



Visit
Tallahassee

LEON COUNTY
Tourist Development Council

Zoom Teleconferencing Link: <https://zoom.us/j/94387199887>

Friday, July 10, 2020 at 9:00 a.m.

MEETING AGENDA

- I. Call to Order – **Bo Schmitz, Chairman**
- II. Request for Additional Agenda Items – **Bo Schmitz**
- III. Items for Consent Approval – **Bo Schmitz**
 - May 7, 2020 Meeting Minutes
 - Financial Reports: Division Budget May 2020 Year-to-Date, Tourism Development Tax Collections and Smith Travel Report
 - Advertising/PR Activity Report/Digital Activity
 - Direct Sales, Communications, Visitor Services, and Sports Staff Reports
- V. General Business – **Bo Schmitz**
 - KCCI Presentation – 2020 Catalysts Two Bike Park Projects
 - FY 21 Tourism Events Grants Program Overview and Guidelines Review
 - FY 21 Preliminary Budget Review
 - COCA Update
 - Tallahassee Sports Council Update
- VI. Executive Director's Report – **Kerri Post**
 - Recovery Marketing Plan Update
 - County Ordinance Requiring Face Coverings
 - Update on Concerts and FY20 Grants Status
- VII. Additional Business: "For the Good of the Cause" – **Bo Schmitz**

Next Scheduled TDC Meeting:
September 3, 2020 at 9:00 a.m.
Location TBD



**LEON COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING MINUTES
May 7, 2020**

The Leon County Tourist Development Council met for a regular meeting with Chairman Bo Schmitz presiding. Council members present were City Commissioner Elaine Bryant, Mike Collins, Michelle Personette, Kathleen Spehar, Matt Thompson, County Commissioner Bryan Desloge, Amanda Stringer City Commissioner Dianne Williams-Cox, Sharon Priester and Sam Patel.

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

Guests present: Dr. Joseph St. Germain representing Downs & St. Germain Research and Mallory Hartline representing Zimmerman Agency.

- I. **CALL TO ORDER:** Chairman Schmitz called the meeting to order at 9:02 a.m. Chairman Schmitz shared that this week was National Travel and Tourism Week, and although we typically celebrate in person, this year we will celebrate virtually. To start the meeting the Chairman read aloud Governor DeSantis' Executive Order 20-69 authorizing legal governing bodies, including counties to conduct meetings without having a quorum physically present or at a specific location and to utilize communications technology pursuant to said order. Kerri Post conducted a roll call of TDC members. Chairman Schmitz stated for the record, that all TDC members were in attendance remotely using Zoom as the meeting platform. Ms. Post provided information regarding Leon County's amended proclamation 2020-7 to modify board policy number 01-05 and temporarily establishing procedures for Leon County to hold virtual meetings as authorized by Executive Order 20-69 and extended by 20-112. She also provided a statement regarding public notice of virtual meetings.
- II. **REQUEST FOR ADDITIONAL AGENDA ITEMS:** Chairman Schmitz confirmed there were no requests for additional agenda items.
- III. **PUBLIC COMMENT:** Chairman Schmitz confirmed there were no speakers for public comment.
- IV. **ITEMS FOR CONSENT APPROVAL:**
 - March 5, 2020, Meeting Minute
 - Financial Reports: Division Budget March 2020 Year-to-Date, Tourism Development Tax Collections and Smith Travel Report
 - Advertising/PR Activity Report/Digital Activity
 - Direct Sales, Communications, Visitor Services and Sports Staff Reports

Commissioner Bryan Desloge moved, duly seconded by Michelle Personette approval of the Items for Consent. The motion carried unanimously.

V. **GENERAL BUSINESS**

Research Presentations: FY 2020 Second Quarter Report (Jan.– Mar.)

Joseph St. Germain, Ph.D., representing Downs and St. Germain Research presented to the Council the 2nd Quarter Visitor Tracking Report (January-March 2020). He highlighted the percent change increase in each category of the Tourism Snapshot year-over-year compared to the 2nd Quarter of FY19. He cautioned that the report covers a time at the very beginning of the pandemic. He noted this timeframe included significant events including, but not limited to, Legislative Session, soccer tournaments and the Boyz II Men concert. He reviewed the economic impact report, including KPI's, spending and visitation and hotel rate and occupancy and reiterated the FY20 numbers during the beginning of the pandemic are in comparison to record 2019 numbers attributed to the continued recovery efforts from Hurricane Michael.

Dr. St. Germain shared a second study related to the state of the industry during COVID-19 that he had prepared for the Tourism Department's weekly industry meeting. He emphasized that for future travel, visitors will be concentrating on a three – four-hour drive market with the intention to reconnect with friends and family. He shared that much of the traveler sentiment will be based on when it is "safe to travel" and that people are looking to the opening of the state's theme parks as a time it will be safe to travel again. Dr. St. Germain stressed the importance of destination websites as they have become the top planning resource for travelers who expect a "one stop shop" for all information related to a destination/trip, including general stay information, attractions, health advisories, safety precautions, and information regarding the safety and sanitary practices of the destination and its partners.

FY 20 Projected TDT Collections and Current FY20 Budget Cuts

The Division of Tourism is 100% funded with tourist development tax collections and the tourism and hospitality industry is one of the hardest hit by the COVID-19 pandemic. Ms. Post reported the department cut \$1.6 million from its FY20 budget at the halfway point in the fiscal year. She stated it was a painful and surgical process where staff worked with the Office of Management and Budget along with Downs & St. Germain Research to project collections through the remainder of this fiscal year.

She shared the first two weeks of March were before "safer at home" orders were issued across the nation and that April will be the first full month to show the effect of COVID-19 on TDT collections. Ms. Post reported that the Division of Tourism chose to make those difficult cuts in the current budget without utilizing any reserve funds due to the uncertain duration of COVID-19.

Ms. Post provided a summary of the Department's activities, noting staff continue to work on numerous projects actively and will continue to evaluate and adjust the budget projections for the remainder of this fiscal year. She stated staffing level needs would be reevaluated in July after two full months of the TDT collection reports are available to have more data. In July, she will determine if further cuts may be necessary. She shared the Visitor Information & Welcome Center is closed and will remain closed through the remainder of the lease on July 30, 2020, and is planning to repurpose some staff positions and duties. Ms. Post also shared the budget cuts included all areas of operations, such as vendors and the PR and Advertising agency of record. The Public Relations contract was paused for the remainder of the fiscal year. She shared that all PR duties will be reassigned to staff in-house, thus reducing costs and fees. She shared that all vendors have been supportive in reducing their fees due to reduced services. All travel has been suspended in alignment with county policy; however, the Department has budgeted for tentative travel expenditures in August, pending future circumstances, review of potential ROI, and that travel will be reassessed in July. Matt Thompson inquired whether grant money is available due to canceled events. Ms.

Post shared that staff continues to communicate to grantees and that many have not canceled or have fulfilled partial contract deliverables. She stated 28 events had taken place and were paid in full, there are 19 post events pending review and payment, and additional grantees are looking to reschedule in the fall. Staff is continually receiving additional post-event reports from outstanding grant contracts. To date, 13 events were canceled, with the remaining outstanding grants given the direction to provide an updated status to the Division by April 30, 2020. She further noted any cost savings from cancellations or partial payments, were included in the Division's budget of \$1.6 million in reduced costs. A brief discussion ensued regarding the budgeting process for FY21.

Ms. Post shared that the FY21 grant guidelines were in development and will include a COVID-19 section on the incorporation of language addressing event sanitation and social distancing practices and noted the updated guidelines would be presented to the TDC at a future meeting. She also reported it is anticipated there will be less grant funding available due to declined TDT collections. Additionally, Ms. Post reported that the economic impact of canceled events to date is estimated at \$5 million.

Phased Recovery Marketing Plan Framework Presentation

Ms. Kole and Ms. Hartline shared the COVID-19 phased recovery plan and presentation summarizing where the destination is now, the framework for decision-making and the different steps we will be taking as we move forward. Ms. Kole shared the marketing budget was cut significantly and cautioned that the relative timeline for recovery depends upon the timeline for reopening the state and that paid advertising is not anticipated to begin again until June or July. Ms. Kole presented the various phases of restart and recovery.

She shared that marketing efforts would initially concentrate on in-state drive markets and consumer sentiment research indicates the demand for outdoor destinations and gathering with family and friends. Ms. Kole shared that with the return of consumer confidence, the marketing staff will utilize very targeted paid and social media to increase visibility and visitation from in-state drive markets. Looking to the future, marketing activities will expand to the southeast and ultimately direct flight markets.

FY21 Budget Schedule and Request Special TDC Meeting

Kerri Post shared the Board of County Commissioner's Budget meeting schedule, having been modified due to COVID-19. She asked Chairman Schmitz and the TDC members for consideration in scheduling a TDC meeting on June 25 to allow ample time to prepare and review the proposed FY21 budget in preparation for the County's Budget Workshop scheduled for July 9, 2020. Ms. Post stated this would allow for two full months of budget reports during the time of COVID-19 to better inform the budget forecast for FY21. Chairman Schmitz approved the request for a Special Meeting on June 25, 9 a.m. – 11 a.m.

Select TDC Representative for New TDC Seat on COCA Board of Directors

Chairman Schmitz noted the letter from COCA's Board Chair with notice of the approval for a non-voting TDC representative seat on COCA's Board of Directors. The Chairman offered to be the TDC representative to be appointed by the TDC.

Commissioner Bryan Desloge moved, duly seconded by Michelle Personette approval of the Chairman as the COCA Board representative of the TDC. The motion carried unanimously.

COCA Update

Kathleen Spehar shared a presentation on COCA support to the Arts & Culture community beginning in March. Ms. Spehar noted COCA's continuing effort to work with the community to assist them with financial resources as well as to help them transition their activities and programming online. She shared new programs such as "Poems to

Go” and “The Sound of Tallahassee” and the modified Tallahassee Arts Guide now including online and virtual events. Ms. Spehar stated that COCA had increased spend on boosted social media in the Jacksonville, Atlanta and Pensacola markets and has seen an increase in all of COCA’s social media channels. She reported on the status of the COCA grants and stated COCA will utilize reserves to close the anticipated drop in TDT collections. Ms. Spehar relayed that COCA will be able to pay out 100% of its grantees. She shared that she anticipates additional budget impacts in FY21, and COCA is working to find ways to move forward working closely with Visit Tallahassee.

Tallahassee Sports Council Update

Mr. Mike Collins provided an update on behalf of the Tallahassee Sports Council. He shared that with 25 sports events scheduled to occur after the “safer at home” order, nine had canceled and the team is trying to reschedule the remaining 16 for a future date. Mr. Collins announced that Tallahassee had won the bid for the 2022 National Junior College Athletic Association Cross-Country Championships to be held at Apalachee Regional Park. He provided a status on the construction at Apalachee Regional Park, noting the weather-cam to see the construction in progress. He shared that everyone is working to understand what operations will look like once the county reopens. Commissioner Williams-Cox requested that during these conversations with partners around the table, we emphasize that testing is essential for bringing groups back together and assuring the practice of social distancing. Mr. Collins noted these safety discussions were in initial stages and social distancing for sports has been recommending nine feet.

VI. EXECUTIVE DIRECTOR’S REPORT

Ms. Post provided the following updates:

- Report on COVID-19 Mitigate-Restart-Reimagine Activities

Ms. Post shared that the division is working to mitigate the impact on the community and tourism industry through our weekly industry calls featuring three guest speakers sharing best practices. She noted we are working closely with OEV to share their new grant program assistance with partners. Additionally, Ms. Post shared plans for a virtual celebration of this year’s National Tourism Week. The COVID-19 pandemic greatly underscores how important our industry is to the local economy. She noted the creativity of staff in developing assets including Zoom backgrounds, virtual concerts, visual collages and the launch of a welcome video to future visitors showcasing industry partners. She stated we would be moving from the mitigation stage to the restart stage as the destination begins to reopen. Staff continues to work diligently to rebook events for late summer/early fall. Ms. Post noted that many of the changes we have seen in the initial phase would likely remain long into the future, such as the Zoom calls, temperature taking, mask-wearing and social distancing measures, among others.

- Update on Concerts and Grants Events Status

Ms. Post shared that we already have four concerts scheduled for fall starting in September with JJ Grey and Mofro, whose concert sold out in 2019 and that we would likely see new safety protocols integrated into those events. Commissioner Williams-Cox questioned if we would be able to reschedule the concerts if necessary due to a slower than expected reopening phase. Ms. Post stated that rescheduling events is something to consider as public-safety is paramount. Scott Carswell will work with the booking agents to reschedule if necessary. Commissioner Williams-Cox noted that it was vital that we do not get ahead of ourselves and follow the lead of the medical professionals to guide our actions as this would save lives. Commissioner Williams-Cox further stated that she believes following the lead of the medical professionals will save lives and the need to show that we are more concerned about safety than the economy. Ms. Post recognized the challenge for both county and city leadership to find the balance between protecting lives and also protecting livelihoods. Chairman Schmitz shared the idea that combining the arts and outdoors in marketing may entice more visitors to come.

VII. **ADDITIONAL BUSINESS: "FOR THE GOOD OF THE CAUSE" – Bo Schmitz**
Chairman Schmitz confirmed there was no additional business for the "Good of the Cause".

ADJOURN:

There being no further business to come before the Council, the meeting was adjourned at 10:44 a.m.

Attest: Bo Schmitz,
Chairman

Attest: Renee Jones,
Public Relations & Marketing Specialist

DRAFT

Leon County Tourist Development Council
Statement of Cash Flow
Period Ending May 31, 2020

4-Cents Collections

Acct # REVENUES	YTD	May	FY 2019/20	% Revenue	
	Actuals	Actuals	Budget	Received	Variance
312100 Local Option Tax (4-cents)	\$ 2,912,619.34	\$ 116,527.93	\$ 4,673,848	62%	(1,761,229)
361320 Tax Collector FS 125.315	\$ -	-	-		-
361111 Pooled Interest Allocation	\$ 86,808.00	-	102,600		
365000 Merchandise Sales	\$ 4,370.32	-	3,634		
366500 Special Event Grant Reimbursements	\$ -	-	12,500		
366930 Other Contributions/Partnerships	\$ -	-	2,400		
361300 Interest Inc/FMV Adjustment	\$ -	-	-		
369900 Miscellaneous Revenue	\$ 19,534.19	-	72,500		
399900 Appropriated Fund Balance	\$ -	-	414,525		
Total Estimated Receipts			5,282,007		
			-		
			\$ 3,023,331.85	\$ 116,527.93	

Acct # EXPENDITURES	YTD	May	FY 2019/20	FY 2019/20	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
<i>Administration (301)</i>						
51200 Salaries & Wages	\$ 153,755.33	\$ 17,499.58	\$ 228,062	\$ 228,062	67%	\$ 74,307
51250 Regular OPS Salaries & Wages	\$ 10,744.80	1,140.95	16,386	16,386	66%	5,641
51500 Special Pay	\$ -	-	1,100	1,100	0%	1,100
52100 FICA	\$ 12,163.20	1,369.86	18,980	18,980	64%	6,817
52200 Retirement Contributions	\$ 29,492.73	3,319.66	42,359	42,359	70%	12,866
52210 Deferred Compensation	\$ 317.48	37.04	766	766	41%	449
52300 Life & Health Insurance	\$ 20,651.44	2,811.86	33,444	33,444	62%	12,793
52400 Workers Compensation	\$ 296.07	33.55	378	378	78%	82
53400 Other Contractual Services	\$ 70,374.98	7,000.00	160,700	160,700	44%	90,325
54000 Travel & Per Diem	\$ 163.24	-	7,500	7,500	2%	7,337
54101 Communications - Phone System	\$ -	-	480	480	0%	480
54300 Utilities-160-950-591001-552	\$ -	-	-	-	0%	-
54400 Rental & Leases	\$ 31,128.41	3,241.67	50,000	50,000	62%	18,872
54505 Vehicle Coverage	\$ -	-	366	366	0%	366
54600 Repair & Maintenance	\$ 80.00	-	34,000	34,000	0%	33,920
54601 Vehicle Repair	\$ -	-	580	580	0%	580
54900 Other Current Charges	\$ 800.17	36.05	1,971	1,971	41%	1,171
55100 Office Supplies	\$ 296.34	-	1,000	1,000	30%	704
55200 Operating Supplies	\$ 730.00	-	3,000	3,000	24%	2,270
55210 Fuel & Oil	\$ -	-	415	415	0%	415
55400 Publications, Memberships	\$ 360.00	-	2,300	2,300	16%	1,940
55401 Training	\$ 220.00	-	3,000	3,000	7%	2,780
<i>Advertising/Public Relations (302)</i>						
53400 Other Contractual Services	\$ 736,456.10	\$ 58,648.88	\$ 1,616,473	\$ 1,843,473	40%	\$ 1,107,017
<i>Marketing (303)</i>						
51200 Salaries & Wages	\$ 320,403.88	\$ 37,762.78	\$ 456,399	\$ 456,399	70%	\$ 135,995
51210 Regular OPS Salaries & Wages	\$ 10,744.97	1,140.95	16,386	16,386	66%	5,641
51500 Special Pay	\$ -	-	2,000	2,000	0%	2,000
52100 FICA	\$ 24,718.86	2,899.46	37,276	37,276	66%	12,557
52200 Retirement Contributions	\$ 26,967.91	3,167.69	40,308	40,308	67%	13,340
52210 Deferred Compensation	\$ -	-	-	-		-
52300 Life & Health Insurance	\$ 23,491.00	3,123.56	73,799	73,799	32%	50,308
52400 Workers Compensation	\$ 1,101.52	129.53	1,417	1,417	78%	315
53400 Other Contractual Services	\$ 52,072.10	8,640.00	125,500	125,500	41%	73,428
54000 Travel & Per Diem	\$ 10,739.33	-	72,925	72,925	15%	62,186
54100 Communications Services	\$ 1,921.03	713.10	7,823	7,823	25%	5,902
54101 Communications - Phone system	\$ -	-	1,140	1,140	0%	1,140
54200 Postage	\$ 1,220.55	-	43,700	43,700	3%	42,479
54400 Rental & Leases	\$ 549.42	-	8,420	8,420	7%	7,871
54700 Printing	\$ 7,600.84	-	16,500	16,500	46%	8,899
54800 Promotional Activities	\$ 41,318.92	-	67,000	67,000	62%	25,681
54860 TDC Direct Sales Promotions	\$ 3,795.00	-	52,290	60,790	6%	56,995
54861 TDC Community Relations	\$ 5,395.82	-	38,000	38,000	14%	32,604

