



Visit
Tallahassee

LEON COUNTY **Tourist Development Council**

Thursday February 1, 2024, 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 2, 2023 Meeting Minutes (T1)
 - Financial Reports: Division Budget FY 2024 YTD and the 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**
 - Downs & St. Germain Research FY24 Q1 Visitor Tracking Presentation (T4)
 - Request to Schedule Additional TDC meeting on March 8, 2024
 - Bicentennial Update Presentation
 - Bicentennial Reunion Program Review (T5)
 - Upcoming Contracts for RFP/ITN (T6)
 - Conference Center/Meeting Space Statement of Need Discussion
 - Concert Update
 - Tallahassee Sports Council Update
 - COCA Update
- VI. Executive Director's Report – **Kerri Post**
 - Jubilee Gospel Music Festival March 22-23, 2024
 - 2026 World Athletics Cross Country Championships
- VII. Additional Business: "For the Good of the Cause" – **Michelle Personette**

Next TDC Meeting:
March 8, 2024 - Tentative
County Commission Chambers



**LEON COUNTY TOURIST DEVELOPMENT COUNCIL
MEETING MINUTES**

November 2, 2023, 9:00 a.m.

**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, Carolanne Savage, Russell Daws, Emily Johnson - Truitt; Joshua Brock, Ex-Officio members present Amanda Heidecker, and Kathleen Spehar. Matt Thompson was absent. City Commissioner Dianne Williams-Cox participating (telephonically)

Tourism Staff present: Kerri Post, Jon LaBarre, Kati Kole, Scott Lindeman, Aundra Bryant, Renee Jones, Taylor Walker, Taylor Wheaton Janet Roach Vel Johnson, Bryan Smith, Harsha Loka

- I. **Call to Order** – Chairperson, Michelle Personette called the meeting to order at 9:09 a.m. Chairperson, Michelle Personette asked for a motion for Commissioner Williams – Cox to participate telephonically.

Commissioner Curtis Richardson moved, duly seconded by Russell Daws, to allow Commissioner Williams-Cox to participate telephonically. The motion passed unanimously 7-0.

- II. **Introduction of new Member** – Chairperson Michelle Personette welcomed and introduced new TDC Member Joshua Brock, General Manager of the Holiday Inn on Apalachee Parkway.

- III. **Request for Additional Agenda Items** – Michelle Personette
Commissioner Proctor requested a discussion regarding the 50th Anniversary Hip Hop celebration be added to the agenda. With consensus from the Council, Chairperson Michelle Personette noted for it to be added to the General Business report.

- IV. **Public Comment** – Chairperson Personette confirmed there were no request for public comment.

- V. **Items for Consent Approval** – Michelle Personette
- Approval of the September 14, 2023, Meeting Minutes (T1)
 - Approval of the Financial Reports: Division Budget FY 2023 YTD and the Tourism Development Tax Collections and Smith Travel Report (T2)
 - Approval of the Advertising/PR Activity Report/Digital Activity (T3)
 - Approval of the Marketing Communications, Visitor Services, Sales & Sports Staff Reports (T3)

Commissioner Curtis Richardson moved, duly seconded by Commissioner Proctor, approval of the Items for Consent. The motion passed unanimously 7-0.

VI.

VI. General Business:

Downs & St. Germain Research Presentation (T4) – Joseph St. Germain of Downs & St. Germain presented the Annual Economic Impact Report for FY2022/2023. He summarized in FY2023 Tallahassee-Leon County welcomed 2.4 million visitors who generated a \$1.25 Billion economic impact and noted more than 12,790 people are employed in the Tourism and Hospitality industry in our community. Discussion ensued regarding school groups coming to Tallahassee as part of curriculum.

Tourism Event Grant Second-Cycle/Bicentennial Program (T5):

As discussed at the September 12 TDC meeting Ms. Post brought back a proposal for a second cycle grant funding of \$69,100, the remaining FY24 grant funding to support Bicentennial events from March 15- September 30, 2024. Ms. Post proposed reinstating the previous FY 2024 grant review committee to include Russell Daws, Emily Johnson–Truitt, and Matt Thompson, along with any additional members that desire to assist. Ms. Post noted there would be one-on-one coaching, with assistance offered from COCA, for first time applicants. She also noted an update was made to the grant guidelines to ensure the language was clear that it was permissible to utilize TDT funding for advertising and that event organizers could solicit additional sponsors for their events supported with TDT funding.

Commissioner Proctor moved, duly seconded by Commissioner Richardson to approve the guidelines for the second cycle grant funding. The motion passed unanimously 7-0, with Commissioner Williams Cox voting telephonically.

FY24 TDC Meeting Date Schedule (T6)

Kerri Post shared the proposed TDC meeting dates for FY24:

February 1, 2024, May 2, 2024, July 11, 2024, September 12, 2024 and November 7, 2024.

Commissioner Richardson moved, duly seconded by Russell Daws to approve the meeting dates for FY24. Discussion ensued to allow extra meeting dates if needed. An amended motion was made and seconded to approve the proposed dates and allow for additional meetings to be added as needed. The motion passed unanimously. The motion passed unanimously 7-0, with Commissioner Williams Cox voting telephonically.

FY22-26 Tourism Strategic Plan Update Presentation (T7)

Jonathan LaBarre presented a status update of the first two years of the Tourism Strategic Plan and highlighted the accomplishments to date in the 4 major priorities of increasing Visitation, Awareness, Industry/Community Partnerships, and In-Market Visitor Services. Mr. LaBarre went on to recap the overreaching Bold Goal of generating \$5 Billion in economic impact over the 5-year plan, reporting that the 2-year status of this Goal is \$2.4 Billion or 48% of the 5-year goal.

Conference Center/Meeting Space Statement of Need

Kerri Post reviewed the first draft of the Statement of Need/Resolution. Discussion ensued regarding the need for an additional statement to note the initiative requires the broad collaboration of community organizations and stakeholders along with the local legislative delegation to join in the effort to address this critical need. Further discussion ensued on the need for action plan to build the collaborative effort for sharing responsibility and resources.

Commissioner Proctor moved, duly seconded by Russell Daws for discussion, to amend the statement of need to include the need for collaboration and combined efforts of community and state stakeholders and to adopt an action plan that would include distribution of the Statement of Need to those stakeholders by the TDC and Tourism Staff along with an invitation to participate in the effort to create a conference center/meeting district in Florida's Capital. The motion passed unanimously 7-0, with Commissioner Williams Cox voting telephonically.

Ms. Post noted that with a potential additional TDC meeting in March, there may be additional time after review of the revised statement and draft action plan at the February 1st TDC meeting, for final review/revisions if necessary.

Concert Update

Ms. Post provided a review of fall 2023 concerts including the successful first-time partnership with Opening Nights with Gipsy Kings and shared that we will continue to bring a diversity of musical acts in alignment with our strategic goal. She shared that we have locked in three shows for spring. She added the two-day Bicentennial Gospel Music Festival is also a unique opportunity to highlight and engage our local church choirs during our Bicentennial year.

Tallahassee Sports Council Update

Amanda Heidecker provided the Sports Council update sharing that the recent FSU Cross-Country Invitational included was the largest number of runners we have had to date for this event and recognized Taylor Wheaton and Taylor Walker for their dedication to making this event successful. Ms. Heidecker noted the need for volunteers for the upcoming FHSAA Football State Championships in December. Commissioner Proctor shared that FAMU will be hosting the SWAC Football Championship at Bragg Stadium on December 2, 2023, and that the Alumni Association is seeking sponsors for the community championship rally. Ms. Heidecker responded that the Sports Council discussed the event at their meeting noting that there may be an opportunity for them with the Florida Sports Council.

COCA Update

Kathleen Spehar shared a COCA update on upcoming arts, cultural and heritage events and shared highlights from the national Americans for The Arts economic impact study which COCA participated in. The arts and cultural community in Tallahassee-Leon County created nearly \$204 million in economic impact. Over 200 events are planned each week for the fall and holiday season. Family day is back Nov 24th at Railroad Square. COCA is active on several Bicentennial committees and is planning or supporting numerous Bicentennial programs and events next year.

Additional Agenda Item - 50 Years of Hip Hop Event Discussion

Commissioner Proctor shared information on the upcoming 50 Years of Hip Hop event to be held at the Adderley Amphitheater at Cascades Park and stated a desire to explore seeking \$28,000 in TDT funding support to fill the gap on funding for the event. He asked the Council for direction. The Chair requested staff provide an update to the TDC regarding out-of-cycle funding requests. Ms. Post shared it was an exciting new event however a request of this nature is not in alignment with TDC's established policy of not allowing for funding of events during peak periods of hotel capacity where all hotel rooms in the destination are sold-out. She noted the event is scheduled for the following weekend of the FSU/University of Miami home football game which is a sold-out weekend. Ms. Post further shared that no information had been received on the event or the funding request in order for staff to review to ensure the event comports with the statutory requirements for TDT funding. Commissioner Proctor thanked the TDC for their consideration and noted that his intention was to explore the opportunity. Ms. Post offered marketing support for the event and Ms. Spehar offered to assist with marketing efforts as well. Commissioner Williams Cox shared that the City will be erecting a street sign in honor of T-Pain in the neighborhood where he grew up in Tallahassee.

VII. Executive Director's Report – Kerri Post

The Executive Director's Report was accelerated due to an anticipated loss of a quorum at 11am.

- Ms. Post provided a brief staff update that included staff changes and hires as well as plans for an upcoming realignment in the Sports Department.

- Ms. Post noted the Pickle Ball Overview in the TDC packets as requested.
- Ms. Post invited the TDC to the TALLAHASSEE Chamber of Commerce “Business. after Hours” Nov. 2nd 5:30 – 7:00 p.m. at the Visit Tallahassee office also invited the TDC members to the Stop @ the Station First Friday Event on November 3rd.
- She encouraged members to attend Bicentennial Day at the Capitol on January 11th

VIII.

Additional Business: “For the Good of the Cause” – **Michelle Personette**

Commissioner Proctor shared that he was invited to Memphis to explore the new sports complex and noted that he intended to request that the Chamber of Commerce meeting in 2024 be held in Tallahassee as opposed to traveling to another city in honor of the Bicentennial.

There being no further additional business “For the Good of the Cause,” Chairperson Michelle Personette adjourned the meeting at 11:06 a.m.

ADJOURN

There being no further business to come before the Council, the meeting was adjourned at 11:06 a.m.

Attest: Michele Personette,
Chairperson

Attest: Renee Jones/Shelby Bishop

Next TDC Meeting:
February 1, 2024
County Commission Chambers

Leon County Tourist Development Council
Statement of Cash Flow
Period Ending December, 2023

4-Cents Collections		YTD	December	FY 2023/24	% Revenue	
Acct #	REVENUES	Actuals	Actuals	Budget	Received	Variance
312100	Local Option Tax (4-cents) ¹	\$ 2,092,638.23	\$ 613,589.09	\$ 6,459,029.00	32%	(4,366,391)
361320	Tax Collector FS 219.075	\$ 5,632.87	\$ -	\$ -		5,633
361111	Pooled Interest Allocation	\$ -	\$ -	\$ 178,790.00	0%	(178,790)
365000	Merchandise Sales	\$ 4,556.25	\$ 2,013.19	\$ 6,007.00	76%	(1,451)
366500	Special Event Grant Reimbursements	\$ -	\$ -	\$ 12,500.00	0%	(12,500)
366930	Other Contributions/Partnerships	\$ -	\$ -	\$ -		-
361300	Interest Inc/FMV Adjustment	\$ 112,913.62	\$ -	\$ -		112,914
369900	Miscellaneous Revenue ³	\$ 16,289.68	\$ -	\$ 183,450.00	9%	(167,160)
399900	Appropriated Fund Balance	\$ 3,810,304.00	\$ -	\$ 3,810,304.00	100%	-
Total Estimated Receipts		\$ 2,232,030.65	\$ 615,602.28	10,650,080	32%	(3,810,304)

Acct #	EXPENDITURES	YTD	December	FY 2023/24	FY 2023/24	% Budget	Under/
	<i>Administration (301)/Marketing (303)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
51200	Salaries & Wages	\$ 208,877.95	\$ 97,808.31	\$ 887,762.00	\$ 887,762.00	24%	\$ 678,884
51250	Regular OPS Salaries & Wages	\$ 46,581.70	\$ 21,658.36	\$ 207,530.00	\$ 207,530.00	22%	160,948
51500	Special Pay	\$ -	\$ -	\$ 3,400.00	\$ 3,400.00	0%	3,400
52100	FICA	\$ 18,553.24	\$ 8,695.57	\$ 83,716.00	\$ 83,716.00	22%	65,163
52200	Retirement Contributions	\$ 42,835.43	\$ 20,570.83	\$ 178,234.00	\$ 178,234.00	24%	135,399
52210	Deferred Compensation	\$ 163.49	\$ 68.91	\$ 1,566.00	\$ 1,566.00	10%	1,403
52300	Life & Health Insurance	\$ 51,231.36	\$ 24,207.47	\$ 213,669.00	\$ 213,669.00	24%	162,438
52400	Workers Compensation	\$ 520.21	\$ 251.90	\$ 4,095.00	\$ 4,095.00	13%	3,575
53400	Other Contractual Services	\$ 41,844.01	\$ (64,182.42)	\$ 663,325.00	\$ 748,325.00	6%	706,481
54000	Travel & Per Diem	\$ 3,970.04	\$ 246.61	\$ 99,732.00	\$ 99,732.00	4%	95,762
54100	Communications Services	\$ 1,673.23	\$ 809.66	\$ 9,600.00	\$ 9,600.00	17%	7,927
54101	Communications - Phone System	\$ -	\$ -	\$ 780.00	\$ 780.00	0%	780
54200	Postage	\$ 103.23	\$ -	\$ 10,000.00	\$ 10,000.00	1%	9,897
54400	Rental & Leases	\$ 1,158.00	\$ -	\$ 30,370.00	\$ 30,370.00	4%	29,212
54505	Vehicle Coverage	\$ -	\$ -	\$ 632.00	\$ 632.00	0%	632
54600	Repair & Maintenance	\$ -	\$ -	\$ 15,151.00	\$ 15,151.00	0%	15,151
54601	Vehicle Repair	\$ -	\$ -	\$ 835.00	\$ 835.00	0%	835
54700	Printing	\$ 696.30	\$ -	\$ 10,182.00	\$ 22,182.00	3%	21,486
54800	Promotional Activities	\$ 21,997.13	\$ 11,203.50	\$ 40,416.00	\$ 79,416.00	28%	57,419
54860	TDC Direct Sales Promotions	\$ 285.00	\$ 285.00	\$ 55,957.00	\$ 87,957.00	0%	87,672
54861	TDC Community Relations	\$ 966.30	\$ -	\$ 35,000.00	\$ 70,000.00	1%	69,034
54862	TDC Merchandise	\$ 1,415.53	\$ 944.22	\$ 30,260.00	\$ 30,260.00	5%	28,844
54900	Other Current Charges	\$ 401,986.05	\$ 277,591.51	\$ 703,565.00	\$ 1,307,203.00	31%	905,217
55100	Office Supplies	\$ 96,807.98	\$ 82,961.33	\$ 466,194.00	\$ 1,141,194.00	8%	1,044,386
55200	Operating Supplies	\$ 2,647.08	\$ 593.59	\$ 20,000.00	\$ 20,000.00	13%	17,353
55210	Fuel & Oil	\$ -	\$ -	\$ 320.00	\$ 320.00	0%	320
52250	Uniforms	\$ 68.00	\$ -	\$ 10,000.00	\$ 19,000.00	0%	18,932
55400	Publications, Memberships	\$ 12,689.48	\$ -	\$ 34,556.00	\$ 34,556.00	37%	21,867
55401	Training	\$ 295.00	\$ -	\$ 15,000.00	\$ 15,000.00	2%	14,705
56400	Machinery & Equipment	\$ -	\$ -	\$ -	\$ -		-
58160	TDC Local T&E	\$ 382.61	\$ 43.95	\$ 3,500.00	\$ 6,500.00	6%	6,117
58320	Sponsorship & Contributions	\$ 20,000.00	\$ 20,000.00	\$ 81,426.00	\$ 81,426.00	25%	61,426
<i>Advertising/Public Relations (302)</i>							
53400	Other Contractual Services	\$ 100,960.59	\$ 48,807.31	\$ 1,500,000.00	\$ 1,725,000.00	6%	\$ 1,624,039

<u>Special Events/Grants (304)</u>										
58300	Grants & Aids	\$	-	\$	-	\$	700,000.00	\$ 700,000.00	0%	700,000
<u>Welcome Center CIP (086065)</u>										
56200	Building	\$	9,190.81	\$	-	\$	176,000.00	\$ 176,000.00		166,809
<u>Countywide Automation (470)</u>										
54110	Com-net Communications	\$	-	\$	-	\$	5,326.00	\$ 5,326.00	0%	5,326
54600	Repairs and Maintenance	\$	-	\$	-	\$	2,825.00	\$ 2,825.00	0%	2,825
<u>Risk Allocations (495)</u>										
54500	Insurance	\$	-	\$	-	\$	6,922.00	\$ 6,922.00	0%	6,922
<u>Indirect Cost (499)</u>										
54900	Indirect Cost Charges	\$	-	\$	-	\$	283,000.00	\$ 283,000.00	0%	283,000
<u>Line Item Funding - (888)</u>										
58214	Cultural Facilities Grant Program	\$	-	\$	-	\$	-	\$ -		-
58215	Local Arts Agency Program	\$	380,184.51	\$	-	\$	1,614,468.00	\$ 1,614,468.00	24%	1,234,283
<u>Transfers (950)</u>										
591220	Transfer to Fund 220	\$	-	\$	-	\$	-	\$ -	0%	-
591220	Transfer to Fund 305	\$	-	\$	-	\$	-	\$ -	0%	-
<u>Salary Contingency (990)</u>										
59900	Other Non-operating Uses	\$	-	\$	-	\$	-	\$ -		-
	Reserve for Fund Balance	\$	-	\$	-	\$	-	\$ -		-
	Total Expenditures	\$	1,468,084.26	\$	552,565.61	\$	8,205,314	\$ 9,923,952	15%	(8,455,868)

1-Cent Collections

Acct #	REVENUES	YTD Actuals	December Actuals	FY 2023/24 Adopt. Budget	FY 2023/24 Adj. Budget	% Revenue Received	Variance
312110	Local Option Resort (1 -cent)	\$ 523,158.41	\$ 153,396.77	\$ 1,614,468.00	\$ 1,614,468.00	32%	(1,091,310)
361111	Pooled Interest	\$ -	\$ -	\$ -	\$ -		
361320	Tax Collector FS 219.075	\$ -	\$ -	\$ -	\$ -		
366930	Refund from Prior Years	\$ -	\$ -	\$ -	\$ -		
	Total Revenues	523,158.41	153,396.77	\$ 1,614,468	\$ 1,614,468	32%	(1,091,310)

Acct #	EXPENDITURES (305)	YTD Actuals	December Actuals	FY 2023/24 Adopt. Budget	FY 2020/21 Adj. Budget	% Budget Spent	Under/(Over)
58100	Aids to Government Agencies	\$ 142,750.00	\$ -	\$ 2,049,072.00	\$ 2,049,072.00	7%	1,906,322
	Total Expenditures	\$ 142,750.00	\$ -	\$ 2,049,072.00	\$ 2,049,072.00	7%	1,906,322

NOTES TO THE FINANCIAL STATEMENT As of December 31, 2023

REVENUES

- 1 - Revenue for the 4-cent collections \$ 2,092,638.23
- 2 - Revenue for the 1-cent collections \$ 523,158.41
- 3 - Revenue for Cross Country Registration and Admission \$ 16,289.68

EXPENSES

- 4 - 301/303- Other Current Charges \$277,591.51: these are expenses associated with fall sporting and other events held. This is a considerable increase year over year due to the football championships and 2 additional cross country events Hosted and assisted by tourism

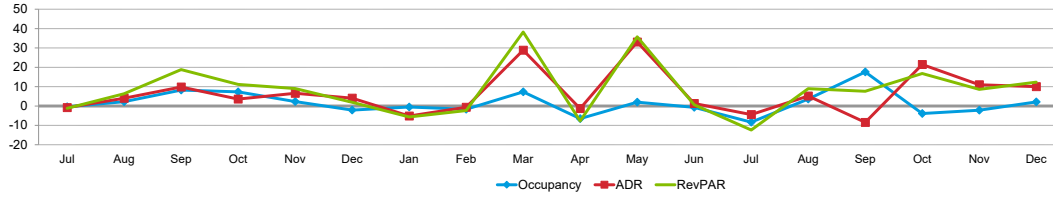
Leon County Tourist Development Council
Local Option Tourist Development Tax Collections
(Bed Tax Revenues)

	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	292,669.34	366,445.39	390,021.67	554,820.97	442,251.68	469,912.57	371,463.79	324,449.23	479,915.40	5,107,951.16
(1-cent - 4th Penny)	151,045.00	175,416.40	145,538.99	97,556.45	122,148.47	130,007.22	184,940.32	147,417.23	156,637.52	123,821.26	108,149.74	159,971.80	1,702,650.39
(1-cent - 5th Penny)	151,045.00	175,416.40	145,538.99	97,556.45	122,148.47	130,007.22	184,940.32	147,417.23	156,637.52	123,821.26	108,149.74	159,971.80	1,702,650.39
Total	755,224.98	877,081.98	727,694.93	487,782.24	610,742.33	650,036.12	924,701.61	737,086.13	783,187.61	619,106.31	540,748.72	799,859.00	8,513,251.95
Gain/Loss - Month: 3 cent	23%	10%	12%	-1%	0%	-4%	31%	-8%	35%	3%	-12%	8%	
Gain/Loss - YTD: 3 cent	23%	16%	15%	12%	9%	7%	11%	8%	10%	10%	8%	7.9%	
Year to date: 3-cent	453,134.99	979,384.18	1,416,001.13	1,708,670.47	2,075,115.86	2,465,137.54	3,019,958.50	3,462,210.18	3,932,122.75	4,303,586.53	4,628,035.76	5,107,951.16	
Year to date: 1-cent (4th)	151,045.00	326,461.39	472,000.38	569,556.83	691,705.29	821,712.52	1,006,652.84	1,154,070.06	1,310,707.59	1,434,528.85	1,542,678.59	1,702,650.39	
Year to date: 1-cent (5th)	151,045.00	326,461.39	472,000.38	569,556.83	691,705.29	821,712.52	1,006,652.84	1,154,070.06	1,310,707.59	1,434,528.85	1,542,678.59	1,702,650.39	
FY2023/2024 (3-cents)	501,642.16	641,951.80	474,424.27	-	-	-	-	-	-	-	-	-	1,618,018.22
(1-cent - 4th Penny)	167,214.05	213,983.93	158,141.42	-	-	-	-	-	-	-	-	-	539,339.41
(1-cent - 5th Penny)	167,214.05	213,983.93	158,141.42	-	-	-	-	-	-	-	-	-	539,339.41
Total	836,070.26	1,069,919.66	790,707.12	-	-	-	-	-	-	-	-	-	2,696,697.04
Gain/Loss - Month: 3 cent	11%	22%	9%	-100%	-100%	-100%	(100%)	-100%	(100%)	(100%)	-100%	-100%	
Gain/Loss - YTD: 3 cent	11%	17%	14%	-5%	-22%	-34%	-46%	-53%	-59%	-62%	-65%	-68%	
Deposit 5-cent @97%	810,988.15	1,037,822.07	766,985.91	-	-	-	-	-	-	-	-	-	2,615,796.13
Year to date: 3-cent	501,642.16	1,143,593.95	1,618,018.22	1,618,018.22	1,618,018.22	1,618,018.22	1,618,018.22	1,618,018.22	1,618,018.22	1,618,018.22	1,618,018.22	1,618,018.22	
Year to date: 1-cent (4th)	167,214.05	381,197.98	539,339.41	539,339.41	539,339.41	539,339.41	539,339.41	539,339.41	539,339.41	539,339.41	539,339.41	539,339.41	
Year to date: 1-cent (5th)	167,214.05	381,197.98	539,339.41	539,339.41	539,339.41	539,339.41	539,339.41	539,339.41	539,339.41	539,339.41	539,339.41	539,339.41	

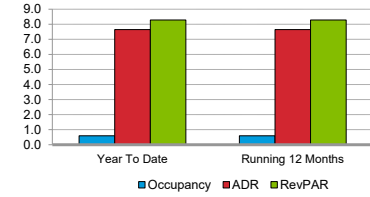
Notes:

Visit Tallahassee
For the Month of December 2023

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2022						2023											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	60.6	63.4	59.6	64.4	60.0	50.4	55.7	65.3	71.7	63.2	59.3	62.9	55.6	65.6	70.0	61.9	58.7	51.4
Last Year	60.8	62.0	55.0	60.0	58.7	51.5	56.0	66.4	66.9	67.6	58.1	63.3	60.6	63.4	59.6	64.4	60.0	50.4
Percent Change	-0.4	2.2	8.2	7.3	2.3	-2.1	-0.5	-1.7	7.3	-6.5	2.0	-0.7	-8.3	3.6	17.6	-3.9	-2.2	2.1

ADR	2022						2023											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	103.71	116.94	132.58	145.29	132.20	101.63	106.03	117.10	142.02	128.54	135.49	105.02	99.11	122.99	121.38	146.72	146.72	111.81
Last Year	104.56	112.44	120.75	140.30	124.06	97.63	111.83	117.88	110.24	130.22	101.82	103.67	103.71	116.94	132.58	145.29	132.20	101.63
Percent Change	-0.8	4.0	9.8	3.6	6.6	4.1	-5.2	-0.7	28.8	-1.3	33.1	1.3	-4.4	5.2	-8.4	21.5	11.0	10.0

RevPAR	2022						2023											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	62.86	74.09	78.97	93.57	79.37	51.21	59.09	76.44	101.89	81.26	80.33	66.08	55.07	80.71	85.01	109.26	86.18	57.52
Last Year	63.61	69.68	66.46	84.18	72.81	50.25	62.64	78.27	73.72	88.06	59.18	65.67	62.86	74.09	78.97	93.57	79.37	51.21
Percent Change	-1.2	6.3	18.8	11.2	9.0	1.9	-5.7	-2.3	38.2	-7.7	35.7	0.6	-12.4	8.9	7.6	16.8	8.6	12.3

Supply	2022						2023											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	200,415	200,415	193,980	200,415	191,250	197,625	197,625	178,500	197,625	191,250	197,625	191,250	197,625	197,625	191,250	197,625	191,160	203,112
Last Year	203,019	203,019	193,950	200,446	193,980	200,446	200,446	181,020	200,415	193,950	200,415	193,950	200,415	200,415	193,980	200,415	191,250	197,625
Percent Change	-1.3	-1.3	0.0	0.0	-1.4	-1.4	-1.4	-1.4	-1.4	-1.4	-1.4	-1.4	-1.4	-1.4	-1.4	0.0	2.8	

Demand	2022						2023											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	121,482	126,973	115,549	129,064	114,823	99,577	110,133	116,523	141,783	120,906	117,172	120,337	109,807	129,694	133,952	122,285	112,282	104,488
Last Year	123,513	125,806	106,753	120,261	113,847	103,175	112,278	120,198	134,013	131,165	116,488	122,866	121,482	126,973	151,549	129,064	114,823	99,577
Percent Change	-1.6	0.9	8.2	7.3	0.9	-3.5	-1.9	-3.1	5.8	-7.8	0.6	-2.1	-9.6	2.1	15.9	-5.3	-2.2	4.9

Revenue	2022						2023											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	12,598,678	14,847,874	15,319,523	18,752,223	15,179,740	10,120,144	11,677,811	13,644,353	20,135,821	15,541,715	15,875,181	12,637,808	10,883,107	15,951,301	16,258,985	21,581,817	16,474,557	11,682,692
Last Year	12,914,750	14,145,719	12,889,958	16,872,961	14,123,551	10,072,954	12,556,360	14,168,526	14,774,230	17,079,937	11,860,627	12,737,191	12,598,678	14,847,874	15,319,523	18,752,223	15,179,740	10,120,144
Percent Change	-2.4	5.0	18.8	11.1	7.5	0.5	-7.0	-3.7	36.3	-9.0	33.8	-0.8	-13.6	7.4	6.1	15.1	8.5	15.4

Census %	2022						2023											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Census Props	66	66	66	66	65	65	65	65	65	65	65	65	65	65	65	65	65	66
Census Rooms	6465	6465	6466	6465	6375	6375	6375	6375	6375	6375	6375	6375	6375	6375	6375	6372	6372	6552
% Rooms Participants	93.3	93.3	93.3	93.3	94.6	94.6	93.0	94.6	95.0	95.0	95.0	95.0	93.5	93.5	93.5	93.5	93.5	90.9

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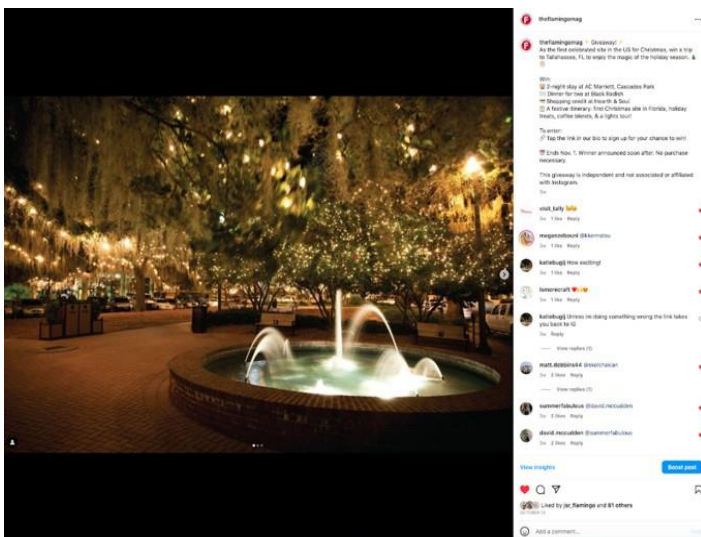
OCTOBER–DECEMBER 2023

Highlights

- Through a number of PR initiatives, Visit Tallahassee received a total of 163+ million impressions, equating to \$331k+ in advertising equivalency.
- Landed a four (4) page spread titled “Tallahassee: Pretty Unexpected Adventure” in the December/January 2023 issue of *Florida Country Magazine*– resulting from a media stay.
- Gained prominent media coverage, including features in *Southern Living*, and *MSN* - amplifying the brand presence and reach.
- Secured strategic partnerships and regional recognition, including a successful interview with *Main Street Daily News* highlighting Christmas in Tallahassee.
- Landed a valuable radio promotion with Palm Beach’s leading radio station, *WEAT- FM*, expanding our outreach through diverse channels reaching an ad value of over \$30k.
- Demonstrated effective pitching from our department, resulting in two placements with prestigious publications, *The Saturday Evening Post* and *Savoteur*, contributing to an impressive reach exceeding 388k+ readers.



SAVOTEUR





MARKETING COMMUNICATIONS

OCTOBER-DECEMBER 2023

Katie Kole, Senior Marketing Director
Scott Lindeman, Marketing Communications Director
Bryan Smith, Digital Content Manager
Renee Jones, PR/Marketing Specialist

AT A GLANCE



FY2024 Media Value
Goal: \$2.5 Million
Media Value for
October – December = **\$370,000**



FY2024 Earned Media Stories
YTD 49
Media Stories
October – December = 49

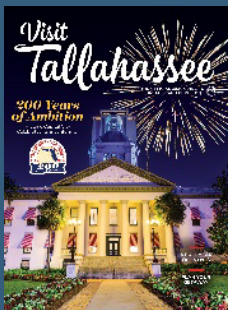


Social Media Followers
Facebook: 84,170
Instagram: 26,958



Consumer E-Newsletters Sent: 4
YTD: 4
Industry E-Newsletters Sent: 4
YTD: 4

2024 Visitor Guide



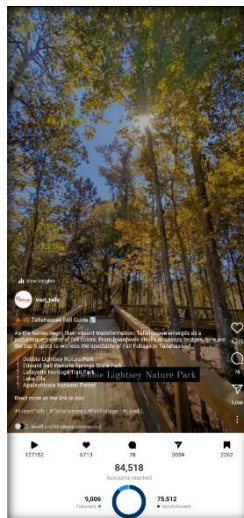
The 2024 edition of the Visitor Guide hit the streets in late December. The 84-page guide is full of helpful information for visitors to plan their visit to Tallahassee

along with history and facts about the Bicentennial anniversary.

HIGHLIGHTS

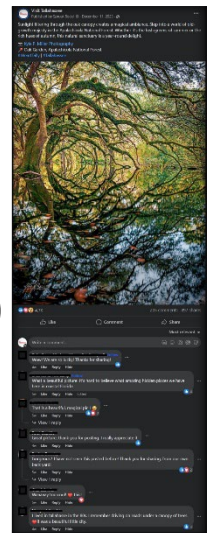
- Welcomed Scott Lindeman, Director of Marketing and Communications back to the team.
- In November, hosted the Tallahassee Chamber's Business After House Event at the Visitor Center at Railroad Avenue.
- Staff participated in the Hospitality World at the World of Work in partnership with Tallahassee Chamber, TCC, Lively Technical College and local economic and workforce development partners to bring ten industry-specific worlds of opportunities to life for over 3,000 ninth grade students, teachers, and parents Leon County.
- In November, Visit Tallahassee launched the new Bicentennial Cocktail at Charlie Park in partnership with Ology Brewing Co.
- Held annual holiday Toy Drive with industry partners, where all toys were distributed to Christmas Connection.
- Worked with VISIT FLORIDA to host Canadian journalist Jim Bamboulis resulting in a featured travel article with Everything Zoomer.
- Supported Travis Tritt & Kenny Wayne Sheppard and Gipsy Kings in partnership with Opening Nights in concert with promotional advertising and pre-concert receptions.
- Served on a panel to discuss Bicentennial Marketing at the Tallahassee Historical Society Annual Meeting at Mission San Luis.
- Represented Visit Tallahassee as a guest judge during FSU's Homecoming Parade.
- Working with the Bicentennial Marketing Task Force, Developed Annual Marketing Plan for 2024 Bicentennial.

DIGITAL MARKETING HIGHLIGHTS



This Fall Foliage organic social media post on Instagram Reels went viral with over 127,000 views.

This organic social media post highlighting Apalachicola National Forest on Facebook went viral with over 188,000 impressions.



DIGITAL MARKETING HIGHLIGHTS

- Distributed four consumer newsletter campaigns reaching 50,789 with an average open rate of 46.5%.
- Sent four industry newsletter campaigns reaching 4,449 people and an average open rate of 40%.
- Through social media efforts, reached over 7 million social media impressions on Facebook and Instagram with an engagement rate of 2.7% per impression.

DIGITAL MARKETING KPI			
2023/2024 GOALS	ANNUAL GOAL	QUARTERLY RESULTS	ANNUAL % TO GOAL
Maintain an average open rate over 35% for consumer email campaign.	35%	46.5%	N/A
Maintain an average open rate over 35% for industry newsletter campaign.	35%	40%	N/A
Increase Annual Facebook Followers by 16,000	16,000	5,829	36.4%
Increase Annual Instagram Followers by 6,000	6,000	2,165	36.1%
Increase Annual Mobile App Downloads by 1,000	1,000	272	27.2%

PUBLIC RELATIONS HIGHLIGHTS

- Worked with VISIT FLORIDA to host Canadian journalist Jim Bamboulis resulting in a featured travel article with Everything Zoomer.
- As a result of a Birmingham Media Mission, Visit Tallahassee received a two-page feature in Southern Living Magazine's December issue highlighting candy cane making at Lofty Pursuits with mention of Dorothy B. Oven Park, Hearth & Soul and Tallahassee Nurseries.

PUBLIC RELATIONS KPI			
2023/2024 GOALS	ANNUAL % TO GOAL	PERIOD GROWTH	OVERALL GROWTH
Execute a total of 17 media and influencer experiences through individual stays and one group FAM	11%	2	2
Secure 5 metro features in core fly and drive markets	180%	9	9
Execute 4 radio promotions in key drive markets	25%	1	1
Generate a minimum of 6 national feature stories	150%	9	9
Negotiate 2 in-book promotions in leading national, niche and/or regional publications	0%	0	0
Secure 4 niche articles within the outdoor, biking, F&B, disability, and birding categories	75%	3	3
Earn local publicity for Backyard Bucket List totaling 3-5 media features, 2-3 interviews, and 2-4 influencer collaborations	0%	0	0



VISITOR SERVICES & GRANT MANAGEMENT

OCTOBER-DECEMBER 2023

Wendy Halleck, Director

AT A GLANCE

2023-2024 Grant Program

Granted Events Held – 20

Post-Event Reports
Processed - 0



Visitor Services

Visitor Guides Distributed:
YTD- 3143

YTD Group Services and
Welcome Bags: 1380
requests serving 1529 visitors

October-December 2023

Calls Received: 290
Walk-ins: 842



FYTD Gift Shop Sales:
\$6630.75

Gift Shop Sales
October-Dec. 2023
\$ 6630.75

MISSION STATEMENT

Enrich the destination experience for visitors, engage the local community, and increase knowledge of Tallahassee/Leon County as a tourism destination.

HIGHLIGHTS

- Facilitated production of new Tallahassee themed merchandise for sale at the Visitor Center Gift Shops and for promotional use.
- Prepared both Visitor Center Gift Shops for the holiday season, by procuring new locally made products and creating seasonal displays.
- Facilitated the FY23-24 Tourism Grant Orientation Workshop for new grantees.
- Prepared for second grant cycle of 2023/2024, developing content with Bicentennial focus for new Grant Application Workshop for potential grantees.
- Processed remaining 2023 Post Event Reports for Special and Sports Events.
- Updated and prepared local and statewide distribution lists for delivery of the 2024 Visitor Guides.
- Hired and trained new Visitor Center Representative.
- Hosted First Friday Event on December 1, 2023, in collaboration with COCA, Domi Station and Railroad Square. Featured three local vendors attracting over 150 guests.

ON THE HORIZON

- Open the Second 2023/24 Grant Cycle and facilitate workshops for grantees.
- Develop a rack card promoting the two Visitor Information Centers to be placed in area hotels to increase awareness and traffic.
- Add local products of interest to the Visitor Center Gift Shops.
- Collaborate with local venues and musicians to increase information available to visitors on nightlife and entertainment opportunities.



MEETINGS & GROUP SALES

OCTOBER-DECEMBER 2023

Janet Roach, Meetings & Conventions Director

GOAL AT A GLANCE

Meetings & Groups FY2023
Room Nights Goal:
14,111

Meetings & Group YTD Room
Nights: 4,000

ON THE HORIZON



The **Harambee Festival, February 24** where we celebrate community-wide cultural honor of Black History Month with musical and dance performances, cultural art, poetry and inspiring seminars.



The **FSU Flying High Circus** will host 9 "COSMIC" outer-space themed shows in April with a cast of current FSU students who will entertain the audience with a breathtaking display of aerial and ground acts.

HIGHLIGHTS

- Launched a **Bicentennial Reunion Program** that provides incentives and perks for reunions groups who book sleeping rooms and hold a reunion in Tallahassee May, June, July, or August with special values from area hotels and attractions.
- Collaborated with Marketing to provide editorial content for the **ConventionSouth Magazine** for a feature article about Drive In Markets.
- Continuing to be an active member of the Florida Society of Association Executives by attended Power Lunches and **exhibited at the Annual Education Expo.**
- Networked at **Opportunity Tallahassee** and receiving an intensive overview of the physical, social, economic, and educational structure of our community.
- **Supported the Sports Department** with packet pick up for the FHSAA State Cross Country Championships and the USATF Club Championships and organized the USATF awards banquet, technical meeting, buses transportation, and After Party in Collegetown.

OUT AND ABOUT

Participated at the SGMP Florida Capital Chapter November meeting at Second Harvest of the Big Bend where we discussed **Corporate Social Responsibility** and sorted food to be distributed into our community.



Exhibited at the **2023 Alpha Kappa Alpha Cluster Meeting** held at the Donald L. Tucker Civic Center and provided event support and promotional items.





GOAL AT A GLANCE

FY 2023-2024

**Room Nights Goal:
41,926**

**YTD Room Nights:
21,329**

ON THE HORIZON

The second annual Tallahassee Highland Games & Caber Toss Championship will be held at Apalachee Regional Park on February 3rd & 4th.

The America's Strongest State, a national strongman competition, will be held at Apalachee Regional Park on February 17th. It will feature athletes from all over the country, representing their home state, competing for the title, America's Strongest State.

The Sports Department will Be Travelling to Lakeland for the 2024 Sunshine Sports Council Think Tank for networking, business prospecting, and education

OUT & ABOUT



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

- Met with Tallahassee Reckoning- Tallahassee's first pre-professional women's soccer team, about ways to partner and help grow their program
- The Sports Department received the "Bear of a Project" award from Leon County for taking on the massive FHSAA Football Championships

EVENTS HOSTED

- October 23rd- the SWAC Cross Country Conference Championship for the second year in a row. FAMU Women won.
- October 24th- NJCAA Cross Country Regional Championship
- October 27th- ACC Cross Country Conference Championship
- November 17th- FHSAA Cross-Country State Championship for the 12th year in a row.
- December 2nd- AAU Cross Country National Championship
- December 9th- USATF Cross Country Club National Championship
- December 7th-9th- FHSAA Football State Championship at Bragg Memorial Stadium



LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

October-December 2023 Visitor Tracking Study



Visit
Tallahassee
Pretty. Unexpected.

DS downs & st. germain
RESEARCH

STUDY OBJECTIVES: VISITOR JOURNEY



METHODOLOGY



Visitor Tracking Study

- » Interviews were completed in person and online with **633 visitors** at the Tallahassee International Airport, parks, attractions, and events between **Oct 1st, 2023, and December 31st, 2023.**

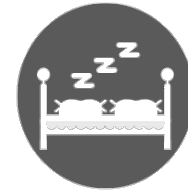
WHAT HAPPENED IN TALLAHASSEE: Oct-Dec 2023

- » 5 Florida State home football games
- » 3 FAMU home football games
- » FAMU Homecoming
- » Frenchtown Rising
- » FSU Block Party
- » Fall Graduation
- » FHSAA Football Championships
- » SWAC Cross Country Championships
- » FHSAA Cross Country Championships
- » AAU Cross Country Championships
- » USATF Cross Country Championships
- » Market Days



Oct-Dec 2023 Quarterly Snapshot

- » Visitation and visitor spending increased, but the increase in visitor spending lagged behind the increase in visitors due to:
 - » An increase in day trippers, who spend less money per trip
 - » A shorter length of stay
- » Tallahassee received more visitors from Florida and fewer from other areas
- » Tallahassee received more racially diverse visitors
- » Strong seasons for FSU and FAMU and the continued success of cross country resulted in more visitors coming for sporting events



57.3%

OCCUPANCY
RATE

Vs. 2022

↓ 2.7%



\$145.01

AVERAGE DAILY
RATE

↑ 15.4%



661,600

VISITOR
NUMBER

↑ 17.4%



EXECUTIVE SUMMARY



KYLE P. MILLER
PHOTOGRAPHY



Visit
Tallahassee
Pretty. Unexpected.

STUDY OBJECTIVES: VISITOR JOURNEY



TOURISM SNAPSHOT: KEY METRICS 2023 vs 2022

	Oct-Dec 2022	Oct-Dec 2023	Percent Change
Visitors*	563,400	661,600	+17.4%
Direct Expenditures**	\$208,935,900	\$220,952,500	+5.8%
Total Economic Impact***	\$345,281,200	\$362,362,100	+4.9%

	Oct-Dec 2022	Oct-Dec 2023	Percent Change
Occupancy****	58.9%	57.3%	-2.7%
Room Rates****	\$125.67	\$145.01	+15.4%
RevPAR****	\$73.99	\$83.14	+12.4%
Room Nights****	350,100	345,600	-1.3%
TDT Collections*****	\$2,360,002	\$2,696,697	+14.3%

*Despite the visitor increase, occupancy decreased due to a decrease in length of stay and an increase in day trippers.

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

***Multiplier for FY2024 updated to 1.64 from 1.65 in FY2023.

****From STR Report

*****From Leon County Tax Collector



TOURISM SNAPSHOT: KEY METRICS YEAR TO DATE

	FY23 YTD*	FY24 YTD*	Percent Change
Visitors	563,400	661,600	+17.4%
Direct Expenditures**	\$208,935,900	\$220,952,500	+5.8%
Total Economic Impact	\$345,281,200	\$362,362,100	+4.9%
Room Nights***	350,100	345,600	-1.3%
TDT Collections****	\$2,360,002	\$2,696,697	+14.3%

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

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

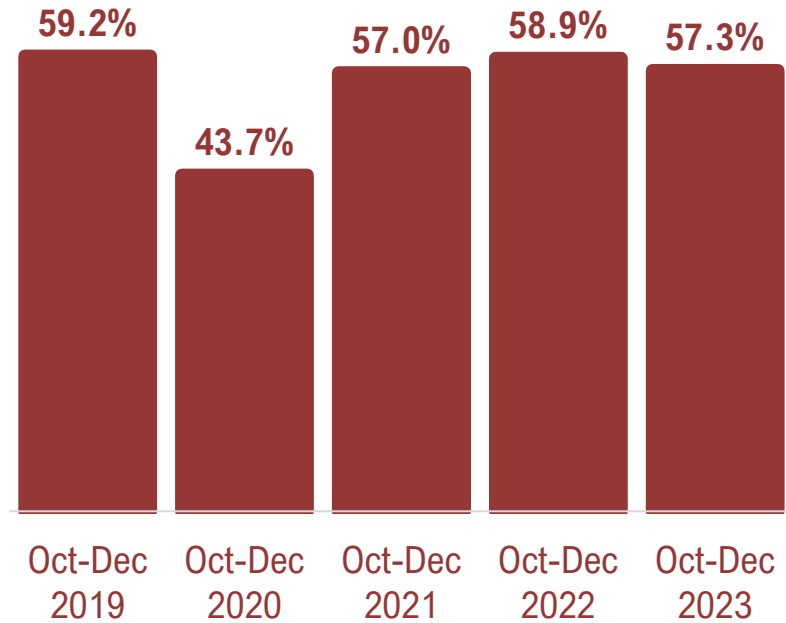
*** From STR Report

**** From Leon County Tax Collector

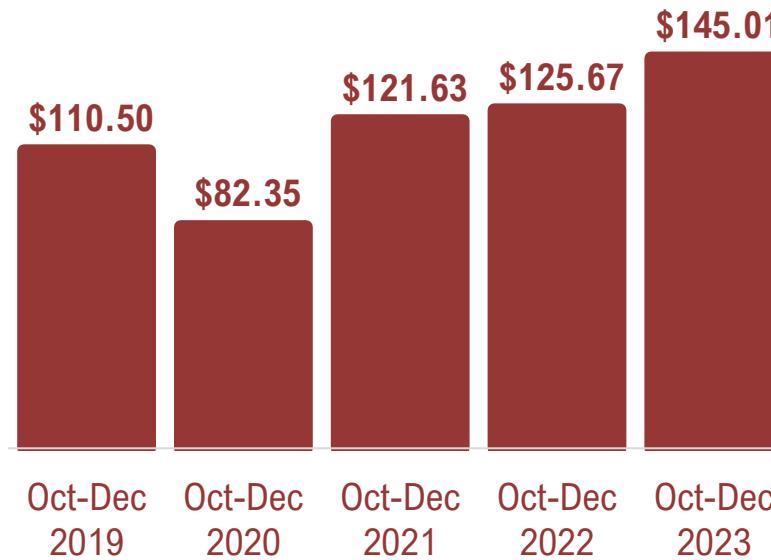


5-YEAR VIEW – LODGING METRICS

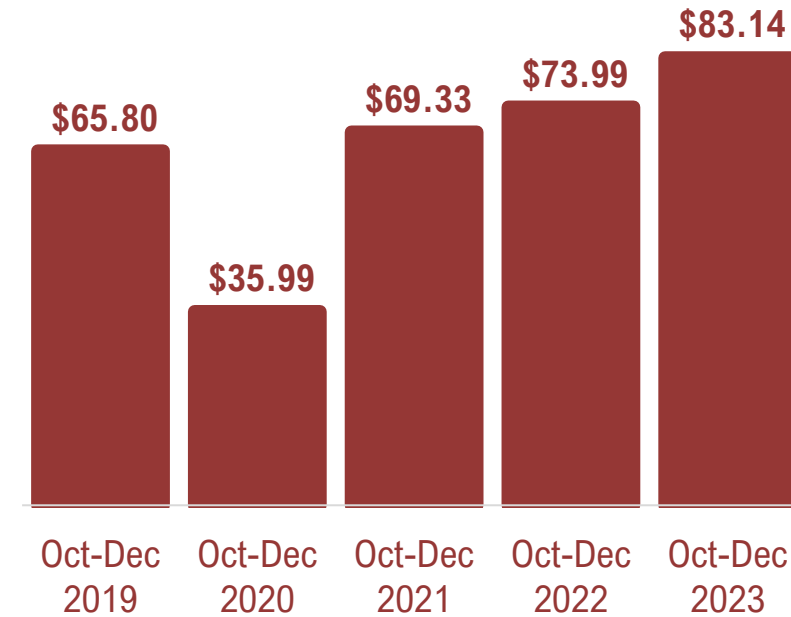
Occupancy Rate



Average Daily Rate

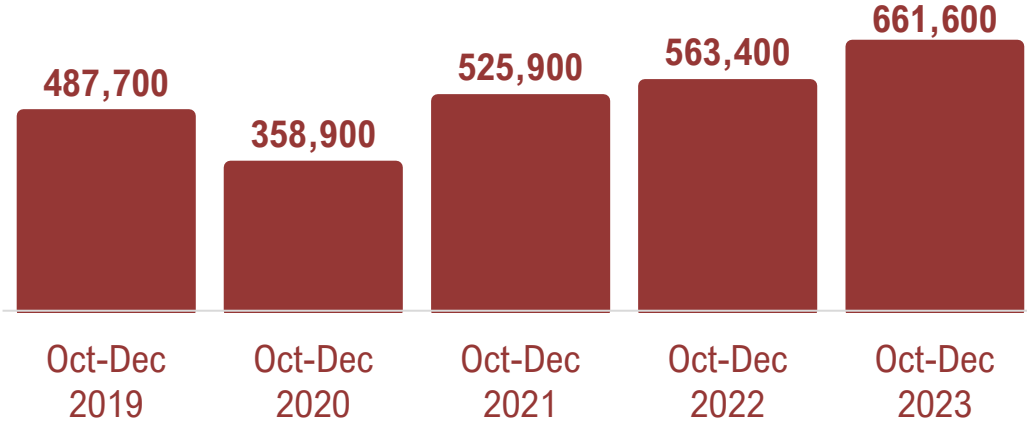


Revenue per Available Room

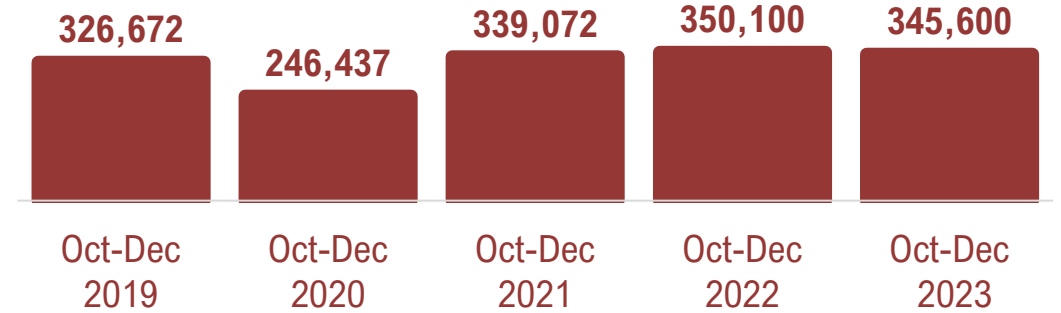


5-YEAR VIEW – KEY METRICS

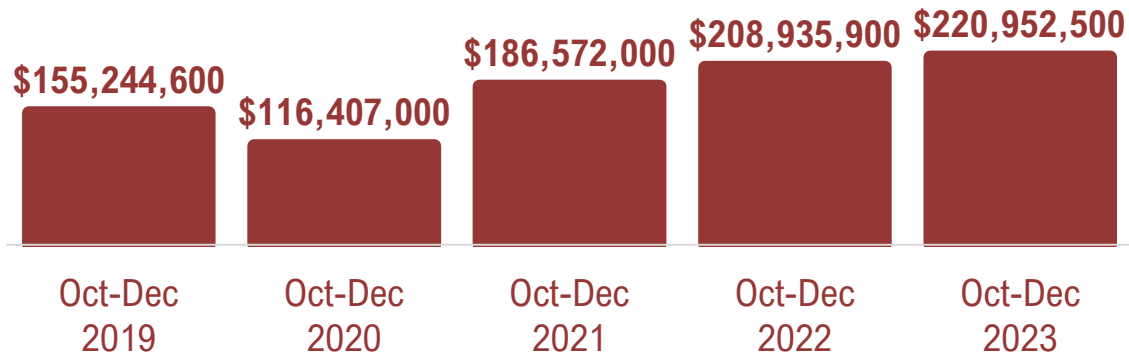
Visitors



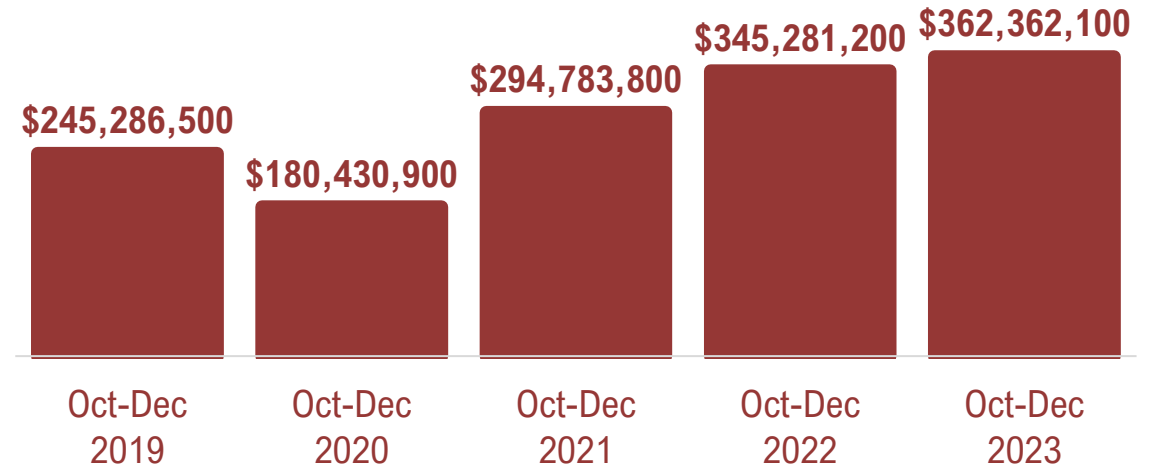
Room Nights



Direct Spending



Economic Impact



STUDY OBJECTIVES: VISITOR JOURNEY



TRIP PLANNING CYCLE (FY24 1st Quarter)

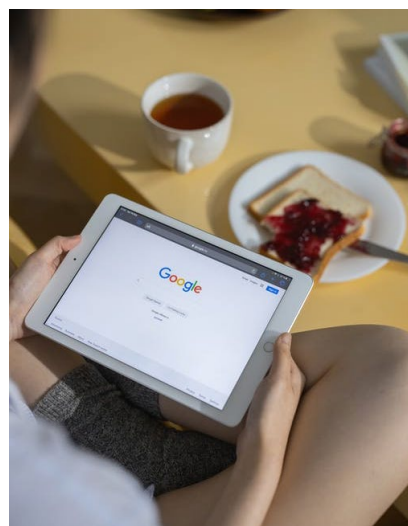
- » **64%** of visitors planned their trip to Leon County a month or less in advance
- » Tallahassee was **83%** of visitors' primary destination



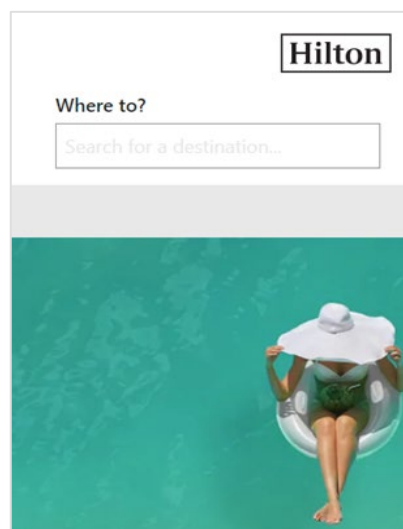
TOP TRIP PLANNING SOURCES* (FY24 1st Quarter)



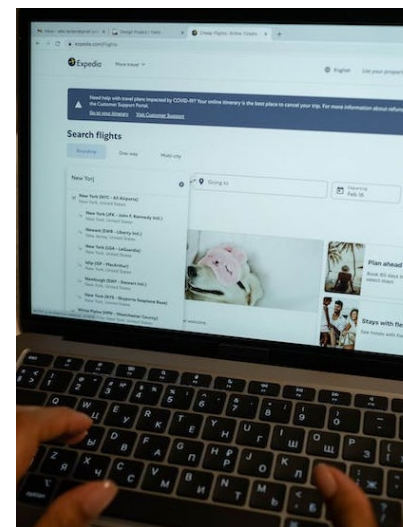
36% Talk to Friends/Family



28% Search on Google



16% Hotel/Resort Website



15% Airline website



15% Prior knowledge of the area

ADVERTISING RECALL (FY24 1st Quarter)

- » **Over 1 in 6** visitors recalled seeing advertising for the Tallahassee area
- » This information influenced **6%** of all visitors to come to the area



TOP SOURCES OF AD RECALL* (FY24 1st Quarter)



5% Television



4% Online article



4% Radio



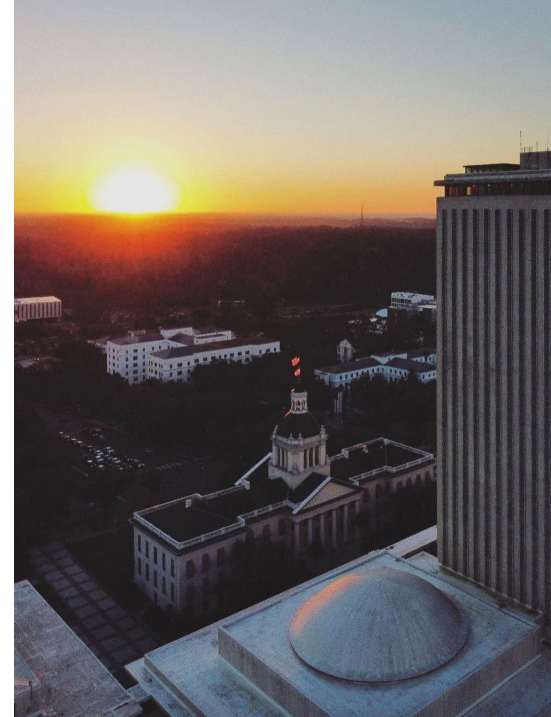
TOP REASONS FOR VISITING* (FY24 1st Quarter)



30% Watch a sporting event



30% Visit Friends/Family



16% Business conference or meeting



11% Education-related



TRANSPORTATION (FY24 1st Quarter)

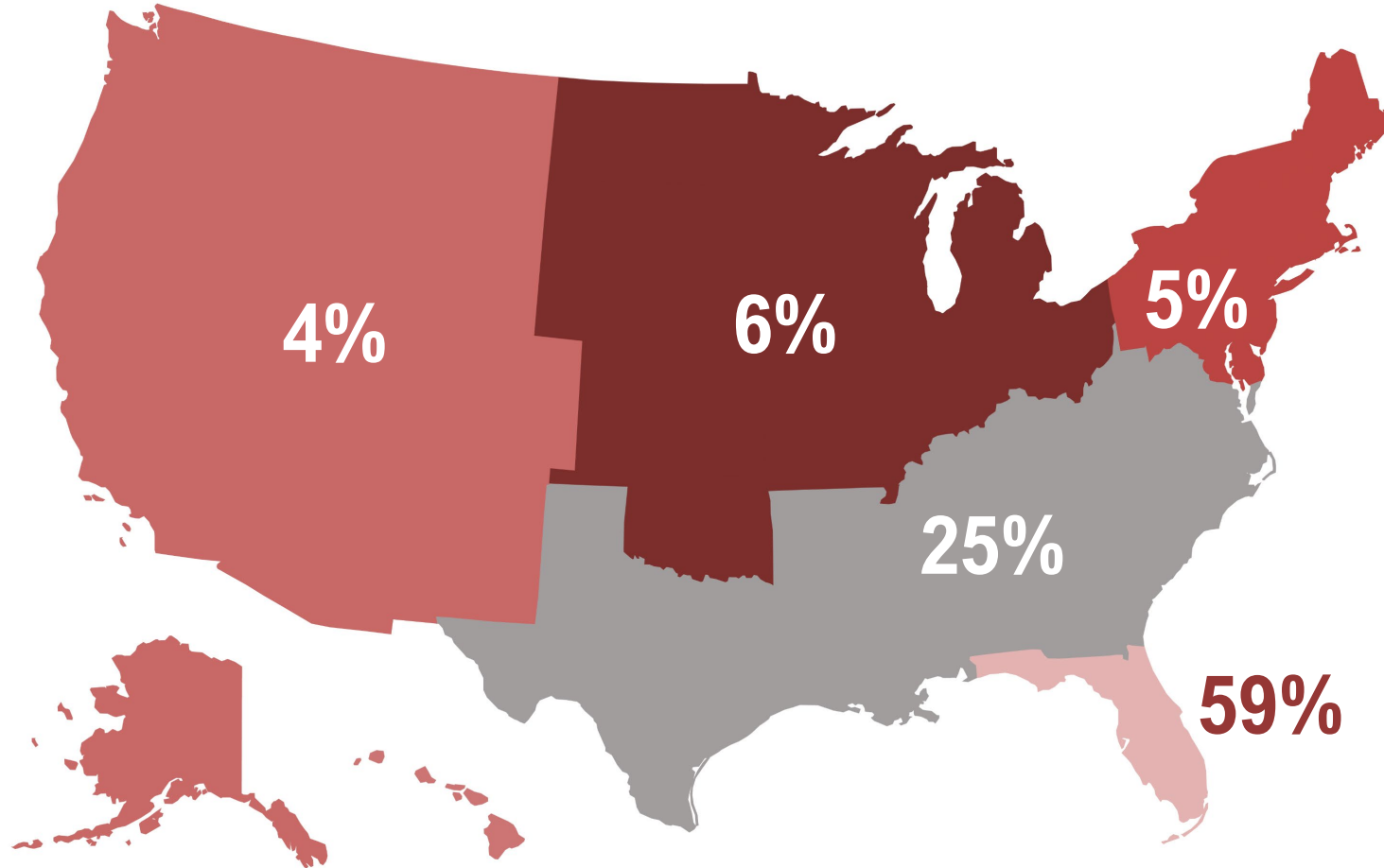
- » **83%** of visitors drove to Leon County



STUDY OBJECTIVES: VISITOR JOURNEY



REGION OF ORIGIN (FY24 1st Quarter)



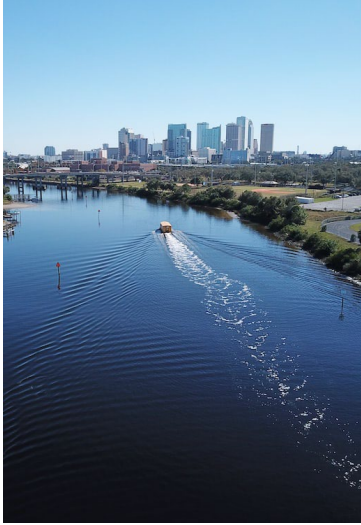
1% of visitors were from areas outside the U.S.



TOP MARKETS OF ORIGIN (FY24 1st Quarter)



12% Surrounding areas



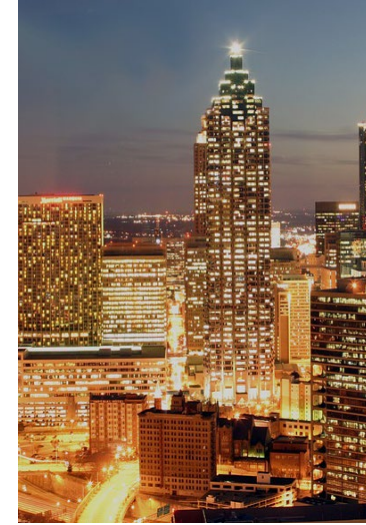
10% Tampa Bay area



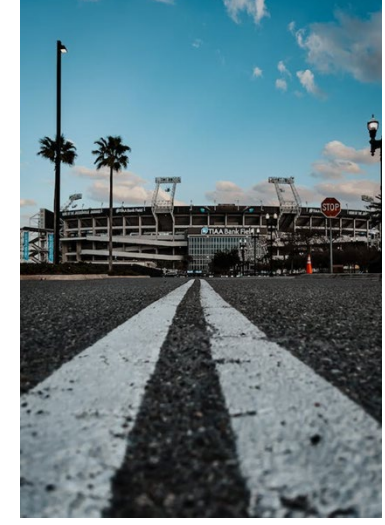
9% Miami – Ft. Lauderdale



9% Orlando area



7% Atlanta



7% Jacksonville

TRAVEL PARTIES (FY24 1st Quarter)

The typical visitor traveled in a party composed of **2.8** people



26% traveled with at least one person under the age of 20, while **11%** traveled with children aged 12 or younger



VISITOR PROFILE (FY24 1st Quarter)

» Leon County Visitor Profile:

- » Is **48** years old
- » Has a median household income of **\$90,500** per year
- » Has a college degree (**65%**)
- » Is married (**58%**)
- » Race/ethnicity breakdown
 - » Caucasian (**59%**)
 - » African American (**24%**)
 - » Hispanic (**11%**)
 - » Asian (**4%**)
 - » Other race/ethnicity (**2%**)



STUDY OBJECTIVES: VISITOR JOURNEY



TOP ACCOMMODATIONS (FY24 1st Quarter)



45% Hotel/Motel



20% Friends'/Family home



16% Day Tripper

OVERNIGHT VISITORS (FY24 1st Quarter)

- » Typical visitors spent **3.1** nights in Leon County



VISITS TO TALLAHASSEE – LEON COUNTY (FY24 1st Quarter)

- » **18%** were first-time visitors to Leon County
- » **31%** had previously visited more than 10 times



TOP ACTIVITIES DURING VISIT* (FY24 1st Quarter)



51% Restaurants



44% Visit Friends/Family



36% Relax and Unwind



34% Watch a Sporting Event



31% Special Event/Festival



TRAVEL PARTY SPENDING (FY24 1st Quarter)

- » Travel parties spent **\$305** per day in Leon County on lodging, dining, groceries, entertainment, transportation, and other expenditures
- » Typical travel parties spent **\$936** over the course of their trip



STUDY OBJECTIVES: VISITOR JOURNEY



VISITOR SATISFACTION (FY24 1st Quarter)

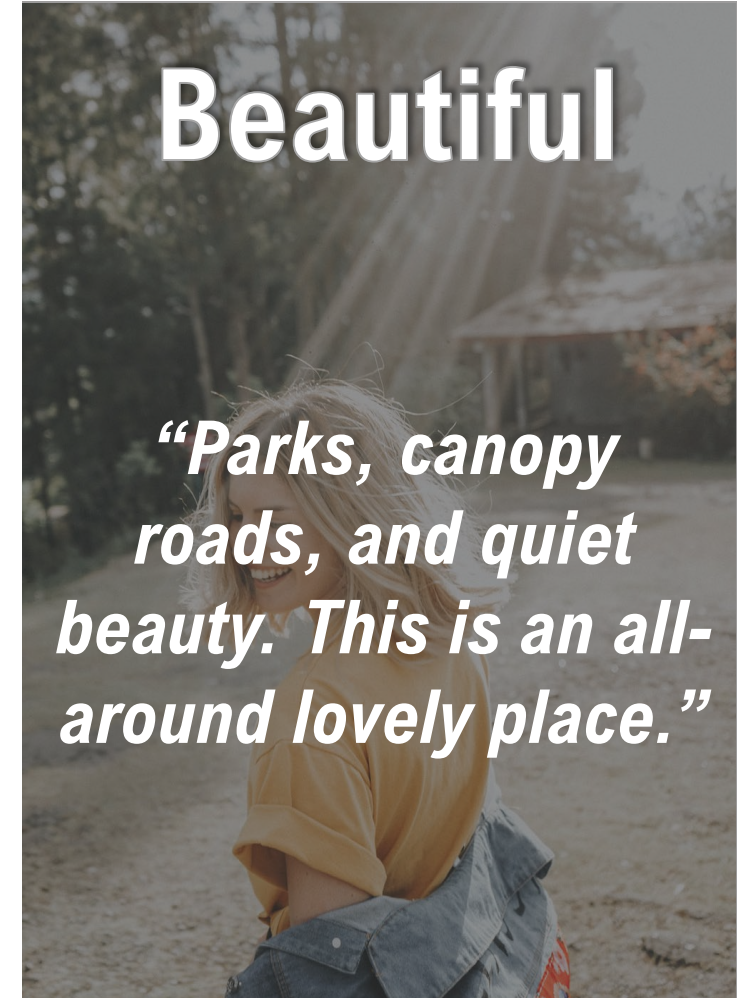
- » Visitors gave Leon County a rating of **8.5** out of 10* as a place to visit
- » **92%** of visitors will return to Leon County (**66%** will definitely return)



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



PERCEPTIONS OF TALLAHASSEE – LEON COUNTY



DETAILED FINDINGS



KYLE P. MILLER
PHOTOGRAPHY



STUDY OBJECTIVES: VISITOR JOURNEY



TRIP PLANNING CYCLE (FY24 1st Quarter)



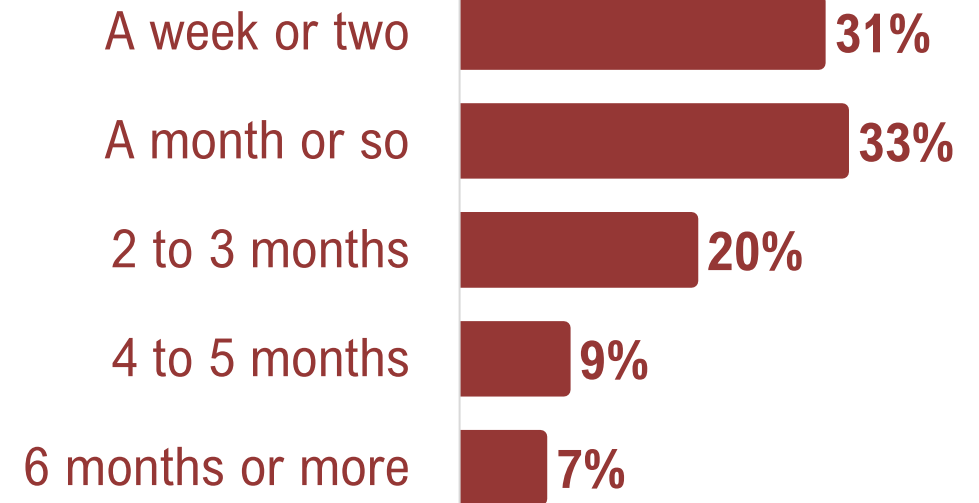
Visitors to Tallahassee have a short planning window, as **nearly 2 in 3** visitors plan their trip **less than a month in advance**




1 in 6 visitors take **4 months or longer** to plan their trips to Tallahassee



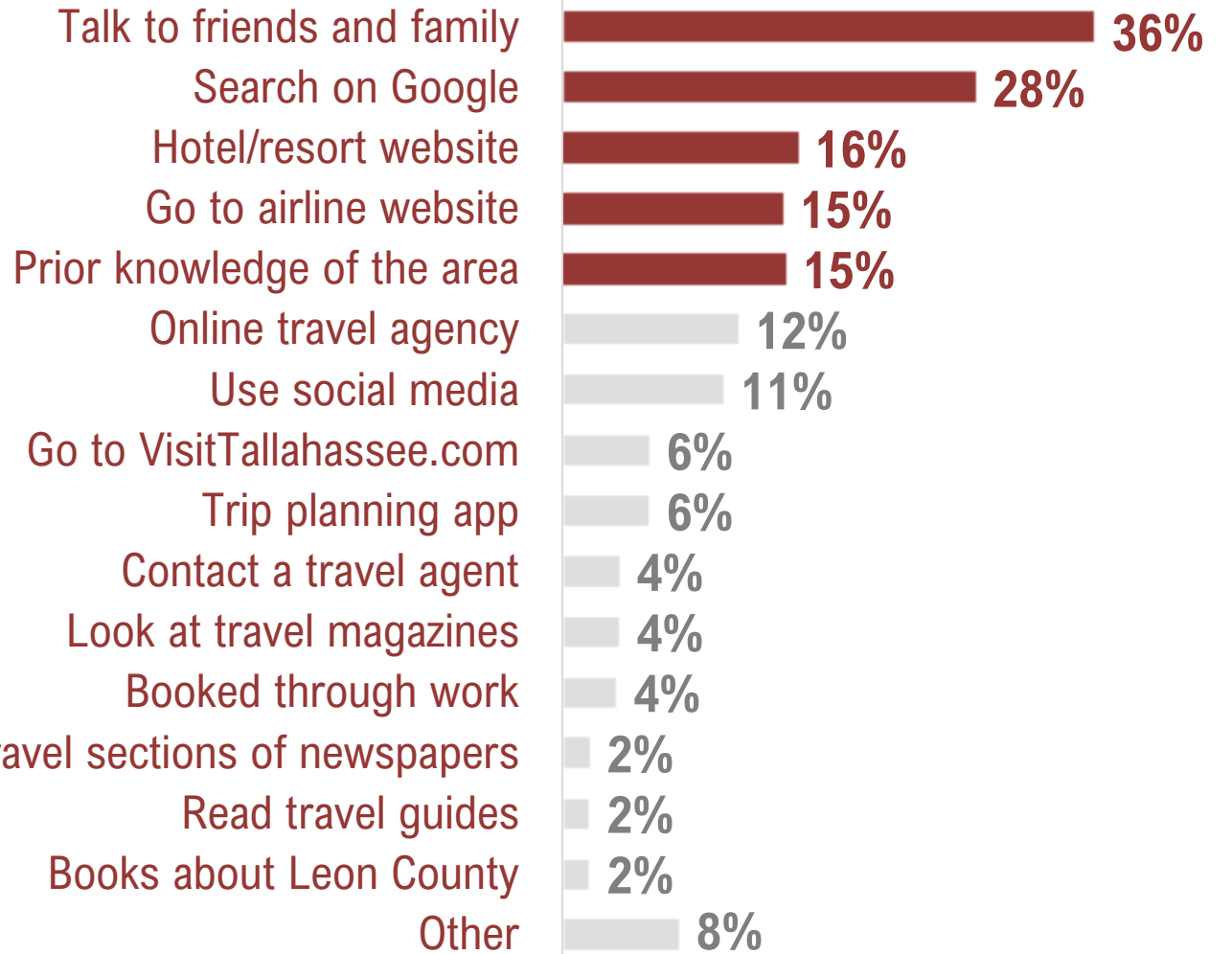
The **average trip planning window** was **43 days**, up from 39 days in 2022



TRIP PLANNING SOURCES* (FY24 1st Quarter)


Over 1 in 3 visitors talked to friends and family to plan their trip


Nearly 1 in 3 used Google to plan their trip



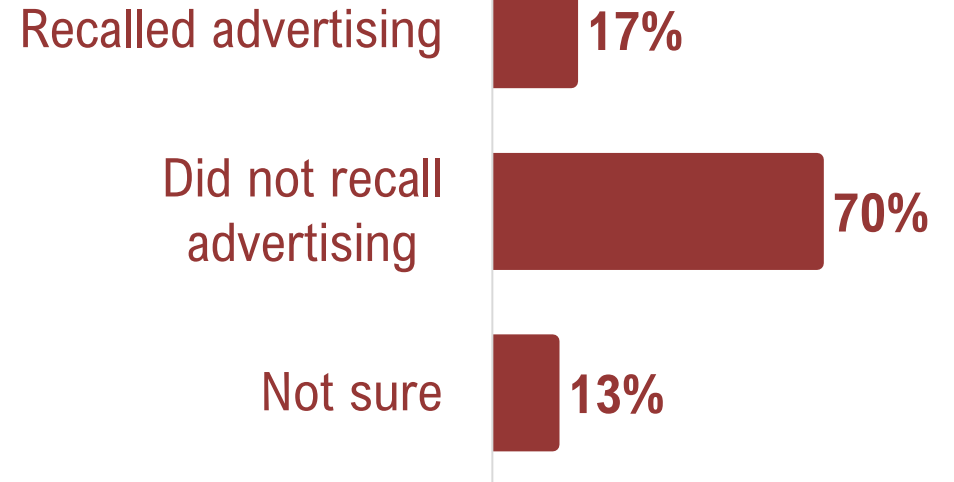
ADVERTISING RECALL (FY24 1st Quarter)



Over 1 in 6 visitors to Tallahassee recalled seeing advertising for the area prior to their trip



This information influenced **6%** of **all** visitors to come to the Tallahassee area



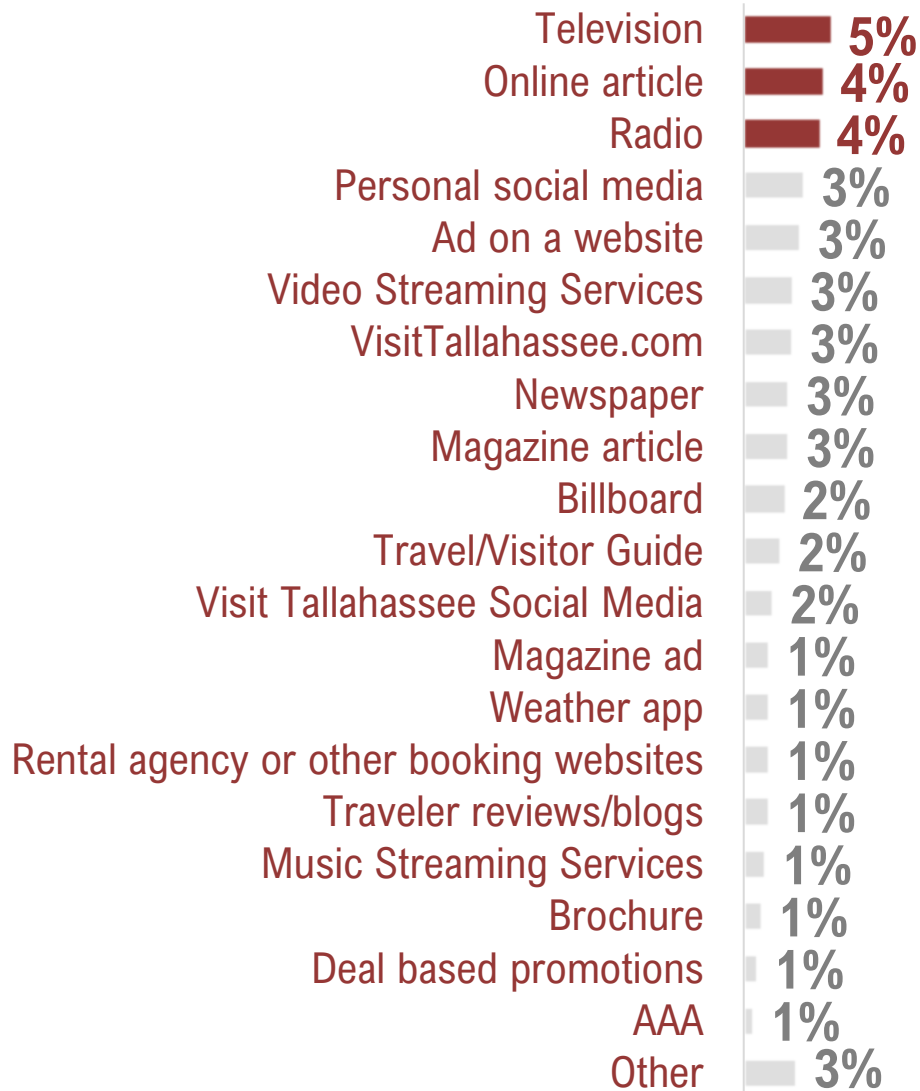
ADVERTISING RECALL SOURCES* (FY24 1st Quarter)



Out of **all visitors**, **5%** recalled seeing advertising for Tallahassee on TV



Other top sources of advertising recall were online articles and the radio



REASONS FOR VISITING* (FY24 1st Quarter)



1 in 3 visitors came to Leon County to watch a sporting event



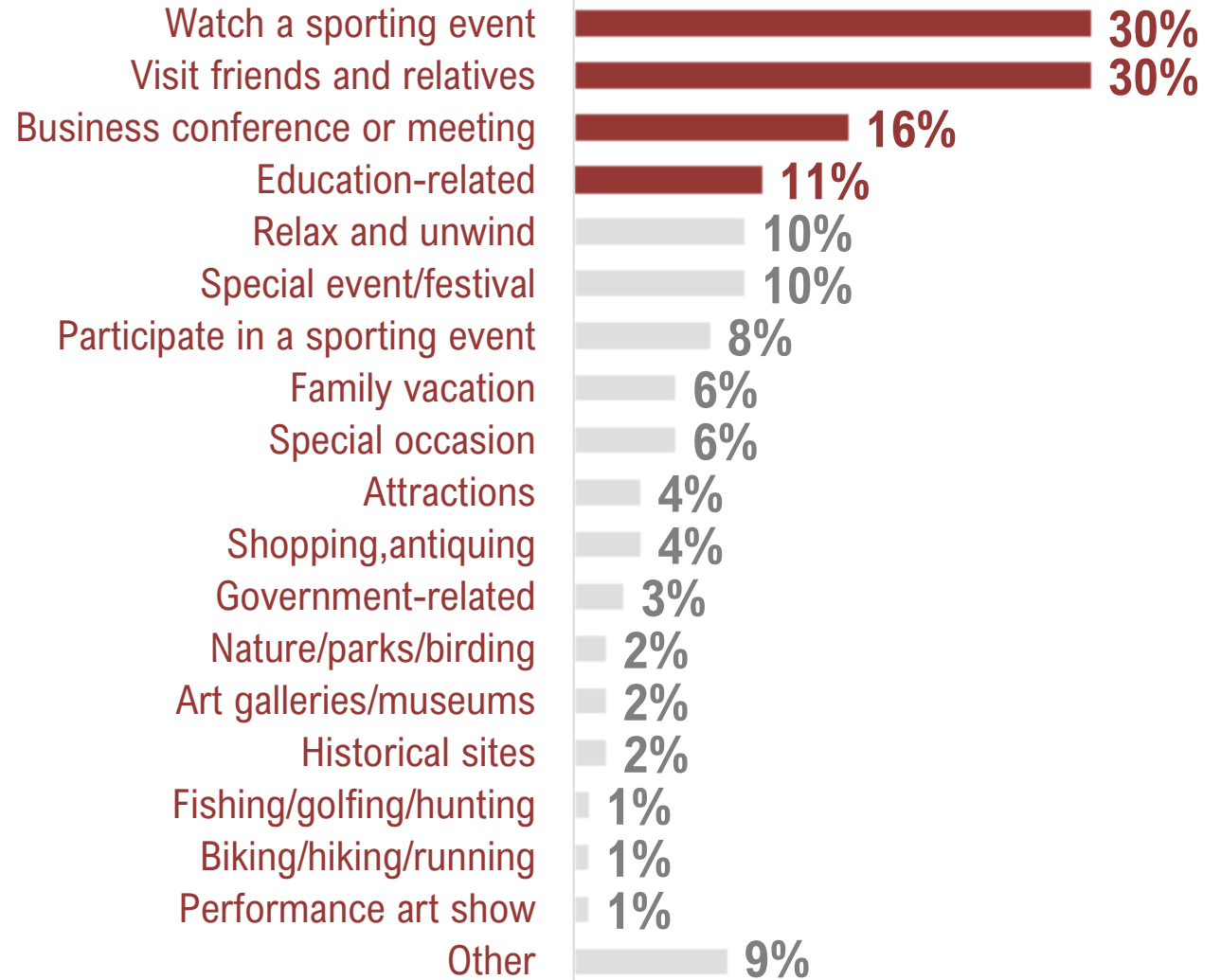
Another **1 in 3** came to visit friends and family



1 in 6 visitors came to the area for business



7% of all visitors came to the area for a reason related to FSU



*Multiple responses permitted.



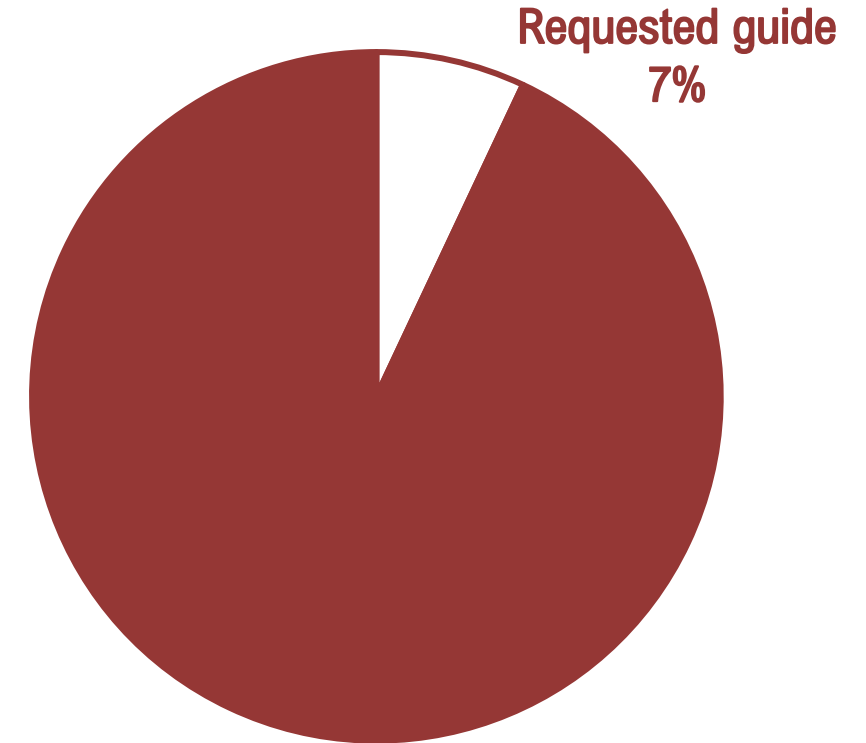
VISITORS GUIDE (FY24 1st Quarter)



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



Those who requested a Visitors Guide gave it a rating of **8.5**¹



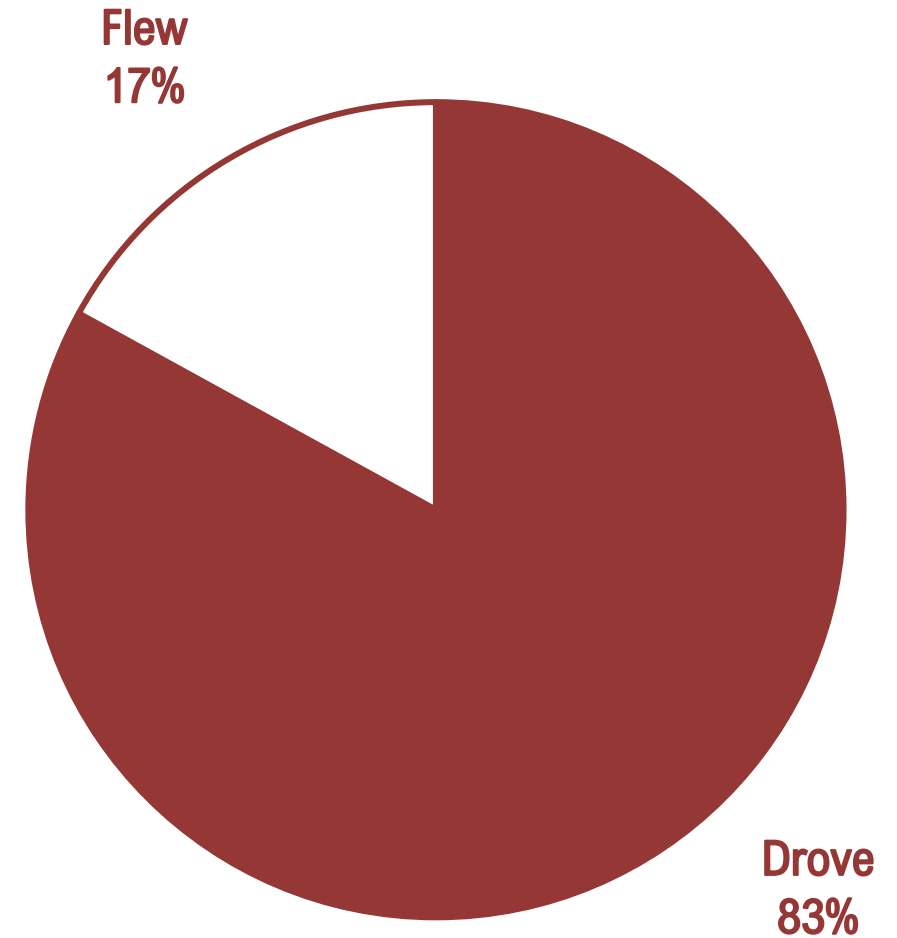
Did not request guide
93%

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

TRANSPORTATION (FY24 1st Quarter)

Over 4 in 5 visitors drove to Leon County

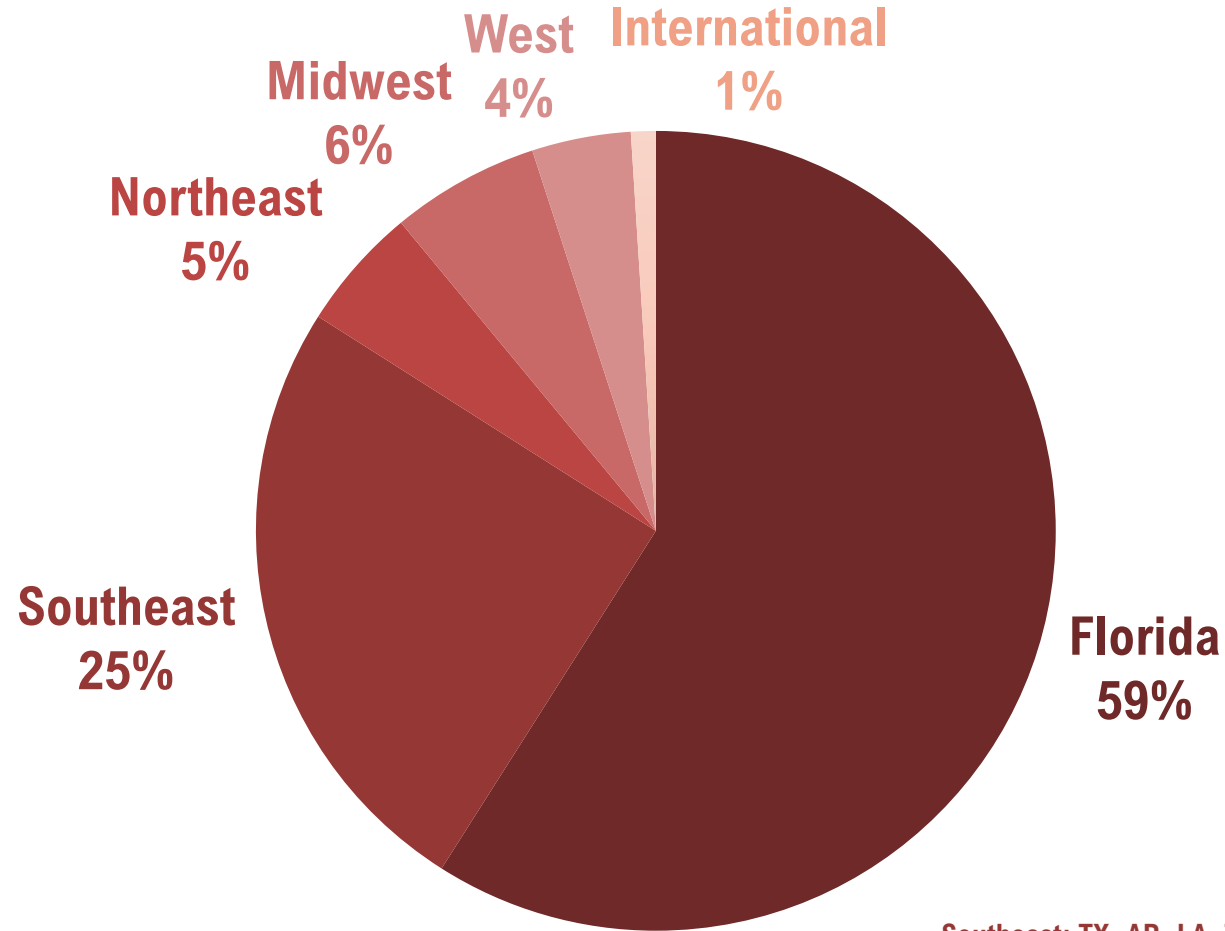
83% of visitors indicated that Leon County was the primary destination for their trip



STUDY OBJECTIVES: VISITOR JOURNEY



REGION OF ORIGIN (FY24 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 (FY24 1st Quarter)



71% of Leon County visitors lived in **12** markets

Market	Oct-Dec 2022	Oct-Dec 2023
Surrounding Areas	9%	12%
Tampa Bay Area	7%	10%
Miami-Fort Lauderdale	10%	9%
Orlando Area	6%	9%
Atlanta	6%	7%
Jacksonville	4%	7%
Mobile	5%	4%
Panama City	4%	4%
Sarasota	1%	3%
Albany-Troy	2%	2%
Gainesville	3%	2%
West Palm Beach Area	1%	2%



TRAVEL PARTIES (FY24 1st Quarter)

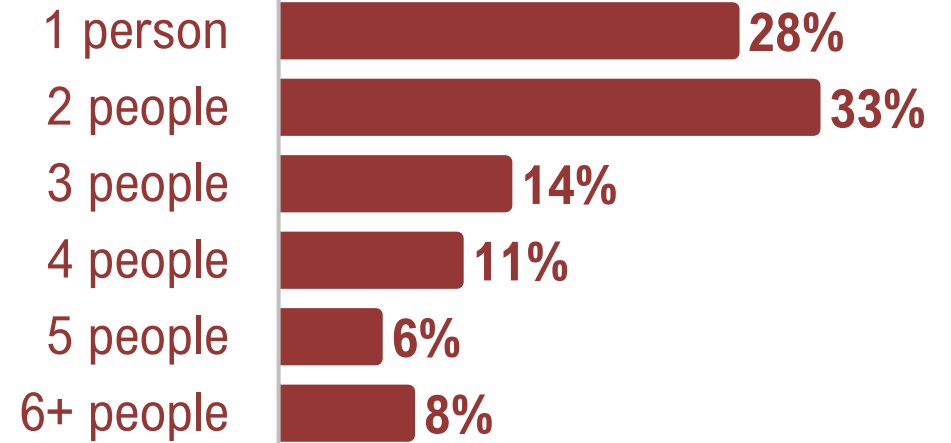


Typical visitors traveled in a party of **2.8** people



26% of visitors traveled with children aged 20 or younger, while **11%** traveled with children aged 12 or younger

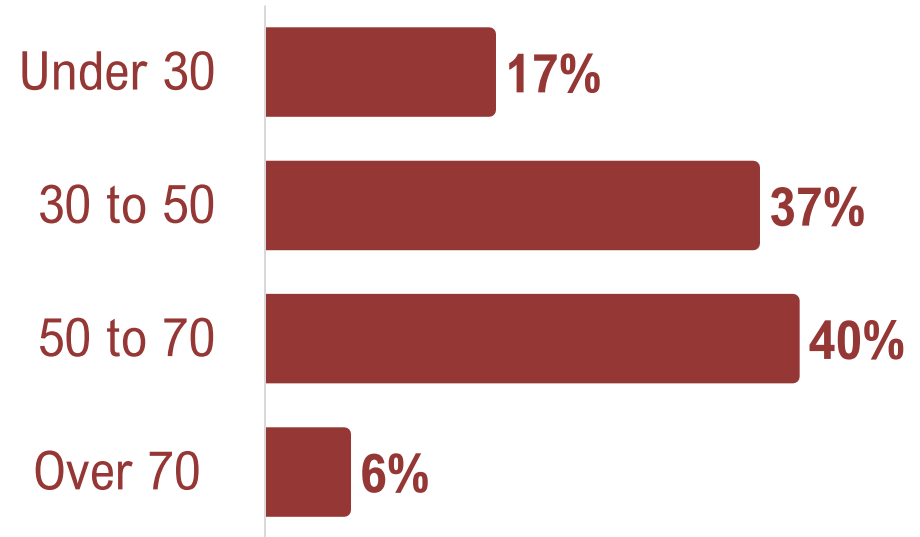
Travel Party Size



AGE OF VISITORS (FY24 1st Quarter)



Typical visitors to Leon County were **48** years old



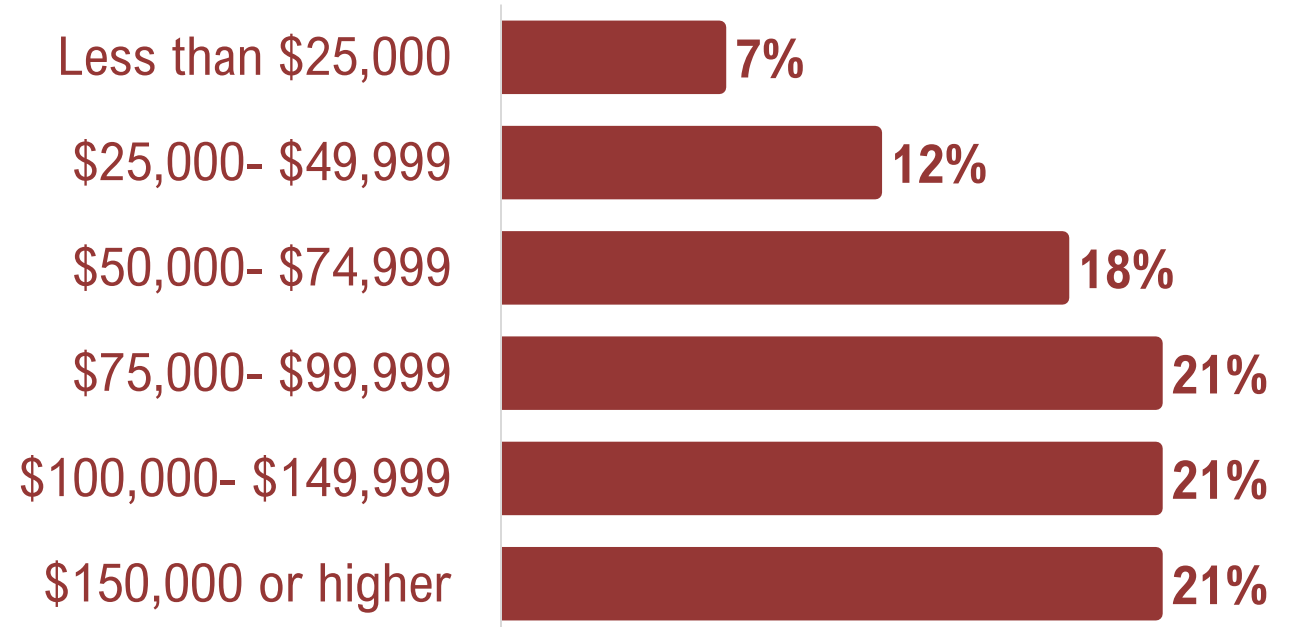
HOUSEHOLD INCOME OF VISITORS (FY24 1st Quarter)



Typical visitors to Leon County had a median household income of **\$90,500** per year



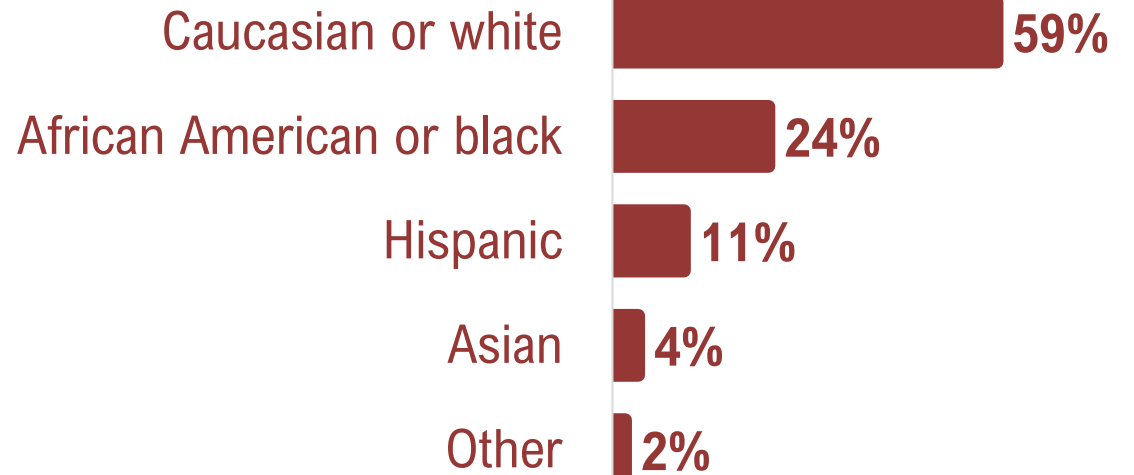
Over 1 in 5 visitors earn over \$150,000 per year



RACE/ETHNICITY OF VISITORS (FY24 1st Quarter)



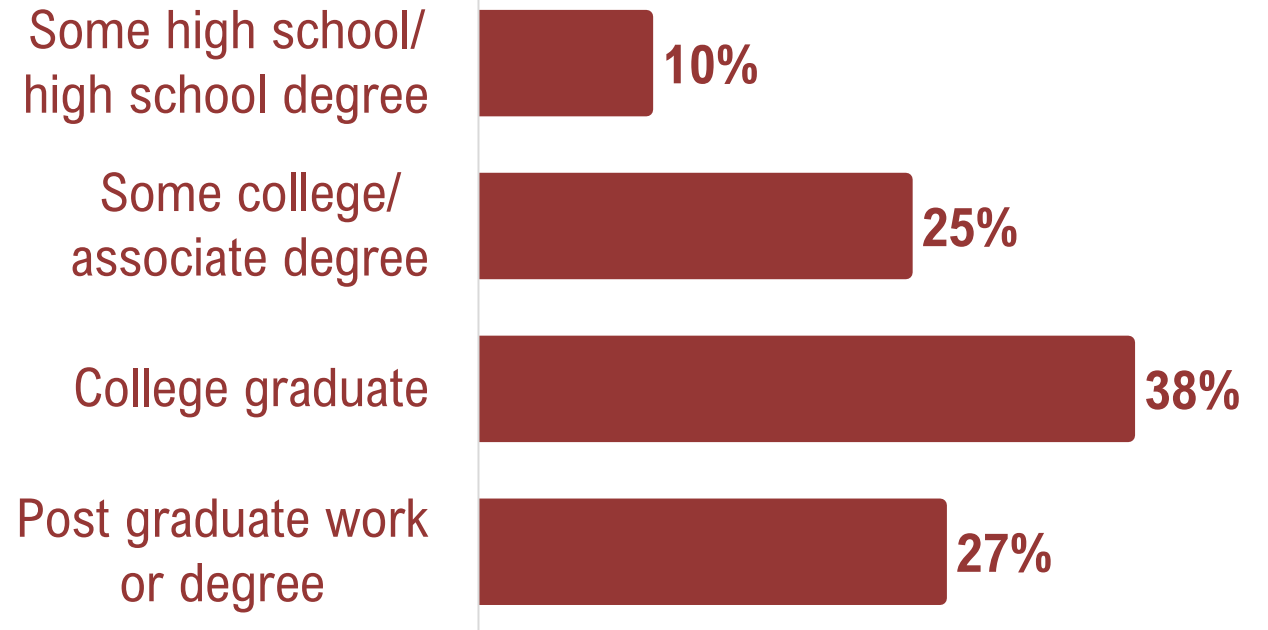
Nearly **3 in 5** visitors to Leon County were Caucasian or white, down from 64% in October-December 2022



EDUCATIONAL ATTAINMENT OF VISITORS (FY24 1st Quarter)



