, as defined in Board Policy No. 03-15, provides a fact-finding source of community input and technical resources for use by staff in developing a staff recommendation regarding a matter that may be considered for Board approval. Upon adoption by the Board, staff will seek to fill the appointments to the Steering Committee and prepare to launch the Bicentennial website in January. The staff support for the Steering Committee will be led by Kerri Post (Director of Tourism) and Katie Kole (Sr. Marketing Manager) with the Division of Tourism will serve as the lead staff supporting the Steering Committee given their prior leadership roles with the State of Florida during the *Viva Florida 500* campaign in 2013 commemorating the 500th anniversary of Juan Ponce de Leon's arrival to Florida. Dionte Gavin, Sr. Operations Manager, will round out the primary staffing support from the Division of Tourism.

Additional County staff will participate in the Steering Committee meetings and task force (sub-groups and broader public participants) functions as needed due to their respective organizational roles and subject matter expertise and/or their responsibilities associated with planned Bicentennial programs or events. The Bicentennial Steering Committee is envisioned to divide into the task forces which will be the mechanism to further engage with individuals and organizations in the community. Engaging with the private sector on the task forces is paramount to the success of this community-wide celebration. In addition, some local businesses have served this community over

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many generations and are considered part of the community fabric and history, so it is important for their story and evolution be recognized during the Bicentennial. Examples of these long-standing businesses that double as valued institutions include Capital City Bank (founded in 1895), the Proctor Dealerships (1910), Bradley's Country Store (1927), and Economy Drug in Frenchtown (1940s).

Task forces will be utilized to communicate and coordinate with their respective audiences throughout the community. Task forces will be led by a Bicentennial Committee member and will include broader representation from the community in order to engage more local subject matter experts. Having regular communication and strong engagement with every corner of the community is paramount to success. Proposed task forces include:

- Programming/Events/Activities – to communicate and coordinate with existing or planned events to incorporate Bicentennial elements/themes and stimulate/encourage new Bicentennial events.
- Marketing – to develop and implement the 2024 Marketing Communications and Media Plan, and also develop and produce the year-end Bicentennial recap/report document.
- Education – to communicate and coordinate with local educational institutions and platforms to share Bicentennial information, materials, suggested readings, events, activities, etc. to seek broader participation from the universities and colleges, Leon County Schools, and private/home schools.
- Community Outreach & Inclusion – to communicate and coordinate with community groups such as churches, civic organizations (i.e., Rotary Clubs, Junior League), local business community, professional organizations, and non-profits to inspire and encourage inclusion and participation in any way they see fit in the year-long celebration and commemoration.
- Faith-Based – to communicate and coordinate with faith-based organizations and to encourage their participation in the community anniversary celebration.
- Legislative/State Government – to communicate and coordinate with local state delegates, state government agencies, and the Executive Office of the Governor, etc. for their collaboration and support.

Inventory of Planned and Proposed Events, Programs and Activities, and Public Art

Events greatly contribute to the quality of life for residents while some also serve as great motivators for travel. While the list of programs and events continues to evolve, some of the preliminary activities identified for the 2024 Bicentennial include a children's parade, a speaker symposium, installation of historical markers, themed performances hosted by local cultural organizations, creating a Bicentennial Time Capsule, and a reenactment of the "meeting in middle" at Cascades Park which led to the establishment of Florida's capital.

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Budget Considerations

The Bicentennial initiative will span across three fiscal years, FY 2023 – FY 2025, as the final three months of CY 2024 are also the first three months of FY 2025. To date, the County has allocated \$50,000 in the Division of Tourism FY 2023 budget for Bicentennial planning and promotional efforts. Based on the planning efforts of the Steering Committee and task forces, additional funding for anticipated expenses will be identified and programmed through the County's FY 2024 budget processes. At this time, staff does not anticipate establishing a stand-alone grant program for Bicentennial events in the community. Instead, the County will seek to leverage the existing COCA and Division of Tourism grant programs to support Bicentennial programming and events.

Commencing the Steering Committee meetings next month enables all stakeholders to further develop their plans for the Bicentennial so that the County can assist organizations with identifying available and needed resources. The County Division of Tourism event grants and COCA's grant programs are examples of available resources that can be made available to support and encourage Bicentennial programming and themes. COCA administers approximately 50 grants each year which support public art, culture, history, and heritage programming in our community. During the FY 2024 budget process, after the Bicentennial events begin to take shape, staff will evaluate the provision of additional funding for COCA to support and administer grants award for Bicentennial events, programming and activities. This may include additional general revenue funds to support Bicentennial activities which do not draw visitors to our community and would be ineligible to utilize Tourist Development Tax funds.

Marketing Communications and Promotion

The immediate/short-term marketing communications and promotional priorities to ramp up the Bicentennial efforts include finalizing a logo and branding plan, and the development and launch of a Bicentennial URL/website to be a consumer-facing communications resource. Once the Bicentennial Select Committee are established with the input of the Marketing Task Force, the short/mid-term marketing priorities will include the development of a marketing communications plan and the related key performance indicators (KPIs) for both the 2023 planning/development efforts as well as the 2024 Bicentennial.