54862	TDC Merchandise	\$	5,040.66	-	7,500	7,500	67%	2,459
54900	Other Current Charges	\$	394,998.72	(2,711.75)	540,000	590,000	67%	195,001
54948	Other Current Chrg - Amphitheater	\$	213,514.29	-	315,000	410,000	52%	196,486
55100	Office Supplies	\$	1,861.74	-	3,700	3,700	50%	1,838
55200	Operating Supplies	\$	129.59	-	5,000	5,000	3%	4,870
52250	Uniforms	\$	233.36	-	4,500	4,500	5%	4,267

Acct #	EXPENDITURES		YTD	May	FY 2019/20	FY 2019/20	% Budget	Under/
	<i>Administration (303)(Continued)</i>		Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
55400	Publications, Memberships	\$	2,286.14	\$ 11.57	\$ 24,028	\$ 24,028	10%	21,742
55401	Training	\$	965.00	-	10,000	10,000	10%	9,035
56400	Machinery & Equipment	\$	-	-	-	-	-	-
58160	TDC Local T&E	\$	1,468.17	-	1,500	1,500	98%	32
58320	Sponsorship & Contributions	\$	750.00	(250.00)	36,000	53,000	1%	52,250
	<i>Special Events/Grants (304)</i>							
58300	Grants & Aids	\$	237,230.69	22,449.89	765,000	765,000	31%	527,769
	<i>Welcome Center CIP (086065)</i>							
56200	Building	\$	-	-	-	-	-	-
	<i>Countywide Automation (470)</i>							
54110	Com-net Communications	\$	-	-	4,735	4,735	0%	4,735
54600	Repairs and Maintenance	\$	-	-	3,087	3,087	0%	3,087
	<i>Risk Allocations (495)</i>							
54500	Insurance	\$	-	-	5,364	5,364	0%	5,364
	<i>Indirect Cost (499)</i>							
54900	Indirect Cost Charges	\$	-	-	221,000	221,000	0%	221,000
	<i>Line Item Funding - (888)</i>							
58214	Cultural Facilities Grant Program	\$	346,151.64	-	-	317,000	109%	(29,152)
58215	Local Arts Agency Program	\$	631,576.34	296,918.90	1,168,462	1,168,462	54%	536,886
	<i>Transfers (950)</i>							
591220	Transfer to Fund 220	\$	-	-	-	-	0%	-
591220	Transfer to Fund 305	\$	175,000.02	29,166.67	350,000	350,000	0%	175,000
	<i>Salary Contingency (990)</i>							
59900	Other Non-operating Uses	\$	-	-	50,000	50,000	0%	50,000
	Reserve for Fund Balance	\$	-	-	-	-	-	-
	Total Expenditures	\$	3,611,277.80	\$ 498,301.45	\$ 6,799,019	\$ 7,513,519		

1-Cent Collections

Acct #	REVENUES		YTD	May	FY 2019/20	FY 2019/20	% Revenue	Variance
			Actuals	Actuals	Adopt. Budget	Adj. Budget	Received	
312110	Local Option Resort (1 -cent)	\$	728,154.81	\$ 29,131.98	\$ 1,168,462	\$ 1,168,462	62%	440,307
361111	Pooled Interest	\$	-	-	-	-	-	-
361320	Tax Collector FS 125.315	\$	-	-	-	-	-	-
366930	Refund from Prior Years	\$	-	-	-	-	-	-
	Total Revenues		728,154.81	29,131.98	\$ 1,168,462	\$ 1,168,462		

Acct #	EXPENDITURES		YTD	May	FY 2019/20	FY 2019/20	% Budget	Under/
			Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
58100	Aids to Government Agencies	\$	-	\$ -	\$ 4,970,196	\$ 4,970,196	0%	4,970,196
	Total Expenditures	\$	-	\$ -	\$ 4,970,196	\$ 4,970,196	0%	4,970,196

NOTES TO THE FINANCIAL STATEMENT As of May 31, 2020

REVENUES

- ¹- Revenue for the 4-cent collections \$ 116,527.93
² - Revenue for the 1-cent collections \$ 29,131.98

EXPENSES

Grant program payments for FY20 - \$ 22,449.89 during this period.

Date Created: Jun 17, 2020

Visit Tallahassee

For the Month of May 2020



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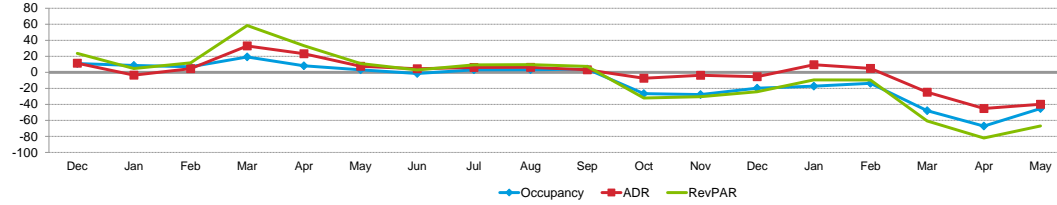
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Tab 2 - Trend Leon County, FL

Currency: USD - US Dollar

Visit Tallahassee
For the Month of May 2020

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2018												2019					2020				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May				
This Year	66.5	73.1	81.2	83.2	72.2	65.3	70.5	66.4	70.1	64.1	63.3	60.8	53.4	60.5	70.1	43.3	23.7	35.8				
Last Year	59.9	67.3	76.0	69.8	66.7	63.3	71.5	64.4	67.9	61.6	86.3	84.1	66.5	73.1	81.2	83.2	72.2	65.3				
Percent Change	11.0	8.7	6.9	19.2	8.2	3.1	-1.4	3.2	3.3	4.1	-26.6	-27.7	-19.8	-17.2	-13.7	-47.9	-67.1	-45.1				

Year To Date			Running 12 Months		
2018	2019	2020	2018	2019	2020
68.4	74.9	46.3	67.5	73.0	56.6
68.1	68.4	74.9	66.5	67.5	73.0
0.4	9.5	-38.2	1.4	8.2	-22.5

ADR	2018												2019					2020				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May				
This Year	101.18	106.07	114.47	125.12	121.11	115.35	95.35	92.02	105.98	123.43	119.16	116.52	95.71	116.12	120.05	94.13	66.47	69.44				
Last Year	90.85	109.96	109.36	94.09	98.28	107.20	91.28	86.77	99.80	119.59	128.68	121.01	101.18	106.07	114.47	125.12	121.11	115.35				
Percent Change	11.4	-3.5	4.7	33.0	23.2	7.6	4.5	6.1	6.2	3.2	-7.4	-3.7	-5.4	9.5	4.9	-24.8	-45.1	-39.8				

Year To Date			Running 12 Months		
2018	2019	2020	2018	2019	2020
103.64	116.65	100.45	100.85	111.71	104.59
103.42	103.64	116.65	100.47	100.85	111.71
0.2	12.5	-13.9	0.4	10.8	-6.4

RevPAR	2018												2019					2020				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May				
This Year	67.32	77.52	93.00	104.04	87.42	75.34	67.19	61.10	74.25	79.09	75.45	70.82	51.07	70.24	84.17	40.80	15.77	24.89				
Last Year	54.43	73.95	83.07	65.64	65.59	67.90	65.23	55.85	67.72	73.61	111.03	101.75	67.32	77.52	93.00	104.04	87.42	75.34				
Percent Change	23.7	4.8	11.9	58.5	33.3	11.0	3.0	9.4	9.7	7.4	-32.0	-30.4	-24.1	-9.4	-9.5	-60.8	-82.0	-67.0				

Year To Date			Running 12 Months		
2018	2019	2020	2018	2019	2020
70.90	87.35	46.51	68.06	81.60	59.22
70.46	70.90	87.35	66.84	68.06	81.60
0.6	23.2	-46.8	1.8	19.9	-27.4

Supply	2018												2019					2020				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May				
This Year	179,707	179,707	162,288	179,676	173,850	179,645	173,850	179,645	179,645	173,850	179,645	176,490	182,373	182,373	164,724	184,388	178,440	184,388				
Last Year	166,160	166,160	150,080	172,360	169,500	175,150	169,500	175,150	175,150	169,500	175,150	170,820	179,707	179,707	162,288	179,676	173,850	179,645				
Percent Change	8.2	8.2	8.1	4.2	2.6	2.6	2.6	2.6	2.6	2.6	2.6	3.3	1.5	1.5	2.6	2.6	2.6					

Year To Date			Running 12 Months		
2018	2019	2020	2018	2019	2020
833,250	875,166	894,313	1,986,690	2,090,143	2,139,811
825,970	833,250	875,166	1,997,101	1,986,690	2,090,143
0.9	5.0	2.2	-0.5	5.2	2.4

Demand	2018												2019					2020				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May				
This Year	119,568	131,336	131,837	149,406	125,493	117,330	122,510	119,289	125,865	111,393	113,749	107,266	97,324	110,312	115,494	79,914	42,331	66,079				
Last Year	99,559	111,748	114,009	120,239	113,119	110,929	121,132	112,736	118,841	104,331	151,124	143,630	119,568	131,336	131,837	149,406	125,493	117,330				
Percent Change	20.1	17.5	15.6	24.3	10.9	5.8	1.1	5.8	5.9	6.8	-24.7	-25.3	-18.6	-16.0	-12.4	-46.5	-66.3	-43.7				

Year To Date			Running 12 Months		
2018	2019	2020	2018	2019	2020
570,044	655,402	414,130	1,340,768	1,526,764	1,211,526
562,737	570,044	655,402	1,328,650	1,340,768	1,526,764
1.3	15.0	-36.8	0.9	13.9	-20.6

Revenue	2018												2019					2020				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May				
This Year	12,098,143	13,931,203	15,092,007	18,693,647	15,198,642	13,533,942	11,681,791	10,976,860	13,339,100	13,749,585	13,554,687	12,498,442	9,314,577	12,808,969	13,865,112	7,522,509	2,813,614	4,588,754				
Last Year	9,044,468	12,287,903	12,467,849	11,313,421	11,117,844	11,891,919	11,057,012	9,781,574	11,860,661	12,476,571	19,447,253	17,380,231	12,098,143	13,931,203	15,092,007	18,693,647	15,198,642	13,533,942				
Percent Change	33.8	13.4	21.0	65.2	36.7	13.8	5.7	12.2	12.5	10.2	-30.3	-28.1	-23.0	-8.1	-8.1	-59.8	-81.5	-66.1				

Year To Date			Running 12 Months		
2018	2019	2020	2018	2019	2020
59,078,935	76,449,441	41,598,957	135,214,476	170,550,886	126,714,000
58,196,898	59,078,935	76,449,441	133,488,898	135,214,476	170,550,886
1.5	29.4	-45.6	1.3	26.1	-25.7

Census %	2018												2019					2020				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May				
Census Props	61	61	61	61	61	61	61	61	61	61	61	61	61	61	61	62	62	62				
Census Rooms	5797	5797	5796	5796	5795	5795	5795	5795	5795	5795	5795	5883	5883	5883	5883	5948	5948	5948				
% Rooms Participants	89.5	89.5	89.5	89.5	89.5	89.5	89.5	89.5	89.5	89.5	89.5	89.5	89.5	89.9	90.9	91.0	91.0	87.0				

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COVID-19 UPDATE

Due to the disruption of nearly all events, meetings and non-essential travel to Leon County the format of this report has been modified to focus on our adaptation to new health and safety restrictions and our plans for recovery.

HIGHLIGHTS

- Engaged community partners and peers to share new protocols for health and safety as well as success stories in order to understand industry “best practices” as well as what the future of sporting events, festivals, and meetings might look like in a post COVID-19 world (ie: increased sanitization in rooms, fogging in public spaces, single-use plastic, single-use condiments, prepackaged foodservice, etc.).
- Assisted event organizers with the rescheduling of their events rather than the cancelation in order to have business in the pipeline for our community once COVID-19 restrictions are lifted.
- Increased communication with our local hotels in order to monitor property status updates and staff contacts.
- Continued to work with the Marketing Department and WizeHive, the Divisions new grant management system, to move forward with the launch of the new grant platform later this summer.
- Assisted Downs & Saint Germain with the coordination of the new processes in gathering visitor data by acting as liaison to our area hotels.
- Adjusted the FY20 Sales Plan and budget to reflect the anticipated changes in TDT collections.
- Coordinated with the Marketing Department to address the need for sales specific digital marketing in the COVID-19 recovery plan.
- Assisted Leon County, The City of Tallahassee, and Big Bend Continuum of Care with the placement of members of the local homeless community in hotels due to restrictions placed on the shelter system because of COVID-19.

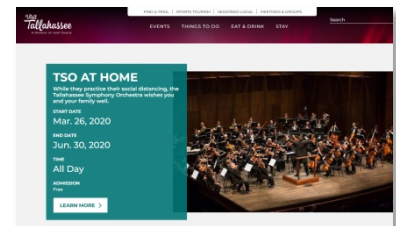
OUT & ABOUT



Construction of multi-use facilities at Apalachee Regional Park.



GMID World Record Attempt for largest virtual meeting on April 14 attended by 12,500 people from 30 countries.



Spring events moved online to our new “Virtual Events” category on VisitTallahassee.com.



SPORTS • AMANDA HEIDECKER, DIRECTOR • JOSEPH PIOTROWSKI, ASSISTANT DIRECTOR

- Participated in coordinating re-opening efforts with primary local and University-based athletic facilities operators through weekly Zoom meetings.
- Took part in a weekly Florida Sports Commission call where state of the industry and best practices for dealing with event restrictions were discussed.
- Sports staff positioned themselves to be a COVID-19 information resource for community partners by participating in over 40 webinars and Zoom calls.
- Monitored the construction and development of Apalachee Regional Parks permanent cross-country facilities by attending weekly status Zoom meetings.
- Enrolled in the USF College of Business Post Crisis Leadership Certificate course.
- Worked with the following events to successfully reschedule their dates:
 - GoldStar Elite Softball Showcase- August 14-16
 - Florida State Soccer Invitational – August 21-23
 - DCB Elite Softball Showcase – August 28-30
 - American Junior Golf Association - Sept 18- Sept 21
 - Seminole Showdown Softball Tournament – Sept 26- Sept 27
 - 2020 Open Disc Golf Tournament – Sept 26 Sept 27 & Oct 2 – Oct 5
 - Aikido Seminar with Sensei Gleason Shiha – Sept 25 – Sept 27

MEETINGS & CONVENTIONS • JANET ROACH, DIRECTOR

- Participated in 12 meeting planner virtual events to stay abreast of resources and compile best practices for meeting planners including attending Global Meetings Industry Day (April 14), Society of Government Meeting Professionals (SGMP) National Education Conference (May 19-21), Designing Events for an Insecure World (May 27).
- Completed Florida Atlantic University Hospitality and Tourism Management and renewed Society of Government Meeting Professionals (SGMP) Certified Government Meeting Professional Certificates.
- Collaborated with the marketing team to produce the 2020 Meeting Planner's Guide.
- Working with area hotels on five requests for proposals for events in 2021.

LEISURE • KATIE GARDOCKI, DIRECTOR

- Assisted Downs & St. Germain with hotel data collection for Visitor Survey Research.
- Managed the new Virtual Events category and listings on Visit Tallahassee website.
- Took part in the American Travel Trends Forum 2020 in partnership with the Travel and Adventure Show to discuss the future of travel, the Future of Travel by the Beer Marketing & Tourism Conference, and the Tempest Webinar: Reopening Best Practices & Guidelines.
- Participated in the USF College of Business Post Crisis Leadership Certificate course.
- Assisted Infinity Con 2020 with an E-games event for June 2020 and discussed additional e-games events in Fall of 2020.
- Secured host hotels for cross country and football events in the fall.



AT A GLANCE



FY2020 Media Stories
Goal: 200
YTD Media Stories: 361
Media Stories
Apr. & May = 181



FY2020 Media Value
Goal: \$1 Million
YTD Media Value
\$3,011,788
Media Value for
Apr. & May = \$1,024,870



YTD Social Media
Engagements: 179,922

Facebook Likes: 67,250
Instagram Followers: 16,082
Twitter Followers: 13,945

Together We Are The Spirit of Tourism!



Participated and provided opportunity for partner engagement in National Travel & Tourism Week through webinars, social media and the production of an inspirational video with the help of our local tourism partners.

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.

WEEKLY INDUSTRY ZOOM MEETINGS

At the beginning of the "Safer at Home" order in Leon County, the Division of Tourism/Visit Tallahassee initiated a series of weekly conference calls for tourism industry professions in Leon County. Initially, calls focused on ways to educate and support our partners and to get feedback from them about their concerns and actions during the rapidly changing pandemic. In April, Visit Tallahassee extended invitations to local, state, and national industry leaders to join as guest speakers. These calls have now developed into Zoom Webinars featuring live video-conferencing and "face-to-face" interactions. The Division of Tourism has hosted 12 meetings/webinars featuring 23 guest speakers between March 19 and May 31, 2020. The industry views these meetings as a valuable and collaborative effort of support and a constant and trusted place to exchange ideas and share resources.

Guest speakers included representatives from a wide range of industries who shared insights into how they adapted their business models, looking into specific sectors such as retail, hotels, restaurants and attractions, available financial assistance and grants, innovations, stimulus programs and new best practices. Audio recordings of these calls are available on VisitTallahassee.com.



HIGHLIGHTS

- Hosting weekly industry conference calls / Zoom Meetings with partners to discuss COVID-19 and the status of the tourism industry.
- Made budget revisions for the remainder of FY20 in response to adjusted projected TDT collections.
- Made timely website updates regarding County and State initiatives, regulations and available financial resources to our tourism partners.
- Expanded our visitor health and safety page on the website with updated information event cancellations, attraction closures and restaurant restrictions.
- Created visitor itineraries for the website and mobile app that promoted safe social distancing to explore our outdoor public art, trails, parks and even a curbside brewery tour.
- Generated a new Visit Tallahassee Facebook group for industry partners as an additional method of instant communication.
- Took part in 32 webinars and online industry training sessions to share evolving best-practices and marketing recovery strategies.
- Tallahassee named the “#11 Best City” for a Summer Staycation as reported in USA Today and Forbes.com.
- Produced new content on the website promoting Tallahassee’s war memorials, canopy roads, artists, musicians and public art murals.
- Developing recovery plans and messaging for future travel to Tallahassee.

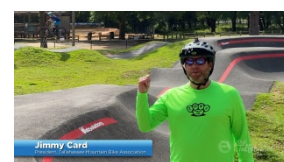
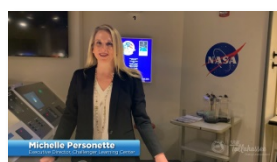
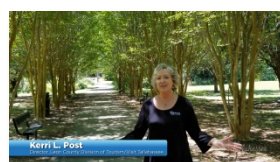
ON THE HORIZON / COVID-19

- In June and July our initial recovery marketing plans are expected to begin, targeting select drive-markets in Florida.

OUT & ABOUT



With the gracious help from many partners, the Division of Tourism produced the “**When the Time is Right**” video message. This positive message from tourism leaders encouraged potential visitors to keep dreaming of their trip to Tallahassee!



The video can be seen at: <https://www.youtube.com/visittally>



AT A GLANCE

Due to all Spring granted events being cancelled or postponed because of COVID-19, the team has been working with grantees to reimburse for incurred expenses and determine the remaining funds that were not spent.



Visitor Center
Closed to Public in
April & May

2020 GRANT STATUS HIGHLIGHTS

Event Paid: Event funds have either been paid out or post-event reimbursement request has been routed for approvals and payment.

- 30 events paid totaling \$214,122.

Pending Post Event Report: For events that took place, post-event reimbursement request is submitted and waiting to be processed or has not yet been submitted.

- 1 post-event report waiting to be processed
- 18 post-event reports yet to be submitted totaling \$43,344.

Event Postponed/Rescheduled: The event has been postponed with new dates pending or event has been rescheduled with new dates submitted.

- 16 events postponed totaling \$207,007.

Event as Originally Scheduled/Rescheduled: Event still planned for dates as originally submitted or new rescheduled dates submitted.

- 16 events still scheduled or rescheduled totaling \$33,248.

Event Cancelled and Paid: Event cancelled with request for full or partial payment.

- 4 Events totaling \$62,500.

Event Cancelled – Not Paid: Event cancelled, grant funds forfeited OR possibility of reimbursement request pending.

- 11 events cancelled totaling \$60,499.
- 10 confirmed forfeiture of funds totaling \$30,499.
1 may ask for reimbursement of award totaling \$30,000 (Southern Shakespeare).

Total Allocated Grant Funds: \$620,720 for 96 Events

ON THE HORIZON

- Finalizing the process of creating a new online grant management system with Zengine by WizeHive. Expected to be online for the 2021 grant application cycle later this summer.
- While the Visitor Information Center and Gift Shop remains closed to the public, select merchandise is being added to the VisitTallahassee.com website for purchase online.



APRIL - MAY 2020 OVERVIEW

- Due to COVID-19 and tourism coming to a halt, the marketing team had to lift and shift its strategy to inspire future travel and showcase at-home or virtual activities inspired by Tallahassee businesses.
- Between April and May, the social channels leaned heavily on wanderlust and messaging that called for an appreciation for Tallahassee, rather than a direct call for visits.
- The COVID-19 pandemic also continued to affect April and May with pauses across all paid marketing efforts, however May showed some increases in site engagement..

2019 - 2020 KPI's:	% TO GOAL (As of May 2020)	
Increase Page Views on VT.com by 4% (Goal: 1,294,999)	418,451 page views (32.3% to goal)	↓
Increase Traffic to VT.com by 4% (Goal: 664,001)	213,411 sessions (32.1% to goal)	↓
Increase Page Views on Trailahassee.com by 5% (Goal: 63,515)	49,015 page views (77.2% to goal)	↑
Increase Traffic to Trailahassee.com by 5% (Goal: 34,670)	25,890 sessions (74.7% to goal)	↑
Increase Email Open Rate (Goal: 17%)*	15% average (88% to goal)	↑
Increase Email Click Rate (Goal: 7%)*	6.3% average (90% to goal)	↑
Increase Facebook Engagements by 10% (Goal: 310,000)	124,772 engagements (40.3% to goal)	→
Increase Facebook Followers by 10% (Goal: 72,500)	67,470 followers (20% to goal)	↓
Increase Instagram Engagements by 10% (Goal: 271,000)	56,100 engagements (20.7% to goal)	↓
Increase Instagram Followers by 15% (Goal: 16,000)	16,085 followers (100.5% to goal)	↑
Increase Twitter Engagements by 10% (Goal: 260,000)	24,017 engagements (9.2% to goal)	↓
Increase Twitter Followers by 10% (Goal: 15,000)	13,950 followers (25% to goal)	↓
Increase #iHeartTally Impressions by 15% (Goal: 62,000,000)	35,132,583 impressions (56.7% to goal)	→
Total Placements of Earned Media (Goal: 200)	361 placements (180.5% to goal)	↑
Total Earned Impressions (Goal: 100,000,000)	2,365,449,738 impressions (100% to goal)	↑
Public Relations Publicity Value (Goal: \$1,000,000)	\$3,011,787 publicity value (100% to goal)	↑
Media Experiences: 12 Individual, 4 Local Influencers, 2 FAM Tours	8 experiences (44.4% to goal)	↓
Public Relations Broadcast Promotions (Goal: 8)	4 promotion (50% to goal)	↓
Public Relations Co-op Promotions (Goal: 1)	0 (0% to goal)	↓

WEBSITE: APR - MAY 2020

- With the ongoing effects of Covid-19, we continue to see a decrease YoY, however while we saw the highest dips in April, May shows growth with a 47% increase in sessions month over month.
 - Along with sessions trending back up, there is also an increase in engagement - longer time on-site and a lower bounce rate of 23%
- As social distancing took hold, Trailahassee became a resource for users to find outdoor activities.
 - April traffic started to climb back up and had an increase YoY and MoM, and the trend continues in May with a 18% increase MoM and 58% increase YoY.



SOCIAL MEDIA: APR - MAY 2020

- National Travel and Tourism Week was a success across all social channels in May. From May 3-May 9, engagement was consistent for the tourism themed posts.
- Additionally with an increase in posts and an increase in user-generated content, May saw positive growth in engagement.



13,748

April - May 2020
Engagements



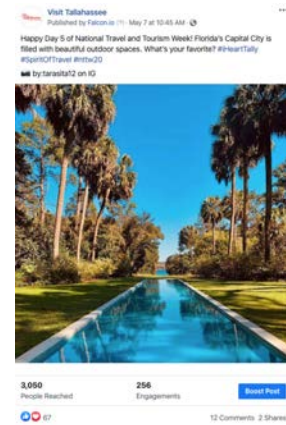
8,554

April - May 2020
Engagements



7,439

April - May 2020
Engagements



PR HIGHLIGHTS: APR 2020

- Due to COVID-19 and tourism coming to a grinding halt, the PR team had to lift and shift its planning and strategy to inspire future travel and showcase at-home activities inspired by Tallahassee businesses.
- The PR team was able to secure a co-promotion and fall trip giveaway with BirdWatching Magazine - a highly-acclaimed, outdoors publication.
- The PR team also drafted a press release in support of National Travel and Tourism Week, highlighting the spirit of travel.



Hotels Providing At-Home Programs for Kids Amid COVID-19 Isolation

With children unreasonably kept out of school as part of worldwide efforts to curb the spread of the COVID-19 pandemic, outside-the-home activities being unavailable amid community lockdowns, and even public parks and outdoor spaces closed off, how is one to prevent their kids from suffering from some serious cabin fever?

Several hotels and tourism organizations (with their own operations also shuttered in the coronavirus' wake) have begun inventing ways for youngsters to engage in stimulating activities that can be carried out at home, with several possessing the power to mentally transport participants

FUTURE SCIENTISTS

Capillary Action: From the Challenger Learning Center—Tallahassee, Florida

Education Coordinator, Layne Milesell, at the Challenger Learning Center suggests a fun, DIY experiment. Using washable markers, kids will create a colorful design on a coffee filter sheet and then drop small amounts of water onto the filter, which will produce a subtle spreading effect that allows young scientists to observe and instance of 'capillary action': the ability of a liquid to flow upward, against gravity. Try it with a black felt pen and watch all of the various pigments separate!



Earth Month: Destinations With Responsible Tourism

When we get to travel again, here is a list of "Destinations With Responsible Tourism."

Clean Energy Resolution — Tallahassee, Fla.

Tallahassee, Fla. offers ways to practice sustainability within the community. In February 2019, Tallahassee adopted the Clean Energy Resolution, a goal to move to 100 percent private and public use of renewable energy by 2050. Through programs, such as Tallahassee Solar, renewable energy is harnessed from solar farms and allows residents to lock in a fixed utility rate until 2027, incentivizing Tallahassee to practice different forms of sustainability. The capital city provides safe accommodations to encourage the community to bike for recreation and transportation. In 2016, Tallahassee was recognized for its efforts by earning the Silver Level Bicycle Friendly Community (BFC) designation from the American League of Bicyclists. For more information, visit VisitTallahassee.com.



Wanderlusting During Isolation? Here are 22 Ideas To Add To Your Bucket List

ULTIMATE FAMILY VACATION

Zip-Line Through Canopied Tree Tops in Tallahassee, Fla.
Tallahassee offers endless amounts of activities for all types of adventurers to explore — including zip-lining through canopied tree tops at the Tallahassee Museum. With more than 700 miles of diverse trails, popular craft breweries and an emerging culinary scene, visitors will experience Tallahassee's undeniably pretty and often unexpected features. Home to three colleges and universities, Florida's capital city's vibrant arts, culture and deep-rooted history shine through its murals, museums and performing arts to create one of Southern Living's top 10 Cities of the South.



2020 BICYCLE PARK

SURVEY

We asked nearly 2,000 Tallahassee residents
Across 18 of Leon county's 20 zip codes!

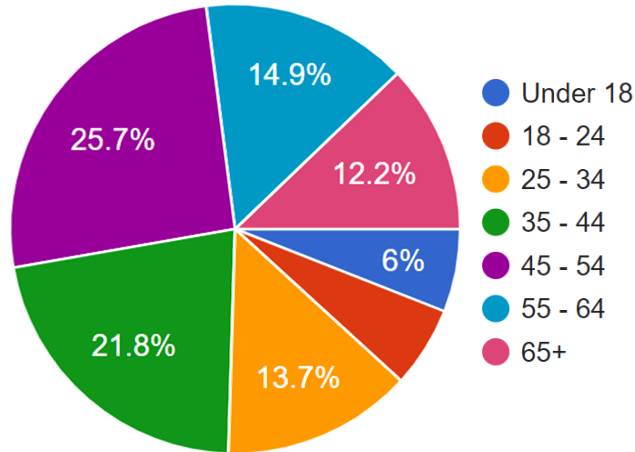
A majority of participants
(60%) preferred imagery that
displayed all-terrain tracks.



When answering an open-ended question about where they might like to see this project located, the majority of responses indicated “North Side”, “Market District” or “Killearn area”.



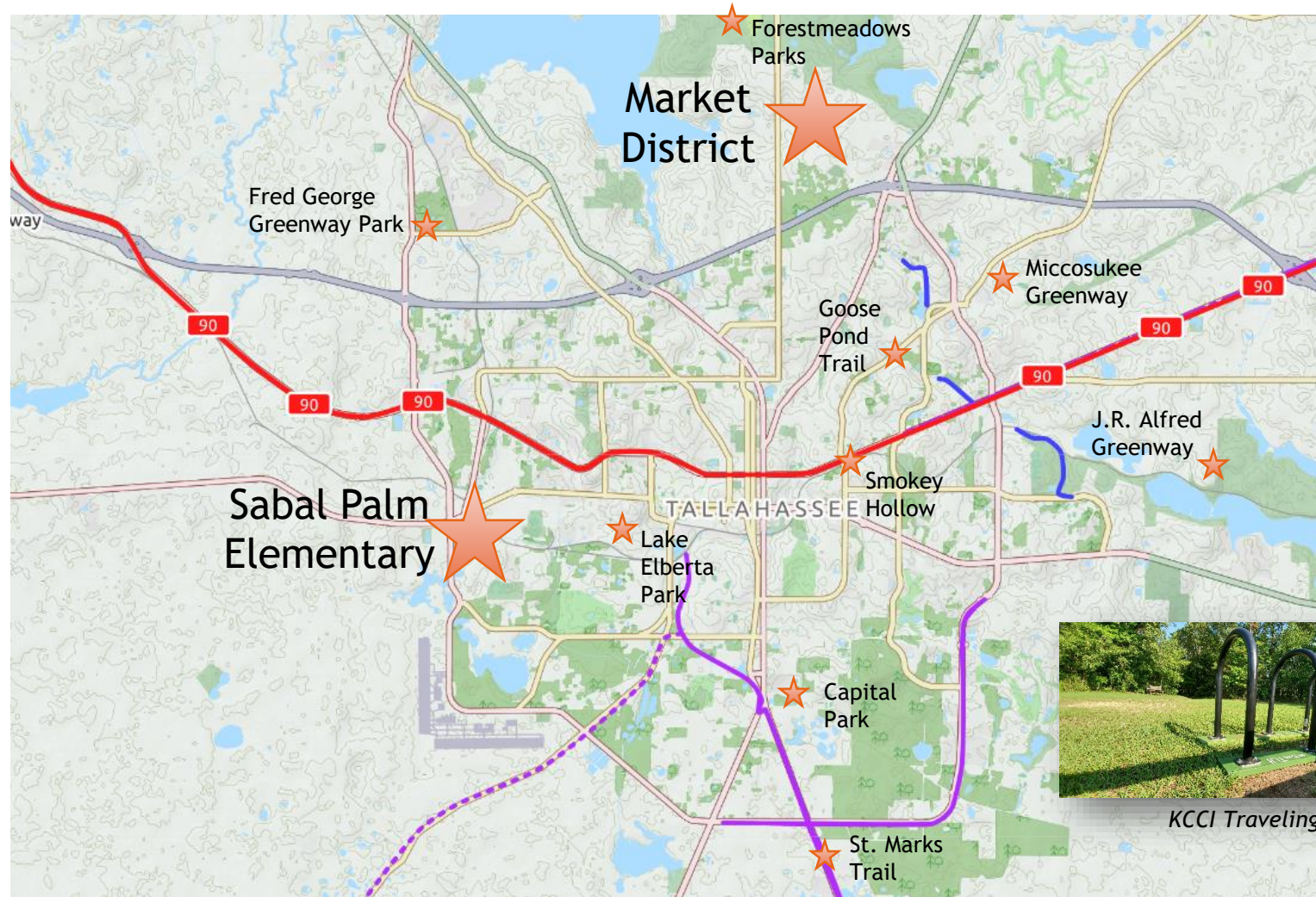
A wide variety of ages are represented in our survey!



450 willing survey participants (that's about 25%) provided their email addresses to remain involved in the progression of this park into the future and provide continued community input!

KCCI 2020 IMPACT:

SABAL PALM ELEMENTARY + MARKET DISTRICT



Map Key

- Motorway
- Trunk road
- Primary road
- Secondary road
- Cycleway
- National cycleway
- Regional cycleway
- Local cycleway
- Railway
- Forest
- Common and meadow
- Lake and reservoir

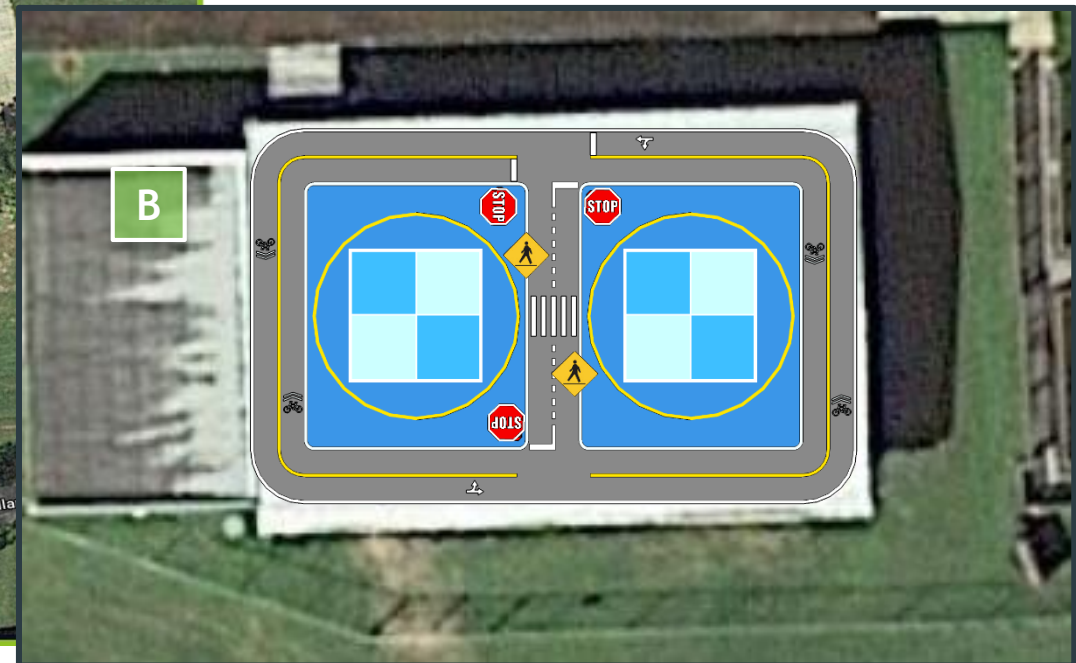
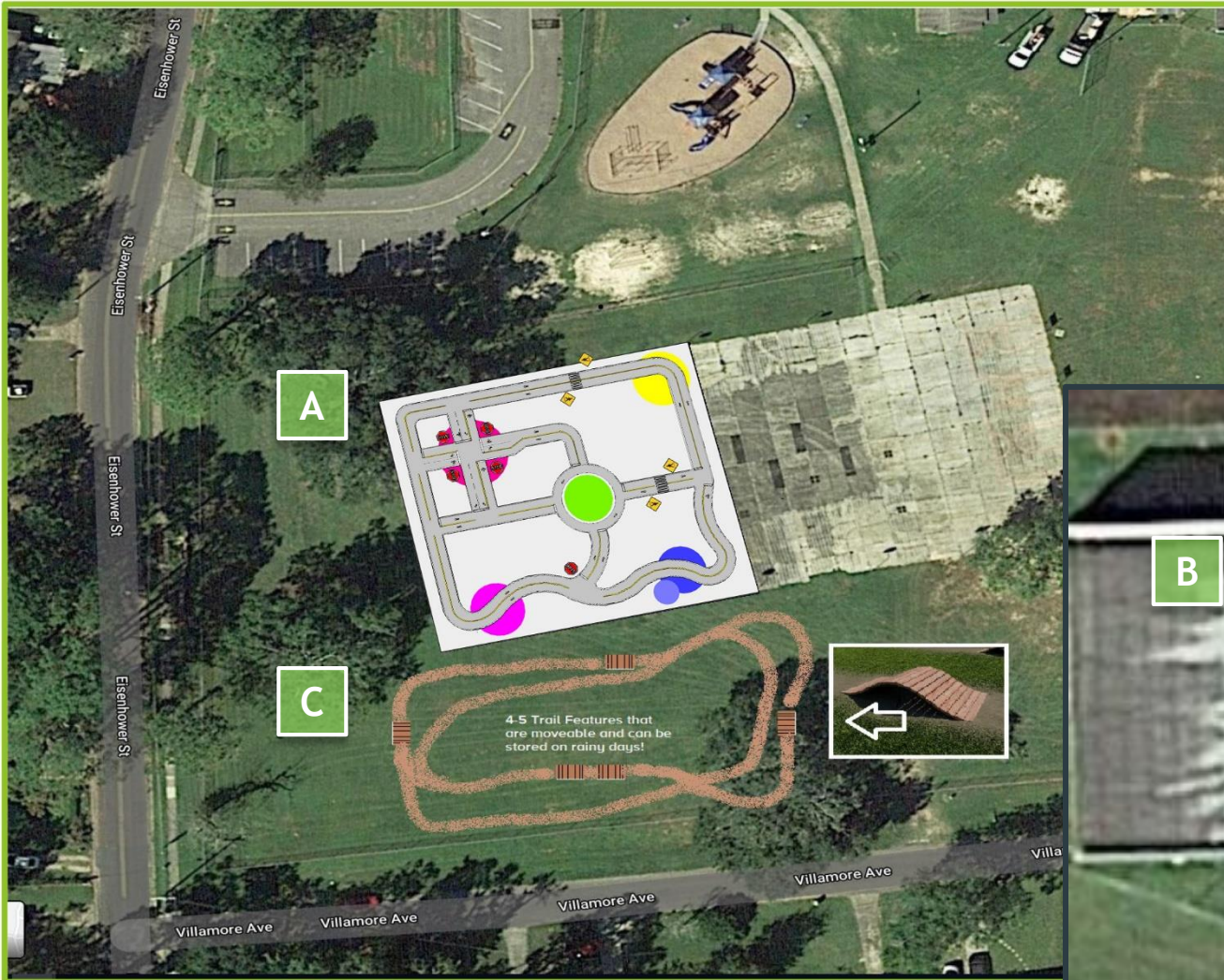


KCCI Traveling bike rack

Proposed Sabal Palm Elementary Bike Park



- A) Bike Park
- B) Educational cycling space under pavilion
- C) Off-roading experience



PROPOSED LOCATION BENEFITS:



Economic
Vitality



Accessibility



Connectivity



Community
Space



Safety +
Wellness

MARKET DISTRICT LOCATION



Bobbin Trace

Maclay Hammock

Premier Health and Fitness Center

West Stormwater Facility


City Electric Substation



East Stormwater Facility

Maclay Commerce Drive

Hawk's Nest

Market Street

MARKET DISTRICT CONNECTIVITY PROJECT



Committed Projects: Timberlane Greenway

Id	0
StreetName	Timberlane Greenway
ProjectTyp	Greenways Committed
Notes	Blueprint Committed Project - Interlocal Agreement
Details	Market District Project
Agency	Blueprint

Committed Projects: Market District Connectivity

Id	0
StreetName	Market District Connectivity
ProjectTyp	Committed Project
Notes	Blueprint Committed Project - Interlocal Agreement
Details	
Agency	Blueprint

Legend

Bicycle-Pedestrian Master Plan

- Major Project (Orange line)
- Minor Project (Purple line)
- Neighborhood Network (Blue line)

Committed Projects

- Green line

Existing Bicycle Facilities

- Yellow line

Regional Trails

- Dark Green line

Leon County Roads

- Grey line

CONCEPTUAL DESIGN



KCCI
2020 BICYCLE PARK

DESIGN CONCEPT BY KCCI

CONCEPTUAL DESIGN



"The bike park will give locals and visitors an exciting new place to enjoy practicing or learning bike skills while being outdoors. With its close proximity to our neighborhood we are looking forward to outings at the park and then being able to visit the trails or nearby restaurants."

- Rowdy & Jennifer Lawson, Hawks Nest Neighborhood residents

"At Tallahassee Memorial HealthCare and Premier Health & Fitness, we are proud to support projects that promote physical activity and well being. The Market District bike path project will be a significant improvement to the area and a great resource for our community."

- Stephanie Derzypolski,
Vice President/Chief Communications Officer at TMH

I am excited to voice my support for the Market Square Bike Park Project...the proposed concept is in line with the industry's "cutting edge" in innovation and sustainability for public bike recreation infrastructure. The recent success of the Velosolutions Asphalt Pumptrack at Tom Brown Park, and the extremely high visitation reported there, indicates that the local demand for more sustainable bike infrastructure is real. This project would complement that facility and is a great next step in Tallahassee's pursuit of becoming a regional destination for cyclists.

- Tim Babcock,
Vice President of Professional Trail Builders Association

Between school at Gilchrist, dance at TDA, lunch at Hopkins, shopping at Hearth & Soul or Bedfellows, banking at Prime Meridian and dining at Island Wing and Gordos - I joke that my family and I rarely leave the Market Street District... Just when I thought it couldn't get any better, an educational bike park gets proposed - the cherry on top!

- Paige Shiver, Speech Language Pathologist at CRMC

"A family-friendly bike park in close distance to a shopping, entertainment and dining district encourages families to choose a healthier option of transportation, trains young riders on bike safety and adds needed foot traffic on the weekends."

- Serena Moyle,
Hearth & Soul Library Curatorz

"As the father of young children and a small business owner on Market Street, I am thrilled to see an exciting play and educational cycling area for children and their families."

- Eric Thomas,
Co-Founder and Creative Director at UnderStory

"Higher Ground supports the Market Square Bike Park Project. This project, in this proposed area, will greatly benefit our community - another step in the right direction to make Tallahassee a future cycling destination in the Southeast."

- Todd May, Higher Ground Bike Shop Owner





MEMORANDUM

DATE: July 6, 2020

TO: Leon County Tourist Development Council Members (TDC)

FROM: Kerri L. Post, Executive Director, Leon County Division of Tourism

SUBJECT: Proposed FY 2021 Tourism Grant Program Overview and Guidelines Review

COVID-19 has had a drastic impact on TDT collections, the Division of Tourism's budget and accordingly, the amount of funding allocated towards community grant programs has also been severely impacted. These cuts are painful but necessary, however please be assured we fully recognize the economic and quality-of-life value these events have on our community and hope to fund as many organizations as possible but with reduced amounts.

For FY21 the proposed total Grant Funding budget allocation is \$450,000, a reduction of \$315,000 from the FY20 Grant Funding amount of \$765,000. The proposed FY21 funding levels available for the respective grant programs are as follows:

- Legacy Events generate the greatest ROI of all events. In FY20 \$300,000 was allocated and \$240,000 was awarded. These grants are proposed to remain whole for FY21 at \$240,000, the FY20 level.
- Signature Events/Emerging Signature Events grant budget in FY20 was allocated at \$235,000 and \$166,500 was awarded. The amount of funding available in FY21 is proposed to be \$110,000.
- Special Events grant budget allocated and awarded was \$100,000 in FY20 and the amount of funding available in FY21 is proposed to be \$40,000.
- Sports Events were funded at \$130,000 in FY20 (an increase of \$15,000 from FY19) and the amount of funding available in FY21 is proposed to be \$60,000.

The COVID-19 impact has also adjusted the timing of the Tourism Grant cycle which historically has opened May-July. The Division anticipates opening the FY21 Tourism Grants cycle July 27 – August 21 for presentation to the TDC for approval in September. The timing of the awards may be evaluated and adjusted at the time based upon the status of COVID-19 in Leon County.

The Leon County Division of Tourism/Visit Tallahassee grant policies and procedures have been updated for FY 2021. Attached you will find updated Guidelines for Special, Sports,

Signature/Emerging Signature, and Legacy event grants for your review. Highlights of the updates are noted in the documents and highlighted below:

1. The addition of a requirement for the applicant to submit information on how they plan to provide a safe and secure event including measures to address personal/group safety, and public health/sanitation for visitors/attendees/general public and for participants/vendors/staff/volunteers/teams. This requirement is added to ensure that events funded through the Division of Tourism have a plan in place to address the safety and wellbeing of those involved in any way with the event.
2. The rating criteria/scoresheet has been updated to include the new item above and to align with the application and the Guidelines.
3. The grant Guidelines and Grant Agreements will now include language that will limit the County's exposure for payment of grant funds for events that are cancelled. It is anticipated 75 days prior to an event's scheduled date, event organizers must make a determination to proceed or cancel/reschedule and be aware the County will only reimburse them for allowable expenses incurred prior to that date.
4. The addition of a requirement for all Sports, Special, Emerging Signature and Signature Event applicants to attend at least one Grant Application Workshop, either in person or online/virtually. This is especially important with the launch of our new Zengine Grant System for FY 2021 grants. This requirement also assists applicants in submitting a complete, accurate and more robust application with an improved likelihood to receive funding.
5. Minor non-substantive changes were made to provide clarification and consistency in wording and formatting across all of the Guideline documents.

Leon County Division of Tourism



Visit
Tallahassee
A Division of Leon County

2021 Legacy Event
Grant Program
Guidelines

Table of Contents

- I. Introduction
- II. Definition
- III. Required Documents
- IV. Statement of Policies
- V. Procedures
- VI. Post-Event Report
- VII. Conclusion

Leon County Legacy Event Grant Program

I. INTRODUCTION

The Leon County Tourist Development Council (TDC) was created pursuant to State of Florida Local Option Tourist Development Act and Leon County Ordinance #88-01. The TDC administers funds collected from a local option tourist development tax (TDT) on transient lodging sales, i.e. hotels/motels, campgrounds and condominiums. The funds are designated to promote Tallahassee/Leon County as a preferred visitor destination for meetings and conventions, group leisure travel, special events, cultural activities and amateur sporting events.

The Leon County Division of Tourism annually administers and budgets funds for five separate grant programs for local groups and organizations that coordinate events with a demonstrated history of or significant potential to draw visitors to the area.

The Legacy Event Grants are for events that have taken place in the community for a minimum of five years and generate the largest amount of room nights and economic impact in the community.

Event organizers will present a three-year funding plan. The first year cannot exceed the 2020 funding level and may increase with appropriate justification and rationale to expand the event for greater visitor appeal. A three-year funding agreement will be based upon an approved three-year funding plan. The contract will have financial consequences for not obtaining event goals and deliverables and will allow for variances as a result of acts of God (i.e. weather). Contracts will be presented to the TDC and the Board of County Commissioners for approval.

The Division of Tourism grant programs are funded by the Tourist Development Tax (TDT) and are designed to draw visitors to Leon County. Grant programs administered by the Council on Culture & Arts (COCA) are also funded by TDT revenue and are designed to support year-round arts and culture programming.

II. DEFINITION

A Legacy Event is:

1. An event, festival, or tournament that has been taking place in the community for a minimum of five years and can reliably demonstrate generating a minimum average 2,000 room nights for at least three of the last five years.

2. An event, festival, or tournament that can reliably demonstrate generating a minimum economic impact of \$1 million annually.
3. An event that does not occur during peak visitor periods. Peak visitor periods are generally defined as FSU home football game weekends in the fall semester, FAMU homecoming weekend, FSU or FAMU graduation weekends, and Monday through Thursday during the state legislative session.

III. REQUIRED DOCUMENTS

The documents listed below are required as part of the Legacy Grant application process:

1. Legacy Grant Application Form
2. Three-Year Event Funding Plan
3. Marketing Plan
4. Event Budget
5. Event Information for Safety/Security and Public Health/Sanitation

IV. STATEMENT OF POLICIES

1. Grant funds are intended to supplement the organization's budget for the event referenced in the application.
2. Applicant must provide a three-year funding plan for the event. The funding plan must include requested award amount for each year; event enhancements for each successive year; and event goals for room nights, out-of-county visitors, and total attendance.
3. Applicant must provide the event plan to provide a safe and secure event including measures to address personal/group safety, and public health/sanitation for visitors/attendees/general public and for participants/vendors/ staff/volunteers/teams.
4. Hotels secured for the event must be located within Leon County.
5. Funding does not support administrative costs or private events. Funding supports marketing and promotional efforts, venue/site rentals and costs associated with visiting artists and/or exhibits
6. Grantee's budget must reflect at least a 25% dollar-for-dollar cash match (donated in-kind services will not be allowed) to the requested grant amount. Grantees will be required to identify the amount of matching funds in the event budget submitted and the amount must be verified and sourced in the Post-Event Report.
7. Funding shall be provided as reimbursement for approved actual expenditures upon completion of the event. Proof of payment must be provided. Proof of payment may be submitted in the form of a vendor receipt and a front and back copy of cleared check, bank statement, or

credit card receipt or statement. Cash receipts can be accepted for reimbursements; using a check or credit card is preferred. Written confirmation from vendor that expenditure has been paid in full is necessary if only a copy of the front of the cleared check is provided.

8. If an event must be cancelled, event organizers are required to make that determination at least 75 days prior to the event's originally scheduled date. Tourism will only reimburse for allowable expenses incurred before 75 days prior to the original event date. Any expenses incurred after that date will not be reimbursed.
9. If an event needs to be rescheduled, the new dates must be between October 1 and September 30 of the current fiscal year to be eligible for reimbursement.
10. Leon County Tourism staff will direct the County's marketing research firm of record to conduct an economic impact study of an event receiving Legacy Event Grant funding. Event organizers must allow for face-to-face interviews with spectators and participants in order to be eligible
11. Each year's performance will be evaluated against the established criteria and historic precedent.
12. To be eligible for payment, a completed Post-Event Report must be submitted. The report must include a recap of the event and how the event promoters measured the success/failure of the event. Failure to submit a complete Post-Event Report will result in disqualification for support. Requests for reimbursement must be received by September 30.
13. Any funds granted will be subject to audit by the Leon County Auditor.
14. Event must take place between October 1 and September 30, of the upcoming fiscal year.
15. Grantee must provide a marketing/promotions plan.
16. Grantee must provide a detailed event budget indicating matching funds.
17. Indemnification: Grantee shall indemnify Leon County, Florida, a charter county and political subdivision of the State of Florida (the "County"), to the extent provided as follows:
 - (a) Except as otherwise provided herein below, the Grantee shall indemnify, save and hold the County, its officials, officers and employees harmless from any and all actions, obligations, claims, damages, expenses, costs of any kind, debts, negligence, and liabilities arising from, or in any way related to, acts or omissions of the Grantee, its employees, volunteers, subcontractors, employees of subcontractors, or clientele, in the performance of, or failure to perform under, this event for which the Grant was approved. Should the County, as a result of the performance or lack thereof by or on behalf of the Grantee, be required to reimburse any sums to any organization, or reimburse funds to any Federal, State or

local governmental entity, contribute funds to the performance of this event for which the Grant was approved, or expend County funds to complete or correct such performance, the Grantee, upon demand by the County, shall refund and reimburse the County for all sums so reimbursed or expended by the County.

(b) If the grantee is a governmental entity or other such organization to which the protection of sovereign immunity is applicable, the indemnification requirements set forth in subparagraph (a) above shall apply to such Grantee only to the extent as allowed in Section 768.28, Florida Statutes, and nothing herein shall be deemed to be a waiver of such Grantee's sovereign immunity beyond those statutory limits as provided therein.

(c) If the event for which the Grant was approved is to take place on property owned by the County and/or is sponsored by the County, the Grantee shall, in addition to these indemnification requirements, be required to provide to the County a certificate of insurance showing that that the Grantee has procured insurance against claims for injuries to persons or damages to property which may arise from, or in connection with, the performance by the Grantee, its employees, volunteers, subcontractors, employees of subcontractors, or clientele, of this event for which the Grant was approved, in the minimum coverage and amounts as follows, and that the County has been named as an additional insured: (i) commercial general liability insurance coverage with combined single limits for bodily injury, personal injury, and property damage of no less than \$1,000,000 per occurrence and a \$2,000,000 annual aggregate; and (ii) if applicable, workers' compensation insurance covering all employees meeting statutory limits in compliance with all applicable state and federal laws.

18. The combined Leon County/Visit Tallahassee logo must be included on all printed and online advertisements and promotional materials for the event. For example: banners, signs, t-shirts, programs, brochures, event website or social media page, etc. The combined logo must appear on all printed, online or broadcast promotional material developed for the event and include a link to the VisitTallahassee.com website. Before these materials are produced, they **MUST BE SUBMITTED AND APPROVED** by the Leon County Division of Tourism **PRIOR to distribution** to ensure that the combined Leon County/Visit Tallahassee logo appears properly.

Leon County Tourism is dedicated to supporting worthwhile local events through our grant programs and other promotional opportunities but reserves the right to reduce or eliminate grant funding for organizations that do not receive prior approval for correct logo use.



