



Visit  
Tallahassee

## **LEON COUNTY** **Tourist Development Council**

Thursday, November 4, 2021 at 9:00 A.M.  
County Commission Chambers - Leon County Courthouse, Fifth Floor  
301 South Monroe Street, Tallahassee FL 32301

### **MEETING AGENDA**

- I. Call to Order – **Bo Schmitz, Chairman**
- II. Request for Additional Agenda Items – **Bo Schmitz**
- III. Public Comment
- IV. Items for Consent Approval – **Bo Schmitz**
  - September 9, 2021 Meeting Minutes
  - Financial Reports: Division Budget 2021 Year-End, Tourism Development Tax Collections and Smith Travel Report
  - Advertising/PR Activity Report/Digital Activity
  - Marketing Communications, Visitor Services, Sales & Sports Staff Reports
- V. General Business – **Bo Schmitz**
  - Presentation of FY22-24 Tourism Strategic Plan Final Draft
  - Downs & St. Germain Research – 4<sup>th</sup> Quarter Visitor Study
  - Review of Legacy Event 3-Year Grant Contracts
  - Draft Revision of TDC Bylaws
  - Election of FY22 Chairperson
  - Proposed 2022 TDC Meeting Dates
  - Tallahassee Sports Council Update
  - COCA Update
- VI. Executive Director’s Report – **Kerri Post**
  - Recognition of Mike Collins TDC Service
  - Concerts Update
  - Downtown Heritage Trail (Signage)
- VII. Additional Business: “For the Good of the Cause” – **Bo Schmitz**

Next TDC Meeting:  
**TBD**  
**County Commission Chambers**



# Visit Tallahassee

## LEON COUNTY TOURIST DEVELOPMENT COUNCIL REGULAR MEETING September 9, 2021

The Leon County Tourist Development Council met for a regular meeting with Chairman Bo Schmitz presiding. Council members present were Mike Collins, Sam Patel, Michelle Personette, City Commissioner Curtis Richardson, City Commissioner Dianne Williams-Cox, Matt Thompson, Dr. Amanda Stringer and Sharon Priester. Kathleen Spehar attended the meeting virtually. Council members absent were County Commissioner Brian Welch, who had an excused absence.

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

Guests present: Mr. Chirag Shah and Dr. Elaine Bryant representing The Current Agency and E. W. Bryant & Associates, Mr. Isiah Lewis representing Downs & St. Germain Research, and Jessica Harris representing the Zimmerman Agency.

- I. **CALL TO ORDER:** Chairman Schmitz called the meeting to order at 9:05 a.m.  
Kerri Post shared staff was recently informed by the County Attorney's Office that the TDC would need to take official action to allow TDC members to participate in meetings virtually as a requirement by the County.

***Commissioner Richardson moved, duly seconded by Sam Patel to allow TDC members to participate in the actions of the council and to vote virtually at the September 9 and future meetings. The motion passed 8-0, Commissioner Welch absent.***

Kerri Post confirmed per Roberts Rules of Order members participating virtually are allowed to vote however they are not allowed to cast a tie breaking vote.

- II. **REQUEST FOR ADDITIONAL AGENDA ITEMS:** Chairman Schmitz confirmed there were no requests for additional agenda items.
- III. **PUBLIC COMMENT:** Chairman Schmitz confirmed there were no public comment submitted online.
  - The following citizen provided comment in chambers:
    - Mr. Kenneth B. Frame read a poem he wrote entitled *The Cascade Experience* at the request of Commissioner Dianne Williams-Cox. The poem was well received in chambers, and Kerri Post recommended posting the poem on the digital kiosk at the new satellite Visitor Information Center at Cascades Park.

- IV. **ITEMS FOR CONSENT APPROVAL:**
  - June 24, 2021 Meeting Minutes
  - Financial Reports: Division Budget 2021 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 Richardson, moved, duly seconded by Commissioner Williams-Cox approval of the Items for Consent. The motion passed 8-0, Commissioner Welch absent.***

## **V. GENERAL BUSINESS**

### **FY22-24 Tourism Strategic Plan Status Review & Discussion**

Mr. Chirag Shah provided a status update on the FY22-24 Tourism Strategic Plan and gave a timeline overview, overview of the process, organizations represented in the community survey, and industry and public input. Dr. Elaine Bryant shared draft goals, priorities, and strategies for the plan. Matt Thompson commented on the advantage of having a local agency facilitating the strategic plan. Dr. Stringer confirmed with the consultants the disproportionate number of arts and culture sector respondents were a result of surveys and a designated “Arts and Culture” public meeting. She also stated for the record the lack of venues in the market for performances. Chairman Schmitz shared the TDC’s support of the draft plan presented thus far. Kathleen Spehar confirmed with Mr. Shah and Dr. Bryant there were no additional industries or partners in the community with insufficient feedback. Michelle Personette noted the small percentage of participation from hoteliers and suggested reaching out to rideshare drivers (i.e., Uber, Lyft). A brief discussion ensued regarding local awareness, trends in Tallahassee-Leon County visitation, and concerts.

### **FY22 Proposed Advertising/Marketing Plan Presentation**

Scott Lindeman, Marketing and Communications Director introduced the proposed FY22 Advertising/Marketing Plan and provided a brief summary of the use of C.A.R.E.S Act funding during FY21 and the proposed use of ARPA funding during FY22. Jessica Harris, representing the Zimmerman Agency provided an overview and shared highlights of the FY22 Advertising/Marketing Plan including situation analysis, top level tactics, and public relations and media strategies and goals.

### **World Athletics 2026 Cross Country Championship Bid Presentation**

Kerri Post commended staff for their work in preparing the bid for the 2026 World Athletics Cross-Country Championship. Ryan Zornes, Senior Sports and Sales Director and Joe Piotrowski, Sports Director provided a detailed overview of the bid process including a history of the World Athletic organization. Kerri Post informed the TDC should Visit Tallahassee/Tourism be selected it would require a \$250,000 performance deposit and an overall financial commitment of \$1.75 million that will be offset with other private and public funding. She noted a detailed agenda item outlining the budget would be presented to the TDC and BOCC should Tourism be selected.

***Michelle Personette moved, duly seconded by Commissioner Richardson, TDC formal support of the bid process and financial investment to host the 2026 World Athletics Cross-Country Championship at Apalachee Regional Park. The motion passed 8-0, Commissioner Welch absent.***

### **FY22 Tourism Grants Recommendations**

Kerri Post noted in the FY22 Tourism Grant Recommendations, the – “Advocate ‘22” Special Event Grant application was identified after the grant review process as not being in alignment with the Tourism grant policies as the event is held during the week during Legislative Session. The Grant policies dictate an event can be held on the weekend but not during the week during Legislative Session and therefore this application is not eligible to receive funding. Ms. Post also shared the “4<sup>th</sup> Annual Cool Breeze Art and Smooth Jazz Festival” Special Event Grant has also applied for a COCA Marketing Grant. She advised the Council of the TDC’s longstanding policy that no organization can receive funding from both COCA and the TDC for the exact same event. She stated the event will have to choose which grant it will receive funding from once COCA has scored its applications on October 1. Ms. Post thanked the

grant review committee for their work. Matt Thompson commented it was his 4<sup>th</sup> year as Chair of the Grant Review Committee and commended the ease of the process. A brief discussion ensued regarding managing any remaining grant funds. It was determined that staff would update the Council on the 4<sup>th</sup> Annual Cool Breeze Art and Smooth Jazz Festival grant application at its November meeting once COCA has scored its grant applications to determine which organization the grantee chose to receive grant funding.

***Commissioner Richardson moved, duly seconded by Commissioner Williams-Cox, approval of the FY22 Special Event Grant recommendations with exception of Advocate '22 which is not eligible for funding per Tourism Event Grant policies and the 4<sup>th</sup> Annual Cool Breeze Art and Jazz Festival. The motion passed 8-0, Commissioner Welch absent.***

***Commissioner Williams-Cox moved, duly seconded by Commissioner Richardson approval of the FY22 Signature and Emerging Signature Grant recommendations. The motion passed 8-0, Commissioner Welch absent.***

#### **TDC Bylaws Review & Proposed Revision**

Kerri Post proposed a review and revision to the current TDC Bylaws which are extremely brief, which have not been revised since 2010 and now will include provisions for TDC members to participate in meetings virtually. The revised draft Bylaws will be presented for consideration at the November TDC meeting.

***Commissioner Williams-Cox moved, duly seconded by Dr. Amanda Stringer approval of staff recommendation to review and update the TDC Bylaws to be brought back to the TDC for review and approval at its November meeting. The motion passed 8-0, Commissioner Welch absent.***

#### **Downs & St. Germain Research – Q3 Visitor Tracking Report**

Isiah Lewis, representing Downs & St. Germain Research presented the 3<sup>rd</sup> Quarter (April - June 2021) Visitor Tracking Report for fiscal year 2020/2021 and current trends in the tourism industry. Mr. Lewis shared the Visitor Journey as well as a year-to-year comparison noting the differential due to the COVID-19 pandemic and its impact on the tourism industry.

#### **Amphitheater Concerts Update**

Scott Carswell provided concerts updates for the County Concert Series at the Capital City Amphitheater, noting the JJ Grey and Mofro concert will be the first concert using the new amphitheater support space at Cascades. Kerri Post announced in partnership with the Tallahassee Symphony Orchestra (TSO) a performance of the music John Williams' Star Wars. She stated the TSO performance will include appearances by members of the 501<sup>st</sup> Legion as part of the show. Dr. Stringer shared her enthusiasm for the show.

#### **Tallahassee Sports Council Update & FY22 Grants Recommendations**

Mike Collins provided Sports Council updates and invited the TDC to the celebration of new amenities and kick-off of the 2021 Cross Country Season on Monday, Sept. 13, 2021 at Apalachee Regional Park. He also shared Leon County was awarded the Southwestern Athletic Conference (SWAC) Cross-Country Championships in 2022.

Mr. Collins then presented the FY22 Sports Grants Recommendations and thanked those who served on the FY22 Grant Review Committee.

***Michelle Personette moved, duly seconded by Commissioner Richardson approval of the FY22 Tallahassee Sports Council Sports Event Grant recommendations. The motion passed 8-0, Commissioner Welch absent.***

Mr. Collins also noted that staff not only have a focus on cross-country but other diverse events such as martial arts, wrestling, and horseback riding. He thanked the entire sales team for their hard work.

**COCA Update**

Kathleen Spehar shared an update on Arts/Culture/History and Heritage events noting more and more events are moving forward to safe, live events along with events coming back such as Swamp Stomp, First Fridays at Railroad Art Square, and the Tallahassee Downtown Improvement Authority’s Sundown Concerts. She also provided an update on other COCA initiatives such as season announcements, visual arts, social media, local stories, and Hotel arts pilot program.

Kerri Post shared that this is the first year operating under the County’s new 5-Year Grant Funding agreement with COCA with new requirements and provided highlights. She noted there were three issues with the FY22 grants: 1) three grants deemed ineligible that did not comply with statute as part of the COCA grant programs, 2) one organization applied for both TDC and COCA grants for the same event, and 3) challenges with receiving the applications in a timely manner during the review process. Ms. Post stated she is working with COCA to resolve those issues and improve the review process for better alignment next year.

**VI. Executive Director’s Report – Kerri Post**

- Provided an update on the new Satellite Visitor Information Center located at Cascades Park.
- Provided an update on the construction bid award for the Amtrak Building and Site Renovations being presented for approval at the BOCC’s September 14<sup>th</sup> meeting.

**VII. Additional Business: “For the Good of the Cause” – Bo Schmitz**

- The Council extended birthday wishes to Matt Thompson.

**ADJOURN**

There being no further business to come before the Council, the meeting was adjourned at 11:18 a.m.

\_\_\_\_\_  
Attest: Bo Schmitz,  
Chairman

\_\_\_\_\_  
Attest: Renee Jones,  
Public Relations & Marketing Specialist

**Leon County Tourist Development Council**  
Statement of Cash Flow  
Period Ending September 30, 2021

<b>4-Cents Collections</b>		YTD	September	FY 2020/21	% Revenue	
Acct #	REVENUES	Actuals	Actuals	Budget	Received	Variance
312100	Local Option Tax (4-cents)	\$ 4,035,736.70	\$ 531,985.41	\$ 3,509,387	115%	526,350
361320	Tax Collector FS 219.075	\$ 649.45	-	-		649
361111	Pooled Interest Allocation	\$ 56,305.00	15,385.00	84,962		
365000	Merchandise Sales	\$ 1,122.12	465.43	5,730		
366500	Special Event Grant Reimbursements	\$ 10,000.00	-	12,500		
366930	Other Contributions/Partnerships	\$ 750.00	750.00	-		
361300	Interest Inc/FMV Adjustment	\$ -	-	-		
369900	Miscellaneous Revenue	\$ 226,764.82	41,230.00	30,481		
399900	Appropriated Fund Balance	\$ -	-	-		
Total Estimated Receipts				3,643,060		
		\$ 4,331,328.09	\$ 589,815.84			

Acct #	EXPENDITURES	YTD	September	FY 2020/21	FY 2020/21	% Budget	Under/
	<i>Administration (301)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
51200	Salaries & Wages	\$ 230,271.37	\$ 21,258.42	\$ 231,157	\$ 231,157	100%	\$ 886
51250	Regular OPS Salaries & Wages	\$ 16,847.47	1,638.61	16,878	16,878	100%	31
51500	Special Pay	\$ -	-	1,100	1,100	0%	1,100
52100	FICA	\$ 18,273.96	1,711.55	19,255	19,255	95%	981
52200	Retirement Contributions	\$ 48,953.87	4,737.91	49,284	49,284	99%	330
52210	Deferred Compensation	\$ 475.96	45.34	766	766	62%	290
52300	Life & Health Insurance	\$ 31,357.38	1,852.83	35,533	35,533	88%	4,176
52400	Workers Compensation	\$ 407.78	36.63	535	535	76%	127
53400	Other Contractual Services	\$ 139,492.52	11,817.50	136,000	166,000	84%	26,507
54000	Travel & Per Diem	\$ 4,854.51	1,089.64	5,000	5,000	97%	145
54100	Communications Services	\$ 490.43	-	480	480	102%	(10)
54101	Communications - Phone System	\$ (283.58)	-	1,450	1,450	-20%	1,734
54400	Rental & Leases	\$ 11,714.17	332.00	8,275	8,275	142%	(3,439)
54505	Vehicle Coverage	\$ 416.00	-	416	416	100%	-
54600	Repair & Maintenance	\$ -	-	5,000	5,000	0%	5,000
54601	Vehicle Repair	\$ 200.18	-	840	840	24%	640
54900	Other Current Charges	\$ 580.05	91.38	1,971	1,971	29%	1,391
55100	Office Supplies	\$ 1,488.02	429.90	1,000	1,000	149%	(488)
55200	Operating Supplies	\$ 820.78	-	3,000	3,000	27%	2,179
55210	Fuel & Oil	\$ -	-	345	345	0%	345
55400	Publications, Memberships	\$ 1,770.82	869.82	2,000	2,000	89%	229
55401	Training	\$ 30.00	-	2,000	2,000	2%	1,970
<i>Advertising/Public Relations (302)</i>							
53400	Other Contractual Services	\$ 708,042.96	\$ 216,215.68	\$ 840,710	\$ 840,710	84%	\$ 132,667
<i>Marketing (303)</i>							
51200	Salaries & Wages	\$ 471,557.44	\$ 45,593.61	\$ 483,941	\$ 483,941	97%	\$ 12,384
51210	Regular OPS Salaries & Wages	\$ 16,938.13	1,638.61	16,878	16,878	100%	(60)
51500	Special Pay	\$ -	-	2,000	2,000	0%	2,000
52100	FICA	\$ 36,325.38	3,499.44	39,970	39,970	91%	3,645
52200	Retirement Contributions	\$ 48,455.09	4,980.09	50,394	50,394	96%	1,939
52210	Deferred Compensation	\$ 647.98	66.28	-	-		(648)
52300	Life & Health Insurance	\$ 52,880.98	4,284.52	56,832	56,832	93%	3,951
52400	Workers Compensation	\$ 1,451.89	126.63	1,933	1,933	75%	481
53400	Other Contractual Services	\$ 69,105.00	27,155.00	65,200	65,200	106%	(3,905)
54000	Travel & Per Diem	\$ 14,089.36	3,714.53	31,558	31,558	45%	17,469
54100	Communications Services	\$ 5,276.99	881.06	6,623	6,623	80%	1,346
54101	Communications - Phone system	\$ 2,180.00	-	1,090	1,090	200%	(1,090)
54200	Postage	\$ 23.28	23.28	6,700	6,700	0%	6,677
54400	Rental & Leases	\$ 9,667.71	308.38	8,420	8,420	115%	(1,248)
54700	Printing	\$ 1,933.44	1,714.84	5,000	5,000	39%	3,067
54800	Promotional Activities	\$ 14,783.83	7,417.12	26,557	26,557	56%	11,773
54860	TDC Direct Sales Promotions	\$ 4,350.00	4,350.00	30,000	30,000	15%	25,650
54861	TDC Community Relations	\$ 59.95	59.95	15,000	15,000	0%	14,940

54862	TDC Merchandise	\$	-	-	6,000	6,000	0%	6,000
54900	Other Current Charges	\$	709,396.90	32,994.05	413,029	413,029	172%	(296,368)
54948	Other Current Chrg - Amphitheater	\$	166,485.51	10,530.41	215,000	411,000	41%	244,514
55100	Office Supplies	\$	425.11	-	3,000	3,000	14%	2,575
55200	Operating Supplies	\$	1,787.42	1,787.42	4,000	4,000	45%	2,213
52250	Uniforms	\$	448.51	185.86	3,500	3,500	13%	3,051

Acct #	EXPENDITURES		YTD	September	FY 2020/21	FY 2020/21	% Budget	Under/
	<i>Administration (303)(Continued)</i>		Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
55400	Publications, Memberships	\$	22,686.03	\$ 10,760.20	\$ 13,000	\$ 13,000	175%	(9,686)
55401	Training	\$	-	-	3,000	3,000	0%	3,000
56400	Machinery & Equipment	\$	-	-	-	-	-	-
58160	TDC Local T&E	\$	813.66	233.58	1,500	1,500	54%	686
58320	Sponsorship & Contributions	\$	30,700.00	4,500.00	30,000	30,000	102%	(700)
	<i>Special Events/Grants (304)</i>							
58300	Grants & Aids	\$	165,777.06	50,606.06	450,000	450,000	37%	284,223
	<i>Welcome Center CIP (086065)</i>							
56200	Building	\$	-	-	-	-	-	-
	<i>Countywide Automation (470)</i>							
54110	Com-net Communications	\$	4,850.00	-	5,368	5,368	90%	518
54600	Repairs and Maintenance	\$	3,115.00	-	3,087	3,087	101%	(28)
	<i>Risk Allocations (495)</i>							
54500	Insurance	\$	5,485.00	-	5,485	5,485	100%	-
	<i>Indirect Cost (499)</i>							
54900	Indirect Cost Charges	\$	276,000.00	-	276,000	276,000	100%	-
	<i>Line Item Funding - (888)</i>							
58214	Cultural Facilities Grant Program	\$	-	-	-	-	-	-
58215	Local Arts Agency Program	\$	1,008,934.17	348,687.79	877,347	877,347	115%	(131,587)
	<i>Transfers (950)</i>							
591220	Transfer to Fund 220	\$	-	-	-	-	0%	-
591220	Transfer to Fund 305	\$	-	-	-	-	0%	-
	<i>Salary Contingency (990)</i>							
59900	Other Non-operating Uses	\$	-	-	-	-	-	-
	Reserve for Fund Balance	\$	-	-	-	-	-	-
	Total Expenditures	\$	4,362,835.47	\$ 828,225.92	\$ 4,520,407	\$ 4,746,407		

### 1-Cent Collections

Acct #	REVENUES		YTD	September	FY 2020/21	FY 2020/21	% Revenue	Variance
			Actuals	Actuals	Adopt. Budget	Adj. Budget	Received	
312110	Local Option Resort (1 -cent)	\$	1,008,934.17	\$ 132,996.35	\$ 877,347	\$ 877,347	115%	(131,587)
361111	Pooled Interest	\$	-	-	-	-	-	-
361320	Tax Collector FS 219.075	\$	-	-	-	-	-	-
366930	Refund from Prior Years	\$	-	-	-	-	-	-
	Total Revenues		1,008,934.17	132,996.35	\$ 877,347	\$ 877,347		

Acct #	EXPENDITURES		YTD	September	FY 2020/21	FY 2020/21	% Budget	Under/
			Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
58100	Aids to Government Agencies	\$	3,250,000.00	\$ -	\$ 5,232,298	\$ 5,232,298	62%	1,982,298
	Total Expenditures	\$	2,250,000.00	\$ -	\$ 5,232,298	\$ 5,232,298	43%	2,982,298

### NOTES TO THE FINANCIAL STATEMENT As of September 30, 2021

#### REVENUES

- 1 - Revenue for the 4-cent collections \$ 531,985.41
- 2 - Revenue for the 1-cent collections \$ 132,996.35
- 3 - Revenue collected in Advance

#### EXPENSES

Expenses related to Worlds XC Championship Bid, Sports ETA travel, NAIA '22 & '24 National Championship Site Visit

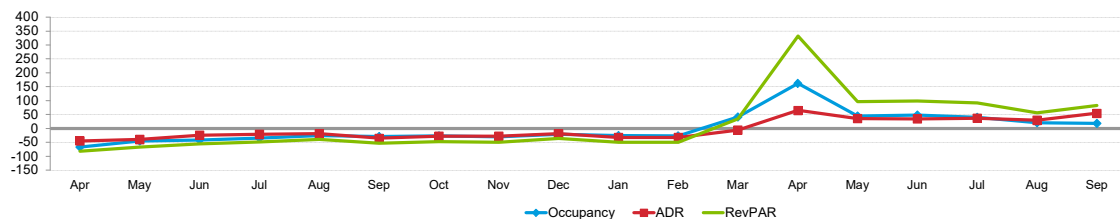
**Leon County Tourist Development Council**  
**Local Option Tourist Development Tax Collections**  
**(Bed Tax Revenues)**

	October	November	December	January	February	March	April	May	June	July	August	September	Totals
<b>FY2017/2018 (3-cents)</b>	<b>306,604.91</b>	<b>346,998.29</b>	<b>309,354.70</b>	<b>239,200.84</b>	<b>304,608.86</b>	<b>307,873.28</b>	<b>296,026.60</b>	<b>286,577.45</b>	<b>311,458.36</b>	<b>294,109.70</b>	<b>264,301.21</b>	<b>332,629.80</b>	<b>3,599,743.99</b>
<b>(1-cent - 4th Penny)</b>	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
<b>(1-cent - 5th Penny)</b>	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	
<b>FY2018/2019 (3-cents)</b>	<b>331,953.51</b>	<b>495,074.97</b>	<b>387,162.79</b>	<b>307,879.78</b>	<b>327,779.10</b>	<b>365,775.19</b>	<b>445,899.80</b>	<b>369,126.76</b>	<b>352,707.77</b>	<b>312,656.20</b>	<b>291,044.54</b>	<b>365,660.11</b>	<b>4,352,720.53</b>
<b>(1-cent - 4th Penny)</b>	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
<b>(1-cent - 5th Penny)</b>	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	
<b>FY2019/2020 (3-cents)</b>	<b>363,217.88</b>	<b>348,125.77</b>	<b>323,679.36</b>	<b>255,150.76</b>	<b>331,287.48</b>	<b>331,867.65</b>	<b>198,333.52</b>	<b>90,098.91</b>	<b>117,764.12</b>	<b>156,843.67</b>	<b>168,940.46</b>	<b>236,674.52</b>	<b>2,921,984.08</b>
<b>(1-cent - 4th Penny)</b>	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
<b>(1-cent - 5th Penny)</b>	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	
<b>FY2020/2021 (3-cents)</b>	<b>184,026.11</b>	<b>207,635.60</b>	<b>175,507.21</b>	<b>172,333.69</b>	<b>182,644.87</b>	<b>221,694.54</b>	<b>294,363.06</b>	<b>364,179.31</b>	<b>282,604.19</b>	<b>332,719.16</b>	<b>348,411.70</b>	<b>419,988.48</b>	<b>3,186,107.92</b>
<b>(1-cent - 4th Penny)</b>	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
<b>(1-cent - 5th Penny)</b>	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	
<b>FY2021/2022 (3-cents)</b>	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>(1-cent - 4th Penny)</b>	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>(1-cent - 5th Penny)</b>	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	-	-	-	-	-	-	-	-	-	-	-	-	-
Gain/Loss - Month: 3 cent	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)
Gain/Loss - YTD: 3 cent	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)
Year to date: 3-cent	-	-	-	-	-	-	-	-	-	-	-	-	-
Year to date: 1-cent (4th)	-	-	-	-	-	-	-	-	-	-	-	-	-
Year to date: 1-cent (5th)	-	-	-	-	-	-	-	-	-	-	-	-	-

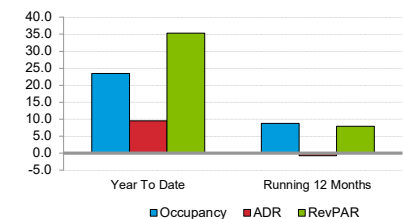
**Notes:**

- (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								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
This Year	23.7	35.8	41.2	43.1	51.7	45.7	46.3	42.1	42.4	45.1	51.4	61.4	62.1	51.8	60.9	60.2	62.3	54.1	
Last Year	72.2	65.3	70.4	66.4	69.5	64.0	63.2	60.7	53.3	60.4	69.9	43.3	23.7	35.8	41.2	43.1	51.7	45.7	
Percent Change	-67.1	-45.1	-41.6	-35.1	-25.6	-28.6	-26.8	-30.6	-20.6	-25.4	-26.4	41.8	162.0	44.6	48.0	39.8	20.6	18.4	

ADR	2020										2021								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
This Year	66.47	69.44	72.18	72.54	86.93	79.94	85.85	83.78	77.48	78.48	82.17	89.03	109.74	94.38	97.00	99.42	112.37	123.55	
Last Year	120.95	115.22	95.25	91.96	106.78	123.30	119.06	116.45	95.61	116.00	120.42	94.17	66.47	69.44	72.18	72.54	86.93	79.94	
Percent Change	-45.0	-39.7	-24.2	-21.1	-18.6	-35.2	-27.9	-28.1	-19.0	-32.3	-31.8	-5.5	65.1	35.9	34.4	37.1	29.3	54.5	

RevPAR	2020										2021								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
This Year	15.77	24.89	29.71	31.23	44.92	36.56	39.74	35.27	32.82	35.38	42.25	54.66	68.19	48.90	59.10	59.85	70.00	66.90	
Last Year	87.29	75.23	67.09	61.02	74.21	78.96	75.27	70.70	51.00	70.09	84.15	40.77	15.77	24.89	29.71	31.23	44.92	36.56	
Percent Change	-81.9	-66.9	-55.7	-48.8	-39.5	-53.7	-47.2	-50.1	-35.7	-49.5	-49.8	34.1	332.5	96.5	98.9	91.6	55.8	83.0	

Supply	2020										2021								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
This Year	178,440	184,388	178,440	184,388	188,821	182,730	188,821	182,730	192,789	192,789	177,492	196,416	191,820	202,988	196,440	202,988	202,988	193,920	
Last Year	174,360	180,172	174,360	180,172	180,172	174,360	180,172	177,000	182,900	182,900	164,724	184,388	178,440	184,388	178,440	184,388	188,821	182,730	
Percent Change	2.3	2.3	2.3	2.3	4.8	4.8	4.8	3.2	5.4	5.4	7.8	6.5	7.5	10.1	10.1	10.1	7.5	6.1	

Demand	2020										2021								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
This Year	42,327	66,083	73,448	79,393	97,574	83,564	87,410	76,935	81,655	86,914	91,256	120,595	119,192	105,167	119,680	122,207	126,456	105,007	
Last Year	125,826	117,642	122,809	119,560	125,216	111,650	113,901	107,455	97,570	110,513	115,108	79,839	42,327	66,083	73,448	79,393	97,574	83,564	
Percent Change	-66.4	-43.8	-40.2	-33.6	-22.1	-25.2	-23.3	-28.4	-16.3	-21.4	-20.7	51.0	181.6	59.1	62.9	53.9	29.6	25.7	

Revenue	2020										2021								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
This Year	2,813,550	4,589,094	5,301,229	5,758,874	8,481,764	6,880,449	7,504,312	6,445,721	6,326,751	6,820,853	7,498,900	10,736,296	13,079,992	9,926,005	11,609,231	12,149,355	14,210,136	12,973,318	
Last Year	15,219,015	13,555,042	11,697,406	10,994,223	13,370,096	13,786,617	13,561,014	12,513,145	9,328,406	12,819,750	13,861,762	7,518,039	2,813,550	4,589,094	5,301,229	5,758,874	8,481,764	6,880,449	
Percent Change	-81.5	-66.1	-54.7	-47.6	-36.6	-51.5	-44.7	-48.5	-32.2	-46.8	-45.9	42.8	364.9	116.3	119.0	111.0	67.5	94.2	

Census %	2020										2021								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
Census Props	62	62	62	62	63	63	63	63	64	64	65	65	66	67	67	67	67	66	
Census Rooms	5948	5948	5948	5948	6091	6091	6091	6091	6219	6219	6339	6336	6394	6548	6548	6548	6548	6464	
% Rooms Participants	91.0	87.0	91.0	91.0	91.2	91.2	91.2	91.2	89.4	91.4	91.6	91.6	91.6	91.6	91.8	91.8	94.7	94.7	

Year To Date	2019	2020	2021
	Occupancy	71.6	45.9
ADR	67.5	71.6	45.9
RevPAR	6.2	-35.9	23.5

Running 12 Months	2019	2020	2021
	Occupancy	73.4	49.2
ADR	66.8	73.4	49.2
RevPAR	10.0	-33.0	8.8

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## 2020-2021 ANNUAL *Highlights*

- FY2020-2021 saw increased presence across all channels as the world continues to return to normal in the midst of the COVID-19 pandemic.
- Social media achieved and surpassed many goals for the year reaching over **100,000 followers** across all channels.
- The 2021 Summer Backyard Bucket List was a huge success with over 70 local partners and earning over **600 entries and 1M social impressions** throughout June, July & August.
- Public Relations has made a major impact, continuing to secure national coverage and earning more than **\$2M in publicity value**.
- Digital Media continues to drive conversions and our digital display has an impressive **0.52% CTR** over the course of the year, **a 63% increase over 2019-2020**.
- Below are the 2020-2021 KPI's and the results earned throughout the year.

FY2021 KPIs	TOTAL & PERCENT TO GOAL
Increase traffic to VisitTallahassee.com by 7% (241,497)	<b>48%</b> of goal - 116,498 Visitors
Increase page views on VisitTallahassee.com by 7% (506,966)	<b>55%</b> of goal - 280,347 Page Views
Increase traffic to Trailahassee.com by 5% (40,908)	<b>85%</b> of goal - 34,976 Visitors
Increase page views on Trailahassee.com by 5% (77,125)	<b>77%</b> of goal - 59,161 Page Views
Increase open rate for emails to 17%	<b>155%</b> of goal - 26.3% Open Rate
Improve click rate to 2%	<b>134%</b> of goal - 9.41% CTR
Increase total app users to 6,500	<b>120%</b> of goal - 7,802 Users
Increase avg. app session duration time to 4 min	<b>53%</b> of goal - 2m 8s Avg.
Increase total app sessions to 5,000	<b>183%</b> of goal - 9,156 Sessions
Increase app page views to 30,000	<b>145%</b> of goal - 43,501 Page Views
Increase IOS app downloads to 1000	<b>107%</b> of goal - 1,069 Downloads
Increase Android app downloads to 300	<b>69%</b> of goal - 207 Downloads
Increase Instagram engagements by 15% (209,000)	<b>56%</b> of goal - 116,564 Engagements
Increase Instagram followers by 15% (19,900)	<b>106%</b> of goal - 21,041 Followers
Increase Facebook engagements by 50% (257,600)	<b>183%</b> of goal - 471,856 Engagements
Increase Facebook impressions by 100% (8.7M)	<b>267%</b> of goal - 23,238,162 Impressions
Increase Twitter engagements by 15% (45,200)	<b>49%</b> of goal - 22,081 Engagements
Increase Twitter followers by 5% (14,850)	<b>96%</b> of goal - 14,242 Followers
Increase #iHeartTally impressions by 15% (57,958,700)	<b>72%</b> of goal - 41,492,266 Impressions
Increase PR earned media placements to 375	<b>41%</b> of goal - 157 Media Placements
Increase PR impressions to 505MM	<b>80%</b> of goal - 405 Million Impressions
Increase PR publicity value to \$2MM	<b>130%</b> of goal - \$2,655,549
Increase PR media experiences to 18	<b>111%</b> of goal - 20 Experiences
Increase PR radio + TV promotions to 8	<b>100%</b> of goal - 8 Promotions





ANNUAL PUBLIC RELATIONS **Highlights**

**GARDEN & GUN**



GARDEN & GUN  
ARTS & CULTURE  
**Florida's Backroads Juke Joint**  
Outside Tallahassee, beneath a canopy of live oak trees, the Bradfordville Blues Club plays on  
By **CARDINE EUBANKS**  
September 7, 2021



Down a dirt road just northeast of Tallahassee stands one of two markers on the Mississippi Blues Trail within Florida. The sign announces the

- Visit Tallahassee received a total of **405 million impressions**, valued at **\$2.6+ million in publicity value**.
- **157 total earned media placements** were secured highlighting Tallahassee within key outlets including Garden & Gun, The Cottage Journal, Forbes, MSN, Yahoo, Travel Pulse, Meetings Today, Destination I Do, The Local Palate, Brit + Co and more.
- Hosted **20 media + influencer visits**, driving excitement for future travel through personalized experiences.
- Landed two national broadcast TV opportunities with **Wheel of Fortune** and **Let's Make a Deal** - valued at \$220,000 combined.
- Negotiated **8 broadcast radio promotions** in key drive markets including, Gainesville, Greenville, Jacksonville, Ocala, Tampa and West Palm Beach.
- Secured two national in-book promotions with **Woman's World** and **First For Women**, reaching 5.8 million readers.





## 2020-2021 ANNUAL VT WEBSITE **Highlights**

- Traffic to VisitTallahassee.com was consistent throughout the year with increased traffic throughout June-August due to the Backyard Bucket List.
- Over 75% of traffic comes from out of market meaning perspective visitors are using our site as a tool to plan their future trips.

### Top Pages

*Things to Do*  
*Homepage*  
*Events*

### Top Markets:

*Orlando · Jacksonville · Miami · Atlanta*

SESSIONS: **116,498**

AVERAGE PAGES VISITED: **2.41**

AVERAGE SESSION DURATION: **2:16**

## 2020-2021 ANNUAL VT MOBILE APP **Highlights**

### Visit Widget & Mobile App Performance

Total users: **7,802**

Avg. Session: **2:08s**

Total Sessions: **9,156**

Page views: **43,501**

iOS Downloads: **1,069**

Android Downloads: **207**

### Top 10 Most Popular Items

1. Black Culture Experience Itinerary
2. African American Heritage
3. Mission San Luis
4. Black-Owned Restaurants & Dining
5. Nic's Toggery Market Square
6. Frank Lloyd Wright's Lewis Spring House
7. Budget Friendly Tallahassee
8. Railroad Square Art District
9. Alfred B. Maclay Gardens State Park
10. Fun Station

## 2020-2021 ANNUAL TRAILAHASSEE **Highlights**

- Trailahassee went through a complete website overhaul, incorporating the micro-site into VisitTallahassee.com over the course of the year. After going live in August, average session duration continues to climb as users are more engaged with our content.

### Top Viewed Trails:

*JR Alford Greenway Trails*

*Miccosukee Greenway Trail*

*Lafayette Heritage Trail*

### Top Markets:

*Orlando · Miami · Jacksonville · Atlanta*

SESSIONS: **34,976**

AVERAGE PAGES VISITED: **1.72**

AVERAGE SESSION DURATION: **1:09**



## 2020-2021 ANNUAL SOCIAL MEDIA *Highlights*

- Visit Tallahassee’s social media presence across Facebook, Twitter, and Instagram surpassed **100,000 total followers**.
- Instagram led all platforms in growth with a **42% follower increase**: from under 15,000 followers to over 21,000 followers.
- Three key primary goals for the FY were achieved
  - Facebook impressions exceeded the goal by 167%*
  - Facebook engagements exceeded the goal by 83%*
  - Instagram follower quantity exceeded the goal by 6%*
- Followers were most engaged with content featuring trails, greenways, local gems, and our Backyard Bucket List content featuring local partners.
- Facebook and Instagram Stories kicked up in Q3 and Q4, with 50 stories earning a total of **59,529 impressions**.
- The top markets that engaged with Visit Tallahassee’s social media platforms include Atlanta, Jacksonville, and Orlando.
- #iHeartTally saw significant organic usage across Visit Tallahassee’s audiences and reached 75% of our goal for the year with **41,492,266 impressions**.
- Across all platforms, paid social efforts generated more than **30M impressions**, over **500,000 engagements**, and over **70,000 link clicks** to the website.

## 2020-2021 ANNUAL SOCIAL MEDIA

# Snapshot

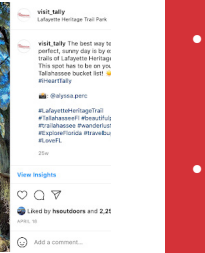
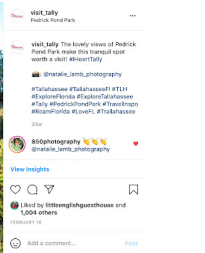
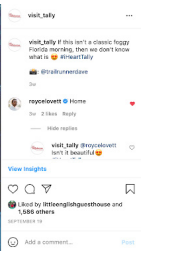
Total Followers	Total Reached	Total Engagements	Total Impressions	Total #iHeartTally
<b>101,842</b>	<b>3,010,359</b>	<b>610,501</b>	<b>32,741,436</b>	<b>41,492,266</b>



## 2020-2021 ANNUAL *Instagram* HIGHLIGHTS



- Visit Tallahassee's Instagram reached a total of **1.97M potential visitors** and gained **10.1M impressions** during the year.
- Initial post in June for Backyard Bucket List became the most-commented organic post ever on the Visit Tallahassee Instagram page.
- Top performing content included pictures of outdoor scenery (canopy roads, Pedrick Pond Park, and Lafayette Heritage Trail Park.)



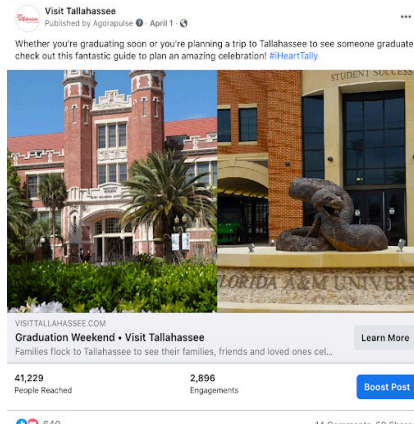
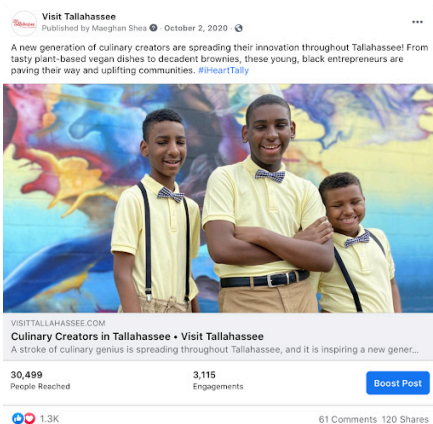
- **NEW FOLLOWERS:**  
**6,244**
- **TOTAL FOLLOWERS:**  
**21,041**
- **ENGAGEMENTS:**  
**116,564**

## 2020-2021 ANNUAL *Facebook* HIGHLIGHTS



- Visit Tallahassee's Facebook posts garnered over **23.2M impressions** **1.1M impressions** can be attributed to our organic efforts.
- Followers are primarily women between 45 and 54 years old, located in Florida. 70% women vs 29% men.
- Users that engaged with our content on Facebook were primarily 25-34 years old, located throughout Florida, 47% women vs 44.5% men.
- The top reacted posts on Facebook included nature imagery, canopy roads, Edward Ball Wakulla Springs State Park and Doak Campbell Stadium.

- **TOTAL PAGE LIKES:**  
**66,614**
- **ENGAGEMENTS:**  
**91,209**





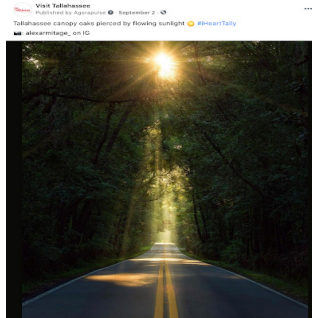
## 2020-2021 ANNUAL *Twitter* HIGHLIGHTS



- Visit Tallahassee's top Tweets include spotlights of FAMU, FSU, and local nature imagery like Maclay Gardens State Park.
- There were over **4,300 #iHeartTally mentions** on Twitter this year.
- Collaborative engagement from FSU sports team, FAMU accounts, Visit Florida, and local partners has supported our efforts.

### Top user interests includes:

- Family
- Food and Drink
- Photo and Video
- Arts and Crafts



- **NEW FOLLOWERS:**  
**108**
- **TOTAL FOLLOWERS:**  
**14,242**
- **ENGAGEMENTS:**  
**22,081**

## 2020-2021 ANNUAL EMAIL *Highlights*

When we look at overall email performance for last fiscal year, we see an engaged audience and improved metrics all around:

- Strong Average Total Open Rate (26.3% across all segments.)
- Very strong Average Total Click Rate (9.41% across all segments.)
- This demonstrates we are providing content our audience finds valuable and engaging.
- Low Average Unsubscribe (1.18%) and Spam Complaint Rate (0.0005%) shows our consistency; our audience recognizes our emails in their inbox and understands the type of content to expect.

- **Average Open Rate:**  
**26.3%**
- **Average Click Rate:**  
**9.41%**

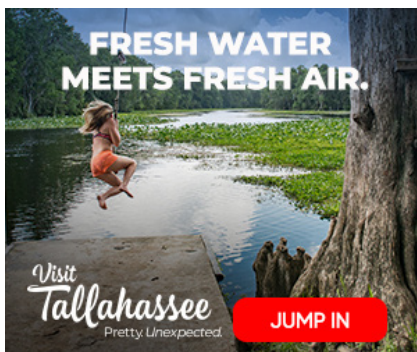
Email Campaign	# of Recipients	Open Rate	CTR	Unsubscribe
Consumer	12,300	21.2%	2.64%	0.12%
Industry	1,050	2.64%	5.15%	0.03%
Trails	3,000	0.17%	2.8%	0.18%
Special (Concerts, Sweepstakes, etc.)	12,300	0.12%	7.30%	0.18%





## 2020-2021 ANNUAL DIGITAL MEDIA *Highlights*

- **25,264,786+** total digital media impressions delivered (71% increase YoY.) Digital media accounted for **19% of website click-through traffic**.
- Paid Search was the strongest performing medium in terms of click-through traffic generating almost **13% of VisitTallahassee.com's web traffic** alone (3% Native, 3% Display.)
- The digital display ads operated at an average of **0.52% CTR** over the course of the year, a **63% increase YoY**.
- Digital display banners performed the best on Sojern, Stack Adapt, and Expedia. Display banners saw the highest CTR on Stack Adapt with a **CTR of .32%**, followed by Sojern with a **CTR of .24%**. Both delivering CTR's above industry benchmarks of .05%.
- The creative promoting outdoor activities ran throughout the year and garnered the **highest CTR of 0.22%** which is well above the industry benchmark of .05%.
- Paid search campaigns garnered a **12.57% CTR**, a very slight 2% increase YoY and well above the industry average of 9.87%.
- Paid Search also garnered a total of **12,167 conversions** (clicks to secondary pages on the site i.e. Stay, Events, Seasonal, and Email sign-up pages), operating at a **28% conversion rate**.
- The Things to Do campaign was the top performing non-brand campaign this year - whereas normally it has been the Events campaign.





### AT A GLANCE



**FY2021 Media Stories**

**Goal: 375**

**FY2021 Media Stories: 196**

Media Stories

September = **13**



**FY2021 Media Value**

**Goal: \$2 Million**

Media Value

**\$2,655,549**

Media Value for

September = **\$309,582**



**FY2021 Social Media**

**Engagements: 610,501**



### New Area Maps

Working with local designer Charity Myers to develop a new area visitor map. Set to be completed in November, this new map highlights our entertainment districts and provides colorful visual icons for visitors to follow. Please let Tourism staff know if you would like copies of the map to hand out at your business.