Marketing communications and promotions will continue evolving during 2023 including activations in Public/Media Relations through coordinated interviews with local, regional, and national media outlets to tell the story of Tallahassee/Leon County's 200-year history. All County communication channels and communication platforms will be utilized for Bicentennial messaging and populated with blog posts and photo content. This includes the County websites, social and digital channels, broadcast channel, print materials, staff email signatures, and County venues/facilities. Bicentennial logo/branding will also be incorporated into paid advertising executions including print advertising, NPR radio, outdoor digital and static billboards, and digital banner ads. The County's Visitor Information Centers (VICs) will draw attention to the significance of the upcoming anniversary and the Tourism's Group Sales team will focus on hosting and supporting local family reunions group business throughout 2024.

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The year-long planning effort will also encourage businesses and other organizations to participate in the 200th anniversary at no cost, such as including a Bicentennial logo on their website, in email signatures, post story-telling images and content, and tag the effort in social media posts. Small efforts can have a big impact and make a difference in reaching business customers and residents of the County.

Cross-Department Support for the Bicentennial

The County's Division of Tourism will provide the necessary staffing support for the Steering Committee and serve as the primary liaisons on behalf of the County. However, this year-long community planning effort followed by a year of activities to celebrate the 200th anniversary of our community will require additional personnel serving throughout the County organization. The listing below describes some of the staffing support needs and preliminary roles identified thus far by County department:

- Tourism – primary County support staff for the Bicentennial Steering Committee to lead and coordinate the initiative, host the website, and provide marketing support.
- Libraries Provide space for programs, speakers and events for all ages and host Library Lecture Series related to Bicentennial themes. Collaborate with local organizations and groups to provide programming and activities.
- CMR – direct and coordinate local outreach and marketing communications, distribute collateral/presentations for promotion.
- Parks – display Bicentennial signage, host/produce community events at area parks and community centers.
- Legislative and Strategic Initiatives (Governmental Relations) – state communication/collaboration.
- Other departments will be involved as needed.

Conclusion

The Tallahassee-Leon County Bicentennial in 2024 provides a unique opportunity to engage the community in the rich history of Tallahassee and Leon County, Florida over the past 200 years and the vision of the community in years to come. The Bicentennial is envisioned to be an inclusive community-wide celebration that not only engages all segments of the community but shares residents' experiences and stories of our community from their unique perspectives. Following the Board's acceptance of the Bicentennial organizational management plan and adoption of the Resolution establishing the Tallahassee-Leon County Bicentennial Steering Committee, staff will begin filling appointments to the Steering Committee which is slated to convene its first meeting by late January. The Bicentennial website will be ready to launch prior to the first meeting of the Steering Committee.

Any anticipated funding needs related to the Bicentennial will be brought back to the Board during the FY 2024 budget process. A status update will be presented at the Board meeting on November 14, 2023, prior to the start of the 2024 anniversary year.

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Options:

1. Accept the Tallahassee-Leon County Bicentennial Organizational Management Plan.
2. Adopt the Resolution establishing the Tallahassee-Leon County Bicentennial Steering Committee (Attachment #1).
3. Do not accept the status update on the community planning efforts to recognize the Tallahassee-Leon County Bicentennial in 2024.
4. Board direction.

Recommendation:

Options #1 and #2

Attachment:

1. Draft Resolution Establishing the Tallahassee-Leon County Bicentennial Steering Committee

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LEON COUNTY RESOLUTION NO. 22-_____

A RESOLUTION OF THE BOARD OF COUNTY COMMISSIONERS OF LEON COUNTY, FLORIDA, TO ESTABLISH A CITIZEN COMMITTEE NAMED THE TALLAHASSEE-LEON COUNTY BICENTENNIAL STEERING COMMITTEE, WHICH SHALL OPERATE AND FUNCTION AS A FOCUS GROUP.

RECITALS

WHEREAS, the Board of County Commissioners of Leon County, Florida (the “Board”) recognizes and acknowledges the importance of public involvement and input in County government; and

WHEREAS, the City of Tallahassee and Leon County will celebrate its Bicentennial in 2024; and

WHEREAS, the Tallahassee-Leon County Bicentennial in 2024 provides an opportunity to engage the community in the rich history of Tallahassee and Leon County over the past 200 years and the vision of the community in years to come; and

WHEREAS, the Bicentennial is envisioned to be a community-wide celebration that not only engages all segments of the community but shares residents’ experiences and stories of Tallahassee and Leon County from their unique perspective; and

WHEREAS, on December 13, 2022 the Board accepted a status report on community efforts recognizing the Tallahassee-Leon County Bicentennial; and

WHEREAS, the Board recognizes and acknowledges the importance of engaging local stakeholders to collaborate on planning efforts in celebration of the Bicentennial; and

WHEREAS, in order to consider input from the public in the matter of commemorating the Bicentennial, the Board wishes to establish a focus group to function and operate in accordance with Board Policy No. 03-15, “Board-Appointed Citizen Committees”.

BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF LEON COUNTY, FLORIDA that: