



Visit
Tallahassee

LEON COUNTY **Tourist Development Council**

Thursday, May 5, 2022

County Commission Chambers - Leon County Courthouse, Fifth Floor
301 South Monroe Street, Tallahassee FL 32301

MEETING AGENDA

- I. Call to Order – **Michelle Personette, Chairperson**
- II. Welcome New Council Members – **Michelle Personette**
- III. Request for Additional Agenda Items – **Michelle Personette**
- IV. Public Comment
- V. Items for Consent Approval – **Michelle Personette**
 - February 7, 2022 Meeting Minutes (T1)
 - Financial Reports: Division Budget 2022 Year-to-Date, Tourism Development Tax Collections and Smith Travel Report (T2)
 - Advertising/PR Activity Report/Digital Activity (T3)
 - Marketing Communications, Visitor Services, Sales & Sports Staff Reports (T3)
- VI. General Business – **Michelle Personette**
 - Presentation on Amtrak Building Construction Update – Stephen Kelly, Public Works (T4)
 - Downs & St. Germain Research – FY22 2th Quarter Visitor Study (T5)
 - Proposed FY23 Tourism Budget (T6)
 - Proposed FY23 Tourism Marketing and Sales Plans (T7)
 - Proposed FY23 Tourism Grant Program – Funding, Guidelines & Updates (T8)
 - Proposed Modifications to Tourism Grant Policy per BOCC Request (T9)
 - Concert Update
 - Tallahassee Sports Council Update & FY23 2nd Cycle Grant Recommendations (T10)
 - COCA Update
- VII. Executive Director's Report – **Kerri Post**
 - "Team Up" Luncheon with Office of Economic Vitality for National Travel & Tourism Week/Economic Development Week on Monday May 9, 2022
 - 2022 Summer Backyard Bucket List
- VIII. Additional Business: "For the Good of the Cause" – **Michelle Personette**

Next TDC Meeting:
Thursday, July 7, 2022
County Commission Chambers



**LEON COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING
February 7, 2022**

The Leon County Tourist Development Council met for a regular meeting with Chairman Bo Schmitz presiding. Council members present were Sam Patel, Michelle Personette, City Commissioner Curtis Richardson, City Commissioner Dianne Williams-Cox, Matt Thompson, Sharon Priester, Amanda Heidecker and Kathleen Spehar. Commissioner Bill Proctor absent (excused).

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

Guests present: Heather Mitchell and Allison Fleishman representing Tallahassee Community College Foundation and Dr. Joseph St. Germain and Mr. Isiah Lewis representing Downs & St. Germain Research.

- I. **CALL TO ORDER:** Chairman Schmitz called the meeting to order at 3:06 p.m.
- II. **REQUEST FOR ADDITIONAL AGENDA ITEMS:** Kerri Post recognized and thanked Chairman Bo Schmitz for his nearly 10 years of service on the Leon County Tourist Development Council. Council members expressed their appreciation to Chairman Schmitz as well.
- III. **PUBLIC COMMENT:** Chairman Schmitz confirmed there were no public comment submitted online.
- IV. **ITEMS FOR CONSENT APPROVAL:**
 - November 4, 2021 Meeting Minutes
 - Financial Reports: Division Budget 2022 Year-to-Date, Tourism Development Tax Collections and Smith Travel Report
 - Advertising/PR Activity Report/Digital Activity
 - Marketing Communications, Visitor Services, Sales & Sports Staff Reports

Commissioner Williams-Cox moved, duly seconded by Commissioner Richardson approval of the Items for Consent. The motion passed 8-0, with Commissioner Proctor absent.

V. GENERAL BUSINESS

FY22-26 Tourism Strategic Plan Final Presentation

Kerri Post provided a brief update to the final draft FY22-26 Tourism Strategic Plan sharing that the Plan will be presented for final approval by the County Commission at either its March or April meeting.

Michelle Personette moved, duly seconded by Commissioner Richardson approval of the Draft FY22-26 Tourism Strategic Plan as presented. The motion passed 8-0, with Commissioner Proctor absent.

Downs & St. Germain Research – FY22 1st Quarter Visitor Study

Joseph St. Germain presented an overview of the FY21 Economic Impact of Tourism Report noting year-over year differences from FY20 to FY21. He relayed overall percentage increases in each economic indicator category for FY21. He reported that the economic indicators for the 1st quarter of FY22 continued to rebound and have surpassed the same quarter in FY19. Isiah Thomas then provided an in-depth FY22 1st Quarter Visitor Study overview. Commissioner Williams-Cox expressed her continued concerns regarding local hotel rates. Discussion ensued among TDC members related to hotel revenue and general business practices for hotels and restaurants. Kerri Post shared that home share platforms (AirBnB, VRBO) are viable options for visitors as they also subject to tourist development tax collections.

Tallahassee Community College (TCC) “Rock the Roost” with Luke Bryan Concert Presentation

Kerri Post presented a Sponsorship Request in the staff recommended amount of \$50,000 for Tallahassee Community College’s Inaugural “Rock the Roost” Concert with Luke Bryan to be held on July 23, 2022. She noted the request is outside of the traditional grant cycle and that TCC had made a formal written request in the amount of \$100,000. She shared a brief overview of the event and provided artist background on Luke Bryan’s historical sell out concerts including his Tallahassee concert in 2013. Further, she stated that the event is scheduled during a need period (July) and will significantly increase visitation in a historically slow period for visitors to Leon County. Based on room night generation for similar granted events, TCC’s VVIP Sponsorship level is commensurate with staff’s recommendation. She shared that since the request was made outside of the Tourism grant cycle, funding would be allocated from the Tourism Fund Balance, where there are sufficient funds to support the request. She stated that any funding recommendation above \$60,000 must also be approved the County Commission, further noting that TCC is strongly encouraged to apply for event grant funding via the grant cycle next year. Ms. Post introduced Heather Mitchell, Vice President, Institutional Advancement, Tallahassee Community College who gave a brief presentation on the “Rock the Roost” Concert. Ms. Mitchell stated the delayed request for funding was due to confirmation of the artist’s schedule. Chairman Schmitz encouraged TCC to consider continue holding concerts during periods of low hotel demand.

Further discussion ensued regarding the funding request’s impact to the Tourism Fund Balance. Ms. Post confirmed the funding was available for either \$50,000 or \$100,000 funding request. Chairman Schmitz expressed his support for TCC’s \$100,000 request due to the timing of the event as it is a need period for hotels. Matt Thompson shared that during the normal grant review cycle, this amount of funding is not available, and should not be expected in the future. He noted that the entire budget for the four Legacy Grants is approximately \$300,000. Dr. Stringer echoed Mr. Thompson’s comments and noted the amount of work and information that goes into applying for a grant during the normal grant cycle.

Commissioner Richardson moved, duly seconded by Commissioner Williams-Cox approval of a Sponsorship Request for Tallahassee Community College’s Inaugural “Rock the Roost” Concert on July 23, 2022 in the amount of \$100,000 and to be presented to the County Commission for consideration. The motion passed 8-0, with Commissioner Proctor absent.

Proposed Revised 2022 TDC Meeting Dates

Kerri Post presented revised proposed 2022 TDC Meeting schedule options for consideration noting Option #1 allows for the greatest participation from all members and takes into consideration COCA’s request to ensure their Board approval of the FY 2023 grants prior to being approved to the TDC.

Matt Thompson moved, duly seconded by Michelle Personette approval of the following remaining 2022 TDC Meeting Schedule:

- ***Thursday, May 5, 2022 9:00 AM***
- ***Thursday, July 7, 2022 9:00 AM***
- ***Thursday, September 8, 2022 9:00 AM***

- **Thursday, November 3, 2022 9:00 AM**

The motion passed 7-0 with Commissioner Proctor absent and Dr. Amanda Stringer out of chambers.

Election of FY22 Chairperson

Kerri Post noted with the departure of Chairman Schmitz the need for the Council to select a new FY22 Chairperson.

Commissioner Williams Cox moved, duly seconded by Sam Patel to nominate Michelle Personette for Chairperson of the TDC for FY22. The motion passed 7-0 with Commissioner Proctor absent and Dr. Amanda Stringer out of chambers.

TDC Representative on COCA Board & City of Tallahassee Special Events Committee

Kerri Post noted with the departure of Chairman Schmitz the need for the Council to select a FY22 Chairperson, TDC representative on COCA Board, and TDC representative on the City of Tallahassee Special Events Committee.

Commissioner Williams Cox moved, duly seconded by Commissioner Richardson to nominate Michelle Personette to serve as the TDC's representative on the COCA Board and the City of Tallahassee Special Events Committee. The motion passed 7-0 with Commissioner Proctor absent and Dr. Amanda Stringer out of chambers.

Concert Update

Scott Carswell of Scott Carswell Presents provided a brief review of upcoming concerts including Jamey Johnson to kick off the Word of South 2022 Festival on April 8th. He shared his enthusiasm for the Parkview at Cascades Park (Amphitheater Support Space) at Cascades as well the positive working relationship with Cascades park staff.

Tallahassee Sports Council Update

Amanda Heidecker provided a TSC update which included an update on the TSC's review of its policies and procedures, highlights of FY22 fall events and preview of FY23 events. She also noted a new addition to the spring event schedule: the FHSAA Beach Volleyball Championship, an extension of the productive and positive relationship with the FHSAA.

COCA Update

Kathleen Spehar provided an update on arts, culture, history, and heritage events including the County's inaugural "Family Day" event and inaugural Emancipation in Florida Conference. She also congratulated the Challenger Learning Center on the re-opening of the it's movie theater.

VI. Executive Director's Report – Kerri Post

- Recognized the national significance of Visit Tallahassee/Leon County Tourism hosting the 2022 NCAA National Cross-Country Championship at Apalachee Regional Park (ARP) and shared a short video presentation summarizing the day's event.
- Provided a Staffing Update
- Shared an update on the bid to host the 2026 World Athletics Cross Country Championship at ARP
- Shared a 2022 Legislative Session Update
- Recognized Michelle Personette for her 20 years of service at the Challenger Learning Center

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 4:35 p.m.

Attest: Bo Schmitz,
Chairman

Attest: Renee Jones,
Public Relations & Marketing Specialist

DRAFT

Leon County Tourist Development Council
Statement of Cash Flow
Period Ending March 31, 2022

4-Cents Collections		YTD	March	FY 2021/22	% Revenue	
Acct #	REVENUES	Actuals	Actuals	Budget	Received	Variance
312100	Local Option Tax (4-cents)	\$ 2,981,607.72	\$ 528,054.07	\$ 4,060,129.00	73%	(1,078,521)
361320	Tax Collector FS 219.075	\$ 485.93	\$ -	\$ -		486
361111	Pooled Interest Allocation	\$ 10,535.00	\$ 10,535.00	\$ 56,973.00		
365000	Merchandise Sales	\$ 3,586.80	\$ 552.80	\$ 5,730.00		
366500	Special Event Grant Reimbursements	\$ -	\$ -	\$ 12,500.00		
366930	Other Contributions/Partnerships	\$ -	\$ -	\$ -		
361300	Interest Inc/FMV Adjustment	\$ -	\$ -	\$ -		
369900	Miscellaneous Revenue	\$ 37,326.85	\$ 800.00	\$ 31,396.00		
399900	Appropriated Fund Balance	\$ -	\$ -	\$ 172,657.00		
Total Estimated Receipts				4,339,385		
		\$ 3,033,542.30	\$ 539,941.87			

Acct #	EXPENDITURES	YTD	March	FY 2021/22	FY 2021/22	% Budget	Under/
		Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
<i>Administration (301)/Marketing (303)</i>							
51200	Salaries & Wages	\$ 360,267.72	\$ 53,164.00	\$ 733,627.00	\$ 733,627.00	49%	\$ 373,359
51250	Regular OPS Salaries & Wages	\$ 18,108.30	\$ 2,832.27	\$ 34,694.00	\$ 34,694.00	52%	16,586
51500	Special Pay	\$ -	\$ -	\$ 3,100.00	\$ 3,100.00	0%	3,100
52100	FICA	\$ 27,733.17	\$ 4,169.93	\$ 60,643.00	\$ 60,643.00	46%	32,910
52200	Retirement Contributions	\$ 52,592.62	\$ 7,824.13	\$ 109,239.00	\$ 109,239.00	48%	56,646
52210	Deferred Compensation	\$ 591.76	\$ 93.94	\$ 766.00	\$ 766.00	77%	174
52300	Life & Health Insurance	\$ 52,660.59	\$ 4,122.92	\$ 96,582.00	\$ 96,582.00	55%	43,921
52400	Workers Compensation	\$ 864.19	\$ 124.81	\$ 3,395.00	\$ 3,395.00	25%	2,531
53400	Other Contractual Services	\$ 86,033.67	\$ 22,583.33	\$ 289,000.00	\$ 289,000.00	30%	202,966
54000	Travel & Per Diem	\$ 16,510.83	\$ 1,983.15	\$ 52,500.00	\$ 52,500.00	31%	35,989
54100	Communications Services	\$ 1,883.37	\$ -	\$ 9,600.00	\$ 9,600.00	20%	7,717
54101	Communications - Phone System	\$ -	\$ -	\$ 1,455.00	\$ 1,455.00	0%	1,455
54400	Rental & Leases	\$ 5,148.62	\$ 5.00	\$ 20,950.00	\$ 20,950.00	25%	15,801
54505	Vehicle Coverage	\$ 492.00	\$ 492.00	\$ 492.00	\$ 492.00	100%	-
54600	Repair & Maintenance	\$ 492.00	\$ 492.00	\$ 492.00	\$ 492.00	100%	-
54601	Vehicle Repair	\$ -	\$ -	\$ 720.00	\$ 720.00	0%	720
54700	Printing	\$ 2,836.61	\$ -	\$ 5,000.00	\$ 5,000.00	57%	2,163
54800	Promotional Activities	\$ 21,597.76	\$ 12,181.68	\$ 20,000.00	\$ 20,000.00	108%	(1,598)
54860	TDC Direct Sales Promotions	\$ 3,207.00	\$ -	\$ 31,000.00	\$ 31,000.00	10%	27,793
54861	TDC Community Relations	\$ 5,452.78	\$ -	\$ 15,000.00	\$ 15,000.00	36%	9,547
54862	TDC Merchandise	\$ 3,725.20	\$ 3,288.70	\$ 8,500.00	\$ 8,500.00	44%	4,775
54900	Other Current Charges	\$ 310,033.75	\$ 24,558.75	\$ 537,000.00	\$ 947,000.00	33%	636,966
55100	Office Supplies	\$ 139.03	\$ -	\$ 6,700.00	\$ 6,700.00	2%	6,561
55200	Operating Supplies	\$ 2,063.67	\$ -	\$ 8,000.00	\$ 8,000.00	26%	5,936
55210	Fuel & Oil	\$ 28.16	\$ 28.16	\$ 345.00	\$ 345.00	8%	317
52250	Uniforms	\$ 278.30	\$ -	\$ 3,500.00	\$ 3,500.00	8%	3,222
55400	Publications, Memberships	\$ 5,778.86	\$ -	\$ 27,000.00	\$ 27,000.00	21%	21,221
55401	Training	\$ 265.00	\$ -	\$ 13,000.00	\$ 13,000.00	2%	12,735
56400	Machinery & Equipment	\$ -	\$ -	\$ -	\$ -		-
58160	TDC Local T&E	\$ 640.13	\$ -	\$ 2,000.00	\$ 2,000.00	32%	1,360
58320	Sponsorship & Contributions	\$ 6,750.00	\$ 2,750.00	\$ 32,155.00	\$ 32,155.00	21%	25,405
<i>Advertising/Public Relations (302)</i>							
53400	Other Contractual Services	\$ 461,797.69	\$ 195,250.01	\$ 965,865	\$ 1,485,865	31%	\$ 1,024,067
<i>Special Events/Grants (304)</i>							
58300	Grants & Aids	\$ 4,500.00	\$ -	600,000	600,000	1%	595,500
<i>Welcome Center CIP (086065)</i>							
56200	Building	\$ -	\$ -	-	-		-
<i>Countywide Automation (470)</i>							
54110	Com-net Communications	\$ -	\$ -	5,940	5,940	0%	5,940
54600	Repairs and Maintenance	\$ -	\$ -	2,620	2,620	0%	2,620

Risk Allocations (495)									
54500	Insurance	\$	-	\$	-	6,432	6,432	0%	6,432
Indirect Cost (499)									
54900	Indirect Cost Charges	\$	-	\$	-	238,000	238,000	0%	238,000
Line Item Funding - (888)									
58214	Cultural Facilities Grant Program	\$	-	\$	-	-	-	-	-
58215	Local Arts Agency Program	\$	399,529.20	\$	399,529.20	1,014,572	1,014,572	39%	615,043
Transfers (950)									
591220	Transfer to Fund 220	\$	-	\$	-	-	-	0%	-
591220	Transfer to Fund 305	\$	124,999.98	\$	20,833.33	250,000	250,000	0%	125,000
Salary Contingency (990)									
59900	Other Non-operating Uses	\$	-	\$	-	-	-	-	-
	Reserve for Fund Balance	\$	-	\$	-	-	-	-	-
Total Expenditures		\$	1,977,001.96	\$	756,307.31	\$	5,209,884	\$	6,139,884

1-Cent Collections

Acct #	REVENUES	YTD Actuals	March Actuals	FY 2021/22 Adopt. Budget	FY 2021/22 Adj. Budget	% Revenue Received	Variance
312110	Local Option Resort (1-cent)	\$ 745,419.93	\$ 132,031.52	\$ 1,014,572	\$ 1,014,572	73%	269,152
361111	Pooled Interest	\$ -	\$ -	\$ -	\$ -		
361320	Tax Collector FS 219.075	\$ -	\$ -	\$ -	\$ -		
366930	Refund from Prior Years	\$ -	\$ -	\$ -	\$ -		
Total Revenues		745,419.93	132,031.52	1,014,572	1,014,572		

Acct #	EXPENDITURES (305)	YTD Actuals	March Actuals	FY 2021/22 Adopt. Budget	FY 2020/21 Adj. Budget	% Budget Spent	Under/ (Over)
58100	Aids to Government Agencies	\$ -	\$ -	\$ 1,982,298	\$ 1,982,298	0%	1,982,298
Total Expenditures		\$ -	\$ -	\$ 1,982,298	\$ 1,982,298	0%	1,982,298

NOTES TO THE FINANCIAL STATEMENT As of March 31, 2022

REVENUES

- 1 - Revenue for the 4-cent collections \$ 528,054.07
- 2 - Revenue for the 1-cent collections \$ 132,031.52
- 3 - Concert Sponsorship, Co-Op, FSU XC Invitational Apparel

EXPENSES

- 4 - Expenses related to Fall XC and FHSAA football championships

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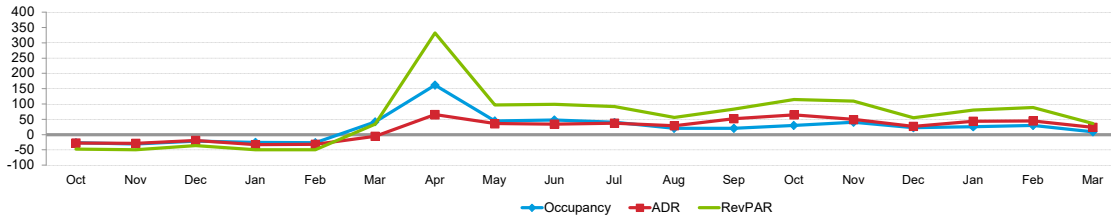
**Leon County Tourist Development Council
Local Option Tourist Development Tax Collections
(Bed Tax Revenues)**

	October	November	December	January	February	March	April	May	June	July	August	September	Totals
FY2017/2018 (3-cents)	306,604.91	346,998.29	309,354.70	239,200.84	304,608.86	307,873.28	296,026.60	286,577.45	311,458.36	294,109.70	264,301.21	332,629.80	3,599,743.99
(1-cent - 4th Penny)	102,201.64	115,666.10	103,118.23	79,733.61	101,536.29	102,624.43	98,675.53	95,525.82	103,819.45	98,036.57	88,100.40	110,876.60	1,199,914.66
(1-cent - 5th Penny)	102,201.64	115,666.10	103,118.23	79,733.61	101,536.29	102,624.43	98,675.53	95,525.82	103,819.45	98,036.57	88,100.40	110,876.60	1,199,914.66
Total	511,008.18	578,330.49	515,591.16	398,668.06	507,681.43	513,122.13	493,377.66	477,629.09	519,097.27	490,182.83	440,502.02	554,383.00	5,999,573.32
Gain/Loss - Month: 3 cent	10%	(14%)	8%	8%	33%	15%	(16%)	-8%	2%	11%	7%	12%	
Gain/Loss - YTD: 3 cent	10%	(4%)	(1%)	1%	6%	8%	3%	2%	2%	3%	3%	4%	
Year to date: 3-cent	306,604.91	653,603.20	962,957.90	1,202,158.73	1,506,767.59	1,814,640.87	2,110,667.47	2,397,244.92	2,708,703.28	3,002,812.98	3,267,114.19	3,599,743.99	
Year to date: 1-cent (4th)	102,201.64	217,867.73	320,985.97	400,719.58	502,255.86	604,880.29	703,555.82	799,081.64	902,901.09	1,000,937.66	1,089,038.06	1,199,914.66	
Year to date: 1-cent (5th)	102,201.64	217,867.73	320,985.97	400,719.58	502,255.86	604,880.29	703,555.82	799,081.64	902,901.09	1,000,937.66	1,089,038.06	1,199,914.66	
FY2018/2019 (3-cents)	331,953.51	495,074.97	387,162.79	307,879.78	327,779.10	365,775.19	445,899.80	369,126.76	352,707.77	312,656.20	291,044.54	365,660.11	4,352,720.53
(1-cent - 4th Penny)	110,651.17	165,024.99	129,054.26	102,626.59	109,259.70	121,925.06	148,633.27	123,042.25	117,569.26	104,218.73	97,014.85	121,886.70	1,450,906.84
(1-cent - 5th Penny)	110,651.17	165,024.99	129,054.26	102,626.59	109,259.70	121,925.06	148,633.27	123,042.25	117,569.26	104,218.73	97,014.85	121,886.70	1,450,906.84
Total	553,255.85	825,124.95	645,271.32	513,132.96	546,298.50	609,625.32	743,166.34	615,211.26	587,846.29	521,093.67	485,074.23	609,433.52	7,254,534.21
Gain/Loss - Month: 3 cent	8%	43%	25%	29%	8%	19%	51%	29%	13%	6%	10%	10%	
Gain/Loss - YTD: 3 cent	8%	27%	26%	27%	23%	22%	26%	26%	25%	23%	22%	21%	
Year to date: 3-cent	331,953.51	827,028.48	1,214,191.27	1,522,071.05	1,849,850.15	2,215,625.34	2,661,525.14	3,030,651.90	3,383,359.67	3,696,015.88	3,987,060.41	4,352,720.53	
Year to date: 1-cent (4th)	110,651.17	275,676.16	404,730.42	507,357.02	616,616.72	738,541.78	887,175.05	1,010,217.30	1,127,786.56	1,232,005.29	1,329,020.14	1,450,906.84	
Year to date: 1-cent (5th)	110,651.17	275,676.16	404,730.42	507,357.02	616,616.72	738,541.78	887,175.05	1,010,217.30	1,127,786.56	1,232,005.29	1,329,020.14	1,450,906.84	
FY2019/2020 (3-cents)	363,217.88	348,125.77	323,679.36	255,150.76	331,287.48	331,867.65	198,333.52	90,098.91	117,764.12	156,843.67	168,940.46	236,674.52	2,921,984.08
(1-cent - 4th Penny)	121,072.63	116,041.92	107,893.12	85,050.25	110,429.16	110,622.55	66,111.17	30,032.97	39,254.71	52,281.22	56,313.49	78,891.51	973,994.69
(1-cent - 5th Penny)	121,072.63	116,041.92	107,893.12	85,050.25	110,429.16	110,622.55	66,111.17	30,032.97	39,254.71	52,281.22	56,313.49	78,891.51	973,994.69
Total	605,363.13	580,209.61	539,465.60	425,251.26	552,145.80	553,112.75	330,555.87	150,164.85	196,273.53	261,406.11	281,567.43	394,457.53	4,869,973.47
Gain/Loss - Month: 3 cent	9%	(30%)	(16%)	-17%	1%	-9%	(56%)	-76%	(67%)	(50%)	-42%	-35%	
Gain/Loss - YTD: 3 cent	9%	(14%)	(15%)	-15%	-12%	-12%	-19%	-26%	-30%	-32%	-33%	-33%	
Year to date: 3-cent	363,217.88	711,343.64	1,035,023.00	1,290,173.76	1,621,461.24	1,953,328.89	2,151,662.41	2,241,761.32	2,359,525.44	2,516,369.11	2,685,309.56	2,921,984.08	
Year to date: 1-cent (4th)	121,072.63	237,114.55	345,007.67	430,057.92	540,487.08	651,109.63	717,220.80	747,253.77	786,508.48	838,789.70	895,103.19	973,994.69	
Year to date: 1-cent (5th)	121,072.63	237,114.55	345,007.67	430,057.92	540,487.08	651,109.63	717,220.80	747,253.77	786,508.48	838,789.70	895,103.19	973,994.69	
FY2020/2021 (3-cents)	184,026.11	207,635.60	175,507.21	172,333.69	182,644.87	221,694.54	294,363.06	364,179.31	282,604.19	332,719.16	348,411.70	419,988.48	3,186,107.92
(1-cent - 4th Penny)	61,342.04	69,211.87	58,502.40	57,444.56	60,881.62	73,898.18	98,121.02	121,393.10	94,201.40	110,906.39	116,137.23	139,996.16	1,062,035.97
(1-cent - 5th Penny)	61,342.04	69,211.87	58,502.40	57,444.56	60,881.62	73,898.18	98,121.02	121,393.10	94,201.40	110,906.39	116,137.23	139,996.16	1,062,035.97
Total	306,710.19	346,059.34	292,512.02	287,222.82	304,408.11	369,490.90	490,605.10	606,965.52	471,006.98	554,531.93	580,686.16	699,980.80	5,310,179.87
Gain/Loss - Month: 3 cent	(49%)	(40%)	(46%)	-32%	-45%	-33%	48%	304%	140%	112%	106%	77%	
Gain/Loss - YTD: 3 cent	(49%)	(45%)	(45%)	-43%	-43%	-41%	-33%	-20%	-12%	-4%	3%	9%	
Year to date: 3-cent	184,026.11	391,661.72	567,168.93	739,502.62	922,147.49	1,143,842.03	1,438,205.09	1,802,384.40	2,084,988.59	2,417,707.75	2,766,119.44	3,186,107.92	
Year to date: 1-cent (4th)	61,342.04	130,553.91	189,056.31	246,500.87	307,382.50	381,280.68	479,401.70	600,794.80	694,996.20	805,902.58	922,039.81	1,062,035.97	
Year to date: 1-cent (5th)	61,342.04	130,553.91	189,056.31	246,500.87	307,382.50	381,280.68	479,401.70	600,794.80	694,996.20	805,902.58	922,039.81	1,062,035.97	
FY2021/2022 (3-cents)	369,226.11	476,937.04	389,494.17	296,423.63	364,996.61	408,289.23	-	-	-	-	-	-	2,305,366.79
(1-cent - 4th Penny)	123,075.37	158,979.01	129,831.39	98,807.88	121,665.54	136,096.41	-	-	-	-	-	-	768,455.60
(1-cent - 5th Penny)	123,075.37	158,979.01	129,831.39	98,807.88	121,665.54	136,096.41	-	-	-	-	-	-	768,455.60
Total	615,376.85	794,895.07	649,156.95	494,039.39	608,327.68	680,482.05	-	-	-	-	-	-	3,842,277.99
Gain/Loss - Month: 3 cent	101%	130%	122%	72%	100%	84%	(100%)	-100%	(100%)	(100%)	-100%	-100%	
Gain/Loss - YTD: 3 cent	101%	116%	118%	107%	106%	102%	60%	28%	11%	-5%	-17%	-28%	
Year to date: 3-cent	369,226.11	846,163.15	1,235,657.32	1,532,080.96	1,897,077.56	2,305,366.79	2,305,366.79	2,305,366.79	2,305,366.79	2,305,366.79	2,305,366.79	2,305,366.79	
Year to date: 1-cent (4th)	123,075.37	282,054.38	411,885.77	510,693.65	632,359.19	768,455.60	768,455.60	768,455.60	768,455.60	768,455.60	768,455.60	768,455.60	
Year to date: 1-cent (5th)	123,075.37	282,054.38	411,885.77	510,693.65	632,359.19	768,455.60	768,455.60	768,455.60	768,455.60	768,455.60	768,455.60	768,455.60	

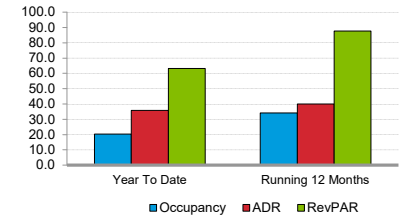
Notes:

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

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2020			2021												2022		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	46.3	42.1	42.3	45.1	51.4	61.4	62.1	51.8	60.9	60.2	62.3	55.1	60.1	59.1	51.8	56.4	67.0	67.2
Last Year	63.2	60.7	53.3	60.4	69.8	43.3	23.7	35.8	41.2	43.1	51.7	45.7	46.3	42.1	42.3	45.1	51.4	61.4
Percent Change	-26.8	-30.6	-20.7	-25.4	-26.3	41.8	162.0	44.6	48.0	39.8	20.6	20.5	29.9	40.3	22.4	25.3	30.3	9.4

Year To Date			Running 12 Months		
2020	2021	2022	2020	2021	2022
57.4	52.7	63.4	63.1	44.3	59.4
79.1	57.4	52.7	72.4	63.1	44.3
-27.4	-8.2	20.3	-12.9	-29.8	34.2

Year To Date			Running 12 Months		
2020	2021	2022	2020	2021	2022
111.96	83.87	113.86	110.02	79.99	111.94
115.49	111.96	83.87	109.16	110.02	79.99
-3.1	-25.1	35.8	0.8	-27.3	39.9

ADR	2020			2021												2022		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	85.85	83.80	77.50	78.49	82.17	89.04	109.74	94.37	96.99	99.41	112.36	121.36	141.61	125.19	98.15	112.70	118.78	110.41
Last Year	119.06	116.45	95.61	116.00	120.44	94.17	66.47	69.44	72.18	72.54	86.93	79.94	85.85	83.80	77.50	78.49	82.17	89.04
Percent Change	-27.9	-28.0	-18.9	-32.3	-31.8	-5.4	65.1	35.9	34.4	37.0	29.3	51.8	65.0	49.4	26.7	43.6	44.5	24.0

Year To Date			Running 12 Months		
2020	2021	2022	2020	2021	2022
111.96	83.87	113.86	110.02	79.99	111.94
115.49	111.96	83.87	109.16	110.02	79.99
-3.1	-25.1	35.8	0.8	-27.3	39.9

Year To Date			Running 12 Months		
2020	2021	2022	2020	2021	2022
64.26	44.21	72.20	69.39	35.44	66.55
91.33	64.26	44.21	79.09	69.39	35.44
-29.6	-31.2	63.3	-12.3	-48.9	87.8

RevPAR	2020			2021												2022		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	39.74	35.31	32.80	35.37	42.25	54.66	68.19	48.89	59.09	59.85	70.00	66.89	85.18	74.01	50.84	63.61	79.57	74.15
Last Year	75.27	70.70	51.00	70.09	84.07	40.77	15.77	24.89	29.71	31.23	44.92	36.56	39.74	35.31	32.80	35.37	42.25	54.66
Percent Change	-47.2	-50.0	-35.7	-49.5	-49.7	34.1	332.5	96.4	98.9	91.6	55.8	83.0	114.3	109.6	55.0	79.8	88.3	35.7

Year To Date			Running 12 Months		
2020	2021	2022	2020	2021	2022
64.26	44.21	72.20	69.39	35.44	66.55
91.33	64.26	44.21	79.09	69.39	35.44
-29.6	-31.2	63.3	-12.3	-48.9	87.8

Year To Date			Running 12 Months		
2020	2021	2022	2020	2021	2022
532.012	566.697	581.850	2,135,680	2,228,244	2,367,774
523,201	532,012	566,697	2,087,503	2,135,680	2,228,244
1.7	6.5	2.7	2.3	4.3	6.3

Supply	2020			2021												2022		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	188,821	182,730	192,789	192,789	177,492	196,416	191,820	202,988	196,440	202,988	202,988	193,920	200,415	193,950	200,415	200,415	181,020	200,415
Last Year	180,172	177,000	182,900	182,900	164,724	184,388	178,440	184,388	178,440	184,388	188,821	182,730	188,821	182,730	192,789	192,789	177,492	196,416
Percent Change	4.8	3.2	5.4	5.4	7.8	6.5	7.5	10.1	10.1	10.1	7.5	6.1	6.1	6.1	4.0	4.0	2.0	2.0

Year To Date			Running 12 Months		
2020	2021	2022	2020	2021	2022
532.012	566.697	581.850	2,135,680	2,228,244	2,367,774
523,201	532,012	566,697	2,087,503	2,135,680	2,228,244
1.7	6.5	2.7	2.3	4.3	6.3

Year To Date			Running 12 Months		
2020	2021	2022	2020	2021	2022
305,327	298,697	368,971	1,346,956	987,095	1,407,575
413,751	305,327	298,697	1,512,373	1,346,956	987,095
-26.2	-2.2	23.5	-10.9	-26.7	42.6

Demand	2020			2021												2022		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	87,415	77,006	81,588	86,869	91,255	120,573	119,192	105,167	119,680	122,207	126,457	106,892	120,542	114,669	103,798	113,108	121,262	134,601
Last Year	113,901	107,455	97,570	110,513	114,975	79,839	42,327	66,083	73,448	79,393	97,574	83,564	87,415	77,006	81,588	86,869	91,255	120,573
Percent Change	-23.3	-28.3	-16.4	-21.4	-20.6	51.0	181.6	59.1	62.9	53.9	29.6	27.9	37.9	48.9	27.2	30.2	32.9	11.6

Year To Date			Running 12 Months		
2020	2021	2022	2020	2021	2022
305,327	298,697	368,971	1,346,956	987,095	1,407,575
413,751	305,327	298,697	1,512,373	1,346,956	987,095
-26.2	-2.2	23.5	-10.9	-26.7	42.6

Year To Date			Running 12 Months		
2020	2021	2022	2020	2021	2022
34,185,884	25,053,063	42,011,743	148,190,848	78,957,896	157,565,881
47,785,895	34,185,884	25,053,063	165,095,501	148,190,848	78,957,896
-28.5	-26.7	67.7	-10.2	-46.7	99.6

Revenue	2020			2021												2022		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	7,504,229	6,452,972	6,322,673	6,818,562	7,498,464	10,736,037	13,079,992	9,924,529	11,607,406	12,148,004	14,208,292	12,972,120	17,070,496	14,355,035	10,188,265	12,747,507	14,403,054	14,861,182
Last Year	13,861,014	12,513,145	9,328,406	12,819,750	13,848,095	7,518,039	2,813,550	4,589,094	5,301,229	5,758,874	8,481,764	6,680,449	7,504,229	6,452,972	6,322,673	6,818,562	7,498,464	10,736,037
Percent Change	-44.7	-48.4	-32.2	-46.8	-45.9	42.8	364.9	116.3	119.0	110.9	67.5	94.2	127.5	122.5	61.1	87.0	92.1	38.4

Year To Date			Running 12 Months		
2020	2021	2022	2020	2021	2022
34,185,884	25,053,063	42,011,743	148,190,848	78,957,896	157,565,881
47,785,895	34,185,884	25,053,063	165,095,501	148,190,848	78,957,896
-28.5	-26.7	67.7	-10.2	-46.7	99.6

Year To Date			Running 12 Months		
2020	2021	2022	2020	2021	2022
609.1	609.1	621.9	621.9	633.9	633.6
609.1	609.1	621.9	621.9	633.9	633.6
91.2	91.2	89.4	91.4	91.6	91.6

Census %	2020			2021												2022		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Census Props	63	63	64	64	65	65	66	67	67	67	67	66	66	66	66	66	66	66
Census Rooms	6091	6091	6219	6219	6339	6336	6394	6548	6548	6548	6548	6464	6465	6465	6465	6465	6465	6465
% Rooms Participants	91.2	91.2	89.4	91.4	91.6	91.6	91.6	91.8	91.8	91.8	94.7	94.7	93.3	93.3	93.3	93.3	93.3	93.3

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AT A GLANCE



FY2022 Media Value
Goal: \$2 Million
\$727,612
Media Value for
Jan/Feb/Mar = **\$380,00**



FY2022 Earned Media Stories
94
Media Stories
Jan/Feb/Mar = **38**



FY2022 Social Media
Engagements
132,504



Red Hills Horse Trials
Live-Streamed on YouTube
For the first time ever, the 2022 Red Hills International Horse Trials were live-streamed to a global audience on the Visit Tallahassee YouTube page. Up to 8 hours of video was streamed daily with multiple course cameras, professional commentary, graphics, and a live chat feature.

MISSION STATEMENT

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

HIGHLIGHTS

- Attended the Compete Sports Diversity Conference in Las Vegas to learn modern methods of attracting sports and events with a DEI focus to our destination.
- Produced and distributed a comprehensive press-release promoting Spring Events along with a printed rack card for distribution at events, attractions, and our Visitor Information Center.
- Produced and distributed a special "Legislative Session What's Happening" to downtown hotels and attractions showcasing restaurants and events during the 2022 session.
- Hosted social media influencer Crystal Daniels from Atlanta. Highlights of her visit showcased partners such as Pineappetit, Earley's Kitchen, Hearth & Soul's Afro Flo Yoga, Bradfordville Blues Club, and Proof Brewing.
- For Black History Month, worked with Zimmerman and ESP Media to distribute a press-release highlighting the expansive sites, stories, and tastes of Tallahassee's African American culture.
- Produced a dynamic video highlighting some of Tallahassee's black-owned restaurants for YouTube.
- Supported the Bite-of-Brown initiative with marketing and promotional support aimed at encouraging visitors and residents to dine at local black-owned restaurants.
- Announced the upcoming concert at Capital City Amphitheater for country singer Brett Young.

ON THE HORIZON

The 2022 edition of the Summer Backyard Bucket list is set to launch in May. Building on the success of the inaugural program from 2021, the campaign encourages residents to explore their backyard and become local ambassadors. Each month, the program will feature a list of attractions, restaurants, breweries, trails, shops and museums to explore.

OUT & ABOUT

As part of ongoing marketing efforts to attract Florida beer lovers to the Capital City, Visit Tallahassee along with the Tallahassee Beer Society and four local breweries sponsored and attended the Florida Brewers Guild Craft Beer Festival in Tampa giving brewery partners premium placement at the festival.





AT A GLANCE

2021-2022 Grant Program

Granted Events Held – 31

Post-Event Reports
Processed - 9

2nd Cycle Sports
Applications Submitted - 10



Visitor Services

Visitor Guides Distributed:
19,937

Relocation Information
Requests: 3

Group Services and
Welcome Bags: 32 requests
serving 2,258 visitors

Calls Received: 210

Walk-ins: 490



YTD Gift Shop Sales: \$3,838

Gift Shop Sales
Jan - Mar: **\$1,329**

MISSION STATEMENT

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

HIGHLIGHTS

- Updated Signature/Emerging Signature, Special and Sports Event guidelines for TDC review/approval for the upcoming FY23 grant submission cycle.
- Presented on the economic impact of events in our community to the Event Operations Management class in the Recreation and Tourism Management program at Florida State University.
- Participated in a site visit to the Museum of Florida History with other Tourism staff to experience their new exhibit "Spirit of the Passage" and to become reacquainted with what the Museum has to offer visitors.
- Visitor Services staff contacted industry partners to update records and arrange for delivery of 15,780 new Visitor Guides, both locally and out-of-market.
- Group Services requests have tripled since last quarter due to the increase of events and travel to the destination.

ON THE HORIZON

- Reintroduction of local vendor merchandise in the Visitor Information Center Gift Shop through consignment agreements. When the former Visitor Information Center closed in 2020, all consignment merchandise was returned to vendors. Now that visitation is increasing, we are bringing back the offerings of local merchants to the Gift Shop.
- FY23 Grant Submission Cycle is proposed for Summer 2022. Applications will be accepted during the approved cycle dates with required application workshops offered during that time.



MEETINGS & CONVENTIONS/LEISURE

JANUARY/FEBRUARY/MARCH 2022

Ryan Zornes, Senior Sales & Sports Director
Janet Roach, Meetings Director

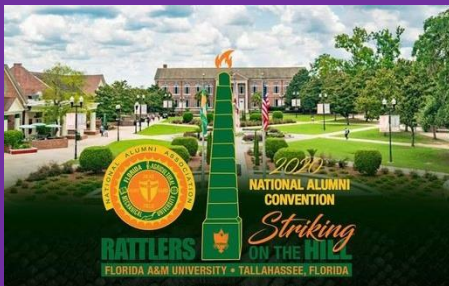
GOAL AT A GLANCE

FY2022

Room Nights Goal:
6,280

YTD Room Nights: 3,160

ON THE HORIZON



The FAMU National Alumni Association will be “coming home” to the Rattler Nation and Tallahassee, June 1-3 for the **2022 Convention of FAMU National Alumni Association**.

OUT ANDABOUT



Behind the scenes at the **FIRST** (For Inspiration and Recognition of Science and Technology) **Tallahassee Regional Robotics Competition**, March 17-19 with over 900 student participants.

MISSION STATEMENT

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

HIGHLIGHTS

- Assisting **Tallahassee Bike Fest's** inaugural motorcycle rally, May 13-15, that will provide an all-inclusive experience for motorcycle enthusiasts.
- Represented the destination at the **Scenic Byways Management Authority** quarterly meeting continuing the collaboration that promotes North Florida's outdoor and nature activities.
- Attended the **Adventure Travel Training** led by Visit Florida that focused on marketing strategics for leisure travelers.
- Collaborated with the Tallahassee Mountain Bike Association (TMBA) to host representatives from the 48 chapters of the **Southern Off-Road Bicycle Association** for the **Spring Summit**, March 17-20 which included organizing a crew leaders training at Apalachee Regional Park, daily group trail rides, and evening socials.
- Continue to elevate the profile for meetings in the destination with the **Florida Society of Association Executives** (FSAE) though the creation of email blasts and banner ads on FSAE.org.
- Exhibited and conducted 25 pre-qualified appointments, January 24-26 in Tampa with meeting professionals at **Florida Encounter** Conference.
- Collaborated with the PR Department to provide **editorial content** for *Select Travel Magazine* and *Convention South Magazine*.
- Assisted groups by disseminating request for proposals to area hotels and venues including the **Florida Department of Education, World Cube Organization, FIRST Robotics**, and the **Fraternal Order of Police**.



GOAL AT A GLANCE

FY 2022

**Room Nights Goal:
40,705**

YTD Room Nights: 18,352

ON THE HORIZON

Visit Tallahassee Sports will be managing its first ever Spring event when it hosts the inaugural FHSAA State Beach Volleyball Championships May 6 -7. The event will be held at the FSU Beach Volleyball Complex and will include two days of competition.

OUT & ABOUT



The Sports Department sent a delegate to the Compete Sports Diversity Membership Conference in Las Vegas. This is the first time staff has participated in a Compete Conference, which is focused on diversity, equity, and inclusion. This relationship will allow Visit Tallahassee to promote and speak directly to DEI based organizations looking for new, safe, and welcoming communities to host their events.

MISSION STATEMENT

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

HIGHLIGHTS

- Attended the Compete Sports Diversity 2022 Annual Membership Conference in Las Vegas, Nevada.
- Hosted the Tallahassee Sports Council meeting via zoom conferencing.
- Presented to the World Athletics Council bidding for the 2026 World Cross Country Championships.
- Attended the Florida Sports Foundation quarterly Round Table hosted by Florida A&M University.
- Hosted representatives from the Southern Off Road Bike Association for a site visit in preparation of the SORBA Annual Summit.
- Attended the Sunshine Sports Council annual Think Tank in Gainesville, Florida.
- Coordinated the 2nd cycle Sports Grant Review Committee.
- Created the fiscal year 2022/2023 sales plan for the sports department.
- Hosted Pensacola Comps site visit at Apalachee Regional Park in preparation for their cross fit event in July.
- Continued weekly planning calls with the FHSAA in preparation of the FHSAA State Beach Volleyball Championships.

EVENTS HOSTED

- 2022 Gymforce Classic
- ATAC Mac Crutchfield Short Course Swim Meet
- Florida State Invitational Soccer Tournament
- FHSAA 2A Region 1 Wrestling Meet
- 10th Annual Fear the Spear Invitational
- FSU Relays Track and Field Meet
- Tallahassee Senior Games



JAN-MAR 2022 **Highlights**

- Visit Tallahassee celebrated Black History Month in February by showcasing local black owned businesses and the history of black culture in Tallahassee through social media and radio records placed on NPR & Pandora.
- In March, Visit Tallahassee was a proud partner of the Bite of Brown initiative which gave local residents special deals to explore Tallahassee’s Black Owned Restaurants.
- Visit Tallahassee partnered with four of the city’s craft breweries and the Tallahassee Beer Society as part of ongoing marketing efforts directed to attract Florida beer lovers to the Capital City with an activation as sponsor of the Florida Brewers Guild Craft Beer Festival and Brewers Guild Ball in Tampa.
- 18 earned media placements were secured highlighting Tallahassee within key outlets including *TOWN Magazine*, *Simply Buckhead*, *Fodor’s Travel*, *I Love Central Florida* and more totaling 92+ million impressions, valued at \$345,838.
- Earned a coveted travel distinction, as one of *Southern Living’s* “South’s Best College Towns of 2022.”
- Visit Tallahassee’s social media presence across Facebook, Twitter, and Instagram gained over 2,600 new followers in Q2.
- Across Facebook and Instagram, paid social efforts generated more than 3.4M impressions, 45,500 engagements, and 12,700 link clicks to VisitTallahassee.com.
- Visit Tallahassee’s February paid campaigns highlighting Tallahassee’s African-American changemakers earned over 680,000 impressions and over 14,500 engagements.
- Supported and promoted Spring events with a printed rack card and press-release highlighting events from March through May.
- Began partner outreach for the 2022 Summer Backyard Bucket List program set to launch in May.

FY2022 KPIs	% REACHED	GROWTH	YEAR TO DATE
Increase Traffic to VisitTallahassee.com by 14% (132,808)	67% of goal	44,452	88,921 Visitors
Increase Pageviews on VisitTallahassee.com by 10% (308,382)	65% of goal	103,920	200,555 Pageviews
Improve Email Open Rate by 6% (28%)	88% of goal	20.1%	24.6% Total Open Rate
Improve total click rate to 10%	39% of goal	3.35%	3.87% Total Click Rate
Increase total app users by 3,432	170% of goal	2,996	5,856 Total Users
Increase total app session by 3,469	176% of goal	3,157	6,097 Total Sessions
Increase total app Pageviews by 28,161	140% of goal	21,114	39,365 Total Pageviews
Increase mobile app downloads by 10% to 1,404	131% of goal	569	1,845 Total Downloads
Increase Instagram engagements by 10% (128,220)	46.8% of goal	33,802	59,976 Engagements
Increase Instagram followers by 15% (24,197)	91.1% of goal	450	22,046 Followers
Increase Facebook engagements by 50% (707,784)	9.3% of goal	42,048	66,004 Engagements
Increase Facebook impressions by 50% (34,857,243)	21.9% of goal	3,861,633	7,635,339 Impressions
Increase Twitter engagements by 10% (24,289)	26.9% of goal	2,666	6,524 Engagements
Increase Twitter followers by 5% (14,954)	98.6% of goal	407	14,746 Followers
Increase #iHeartTally impressions by 10% (45,600,000)	46.2% of goal	8,006,639	21,068,400 Impressions
Host 18 media and influencer experiences	22% of goal	2	4 Experiences
Secure 6 large-scale dedicated regional features in top two-tier markets	50% of goal	2	3 Regional Features
Land 5 radio promotions	80% of goal	2	4 Radio Promotions
Secure 3 articles within niche outlets	33% of goal	1	1 Niche Article
Secure 3 large-scale dedicated national features	33% of goal	0	1 National Features
Lock in 2 in-book promotions	0% of goal	0	0 In-book Promotions
Land 1 national TV promotion	0% of goal	0	0 National TV Promotion



PUBLIC RELATIONS *Highlights*

- Received a total of **92 million+ impressions**, valued at **\$345,838**.
- **18 earned media placements** were secured highlighting Tallahassee within key outlets including *TOWN Magazine*, *Simply Buckhead*, *Fodor's Travel*, *I Love Central Florida* and more.
- Earned a coveted travel distinction, as one of ***Southern Living's* "South's Best College Towns of 2022."**
- Locked in national Black History Month coverage with **Forbes** reaching **1.7 million+ readers**.
- Coordinated a personalized visit with Atlanta-based influencer, **Crystal Daniels**, highlighting the destination and its diversity offerings, resulting in **\$7,500 in publicity value**.
- Landed a dedicated two-page spread within ***The Local Palate*** - the preeminent culinary magazine of the South, **impacting 200,000+ potential visitors**.
- Secured spring event coverage within ***Thomasville Magazine***, ***I Love Central Florida*** and **Jacksonville's WKSL-FM**.

Forbes

Visit These House Museums During Black History Month



There is nothing like stepping into the home of one of your heroes: it is an intimate, personal way to see how they lived when out of the spotlight. This is one of the roles played by house museums, which are often homes of people we want to know more about. When we visit these places, we see not only how they spent their private time, but also how they lived in their community.



The South's Best College Towns 2022

By Betsy Gribb March 08, 2022

It takes more than the presence of an academic institution to make a college town so special? Based on this year's list of winners, it could be any number of "it" factors: charming squares, inspired food scenes, and spectacular natural surroundings, to name a few.

When it comes down to it, there's only one thing that all these towns seem to share—and that's your devotion to them. Inviting streets and cool music venues be damned, these are the best college towns in the South because they're your college towns. You know that each time you step foot on campus, whether it's every football season or once in a blue moon, it'll still feel like home. And that certainly earns a place the distinction of being the best. Here are the South's 20 Best College Towns as voted by you, our readers.

Fodor's Travel



Tallahassee is not only the state capital, but it is also a lively college town with a great mix of cool, eclectic areas and swanky upscale dining options. College Town, at the edge of FSU, is a pedestrian-only area with bars, cafes, and restaurants for casual fare. Bar 1903, located in the historic Walker Library, and Eve on Adams on the 17th floor of the DoubleTree by Hilton are perfect for a fancier meal. Bonus, Eve on Adams offers some of the best views of the Tallahassee skyline.

For a casual meal, check out Madison Social located at the edge of FSU's campus. It delivers classic pub food with a twist. If you want to go for a night out on the town, Il Lusso is a great five-star option for an upscale dining experience.



Touring Tally

By LIZ BRADSHAW

As the state capital and home of Florida State University, Tallahassee has a rich history and a vibrant food scene. In this issue, we explore the city's diverse culinary landscape, from traditional Southern dishes to innovative fusion cuisine. We also feature a guide to the city's best neighborhoods and hidden gems.

ON THE ROAD

SNAPSHOT

Friends of the Grove Museum, an eco-tourism center located in Tallahassee's historic Grove Park, is a unique destination for nature lovers. The museum features a variety of exhibits, including a large-scale mural and a collection of natural history artifacts. Visitors can enjoy guided tours and educational programs for all ages.



VISITTALLAHASSEE.COM Highlights

- Most of the traffic to the site was from Organic search, followed by Direct.
- 27% of traffic was from returning visitors.

Top Pages:

1. Things To Do
2. Homepage
3. Events
4. Eat & Drink
5. Trailahassee

Top Markets:

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

SESSIONS: **44,452**

AVERAGE PAGES VISITED: **2.34**

AVERAGE SESSION DURATION: **2:32**

TRAILAHASSEE.COM Highlights

- Traffic from Jacksonville, FL grew 61%.
- Website visits to /j-r-alford-greenway-trail/ are up 5% this fiscal year.
- Traffic to /heritagetrails_downtown/ grew 53%.

Top Viewed Trails:

1. Miccosukee Greenway Trail
2. JR Alford Greenway Trail
3. Lafayette Heritage Trail

Top Markets:

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

SESSIONS: **2,807**

AVERAGE PAGES VISITED: **1.99**

AVERAGE SESSION DURATION: **2:50**

DIGITAL MEDIA Highlights

- **5,976,174** total digital media impressions delivered.
- Paid Search continued to be the strongest performing medium in terms of click-through traffic generating just over 8% of VisitTallahassee.com's web traffic alone (2% Display).
- The digital display ads operated at an average of **0.14% CTR**, well above the industry average.
 - *The display campaign also garnered an additional 210 view-through sessions.*
 - *Top-performing Native creatives in Q2 are Mountain Biking image and Trails Image.*
- Paid search campaigns garnered a **13.31% CTR**, which is well above the industry average of 4.68%.
 - *Paid Search also garnered a total of 3,307 conversions (clicks to secondary pages on the site i.e. Stay, Events, Seasonal, and Email sign-up pages), operating at a 40% improved conversion rate.*
- Things To Do continued to be the top-performing campaign in terms of non-brand campaigns.



VISIT WIDGET & MOBILE APP

Highlights

Visit Widget continues its strong performance showing increases across all metrics, including Total Users, Total App Sessions, and App Pageviews.

This growth is more than we expected, and it would be worth resetting our annual goals to reflect this increased engagement.

Top 10 Most Popular Items

1. Downtown Heritage Trail
2. Oyster City Brewing Co. Tallahassee
3. African American Heritage
4. The Grove Museum
5. Mutts Gone Nuts
6. Cascades Park/Capital City Amphitheater
7. Florida Historic Capitol Museum
8. Tours in Tallahassee
9. Courtyard by Marriott/North
10. Bellevue Plantation at Tallahassee Museum

TOTAL USERS:

170% of our yearly goal

TOTAL APP SESSIONS:

176% of our yearly goal

APP PAGEVIEWS:

140% of our yearly goal

Visit Widget & App Performance

Total Users: **2,996**

Avg. Session: **2m 52s**

Total Sessions: **3,157**

Pageviews: **21,114**

iOS Downloads: **465**

Android Downloads: **104**

EMAIL

Highlights

EMAIL MARKETING KPIS

AVERAGE
TOTAL OPEN RATE

20.1%

AVERAGE
TOTAL CLICK RATE

3.35%

AVERAGE
BOUNCE RATE

1.96%

AVERAGE
UNSUBSCRIBE RATE

0.085%

AVERAGE
SPAM COMPLAINT

0.005%

Ten emails were sent this quarter with an almost even split between Partner, Consumer, and Special email segments.

Observations from this quarter's email marketing:

- The Total Open Rate is still hovering around the industry average (20.2%) even though this metric could be less reliable because of the recent iOS 15 updates. Subscribers on iOS devices will appear as if they always open emails because the new update will activate the tracking pixels used to see who opens an email and who doesn't.
- This privacy change will only affect actual Apple Mail users. It will not affect people who use Gmail, Outlook, or another mail app on their iOS device. The overwhelming majority of our users use Gmail, so we will continue to track this metric while moving more focus to click-rate to measure engagement.
- The best performing email this quarter was our January Consumer email which had a Total Open Rate of 25.3% and a Total Click Rate of 4.16%. This segment of our audience found the content very engaging. The Alabama concert was the most popular item with a 13.3% click rate.



SOCIAL MEDIA **Highlights**

- Visit Tallahassee’s social media presence across Facebook, Twitter, and Instagram gained over 2,600 new followers in Q2.
- Across Facebook and Instagram, paid social efforts generated more than 3.4M impressions, 45,500 engagements, and 12,700 link clicks to the VT website domain.
- Visit Tallahassee’s February paid campaigns highlighting Tallahassee’s African-American changemakers earned over 680,000 impressions and over 14,500 engagements.
- The top markets that engaged with Visit Tallahassee’s social media include Atlanta, Jacksonville, and Orlando.
- Followers were most engaged with content featuring trails, greenways, and local businesses.

Snapshot

TOTAL FOLLOWERS	TOTAL REACHED	TOTAL ENGAGEMENTS	TOTAL IMPRESSIONS	TOTAL #IHEARTTALLY
105,122	881,581	78,900	4,520,952	8,143,907

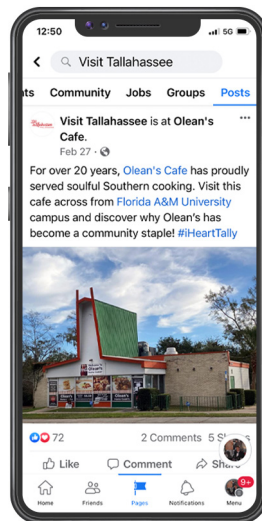
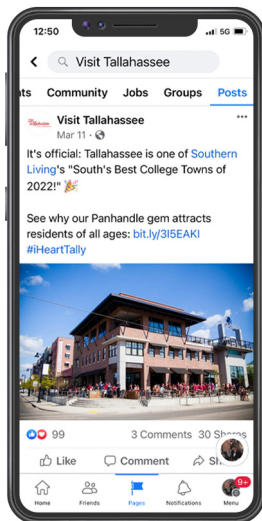
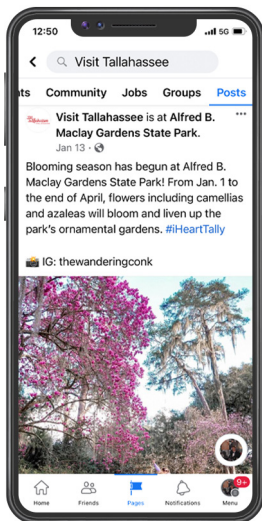
Facebook HIGHLIGHTS



- Visit Tallahassee’s top-performing posts on Facebook in Q2 featured Olean’s Cafe, the *Southern Living’s* “South’s Best College Towns of 2022” coverage, and Maclay Gardens State Park.
- In January, the Facebook page gained over 1,800 followers—the page’s highest monthly increase in followers yet.

• TOTAL PAGE LIKES:
68,330

• ENGAGEMENTS:
22,046

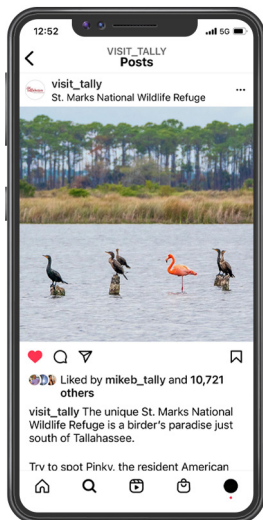




Instagram HIGHLIGHTS



- In Q2, the Visit Tallahassee Instagram account gained 450 new followers and earned nearly 560,000 impressions.
- Outdoor content resonated the most with our audience in Q2, with the top-performing posts highlighting accessible trails, live oak imagery, and St. Marks National Wildlife Refuge.

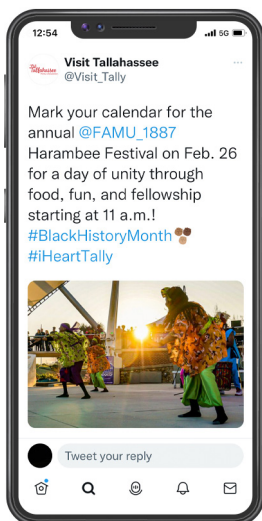


- NEW FOLLOWERS:
450
- TOTAL FOLLOWERS:
22,046
- ENGAGEMENTS:
33,802

Twitter HIGHLIGHTS



- In March, the Visit Tallahassee Twitter account gained 308 followers which is the account's highest monthly increase in followers yet.
- The Feb. 28 tweet highlighting Olean's Café became the account's most-engaged tweet with help from a retweet by FAMU's official account.



- NEW FOLLOWERS:
407
- TOTAL FOLLOWERS:
14,746
- ENGAGEMENTS:
2,666

Leon County Amtrak Station Visitor Information Center



Leon County Tourist Development Council – May 5, 2022



1880

Amtrak Station Visitor Information Center





1950

Amtrak Station Visitor Information Center





Amtrak Station Visitor Information Center





Amtrak Station Visitor Information Center



Amtrak Station Visitor Information Center



Amtrak Station Visitor Information Center





Amtrak Station Visitor Information Center



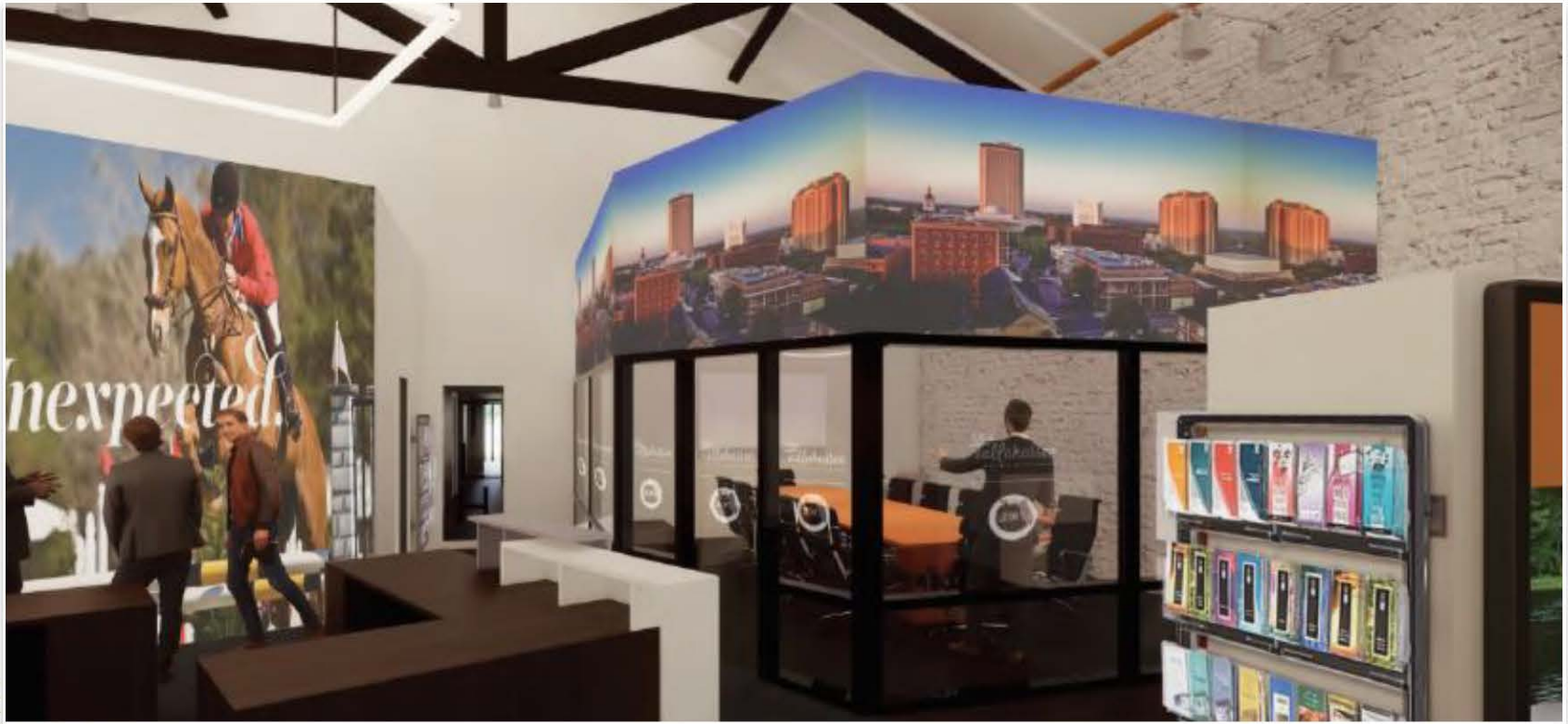
Amtrak Station Visitor Information Center





Amtrak Station Visitor Information Center





Amtrak Station Visitor Information Center





Amtrak Station Visitor Information Center





Northeast Corner - Office Area

Amtrak Station Visitor Information Center





North Canopy

Amtrak Station Visitor Information Center





Northwest Corner

Amtrak Station Visitor Information Center





South Deck & Canopy

Amtrak Station Visitor Information Center





Interior Demolition

Amtrak Station Visitor Information Center





Parking Lot & New Access to Bike Blvd

Amtrak Station Visitor Information Center

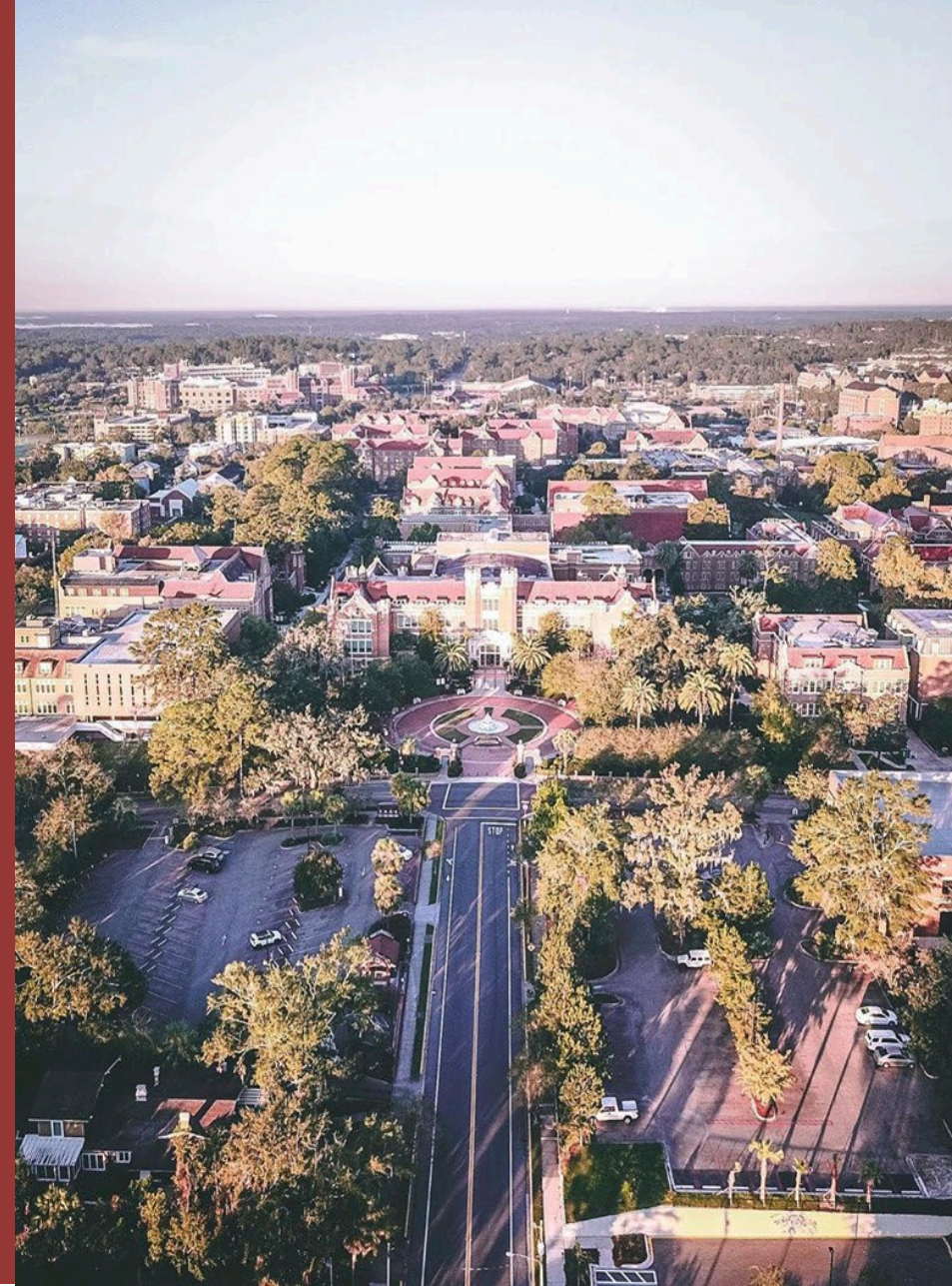


Leon County Amtrak Station Visitor Information Center



LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

January – March 2022 Visitor Tracking Study



Visit
Tallahassee
Pretty. Unexpected.

DS downs & st. germain
RESEARCH

STUDY OBJECTIVES: VISITOR JOURNEY



Pre-Visit

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

Travel Party Profile

- Visitor origin
- Party size
- Party composition
- Demographics

Trip Experience

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

Post Trip Evaluation

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

Economic Impact on Destination

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



METHODOLOGY



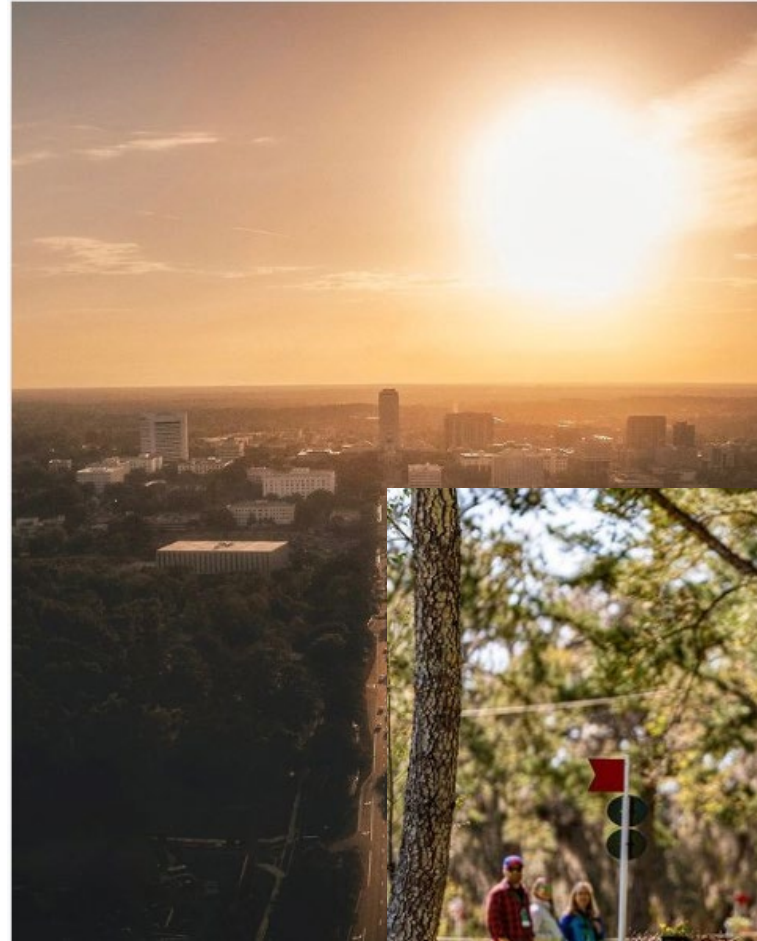
Visitor Tracking Study

- » Interviews were completed in person and online with **504 visitors** at local hotels, the Tallahassee International Airport, parks, attractions, and events between **January 1st 2022** and **March 31st 2022**



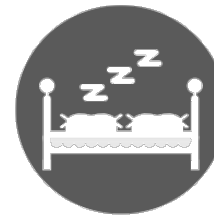
WHAT HAPPENED IN TALLAHASSEE: JAN-MAR 2022

- » Florida Legislative Session (January-March)
- » Red Hills International Horse Trails
- » Florida State Invitational 2022



QUARTERLY SNAPSHOT

- » Key metrics were up dramatically from 2021 as visitation increased 51% and TDT collections increased 86%
- » Compared to 2020, visitation (+21%) and TDT collections (+17%) were up considerably
- » The Florida Legislative session being scheduled entirely in this quarter and the full return of some large events heavily influenced the increase in visitation, particularly among day trippers



63.5%

OCCUPANCY
RATE

Vs. 2021

↑ 20.5%

Vs. 2020

↑ 9.5%



\$113.96

AVERAGE DAILY
RATE

↑ 36.9%

↑ 3.5%



\$72.36

REVENUE PER
ROOM

↑ 65.0%

↑ 11.2%



EXECUTIVE SUMMARY



STUDY OBJECTIVES: VISITOR JOURNEY



TOURISM SNAPSHOT: KEY METRICS 2022 vs 2021

	Jan-Mar 2021	Jan-Mar 2022	Percent Change
Visitors*	391,596	592,900	+51.4%
Direct Expenditures**	\$127,710,800	\$164,335,600	+28.7%
Total Economic Impact	\$201,783,100	\$259,650,300	+28.7%

	Jan-Mar 2021	Jan-Mar 2022	Percent Change
Occupancy***	52.7%	63.5%	+20.5%
Room Rates***	\$83.22	\$113.96	+36.9%
RevPAR***	\$43.86	\$72.36	+65.0%
Room Nights***	299,169	368,671	+23.2%
TDT Collections****	\$961,121	\$1,782,849	+85.5%

* Visitor percentage increase exceeds occupancy due to an increase in travel party size, a decrease in length of stay, an increase in the number of rental units, and an increase in day trippers

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

***From STR Report

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



TOURISM SNAPSHOT: KEY METRICS 2022 vs 2020

	Jan-Mar 2020	Jan-Mar 2022	Percent Change
Visitors*	490,600	592,900	+20.9%
Direct Expenditures**	\$142,622,200	\$164,335,600	+15.2%
Total Economic Impact	\$225,343,100	\$259,650,300	+15.2%

	Jan-Mar 2020	Jan-Mar 2022	Percent Change
Occupancy***	58.0%	63.5%	+9.5%
Room Rates***	\$110.09	\$113.96	+3.5%
RevPAR***	\$63.85	\$72.36	+13.3%
Room Nights***	305,751	368,671	+20.6%
TDT Collections****	\$1,530,510	\$1,782,849	+16.5%

* Visitor percentage increase exceeds occupancy due to an increase in rental units, an increase in travel party size, and an increase in day trippers

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

*** From STR Report

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



STUDY OBJECTIVES: VISITOR JOURNEY

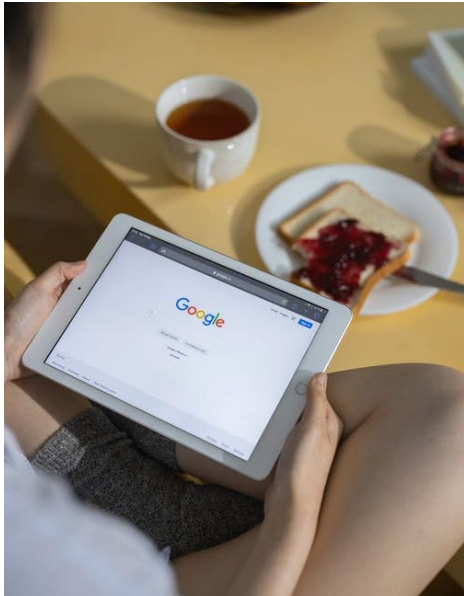


TRIP PLANNING CYCLE

- » **66%** of visitors planned their trip to Leon County a month or less in advance
- » Tallahassee was **83%** of visitors' primary destination



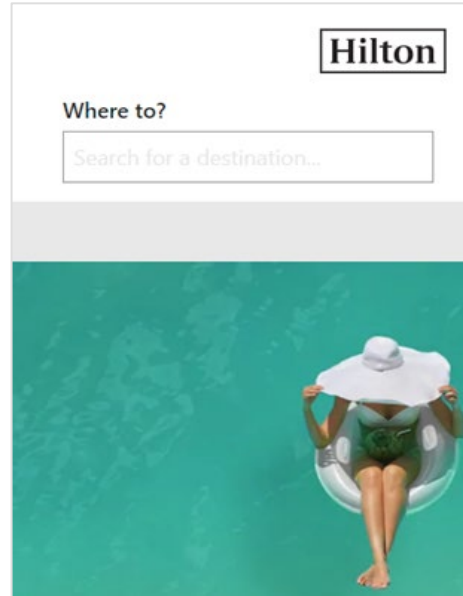
TOP TRIP PLANNING SOURCES*



31% Search on Google



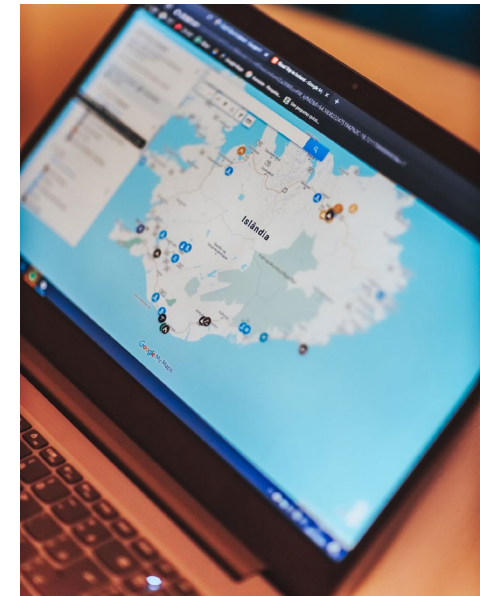
24% Talk to Friends/Family



23% Hotel/Resort Website



23% Airline Website



15% Online travel agency



TOP REASONS FOR VISITING*



25% Visit Friends/Family



24% Business Conference/Meeting



21% Watch a sporting event



16% Participate in a sporting event



TRANSPORTATION

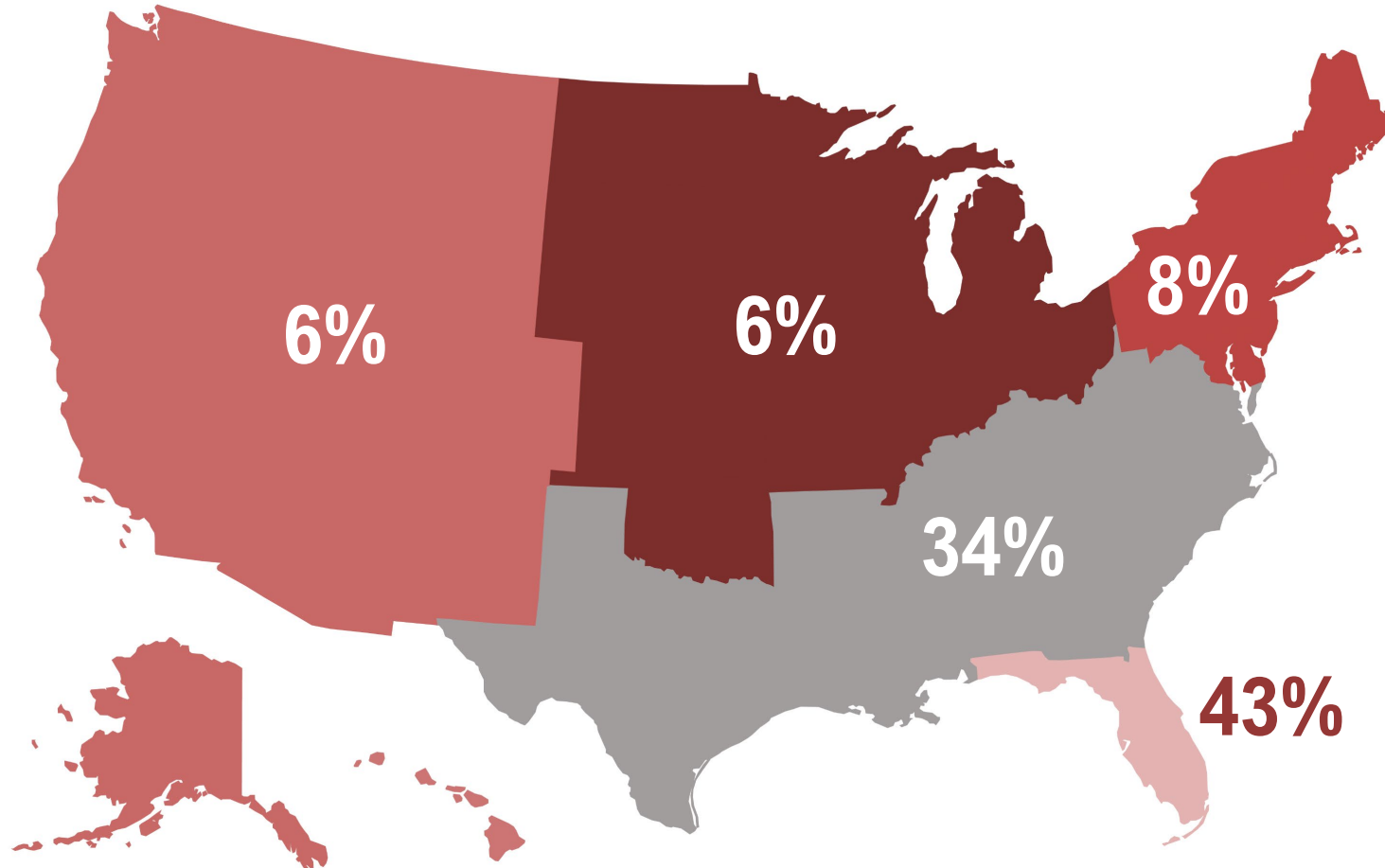
» **76%** of visitors drove to Leon County



STUDY OBJECTIVES: VISITOR JOURNEY



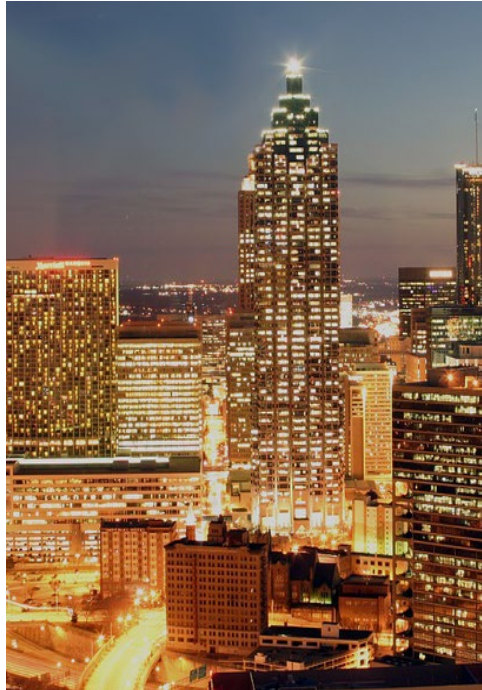
REGION OF ORIGIN



3% of visitors were from areas outside the U.S.



TOP MARKETS OF ORIGIN



14% Atlanta



7% Jacksonville



6% Miami – Ft. Lauderdale



5% Pensacola – Mobile



5% Surrounding areas



TRAVEL PARTIES

The typical visitor traveled in a party composed of **3.0** people



23% traveled with at least one person under the age of 20, while **6%** traveled with children aged 12 or younger



VISITOR PROFILE

» Leon County Visitor Profile:

- » Is **44** years old
- » Has a median household income of **\$95,700** per year
- » Gender breakdown
 - » Female **(52%)**
 - » Male **(47%)**
 - » Transgender/non-conforming **(1%)**
- » Has a college degree **(68%)**
- » Is married **(65%)**
- » Racial breakdown
 - » Caucasian **(74%)**
 - » African American **(13%)**
 - » Hispanic **(9%)**
 - » Asian **(2%)**
 - » Other race/ethnicity **(2%)**



STUDY OBJECTIVES: VISITOR JOURNEY



TOP ACCOMMODATIONS



53% Hotel/Motel



21% Day Tripper



18% Friends'/Family home

OVERNIGHT VISITORS

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



VISITS TO TALLAHASSEE – LEON COUNTY

- » **29%** were first time-visitors to Leon County
- » **25%** had previously visited more than 10 times



TOP ACTIVITIES DURING VISIT*



61% Restaurants



40% Visit Friends/Family



38% Relax and Unwind



26% Business



26% Family time



TRAVEL PARTY SPENDING

- » Travel parties spent **\$338** per day in Leon County on lodging, dining, groceries, entertainment, transportation, and other expenditures
- » Typical travel parties spent **\$1,115** over the course of their trip



STUDY OBJECTIVES: VISITOR JOURNEY



VISITOR SATISFACTION

- » Visitors gave Leon County a rating of **7.9** out of 10* as a place to visit
- » **90%** of visitors will return to Leon County (**69%** will definitely return)



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



PERCEPTIONS OF TALLAHASSEE – LEON COUNTY

NICE PLACE TO VISIT



“This city is nicely put together. I love all the historical aspects that are present!”

COLLEGE TOWN



“A pretty college town with good food with a slow pace to it. I love it here!”

BEAUTIFUL CITY



“Tallahassee is such a breath of fresh air when visiting and enjoying time with my family.”



DETAILED FINDINGS



STUDY OBJECTIVES: VISITOR JOURNEY



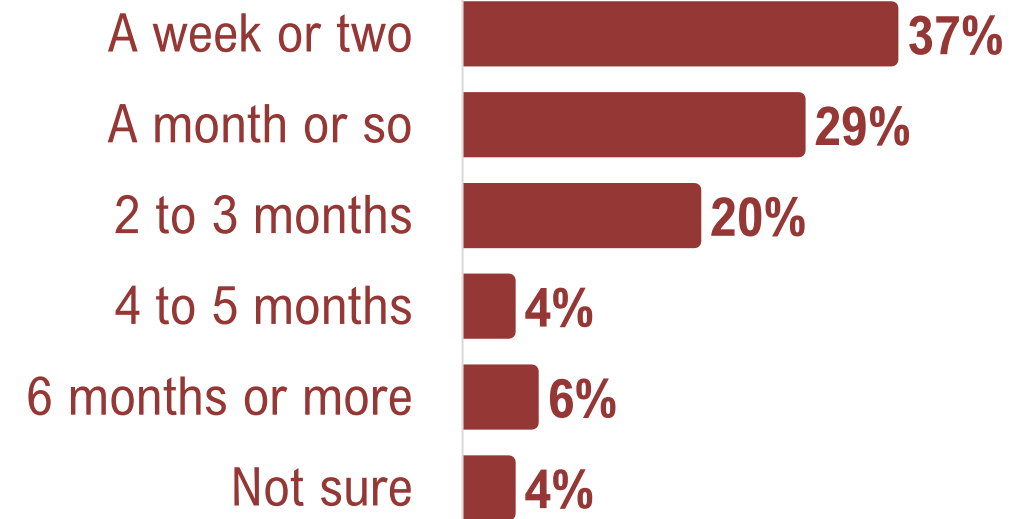
TRIP PLANNING CYCLE



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



1 in 10 visitors take **longer than 4 months** to plan their trips to Tallahassee



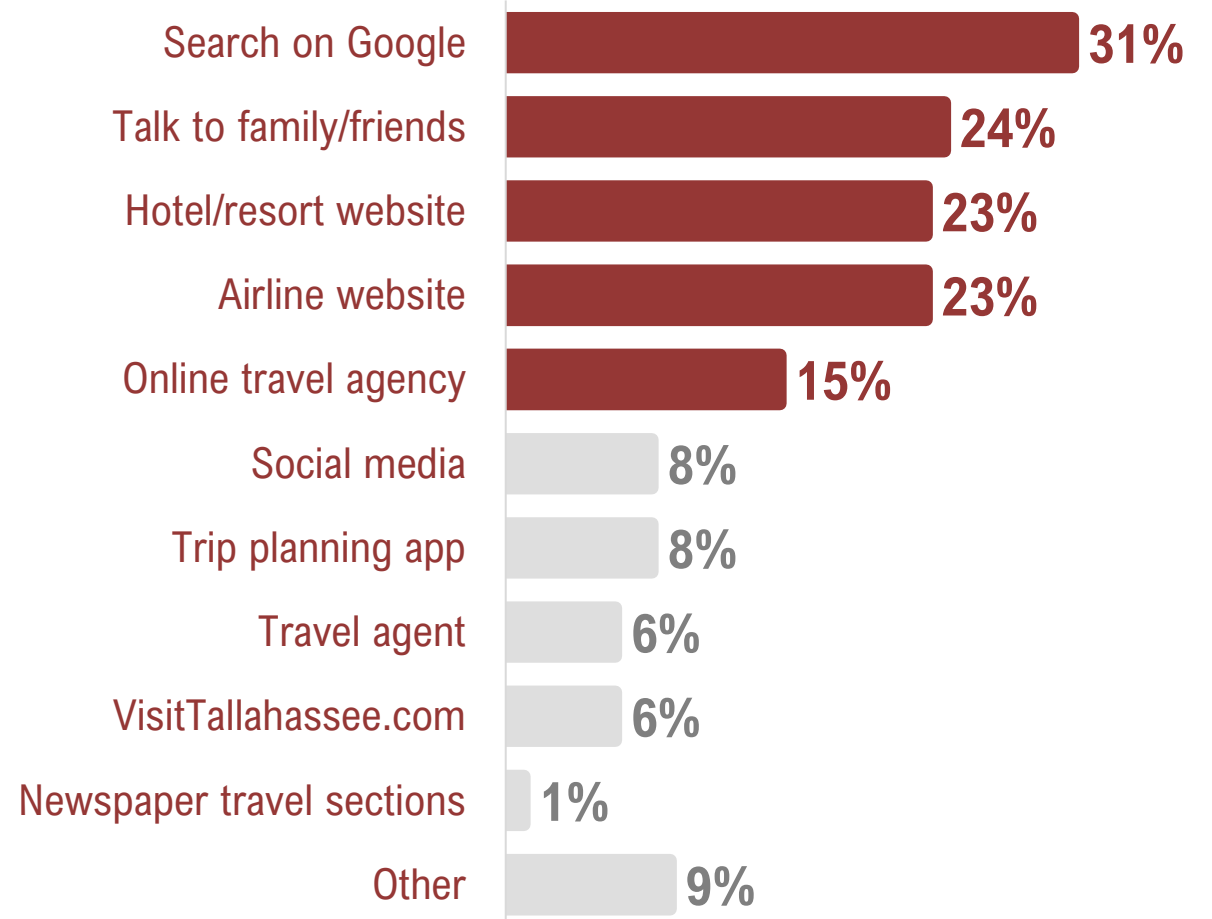
TRIP PLANNING SOURCES*



Over 3 in 10 visitors planned their trip to Leon County by searching on Google



Nearly 1 in 4 visitors talked to friends and family, used a hotel/resort website, or an airline website to plan their trip



REASONS FOR VISITING*



1 in 4 visitors came to Leon County to visit friends and family



Tallahassee's business environment (**24%**) and sporting events in town (**21%**) had a strong influence on visitors' reasons for visiting



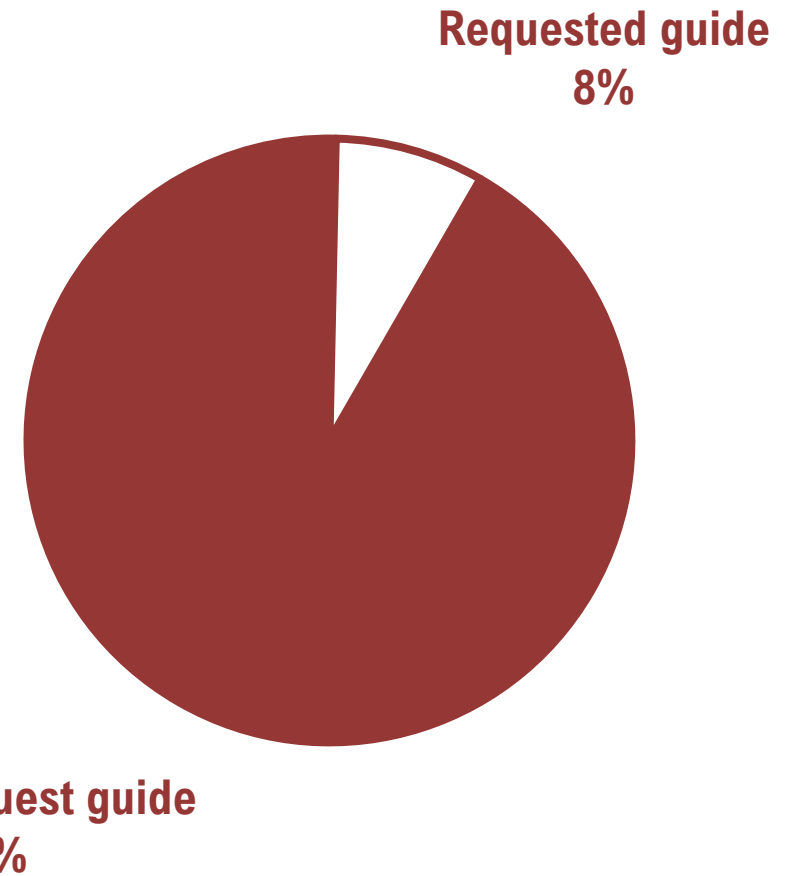
When asked what college they came to Tallahassee for **85%** said FSU while **15%** said for FAMU and **8%** said TCC*



VISITORS GUIDE



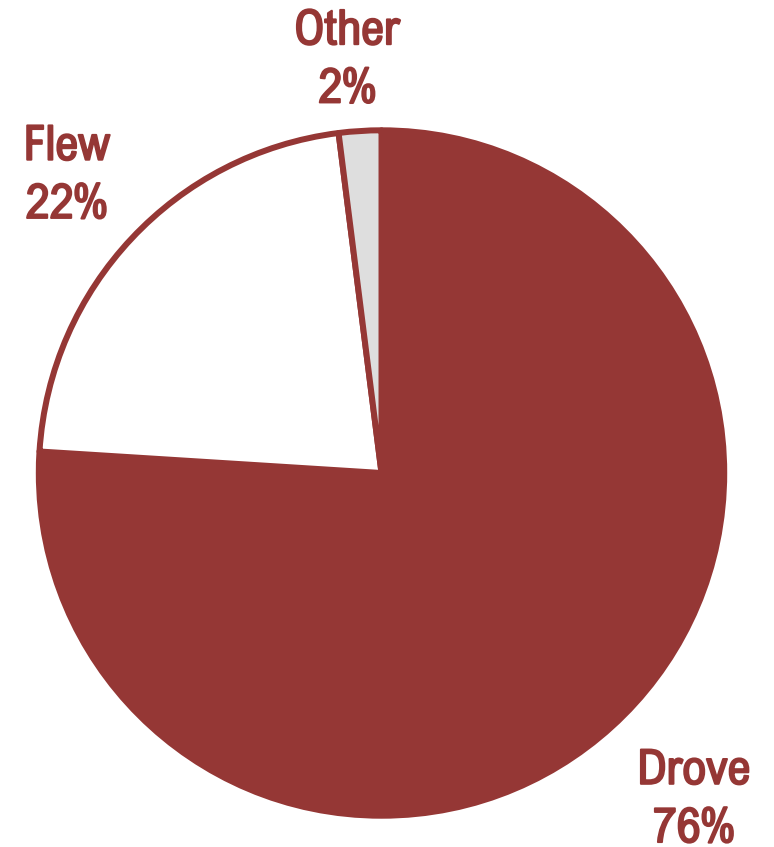
8% of visitors requested a Visitors Guide prior to their trip to Leon County



TRANSPORTATION

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

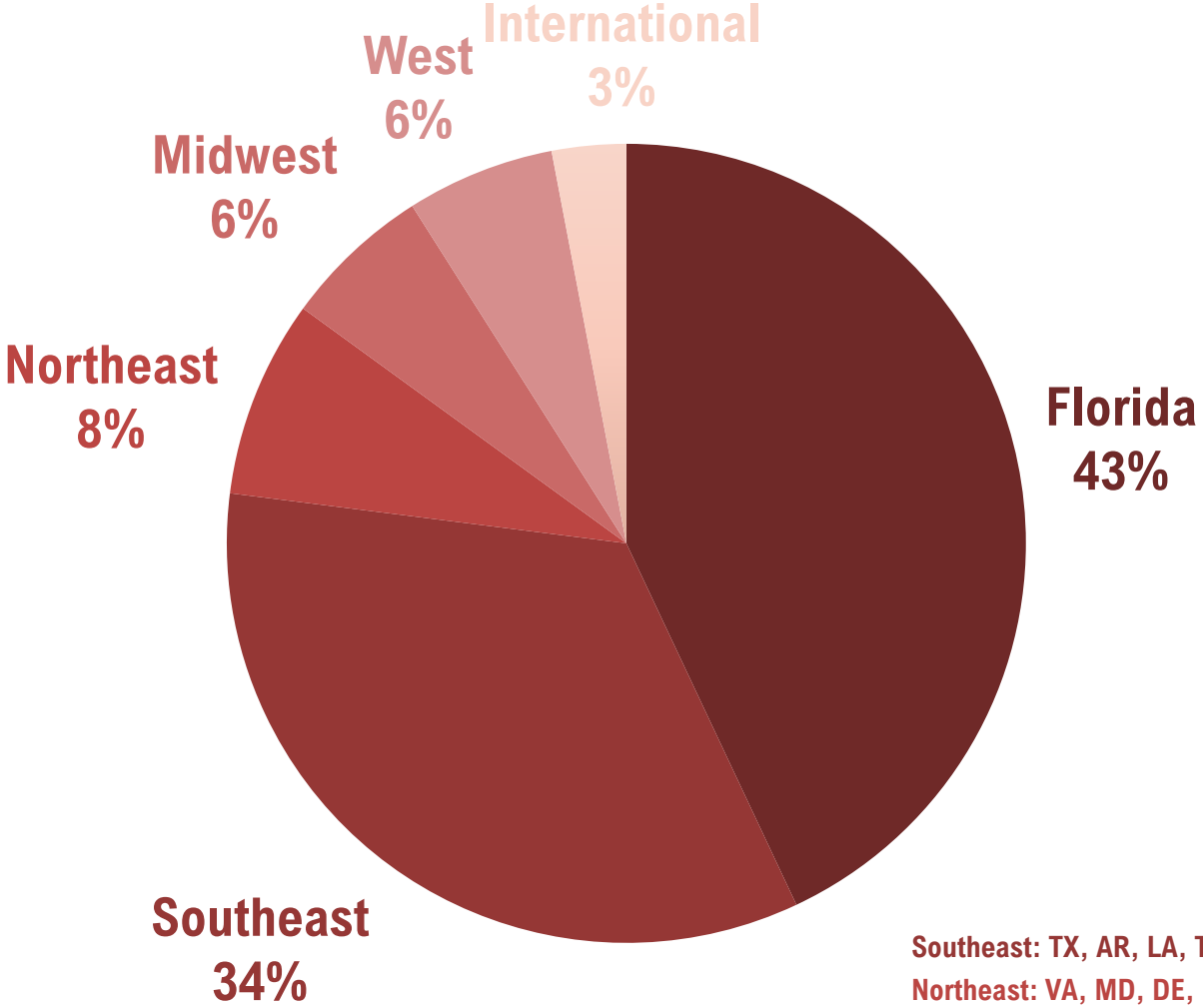
➤➤➤ **76%** of visitors drove to Leon County for their trip



STUDY OBJECTIVES: VISITOR JOURNEY



REGION OF ORIGIN



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



TOP MARKETS OF ORIGIN



54% of Leon County visitors lived in **11** markets

Market	Jan-Mar 2020	Jan-Mar 2021	Jan-Mar 2022
Atlanta	11%	9%	14%
Jacksonville	7%	8%	7%
Miami - Ft. Lauderdale	10%	11%	6%
Pensacola - Mobile	5%	6%	5%
Surrounding areas	4%	2%	5%
Orlando	5%	5%	4%
Tampa Bay area	5%	5%	4%
New York City	4%	1%	3%
Washington DC - Baltimore	3%	1%	2%
Ocala	2%	1%	2%
Panama City - Destin	2%	1%	2%



TRAVEL PARTIES

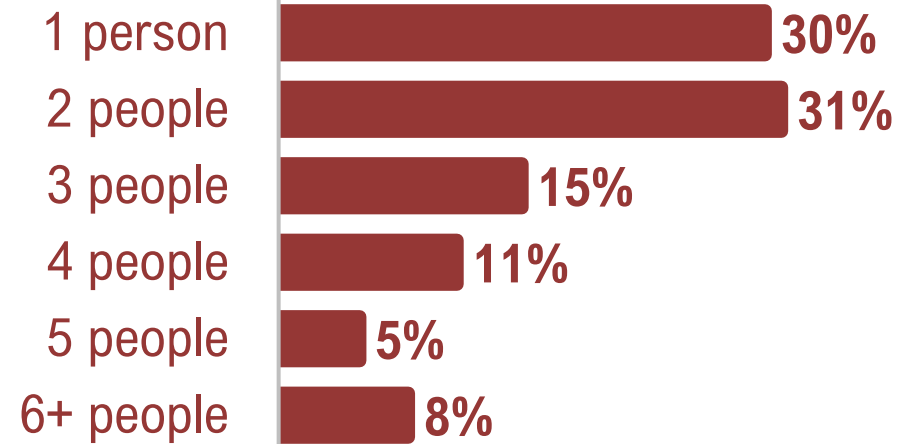


Typical visitors traveled in a party of **3.0** people



23% of visitors traveled with children aged 20 or younger, while **6%** traveled with children aged 12 or younger

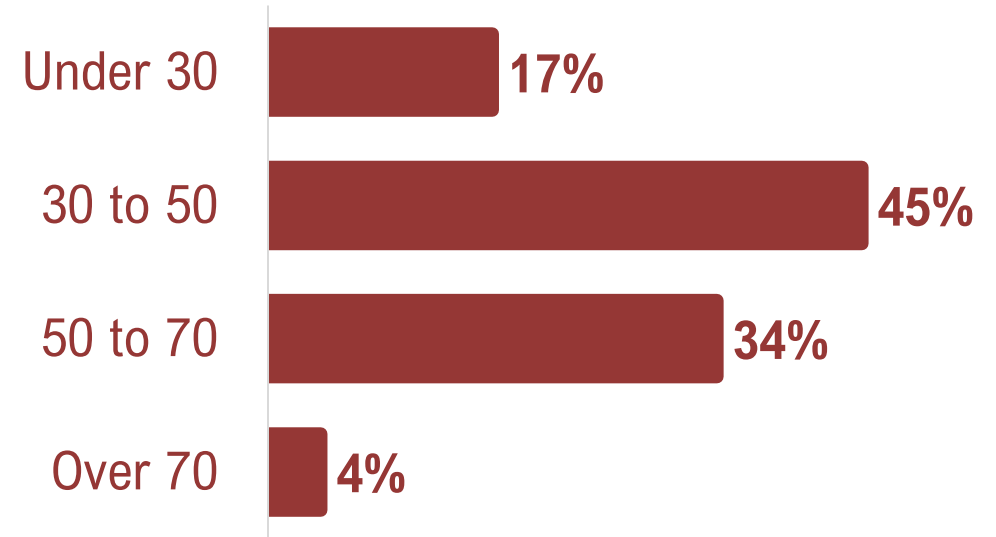
Travel Party Size



AGE OF VISITORS



Typical visitors to Leon County were **44** years old



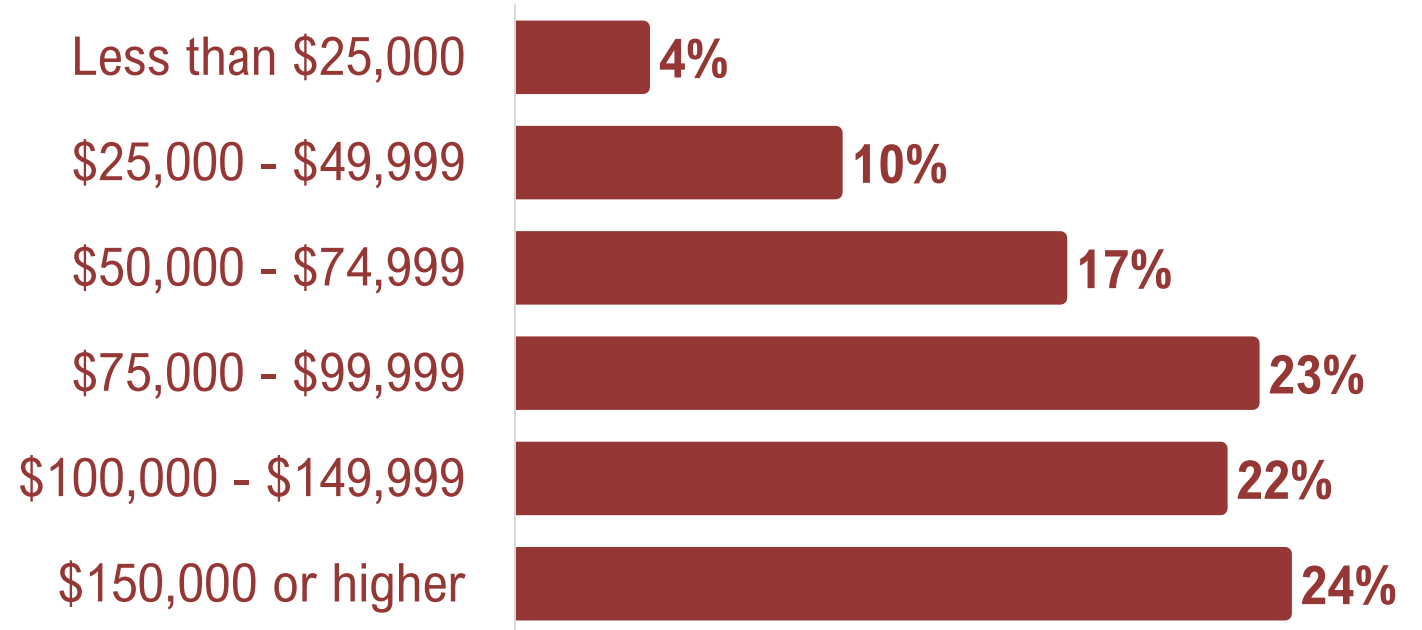
HOUSEHOLD INCOME OF VISITORS



Typical visitors to Leon County had a median household income of **\$95,700** per year



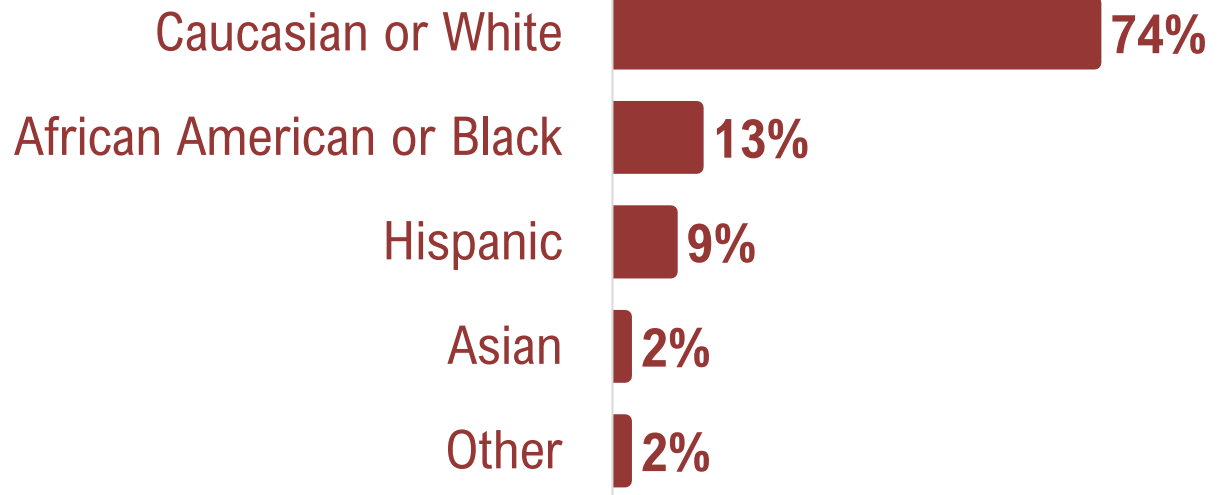
Almost 1 in 4 visitors earn over \$150,000, reflecting the percentage who come to do business with governments, universities, and local businesses



RACE/ETHNICITY OF VISITORS



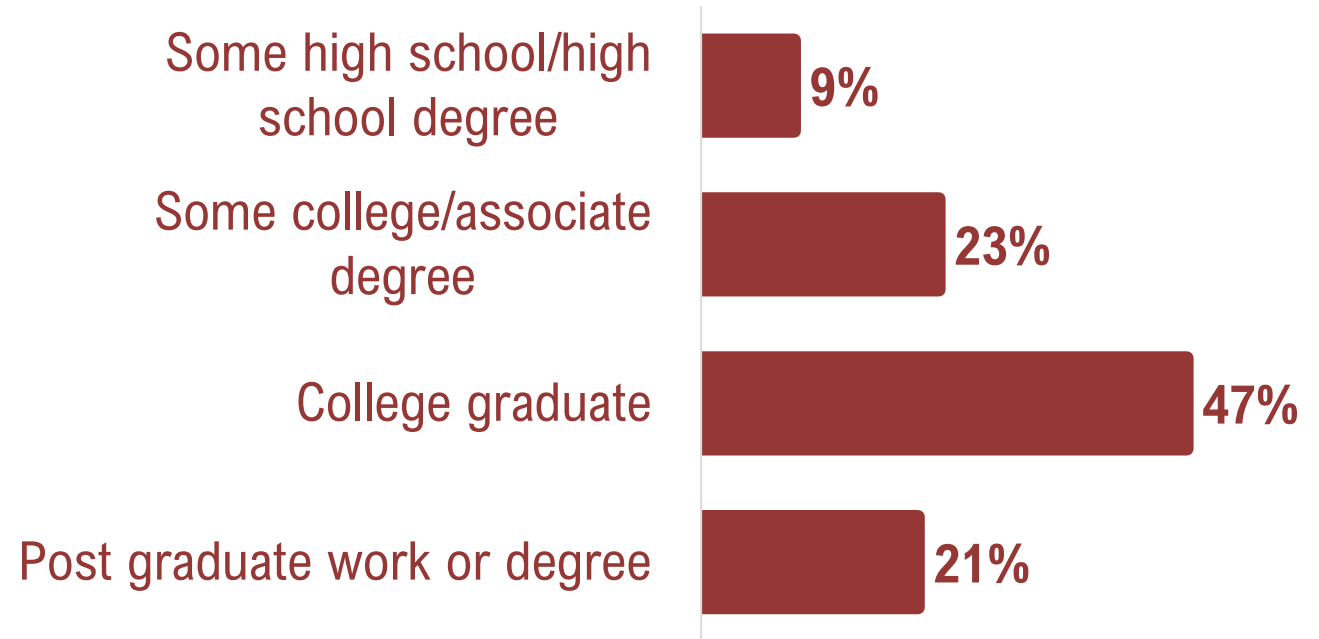
Nearly 3 in 4 visitors to Leon County were Caucasian or white



EDUCATIONAL ATTAINMENT OF VISITORS



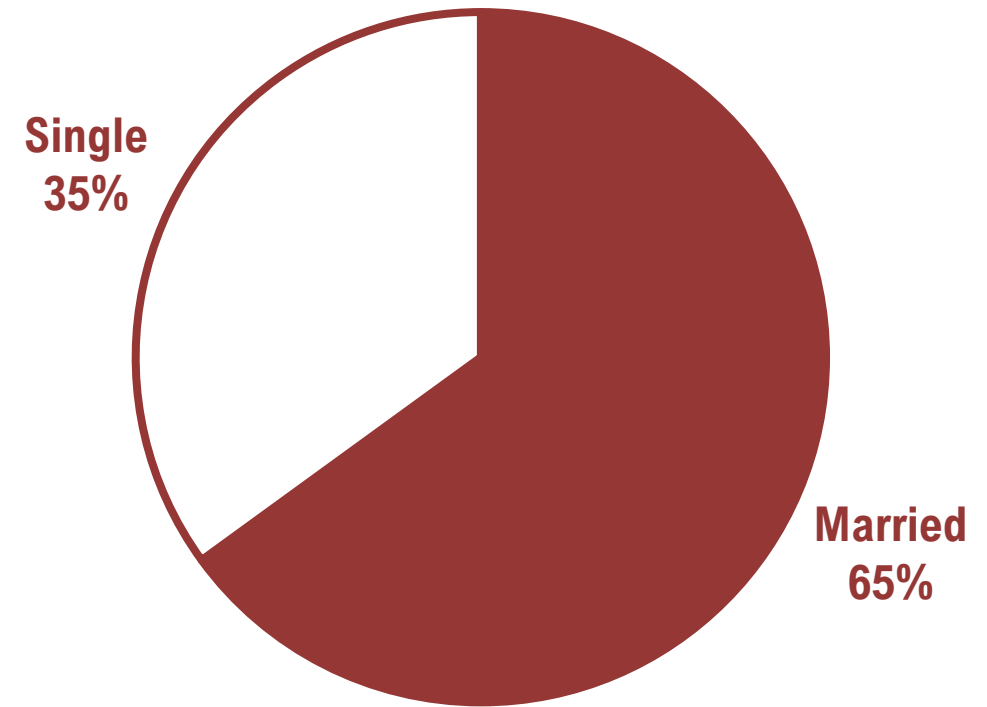
Over 2 in 3 visitors to Leon County had a college degree



MARITAL STATUS OF VISITORS



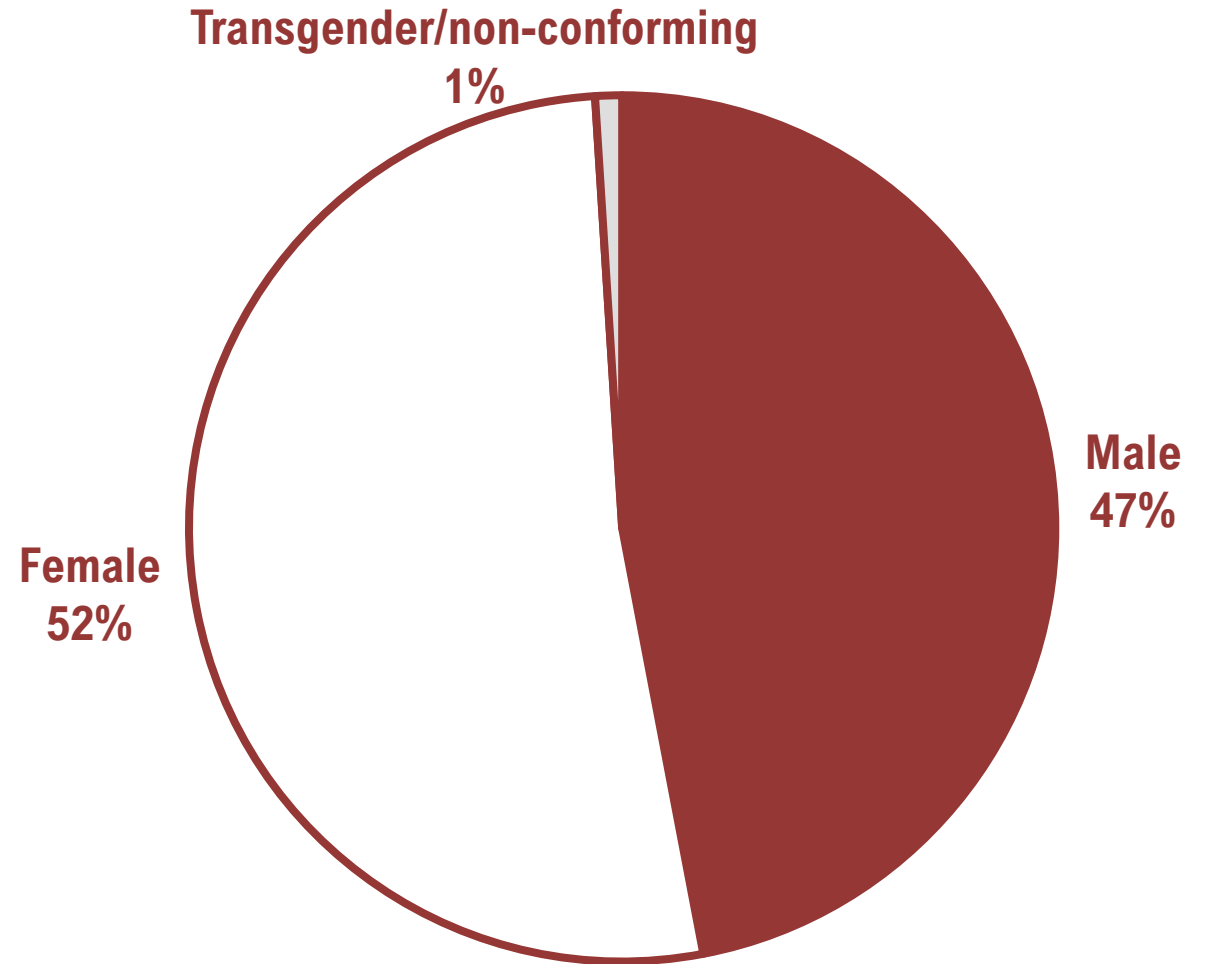
Nearly 2 in 3 visitors to Leon County were married



GENDER OF VISITORS



52% of visitors to Leon County were female



STUDY OBJECTIVES: VISITOR JOURNEY



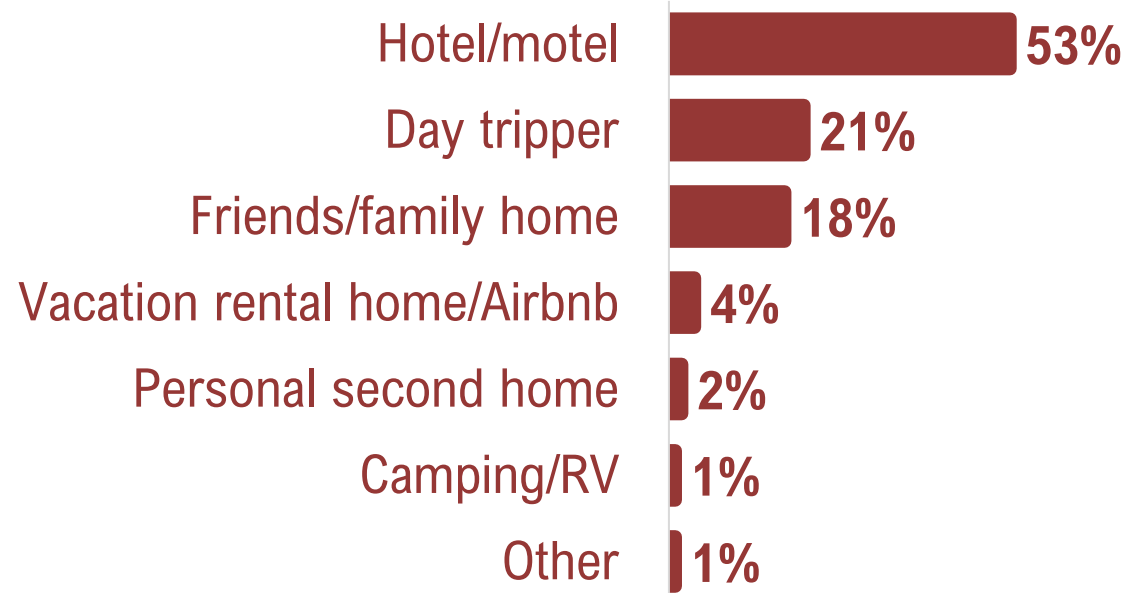
ACCOMMODATIONS



Over 1 in 2 visitors stayed in a hotel/motel



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



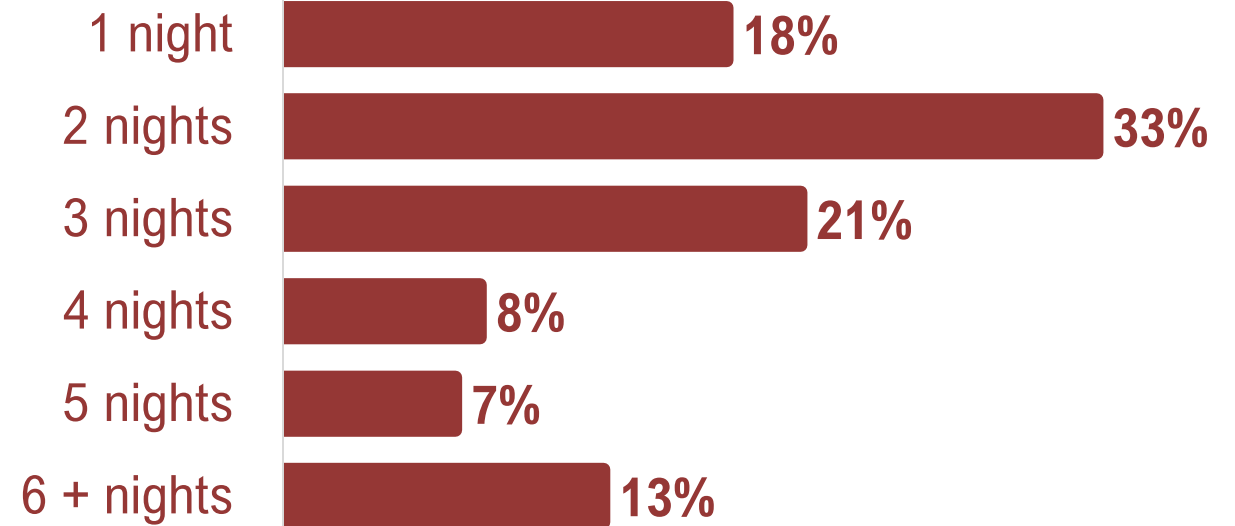
OVERNIGHT VISITORS





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

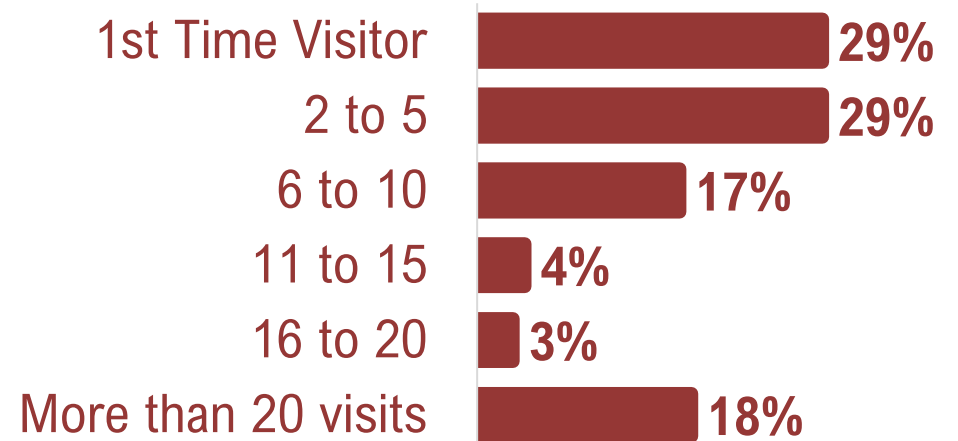


51% of visitors stayed 1 or 2 nights in Leon County



VISITS TO TALLAHASSEE – LEON COUNTY

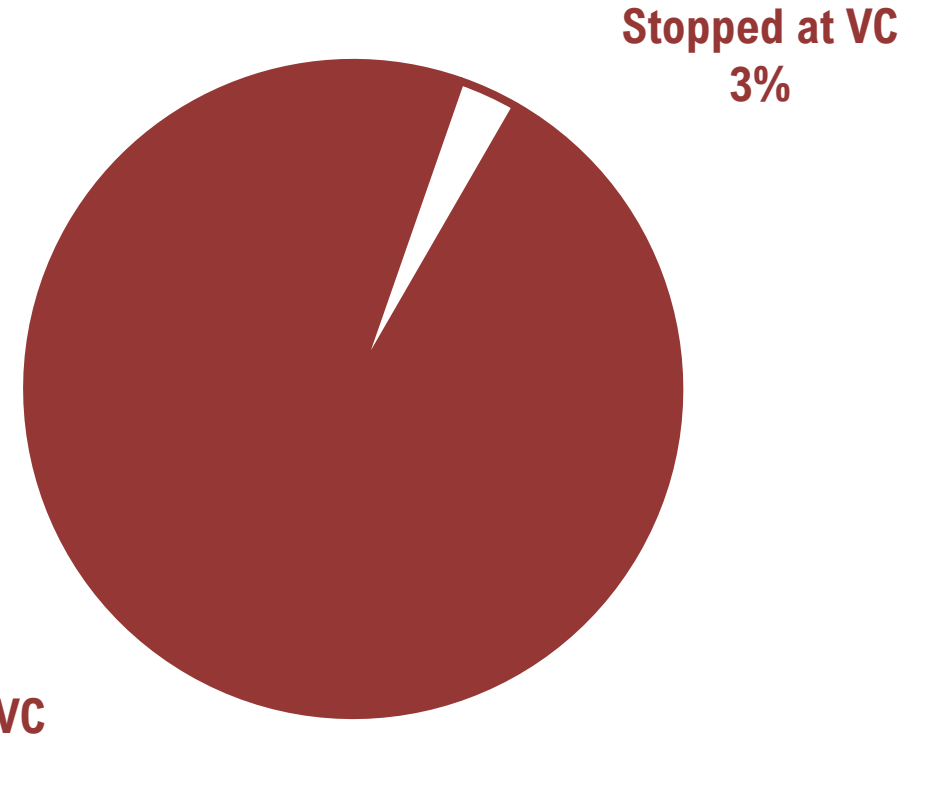
-  **Nearly 3 in 10** visitors were visiting Leon County for the first time
-  **1 in 4** visitors had previously visited Leon County more than ten times



VISITORS CENTER AND VISITOR GUIDE



3% of visitors stopped at the Visitors Center



ACTIVITIES DURING VISIT*



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



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



*Multiple responses permitted.

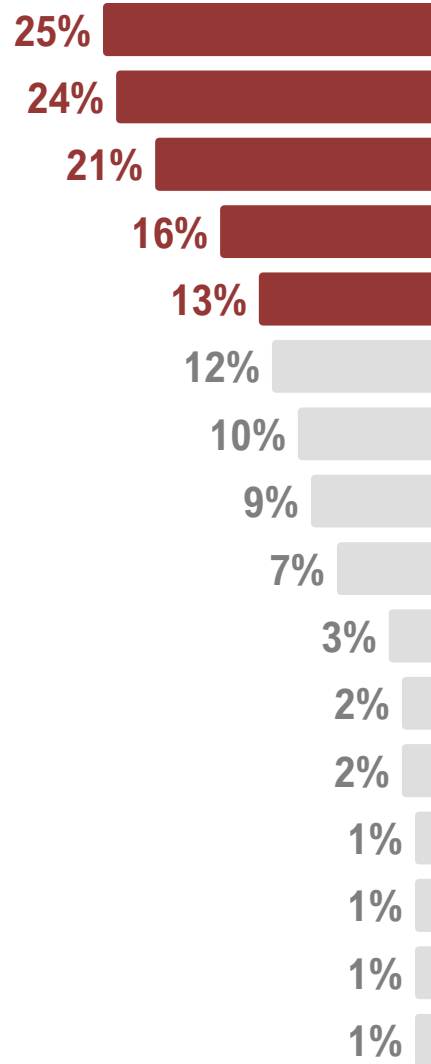


REASONS FOR VISITING VS. VISITOR ACTIVITIES

Key Motivations

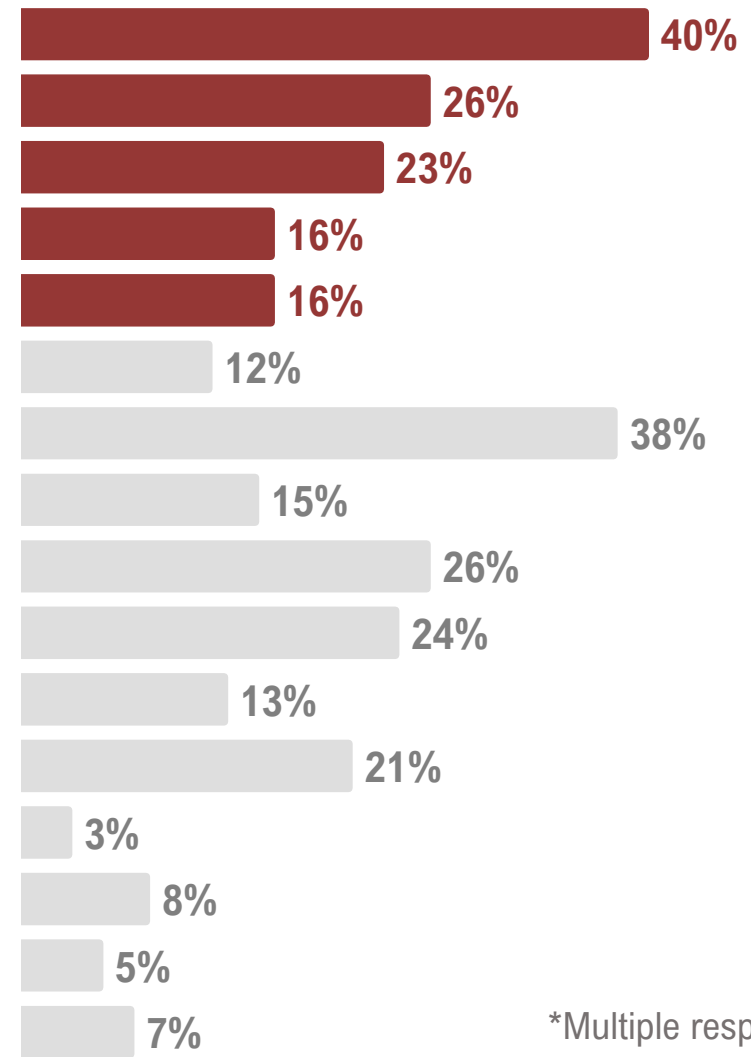
Trip Enhancers

Reasons for Visiting*



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

Visitor Activities*



VISITOR SPENDING

	Spending per Day	Spending per Trip
Lodging	\$151	\$498
Restaurants	\$59	\$194
Groceries	\$20	\$68
Shopping	\$39	\$129
Entertainment	\$23	\$76
Transportation	\$35	\$115
Other	\$11	\$35
Total	\$338	\$1,115

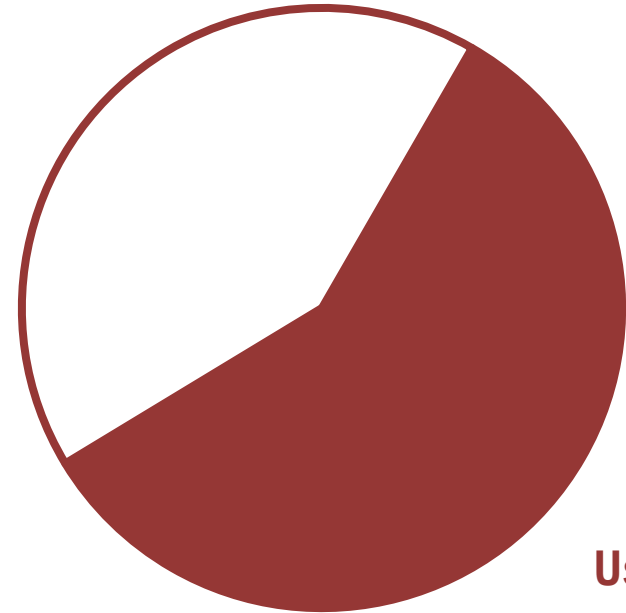


FINDING THEIR WAY AROUND



Nearly 3 in 5 visitors used their smartphone while in Tallahassee to learn what to do or where to go

Did not use smartphone
42%



Used smartphone
58%

STUDY OBJECTIVES: VISITOR JOURNEY



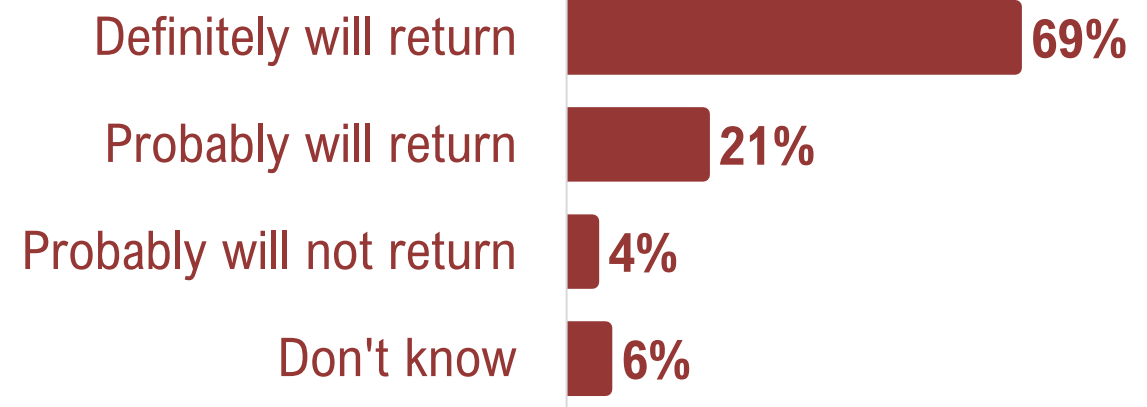
VISITOR SATISFACTION



Visitors gave Leon County an average rating of **7.9¹** as a place to visit



90% of visitors will return to Leon County for a future visit or vacation*



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

- 1) Event/occasion for visit is over
- 2) Prefer other areas
- 3) Prefer variety in vacation spots



RATING EXPERIENCES IN TALLAHASSEE



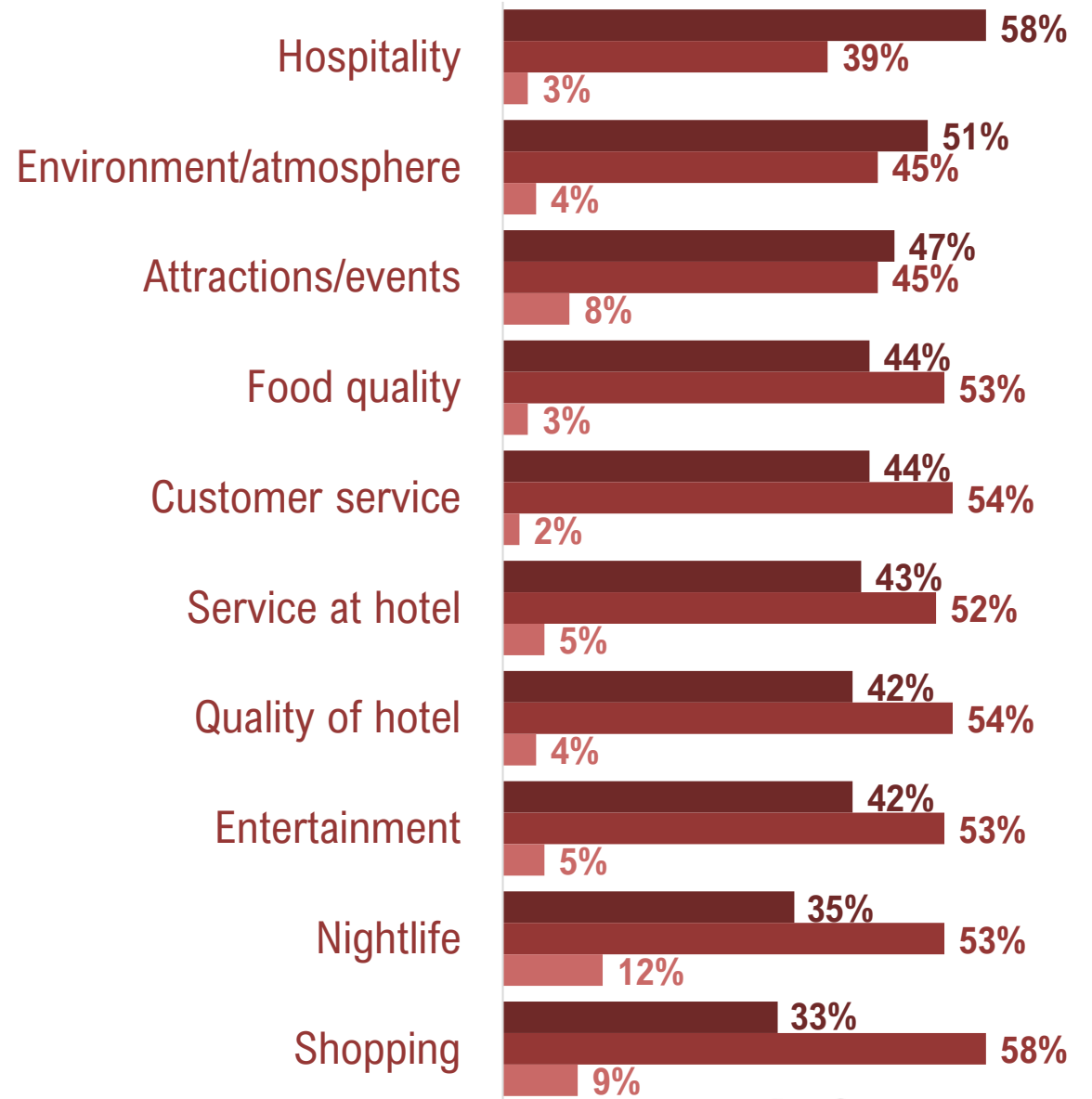
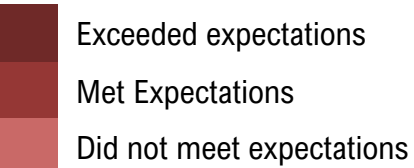
Leon County's hospitality exceeded the expectations of **nearly 3 in 5** visitors



Hospitality, environment and attractions in Leon County were more likely than other experiences to exceed expectations



Nightlife was most likely to be reported as not meeting expectations



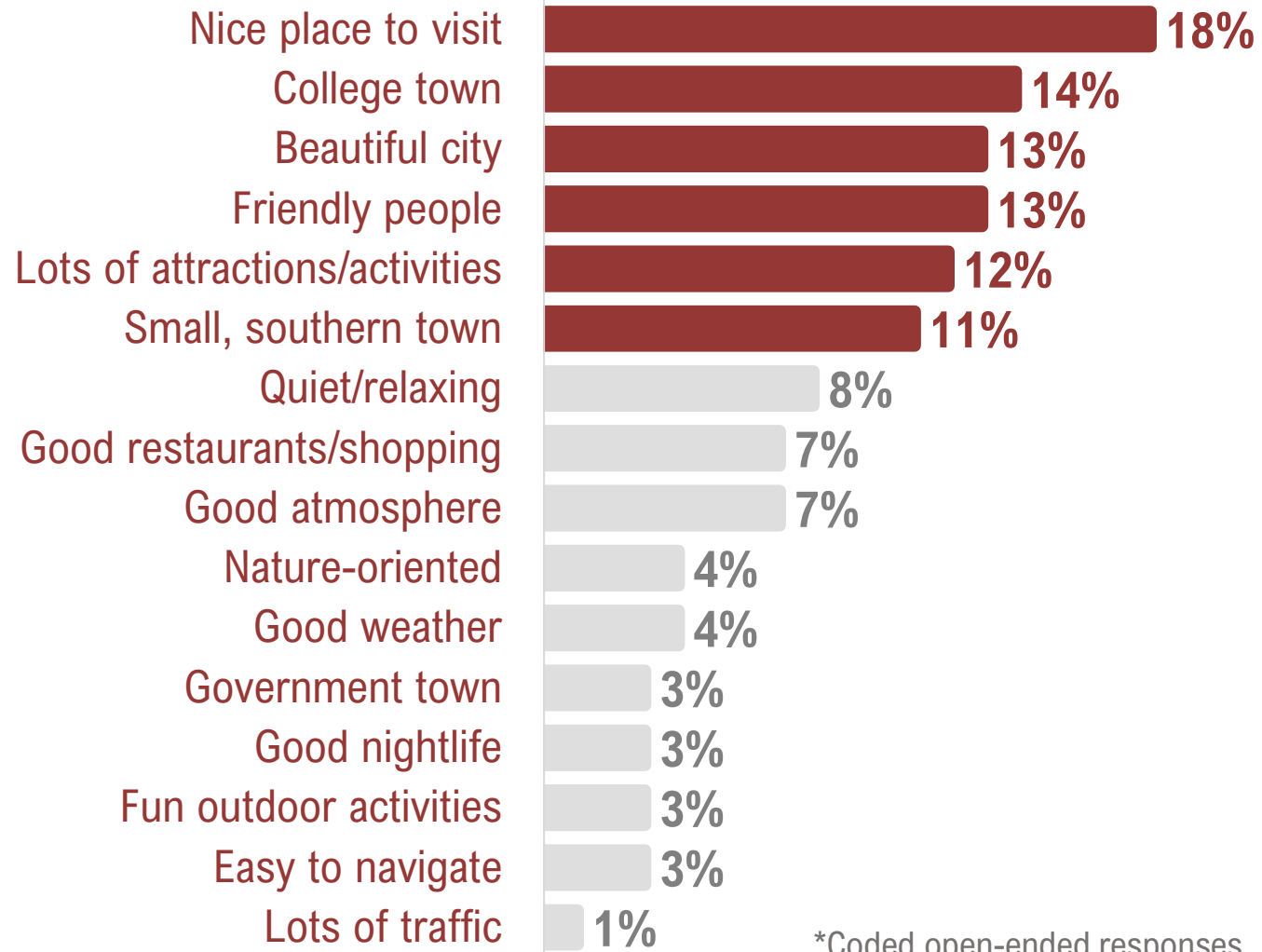
PERCEPTIONS OF TALLAHASSEE – LEON COUNTY*



A plurality of visitors describe Leon County as a **“Nice place to visit”** and a **“College town”**



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



*Coded open-ended responses.
Multiple responses permitted.



PERCEPTIONS: “NICE PLACE TO VISIT”



“Tallahassee is a cool place to visit my daughter while she is in college! I always have a good time.”



“This city is nicely put together. I love all the historical aspects that are present!”



“It’s a great place to visit! I will definitely be back soon.”



“Honestly, it’s a bigger town than I thought it was but it has been very nice to be here for the weekend.”



PERCEPTIONS: “COLLEGE TOWN”



“A pretty college town with good food with a slow pace to it. I love it here!”



“It’s definitely a college town with some beautiful nature surrounding the city.”



“Tallahassee is a beautiful busy city! Our son loves Florida State, and I would highly recommend the area to any parent!”



“I spent most of my time in the college area, but I would say the atmosphere spreads through the city! There is so much to do here.”



PERCEPTIONS: “BEAUTIFUL CITY”



“A beautiful place with a lot of nature and nice people around town.”



“Tallahassee is such a breath of fresh air when visiting and enjoying time with my family.”



“It’s so pretty here but I was surprised at how chilly it can get here in the wintertime.”



“Downtown Tallahassee is really nice. I love all the beautiful trees that are throughout the city.”



YEAR-TO-YEAR COMPARISONS



YEAR-TO-YEAR COMPARISONS

Trip Planning Cycle	Jan – Mar 2021	Jan – Mar 2022
Tallahassee was Primary Destination	87%	83%
A week or two in advance	38%	37%
A month or so in advance	30%	29%
2 to 3 months in advance	18%	20%
4 to 5 months in advance	4%	4%
6 months of more in advance	8%	6%

Top Trip Planning Sources	Jan – Mar 2021	Jan – Mar 2022
Search on Google	35%	31%
Talk to Family/Friends	24%	24%
Hotel/Resort Website	28%	23%
Airline Website	16%	23%
Online Travel Agency	18%	15%



YEAR-TO-YEAR COMPARISONS

Top Reasons for Visiting	Jan – Mar 2021	Jan – Mar 2022
Visit friends and family	28%	25%
Business conference/meeting	30%	24%
Watch a sporting event	22%	21%
Participate in a sporting event	17%	16%
Government related	12%	13%
Special event/festival	18%	12%
Relax and unwind	11%	10%

Pre-Visit	Jan – Mar 2021	Jan – Mar 2022
Requested a Visitors Guide	6%	8%
Drove to Leon County	80%	76%
Flew to Leon County	20%	22%



YEAR-TO-YEAR COMPARISONS

Market of Origin	Jan – Mar 2021	Jan – Mar 2022
Atlanta	7%	14%
Jacksonville	8%	7%
Miami – Ft. Lauderdale	11%	6%
Pensacola – Mobile	6%	5%
Surrounding areas	2%	5%

Region of Origin	Jan – Mar 2021	Jan – Mar 2022
Southeast	74%	77%
Northeast	9%	8%
Midwest	10%	6%
West	6%	6%
International	1%	3%



YEAR-TO-YEAR COMPARISONS

Travel Parties	Jan – Mar 2021	Jan – Mar 2022
Travel Party Size	2.8	3.0
Traveled with Other Visitors	64%	70%
Traveled with Children under 20	24%	23%
Traveled with Children under 12	6%	6%

Visitor Profile	Jan – Mar 2021	Jan – Mar 2022
Median Age	45	44
Gender (Female)	51%	52%
Median Household Income	\$106,800	\$95,700
College Degree or Higher	73%	68%
White/Caucasian	75%	74%
African American	12%	13%
Married	65%	65%



YEAR-TO-YEAR COMPARISONS

Accommodations	Jan – Mar 2021	Jan – Mar 2022
Hotel/Motel	54%	53%
Day Tripper	14%	21%
Friends/Family Home	22%	18%
Vacation Rental Home/Airbnb	4%	4%
Personal Second Home	4%	2%
Camping/RV	1%	1%

Trips Experience	Jan – Mar 2021	Jan – Mar 2022
Average nights stayed	3.7	3.3
1 st Time Visitor	23%	29%
10+ Prior Visits to Leon County	31%	25%
Stopped at Visitor Center*	0%	3%
Used a smartphone to learn what to do	NA	58%

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



YEAR-TO-YEAR COMPARISONS

Top Activities	Jan – Mar 2021	Jan – Mar 2022
Restaurants	72%	61%
Visit friends and family	41%	40%
Relax and unwind	50%	38%
Business conference/meeting	37%	26%
Family time	27%	26%
Shopping/antiquing	24%	24%
Watch a sporting event	22%	23%
Bars/nightclubs	19%	21%
Nature/parks/birding	16%	21%
Participate in a sporting event	17%	16%
Government-related	16%	16%



YEAR-TO-YEAR COMPARISONS

Average Daily Spending	Jan – Mar 2021	Jan – Mar 2022
Accommodations	\$125*	\$151*
Restaurants	\$61	\$59
Groceries	\$23	\$20
Shopping	\$43	\$39
Entertainment	\$24	\$23
Transportation	\$34	\$35
Other	\$18	\$11
Total	\$328	\$338

Average Total Trip Spending	Jan – Mar 2021	Jan – Mar 2022
Accommodations	\$462	\$498
Restaurants	\$226	\$194
Groceries	\$85	\$68
Shopping	\$159	\$129
Entertainment	\$89	\$76
Transportation	\$126	\$115
Other	\$67	\$35
Total	\$1,214	\$1,115

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



YEAR-TO-YEAR COMPARISONS

Post Trip Evaluation	Jan – Mar 2021	Jan – Mar 2022
Overall Rating	7.9	7.9
Will return to Leon County	91%	90%
Exceed + Met Expectations: Customer service	93%	98%
Exceed + Met Expectations: Hospitality	95%	97%
Exceed + Met Expectations: Food quality	93%	97%
Exceed + Met Expectations: Quality of hotel	91%	96%
Exceed + Met Expectations: Environment/atmosphere	91%	96%
Exceed + Met Expectations: Service at hotel	91%	95%
Exceed + Met Expectations: Entertainment	90%	95%
Exceed + Met Expectations: Attractions/events	90%	92%
Exceed + Met Expectations: Shopping	86%	91%
Exceed + Met Expectations: Nightlife	88%	88%



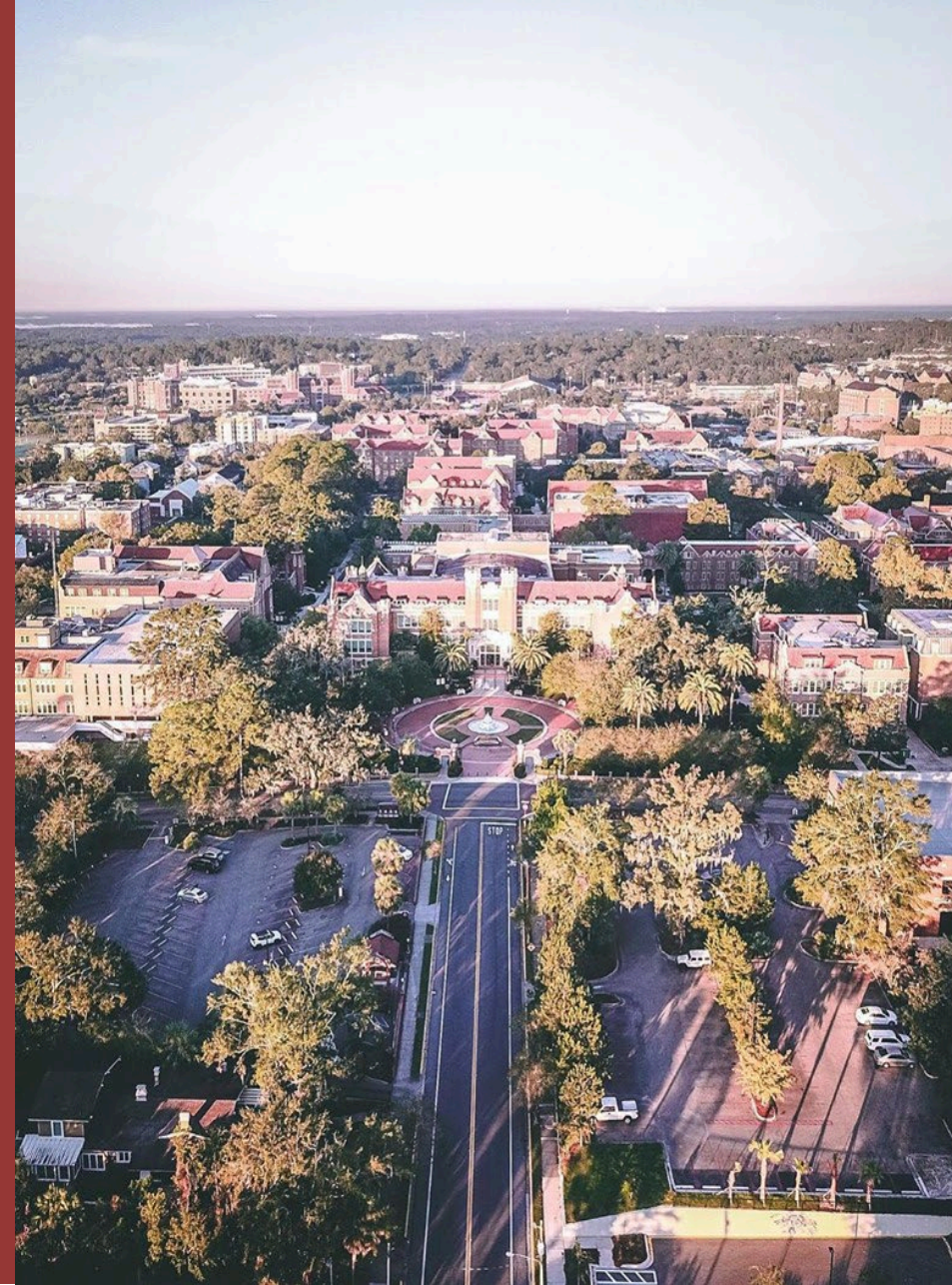
LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

Jan – Mar 2022 Visitor Tracking Study

Kerri Post

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

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



Visit
Tallahassee
Pretty. Unexpected.

DS downs & st. germain
RESEARCH

FY 2023 Division of Tourism (Visit Tallahassee) Proposed Budget

FY23 TDT Collection Projection @100%	\$	1,419,000
FY23 TDT Collection Projection @97%	\$	1,376,430
FY23 TDT Collection Projection @95%	\$	1,307,609
FY23 TDT Collection 4-Cent	\$	5,230,434
<i>Other Revenue (merchandise sales, misc revenue, Sports Foundation Grants, Event Sponsorships)</i>		
	\$	108,703
Appropriated Fund Balance	\$	308,795

Total Actual Budget (5 cent @ 95% + Other Revenue+Appropriated Fund Balance)	\$	6,955,541
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Acct #	EXPENDITURES	FY 2022 Adopted Budget	FY 2023 Proposed Budget	Year-Over- Year % Difference
<i>Administration(301)/Marketing(303)</i>				
51200	Salaries & Wages	733,637	846,862	13%
51250	Regular OPS Salaries & Wages	34,784	58,212	40%
51500	Special Pay	3,100	3,255	5%
52100	FICA	60,643	70,725	14%
52200	Retirement Contributions	109,239	134,507	19%
52210	Deferred Compensation	766	1,566	51%
52300	Life & Health Insurance	96,582	184,158	48%
52400	Workers Compensation	3,395	4,373	22%
53400	Other Contractual Services	289,000	425,000	32%
54000	Travel & Per Diem	52,500	79,500	34%
54100	Communications Services	9,600	9,600	0%
54101	Communications - Phone System	2,615	1,445	-81%
54200	Postage	5,000	7,500	33%
54300	Utilities-160-950-591001-552	-	-	0%
54400	Rental & Leases	20,950	27,000	22%
54505	Vehicle Coverage	492	557	12%
54600	Repair & Maintenance	15,000	15,000	0%
54601	Vehicle Repair	720	731	2%
54700	Printing	5,000	10,000	50%
54800	Promotional Activities	20,000	40,000	50%
54860	TDC Direct Sales Promotions	31,000	55,000	44%
54861	TDC Community Relations	15,000	35,000	57%
54862	TDC Merchandise	8,500	15,000	43%
54900	Other Current Charges	537,000	679,500	21%
54948	Other Current Chrg-Amphitheater	383,000	450,000	15%
55100	Office Supplies	5,200	13,000	60%
55200	Operating Supplies	8,000	17,000	53%
55210	Fuel & Oil	345	340	-1%
55250	Uniforms	3,500	4,500	22%
55400	Publications, Memberships	27,000	33,500	19%
55401	Training	13,000	15,000	13%
56400	Machinery & Equipment	-	12,000	100%
58160	TDC Local T&E	2,000	3,500	43%
58320	Sponsorship & Contributions	32,155	35,000	8%
<i>Advertising/Public Relations (302)</i>				
53400	Other Contractual Services	965,865	1,220,000	21%
54900	Other Current Charges - Bicentennial & Signage	-	150,000	100%

Acct #	EXPENDITURES	FY 2022 Adopted Budget	FY 2023 Proposed Budget	Year-Over- Year % Difference
	<i>Special Events/Grants (304)</i>			
58300	Grants & Aids	600,000	700,000	14%
	<i>Welcome Center CIP (086065)</i>			
56200	Building	-	-	
	<i>Countywide Automation (470)</i>			
54110	Com-net Communications	5,940	6,320	6%
54600	Repairs and Maintenance	2,620	2,615	0%
	<i>Risk Allocations (495)</i>			
54500	Insurance	6,432	6,666	4%
	<i>Indirect Cost (499)</i>			
54900	Indirect Cost Charges	238,000	274,000	13%
	<i>Line Item Funding - (888)</i>			
58214	Cultural Facilities Grant Program	-	-	
58215	Local Arts Agency Program	1,014,572	1,307,609	22%
	<i>Transfers (950)</i>			
591220	Transfer to Fund 220			
591220	Transfer to Fund 305	-	-	
	<i>Salary Contingency (990)</i>			
59900	Other Non-operating Uses			
	Reserve for Fund Balance	-	-	
Total		5,362,152	6,955,541	23%

Marketing & Communications

The FY2022-2023 Marketing & Communications Sales Plan is in alignment with the Division of Tourism's FY22 - FY26 Strategic Plan. The goals and tactics are aligned with the Bold Goal of generating \$5 billion in economic impact over the next five years.

FY 2022-2023 Sales Plan

Content Development

Strategic Priority 1.0: Increase the Visitation to Tallahassee/Leon County Through Strategic Marketing and Sales by 3%.

Strategic Goal 2.0: Marketing Department to develop and implement at least 15 new and inclusive high-impact multi-media marketing, advertising and promotional programs/campaigns on an annual basis.

Tactics:

- Keep Tallahassee/Leon County relevant by maintaining comprehensive, engaging content across our website, mobile app, social media, blogs and digital media outlets.
- Create content on VisitTallahassee.com that is contextually relevant to our target audiences including outdoor (mountain biking, trails, bird watching, paddling and hiking), inclusiveness, history/heritage, emerging culinary/brewery scene, and arts & culture. (Target 1.2.2, Target 1.2.3, Target 1.2.5 and Target 1.2.6)
- Work with publishing agency to enhance the Visitor Guide, providing more opportunities for fresh and engaging content including images showing diversity and inclusiveness. (Target 1.2.3)
- Generate new GPS routed itineraries for the Mobile App. (Target 1.2.4)
- Work with sales team to develop itineraries surrounding major sporting or high-profile events to extend stays and showcase the destination to attendees and athletes. (Target 1.2.4)

Paid Media

Strategic Priority 1.0: Increase the Visitation to Tallahassee/Leon County Through Strategic Marketing and Sales by 3%.

Strategic Goal 2.0: Marketing Department to develop and implement at least 15 new and inclusive high-impact multi-media marketing, advertising and promotional programs/campaigns on an annual basis.

Tactics

- Working with The Zimmerman Agency, utilize data driven and targeted digital channels including display and video ads, streaming media services, paid search and social media to drive engagement.

- Incorporate email campaigns to inspire, engage and nurture relationships with visitors by optimizing messaging based on user interests.
- Expand the visibility and brand identity of the new MBTallahassee.com mountain biking website and brand showcasing destination mountain biking assets to visitors and local enthusiasts. *(Target 1.2.2)*
- Use paid social media stimulate future visitation to Tallahassee.
- Activate in-market visitor targeting using the mobile app to push timely information to visitors while in Tallahassee.
- Increase year-round visibility to key targeted audiences and expand reach to target audiences, including outdoor (mountain biking, 700+ miles of trails, bird watching, paddling and hiking), inclusiveness, history/heritage, arts & culture and targeted market activations. *(Target 1.2.2, Target 1.2.3, Target 1.2.5 and Target 1.2.6)*
- Expand positioning and promotion of Tallahassee as a “getaway” destination through seasonal itineraries and sweepstakes opportunities to targeted audiences. *(Target 1.2.4)*

Strategic Goal 3.0: Host 100,000 residents and visitors as part of the County Amphitheater Concert Series over the next five (5) years.

Tactics:

- Design and implement a targeted paid media plan to support County Amphitheater Concert Series to optimize promotion and boost ticket sales.

Public Relations (Earned Media)

Strategic Priority 1.0: Increase the Visitation to Tallahassee/Leon County Through Strategic Marketing and Sales by 3%.

Strategic Goal 2.0: Marketing Department to develop and implement at least 15 new and inclusive high-impact multi-media marketing, advertising and promotional programs/campaigns on an annual basis.

Tactics

- Showcase Tallahassee to leisure travelers, along with spotlighting the new or remodeled meeting spaces, restaurants, attractions and hotel properties.
- Recruit and host individual media visits, creating customized itineraries and experiences to fit visiting journalists’ and influencers specific editorial needs resulting in coverage for the destination. *(Target 1.2.4)*
- Execute desk-side media appointments with top media writers, publishers and editors to keep Tallahassee top of mind.
- Differentiate the destination through targeted outreach showcasing outdoor/trails adventure, arts and culture, inclusiveness, history/heritage, arts and culture, etc.

- Increase quantity of articles and quality of placement of articles in local, regional and national magazines, newspapers, websites and influencer blog posts, supporting seasonal promotions, destination updates, festivals and events. (Target 1.2.2, Target 1.2.3, Target 1.2.5 and Target 1.2.6)
- Develop robust public relations plan to pitch the MBTallahassee branding campaign to regional and national media outlets. (Target 1.2.2)

Social Media

Strategic Priority 1.0: Increase the Visitation to Tallahassee/Leon County Through Strategic Marketing and Sales by 3%

Strategic Goal 2.0: Marketing Department to develop and implement at least 15 new and inclusive high-impact multi-media marketing, advertising and promotional programs/campaigns on an annual basis.

Tactics:

- Focus messaging in selected geographic drive markets including Orlando, Jacksonville, Atlanta and Tampa. When appropriate, expand to alternative markets across the Southeast.
- With our new Digital Marketing Manager, work with The Zimmerman Agency to produce new photography and engaging video content to continually refresh our digital asset library.
- Increase engagement across Facebook, Instagram, Twitter, and YouTube. Engage in online conversation designed to transform visitors into ambassadors.
- Share partner-produced and user-generated content tagged with #iHeartTally on social media, VisitTallahassee.com and the Visit Tallahassee Mobile App.
- Generate custom content for social media to promote events and support our industry partners.
- Develop niche-targeted content (culinary/brewery scene, arts & culture, history & heritage sites) to reach new audiences and to re-introduce existing assets to residents and repeat visitors. (Target 1.2.3 and Target 1.2.4)

Industry/Local

Strategic Priority 1.0: Increase the Visitation to Tallahassee/Leon County Through Strategic Marketing and Sales by 3%.

Strategic Goal 2.0: Marketing Department to develop and implement at least 15 new and inclusive high-impact multi-media marketing, advertising and promotional programs/campaigns on an annual basis.

Tactic:

- In support of the 2024 Bicentennial Celebration, develop a strategic marketing plan outlining community effort as well as promotional support. (Target 1.2.1)

- Working with local partners, establish a Tallahassee Restaurant Week showcasing the emerging culinary and brewery scene. *(Target 1.2.5)*

Strategic Priority 2.0: Increase Local Awareness of The Division of Tourism/Visit Tallahassee and the Value of Tourism in Tallahassee/Leon County

Strategic Goal 2.0: Identify a minimum of 20 opportunities per year to create collaborative partnerships to increase local awareness of the role of the Division and economic impact of tourism in Tallahassee.

Tactics:

- Work with sales team to host quarterly industry meetings for partners to network and share best practices and information. *(Target 2.2.6)*
- Provide specialty trainings for partners (i.e. social media strategies, media pitching, etc.) *(Target 2.2.6)*
- Utilize the industry e-newsletter and Facebook/LinkedIn partner page for communicating timely information regarding upcoming events, partnership opportunities, sales and marketing efforts, statistics and other pertinent information.
- Develop programming/events for local industry and media during National Travel & Tourism Week in May. *(Target 2.2.3)*
- Engage and educate residents on Tallahassee/Leon County's Tourism offerings and attractions with the annual Summer Backyard Bucket List Challenge. *(Target 2.2.4)*
- Educate frontline hotel staff about timely events and dining options with our "What's Happening" product.
- Coordinate regular media interviews and appearances that communicate Visit Tallahassee's role in tourism promotion, its marketing and promotional activities, campaigns and the importance of tourism. *(Target 2.2.2)*
- Create press releases highlighting destination updates and coordination distribution with Leon County Community & Media Relations (CMR) department. *(Target 2.2.2)*
- Produce local editorials to further educate partners and residents about the positive benefits of our tourism economy. *(Target 2.2.2)*

Strategic Priority 3.0: Increase Industry/Community Engagement and Cultivate New Partnerships to Enhance Destination Development.

Strategic Goal 3.0: Increase outreach and engagement by cultivating new partnerships to enhance destination development.

Tactics:

- Integrate partner promotional offers onto the website to incentivize potential visitors. *(Target 3.3.6)*

- Continue to collaborate and support Choose Tallahassee and COCA in marketing efforts, participating in regular meetings to ensure that communication is open and key partners are informed of Visit Tallahassee efforts. (Target 3.3.5)
- Develop targeted cooperative advertising opportunities for industry partners. (Target 3.3.6)
- Work with local partners (COCA, Downtown Improvement Authority, TLH Airport, Capital City Chamber, Tallahassee Foodies, etc.) to help communicate when high profile events or peak dates are forthcoming. (Target 3.3.5)
- Enhance integration of partner promotional offers onto the website to incentivize potential visitors. (Target 3.3.6)
- Leverage partnerships with FSU-IMG and FAMU Athletics to host ticket giveaways to high-profile athletic events, targeting university alumni and booster groups in desirable geographic markets. (Target 3.3.3)

Budget Summary:

DATE	SHOW/EVENT	LOCATION	TARGET	SHOW COST	TRAVEL COST	INDUSTRY PARTICIPATION	FY22 NET COST	FY21 COST
August	ESTO (US Travel Association)	TBD	Industry/ Media	\$1,000	\$1,000		\$2,000	\$0
Sept.	Visit Florida Governors Conference	TBD	Industry Event	\$400	\$800		\$1,200	\$1,200
May	Destinations Florida Marketing Conference – 2 ppl	TBD	Industry Event	\$600	\$1,400		\$2,000	\$1,000
TBD	Two In-Market Activations – 3 ppl	Tampa & Atlanta	Media	\$0	\$6,000	Yes	\$6,000	\$5,000
TBD	Visit Florida Domestic Media Missions (two cities)	TBD	Media	\$1,500	\$1,000		\$2,500	\$2,500
Year-Round	Individual Media Visits	Tallahassee	Media	\$0	\$10,875	Yes	\$10,875	\$9,000
				\$3,500	\$21,075		\$24,575	\$19,600

Visitor Services

The FY2022-2023 Visitor Services Department Plan is in alignment with the Division of Tourism's FY2022-2026 Strategic Plan. The goals and tactics are aligned with the Bold Goal of generating \$5 billion in economic impact over the next five years.

FY 2022-2023 Department Plan

Strategic Priority 3.0: Increase Industry/Community Engagement and cultivate New Partnerships to Enhance Destination Development

Strategic Goal 3.0: Increase outreach and engagement by cultivating a minimum of 10 new or expanded program partnerships and collaborations annually throughout all sectors of Leon County

Tactics:

- Support festivals, sporting competitions, and other community events that will attract visitors by awarding grant funds to organizations conducting Legacy, Signature, Special, and Sports Event granted organizations. (Target 3.3.10)
- Conduct group workshops and one-on-one meetings to facilitate grant applications and increase understanding of the grant process, requirements, and available resources. (Target 3.3.10)
- Work with grantees to explain and expedite the accurate completion of grant funding agreements and post event reports in accordance with approved policies. (Target 3.3.10)
- Track performance of grant recipients for evaluation by grant review committees.
- Facilitate consistent communication with all parties involved in the grants process.
- Coordinate with Tourism Sports, Sales and Marketing Departments to ensure the success of the Grants Program. (Target 3.3.10)
- Monitor grant agreement deliverables, payment requests and timely payments for completed post event reports.

Strategic Priority 4.0: Increase Visitor Services In Market to Enhance the Visitor Experience and Extend Stays.

Strategic Goal 4.0: Increase Visitor Services through various diversifications and collaborations with other government entities and community organizations.

Tactics

- Increase the visibility of Tallahassee/Leon County through Visitor Guide and print material distribution by managing, tracking and coordinating the distribution of 70,000 Visit Tallahassee Visitor Guides and 45,000 rack cards through local, regional and statewide distribution vendors, as well as direct distribution to partners and groups. (Target 4.4.5)

- Coordinate annual regional distribution of Visitor Guides and Visit Tallahassee rack cards to Florida AAA offices, chambers of commerce, attractions and lodging establishments along I-75, I-10 and in specific regions of the State. (Target 4.4.5)
- Distribute Visitor Guides semi-annually to local industry partners at the beginning and middle of the calendar year. Coordinate regular deliveries both in and out of market. (Target 4.4.5)
- Supply Visitor Guides, tear-off map pads and rack cards to VISIT FLORIDA® Welcome Centers, destination marketing organizations such as Visit Wakulla and Discover Thomasville, and military bases. (Target 4.4.5)
- Regionally distribute Visit Tallahassee rack cards to seven service plazas along the Florida Turnpike.
- Distribute Visitor Guides and rack cards locally at Leon County Visitor Information Center, special and sporting events, and through requests from various groups for welcome packets. (Target 4.4.5)
- Develop a plan to open new primary Visitor Information Center in late 2022, located at the renovated Amtrak Station building on Railroad Avenue.
- Continue to promote satellite Visitor Information Center at Cascades Park. (Target 4.4.4)
- Develop and implement an opportunity for industry partners to be featured at the Visitor Information Centers at Cascades Park and the historic Amtrak building. (Target 4.4.2)
- Support division staff by supplying targeted promotional items and branded merchandise for sales initiatives and group services.
- Provide customized visitor packets with Visitor Guides, marketing materials, and promotional items for visiting groups, journalists, VIPs and promotional contest winners.
- Coordinate production and delivery of requested branded materials for staff use at trade shows and conferences and ship/deliver for sales staff.
- Expand and diversify Gift Shop offerings by increasing consignments featuring unique local items and/or vendors that appeal to visitors and the local community. (Target 4.4.3)
- Promote Gift Shop merchandise online sales through the new Visit Tallahassee E-commerce website. (Target 4.4.3)
- Seasonally decorate and refresh the merchandise/display in the Visitor Information Center and Gift Shop to provide a positive first impression and stimulates merchandise sales. (Target 4.4.3)

Budget Summary:

DATE	SHOW/EVENT	LOCATION	SHOW COST	TRAVEL COST	FY22 NET COST	FY21 COST
August	Florida Recreation and Park Association Annual Conference	Orlando	\$325	\$1,100	\$1,425	\$1,400
Sept.	Destinations International Visitor Services Summit	TBD	\$500	\$3,000	\$3,500	
			\$825	\$4,100	\$4,925	\$1,400

Meetings & Conventions

The FY2022-2023 Meetings and Conventions Sales Plan is in alignment with the Division of Tourism's FY22 - FY26 Strategic Plan. The goals and tactics are aligned with the Bold Goal of generating \$5 billion in economic impact over the next five years.

FY 2022-2023 Sales Plan

Strategic Priority 1.0: Increase the visitation to Tallahassee/Leon County through strategic sales growth by 3%.

Strategic Goal: The Sales Department (sports, meetings and conventions, leisure sales) to generate 275,000 room nights over the next five (5) year targeting diverse high-profile and high-impact events.

Target Goal: Attract 85 new meetings and conventions in the next five (5) years.

Annual Goal: Attract 10 new meetings and conventions. (Target 1.1.2)

- Target diverse and inclusive meeting groups and associations to host their events in the destination.
- Conduct a familiarization tour for meeting planners showcasing expanded destination highlights and venue offerings.
- Explore potential new meetings opportunities by establishing connections with key contacts in growing business sectors such as technology and logistics.
- Create targeted email marketing through the Marketing Department that incorporates industry trends and showcases the diverse destination assets.
- Develop strategy for enhanced collateral and tradeshow materials to increase presence at meeting planner tradeshows.
- Expand digital assets including videos and photography that showcases the group offerings that may be used in digital marketing and to promote group sales for the destination.

Strategic Priority 2.0: Increase local awareness of the Division of Tourism/Visit Tallahassee and the value of tourism in Tallahassee/Leon County.

Strategic Goal: Identify a minimum of 20 opportunities per year to create collaborative partnerships to increase local awareness of the role of the Division and economic impact of tourism in Tallahassee.

Target Goal: Conduct at least two (2) Tourism industry education programs annually to provide industry information/resources, promote collaboration, and share trends/best practices in the industry.

Annual Goal: Generate at least 20 articles/stories in local media outlets annually. (Target 2.2.2)

- Collaborate with the marketing department to produce editorial content that highlights the “meetings mean business” messaging that aligns with the industry-wide coalition showcasing the value of meetings.

Annual Goal: Create collaborative partnerships to increase local awareness of the role meetings and conventions have on the local economy. (Target 2.2.6)

- Create a multiprong Global Meetings Industry Day campaign that includes community partners, social media, and co-hosting a meeting planner event with the Florida Society of Association Executives to recognize the important role meetings have as an economic driver for the community.

Strategic Priority 3.0: Increase industry/community engagement and cultivating new partnerships to enhance destination development.

Strategic Goal: Increase outreach and engagement by cultivating a minimum of 10 new or expanded program partnerships and collaborations annually through out all sectors of Leon County.

Target Goal: Establish at least five (5) new or expanded Meetings and Leisure Group partnerships and collaborations with the airport, colleges/Universities, and/or hotel, etc. (Target 3.34)

Annual Goal: Establish at least one(1) new or expanded Meetings and Leisure Group partnerships and collaborations with the airport, colleges/Universities, and/or hotel, etc.

- Collaborate with industry partners to create itineraries and group packaging including after hour and off-site functions that can be used when promoting the destination at tradeshow, events and digital marketing.
- Engage meeting venues and hotels to develop a program that incentivizes meeting groups to book during known need periods.

FY 2022/2023 MEETINGS AND CONVENTIONS TRAVEL AND TRADESHOW SUMMARY						
Date	Show/Event	Location	Target	Show Cost	Travel Cost	Net Cost
October 2022	FSAE Education Expo	Tallahassee, FL	Association	\$700	\$0	\$ 700
November 2022	MPI Educon	Jacksonville, FL	Corporate & Association	\$500	\$700	\$1,200
December 2022	Florida Encounter	TBA	Corporate & Association	\$2,500	\$1,200	\$3,700
May 2023	Rendezvous South	TBA	Association & Specialty	\$3,400	\$1,000	\$4,400
May 2023	SGMP NEC	TBA	Government	\$1,200	\$1,200	\$2,400
July 2023	FSAE Annual Meeting*	Bonita Springs, FL	Association	\$1,700	\$1,500	\$3,200
August 2023	MPI SEC*	TBA	Corporate & Association	\$1,400	\$1,700	\$3,100
August 2023	Connect Marketplace	TBA	Association & Specialty	\$4,000	\$1,200	\$5,200
September 2023	Destination Southeast	TBA	Association & Specialty	\$3,400	\$1,200	\$4,600
Year Round	SGMP Capital Chapter Meeting	Tallahassee, FL	Government	\$50	\$0	\$50
Year Round	MPI North Florida Meetings	Jacksonville	Corporate & Association	\$	\$1,000	\$1,000
Year Round	FSAE Power Luncheons*	Tallahassee, FL	Association	\$50	\$0	\$150
TOTAL				\$19,000	\$10,700	\$29,700

*Denotes two staff attending tradeshow

The FY2022-2023 Sports Sales Plan is in alignment with the Division of Tourism's FY22 - FY26 Strategic Plan. The goals and tactics are aligned with the Bold Goal of generating \$5 billion in economic impact over the next five years.

FY 2022-2023 Sales Plan

Strategic Priority 1.0: Increase the visitation to Tallahassee/Leon County through strategic marketing and sales by 3% annually.

Strategic Goal: Sales Department to generate 275,000 room nights over the next five (5) years targeting diverse high-profile and high-impact events

Annual Goal: Attract 20 state, regional, or national championships across all sports over FY23. (Target 1.1.1)

- Highlight our community's natural appeal to identify outdoor recreation-based events of championship level. ie: FICL mountain bike state championships
- Work with our community's collegiate athletics departments and coaches to identify and bid on championship level events.
- Identify corporate event opportunities with organizations whose national brand awareness can help highlight our community's facilities as championship level.

Annual Goal: Identify and secure two (2) new cross-country events including an event either created or partnered with that is owned and operated by the sports department (Target 1.1.4)

- Capitalize on the growing success at Apalachee Regional Park (ARP) to either develop the sports departments own cross country championship event or attract a national established annual championship to use ARP as its home.
- Pursue specific organizations with cross country championships that we have not hosted in the past.

Strategic Priority 2.0: Increase local awareness of the Division of Tourism/Visit Tallahassee and the value of tourism in Tallahassee/Leon County.

Strategic Goal: Identify a minimum of 20 opportunities per year to create collaborative partnerships to increase local awareness of the role of the Division and economic impact of tourism in Tallahassee.

Annual Goal: Identify a minimum of 10 opportunities to create collaborative partnerships to increase awareness of the role of the sports department and the economic impact of sports tourism and events (Target 2.2.1)

- Identify opportunities that are market specific to our sports tourism strengths and that provide exposure for Tallahassee/Leon County as a premiere location for hosting sports tournaments and events.

- Conduct a bi-annual review of community sports facilities, to include site visits, in order to remain aware of new or changing facilities while providing support to facility owners.
- Identify sporting events that have both a tourism draw as well as entertainment value for the local community so as to help raise the quality of life.
- Leverage the Tallahassee Sports Councils connectivity with the community to assist in leveraging the awareness of sports tourism as a major driver of economic impact within the community.

Strategic Priority 3.0: Increase industry/community engagement and cultivate new partnerships to enhance destination development.

Strategic Goal: Increase outreach and engagement in the sports tourism industry by cultivating new partnerships and collaboration with all sectors of Leon County.

Annual Goal: Expand the overall profile of DEI based sporting events in the community. (Target 3.3.1)

- Create partnerships and involvement with at least three (3) DEI rooted organizations. Ie: Compete Sports, Black Softball Circuit, etc.

Annual Goal: Establish at least five (5) new or expanded sport partnerships with event rights-holders, boards, agencies, or colleges/universities. (Target 3.3.3)

- Identify, engage, and collaborate with new community partners and agencies that play significant roles in the future development of sports facilities.
- Pursue placement on local committees or boards that can impact sports tourism in our community. Ie: Sports ETA boards, Gulf Winds Track Club, Tallahassee Mountain Bike Association etc.

FY 2022/2023 SPORTS TRAVEL AND TRADESHOW SUMMARY

Date	Date	Location	Target	Show Cost	Travel Cost	Net Cost
TEAMS & USOC*	Oct 2-5, 2022	Palm Beach, FL	Multiple Governing Bodies	\$3,000	\$3,000	\$4,500
Sports ETA*	April	Kansas City, MO	Multiple Governing Bodies	\$2,790	\$4,500	\$5,040
Sunshine Sports Council*	January	TBA	Multiple Governing Bodies	\$500	\$3,000	\$2,000
Florida Sports Foundation Summit*	November	TBA	Multiple Governing Bodies	\$500	\$3,000	\$2,000
Running USA*	Feb 11-14	Denver, CO	Running Governing Bodies	\$3,000	\$4,500	\$5,250
Compete Sports Diversity Summit *	January	TBD	Multiple LGBTQ+ Governing Bodies	\$2,955	\$4,000	\$4,955
			Totals	\$12,745	\$22,000	\$34,745
Memberships				Membership Cost		
Florida Sports Foundation Membership			Membership	\$ 2,000		
USATF Membership			Membership	\$ 120		
Running USA			Membership	\$ 500		
Sunshine Sports Council			Membership	\$ 500		
Sports ETA Membership			Membership	\$ 1,590		
YBOA Membership			Membership	\$ 500		
			Total Memberships	\$ 5,210		

*Denotes two staff attending tradeshow

Group Sales and Business Development

The FY2022-2023 Group Sales and Business Development Plan is in alignment with the Division of Tourism's FY22 - FY26 Strategic Plan. The goals and tactics are aligned with the Bold Goal of generating \$5 billion in economic impact over the next five years.