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18. Grantee is required to coordinate public announcements of the event including the entertainment and/or performing acts, news releases, social media posts, or broadcasts associated as part of the event with Leon County Tourism.
19. Allowable expenses shall include:
 - Promotion, marketing and paid media advertising that reaches outside Leon County to in-state metro markets and the Southeast, at a minimum, with potential to drive overnight visitation.
 - Event production and technical expenses, site fees/costs (contract help, rentals, insurance) rights fees, sanction fees, non-monetary awards and travel expenses including lodging.
 - Grantees are required to describe how the grant funds will be used. Any changes to the items submitted in the application **MUST** be submitted in writing to the Leon County Tourism office and will not be allowed without written approval from staff **PRIOR** to the event.
20. Unallowable expenses include:
 - General and administrative expenses.
 - Building, renovating and/or remodeling expenses.
 - Permanent equipment purchases.
 - Debts incurred prior to grant period.
 - Programs which solicit advertising or sponsorships.
 - Hospitality or social functions.
 - Advertising that primarily reaches Leon County and its residents.
 - Sleeping room expenses for attendees.

V. PROCEDURES

1. Funding for the Legacy Event Grant Program will be included as part of the Division of Tourism's normal budget process.

2. Funds will be primarily used to market the Legacy Event but may be used for other purposes as authorized by section 125.0104, Florida Statutes, such as programming and production expenses as long as the main focus is the promotion of the event to visitors.
3. Funds will be provided to the recipient on a reimbursement basis upon receipt of a post-event report demonstrating proof that the funds were spent as agreed upon.
4. If an event must be cancelled, event organizers are required to make that determination at least 75 days prior to the event's originally scheduled date. Tourism will only reimburse for allowable expenses incurred before 75 days prior to the original event date. Any expenses incurred after that date will not be reimbursed.
5. Each grant application will be reviewed by Leon County Tourism staff to ensure all required materials have been supplied. Failure to supply all of the required materials may result in disqualification. Following staff review, a meeting with the event organizer will be conducted to mutually determine the specific contract deliverables and a contract will be developed consistent with other grant contracts. The draft contract will be presented for the TDC's review and subsequently to the Board of County Commissioners (BOCC) for approval.
6. Once approved by the BOCC, staff will issue an award letter to the grant recipient outlining the amount and final contract agreement authorizing the uses of the funds and will include a scope of work, deliverables, and required documentation. Signed contracts must be received by Leon County Tourism within 30 days of receipt of award letter.
7. Upon receipt of a standardized post-event report, staff will process the grant invoice for payment.

VI. POST-EVENT REPORT

Leon County Tourism will instruct its marketing research firm of record to conduct a statistically reliable number of spectator and participant surveys at the event to develop an economic impact study that shows the number of attendees, out of town guests, room nights generated and total economic impact from the event.

It is the responsibility of the event organizer to provide post-event information including:

1. The names of contracted hotels used for participants and spectators.

2. Room pick-ups (number of rooms secured, number of days, and the number of guests staying in each room) from each contracted hotel.
3. A written report on how the event measured its success or failure; what were the event goals and what was accomplished.
4. Leon County reserves the right to conduct a post-audit of information presented on the accommodations listed. All properties listed will be contacted to confirm the number of room nights generated for the event. ANY MISLEADING OR FALSE INFORMATION PRESENTED CAN AND WILL ADVERSELY AFFECT FUTURE GRANT AWARDS.
5. Post-event budget showing revenues and expenses.
6. Upon receipt of the post-event report, Leon County Tourism will process the check request for the approved grant amount.

VII. CONCLUSION

For questions or more information regarding the application process, contract, and post-event reporting please contact Terri Messler, Grant Manager at (850) 606-2331 or messlert@leoncountyfl.gov

Leon County Division of Tourism



Visit
Tallahassee
A Division of Leon County

**Special Event
Grant Program**
(Policies & Procedures)

Amended July 10, 2020

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- I. Introduction and Definitions
- II. Statement of Policies
- III. Rating Criteria and Process
- IV. Funding Eligibility
- V. Guidelines for Grant Request Funding Levels
- VI. Emerging Signature Event
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- VIII. Visitor Tracking
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- X. Conclusion

Leon County Division of Tourism/Visit Tallahassee Special Event Grant Program

I. INTRODUCTION AND DEFINITIONS

The Leon County Tourist Development Council (TDC) was created pursuant to the State of Florida Local Option Tourist Development Act and Leon County Ordinance #88-01. The TDC administers funds collected from a local option tourist development tax (TDT) on transient lodging sales, i.e. hotels/motels, campgrounds and condominiums. The funds are designated to promote Tallahassee/Leon County as a preferred visitor destination for meetings and conventions, group leisure travel, special events, cultural activities and amateur sporting events.

The definition of an “event” per section 125.0104, Florida Statutes; to be an authorized use of Tourist Development Tax revenue, an event “shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity or event to tourists.” By statute, a tourist is “a person who participates in trade or recreation activities outside of the county of his or her residence, or who rents transient accommodations including any living quarters or accommodations in any hotel, motel, resort motel, apartment, apartment hotel, rooming house, mobile home park, recreational vehicle park, condominium or timeshare resort for a term of 6 months or less.”

The Leon County Division of Tourism annually allocates funds to five separate grant programs for local groups and organizations that coordinate events with a demonstrated history of or significant potential to draw visitors to the area. The Special Event Grants are reviewed by the Grant Review Committee and presented to the TDC for approval. There is a separate grant program for sporting events that is administered by the Tallahassee Sports Council and presented to the TDC for approval. Legacy and Signature Event Grants are for festivals and events that can demonstrate the potential to bring a significant number of room nights to the community. Legacy Event grants are approved by the TDC and the Leon County Board of County Commissioners. Signature Event Grants are also reviewed by the Grant Review Committee and presented to the TDC for approval. The Grant Review Committee is made up of TDC members and may also include tourism and hospitality leaders and marketing professionals.

The Leon County Division of Tourism grant programs are funded by the Tourist Development Tax (TDT) which is generated from hotel room nights. Grant programs administered by the Council on Culture & Arts (COCA) are also funded by TDT revenue and are designed to support year-round arts and culture programming.

A “Special Event” is defined as “a new or existing organized concert, exhibition, festival, fair, conference or celebration which is conducted according to a prearranged schedule and of interest to the general public. For the purpose of this grant program, the public interest should extend to Tallahassee/Leon County residents and to those living outside Tallahassee/Leon County who would visit the destination and stay overnight to observe or participate.”

Each application will be evaluated against established criteria and historic precedent. The number and extent of these grants will depend upon the availability of designated

funds and specific allocations. Ideally, the funds allocated by the TDC will eventually be returned through increased transient lodging sales resulting from these special events and the tourist development tax generated from those sales.

II. STATEMENT OF POLICIES

- A. Grant funds are intended to supplement the organization's budget for the event referenced in the application.
- B. Applicant must provide a statement of sustainability and growth for the event (i.e. How do you define success for the event and what is your long-term plan to sustain and grow the event over the next five years?).
- C. Applicant must provide the event plan to provide a safe and secure event including measures to address personal/group safety, and public health/sanitation for visitors/attendees/general public and for participants/vendors/ staff/volunteers/teams.
- D. Applicant must provide a statement of need for grant funding.
- E. Hotels secured for the event must be located within Leon County.
- F. Funding does not support administrative costs or private events. Funding supports marketing and promotional efforts, venue/site rentals and costs associated with visiting artists and/or exhibits.
- G. Grant applications will only be received during the advertised cycle. One application will be accepted per event, per fiscal year. Applicants receiving grant funds from the Council on Culture & Arts (COCA) may not receive grant funding for the same event through the TDC. Applicants may make requests to the TDC and COCA, but these must be for a different event or activity.
- H. Events will not be considered for funding if the event occurs during peak visitor periods. Peak visitor periods are generally defined as FSU home football game weekends in the fall semester, FAMU homecoming weekend, FSU or FAMU graduation weekends, and Monday through Thursday during the state legislative session.
- I. If the requested grant amount exceeds \$10,000, applicant's budget must reflect at least a 25% dollar-for-dollar match (in-kind services will not be allowed). Applicants will be required to identify the amount of matching funds in the event budget submitted and the amount must be verified and sourced in the Post-Event Report. The grant award amount may be reduced for the next cycle proportionately to the shortfall of funds raised if the 25% matching funds were not received.
- J. Funding shall be provided as reimbursement for approved actual expenditures upon completion of the event. Proof of payment must be provided. Proof of payment may be submitted in the form of a vendor receipt and a front and back copy of cleared check, or a credit card receipt. Cash receipts can be accepted for reimbursements; using a check or credit card is preferred. Written confirmation from vendor that expenditure has been paid in full is necessary if only a copy of the front of the cleared check is provided.

- K. If an event must be cancelled, event organizers are required to make that determination at least 75 days prior to the event's originally scheduled date. Tourism will only reimburse for allowable expenses incurred before 75 days prior to the original event date. Any expenses incurred after that date will not be reimbursed.
- L. If an event needs to be rescheduled, the new dates must be between October 1 and September 30 of the current fiscal year to be eligible for reimbursement.
- M. To be eligible for payment, a completed Post-Event Report must be submitted. The report must include tracking statistics regarding out-of-town visitors and their use of transient lodging facilities and occupancy. Failure to submit a complete Post-Event Report will result in disqualification for support. Requests for reimbursement must be received by September 30.
- N. Any funds granted will be subject to audit by the Leon County Auditor.
- O. Indemnification: By submitting this Grant application, the applicant agrees that upon final approval of the Grant the applicant shall indemnify Leon County, Florida, a charter county and political subdivision of the State of Florida (the "County"), to the extent provided as follows:
 - (1) Except as otherwise provided herein below, the applicant shall indemnify, save and hold the County, its officials, officers and employees harmless from any and all actions, obligations, claims, damages, expenses, costs of any kind, debts, negligence, and liabilities arising from, or in any way related to, acts or omissions of the applicant, its employees, volunteers, subcontractors, employees of subcontractors, or clientele, in the performance of, or failure to perform under, this event for which the Grant was approved. Should the County, as a result of the performance or lack thereof by or on behalf of the applicant, be required to reimburse any sums to any organization, or reimburse funds to any Federal, state or local governmental entity, contribute funds to the performance of this event for which the Grant was approved, or expend County funds to complete or correct such performance, the applicant, upon demand by the County, shall refund and reimburse the County for all sums so reimbursed or expended by the County.
 - (2) If the applicant is a governmental entity or other such organization to which the protection of sovereign immunity is applicable, the indemnification requirements set forth in subparagraph (1) above shall apply to such applicant only to the extent as allowed in Section 768.28, Florida Statutes, and nothing herein shall be deemed to be a waiver of such applicant's sovereign immunity beyond those statutory limits as provided therein.
 - (3) If the event for which the Grant was approved is to take place on property owned by the County and/or is sponsored by the County, the applicant shall, in addition to these indemnification requirements, be required to provide to the County a certificate of insurance showing that that the applicant has procured insurance against claims for injuries to persons or damages to property which may arise from, or in connection with, the performance by the applicant, its employees, volunteers, subcontractors, employees of subcontractors, or clientele, of this event for which the Grant was approved, in the minimum

coverage and amounts as follows, and that the County has been named as an additional insured: (i) commercial general liability insurance coverage with combined single limits for bodily injury, personal injury, and property damage of no less than \$1,000,000 per occurrence and a \$2,000,000 annual aggregate; and (ii) if applicable, workers' compensation insurance covering all employees meeting statutory limits in compliance with all applicable state and federal laws.

- P. The combined Leon County/Visit Tallahassee logo must be included on all printed and online advertisements and promotional materials for the event. Promotional materials include: banners, signs, t-shirts, programs, brochures, event website, social media posts, etc. Online material developed for the event must include a link to the VisitTallahassee.com website. Before these materials are produced, they **MUST BE SUBMITTED AND APPROVED** by the Leon County Division of Tourism/Visit Tallahassee to assure that the combined Leon County/Visit Tallahassee logo appears properly.

Leon County Division of Tourism/Visit Tallahassee is dedicated to supporting worthwhile local events through our grant programs and other promotional opportunities but reserves the right to reduce or eliminate grant funding for organizations that do not receive prior approval for correct logo use.



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- Q. Allowable expenses shall include:
- Promotion, marketing and paid advertising/media buys that reach outside Tallahassee/Leon County with potential to drive overnight visitation
 - Event production and technical expenses, site fees/costs (contract help, rentals, insurance) rights fees, sanction fees, non-monetary awards and travel expenses including lodging.
 - Note: The applicants are required to describe how the grant funds will be used. Any changes to the items submitted in the application **MUST** be submitted in writing to the Leon County Division of Tourism/Visit Tallahassee office and will not be allowed without written approval from staff **PRIOR** to event.
- R. Unallowable expenses include:
- General and administrative expenses,
 - Building, renovating and/or remodeling expenses,
 - Permanent equipment purchases,
 - Debts incurred prior to grant requests,
 - Programs which solicit advertising or sponsorships,

- Hospitality or social functions,
- Advertising that primarily reaches only Tallahassee/Leon County and its residents.
- Sleeping room expenses for attendees

III. RATING CRITERIA AND SCORING PROCESS

Each grant application will be reviewed by Leon County Division of Tourism/Visit Tallahassee staff to ensure that all required materials have been supplied. Failure to supply all the required materials will result in disqualification. Following staff review, the applications will be provided to the TDC's Grant Review Committee for scoring. The committee will score each application on a 100-point scale based on the following:

Rating Criteria

		Scores	
Room Night Generation and Visitor Appeal	Event dates coincide with shoulder seasons or periods of low-occupancy and have potential of generating visitation to Tallahassee/Leon County overnight lodging. Event does not occur during peak visitor periods as defined in the grant policies. (30 points)	30	
	Event distinguishes the destination and elevates the appeal of Leon County. (10 points)	10	
Event Description, Sustainability, and Safety	Event description includes goals for event and a statement of sustainability and growth. (10 points)	10	
	Event proposal includes detailed plan for documenting overnight hotel stays. (10 points)	10	
	A description of plans to provide a safe and secure event including measures to address personal/group safety, and public health/sanitation for visitors/attendees/general public and for participants/vendors/staff/volunteers/teams is provided. (10 points)	10	
Event Budget	An appropriate statement of need for funding and a complete budget are included for the event. (10 points)	10	
Marketing Plan for Visitors	Marketing Plan strategies for attracting out-of-county visitors are well defined and the overall marketing plan is thorough and realistic. (20 points)	20	
	Total possible points:	100	

**Performance of prior event grants may impact your recommended funding level. This includes room nights generated, private funds raised, and proper logo use.*

IV. FUNDING ELIGIBILITY

The intent of the Special Event Grant Program is to provide funding assistance for events that attract overnight visitors to Tallahassee/Leon County and create business for the commercial lodging industry, (hotels/motels, campgrounds, condominiums, short-term vacation rentals as well as restaurants, retail establishments and other businesses. To be considered for funding, the following criteria have been established:

1. Each application must include a signed Certification and Compliance page.
2. Event must take place between October 1 and September 30 of the upcoming fiscal year.
3. The event must have the potential to bring out-of-town visitors that use commercial lodging establishments in Tallahassee/Leon County.
4. Applicant must provide a marketing/promotion plan.
5. Applicant must provide a detailed event budget.

V. GUIDELINES FOR GRANT REQUEST FUNDING LEVELS

The following table reflects the funding level possible based on the event’s estimated number of hotel room nights. **The estimated number of hotel room nights does not guarantee the level of funding at which the event may be approved. The final funding recommendation will be based on the committee’s discretion and the funding available. As an example, if the Grant Review Committee believes the event has overstated the potential room nights, the Committee has the authority to place the application in a lower funding category.**

Room Nights	Recommended Tourism Special Event/Sports Funding Levels
1,001 – 1,499	\$10,000 – \$15,000
500 – 1,000	\$6,000 – \$9,999
200 – 499	\$3,000 – \$5,999
100-199	\$1,500 - \$2,999
Less than 100	\$0 – \$1,499

The following formula will be used to determine the final grant amounts:

1. The average score of the panel will be determined for each application based on the maximum of 100 points as outlined above.
2. Applications scoring above the minimum threshold of 70% will be considered for funding based on the formula outlined below.
3. The average score for each application will first be converted into a percentage of the 100 maximum points possible. As an example, if Application #1 scored 90 out of 100, the percentage for Application #1 would be 90%.
4. The grant requested amount will then be multiplied by the percentage attained to determine the **initial** award based on the categories above. As an example, if Application #1 scored 90% and requested \$5,000, the initial award would be \$4,500.
5. The same process will be followed for each application and the total initial awards will be added.
6. If this total amount exceeds the total budgeted for all grants, then staff will adjust the initial scores of all recipients by a percentage. All initial grants will be adjusted by the same percentage to determine the final grant score and award.

7. Additional adjustments will be made if necessary to reach the total amount in the budget.
8. The Tourist Development Council Special Event Grant Committee reserves the right to adjust the minimum threshold if necessary to ensure funding for the highest scoring applications.
9. Applications for grants \$5,000 and more must itemize the amount requested on the application.

VI An “Emerging Signature Event” is:

When an existing event meets the definition of a Signature Event, yet only estimates generating between 1,250 – 1,499 hotel room nights, and historically generates near that amount, the event may apply to be considered to be designated as an “Emerging Signature Event” - that may be eligible for increased funding and marketing support from the Leon County Division of Tourism /Visit Tallahassee.

An Emerging Signature Event is an existing event with a record of growing attendance and room nights that is interested, willing and able to grow their event to generate at least 1,500 room nights.

Organizations must work with Leon County Division of Tourism /Visit Tallahassee staff to identify event enhancements and marketing opportunities to transition to signature event grant status and funding levels.

Organizations must be able to identify and document what new features or aspects will be added to expand the event, i.e. add another day of activities or add a concert with headlining act(s), etc. in their grant application.

Organizations must also agree and allow Leon County Division of Tourism /Visit Tallahassee’s Research firm of record to conduct an economic impact study of the event to substantiate/verify the event generated at or around 1,250 hotel room nights. If the initial study indicates the room nights generated did not reach 1,250 target for hotel room nights, the organization will move back into the Special Event grant program for one year before they may reapply for the “Emerging Signature Event” status again.

An Emerging Signature Event will not be considered for funding if the event occurs during peak visitor periods. Peak visitor periods are generally defined as FSU home football game weekends in the fall semester, FAMU homecoming weekend, FSU or FAMU graduation weekends, and Monday through Thursday during the state legislative session.

Emerging Signature events must meet community standards and align with the County’s tourism marketing objectives and positioning.

Emerging Signature events should not receive support from County general revenue through the BOCC or the Council on Culture & Arts (COCA) with the exception of in-kind support. No other funds from the BOCC can be used for the match requirement.

Each application will be evaluated against established criteria, *past performance* and historic precedent.

VII. SPECIAL EVENT ANNUAL GRANT TIMELINE

July 27 – August 21 Grant application 30-day cycle opens

August 21 – Grant cycle closes

September – Public Meeting of Grants Review Committee

– TDC review/approval of grant funding recommendations

– Award letters and contracts sent to grantees

Applicants are required to attend at least one Grant Application Workshop, either in person or online/virtually.

It is strongly encouraged for applicants to be in attendance or send a representative to the Grant Review Committee meeting.

VIII. VISITOR TRACKING

To assess the impact of each event on the Tallahassee/Leon County transient lodging industry, the TDC emphasizes the importance of tracking the number of overnight visitors attending the event.

- Room block reports from hotels are the preferred method of reporting room data. This information will be used to help track the number of visitors attending the event. Furthermore, this information helps determine the growth of a particular event. Subsequently, an event's growth can impact the future funding level of the grant awarded to the organization.
- If your event uses an advanced registration procedure, utilize the attached **Visitor Tracking Form** to gather the requested information. Each participant/group should sign his or her name, hotel in which they are residing, number of rooms secured, number of days, and the number of guests staying in each room.
- If either of the above (advanced registration or hotel room blocks) is not used, a third option requires 100 completed five-question surveys of event attendees. Tourism will provide questions and assist with analysis.

The County reserves the right to conduct a post-audit of information presented on the **Post-Event Report**. All lodging accommodations listed will be contacted to confirm the number of room nights generated for the event. **ANY MISLEADING OR FALSE INFORMATION PRESENTED CAN AND WILL ADVERSELY AFFECT FUTURE**

GRANT AWARDS.

IX. POST EVENT REPORT

It is the responsibility of the event organizer to provide post event information including:

1. An invoice from the awarded organization to Leon County Division of Tourism/ Visit Tallahassee for payment of the awarded grant amount. This invoice must have an invoice number.
2. Valid invoices for allowable expenses.
3. Copy of proof of payments such as cleared checks, or detailed credit card receipts. For all media buys, provide tears sheets, copies of advertisements, schedules, and signed station affidavits.
4. Visitor Documentation as listed in Section VIII.
5. Room Nights Documentation as listed in Section VIII.
6. Copies of marketing or advertising materials, and social media showing Leon County Tourism/Visit Tallahassee logo usage.

X. CONCLUSION

Applicants are asked not to contact members of the TDC Grant Review Committee. The event director, fiscal administrator or other contact person may be called upon by any one of these groups or their staff at any time during the review process.

For questions or additional information, please contact:

Terri Messler (850) 606-2331 Terri.Messler@VisitTallahassee.com

FOR GADSDEN, JEFFERSON, FRANKLIN, & WAKULLA COUNTY EVENTS

To qualify, event must:

1. Utilize or demonstrate the potential to utilize Tallahassee/Leon County lodging establishments.
2. Have secured a funding commitment from the home county Tourist Development Council.

Leon County Division of Tourism



Visit
Tallahassee
A Division of Leon County

Sports Event
Grant Program
(Policies & Procedures)

Amended July 10, 2020

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Leon County Division of Tourism/Visit Tallahassee Sports Events Grant Program

I. INTRODUCTION AND DEFINITIONS

The Leon County Tourist Development Council (TDC) was created pursuant to the State of Florida Local Option Tourist Development Act and Leon County Ordinance #88-01. The TDC administers funds collected from a local option tourist development tax (TDT) on transient lodging sales, i.e. hotels/motels, campgrounds and condominiums. The funds are designated to promote Tallahassee/Leon County as a preferred visitor destination for: meetings and conventions, group leisure travel, special events, cultural activities and amateur sporting events.

The definition of an “event” per section 125.0104, Florida Statutes; to be an authorized use of Tourist Development Tax revenue, an event “shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity or event to tourists.” By statute, a tourist is “a person who participates in trade or recreation activities outside of the county of his or her residence, or who rents transient accommodations including any living quarters or accommodations in any hotel, motel, resort motel, apartment, apartment hotel, rooming house, mobile home park, recreational vehicle park, condominium or timeshare resort for a term of 6 months or less.”

The Leon County Division of Tourism annually allocates funds to five separate grant programs for local groups and organizations that coordinate events with a demonstrated history of or significant potential to draw visitors to the area. The Sports Event Grant program is administered by the Tallahassee Sports Council and approved by the TDC. There is a separate grant program for Special Events approved by the TDC. Legacy and Signature Event/Emerging Signature Event Grants are for festivals and events that can demonstrate the potential to bring a significant number of room nights to the community. Legacy Event grants are approved by the TDC and the Leon County Board of County Commissioners. Signature Event Grants are also reviewed by the Grant Review Committee and presented to the TDC for approval. The Grant Review Committee is made up of TDC members and may also include tourism and hospitality leaders and marketing professionals.

The Leon County Division of Tourism grant programs are funded by the Tourist Development Tax (TDT) which is generated from hotel room nights and designed to draw visitors to Tallahassee/Leon County. Grant programs administered by the Council on Culture & Arts (COCA) are also funded by TDT revenue and are designed to support year-round arts and culture programming.

A Sports Event is defined as a new or existing sporting event, exhibition, competition, team training, conference or celebration which is conducted according to a prearranged schedule and of interest to the general public. For the purpose of this grant program, the public interest should extend to Tallahassee/Leon County residents and to those living outside Tallahassee/Leon County who would visit the destination and stay overnight to observe or participate.

Each application will be evaluated against established criteria and historic precedent. The number and extent of these grants will depend upon the availability of designated funds and

specific allocations. Ideally, the funds allocated by the TDC will eventually be returned through increased in transient lodging sales resulting from these special events and the tourist development tax generated from those sales.

II. STATEMENT OF POLICIES

- A. Grant funds are intended to supplement the organization's budget for the event referenced in the grant application.
- B. Applicant must provide a statement of sustainability and growth for the event (i.e. How do you define success for the event and what is your long-term plan to sustain and grow the event over the next five years?).
- C. Applicant must provide the event plan to provide a safe and secure event including measures to address personal/group safety, and public health/sanitation for visitors/attendees/general public and for participants/vendors/ staff/volunteers/teams.
- D. Applicant must provide a statement of need for grant funding.
- E. Hotels secured for the event must be located within Leon County.
- F. Funding does not support administrative costs or private events. Funding supports marketing and promotional efforts, venue/site rentals and costs associated with visiting artists and/or exhibits.
- G. Grant applications will only be received during the advertised cycle. One application will be accepted per event, per fiscal year, with the exception of a once-a-year event that may coincidentally occur within the same fiscal year due to scheduling. An example would be an early October event that is scheduled for late September the following fall, both occurring the same fiscal year. Applicants receiving grant funds from the Council on Culture & Arts (COCA) may not receive grant funding for the same event through the TDC. Applicants may make requests to the TDC and COCA, but these must be for a different event or activity.
- H. Events will not be considered for funding if the event occurs during peak visitor periods. Peak visitor periods are generally defined as FSU home football game weekends in the fall semester, FAMU homecoming weekend, FSU or FAMU graduation weekends, and Monday through Thursday during the state legislative session.
- I. If the requested grant amount exceeds \$10,000, applicant's budget must reflect at least a 25% dollar-for-dollar match (in-kind services will not be allowed). Applicants will be required to identify the amount of matching funds in the event budget submitted and the amount must be verified and sourced in the Post-Event Report. The grant award amount may be reduced for the next cycle proportionately to the shortfall of funds raised if the 25% matching funds were not received.
- J. Funding shall be provided as reimbursement for approved actual expenditures upon completion of the event. Proof of payment must be provided. Proof of payment may be submitted in the form of a vendor receipt and a front and back

copy of cleared check, bank statement, or credit card receipt or statement. Cash receipts can be accepted for reimbursements; however, using a check or credit card is preferred. Written confirmation from vendor that expenditure has been paid in full is necessary if only a copy of the front of the cleared check is provided.

- K. If an event must be cancelled, event organizers are required to make that determination at least 75 days prior to the event's originally scheduled date. Tourism will only reimburse for allowable expenses incurred before 75 days prior to the original event date. Any expenses incurred after that date will not be reimbursed.
- L. If an event needs to be rescheduled, the new dates must be between October 1 and September 30 of the current fiscal year to be eligible for reimbursement.
- M. To be eligible for payment, a completed Post-Event Report must be submitted. The report must include tracking statistics regarding out-of-town visitors and their use of transient lodging facilities and occupancy. Failure to submit a complete Post-Event Report will result in disqualification for support. Requests for reimbursement must be received by September 30.
- N. Any funds granted will be subject to audit by the Leon County Auditor.
- O. Indemnification: By submitting this Grant application, the applicant agrees that upon final approval of the Grant the applicant shall indemnify Leon County, Florida, a charter county and political subdivision of the State of Florida (the "County"), to the extent provided as follows:
 - (1) Except as otherwise provided herein below, the applicant shall indemnify, save and hold the County, its officials, officers and employees harmless from any and all actions, obligations, claims, damages, expenses, costs of any kind, debts, negligence, and liabilities arising from, or in any way related to, acts or omissions of the applicant, its employees, volunteers, subcontractors, employees of subcontractors, or clientele, in the performance of, or failure to perform under, this event for which the Grant was approved. Should the County, as a result of the performance or lack thereof by or on behalf of the applicant, be required to reimburse any sums to any organization, or reimburse funds to any Federal, state or local governmental entity, contribute funds to the performance of this event for which the Grant was approved, or expend County funds to complete or correct such performance, the applicant, upon demand by the County, shall refund and reimburse the County for all sums so reimbursed or expended by the County.
 - (2) If the applicant is a governmental entity or other such organization to which the protection of sovereign immunity is applicable, the indemnification requirements set forth in subparagraph (1) above shall apply to such applicant only to the extent as allowed in Section 768.28, Florida Statutes, and nothing herein shall be deemed to be a waiver of such applicant's sovereign immunity beyond those statutory limits as provided therein.
 - (3) If the event for which the Grant was approved is to take place on property owned by the County and/or is sponsored by the County, the applicant shall, in addition to these indemnification requirements, be required to provide

to the County a certificate of insurance showing that that the applicant has procured insurance against claims for injuries to persons or damages to property which may arise from, or in connection with, the performance by the applicant, its employees, volunteers, subcontractors, employees of subcontractors, or clientele, of this event for which the Grant was approved, in the minimum coverage and amounts as follows, and that the County has been named as an additional insured: (i) commercial general liability insurance coverage with combined single limits for bodily injury, personal injury, and property damage of no less than \$1,000,000 per occurrence and a \$2,000,000 annual aggregate; and (ii) if applicable, workers' compensation insurance covering all employees meeting statutory limits in compliance with all applicable state and federal laws.

- P. The combined Leon County/Visit Tallahassee logo must be included on all printed and online promotional materials for the event. Promotional materials include: banners, signs, t-shirts, programs, brochures, event website, social media posts, etc. Online material developed for the event must include a link to the VisitTallahassee.com website. Before these materials are produced, they **MUST BE SUBMITTED AND APPROVED** by the Leon County Division of Tourism to assure that the combined Leon County/Visit Tallahassee logo appears properly.

Leon County Division of Tourism continues to be dedicated to supporting worthwhile local events through our grant programs and other promotional opportunities but reserves the right to reduce or eliminate grant funding for organizations that did not receive prior approval for correct logo use.



Visit
Tallahassee
Pretty.Unexpected.



Visit
Tallahassee
Pretty.Unexpected.

- Q. Allowable expenses shall include:

- Promotion, marketing and paid advertising/media buys that reach outside Tallahassee/Leon County with potential to drive overnight visitation;
- Event production and technical expenses, site fees/facility or venue costs (contract help, rentals, insurance) rights fees, sanction fees, non-monetary awards and travel expenses including lodging.
- Note: Applicants are required to describe how the grant funds will be used. Any changes to the items submitted in the application **MUST** be submitted in writing to the Leon County Division of Tourism/Visit Tallahassee office and will not be allowed without written approval from staff **PRIOR** to event.

- R. Unallowable expenses include:

- General and administrative expenses,
- Building, renovating and/or remodeling expenses,
- Permanent equipment purchases,
- Debts incurred prior to grant requests,
- Programs which solicit advertising or sponsorships, and
- Hospitality or social functions.
- Advertising that primarily reaches only Tallahassee/Leon County and its residents
- Sleeping room expenses for attendees

III. RATING CRITERIA AND scoring PROCESS

Each grant application will be reviewed by Leon County Division of Tourism/Visit Tallahassee staff to ensure that all required materials have been supplied. Failure to supply all the required materials will result in disqualification. Following staff review, the applications will be provided to the Tallahassee Sports Council Grant Review Committee for consideration. The committee will score each application on a 100-point scale based on the following:

Rating Criteria

Scores

Room Night Generation and Visitor Appeal	Event dates coincide with shoulder seasons or periods of low-occupancy and have potential of generating visitation to Tallahassee/Leon County overnight lodging. Event does not occur during peak visitor periods as defined in the grant policies. (30 points)	30	
	Event distinguishes the destination and elevates the appeal of Leon County. (10 points)	10	
Event Description, Sustainability, and Safety	Event description includes goals for event and a statement of sustainability and growth. (10 points)	10	
	Event proposal includes detailed plan for documenting overnight hotel stays. (10 points)	10	
	A description of plans to provide a safe and secure event including measures to address personal/group safety, and public health/sanitation for visitors/attendees/general public and for participants/vendors/staff/volunteers/teams is provided. (10 points)	10	
Event Budget	An appropriate statement of need for funding and a complete budget are included for the event. (10 points)	10	
Marketing Plan for Visitors	Marketing Plan strategies for attracting out-of-county visitors are well defined and the overall marketing plan is thorough and realistic. (20 points)	20	

	Total possible points:	100	

IV. FUNDING ELIGIBILITY

The intent of the Sports Events Grant Program is to provide funding assistance for events that attract overnight visitors to Tallahassee/Leon County and create business for commercial lodging industry, (hotels/motels, campgrounds, condominiums, short-term vacation rentals as well as restaurants, retail establishments and other businesses. To be considered for funding, the following criteria have been established:

1. Each application must include a signed Certification and Compliance page.
2. Event must take place between October 1, and September 30, of the upcoming fiscal year.
3. The event must have the potential to bring out-of-town visitors that use commercial lodging establishments in Tallahassee/Leon County
4. Applicant must provide a marketing/promotions plan.
5. Applicant must provide a detailed event budget.

V. GUIDELINES FOR GRANT REQUEST FUNDING LEVELS

The following table reflects the funding level possible based on the event's estimated number of hotel room nights. **The estimated number of hotel room nights does not guarantee the level of funding at which the event may be approved. The final funding recommendation will be based on the Grant Review Committee's discretion and the funding available. As an example, if the Committee believes the event has overstated the potential room nights, the Committee has the authority to place the application in a lower funding category.**

Room Nights	Recommended Tourism Special Event/Sports Funding Levels
1,001 – 1,499	\$10,000 - \$15,000
500 – 1,000	\$6,000 - \$9,999
200 – 499	\$3,000 - \$5,999
100 – 199	\$1,500 - \$2,999
Less than 100	\$0 - \$1,499

VI. AN “EMERGING SIGNATURE EVENT” IS:

When an existing event meets the definition of a Signature Event, yet only estimates generating between 1,250 – 1,499 room nights, and historically generates near that amount, the event may apply to be considered to be designated as an “Emerging Signature Event” - that may be eligible for increased funding and marketing support from the Leon County Division of Tourism /Visit Tallahassee.

An Emerging Signature Event is an existing event with a record of growing attendance and

room nights that is interested, willing and able to grow their event to generate at least 1,500 room nights.

Organizations must be willing to work with Leon County Division of Tourism /Visit Tallahassee staff to identify event enhancements and marketing opportunities to transition to signature event grant status and funding levels.

Organizations must be able to identify and document what new features or aspects will be added to help grow the event, i.e. add another day of activities or add a concert with headlining act(s), etc. in their grant application.

Organizations must also agree and allow Leon County Division of Tourism /Visit Tallahassee's Research firm of record to conduct an economic impact study of the event to substantiate/verify the event generated at or around 1,250 room nights. If the initial study indicates the room nights generated did not reach 1,250 target for room nights, the organization will move back into the Special Event grant program for one year before they may reapply for the "Emerging Signature Event" status again.

An Emerging Signature Event will not be considered for funding if the event occurs during peak visitor periods. Peak visitor periods are generally defined as FSU home football game weekends in the fall semester, FAMU homecoming weekend, FSU or FAMU graduation weekends, and Monday through Thursday during the state legislative session.

Emerging Signature events must meet community standards and align with the County's tourism marketing objectives and positioning.

Emerging Signature events should not receive support from County general revenue through the BOCC or the Council on Culture & Arts (COCA) with the exception of in-kind support. No other funds from the BOCC can be used for the match requirement.

VII. SPORTS EVENT GRANT ANNUAL TIMELINE

July 27 – August 21 Grant application 30-day cycle opens

August 21 – Grant cycle closes

September – Public Meeting of Grants Review Committee

– TDC review/approval of grant funding recommendations

– Award letters and contracts sent to grantees

Second Cycle Process- The second cycle grant process will open the first Monday of January and close on the third Monday of February. Funding will be based on grant funds not utilized, if any.

VIII. VISITOR TRACKING

To assess the impact of each event on the Tallahassee/Leon County transient lodging industry, the TDC emphasizes the importance of tracking the number of overnight

visitors attending the event.

- Room block reports from hotels are the preferred method of reporting room data. This information will be used to help track the number of visitors attending the event. Furthermore, this information helps determine the growth of a particular event. Subsequently, an event's growth can impact the future funding level of the grant awarded to the organization.
- If your event uses an advanced registration procedure, utilize the **Visitor Tracking Form** to gather the requested information. Each participant/group should sign his or her name, hotel in which they are residing, number of rooms secured, number of days, and the number of guests staying in each room.
- If either of the above (advanced registration or hotel room blocks) is not used, a third option requires 100 completed five-question surveys of event attendees. The Tourism will provide questions and assist with analysis.

The County reserves the right to conduct a post-audit of information presented on the **Post-Event Report** . All lodging accommodations listed will be contacted to confirm the number of room nights generated for the event. **ANY MISLEADING OR FALSE INFORMATION PRESENTED CAN AND WILL ADVERSELY AFFECT FUTURE GRANT AWARDS.**

IX. POST EVENT REPORT

It is the responsibility of the event organizer to provide post event information including:

1. An invoice from the awarded organization to the Leon County Division of Tourism/Visit Tallahassee for payment of the awarded grant amount. This invoice must have an invoice number.
2. Valid invoices for allowable expenses.
3. Copy of proof of payments such as cleared checks, or detailed credit card receipts. For all media buys, provide tears sheets, copies of advertisements, schedules, and signed station affidavits.
4. Visitor Documentation as listed in Section VIII.
5. Room Nights Documentation as listed in Section VIII.
6. Copies of marketing or advertising materials, social media showing Leon County Tourism/Visit Tallahassee logo usage.

X. CONCLUSION

Applicants are asked not to contact members of the Grant Review Committee, or the Tallahassee Sports Council. The event director, fiscal administrator or other contact person may be called upon by any one of these groups or their staff at any time during the review process.

For questions or additional information, please contact:

Terri Messler (850) 606-2331 Terri.Messler@VisitTallahassee.com

FOR GADSDEN, JEFFERSON, FRANKLIN, & WAKULLA COUNTY EVENTS

To qualify, event must:

1. Utilize or demonstrate the potential to utilize Tallahassee/Leon County lodging establishments.
2. Have secured a funding commitment from the home county Tourist Development Council.

Leon County Division of Tourism



Visit
Tallahassee
A Division of Leon County

**Signature Event
Grant Program**
(Policies & Procedures)

Amended July 10, 2020

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- II. Definition**
- III. Statement of Policies**
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**Leon County Division of Tourism/Visit Tallahassee
Signature Event Grant Program**

I. INTRODUCTION

The Leon County Tourist Development Council (TDC) was created pursuant to the State of Florida Local Option Tourist Development Act and Leon County Ordinance #88-01. The TDC administers funds collected from a local option tourist development tax (TDT) on transient lodging sales, i.e. hotels/motels, campgrounds and condominiums. The funds are designated to promote Tallahassee/Leon County as a preferred visitor destination for meetings and conventions, group leisure travel, special events, cultural activities and amateur sporting events.

The definition of an “event” per section 125.0104, Florida Statutes; to be an authorized use of Tourist Development Tax revenue, an event “shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity or event to tourists.” By statute, a tourist is “a person who participates in trade or recreation activities outside of the county of his or her residence, or who rents transient accommodations including any living quarters or accommodations in any hotel, motel, resort motel, apartment, apartment hotel, rooming house, mobile home park, recreational vehicle park, condominium or timeshare resort for a term of 6 months or less.”

The Leon County Division of Tourism annually allocates funds to four separate grant programs for local groups and organizations that coordinate events with a demonstrated history of or significant potential to draw visitors to the area. The Special Event Grants are reviewed by the Grant Review Committee and presented to the TDC for approval. There is a separate grant program for sporting events that is administered by the Tallahassee Sports Council and presented to the TDC for approval. Legacy and Signature Event Grants are for festivals and events that can demonstrate the potential to bring a significant number of room nights to the community. Legacy Event grants are approved by the TDC and the Leon County Board of County Commissioners. Signature Event Grants are also reviewed by the Grant Review Committee and presented to the TDC for approval. The Grant Review Committee is made up of TDC members and may also include tourism and hospitality leaders and marketing professionals.

The Leon County Division of Tourism grant programs are funded by the Tourist Development Tax (TDT) which is generated from hotel room nights and designed to draw visitors to Tallahassee/Leon County. Grant programs administered by the Council on Culture & Arts (COCA) are also funded by TDT revenue and are designed to support year-round arts and culture programming.

II. DEFINITION

1. A Signature Event is:

- a. One that offers programming for the public over one or more days while demonstrating the potential to generate a minimum of 1,500 hotel room nights; Multiple day events, because of their broader economic impact to all aspects of the local economy, are preferred.
- b. An event that does not occur during peak visitor periods. Peak visitor periods are generally defined as FSU home football game weekends in the fall semester, FAMU homecoming weekend, FSU or FAMU graduation weekends, and Monday through Thursday during the state legislative session.
- c. An event that significantly distinguishes and elevates the appeal of Tallahassee/Leon County and has the potential to generate state, national and international media exposure.
- d. An event that has broad visitor and public appeal for motivating travel.
- e. An existing event that either expands, collaborates or merges, with other events taking place the same time, or an entirely new event.
- f. A cultural, historic, heritage, literary, music festival or sporting event.
- g. One that has an existing organizational structure to fully plan, market and produce the event, i.e. a turn-key event.
- h. An annual event.

2. An “Emerging Signature Event” is:

When an existing event meets the definition of a Signature Event, yet only estimates generating between 1,250 – 1,499 hotel room nights, and historically generates near that amount, the event may apply to be considered for designation as an “Emerging Signature Event” - that may be eligible for increased funding and marketing support from the Leon County Division of Tourism/ Visit Tallahassee.

An Emerging Signature Event is an existing event with a record of growing attendance and room nights whose coordinating organization is interested, willing and able to grow their event to generate at least 1,500 room nights.

Organizations must work with Leon County Division of Tourism /Visit Tallahassee staff to identify event enhancements and marketing opportunities to transition to signature event grant status and funding levels.

Organizations must be able to identify and document what new features or aspects will be added to expand the event, i.e. add another day of activities or add a concert with headlining act(s), etc., in their grant application.

Organizations must also agree and allow Leon County Division of Tourism/Visit

Tallahassee's research firm of record to conduct an economic impact study of the event to substantiate/verify the event generated at or around 1,250 hotel room nights. If the initial study indicates the room nights generated did not reach the 1,250 target for hotel room nights, the organization will move back into the Special Event grant program for one year before they may reapply for the "Emerging Signature Event" status again.

An Emerging Signature Event will not be considered for funding if the event occurs during peak visitor periods. Peak visitor periods are generally defined as FSU home football game weekends in the fall semester, FAMU homecoming weekend, FSU or FAMU graduation weekends, and Monday through Thursday during the state legislative session.

Emerging Signature events must meet community standards and align with the County's tourism marketing objectives and positioning.

Emerging Signature events should not receive support from County general revenue through the BOCC or the Council on Culture & Arts (COCA) with the exception of in-kind support. No other funds from the BOCC can be used for the match requirement.

III. STATEMENT OF POLICIES

1. No applicant may be considered for or receive more than one Legacy, Signature, or Emerging Signature Event Grant per fiscal year, with the exception of a once-a-year event that may coincidentally occur within the same fiscal year due to scheduling. An example would be an early October event that is scheduled for late September the following fall, both occurring the same fiscal year.
2. Grant funds are intended to supplement the organization's budget.
3. An event occurring during peak visitor periods will not be considered for funding. Peak visitor periods are generally defined as FSU home football game weekends in the fall semester, FAMU homecoming weekend, FSU or FAMU graduation weekends, and Monday through Thursday during the state legislative session.
4. Signature events must meet community standards and align with the County's tourism marketing objectives and positioning.
5. Legacy, Signature, and Emerging Signature events should not receive support from County general revenue through the BOCC or the Council on Culture & Arts (COCA) with the exception of in-kind support. No other funds from the BOCC can be used for the match requirement.
6. Each application will be evaluated against established criteria, *past performance* and historic precedent.
7. Applicant must provide a statement of sustainability and growth for the event (i.e. How do you define success for the event and what is your long-term plan to sustain and grow the event over the next five years?).
8. Applicant must provide the event plan to provide a safe and secure event including measures to address personal/group safety, and public health/sanitation for visitors/attendees/general public and for

participants/vendors/ staff/volunteers/teams.

9. Applicant must provide a statement of need for grant funding.
10. For new events that demonstrate the potential to generate the minimum 1,500 hotel room nights, the TDC has the option to fund the event through a Signature Event grant in its initial three (3) years.
11. Funding does not support administrative costs or private events. Funding supports marketing and promotional efforts, venue/site rentals and costs associated with visiting artists and/or exhibits.
12. Hotels secured for the event must be located within Leon County.
13. Applicant's budget must reflect at least a 25% dollar-for-dollar match (donated in-kind services will not be allowed) to the requested grant amount. Applicants will be required to identify the amount of matching funds in the event budget submitted and the amount must be verified and sourced in the Post-Event Report.
14. Funding shall be provided as reimbursement for approved actual expenditures upon completion of the event. Proof of payment must be provided. Proof of payment may be submitted in the form of a vendor receipt and a front and back copy of cleared check, or a credit card receipt. Cash receipts can be accepted for reimbursements; however using a check or credit card is preferred. Written confirmation from vendor that expenditure has been paid in full is necessary if only a copy of the front of the cleared check is provided.
15. If an event must be cancelled, event organizers are required to make that determination at least 75 days prior to the event's originally scheduled date. Tourism will only reimburse for allowable expenses incurred before 75 days prior to the original event date. Any expenses incurred after that date will not be reimbursed.
16. If an event needs to be rescheduled, the new dates must be between October 1 and September 30 of the current fiscal year to be eligible for reimbursement.
17. Leon County Division of Tourism/Visit Tallahassee staff will direct the County's marketing research firm of record to conduct an economic impact study of an event receiving Legacy, Signature, or Emerging Signature Event Grant funding. Event organizers must allow for face-to-face interviews with spectators and participants in order to be eligible.
18. It is the intent of the TDC to discourage the support of two competing signature events. This includes events that take place during the same week/weekend or similarly themed concerts and festivals.
19. To be eligible for payment, a completed Post-Event Report must be submitted. The report must include a recap of the event and how the event promoters measured the success/failure of the event. Failure to submit a complete Post-Event Report will result in disqualification for support. Requests for reimbursement must be received by September 30.
20. Any funds granted will be subject to audit by the Leon County Auditor.
21. Indemnification: By submitting this Grant application, the applicant agrees that upon final approval of the Grant the applicant shall indemnify Leon County, Florida, a charter county and political subdivision of the State of Florida (the

“County”), to the extent provided as follows:

(a) Except as otherwise provided herein below, the applicant shall indemnify, save and hold the County, its officials, officers and employees harmless from any and all actions, obligations, claims, damages, expenses, costs of any kind, debts, negligence, and liabilities arising from, or in any way related to, acts or omissions of the applicant, its employees, volunteers, subcontractors, employees of subcontractors, or clientele, in the performance of, or failure to perform under, this event for which the Grant was approved. Should the County, as a result of the performance or lack thereof by or on behalf of the applicant, be required to reimburse any sums to any organization, or reimburse funds to any Federal, state or local governmental entity, contribute funds to the performance of this event for which the Grant was approved, or expend County funds to complete or correct such performance, the applicant, upon demand by the County, shall refund and reimburse the County for all sums so reimbursed or expended by the County.

(b) If the applicant is a governmental entity or other such organization to which the protection of sovereign immunity is applicable, the indemnification requirements set forth in subparagraph (1) above shall apply to such applicant only to the extent as allowed in Section 768.28, Florida Statutes, and nothing herein shall be deemed to be a waiver of such applicant’s sovereign immunity beyond those statutory limits as provided therein.

(c) If the event for which the Grant was approved is to take place on property owned by the County and/or is sponsored by the County, the applicant shall, in addition to these indemnification requirements, be required to provide to the County a certificate of insurance showing that that the applicant has procured insurance against claims for injuries to persons or damages to property which may arise from, or in connection with, the performance by the applicant, its employees, volunteers, subcontractors, employees of subcontractors, or clientele, of this event for which the Grant was approved, in the minimum coverage and amounts as follows, and that the County has been named as an additional insured:

(i) commercial general liability insurance coverage with combined single limits for bodily injury, personal injury, and property damage of no less than \$1,000,000 per occurrence and a \$2,000,000 annual aggregate; and

(ii) if applicable, workers’ compensation insurance covering all employees meeting statutory limits in compliance with all applicable state and federal laws.

22. The combined Leon County/Visit Tallahassee logo must be included on all printed and online advertisements and promotional materials for the event. Promotional materials include: banners, signs, t-shirts, programs, brochures, event website, social media ads, etc. Online material developed for the event must include a link to the VisitTallahassee.com website. Before these materials are produced, they **MUST BE SUBMITTED AND APPROVED** by the Leon County Division of Tourism/Visit Tallahassee **PRIOR to distribution** to ensure that the combined Leon County/Visit Tallahassee logo appears properly.

23. Leon County Division of Tourism/Visit Tallahassee is dedicated to supporting worthwhile local events through our grant programs and other promotional opportunities but reserves the right to reduce or eliminate grant funding for organizations that do not receive prior approval for correct logo use.
24. Grantee is required to coordinate public announcements of the event including the entertainment and/or performing acts, news releases, social media posts, or broadcasts associated as part of the event with Leon County Division of Tourism/Visit Tallahassee.
25. Allowable expenses shall include:
 - Promotion, marketing and paid advertising/media placed outside of Tallahassee/Leon County which attracts attendees that will stay overnight and use Tallahassee/Leon County hotels or short-term lodging.
 - Event production and technical expenses, site fees/costs (contract help, rentals, insurance) rights fees, sanction fees, non-monetary awards and travel expenses including lodging.
 - Note: On page 7 of the Application the applicants are required to describe how the grant funds will be used. Any changes to the items submitted in the application MUST be submitted in writing to the Leon County Division of Tourism/Visit Tallahassee office and will not be allowed without written approval from staff PRIOR to the event.
26. Unallowable expenses include:
 - General and administrative expenses.
 - Building, renovating and/or remodeling expenses.
 - Permanent equipment purchases.
 - Debts incurred prior to grant period.
 - Programs which solicit advertising or sponsorships.
 - Hospitality or social functions.
 - Advertising that primarily reaches Tallahassee/Leon County and its residents.
 - Sleeping room expenses for attendees.

IV. PROCEDURES

1. Funding for the Tourism Legacy, Signature, and Emerging Signature Event Grant Program will be included as part of the Division of Tourism operating budget.
2. Funds will be primarily used to market the signature event but may be used for other purposes as authorized by section 125.0104, Florida Statutes, such as programming and production expenses as long as the main focus is the promotion of the event to visitors.

3. Funds will be provided to the recipient on a reimbursement basis upon receipt of a post event report demonstrating proof that the funds were spent as agreed upon.
4. Each grant application will be reviewed by Leon County Division of Tourism/Visit Tallahassee staff to ensure all required materials have been supplied. Failure to supply the required materials may result in disqualification. Following staff review, the applications will be provided to the TDC's Grant Review Committee for scoring. The Committee will score each application on a 100 point scale based on the established scoring criteria in Section VII.
5. Once approved by the TDC, and the Leon County Board of County Commissioners as appropriate, staff will issue an award letter to the grant recipient outlining the amount with a contract agreement authorizing the uses of the funds. The contract agreement will include a scope of work, deliverables, and required documentation. Signed contracts must be received by Leon County Division of Tourism/Visit Tallahassee within 30 days of receipt of award letter.
6. Upon receipt of a standardized post event report, staff will process the grant invoice for payment.

SIGNATURE EVENT ANNUAL GRANT TIMELINE

July 27 – August 21 Grant application 30-day cycle opens

August 21 – Grant cycle closes

September – Public Meeting of Grants Review Committee

– TDC review/approval of grant funding recommendations

– Award letters and contracts sent to grantees

Applicants are required to attend at least one Grant Application Workshop, either in person or online/virtually.

It is strongly encouraged for applicants to be in attendance or send a representative to the Grant Review Committee meeting.

V. FUNDING ELIGIBILITY

The intent of the Signature Event Grant Program is to provide funding assistance for events that attract overnight visitors to Tallahassee/Leon County and create business for the commercial lodging industry, (hotels/motels, campgrounds, condominiums) as well as restaurants, retail establishments and other businesses. To be considered for funding, the following criteria have been established:

1. Each application must include a signed Certification and Compliance page.
2. Event must take place between October 1 and September 30 of the upcoming fiscal year.
3. The event must have the potential to bring out-of-town visitors that use

commercial lodging establishments in Tallahassee/Leon County.

4. Applicant must provide a marketing/promotions plan.
5. Applicant must provide a detailed event budget indicating matching funds.

VI. FUNDING LEVELS AND SCORING CRITERIA

The TDC recommended funding levels table takes into account that other segments of the local economy such as restaurants and retail will benefit from an increase in visitation along with hotels, motels, and other tourism related businesses. In addition, the State and Tallahassee/Leon County will benefit from the increased direct spending thereby enhancing sales and gas tax collections. Therefore, the recommended funding guidelines do not require a 1:1 return on investment with regard to the TDT. Instead, the proposed funding model is based on an approximate 1:3 return of TDT given the anticipated direct economic impact of signature events. The current TDC Special Events grant program also uses an approximate 1:3 formula based on a much smaller scale.

The Division of Tourism will direct the County's marketing research firm of record to conduct an economic impact study of each event funded under the Signature Event Grant Program. This would show the number of room nights generated and the economic impact of any event receiving funding under this category. This study would be used as a benchmark for consideration of future funding requests.

A strong application will include information on similar events in similar markets as a basis for comparison.