### 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

- Finalized the FY2022 Marketing and Media Plan with the Zimmerman Agency and produced creative elements for the coming year.
- Assisted with the coordination of the Grand Opening event of the new facilities at Apalachee Regional Park.
- Attended the September luncheon for Access Tallahassee and supported the Sports department presentation highlighting the upcoming fall cross-country events.
- Participated in a site visit to the new Comfort Inn & Suites hotel with new Sales Director, Amy Hume.
- Provided marketing insight and recommendations for the bid to secure the 2026 World Athletics Cross Country Championships.
- Secured partnership with Tallahassee Foodies to promote area restaurants at upcoming cross-country races at Apalachee Regional Park.
- Senior Marketing Director, Katie Kole appeared in numerous on-camera interviews including WTXL, WCTV and Live In Tallahassee promoting local concerts, festivals and sporting events.
- Showcased in a promotional sweepstakes in the September issues of **First for Women** and **Woman's World Magazine**, Visit Tallahassee was promoted through logo, image and prize package inclusion as well as online via a dedicated landing page reaching a potential of **9.7 million readers**.

### ON THE HORIZON

Mark your calendars for **Tuesday, December 7, 2021** for the annual Tourism Marketing Rollout Presentation and Holiday Extravaganza. The event will be held at the Parkview at Cascades overlooking Cascades Park.

### OUT & ABOUT

Tourism staff successfully ushered in a new-era of hospitality with the first event held in the Parkview at Cascades space. Attendees were greeted with food and drinks before the sold-out JJ Grey & Mofro concert on September 10.





### AT A GLANCE

#### 2021-2022 Grant Program

Grant Events Awarded – 72  
Signature/Emerging  
Signature – 5  
Special Events – 23  
Sports - 38

#### 2020-2021 Grant Program

Post-Event Reports  
Processed – 21



**Visitor Information Center**  
Opened on Sept 3, 2021

Visitor Guide Requests: 578

Relocation Information  
Requests: 3

Group Services and  
Welcome Bags: 3 requests  
serving 125 visitors

Calls Received: 62

Walk-ins: 52

### HIGHLIGHTS

- Coordinated September soft opening of the new Satellite Visitor Information Center.
- Communicated with Leon County Information Systems, NCR Silver technical assistance, North American Properties and City of Tallahassee staff to address security and logistical concerns with the new satellite Visitor Information Center at Cascades Park.
- Prepared Signature/Emerging Signature and Special Event grant program award recommendation materials for September 9<sup>th</sup> TDC meeting.
- Facilitated end of fiscal year budgetary wrap-up activities for FY21 including grant reimbursement processing, gift shop deposits and invoice payment prior to September 30<sup>th</sup>.
- Attended Florida Recreation & Park Association State Conference in Orlando to network and take advantage of continuing education opportunities to learn about emerging trends and maintain professional certification.

### ON THE HORIZON

- “We Are Open!” campaign with downtown businesses and attractions to promote the Satellite Visitor Information Center and Gift Shop in Cascades Park.







**GOAL AT A GLANCE**

**FY 2021**

**Room Nights Goal:  
39,520**

**YTD Room Nights: 21,778**

**ON THE HORIZON**

The Sports team is hitting its stride with our event management season. After successfully hosting the FSU Open, we have set our sights on the Pre-Nationals, FHSAA State XC Championships, NCAA DI National Championships, FHSAA State Football 1A 2A and 3A Championships, and the USATF Club XC National Championships.

**OUT & ABOUT**



Director of Sales and Sports Ryan Zornes and Director of Sports Joe Piotrowski teamed up with Visit Panama City Beach CVB and Pensacola Sports Commission to represent sports in the Florida Panhandle at the 2021 TEAMS Conference in Atlantic City, NJ.

**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**

- Worked to create and submit the bid package for the 2026 World Athletics Worlds Cross Country Championships.
- Consulted on the design of the Tallahassee mountain bike website and branding.
- Participated in the voting meeting as a board member for the Sports ETA industry awards.
- Supported and attended the Apalachee Regional Cross-Country facilities grand opening ceremony.
- Met with USA Track and Field to begin planning the USATF Club Cross Country Championships.
- Submitted a bid to host the FHSAA State Beach Volleyball Championships.
- Attended the 2021 TEAMS sports conference in Atlantic City, NJ.
- Attended the weekly Sunshine Sports Council industry zoom calls.
- Presented at the FSU Sports Management Student Association monthly meeting as well as the ACCESS Tallahassee Power Luncheon.

**EVENTS HOSTED**

- USSSA Youth Baseball Tournament
- FSU Open Cross-Country Meet



**GOAL AT A GLANCE**

**FY2020**

**Room Nights Goal:  
6,280**

(Due to the COVID-19 pandemic, meeting and group travel sharply declined and is only now slowly starting to resume bookings.)

**ON THE HORIZON**



Janet Roach will be exhibiting the MPI North Florida EDUCON in St. Augustine on November 15 attended by meeting planners from corporations and associations.

**OUT AND ABOUT**



Toured Tallahassee's newest renovated full-service hotel property, the Comfort Inn & Suites, off Village Green Way, that includes meeting space for 75 people, complimentary breakfast and much more for groups.

**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**

- Tallahassee and Visit Tallahassee were nominated for a ConventionSouth Reader's Choice Award and voting information was shared through Visit Tallahassee's social media channels.
- Exhibited at the Florida Society of Association Executives Education (FSAE) Expo on October 6 attended by over 100 association decision makers.
- Provided hotel availability and occupancy levels pre and post Hurricane Ida to Leon County Emergency Management to assist evacuees impacted by the storm.
- Assisted in coordinating and hosting the pre-concert reception at Parkview at Cascades for the J.J. Grey Concert.
- Preparing for the October FSAE Meeting Planner Round Table Sponsorship by assisting the FSAE staff with local contacts representing the topic of Diversity and Inclusion and potential venue selections for the luncheon.
- Took an active role in preparing for the FSU Invitational Cross-Country Meet for elementary school through high school aged runners including ordering awards and assisting with packet pick up.
- Continuing to plan for the USATF Masters Cross Country Championship in December including assisting to coordinate the Afterparty at CollegeTown for 1,200 athletes, the Master's Awards Banquet at Hotel Indigo, and motor coach transportation from host hotels.
- Held meetings with hotel partner, Beth Rodan from the Four Points by Sheraton and catering/restaurant partner, Ashley Chaney to discuss upcoming groups and possible collaborations maintaining strong industry relations.

**LEADS DISTRIBUTED (ANTICIPATED NUMBERS)**

- Sent six leads for future business accounting for approximately 900 visitors and 1,050 room nights.



## GOAL AT A GLANCE

**FY2021**  
**Room Nights Goal:**  
**6,733**

(Due to the COVID-19 pandemic, meeting and group travel sharply declined and is only now slowly starting to resume bookings.)

## ON THE HORIZON

With group travel starting to make a comeback, continue building relationships to get groups to rebook or book new travel.

## OUT & ABOUT



Leisure Sales has been hard at work at Apalachee Regional Park getting the cross-country course ready for the 2021 season.

## MISSION STATEMENT

Increase visibility to specific audience segments, i.e., reunions or bike riders, to generate visitation from leisure groups and assist industry partners with experiences for group customers.

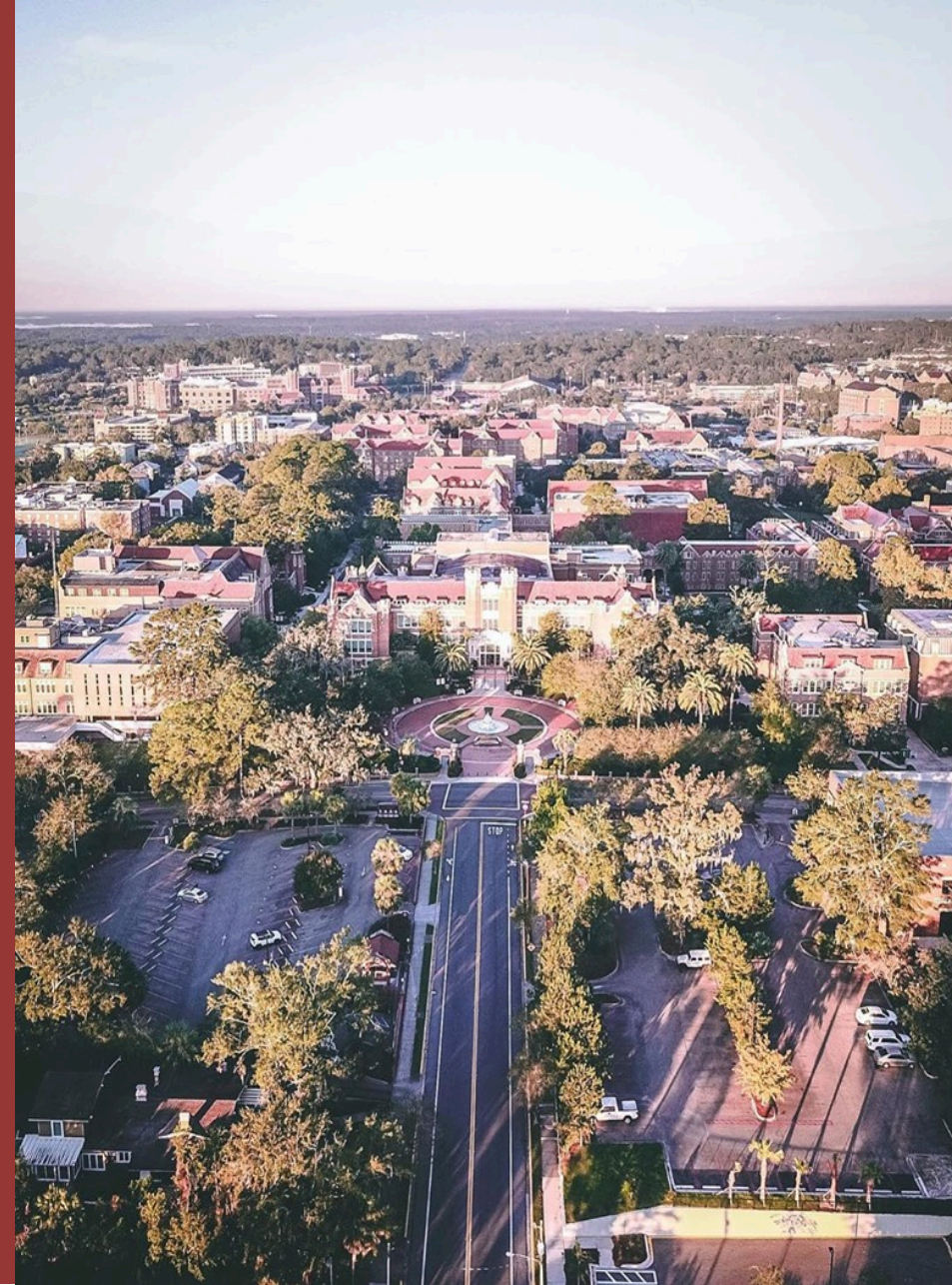
## HIGHLIGHTS

- Compiled and distributed the monthly “What’s Happening” to partners.
- Continuing to approve the calendar of events listings and manage the events category on VisitTallahassee.com.
- Managed registration for the 2021 FSU Invitational Cross-Country Pre-State Meet.
- Updated partner contact information in iDSS.
- Assisted the Florida Interscholastic Cycling League set up room blocks.
- Attended the Access Tallahassee Power Lunch at the Capital City Country Club.
- Assisted FSU with securing hotels for teams coming to Tallahassee for the Division 1 NCAA Soccer Quarterfinals.
- Coordinated a step on guide for three tour groups.
- Attended the Apalachee Regional Park grand opening.
- Secured staff hotel rooms for FHSAA Cross Country Championships, FHSAA Football Championships, and USATF Cross Country Club Championships.
- Assisted ESPN with securing hotel rooms for the NCAA Cross Country Championships.
- Assisted with venue options for a three-day outdoor music festival in Tallahassee.
- Toured the newly renovated Comfort Inn & Suites.



# LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

July – September 2021 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 **523 visitors** at local hotels, the Tallahassee International Airport, parks, attractions, and events between **July 1<sup>st</sup> 2021 and September 31<sup>st</sup> 2021**





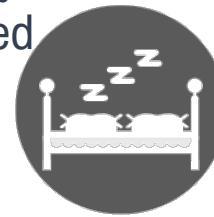
# WHAT HAPPENED IN TALLAHASSEE: JULY-SEPT

- » COVID-19 Pandemic
- » Florida State home football games (2 more than 2020)
- » FAMU home football game (1 more than 2020\*)
- » Downtown Getdown/ Friday Night Block Party
- » Frenchtown Rising
- » Orientation and move-in for the universities



# QUARTERLY SNAPSHOT

- » Visitor spending in 2021 has surpassed 2019 but visitation metrics lag slightly.
- » The impacts of sporting events can be seen within key metrics
- » Visitors this quarter were slightly more affluent and more likely to visit with children which likely has to do with college orientation and move-in
- » Visitors were ready to visit the Cascade Park visitor information center now that it has reopened



**58.9%**

OCCUPANCY  
RATE



**\$111.78**

AVERAGE DAILY  
RATE



**\$65.84**

REVENUE PER  
ROOM

Vs. 2020

↑ 25.9%

↑ 40.1%

↑ 76.3%

Vs. 2019

↓ 12.0%

↑ 4.3%

↓ 8.2%





# EXECUTIVE SUMMARY



# STUDY OBJECTIVES: VISITOR JOURNEY



# TOURISM SNAPSHOT: KEY METRICS 2021 vs 2020

	July-Sept 2020	July-Sept 2021	Percent Change
Visitors	328,200	470,400	+43.3%
Direct Expenditures*	\$102,581,600	\$158,806,900	+54.8%
Total Economic Impact	\$162,078,900	\$250,914,900	+54.8%

	July-Sept 2020	July-Sept 2021	Percent Change
Occupancy**	46.8%	58.9%	+25.9%
Room Rates**	\$79.80	\$111.78	+40.1%
RevPAR**	\$37.35	\$65.84	+76.3%
Room Nights**	260,528	353,670	+35.8%
TDT Collections***	\$937,431	\$1,835,199	+95.8%

\* 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 2021 vs 2019

	July-Sept 2019	July-Sept 2021	Percent Change
Visitors	528,900	470,400	-11.1%
Direct Expenditures*	\$152,845,700	\$158,806,900	+3.9%
Total Economic Impact	\$241,496,200	\$250,914,900	+3.9%

	July-Sept 2019	July-Sept 2021	Percent Change
Occupancy**	66.9%	58.9%	-12.0%
Room Rates**	\$107.19	\$111.78	+4.3%
RevPAR**	\$71.70	\$65.84	-8.2%
Room Nights**	373,437	353,670	-5.3%
TDT Collections***	\$1,615,601	\$1,835,199	+13.6%

\* 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



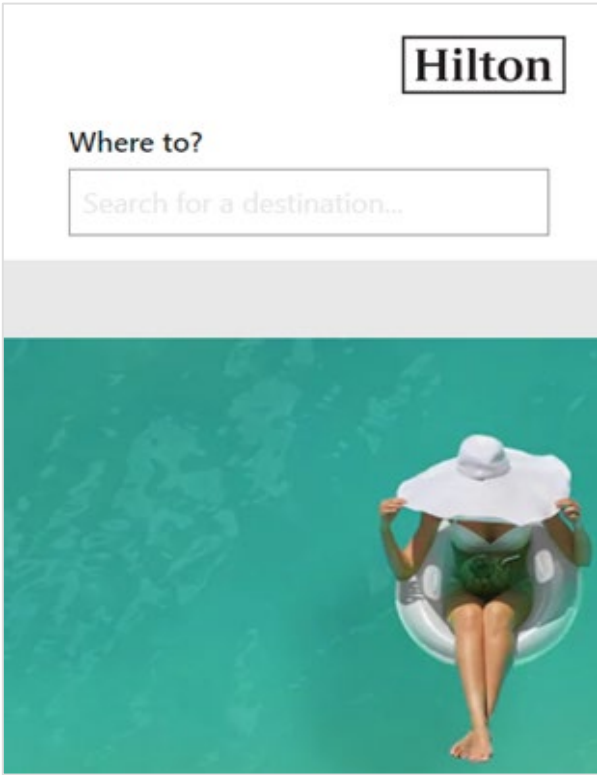


# TRIP PLANNING CYCLE

- » **71%** of visitors planned their trip to Leon County a month or less in advance
- » Tallahassee was **84%** of visitors' primary destination



# TOP TRIP PLANNING SOURCES



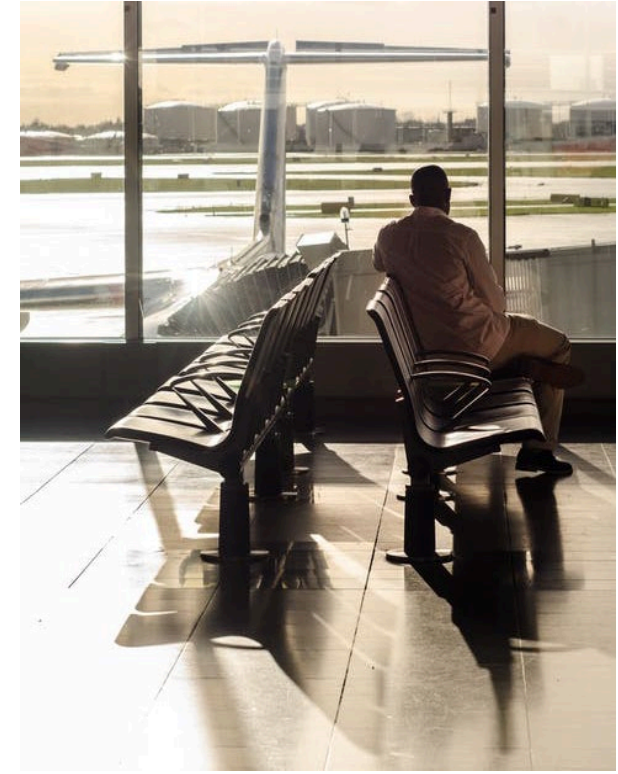
**29%** Hotel/Resort Website



**26%** Trip Planning App



**24%** Talk to Friends/Family



**23%** Airline Website



# TOP REASONS FOR VISITING



**32%** Visit  
Friends/Family



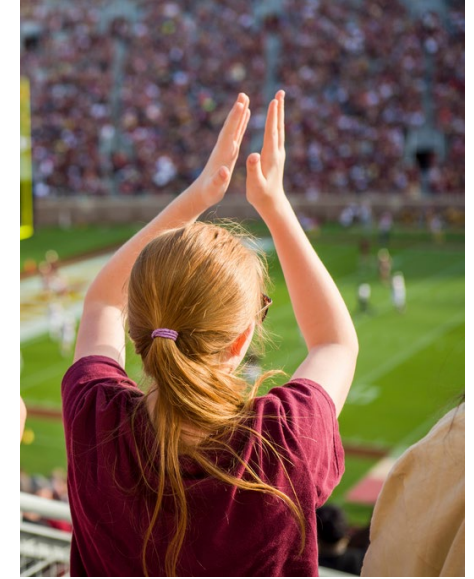
**27%** Business  
Conference/Meeting



**20%** Education  
Related



**15%** Family Time



**12%** Watch a  
sporting event





# TRANSPORTATION

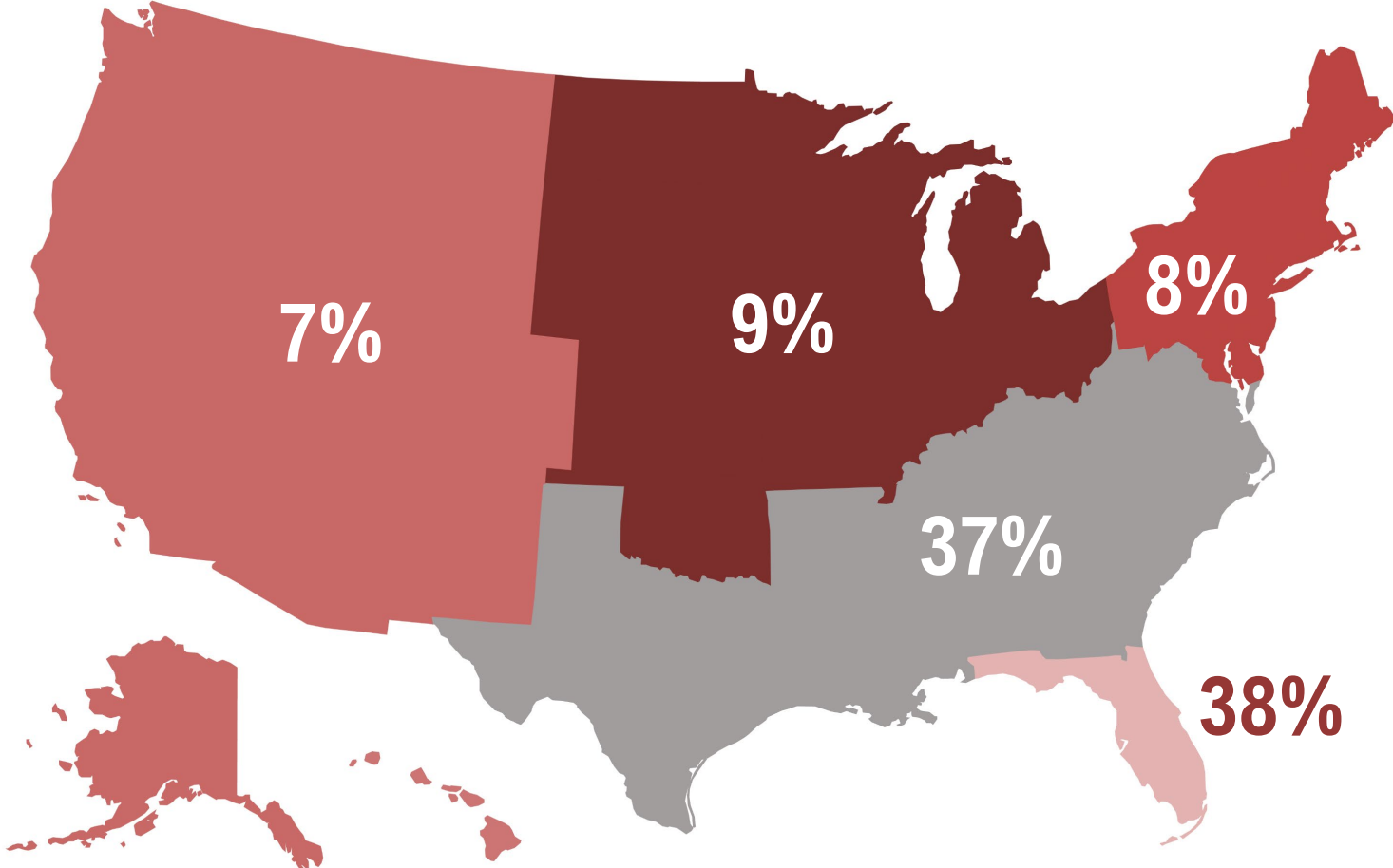
» **81%** of visitors drove to Leon County