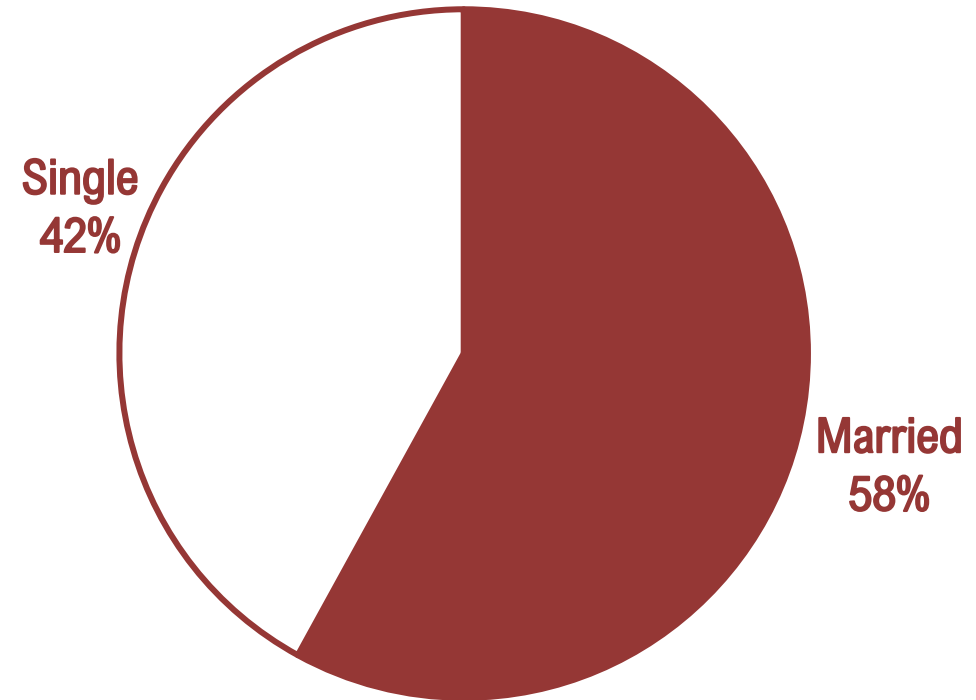
Nearly **2 in 3** visitors to Leon County had a college degree



MARITAL STATUS OF VISITORS (FY24 1st Quarter)



Nearly 3 in 5 visitors to Leon County were married

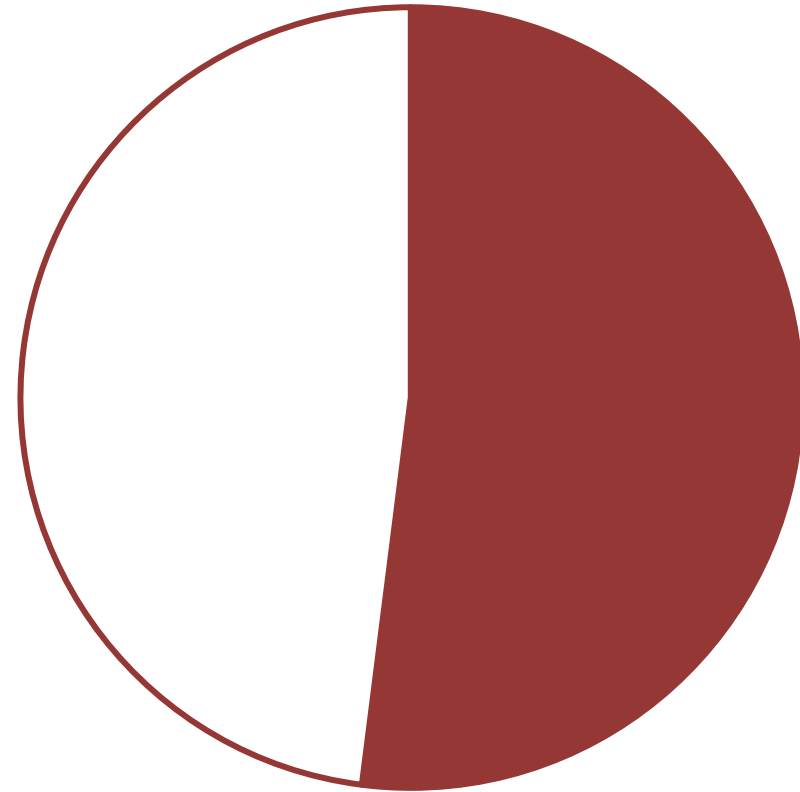


GENDER OF VISITORS (FY24 1st Quarter)



52% of visitors to Leon County were female

Male
48%



Female
52%

STUDY OBJECTIVES: VISITOR JOURNEY



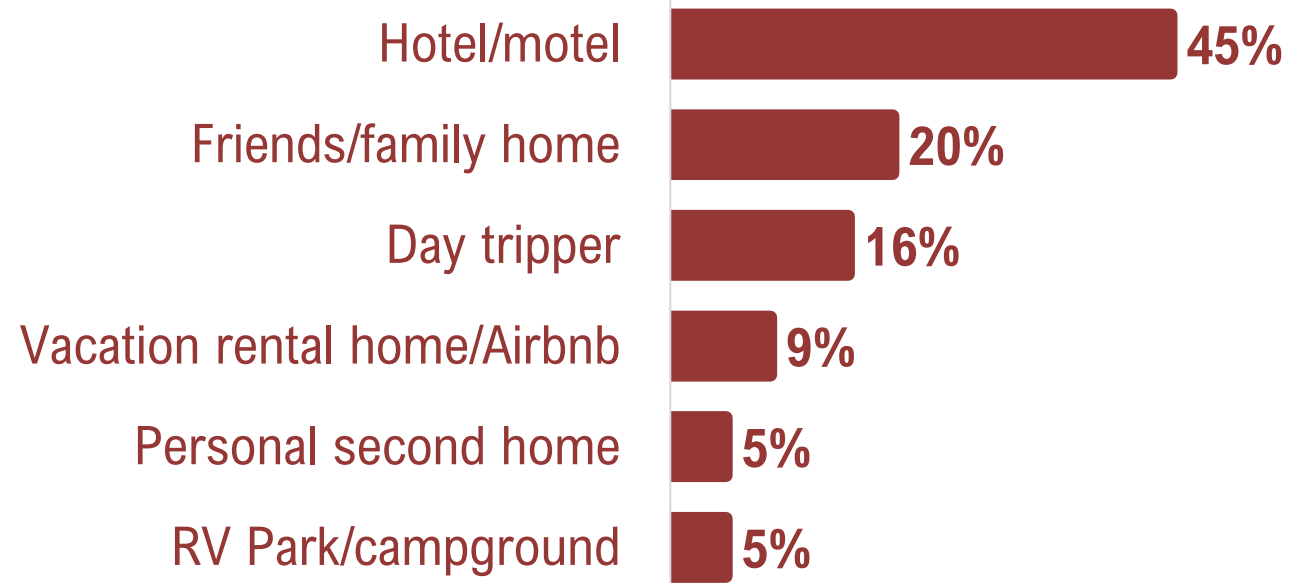
ACCOMMODATIONS (FY24 1st Quarter)



Nearly **half** of 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



TRAVEL PARTY SPENDING (FY24 1st Quarter)

	Spending per Day	Spending per Trip
Lodging	\$85	\$261
Restaurants	\$71	\$217
Groceries	\$19	\$59
Shopping	\$47	\$144
Entertainment	\$33	\$102
Transportation	\$38	\$116
Other	\$12	\$36
Total	\$305	\$936



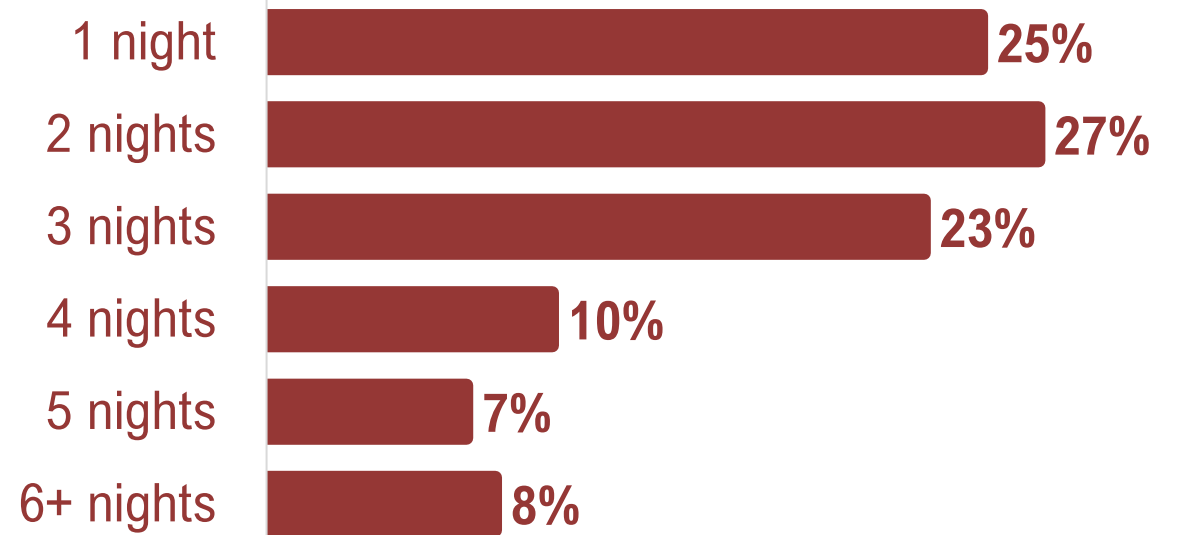
OVERNIGHT VISITORS (FY24 1st Quarter)



Typical visitors stayed **3.1** nights in Leon County

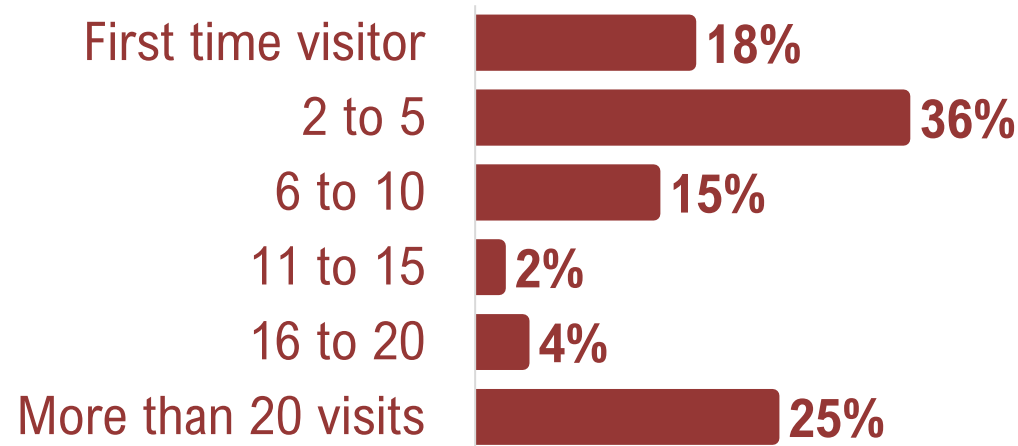


Over half of visitors stayed 1 or 2 nights in Leon County



VISITS TO TALLAHASSEE – LEON COUNTY (FY24 1st Quarter)

- Nearly **1 in 5** visitors were visiting Leon County for the first time
- **Over 3 in 10** visitors had previously visited Leon County more than 10 times



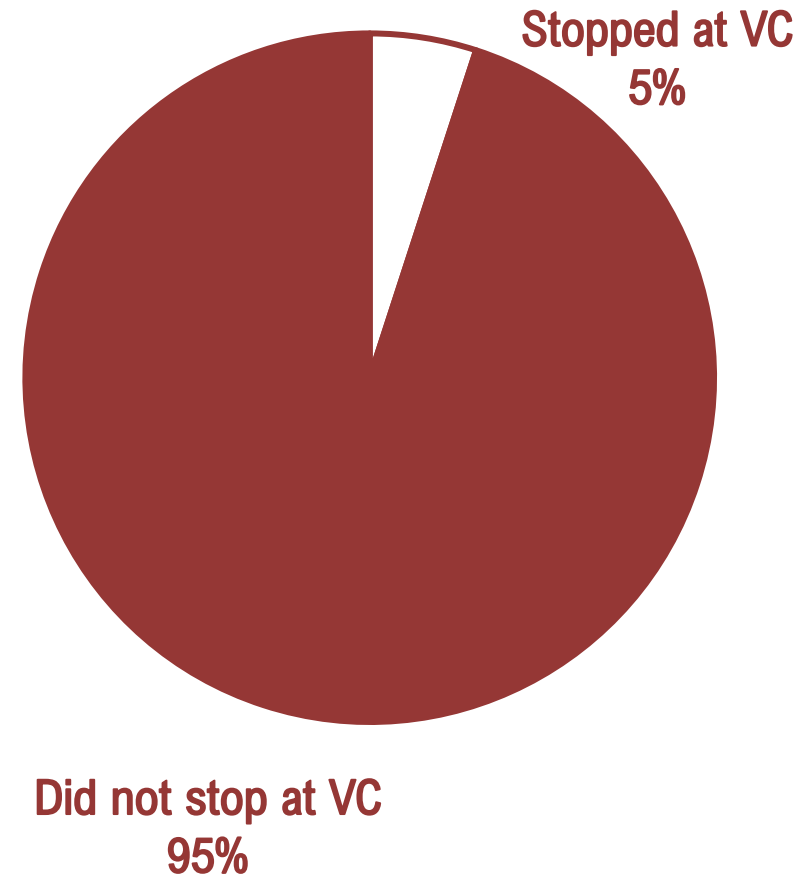
VISITORS CENTER (FY24 1st Quarter)



5% of visitors stopped at the Visitors Center



Those who went to the Visitors Center gave it a rating of **8.4**¹



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

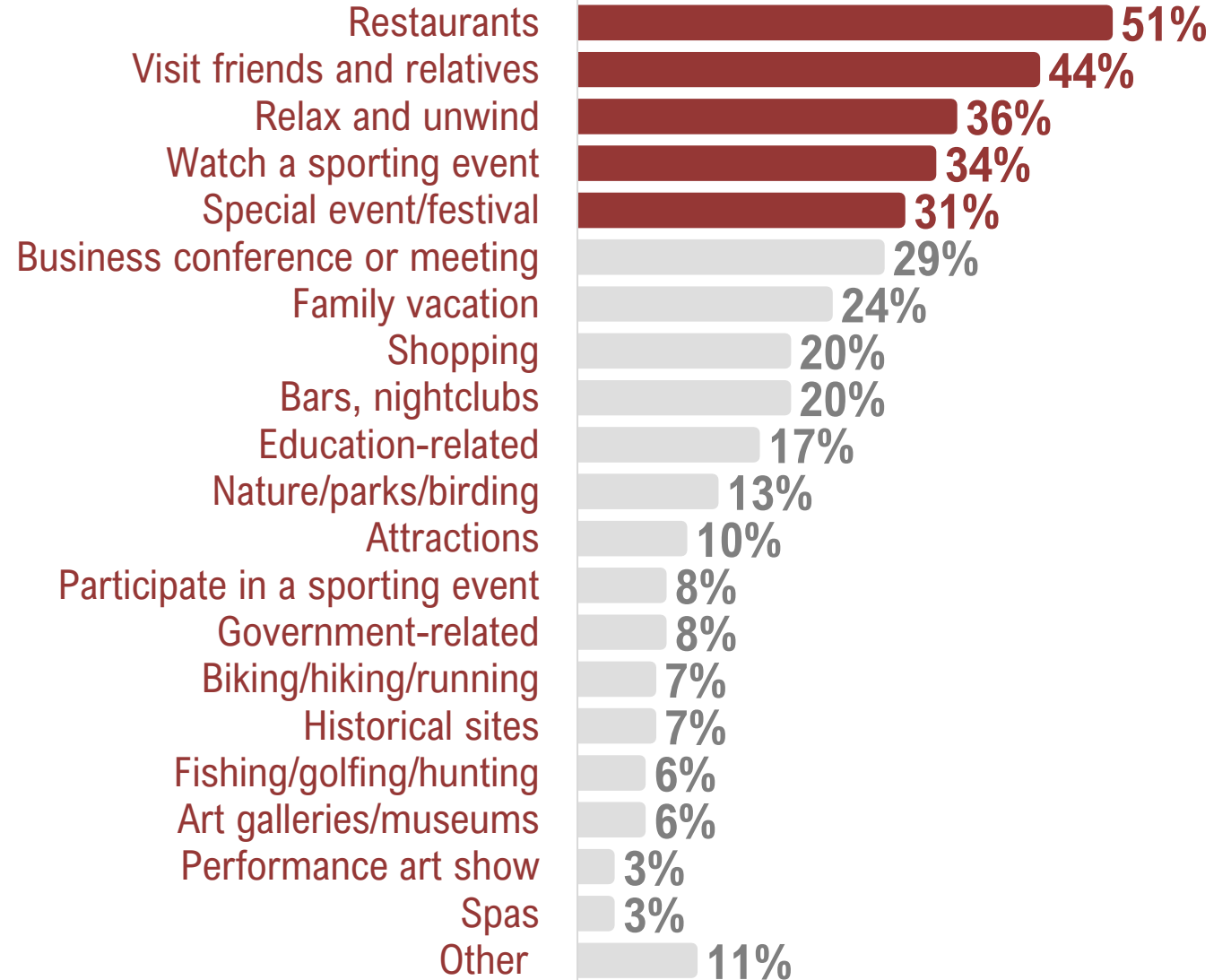
ACTIVITIES DURING VISIT* (FY24 1st Quarter)



Over half of visitors dined at restaurants during their trip



Over **2 in 5** visitors saw friends and family while in Tallahassee



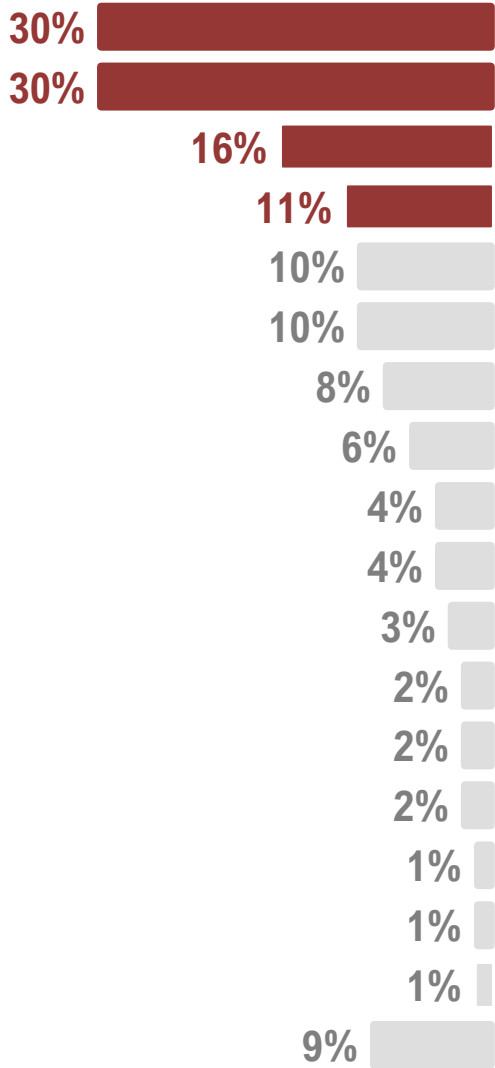
*Multiple responses permitted.