Room Nights	Recommended Tourism Signature Event Funding Levels
1,500 – 1,999	\$15,000 - 25,999
2,000 – 2,999	\$26,000 - 37,999
3,000 – 3,999	\$38,000 - 49,999
4,000 – 5,000	\$50,000 - 59,999

Organizations are eligible for funding above \$60,000, however once recommended by the TDC it would need to be approved by the Leon County Board of County Commissioners.

SCORING CRITERIA

Room Night Generation and Visitor Appeal	Event dates coincide with shoulder seasons or periods of low-occupancy and have potential of generating visitation to Tallahassee/Leon County overnight lodging. Event does not occur during peak visitor periods as defined in the grant policies. (30 points)	30	
	Event distinguishes the destination and elevates the appeal of Leon County. (10 points)	10	
Event Description, Sustainability, and Safety	Event description includes goals for event and a statement of sustainability and growth. (10 points)	10	
	Event proposal includes detailed plan for documenting overnight hotel stays. (10 points)	10	
	A description of plans to provide a safe and secure event including measures to address personal/group safety, and public health/sanitation for visitors/attendees/general public and for participants/vendors/staff/volunteers/teams is provided. (10 points)	10	
Event Budget	An appropriate statement of need for funding and a complete budget are included for the event. (10 points)	10	
Marketing Plan for Visitors	Marketing Plan strategies for attracting out-of-county visitors are well defined and the overall marketing plan is thorough and realistic. (20 points)	20	
	Total possible points:	100	

**Performance of prior event grants may impact your recommended funding level. This includes room nights generated, private funds raised, and proper logo use.*

The following formula will be used to determine the final grant amounts:

1. The average score of the panel will be determined for each application based on the maximum of 100 points as outlined above.
2. Applications scoring above the minimum threshold of 70% will be considered for funding based on the formula outlined below.
3. The average score for each application will first be converted into a percentage of the 100 maximum points possible. As an example, if Application #1 scored 90 out of 100, the percentage for Application #1 would be funded at a 90% level.
4. The grant amount allowable under the projected room nights listed in the Recommended Funding Level Table will then be multiplied by the percentage attained to determine the initial award based on the categories above. As an example, if Application #1 scored 90% and was eligible for \$50,000, the award would be for \$45,000.
5. The same process will be followed for each application and the total initial awards

will be added.

6. If this recommended total amount exceeds the total budgeted for all grants, then adjustments may be made to the initial scores of all recipients on a pro-rata basis. All initial grants will be adjusted by the same pro-rata basis to determine the final grant score and award.
7. The final funding recommendation will be based on the Review Committee's discretion and the funding available. The Review Committee has the authority to adjust recommended and final award amounts.

VII. POST EVENT REPORT

Leon County Division of Tourism/Visit Tallahassee will instruct its marketing research firm of record to conduct a statistically reliable number of spectator and participant surveys at the event to develop an economic impact study that shows the number of attendees, out of town guests, room nights generated and total economic impact from the event.

It is the responsibility of the event organizer to provide post event information including:

1. The names of contracted hotels used for participants and spectators.
2. Room pick-ups (number of rooms secured, number of days, and the number of guests staying in each room) from each contracted hotel.
3. A written report on how the event measured its success or failure; what were the event goals and what was accomplished.
4. Leon County reserves the right to conduct a post-audit of information presented on the accommodations listed. All properties listed will be contacted to confirm the number of room nights generated for the event. **ANY MISLEADING OR FALSE INFORMATION PRESENTED CAN AND WILL ADVERSELY AFFECT FUTURE GRANT AWARDS.**
5. A post event budget showing revenues and expenses.
6. Upon receipt of the post event report, Leon County Division of Tourism/Visit Tallahassee will process the check request for the awarded grant amount.

VIII. CONCLUSION

Applicants are asked not to contact members of the TDC Grant Review Committee. The event director, fiscal administrator or other contact person may be called upon by any one of these groups or their staff at any time during the review process.

For questions or additional information, please contact our office:

Terri Messler
(850) 606-2331
Terri.Messler@VisitTallahassee.com

FY 2021 DRAFT Budget Scenario as of 7/6/2020

FY21 TDT Collection Projection @100%	\$	923,523.00
FY21 TDT Collection Projection @95%	\$	877,346.85
FY21 TDT Collection 4-Cent	\$	3,509,387.40
Additional Revenue	\$	133,673.00
FY21 Tourism Budget	\$	3,643,060.40
FY 21 TDT COCA 1-Cent	\$	877,346.85
Total Revenues	\$	4,520,407.25

Account Number	Expenditures	FY20 Adopted Budget	FY21 Proposed Budget	FY21 Reduced Budget	\$\$ in Budget Cuts	% of Budget Cuts	Notes
	<u>Administration(301)/Marketing(303)</u>						
51200	Salaries & Wages	684,461	715,098	715,098		0%	
51250	Regular OPS Salaries & Wages	32,772	33,756	33,756		0%	
51500	Special Pay	3,100	3,100	3,100		0%	
52100	FICA	56,256	59,225	59,225		0%	
52200	Retirement Contributions	82,667	99,678	99,678		0%	
52210	Deferred Compensation	766	766	766		0%	
52300	Life & Health Insurance	107,243	92,365	92,365		0%	
52400	Workers Compensation	1,795	2,468	2,468		0%	
53400	Other Contractual Services	286,200	286,200	201,200	85,000	30%	
54000	Travel & Per Diem	80,425	80,425	40,000	40,425	50%	
54100	Communications Services	8,303	8,303	7,103	1,200	14%	
54101	Communications - Phone System	1,405	1,405	1,405		0%	
54102	DMS Centrex	1,185	1,185	1,185		0%	
54200	Postage	43,700	43,700	6,700	37,000	85%	
54400	Rental & Leases	58,420	58,420	10,000	48,420	83%	
54505	Vehicle Coverage	366	366	366		0%	
54600	Repair & Maintenance	34,000	34,000	5,000	29,000	85%	
54601	Vehicle Repair	580	580	580		0%	
54700	Printing	16,500	16,500	5,000	11,500	70%	
54800	Promotional Activities	67,000	67,000	30,000	37,000	55%	
54860	TDC Direct Sales Promotions	52,290	52,290	30,000	22,290	43%	
54861	TDC Community Relations	38,000	38,000	15,000	23,000	61%	
54862	TDC Merchandise	7,500	7,500	6,000	1,500	20%	
54900	Other Current Charges	541,971	541,971	415,000	126,971	23%	
54948	Other Current Chrg-Amphitheater	315,000	315,000	215,000	100,000	32%	
55100	Office Supplies	4,700	4,700	4,000	700	15%	
55200	Operating Supplies	8,000	8,000	7,000	1,000	13%	
55210	Fuel & Oil	415	415	415		0%	
55250	Uniforms	4,500	4,500	3,500	1,000	22%	
55400	Publications, Memberships	26,328	26,328	15,000	11,328	43%	
55401	Training	13,000	13,000	5,000	8,000	62%	
58160	TDC Local T&E	1,500	1,500	1,500		0%	
58320	Sponsorship & Contributions	36,000	36,000	30,000	6,000	17%	
	<u>Advertising/Public Relations (302)</u>						
53400	Other Contractual Services	1,616,473	1,616,473	840,710	775,763	48%	
	<u>Special Events/Grants (304)</u>						
58300	Grants & Aids	765,000	765,000	450,000	315,000	41%	
	<u>Countywide Automation (470)</u>						
54110	Com-net Communications	4,735	5,368	5,368		0%	
54600	Repairs and Maintenance	3,087	3,087	3,087		0%	
	<u>Risk Allocations (495)</u>						
54500	Insurance	5,364	5,485	5,485		0%	
	<u>Indirect Cost (499)</u>						
54900	Indirect Cost Charges	221,000	276,000	276,000		0%	
	<u>Line Item Funding (888)</u>						
58214	Cultural Facilities Grant Program						
58215	Local Arts Agency Program-COCA	1,168,462		877,347			
	<u>Transfers (950)</u>						
591220	Transfer to Fund 220						
591220	Transfer to Fund 305						
	<u>Salary Contingency (990)</u>						
59900	Other Non-operating Uses						
	Reserve for Fund Balance	50,000	50,000	-	50,000	100%	
Total Expenditures		6,450,469	5,375,157	4,520,407	1,732,097	32%	
Appropriated Fund Balance							
Projected Overall Budget Shortfall			(1,865,770)	0			



Visit
Tallahassee

Pretty. Unexpected.

COVID-19 Restart Strategy

July 6, 2020



RECOVERY MARKETING FRAMEWORK



	RESPOND	ENGAGE	REBOUND	EXPAND	"NEW" NORMAL
THRESHOLD	Travel restrictions imposed	Cancelations and postponements stabilized	Destination reopens and consumer travel resumes	Consumers continue to travel regionally, staying close to home.	Consumer travel expands in direct flight markets
PURPOSE	Provide accurate information to partners	Proactively strengthen stakeholder relationships and drive engagement with potential visitors.	Drive travel demand and interest in key Florida markets (Orlando & Tampa Bay area)	Drive travel intent in Florida and regional Southeast markets (Atlanta / Birmingham)	Drive Visit Tallahassee travel intent and booking across all key markets
KEY ACTIVITIES	<ul style="list-style-type: none"> • Weekly Partner Calls • Pause marketing and sales efforts • Cancel special events & activities • Connect with grantees on event cancelations and rebooks. • Track cancelations & rebooks with hotel partners • Work through budget cuts & stabilization • Close Visitor Information Center • Remote working 	<ul style="list-style-type: none"> • Partner outreach & support, event cancellations • Shift bookings & event dates • Plan market re-entry & recovery • Engage travelers on social media • Promote restaurants offering takeout, Rally for Tally & Open for Takeout • COVID-19 Industry Partner & Consumer pages highlighting virtual events • Added Virtual Events category to VisitTallahassee.com calendar 	<ul style="list-style-type: none"> • Promote safety of the destination, restaurants, museums and parks as they open • Reboot Marketing & Social Media efforts • Activate in-house Public Relations campaign • Visitor Center Online Gift Shop • Promote Virtual Events • Develop content and suggested itineraries that speak to target audiences. • Introduce new COVID-19 Seasoned Local List 	<ul style="list-style-type: none"> • Reboot FAMS & individual media stays • Launch in-person partner events • Implement email marketing outreach to sports, leisure, and meetings & groups. • Promote local events • Atlanta Market Activation - Dogwood Festival • Activate Atlanta/ Birmingham Media Mission 	<ul style="list-style-type: none"> • Based on research and data collection through rebound and expand, launch adapted and nimble marketing and sales strategies to ensure flexibility in reaching our core audiences • Redefine KPIs

RESPOND & ENGAGE

EDUCATIONAL

- Established VisitTallahassee.com as a hub of information for both industry partners and consumers on COVID-19
- Initiated weekly industry calls
- Continue to outline health and safety measures within Tallahassee and provide ongoing updates to potential visitors, our partners and the community

ENGAGING

- Developed targeted content – Art Mural Tour, Social Distancer Itinerary & Curbside Brewery Tour
- Video greeting to future visitors
- Activated Trail of the Week initiative across social media

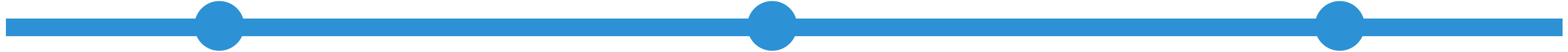
ENTERTAINING

- Partnered with artists such as Royce Lovett for a live concert and Instagram takeover
- Launched virtual experiences
- Hosted National Travel and Tourism Week activities



RECOVERY TARGET MARKETS

Research indicates travelers are looking for mid-sized destinations, closer to home, that are less crowded and offer a lot of open space and outdoor amenities. Tallahassee is well positioned given current travel sentiment.



REBOUND

Targeted In-State
Drive Markets
(Tampa and Orlando)

EXPAND

Southeast & In-State
Drive Markets
(Expanding to include Atlanta
and Birmingham)

"NEW" NORMAL

Direct Flight Markets,
Southeast & In-State
Drive Markets



TARGET AUDIENCES



Family Getaways



Guys/Girls Getaways
Couples Getaways



Outdoor Enthusiasts
– Hiking, Biking,
Paddling, Kayaking



Social Media
Influencers
Meeting Planners &
Event Organizers



REBOUND: JUNE - AUGUST

ADVERTISING / CONTENT DEVELOPMENT

- Utilizing photography that aligns with our target audiences and acknowledges the new “normal” in public scenarios.
- Developing website content, including suggested itineraries that speaks to each target audience (families, couples, outdoor enthusiasts, girlfriend/guy getaways and African American)
- In July, launch an integrated, full-funnel media strategy to reach our target audiences across Orlando and the Tampa Bay area
 - Launch new marketing assets reflecting audience segments across recovery advertising placements, email marketing and social media

PUBLIC RELATIONS

- Developing and pitching relevant storylines and key markets
- Leverage Southern Living accolades in outreach efforts and messaging.
- Radio promotions in key in-state markets



REBOUND: JUNE - AUGUST

DIGITAL

- Updating VisitTallahassee.com (along with all destination web presences) to speak to the safety of the destination including safety protocols in place at area businesses.
- Continue to add new articles relevant to the current state of the industry and our target audiences on VisitTallahassee.com, covering things to do, top 10 lists and fall rescheduled events
- Develop a new email series, speaking to each target audience and utilizing the Pretty. Unexpected campaign to reengage subscribers and nurture new leads
- Introduce new Seasoned Local list, highlighting safe activities to do in the destination while maintaining a safe social distance.
- Coordinate mobile app messaging with our recovery plan to engage app subscribers and develop in-market push messaging plan for new Fall event schedule



REBOUND: JUNE - AUGUST

PROMOTIONS / PARTNER ENGAGEMENT

- Launch getaway promotions to communicate suggested itineraries and get travelers excited about a Fall trip to Tallahassee
- Birdwatching in-book promotion

SOCIAL MEDIA

- Shifting organic content strategy from “dreaming” and “planning” to “doing” and “booking”
- Activate phased paid social media approach to drive destination awareness across the target audiences.



REBOUND: MEDIA PLAN

MEDIA CAMPAIGN (JULY - AUGUST)

TARGET MARKETS:

In-State Drive Markets (Tampa and Orlando)

AUDIENCES	Family Getaways	Guys/Girls Getaways Couples Getaways	Outdoor Enthusiasts - Hiking, Biking, Paddling, Kayaking	Social Media Influencers Meeting Planners & Event Organizers
MEDIA STRATEGY	Launch integrated, full-funnel media strategy to reach our target audiences across Orlando and the Tampa Bay area			
MEDIA TACTICS	<ul style="list-style-type: none"> • Launch Display, Native, & Video, targeting outdoor enthusiasts with expanded targeting for families, couples, African American, female and male group getaways (\$20,926 media investment) • Activate Paid Search campaign (\$10,000 media investment) • Activate Visit Florida Co-Op with matched investment including native advertising, Pandora online audio, & video ads on ABC / Disney platforms while targeting individuals in the state of Florida (\$20,000 media investment) * 			<ul style="list-style-type: none"> • Continue digital media advertising with FSAE and ePro direct to reach Meeting planners
	<ul style="list-style-type: none"> • 25% digital media allocation 	<ul style="list-style-type: none"> • 25% digital media allocation 	<ul style="list-style-type: none"> • 50% digital media allocation 	

*Tentative based on COVID-19 health and safety concerns and market conditions.



EXPAND: SEPTEMBER

ADVERTISING / CONTENT DEVELOPMENT

- Expand integrated, full-funnel media strategy to reach our target audience across all in-state drive markets and Southeast markets (Atlanta and Birmingham)
- Atlanta Market Activation – Dogwood Festival, rescheduled for September 2020
 - Target Atlanta area residents with unique messaging and in-booth experiences to drive travel intent for the Fall season
 - Amplify market saturation through digital media (paid search, display, native and social).
- Activate PinkBike.com partnership, elevating the exposure of our mountain biking trails among outdoor and adventure travelers



EXPAND: SEPTEMBER

SOCIAL MEDIA

- Activate paid social media to drive travel intent and engagement across our core audiences and target markets.

PUBLIC RELATIONS

- Media Familiarization Tour in the fall
- Activate Atlanta/Birmingham Media Mission
- Expand radio promotion outreach to include Southeast



EXPAND: MEDIA PLAN

MEDIA CAMPAIGN (SEPTEMBER)

TARGET MARKETS:

Southeast & In-State Drive Markets (Expanding to include Atlanta and Birmingham)

AUDIENCES	Family Getaways	Guys/Girls Getaways Couples Getaways	Outdoor Enthusiasts - Hiking, Biking, Paddling, Kayaking	Social Media Influencers Meeting Planners & Event Organizers
MEDIA STRATEGY	Expand integrated, full-funnel media strategy to reach our target audience across all in-state drive markets and Southeast markets, Atlanta and Birmingham			
MEDIA TACTICS	<ul style="list-style-type: none"> • Expand Display, Native, Video and Paid Social Media to drive travel interest across outdoor enthusiasts, families, couples, African Americans, and small groups (\$24,574 investment) • Activate media opportunity with Expedia to develop a Fall Co-Op campaign with exclusive fall/winter promotional opportunities for hotel partners to stimulate bookings and engage audiences from top feeder markets (\$10,000 investment) • Continue Visit Florida Co-Op, including Native advertising, Pandora audio and video advertising (\$10,000 investment)* 			<ul style="list-style-type: none"> • Continue paid advertising to reach Meeting Planners and Sports Rights Holders planning to host future events in Tallahassee
	<ul style="list-style-type: none"> • 25% digital media allocation 	<ul style="list-style-type: none"> • 25% digital media allocation 	<ul style="list-style-type: none"> • PinkBike.com partnership and media activation • 50% digital media allocation 	

*Tentative based on COVID-19 health and safety concerns and market conditions.

"NEW" NORMAL

The COVID-19 pandemic will continue to affect travel behavior, health and safety expectations, and how hotels, attractions and restaurants operate for the foreseeable future. Through ongoing research and data collection, we will adapt our plan to maximize the efficiency of our marketing and sales strategies, keeping Tallahassee top of mind to potential visitors.

Through the proven resilience of the tourism industry, we are confident that our destination will rebound as we enter a “new normal” period of recovery.



THANK YOU



Visit
Tallahassee
Pretty. Unexpected.