# STUDY OBJECTIVES: VISITOR JOURNEY



# REGION OF ORIGIN



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

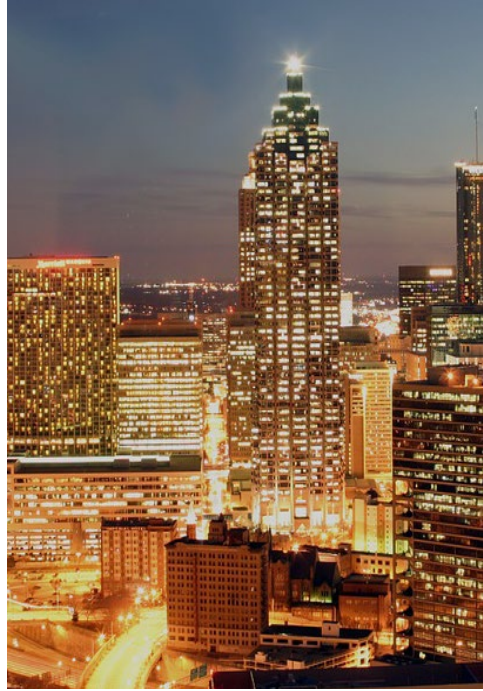




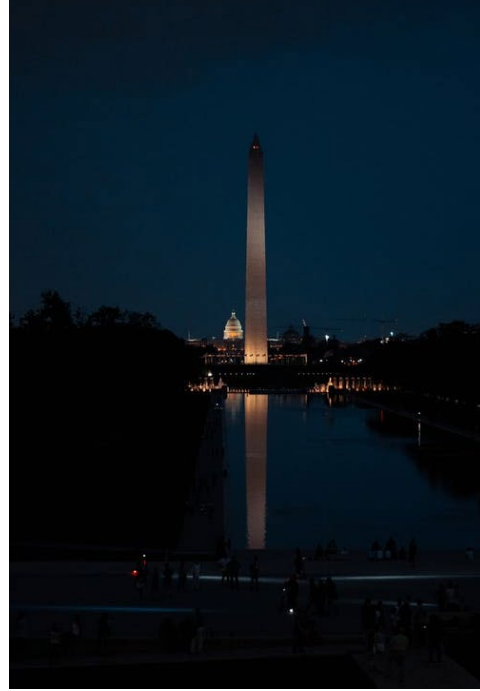
# TOP MARKETS OF ORIGIN



**14%** Miami – Ft. Lauderdale



**8%** Atlanta



**6%** Washington D.C.



**5%** Orlando



**4%** Tampa Bay area





# TRAVEL PARTIES

The typical visitor traveled in a party composed of **2.6** people



**34%** traveled with at least one person under the age of 20, while **7%** traveled with children aged 12 or younger





# VISITOR PROFILE

- » The typical Leon County Visitor:
  - » Is **44** years old
  - » Has a household income of **\$112,500** per year
  - » Is male **(54%)**
  - » Has a college degree **(70%)**
  - » Is married **(64%)**
  - » Is Caucasian **(68%)**
  - » Is African American **(17%)**



# STUDY OBJECTIVES: VISITOR JOURNEY



# TOP ACCOMMODATIONS



**53%** Hotel/Motel



**20%** Friends'/Family home



**12%** Day Tripper



# OVERNIGHT VISITORS

» Typical visitors spent **3.5** nights in Leon County





# VISITS TO TALLAHASSEE – LEON COUNTY

- » **29%** were first time-visitors to Leon County
- » **22%** had previously visited more than 10 times





# TOP ACTIVITIES DURING VISIT



**74%** Restaurants



**51%** Relax and Unwind



**36%** Visit Friends/Family



**30%** Shopping/antiquing



# TRAVEL PARTY SPENDING

- » Travel parties spent **\$332** per day in Leon County on lodging, dining, groceries, entertainment, transportation, and other expenditures
- » Typical travel parties spent **\$1,195** over the course of their trip



# STUDY OBJECTIVES: VISITOR JOURNEY





# VISITOR SATISFACTION

- » Visitors gave Leon County a rating of **8.1** out of 10\* as a place to visit
- » **91%** of visitors will return to Leon County



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



# PERCEPTIONS OF TALLAHASSEE – LEON COUNTY





# DETAILED FINDINGS



# STUDY OBJECTIVES: VISITOR JOURNEY





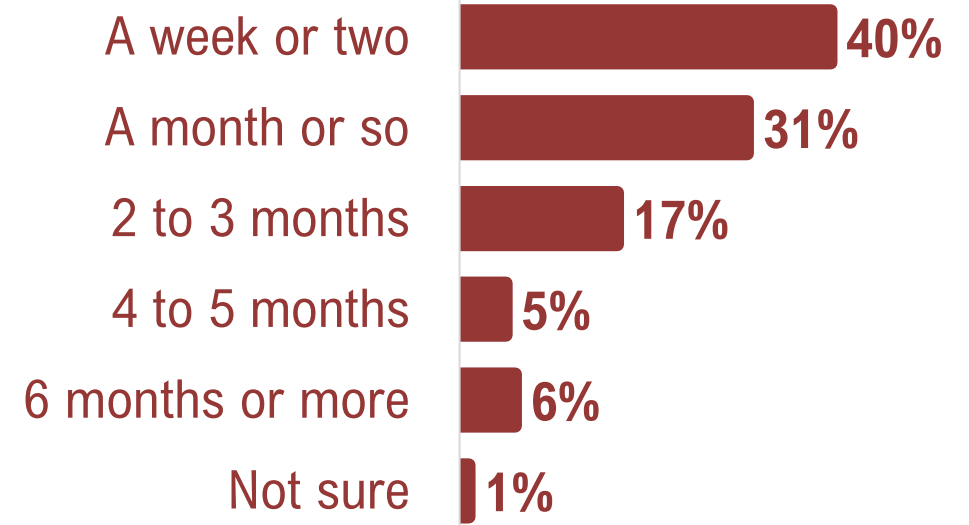
# TRIP PLANNING CYCLE



Tallahassee is an impulse destination for **7 in 10** visitors whose planning windows are a **month or so or less**.



Just over **1 in 20** visitors take **longer than 6 months** to plan their trips to Tallahassee