FY 2022-2023 Sales Plan

Strategic Priority 1.0: Increase the visitation to Tallahassee/Leon County through strategic marketing and sales by 3% annually.

Strategic Goal: Sales Department (sports, meetings and conventions, leisure sales) to generate 275,000 room nights over the next five (5) years targeting diverse high-profile and high-impact events

Target Goal: Attract 85 new leisure groups in the next five (5) years.

Annual Goal: Attract 10 new leisure groups. (Target 1.1.3)

- Work with community partner attractions and venues to showcase all leisure market segments what they have to offer for visitors.
- Utilize targeted mediums to highlight events and target sweepstakes promotions to a comprehensive group contact list for key audience segments focused on biking, running, and hiking clubs, paddle sports, bird hunting/watching, and fishing.
- Support wedding/special events, fraternal, multi-cultural, and family/social reunions by assisting with itineraries, hotel leads, dining and entertainment options.
- Enhance the awareness of Tallahassee as a group travel destination and sustain memberships with National Tour Association (NTA), Military Reunion Network, and Student Youth Travel Association (SYTA) to leverage awareness into leads.
- Produce customized itineraries and promotional materials for tour operators.
- Reinvigorate the email communication with Information, Ticket, and Travel offices at military bases in Florida, Georgia, and Alabama that reach Active Duty, Retired Military, Reservists, Civilian Employees, and their family members.
- Attend the 2023 Information, Tickets, and Travel recreation trade shows at local military bases.

Annual Goal: Amplify the promotion of the emerging culinary/brewery scene. (Target 1.2.5)

- Research and evaluate new conference/trade show opportunities that align with the destination's strengths.
- Work with partners in the culinary/brewery scene to amplify their promotions.

Annual Goal: Amplify the promotion of arts/culture and history/heritage sites. (Target 1.2.6)

- Strengthen partnerships within the local attractions, historic venues, and art/culture organizations in the community.

Strategic Priority 2.0: Increase local awareness of the Division of Tourism/Visit Tallahassee and the value of tourism in Tallahassee/Leon County.

Strategic Goal: Identify a minimum of 20 opportunities per year to create collaborative partnerships to increase local awareness of the role of the Division and economic impact of tourism in Tallahassee.

Target Goal: Identify 2-4 opportunities to create collaborative partnerships to increase local awareness of the role of leisure and economic impact of tourism in Tallahassee.

Annual Goal: Present to at least 2 community groups annually (Target 2.2.1)

- Feature Tallahassee as a key destination for nature activities such as mountain biking, hiking, kayaking, birding, and fishing.
- Explore new opportunities and partnerships to expand on bike and running tourism.
- Produce collateral for local venues to host groups for weddings and reunions.

Strategic Priority 3.0: Increase industry/community engagement and cultivating new partnerships to enhance destination development.

Strategic Goal: Increase outreach and engagement in the leisure tourism industry by cultivating new partnerships and collaborations with all sectors of Tallahassee-Leon County

Target Goal: Increase industry/community engagement and cultivate new partnerships to enhance destination development

Annual Goal: Establish at least five (5) new or expanded Meetings and Leisure Group partnerships and collaborations with the airport, colleges/Universities, and/or hotel, etc. (Target 3.3.4)

- Coordinate with sponsors to ensure contract deliverables are properly executed at sporting events and concerts
- Support the sales department with soliciting new sports related business and identifying and maintaining revenue opportunities for events

Annual Goal: Support 900 community events, sporting competitions, festivals performances, and cultural programming that will attract visitors and residents (Target 3.3.10)

- Assist the Sports Department with distributing leads to hotels for major sporting events such as: USATF Cross Country Club Championships, FHSAA Cross Country State Championships, and NCAA Cross Country Championships.

- Continue assisting local festivals, events, and organizations with marketing, event planning, and partnerships to help facilitate growth and group travel.

FY 2022/2023 Group Sales and Business Development TRAVEL AND TRADESHOW SUMMARY						
Date	Show/Event	Location	Target	Show Cost	Travel Cost	Net Cost
October 2022	Travel and Adventure Show*	Dallas, GA	Affinity	\$4,000	\$2,800	\$6,800
February 2023	Running USA	Denver, CO	Running Governing Bodies	\$3,000	\$2,250	\$5,250
March 2023	Information, Tickets, and Travel (ITT) Trade Show	Montgomery, AL	Military	\$125	\$250	\$375
March 2023	Information, Tickets, and Travel (ITT) Trade Show	Albany, GA	Military	\$125	\$250	\$375
March 2023	Information, Tickets, and Travel (ITT) Trade Show	Warner Robins, GA	Military	\$125	\$250	\$375
March 2023	Information, Tickets, and Travel (ITT) Trade Show	Valdosta, GA	Military	\$125	\$250	\$375
May 2023	Tourism Academy	TBA	Education	\$900	\$1,500	\$2,400
TOTAL				\$8,400	\$7,550	\$15,950

*Denotes two staff attending tradeshow



MEMORANDUM

DATE: May 5, 2022

TO: Leon County Tourist Development Council Members (TDC)

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

SUBJECT: Proposed FY 2023 Tourism Grant Program Overview and Guidelines Review

Each year the Leon County Division of Tourism/Visit Tallahassee utilizes Tourist Development Tax (TDT) revenues to offer grant opportunities to local organizations that produce events to attract visitors to the destination and provide programming and activities which enhance the market for both visitors and residents. The County's Tourism grant programs leverage private funding for these events to the benefit of the community by attracting visitors from state, regional, national, and international markets. The brand exposure associated with some of the larger events and festivals that take place each year promotes and positions Tallahassee/Leon County as a vibrant and diverse destination.

The continued investment in the growth, stature, and participation in these events continue to generate a return on investment as demonstrated by hotel occupancy rates and visitor spending in the community. As a result, the overnight stays and visitor spending enhances TDT collections and provides additional revenues to support the Tourism grant programs and the overall growth of the market as a destination.

The COVID-19 pandemic had a severe impact on the Tourism industry, and particularly events, in Tallahassee/Leon County. Many grant-funded events in 2020 and 2021 that attract out-of-town visitors were either cancelled, virtual or significantly downsized. In late 2021 and early 2022, events and activities returned, with the first quarter of FY 2022 seeing the initial return to pre-pandemic visitor spending levels.

Proposed Budget Allocation for Each Grant Program

For FY 2023 the proposed total Grant Funding budget allocation is \$700,000, a 25% increase over FY 2022 (\$560,000). The proposed FY 2023 funding levels allocated to the respective grant programs are as follows:

- Legacy Event Grants are for the largest events that generate the greatest ROI. For FY 2023, these grants are proposed at \$340,000. In FY 2022, \$279,550 was awarded for four events.
- Signature Events/Emerging Signature Event grants are for large events consistently producing significant ROI. For FY 2023, the amount proposed is \$140,000. In FY 2022, \$130,000 was allocated to five applicants.
- Special Event Grants are for smaller and/or newer events with a demonstrated history, or significant potential to generate overnight stays from visitors outside of Leon County/Tallahassee. For FY 2023, the amount proposed is \$110,000. In FY 2022, \$60,000 was allocated to 24 applicants.
- Sports Event Grants are specifically for events categorized as amateur sporting events that either have a history of or show potential to generate overnight stays from visitors outside of Leon County/Tallahassee. For FY 2023, the amount proposed is \$110,000. In FY 2022, \$90,000 was allocated to 38 applicants.

FY 2023 Proposed Grant Budget Allocation					
Program Type	FY2019/20	FY2020/21	FY2021/22	FY2022/23	FY 22/23 % Change Y-O-Y
Legacy	\$300,000	\$240,000	\$280,000	\$340,000	21%
Signature/Emerging Signature	\$235,000	\$110,000	\$130,000	\$140,000	8%
Special	\$100,000	\$40,000	\$60,000	\$110,000	83%
Sports	\$130,000	\$60,000	\$90,000	\$110,000	22%
Total	\$765,000	\$450,000	\$560,000	\$700,000	25%

Overview of Revisions in Grant Guidelines

The Leon County Division of Tourism/Visit Tallahassee grant policies and procedures have been updated for FY 2023. Attached you will find the updated Grant Guidelines for Signature/Emerging Signature Events, Special Events, and Sports Events for your review.

There were no substantive changes however further clarification language was added, such as increased emphasis the grants are for the primary purpose of promoting tourism to Tallahassee/Leon County, the importance of marketing and promotion out-of-market to increase overnight stays and room nights, and also a few minor edits to make the information more clear and concise.

Additionally, there are several Tourism Event Grant Program policy matters to be considered and discussed at the meeting as potential policy revision recommendations and they are outlined under the next tab in the meeting notebook.

Please see the next page for the proposed FY23 Grant Process Timeline.

Proposed Tourism Event Grant Application and Review Process Timeline

The timeline below provides for a 30-day grant application cycle.

- June 15 Grant Application Cycle Opens (30-day cycle)
- June/July Mandatory Grant Application Workshops
- July 15 Application Cycle Closes
- July 20-21 Orientation/Guidelines Review/System Training for Grant Reviewer Comm.
- August 8 Application Scoring Completed
- August 18 TDC Grant Review Committee (GRC) Public Meeting
- August 25 Grant recommendation appeals, if any, due by 5 p.m.
- Sept 8 TDC Meeting – Consideration/Approval of GRC Award Recommendations

Leon County Division of Tourism



Visit
Tallahassee

Pretty. Unexpected.

SIGNATURE & EMERGING SIGNATURE EVENTS

FY23 GRANT PROGRAM



POLICIES & PROCEDURES
REVISED MAY 5, 2022

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**Leon County Division of Tourism/Visit Tallahassee
Special Events Grant Program**

I. INTRODUCTION

The Leon Country 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, 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.

Grant funding is based upon the potential to generate room nights. Per section 125.0104 of the 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, service, venue 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 permanent residence, or who rents or leases transient accommodations including any living quarters or accommodations in any hotel, motel, apartment 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.” By Statute, “Promotion” means marketing or advertising designed to increase tourist-related business activities.

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 Events Grants and Signature/Emerging Signature Grants are reviewed by the TDC Grant Review Committee and Sports Events Grants are reviewed by the Tallahassee Sports Council (TSC). The TDC Grant Review Committee is comprised of TDC members which may include tourism and hospitality leaders and marketing professionals. Legacy Event grants are approved by the TDC and the Leon County Board of County of Commissioners (BOCC). Legacy and Signature/Emerging Signature Event Grants are for festivals and events that demonstrate the potential to bring a significant number of room nights and economic impact to the community.

The Leon County Division of Tourism grants programs are funded by the Tourist Development Tax (TDT). 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.

Each application will be evaluated against established criteria and historic precedent. The amount of grant funds awarded 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 events and the Tourist Development Tax generated from those sales.

II. DEFINITIONS

Signature Event:

- A. An event 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 (See page 6 for FY23 specific dates).
- 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 event that has an established organizational structure to fully plan, market and produce the event.
- F. An annual event.

Emerging Signature Event:

- A. 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.
- B. An Emerging Signature Event is an existing event with a record of growing attendance and room nights whose organization is interested, willing and able to grow their event to generate at least 1,500 room nights.
- C. Organizations must work with Leon County Division of Tourism/Visit Tallahassee staff to identify event enhancements and marketing opportunities to transition from Special or Sports Event status to Emerging Signature event grant status and funding levels.
- D. Organizations must be able to identify and document in their grant application what new features or aspects will be added to help grow the event, i.e. add another day of activities.
- E. 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.

- F. 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 (See page 6 for FY23 specific dates).

III. STATEMENT OF POLICIES

- A. Grant applications will only be received during the advertised cycle. No applicant may be considered for or receive more than one Signature/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.
- B. Grant funds are intended to supplement the organization's budget for the event referenced in the application. Signature/Emerging Signature events must meet community standards and align with the County's Tourism marketing objectives and positioning.
- C. Signature/Emerging Signature events should not receive support from County general revenue through the BOCC or the Council on Culture and Arts (COCA) with the exception of in-kind support. No other funds from the BOCC can be used for the match requirement.
- D. Each application will be evaluated against established criteria, past performance and historic precedent.
 - 1. 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?).
 - 2. Applicant must provide an event public health and safety plan. The plan should include strategies to maintain healthy and safe environments and operations for all event staff and attendees.
 - 3. Application must provide a statement of need for grant funding.
 - 4. Hotels secured for the event must be located within Leon Country.

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.
- E. 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(see allowable/unallowable expenses on page 8).
- F. 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.

- G. Events will not be considered for funding if the event occurs during the following peak visitor periods:

October 1, 2022	FSU Homecoming and FAMU Football Game
October 14-15, 2022	FSU Football Game
October 28-29, 2022	FAMU Homecoming and FSU Football Game
November 25, 2022	FSU Football Game
December 9-10, 2022	FSU/FAMU/TCC Graduation
March 7–May 5, 2023	Florida Legislative Session (Monday - Thursday)
May 5-6, 2023	FSU/FAMU/TCC Graduation

- H. Applicant’s budget must reflect at least a 25% dollar-for-dollar match (in-kind services will not be allowed). Applicants should 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.
- I. Funding shall be provided as reimbursement for the 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 front and back copy of cleared check, credit card receipt, bank or credit card statement, ACH transfer or digital wallet receipts. Cash receipts are allowed for reimbursement however, 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.
- J. If an event must be cancelled, event organizers are required to make that determination at least 60 days prior to the event’s originally scheduled date. Tourism will only reimburse for allowable expenses incurred before 60 days prior to the original event date. Any expenses incurred after that date will not be reimbursed.
- K. 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.
- 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 Signature/Emerging Signature Event grant funding. Event organizers must allow for face-to-face interviews with spectators and participants in order to be eligible.
- L. It is the intent of the TDC to discourage the support of two competing Signature/Emerging Signature events. This includes events that take place during the same week/weekend or similarly-themed concerts or festivals.
- M. To be eligible for payment, a completed Post-Event Report must be submitted. The Report should be submitted within 60 days after the event has taken place. 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 in a timely manner may result in disqualification for support. All Post-Event Reports, including requests for reimbursement must be received no later than September 30.

- N. Any funds granted will be subject to audit by the Leon County Auditor.
- O. Indemnity: 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. The applicant agrees to indemnify, defend and hold harmless the County, its officials, officers, employees and agents, from and against any and all claims, damages, liabilities, losses, costs, or suits, of any nature whatsoever arising out of, because of, or due to any acts or omissions of the Grantee, its delegates, employees, subcontractors, volunteers and agents, arising out of or under this Agreement, including a reasonable attorney’s fees. The County may, at its sole option, defend itself or require the Grantee to provide the defense. The Grantee acknowledges that ten dollars (\$10.00) of the amount paid to the Grantee is sufficient consideration of the Grantee’s indemnification of 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 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 the 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.

To qualify for reimbursement, proof of liability/medical insurance must be provided by the host organization in the amount of \$1 million. The host organization must have proof of liability insurance in effect and the County listed as additional insured.

- 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, a draft or design proof **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.
- Q. 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 the correct logo use.



R. Allowable expenses include:

1. Promotion, marketing and paid advertising/media buys that reach outside Tallahassee/Leon County with potential to drive overnight visitation.
2. 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 substantial 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.

S. Unallowable expenses include:

1. General and administrative expenses,
2. Building, renovating and/or remodeling expenses,
3. Permanent equipment purchases,
4. Debts incurred prior to grant requests,
5. Programs which solicit advertising or sponsorships,
6. Hospitality or social functions,
7. Advertising that primarily reaches only Tallahassee/Leon County and its residents.

8. 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 the project is eligible to receive grant funding by comporting with 125.0104 Statutory requirements and 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:



Grant Review Score Sheet

Name of Event: _____

Signature/Emerging Signature Event

Event Date: _____

Grant Reviewer: _____

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 Proposal includes detailed plan for documenting overnight hotel stays. (15 points)	15	
	Event distinguishes the destination and elevates the appeal of Leon County. (10 points)	10	
Description, Sustainability, and Public Health/Safety Plan	Event description includes goals for event and a statement of sustainability and growth. (10 points)	10	
	Event plan to address public health/safety is included and includes strategies to maintain healthy environments and operation for all event staff and attendees. (10 points)	10	
Event Funding Need and Budget	An appropriate statement of need for funding and a complete budget are included for the event. (10 points)	10	
Marketing Plan	Marketing Plan strategies for attracting out-of-county visitors are well defined and the overall marketing plan is thorough and realistic. (15 points)	15	
Total possible points:		100	

Anticipated Room Nights: _____

Funding Amount Requested: _____

Reviewer Proposed Amount: _____

Grant Request Funding Level Guidelines

Room Nights	Recommended Tourism Signature/Emerging Signature Event Funding Levels
1,250 – 1,499	\$10,000 – 14,999
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 require approval by the Leon County Board of County Commissioners.

IV. FUNDING ELIGIBILITY

The intent of the Signature/Emerging 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, condominiums, short-term vacation rentals), as well as restaurants, retail establishments and other tourism related business activities. In addition to being compliant with F.S. 125.0104 the following criteria have been established to be considered for funding:

- A. Each application must include a signed Certification and Compliance page.
- B. Event must take place between October 1 and September 30 of the upcoming fiscal year.
- C. The event must have the potential to bring-out-of-town visitors that use commercial lodging establishments in Tallahassee/Leon County.
- D. Applicant must provide a marketing/promotional plan that demonstrates out-of-market advertising/promotion to reach potential visitors.
- E. 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 does not guarantee the level of funding at which the event may be approved. The final funding recommendation will be based on the Review 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 Signature/Emerging Signature Event Funding Levels
1,250 – 1,499	\$10,000 – 14,999
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

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

- A. The average score of the panel will be determined for each application based on the maximum of 100 points as outlined in the grant review scoresheet on page 10.
- B. Applications scoring above the minimum threshold of 70% will be considered for funding based on the formula outlined below.
- C. 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, the percentage for Application #1 would be 90%.

- D. The grant requested amount will then be multiplied by the percentage to determine the initial award based on the grant review scoresheet. As an example, if Application #1 scored 90% and requested \$50,000, the initial award would be \$45,000.
- E. The same process will be followed for each application and the total initial awards will be totaled.
- F. If the total amount of grant allocations exceeds the total budgeted for all grants, staff will adjust all the allocations by the same percentage to keep the totals awarded equal to or less than the total available grant funds.
- G. Adjustments may be made if necessary, to reach the total amount in the budget.
- H. The TDC Grant Review Committee reserves the right to adjust the minimum threshold, if necessary, to ensure funding for the highest scoring applications.

VI. SIGNATURE/EMERGING SIGNATURE EVENT ANNUAL GRANT TIMELINE

June 15 Grant Application Cycle Opens (30-day cycle 6/15/22-7/15/22)

June - July – Mandatory Grant Application Workshops

July 15 – Application cycle closes

August – Public Meeting of TDC Grant Review Committee

September TDC review/approval of grant funding recommendations

September / October Award letters and Grant Agreements sent to grantees

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

It is strongly encouraged that applicants be in attendance or send a representative to the Grant Review Committee meeting in case there are questions or clarifications.

VIII. 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 grant organizer to provide post event information including:

- A. The names of contracted hotels used for participants and spectators.

- B. Room pick-ups (number of rooms secured, number of days, and the number of guests staying in each room) from each contracted hotel.
- C. A written report on how the event measured its success or failure; what were the event goals and what was accomplished.
- D. 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.**
- E. A post event budget showing revenues and expenses.
- F. Upon receipt and approval of the post event report, Leon County Division of Tourism/Visit Tallahassee will process the reimbursement request for the verified expenses.

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

Leon County Division of Tourism



Visit
Tallahassee
Pretty. Unexpected.

SPECIAL EVENTS

FY23 GRANT PROGRAM



POLICIES & PROCEDURES
REVISED MAY 5, 2022

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**Leon County Division of Tourism/Visit Tallahassee
Special Events Grant Program**

I. INTRODUCTION

The Leon Country 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, 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.

Grant funding is based upon the potential to generate room nights. Per section 125.0104 of the 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, service, venue 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 permanent residence, or who rents or leases transient accommodations including any living quarters or accommodations in any hotel, motel, apartment 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.” By Statute, “Promotion” means marketing or advertising designed to increase tourist-related business activities.

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.

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 Events Grants and Signature/Emerging Signature Grants are reviewed by the TDC Grant Review Committee and Sports Events Grants are reviewed by the Tallahassee Sports Council (TSC). The TDC Grant Review Committee is comprised of TDC members which may include tourism and hospitality leaders and marketing professionals. Legacy Event grants are approved by the TDC and the Leon County Board of County Commissioners (BOCC). Legacy and Signature/Emerging Signature Event Grants are for festivals and events that demonstrate the potential to bring a significant number of room nights and economic impact to the community.

The Leon County Division of Tourism grants programs are funded by the Tourist Development Tax (TDT). 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.

Each application will be evaluated against established criteria and historic precedent. The amount of grant funds awarded 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 an event public health and safety plan. The plan should include strategies to maintain healthy and safe environments and operations for all event staff and attendees.
- D. Application must provide a statement of need for grant funding.
- E. Hotels secured for the event must be located within Leon Country.
- 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(see allowable/unallowable expenses on page 7).
- 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.
- H. 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.
- I. Events will not be considered for funding if the event occurs during the following peak visitor periods:

October 1, 2022	FSU Homecoming and FAMU Football Game
October 14-15, 2022	FSU Football Game
October 28-29, 2022	FAMU Homecoming and FSU Football Game
November 25, 2022	FSU Football Game
December 9-10, 2022	FSU/FAMU/TCC Graduation
March 7–May 5, 2023	Florida Legislative Session (Monday-Thursday)
May 5-6, 2023	FSU/FAMU/TCC Graduation

- J. 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 should 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.
- K. Funding shall be provided as reimbursement for the 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 front and back copy of cleared check, credit card receipt, bank or credit card statement, ACH transfer or digital wallet receipts. Cash receipts are allowed for reimbursement however, 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.
- L. If an event must be cancelled, event organizers are required to make that determination at least 60 days prior to the event's originally scheduled date. Tourism will only reimburse for allowable expenses incurred before 60 days prior to the original event date. Any expenses incurred after that date will not be reimbursed.
- M. 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.
- N. To be an eligible for payment, a completed Post-Event Report must be submitted. The Report should be submitted within 60 days after the event has taken place. 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 in a timely manner may result in disqualification for support. All Post-Event Reports, including requests for reimbursement must be received no later than September 30.
- O. Any funds granted will be subject to audit by the Leon County Auditor.
- P. Indemnity: 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. The applicant agrees to indemnify, defend and hold harmless the County, its officials, officers, employees and agents, from and against any and all claims, damages, liabilities, losses, costs, or suits, of any nature whatsoever arising out of, because of, or due to any acts or omissions of the Grantee, its delegates, employees, subcontractors, volunteers and agents, arising out of or under this Agreement, including a reasonable attorney's fees. The County may, at its sole option, defend itself or require the Grantee to provide the defense. The Grantee acknowledges that ten dollars (\$10.00) of the amount paid to the Grantee is sufficient consideration of the Grantee's indemnification of 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 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 the 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.

To qualify for reimbursement, proof of liability/medical insurance must be provided by the host organization in the amount of \$1 million. The host organization must have proof of liability insurance in effect and the County listed as additional insured.

- Q. 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, a draft or design proof **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.
- R. 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 the correct logo use.



S. Allowable expenses include:

1. Promotion, marketing and paid advertising/media buys that reach outside Tallahassee/Leon County with potential to drive overnight visitation.
2. 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 substantial 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.

T. Unallowable expenses include:

1. General and administrative expenses,
2. Building, renovating and/or remodeling expenses,
3. Permanent equipment purchases,
4. Debts incurred prior to grant requests,
5. Programs which solicit advertising or sponsorships,
6. Hospitality or social functions,
7. Advertising that primarily reaches only Tallahassee/Leon County and its residents.
8. 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 the project is eligible to receive grant funding by comporting with 125.0104 Statutory requirements and 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:



Grant Review Score Sheet

Name of Event: _____

Special Event

Event Date: _____

Grant Reviewer: _____

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 Proposal includes detailed plan for documenting overnight hotel stays. (15 points)	15	
	Event distinguishes the destination and elevates the appeal of Leon County. (10 points)	10	
Description, Sustainability, and Public Health/Safety Plan	Event description includes goals for event and a statement of sustainability and growth. (10 points)	10	
	Event plan to address public health/safety is included and includes strategies to maintain healthy environments and operation for all event staff and attendees. (10 points)	10	
Event Funding Need and Budget	An appropriate statement of need for funding and a complete budget are included for the event. (10 points)	10	
Marketing Plan	Marketing Plan strategies for attracting out-of-county visitors are well defined and the overall marketing plan is thorough and realistic. (15 points)	15	
Total possible points:		100	

Anticipated Room Nights: _____

Funding Amount Requested: _____

Reviewer Proposed Amount: _____

Grant Request Funding Level Guidelines

Room Nights	Recommended Tourism Special Event Funding Levels
Less than 100	\$0 – 1,499
100 – 199	\$1,500 – 2,999
200 – 499	\$3,000 – 5,999
500 – 1,000	\$6,000 – 9,999
1,001 – 1,499	\$10,000 – 14,999

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

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, condominiums, short-term vacation rentals), as well as restaurants, retail establishments and other tourism related business activities. In addition to being compliant with F.S. 125.0104 the following criteria have been established to be considered for funding:

- A. Each application must include a signed Certification and Compliance page.
- B. Event must take place between October 1 and September 30 of the upcoming fiscal year.
- C. The event must have the potential to bring-out-of-town visitors that use commercial lodging establishments in Tallahassee/Leon County.
- D. Applicant must provide a marketing/promotional plan that demonstrates out-of-market advertising/promotion to reach potential visitors.
- E. 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 does not guarantee the level of funding at which the event may be approved. The final funding recommendation will be based on the Review 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 Funding Levels
Less than 100	\$0 - \$1,499
100 – 199	\$1,500 - \$2,999
200 – 499	\$3,000 - \$5,999
500 – 1,000	\$6,000 - \$9,999
1,001 – 1,499	\$10,000 - \$14,999

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

- A. The average score of the panel will be determined for each application based on the maximum of 100 points as outlined in the grant review scoresheet on page 8.
- B. Applications scoring above the minimum threshold of 70% will be considered for funding based on the formula outlined below.

- C. 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, the percentage for Application #1 would be 90%.
- D. The grant requested amount will then be multiplied by the percentage to determine the initial award based on the grant review scoresheet. As an example, if Application #1 scored 90% and requested \$5,000, the initial award would be \$4,500.
- E. The same process will be followed for each application and the total initial awards will be totaled.
- F. If the total amount of grant allocations exceeds the total budgeted for all grants, staff will adjust all of the allocations by the same percentage to keep the totals awarded equal to or less than the total available grant funds.
- G. Adjustments may be made if necessary, to reach the total amount in the budget.
- H. The TDC Grant Review Committee reserves the right to adjust the minimum threshold, if necessary, to ensure funding for the highest scoring applications.

VI. SPECIAL EVENT ANNUAL GRANT TIMELINE

June 15 Grant Application Cycle Opens (30-day cycle 6/15/22-7/15/22)

June - July – Mandatory Grant Application Workshops

July 15 – Application cycle closes

August – Public Meeting of TDC Grant Review Committee

September TDC review/approval of grant funding recommendations

September / October Award letters and Grant Agreements sent to grantees

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

It is strongly encouraged that applicants be in attendance or send a representative to the Grant Review Committee meeting in case there are questions or clarifications.

VII. VISITOR TRACKING

- A. 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.
 - 1. Room block reports from hotels are the preferred method of reporting room data. The 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.

2. 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.
 3. 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.
- B. 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 ADVERSLEY AFFECT FUTURE GRANT AWARDS.**

VIII. POST EVENT REPORT

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

- A. 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.
- B. Valid invoices for allowable expenses.
- C. 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. Proof of payment must match invoices submitted.
- D. Visitor/Room Nights Documentation as listed in Section VII.
- F. Copies of marketing or advertising materials, and social media showing Leon CountyTourism/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



Leon County Division of Tourism



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SPORTS EVENTS

FY23 GRANT PROGRAM



POLICIES & PROCEDURES
REVISED MAY 5, 2022

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

I. INTRODUCTION

The Leon Country 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, 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.

Grant funding is based upon the potential to generate room nights. Per section 125.0104 of the 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, service, venue 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 permanent residence, or who rents or leases transient accommodations including any living quarters or accommodations in any hotel, motel, apartment 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.” By Statute, “Promotion” means marketing or advertising designed to increase tourist-related business activities.

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.

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 Events Grants and Signature/Emerging Signature Grants are reviewed by the TDC Grant Review Committee and Sports Events Grants are reviewed by the Tallahassee Sports Council (TSC). The TDC Grant Review Committee is comprised of TDC members which may include tourism and hospitality leaders and marketing professionals. Legacy Event grants are approved by the TDC and the Leon County Board of County Commissioners (BOCC). Legacy and Signature/Emerging Signature Event Grants are for festivals and events that demonstrate the potential to bring a significant number of room nights and economic impact to the community.

The Leon County Division of Tourism grants programs are funded by the Tourist Development Tax (TDT). 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.

Each application will be evaluated against established criteria and historic precedent. The amount of grant funds awarded 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 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 an event public health and safety plan. The plan should include strategies to maintain healthy and safe environments and operations for all event staff and attendees.
- D. Application 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(see allowable/unallowable expenses on page 7).
- 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.
- H. 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.
- I. Events will not be considered for funding if the event occurs during the following peak visitor periods:

October 1, 2022	FSU Homecoming and FAMU Football Game
October 14-15, 2022	FSU Football Game
October 28-29, 2022	FAMU Homecoming and FSU Football Game
November 25, 2022	FSU Football Game
December 9-10, 2022	FSU/FAMU/TCC Graduation
March 7–May 5, 2023	Florida Legislative Session (Monday - Thursday)
May 5-6, 2023	FSU/FAMU/TCC Graduation
- J. 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

should 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.