REASONS FOR VISITING VS. VISITOR ACTIVITIES (FY24 1st Quarter)

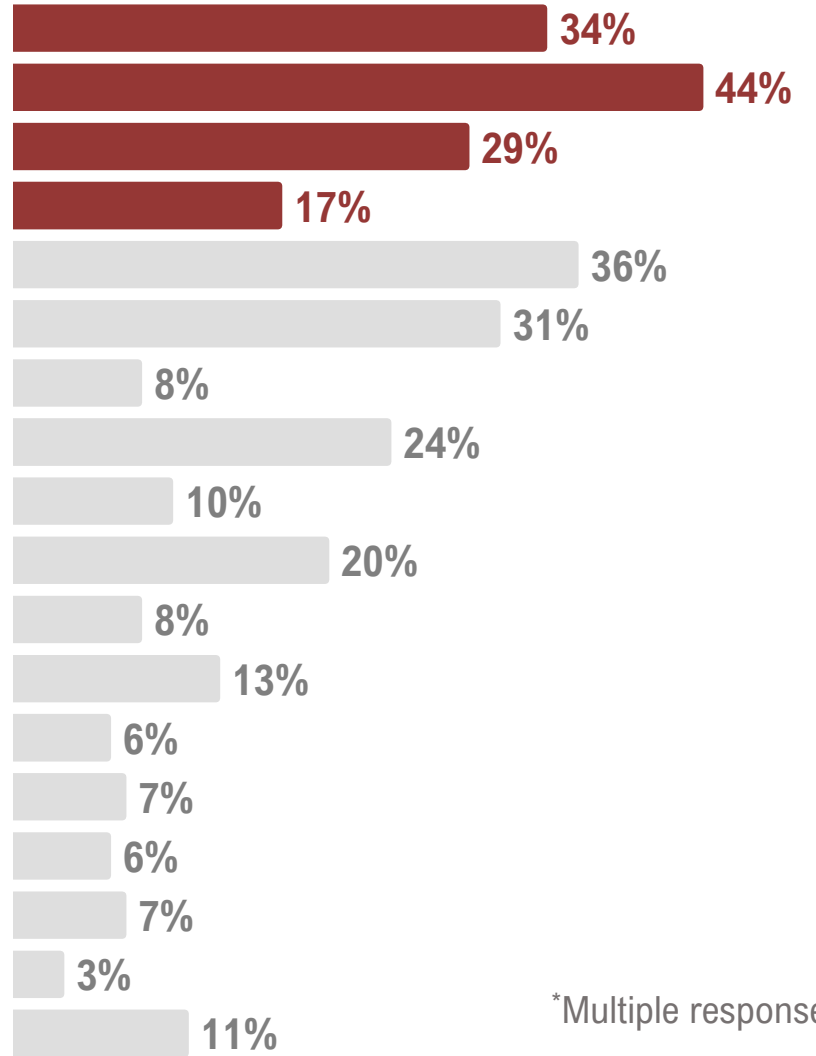


Reasons for Visiting*



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

Visitor Activities*



*Multiple responses permitted.



STUDY OBJECTIVES: VISITOR JOURNEY



VISITOR SATISFACTION (FY24 1st Quarter)

▶▶▶ Visitors gave Leon County an average rating of **8.5**¹ as a place to visit

▶▶▶ **92%** of visitors will return (**66%** will definitely return) to Leon County for a future visit or vacation



*4% of visitors will not return for the following reasons:

- 1) Event/reason for visit is over
- 2) Not enough to do during the day
- 3) Prefer other areas
- 4) Prefer variety in vacation spots
- 5) Not enough to do at night

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



RATING EXPERIENCES IN TALLAHASSEE (FY24 1st Quarter)



Leon County's nightlife exceeded the expectations of over **2 in 5** visitors

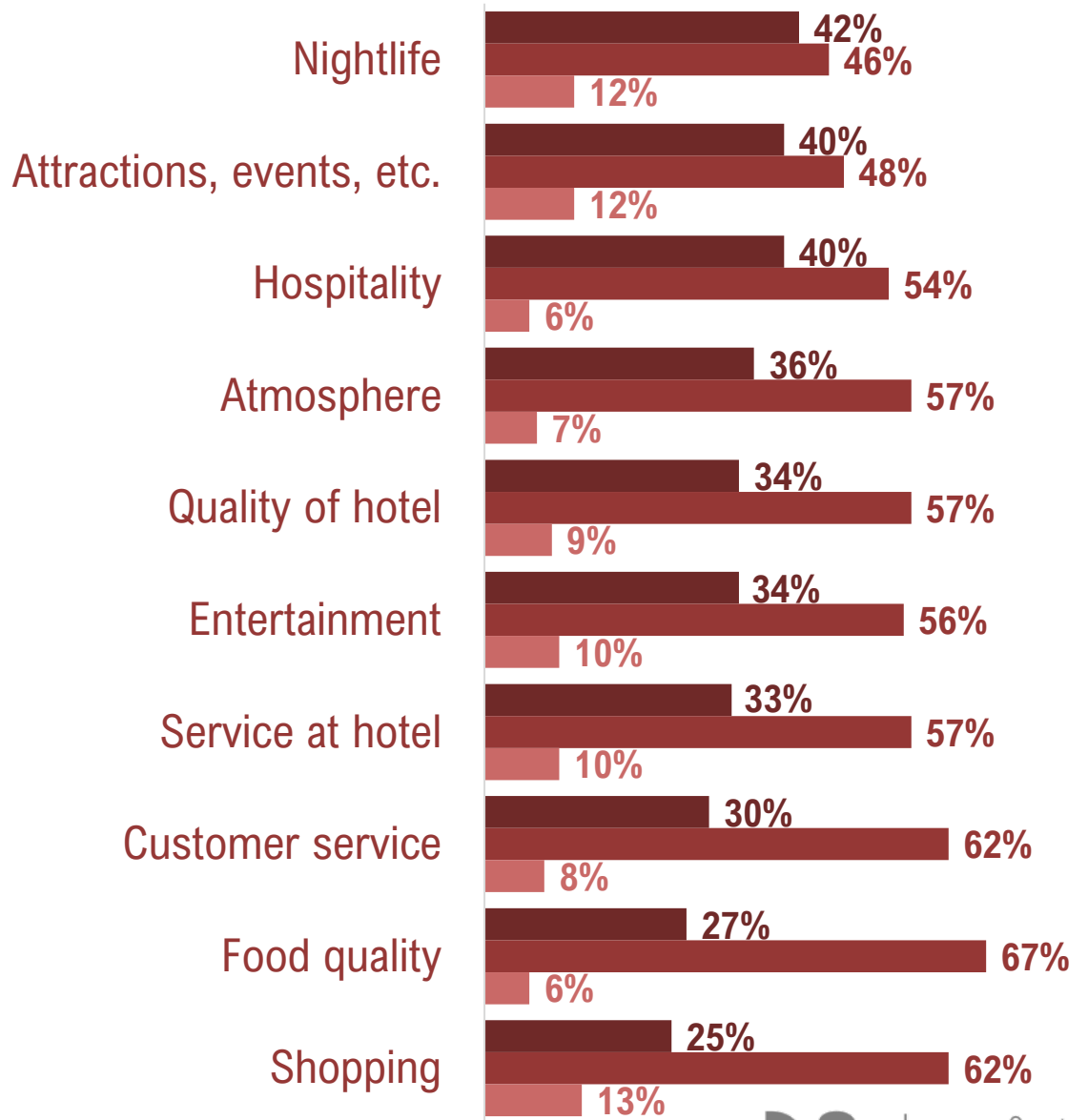


Events, hospitality, and the overall atmosphere of Leon County were more likely than other areas to exceed expectations



Shopping in Leon County was least likely to meet visitors' expectations

- Exceeded expectations
- Met Expectations
- Did not meet expectations



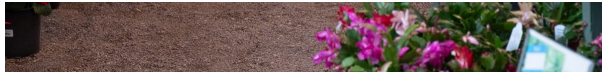
PERCEPTIONS: “WARM AND WELCOMING” (FY24 1st Quarter)



“The overall vibe of Tallahassee is friendly, warm, and comfortable.”



“Lovely little city with Southern charm!”



“Tallahassee has that genuinely welcoming small-town feel.”



“The combination of the food, people, and general atmosphere makes this a magical place.”



PERCEPTIONS: “LOTS TO DO” (FY24 1st Quarter)



“Tallahassee is the perfect size – lots to do, but not too traffic-heavy.”



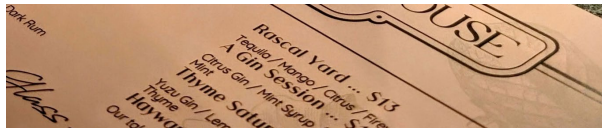
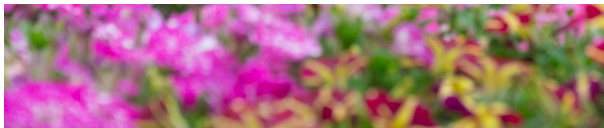
“Tallahassee has both a fun nightlife and no shortage of daytime activities.”



“Everything you need is here – restaurants, parks, shopping. My wife especially likes the markets.”



“There’s a lot to do here for all age groups! Tallahassee is a town that never sleeps.”



PERCEPTIONS: “BEAUTIFUL” (FY24 1st Quarter)



“I love the lakes, gardens, and forests. Everything is so green!”



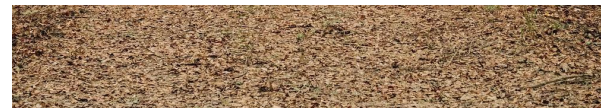
“Tallahassee is cooler and more hilly than central or south Florida – a nice change of pace.”



“My family enjoys walking in the parks and exploring the rivers, lakes, and springs.”



“Parks, canopy roads, and quiet beauty. This is an all-around lovely place.”



YEAR-TO-YEAR COMPARISONS



YEAR-TO-YEAR COMPARISONS (FY24 1st Quarter)

Trip Planning Cycle	Oct – Dec 2022	Oct – Dec 2023
Tallahassee was primary destination	78%	83%
A week or two in advance	31%	31%
A month or so in advance	34%	33%
2 to 3 months in advance	19%	20%
4 to 5 months in advance	4%	9%
6 months or more in advance	8%	7%

Top Trip Planning Sources	Oct – Dec 2022	Oct – Dec 2023
Talk to Family/Friends	32%	36%
Search on Google	26%	28%
Hotel/resort website	23%	16%
Airline website	20%	15%



YEAR-TO-YEAR COMPARISONS (FY24 1st Quarter)

Top Reasons for Visiting	Oct – Dec 2022	Oct – Dec 2023
Watch a sporting event	25%	30%
Visit friends and family	35%	30%
Business conference/meeting	22%	16%
Education related	13%	11%
Relax and unwind	7%	10%
Special event/festival	8%	10%

Pre-Visit	Oct – Dec 2022	Oct – Dec 2023
Requested a Visitors Guide	9%	7%
Drove to Leon County	79%	83%
Flew to Leon County	21%	17%



YEAR-TO-YEAR COMPARISONS (FY24 1st Quarter)

Market of Origin	Oct – Dec 2022	Oct – Dec 2023
Surrounding Areas	9%	12%
Tampa Bay Area	7%	10%
Miami-Fort Lauderdale	10%	9%
Orlando Area	6%	9%
Atlanta	6%	7%
Jacksonville	4%	7%

Region of Origin	Oct – Dec 2022	Oct – Dec 2023
Southeast	74%	84%
Midwest	9%	6%
Northeast	10%	5%
West	5%	4%
International	2%	1%



YEAR-TO-YEAR COMPARISONS (FY24 1st Quarter)

Travel Parties	Oct – Dec 2022	Oct – Dec 2023
Travel Party Size	2.7	2.8
Traveled with Other Visitors	67%	72%
Traveled with Children under 20	32%	26%
Traveled with Children under 12	9%	11%

Visitor Profile	Oct – Dec 2022	Oct – Dec 2023
Median Age	47	48
Gender (Female)	54%	52%
Median Household Income	\$94,400	\$90,500
College Degree or Higher	71%	65%
White/Caucasian	64%	59%
African American	23%	24%
Married	57%	58%



YEAR-TO-YEAR COMPARISONS (FY24 1st Quarter)

Accommodations	Oct – Dec 2022	Oct – Dec 2023
Hotel/Motel	50%	45%
Friends/Family Home	20%	20%
Day Tripper	14%	16%
Vacation Rental Home/Airbnb	6%	9%
Personal Second Home	5%	5%
RV park/campground	4%	5%

Trips Experience	Oct – Dec 2022	Oct – Dec 2023
Average Nights Stayed	3.4	3.1
1 st Time Visitor	22%	18%
10+ Prior Visits to Leon County	27%	31%
Stopped at Visitor Center	8%	5%



YEAR-TO-YEAR COMPARISONS (FY24 1st Quarter)

Average Daily Spending	Oct – Dec 2022	Oct – Dec 2023
Accommodations*	\$126	\$85
Restaurants	\$63	\$71
Groceries	\$24	\$19
Shopping	\$49	\$47
Entertainment	\$32	\$33
Transportation	\$39	\$38
Other	\$11	\$12
Total	\$344	\$305

Average Total Trip Spending	Oct – Dec 2022	Oct – Dec 2023
Accommodations*	\$428	\$261
Restaurants	\$214	\$217
Groceries	\$82	\$59
Shopping	\$167	\$144
Entertainment	\$109	\$102
Transportation	\$133	\$116
Other	\$37	\$36
Total	\$1,170	\$936

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



YEAR-TO-YEAR COMPARISONS (FY24 1st Quarter)

Top Activities	Oct – Dec 2022	Oct – Dec 2023
Restaurants	61%	51%
Visit friends and relatives	45%	44%
Relax and unwind	37%	36%
Watch a sporting event	29%	34%
Special event/festival	21%	31%
Business conference/meeting	26%	29%
Family vacation	29%	24%
Shopping	22%	20%
Bars/nightclubs	20%	20%
Education related	17%	17%
Nature/parks/birding	15%	13%



YEAR-TO-YEAR COMPARISONS (FY24 1st Quarter)

Post Trip Evaluation	Oct – Dec 2022	Oct – Dec 2023
Overall Rating	8.2	8.5
Will return to Leon County	92%	92%
Exceed + Met Expectations: Hospitality	96%	94%
Exceed + Met Expectations: Food quality	94%	94%
Exceed + Met Expectations: Environment/atmosphere	95%	93%
Exceed + Met Expectations: Customer service	92%	92%
Exceed + Met Expectations: Quality of hotel	94%	91%
Exceed + Met Expectations: Service at hotel	92%	90%
Exceed + Met Expectations: Entertainment	88%	90%
Exceed + Met Expectations: Attractions/events	90%	88%
Exceed + Met Expectations: Nightlife	86%	88%
Exceed + Met Expectations: Shopping	90%	87%



LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

Oct – Dec 2023 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 | contact@dsg-research.com
www.dsg-research.com



KYLE P. MILLER
PHOTOGRAPHY



Visit
Tallahassee
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DS downs & st. germain
RESEARCH

BICENTENNIAL REUNIONS INCENTIVE PROGRAM

Gather, Reconnect, Celebrate

PLANNING A FAMILY REUNION IN SUMMER 2024?

In 2024, Tallahassee and Leon County celebrates 200 years. The Bicentennial provides a great opportunity to gather, reconnect and celebrate with family, friends, colleagues, and classmates. With a full schedule of events planned for the year-long celebration this is the perfect time to be in Florida's Capital City.

The Bicentennial Reunions Incentive Program: Gather, Reconnect, Celebrate offers perks for reunion groups who book sleeping rooms and hold a reunion in Tallahassee during May, June, July or August 2024. The more sleeping rooms booked the more benefits received.

- Special offers and sleeping room blocks at participating hotels.
- Reunion welcome bags with Bicentennial themed items and Official Tallahassee Visitors Guide.
- Welcome signage at participating partner hotel(s).

CHOOSE YOUR PERK

Planners may choose to receive Bicentennial Reunion T-Shirts or credit toward a reception or other event based on the total number of guest rooms contracted. Each contracted guest room earns either two Bicentennial T-shirts or a \$10 credit.



BICENTENNIAL REUNION PROGRAM PERKS

TOTAL GUEST ROOMS	NUMBER OF BICENTENNIAL REUNION T-SHIRTS	EVENT CREDIT
10	20	\$200
25	50	\$500
50	100	\$1,000
100	200	\$2,000
200	400	\$4,000

Visit Tallahassee reserves the right to end the incentive program at any time. Promotion discontinued once all incentive funds have been awarded. Black out dates apply and are subject to availability at participating hotels.

Ready to get started? Please contact Janet Roach at (850) 606-2320 or Janet.Roach@VisitTallahassee.com



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[VisitTallahassee.com/Reunions](https://www.VisitTallahassee.com/Reunions)

Tourism Contracts Up For RFP/ITN FY 2024

Advertising/Marketing: Zimmerman	Contract expires 9/30/24
PR: Zimmerman	Contract expires 9/30/24
Research: Downs & St. Germain	Contract expires 9/30/24
Concerts: Scott Carswell Presents	Contract expires 6/30/24