- K. Funding shall be provided as reimbursement for the 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 front and back copy of cleared check, credit card receipt, bank or credit card statement, ACH transfer or digital wallet receipts. Cash receipts are allowed for reimbursement however, 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.
- L. If an event must be cancelled, event organizers are required to make that determination at least 60 days prior to the event's originally scheduled date. Tourism will only reimburse for allowable expenses incurred before 60 days prior to the original event date. Any expenses incurred after that date will not be reimbursed.
- M. 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.
- N. To be an eligible for payment, a completed Post-Event Report must be submitted. The Report should be submitted within 60 days after the event has taken place. 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 in a timely manner may result in disqualification for support. All Post-Event Reports, including requests for reimbursement must be received no later than September 30.
- O. Any funds granted will be subject to audit by the Leon County Auditor.
- P. Indemnity: 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. The applicant agrees to indemnify, defend and hold harmless the County, its officials, officers, employees and agents, from and against any and all claims, damages, liabilities, losses, costs, or suits, of any nature whatsoever arising out of, because of, or due to any acts or omissions of the Grantee, its delegates, employees, subcontractors, volunteers and agents, arising out of or under this Agreement, including a reasonable attorney's fees. The County may, at its sole option, defend itself or require the Grantee to provide the defense. The Grantee acknowledges that ten dollars (\$10.00) of the amount paid to the Grantee is sufficient consideration of the Grantee's indemnification of 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 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 the 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.

To qualify for reimbursement, proof of liability/medical insurance must be provided by the host organization in the amount of \$1 million. The host organization must have proof of liability insurance in effect and the County listed as additional insured.

- Q. 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, a draft or design proof **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.
- R. 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 the correct logo use.



S. Allowable expenses include:

1. Promotion, marketing and paid advertising/media buys that reach outside Tallahassee/Leon County with potential to drive overnight visitation.
2. 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 substantial 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.

T. Unallowable expenses include:

1. General and administrative expenses,
2. Building, renovating and/or remodeling expenses,
3. Permanent equipment purchases,
4. Debts incurred prior to grant requests,
5. Programs which solicit advertising or sponsorships,
6. Hospitality or social functions,
7. Advertising that primarily reaches only Tallahassee/Leon County and its residents.
8. 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 the project is eligible to receive grant funding by comporting with 125.0104 Statutory requirements and 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:



Grant Review Score Sheet

Name of Event: _____

Sports Event

Event Date: _____

Grant Reviewer: _____

	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 Proposal includes detailed plan for documenting overnight hotel stays. (15 points)	15	
	Event distinguishes the destination and elevates the appeal of Leon County. (10 points)	10	
Description, Sustainability, and Public Health/Safety Plan	Event description includes goals for event and a statement of sustainability and growth. (10 points)	10	
	Event plan to address public health/safety is included and includes strategies to maintain healthy environments and operation for all event staff and attendees. (10 points)	10	
Event Funding Need and Budget	An appropriate statement of need for funding and a complete budget are included for the event. (10 points)	10	
Marketing Plan	Marketing Plan strategies for attracting out-of-county visitors are well defined and the overall marketing plan is thorough and realistic. (15 points)	15	
Total possible points:		100	

Anticipated Room Nights: _____

Funding Amount Requested: _____

Reviewer Proposed Amount: _____

Grant Request Funding Level Guidelines

Room Nights	Recommended Tourism Sports Event Funding Levels
Less than 100	\$0 – 1,499
100 – 199	\$1,500 – 2,999
200 – 499	\$3,000 – 5,999
500 – 1,000	\$6,000 – 9,999
1,001 – 1,499	\$10,000 – 14,999

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

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 the commercial lodging industry, (hotels/motels, condominiums, short-term vacation rentals), as well as restaurants, retail establishments and other tourism related business activities. In addition to being compliant with F.S. 125.0104 the following criteria have been established to be considered for funding:

- A. Each application must include a signed Certification and Compliance page.
- B. Event must take place between October 1 and September 30 of the upcoming fiscal year.
- C. The event must have the potential to bring-out-of-town visitors that use commercial lodging establishments in Tallahassee/Leon County.
- D. Applicant must provide a marketing/promotional plan that demonstrates out-of-market advertising/promotion to reach potential visitors.
- E. 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 does not guarantee the level of funding at which the event may be approved. The final funding recommendation will be based on the Review 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 Sports Event Funding Levels
Less than 100	\$0 - \$1,499
100 – 199	\$1,500 - \$2,999
200 – 499	\$3,000 - \$5,999
500 – 1,000	\$6,000 - \$9,999
1,001 – 1,499	\$10,000 - \$14,999

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

- A. The average score of the panel will be determined for each application based on the maximum of 100 points as outlined in the grant review scoresheet on page 8.
- B. Applications scoring above the minimum threshold of 70% will be considered for funding based on the formula outlined below.

- C. 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, the percentage for Application #1 would be 90%.
- D. The grant requested amount will then be multiplied by the percentage to determine the initial award based on the grant review scoresheet. As an example, if Application #1 scored 90% and requested \$5,000, the initial award would be \$4,500.
- E. The same process will be followed for each application and the total initial awards will be totaled.
- F. If the total amount of grant allocations exceeds the total budgeted for all grants, staff will adjust all the allocations by the same percentage to keep the totals awarded equal to or less than the total available grant funds.
- G. Adjustments may be made if necessary, to reach the total amount in the budget.
- H. The TSC Grant Review Committee reserves the right to adjust the minimum threshold, if necessary, to ensure funding for the highest scoring applications.

VI. SPORTS EVENTS ANNUAL GRANT TIMELINE

First Cycle

June 15 Grant Application Cycle Opens (30-day cycle 6/15/22-7/15/22)

June - July – Mandatory Grant Application Workshops

July 15 – Application cycle closes

August – Public Meeting of TDC Grant Review Committee

September TDC review/approval of grant funding recommendations

September / October Award letters and Grant Agreements sent to grantees

Second Cycle

Nov 1 – Second Cycle Sports Grant Application Cycle Opens

Dec 31 – Application Cycle Closes

Jan 2023 – TSC Grant Committee Application Review and Recommendations

Feb 2023 – TSC and TDC Review/Approval of Grant Funding Recommendations

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

It is strongly encouraged that applicants be in attendance or send a representative to the Grant Review Committee meeting in case there are questions or clarifications.

VII. VISITOR TRACKING

- A. 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.
 - 1. Room block reports from hotels are the preferred method of reporting room data. The 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.
 - 2. 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.
 - 3. 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.
- B. 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 ADVERSLEY AFFECT FUTURE GRANT AWARDS.**

VIII. POST EVENT REPORT

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

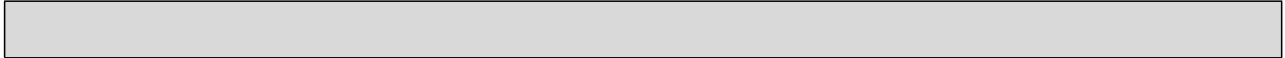
- A. An invoice from the awarded organization to the Leon County Division of Tourism / Visit Tallahassee for payment of the awarded grant amount. This invoice must have an invoice number.
- B. Valid invoices for allowable expenses.
- C. Copy of proof of payments such as cleared checks, or detailed credit card receipts. For all media buys, provide tears sheets, copies of advertisements, schedules, and signed station affidavits. Proof of payment must match invoices submitted.
- D. Visitor/Room Nights Documentation as listed in Section VII.
- F. 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





MEMORANDUM

DATE: May 5, 2022

TO: Leon County Tourist Development Council

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

SUBJECT: Potential Revisions to Policy No. 21-6 for County Tourism Event Grant Programs

This item seeks the TDC's input and guidance on three (3) potential revisions to Policy No. 21-6 "County Tourism Event Grant Programs" as requested by the Leon County Board of County Commissioners (Board) on March 8, 2022 at its regular meeting. The three considerations for potential revisions are as follows:

- 1.) Documenting the existing procedure for out-of-cycle funding requests;
- 2.) Adjusting grant award funding levels for newly expanded programming and/or duration for the event;
- 3.) Adding a second cycle for non-sporting events.

Tourism staff is also requesting consideration of a modification for the definition of "peak visitor periods" as outlined in the policy.

Background:

This item seeks TDC consideration for a proposed revision to the County Tourism Event Grant Programs Policy No. 21-6 to include three additional considerations: 1.) documenting existing procedure for out-of-cycle funding requests; and 2.) adjusting grant award funding levels for newly expanded programming and/or duration for the event; and 3.) adding a second cycle for non-sporting events.

Each year, Tourism reinvests Tourist Development Taxes (TDT) generated from transient lodging sales, to promote Tallahassee/Leon County as a visitor destination. The Leon County Division of Tourism/Visit Tallahassee's budget, as approved by the Tourist Development Council (TDC) and Board each year, is comprised entirely of TDT revenues, and includes funding for grant programs to support events designed to draw visitors to Leon County. The Division of Tourism administers competitive grant programs each year for event funding through five grant categories: Legacy, Signature/Emerging Signature, Special, and Sports events. The County's Tourism Event Grant Programs support many local organizations with a demonstrated history, or significant potential to draw visitors to the community for an event. Separate from these grant programs, 20% of TDT revenues are also dedicated to the Council on Culture and Arts (COCA) to administer grant programs to support local cultural arts programs and activities.

In recent years the County has made intentional modifications to the Tourism Event Grants Programs to enhance the community's economic return on investment. This includes the allocation of additional funding annually to the Tourism Event Grant Programs and the creation of new grant categories - Legacy Event Grants, i.e., Red Hills International Horse Trails; and Emerging Signature Events, i.e., Southern Shakespeare - to support local organizations hosting events in the community. These new grant categories

were added to serve the full spectrum of events in our community from the early start-ups, to the established events seeking growth, to the large, long-established, high-impact events synonymous with the destination.

The County's Tourism Grant Programs leverage private funding for these events to the benefit of the community by attracting visitors from state, regional, national, and international markets. The brand exposure associated with some of the larger events and festivals that take place each year promotes and positions Tallahassee/Leon County as a vibrant and diverse destination. The County's continued investment in the growth, stature, and participation in events that continue to draw visitors to the destination, provides an economic return on investment as demonstrated by hotel occupancy rates and visitor spending in the community. As a result, the overnight stays and visitor spending enhances TDT collections and provides additional revenues to support the County's Tourism Grant Programs and the overall growth of the market as a destination.

The Tourism Event Grant Program policies have been in place since 2013 and those established policies were recently codified by the Board at their July 13, 2021 meeting, formalizing the purpose, intent, eligibility, and procedures for the grant programs. The Tourism Event Grant Programs Policy includes stipulations that events must comply with Section 125.0104, *Florida Statutes*, outlines the TDC's role, confirms grants are paid on a reimbursement basis, and includes definitions. The Policy also describes the event grant categories of Legacy Events, Signature/Emerging Signature Events, Special Events, and Sports Events.

The recent out-of-cycle large funding request from TCC for the "Rock the Roost" concert presented the opportunity to reflect on the current procedures for this type of request and on March 8, 2022, the Board directed staff to provide an update to the County Tourism Event Grant Programs Policy to include outlining Tourism's out-of-cycle grant process.

Analysis

Each year Tourism staff, with guidance from the TDC, establishes an application period and submittal deadline for Tourism Event Grant Programs funding requests, which is typically 4-6 weeks in the summer prior to the next fiscal year. Promotion to announce the Tourism Grant cycle includes notification to all grantees over the past five years, numerous press releases, community organizations calendars, industry announcements, Leon County marketing channels, and Visit Tallahassee social media postings that share information about the upcoming and/or open grant cycle to encourage eligible applicants to apply. A minimum of four workshops are held over a three-week period annually to promote and educate applicants about the timing, funding, and process for the various Tourism Grant programs.

Currently section F.11 of the Tourism Event Grant Programs Policy No. 21-6 affirms "*The Board authorizes the TDC to consider and award event grants consistent with this policy and its procedures outside of the established grant application cycle provided Tourism Event Grant funds are available.*"

The proposed policy revision provides additional clarification for the out-of-cycle grant process for new events that arise outside the Division of Tourism's FY 2023 competitive grant cycle. The revision formalizes an existing procedure that has been in place for out-of-cycle funding requests and was most recently utilized for out-of-cycle funding for TCC's "Rock the Roost" concert as approved by both the TDC and Board.

Tourism annually conducts one grant cycle for all grant programs except Sports. During each submission cycle all available funds are awarded therefore no grant funds remain for out-of-cycle grant funding requests. The result is that requests for out-of-cycle grants must use utilize fund balance.

Out of Cycle Funding Requests

Out-of-cycle funding requests are for newly created events that arise after the completion of the existing year's Tourism Grants cycle and will take place that fiscal year. Event organizers must present an event proposal to the Tourism Director who will review it for eligibility to be funded with TDT and also to meet the same requirements as grant applicants, such as it has the potential to draw overnight visitors, is of interest to the general public, demonstrates out of area marketing activities, is during a non-peak period and has scheduled programming/activities with visitor appeal. If the event is determined to meet the requirements it will be presented at an upcoming TDC meeting with a staff recommendation for funding consideration. The TDC will evaluate the proposal as presented, and may approve the staff recommendation, the organizer's funding request, or another amount. As for all Tourism Event Grant Programs, the TDC is authorized to approve up to \$60,000 in grant funding for a single applicant. Funding requests of \$60,000 or more require both TDC and Board approval. Any out-of-cycle event funding request requiring the use of the Tourism Fund Balance also requires both TDC and Board approval. Organizations awarded out-of-cycle funding who wish to receive funding in subsequent years must apply during the annual Tourism Event Grant cycle.

Additionally, given the competitive nature of the grant process where the more thoughtfully proposed and impactful event scores the highest and therefore receives the most funding, to maintain the integrity of the Tourism Event Grant Program as a competitive grant process, grant reviews should be conducted within a competitive set. Stand-alone and one-time funding considerations have been allowed by the TDC if the need arises and it is coupled with the stipulation for the event to participate in the Tourism Event Grant Program going forward. It is important to note that in December 2013, at the TDC's recommendation the Board approved a new category of "Signature Event Grant Program" due to concerns about large and unanticipated funding requests made to the TDC throughout the year. It was recognized these one-time requests cause unpredictable impacts to the Division's budget and/or often target the Tourism's unallocated Fund Balance on a case-by-case basis rather than allowing for a more deliberative funding process.

Staff is proposing adding clarification language (in red) to the existing section F.11 to read as follows:
"The Board authorizes the TDC to consider and award event grants consistent with this policy and its procedures outside of the established grant application cycle provided Tourism Event Grant funds are available. Funding requests must be for new events that are eligible to receive TDT funding. Event organizers must present a proposal to the Tourism Director for review who will determine if it warrants advancement to the TDC for funding consideration and if so, staff will provide a recommended funding level based upon event details and the estimated number room nights generated for the event. For all Tourism Event Grant Programs, the TDC is authorized to approve up to \$60,000 in grant funding for a single applicant. Funding requests of \$60,000 or more require both TDC and Board approval. Any out-of-cycle event funding request requiring the use of the Tourism Fund Balance requires both TDC and Board approval. Organizations awarded out-of-cycle funding who wish to receive funding in subsequent years must apply during the annual Tourism Event Grant cycle."

As additional considerations for out-of-cycle funding requests, I am seeking input and guidance from the TDC and encourage discussion at the meeting as to whether it wishes to allow the out-of-cycle funding requests for any size new event (i.e., 10-20 room nights) or should requests only be considered for bigger events, such as events that anticipate generating a minimum of 100 room nights, and/or events that are held in the slower shoulder seasons – December and May-September.

Adjusting Grant Award Levels in Special Circumstances

Newer events may continue to evolve each year and there may be a circumstance where event organizers seize a new opportunity to expand programming/activities and/or increase the duration of the event after all of the grants have been reviewed and scored, and their grant award has been approved. This highly unusual circumstance is not currently addressed in policy as the need has not yet arisen. This consideration is still a work-in-progress to ascertain the TDC's input and guidance in identifying and providing direction as to the details required to accommodate this request.

While a request of this nature has not yet been received by the TDC, the TDC may consider allowing the grantee event organizer to make a request to the Tourism Director to request the TDC reconsider and re-evaluate a previously awarded grant funding level if the event organizer can demonstrate new programming/activities and/or has extended the duration of the event to generate a greater tourism impact warranting further consideration.

There could be legitimate, justifiable reasons to adjust the funding level, however staff has reservations about this consideration because it may quickly become a slippery slope and could open the door to begin receiving frequent requests for adjustments which may lead to perceived transparency issues in the grant process that has consistently been very transparent, accountable and predictable. Additionally, it may compromise the integrity of the grant program process in that all applications were evaluated as submitted at the close of the cycle, so to change the scope of the project and the awarded funding after scoring would not be fair to other applicants.

If the TDC chose to pursue this consideration, one option the TDC may consider is allowing requests/adjustments for the smaller "Special Events" category as it may help the smaller/newer events grow. Another option for consideration is for these requests/adjustments to only be available for the "Emerging Signature Events" to help those events meet the room night goals to achieve "Signature Event" status which allows for increased funding in the future. Or the TDC could limit the uses of the additional funding to essential elements that will attract visitors, i.e., headlining artist fees or out-of-market media spend. Additional funding requests would be allowed only if there are remaining grant funds available.

As noted above staff is seeking input and guidance for this consideration however to outline the potential process if permitted, a similar process to the "out-of-cycle" funding requests would be applicable to request a new assessment of the added event elements, tourism draw and potential for room night generation. A general cost increase to conduct the event would not warrant reconsideration. The event organizers must present a proposal to the Tourism Director for review who will determine if it warrants advancement to the TDC for funding reconsideration. For all Tourism Event Grant Programs, the TDC is authorized to approve up to \$60,000 in grant funding for a single applicant. Funding requests of \$60,000 or more require both TDC and Board approval. Any out-of-cycle event funding request requiring the use of the Tourism Fund Balance requires both TDC and Board approval.

Conducting A Second Grant Cycle

Tourism consistently operates two Sports Events grant cycles per year reviewed by the Tallahassee Sports Council who presents their recommendations to the TDC for approval following each cycle. New amateur sports events are continually being added throughout the year, as such Tourism Sports Events Grants utilize a long-standing second-cycle grant application process allowable per F.11 in the Tourism Grants Program policy. The vast majority of other non-sporting events however are held annually at a regularly scheduled time of year so there has not been a demonstrated need for a second-cycle application process. The TDC may consider designating some of the available grant funding to allow for a second-cycle grant process to be conducted for non-sporting events however it may result in lower grant funding levels being

awarded for existing events and to date there has not been a demonstrated need for a second-cycle grant for existing annual non-sporting events. Additionally, there are many local organizations who administer annual grant programs, such as CHSP, COCA, and the CRA to name a few. For the reasons outlined above, conducting a Tourism non-sporting events second grant cycle is not recommended by staff at this time. However, to leave the door open, the TDC could allow for it in policy only if unallocated grant funding remains in the budget and is available but that would also trigger a new application process and a reconvening of the TDC Grant Review Committee.

Lastly, Tourism staff is recommending a modification for the definition of “peak visitor periods” as outlined in the policy. As there is increased hotel room inventory in the market, staff is seeking to optimize room nights in the destination, and therefore is proposing a consideration to allow smaller/newer “Sports” and “Special Event” event grants to be permitted during most FSU home football game weekends, with the exception of the known sold out FSU home games.

Currently the definition of “peak visitor periods” reads:

Grant funding will not be considered for event that 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.

Staff is proposing a revision to the definition of “peak visitor periods” to:

Grant funding will not be considered for event that occurs during peak visitor periods. Peak visitor periods are generally defined as the FSU/UF, FSU/Miami, FSU/Clemson home football game weekends ~~in the fall semester~~, FAMU homecoming weekend, FSU or FAMU graduation weekends, and Monday through Thursday during the ~~regular~~ state legislative session.

Thank you for your consideration, input and guidance on the potential revisions to Policy No. 21-6 for Tourism Event Grant Programs. Upon approval of any of potential revisions to the Tourism Grant Program policy, Policy No. 21-6 will be amended to present to the Board in order to provide transparency and consistency for the County Tourism Event Grant Programs. Revisions would be implemented prior to the start of the upcoming FY23 Tourism Event Grant cycle.

Attachments:

1. DRAFT Revised County Tourism Event Grant Programs Policy

Board of County Commissioners

Leon County, Florida

Policy No. 21-6

Title:	County Tourism Event Grant Programs
Date Adopted:	July 13, 2021 June 14, 2022
Effective Date:	July 13, 2021 June 14, 2022
Reference:	Section 125.0104, Florida Statutes, Tourist Development Tax; Development procedures for levying; authorized uses; referendum; enforcement.
Policy Superseded:	N/A

It shall be the policy of Leon County, Florida, that a new policy entitled “County Tourism Event Grant Programs” is hereby adopted, to wit:

Tourism Grant Programs

A. Purpose

The Leon County Division of Tourism event grant programs are funded by the Tourist Development Tax (TDT) which is generated from overnight lodging. 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. Event grant funds are awarded to groups and organizations that coordinate events open to the public with a demonstrated history of or show significant potential to generate overnight stays from visitors outside of Leon County.

B. Definitions

1. **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, service, venue or event to tourists.”
2. **Tourist** - Per section 125.0104, Florida Statutes, a tourist is “a person who participates in trade or recreation activities outside of the county of his or her permanent residence, or who rents or leases transient accommodations including any living quarters or accommodations in any hotel, motel, apartment 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.”
3. **Private Event** – A private event is an event hosted by an organization or league with access or participation restricted to members only. Private events are not eligible to receive Tourism grant funding. Events with paid admission are not considered a private event.

C. Grant Program Descriptions

1. **Legacy Event** – A Legacy Event is an event, festival or tournament that has been taking place in the community for a minimum of five years and annually generates a high number of room nights and the largest economic impact for the community. These events are large, multi-day events that are well known and draw visitors from across the country and internationally. The Legacy Event program was implemented to ensure that these events would have the assurance of funding at the levels necessary to consistently produce and market the event without having to compete for funding with small or new events.
2. **Signature/Emerging Signature Events** – Signature and Emerging Signature events are annual events that take place over one or more days and can demonstrate the ability to produce significant room nights. These events are generally well-established, multi-day larger events that have a broad visitor appeal for motivating travel. An Emerging Signature event is one that meets the criteria for a Signature event but is not yet able to generate the same economic impact as the Signature event. In order to be elevated to Signature Event status, these events must have been taking place in the community for a minimum of three years and be able to show an increase in visitation over that period.
3. **Special Events** – Special Events are a new or small events and festivals that are open to the public and attract overnight visitors to Leon County/Tallahassee. These events have a history of or show potential to generate overnight stays from visitors outside of Leon County/Tallahassee.
4. **Sports Events** – Sports Event grants are similar to Special Events grants regarding overnight stays and visitation requirements and are specially for events categorized as amateur sporting events.

D. Board Intent

1. The intent of the County Tourism Grant Program is to provide funding assistance for events that open to the public and 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.
2. Annually as part of the budget process, the Board may establish an allocation for the County Tourism Grant Programs. The Tourist Development Council (TDC), through the County Administrator or his designee, may recommend specific funding levels for each grant program. The Director of Tourism has the flexibility to adjust budget allocations among the grant programs based on the need and market conditions as demonstrated in the grant applications.
3. Grant funds are intended to supplement the organization's marketing and event budget and grant funding cannot be used for private events or administrative costs.
4. The number and extent of the grants offered will depend upon the availability of designated funds and specific allocations.

5. The Division of Tourism shall be responsible for facilitating the grant application process and contract management for events awarded County tourism funds. The TDC shall approve any revisions to the annual Grant Guidelines as deemed necessary for the grant cycle.
6. The TDC shall approve all grant award funding with the exception of Legacy Event grants which also require review and approval by the Board.

E. Eligibility

1. Any organization or agency with a defined marketing plan for an event that demonstrates the potential to attract overnight visitors who use commercial lodging establishments to Tallahassee/Leon County is eligible to apply for Tourism grant funding.
2. Events must meet criteria in section 125.0104, Florida Statutes, which outlines permissible uses of TDT funds.
3. Individual Tourism Event Grant Programs may include specific eligibility requirements such as the type of event (sports, leisure, business, civic, historic, , etc.), the number of anticipated visitors, the estimated number of room nights generated by event , the scale of regional, national, or international media exposure highlighting the destination, or other criteria deemed appropriate by the County in attracting tourists to Leon County in accordance with section 125.0104, Florida Statutes.

F. Procedures

The following procedures shall govern all funding requests made during the fiscal year:

1. The Tourism Grant Programs are competitive grant programs and subject to the restrictions and fulfillment of requirements set forth in section 125.0104, Florida Statutes. Funding will be awarded to organizations that meet the eligibility requirements and are based on a competitive evaluation that considers the description of the event seeking funds and the ability of the organization to fulfill the intended results.
2. Commercial lodging secured for the event must be located within Leon County.
3. Tourism Grant Program guidelines are prepared annually by Tourism staff which include definitions, policies, procedures, scoring criteria, appeals process, and reporting.
4. Grant funding is provided on a reimbursement basis and after all required documentation has been received by the Division of Tourism.
5. Grant funding will not be considered for event that occurs during peak visitor periods. Peak visitor periods are generally defined as FSU/UF, FSU/Miami, FSU/Clemson home football game weekends ~~in the fall semester~~, FAMU homecoming weekend, FSU or FAMU graduation weekends, and Monday through Thursday during the regular state legislative session.

6. No event may receive grant funding from both the Tourism Grant Program and the Council on Culture & the Arts (COCA).
7. The Division of Tourism, with guidance from the TDC, shall establish an application period and submittal deadline for Tourism Grant Program funding requests. The Grant Application Cycle should be open for 4-6 weeks in the summer prior to the next fiscal year.
8. The Division of Tourism staff shall review grant applications for eligibility and present eligible applications to the Grant Review Committee(s) appointed by the TDC. The Grant Review Committee reviews and scores applications then recommendations are presented to the TDC no later than the September TDC meeting.
9. The TDC shall annually review and approve the Tourism Event Grant Guidelines and appoint a Grant Review Committee(s) from its membership to evaluate and score grant applications. The Tallahassee Sports Council will evaluate and score sports grant applications and forward funding recommendations to the TDC for approval.
10. Legacy Event grants are multi-year grants with measurable deliverables presented to the TDC for review and approval then presented to the Board for final review and approval.
11. The Board authorizes the TDC to consider and award event grants consistent with this policy and its procedures outside of the established grant application cycle provided Tourism Event Grant funds are available. Funding requests must be for new events. Event organizers must present an event proposal to the Tourism Director for review who will determine if it warrants advancement to the TDC for funding consideration and, if so, staff will provide a recommended funding level based upon event details and the estimated number room nights generated for the event. Funding requests below \$60,000 only require approval or authorization by the TDC. Funding requests of \$60,000 or more require both TDC and Board approval. Organizations awarded out-of-cycle funding who wish to receive funding in subsequent years must apply during the established grant application cycle.



MEMORANDUM

DATE: 5/5/2022

TO: Leon County Tourist Development Council Members

THROUGH: Kerri L. Post, Executive Director

FROM: Joseph Piotrowski, Director of Sports

SUBJECT: FY 2022 2nd Cycle Sports Event Grant Funding Recommendations

The Tallahassee Sports Council (TSC) respectfully presents the 2nd Cycle grant funding recommendation for 10 Sporting Events applications.

After carefully considering the 10 event applications and their ability to generate room nights and economic impact for our community, especially in the non-peak times and shoulder seasons, the TSC is recommending funding all ten events at a total of \$8,550 from the available balance of \$10,000 from the FY 2022 1st Cycle Sports Event Grant. Attached you will find the listing of events summarizing the TSC recommendations.

The recommended events are anticipated to produce over 900 room nights in Tallahassee/Leon County and will generate a projected economic impact of over \$1,500,000. Thank you for your consideration.

FY22 2nd Cycle Sports Event Grant Funding Recommendation

Event Name	Organization Name	Start Date	End Date	Room Nights	History Economic Impact	Amount Requested	Recommended Amount	
6th Annual Tallahassee Rodeo	Double K Rodeo Production	04/08/2022	04/09/2022	48	2019- \$48,831	1500	\$1,500	
Tally Classic	FSU Womens Ultimate Club	03/12/2022	03/13/2022	75	\$183,439	\$2,500	\$2,500	
Big Bend Showdown	Tallahassee Comets Inc	07/23/2022	07/24/2022	200	\$305,042	\$1,000	\$1,000	
Capital Challenge	Tallahassee Comets Inc	04/30/2022	05/01/2022	70	\$187,848	\$400	\$400	
Jamboree	Tallahassee Comets Inc	06/11/2022	06/12/2022	68	\$97,793	\$400	\$400	
Nationals Tune Up	Tallahassee Comets Inc	06/18/2022	06/19/2022	60	\$78,503	\$500	\$500	
Spring Shoot out (YBOA)	Tallahassee Comets Inc	04/09/2022	04/10/2022	130	\$274,538	\$750	\$750	
Summer Xplosion	Tallahassee Comets Inc	06/04/2022	06/05/2022	65	\$110,797	\$500	\$500	
Take Charge Against Breast Cancer	Tallahassee Comets Inc	03/26/2022	03/27/2022	92	\$242,239	\$500	\$500	
Tournament of Champions	Tallahassee Comets Inc	03/12/2022	03/13/2022	100	\$82,989	\$500	\$500	
				TOTALS	908	\$1,563,188	\$8,550	
							Available funds after 1st cycle	\$10,000
							Available funds after 2nd cycle	\$1,450