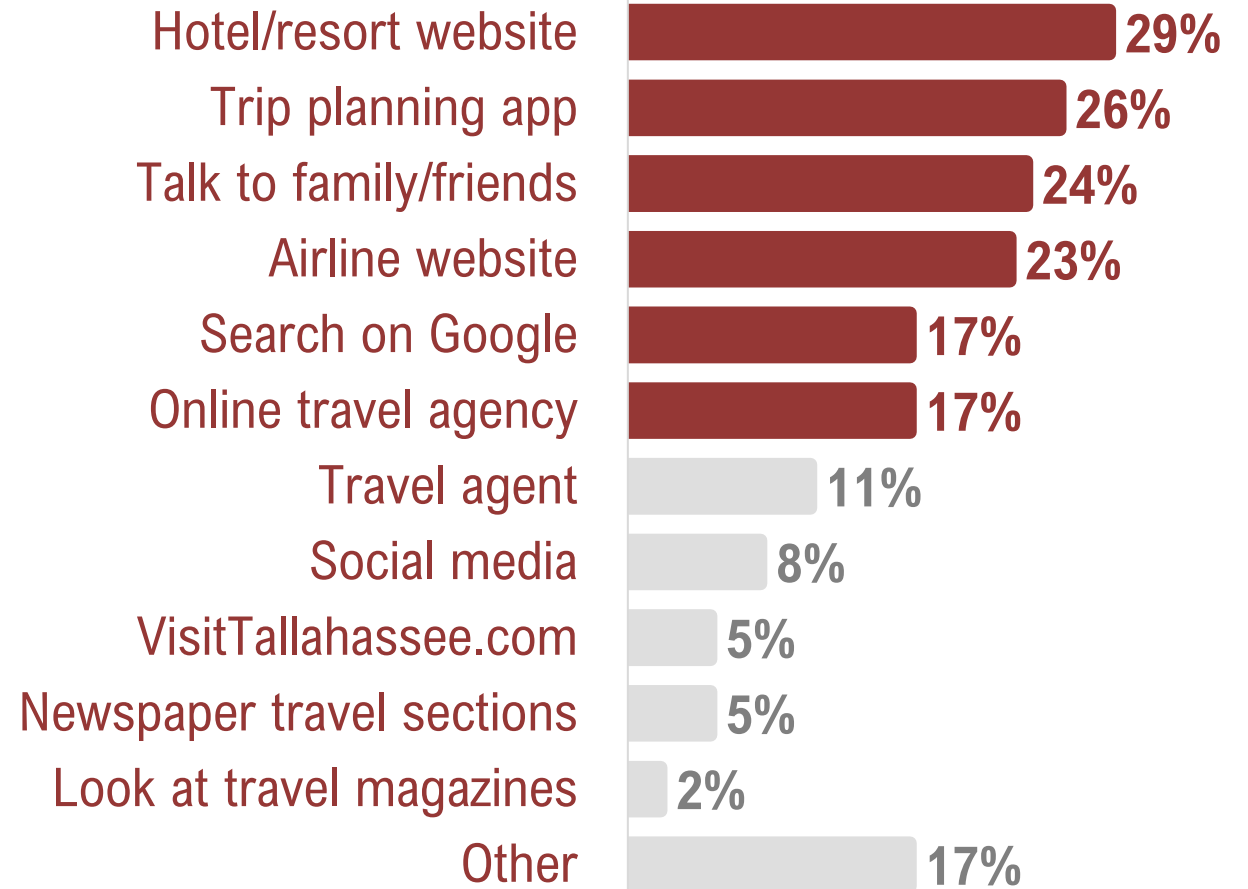
# TRIP PLANNING SOURCES\*



**Nearly 3 in 10** visitors planned their trip to Leon County by searching on Hotel/Resort Websites



**Over 1 in 4** visitors used trip planning apps to plan their trip



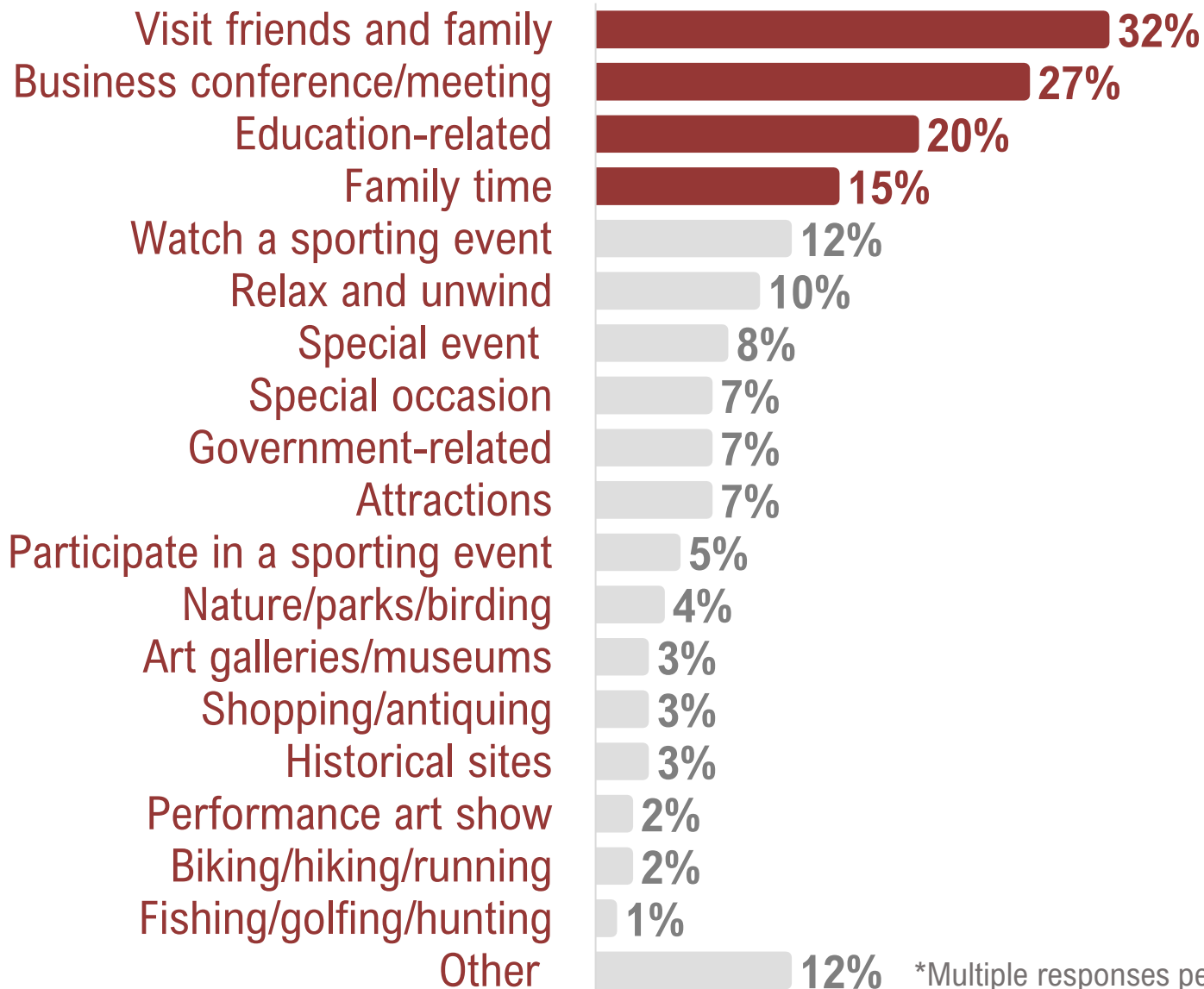
# REASONS FOR VISITING\*



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



Tallahassee's business environment (27%) and FSU/FAMU orientations and move in days (20%) had a strong influence on visitors' reasons for visiting



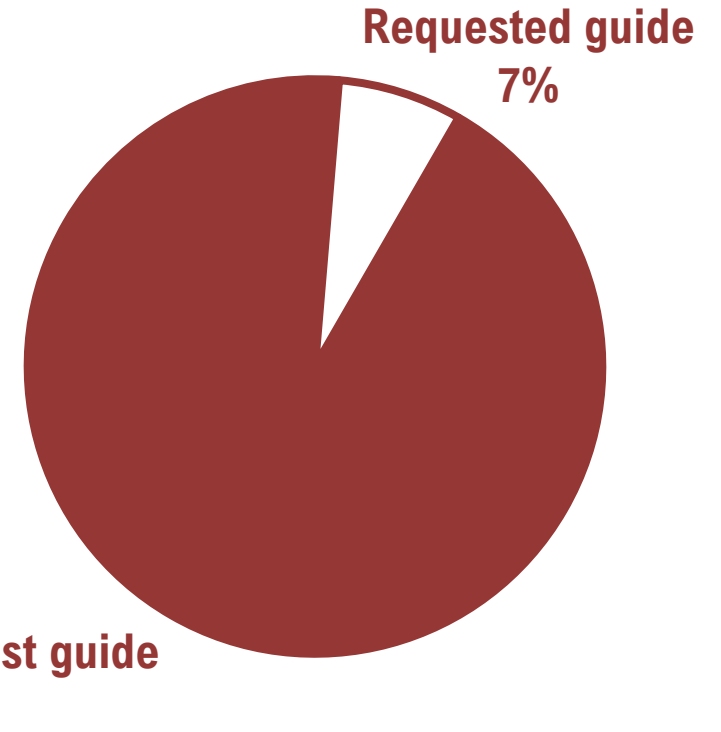
\*Multiple responses permitted.



# VISITORS GUIDE



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

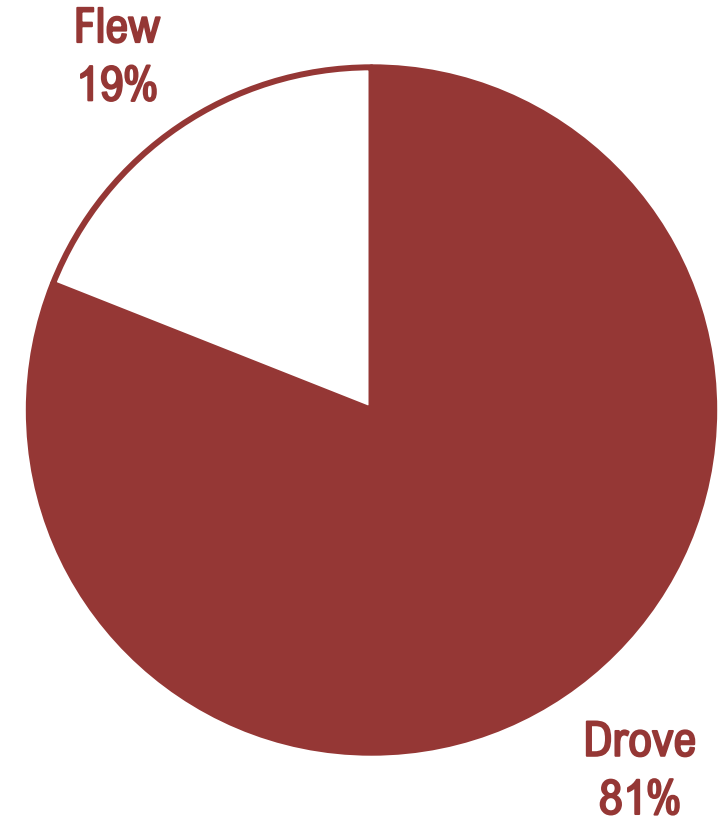




# TRANSPORTATION

Over 4 in 5 visitors indicated that Leon County was the primary destination for their trip

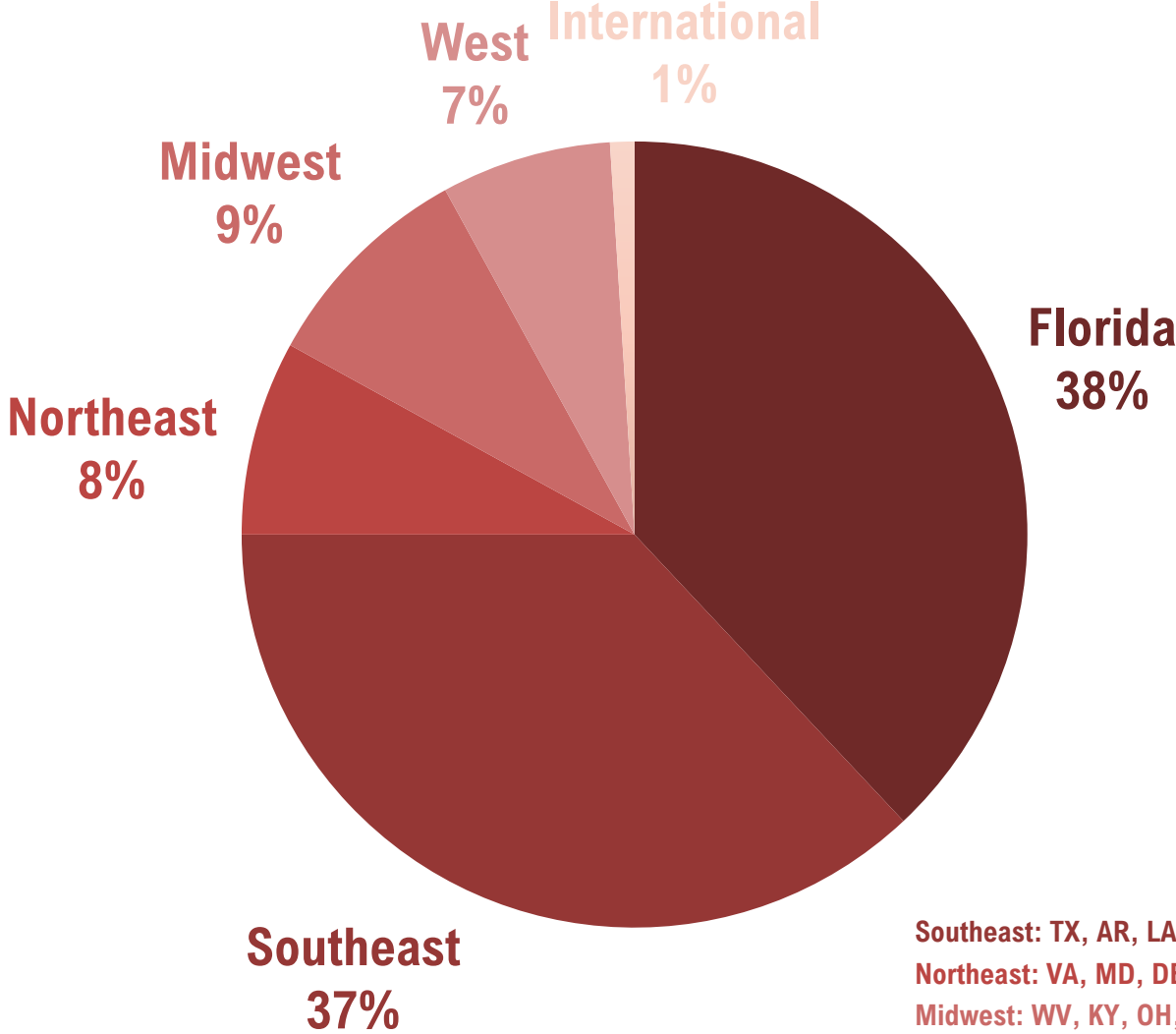
81% of visitors drove to Leon County for their trip



# 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



**52%** of Leon County visitors lived in **11** markets

Market	Apr–June 2019	Apr–June 2020	Apr–June 2021
Miami – Ft. Lauderdale	15%	13%	14%
Atlanta	8%	9%	8%
Washington D.C.	2%	3%	6%
Orlando	7%	5%	5%
Tampa Bay area	5%	4%	4%
Jacksonville	6%	3%	3%
Charlotte	2%	2%	3%
Houston	1%	1%	3%
Pensacola - Mobile	3%	1%	2%
Dallas	2%	3%	2%
Naples – Ft. Myers	1%	1%	2%





# TRAVEL PARTIES

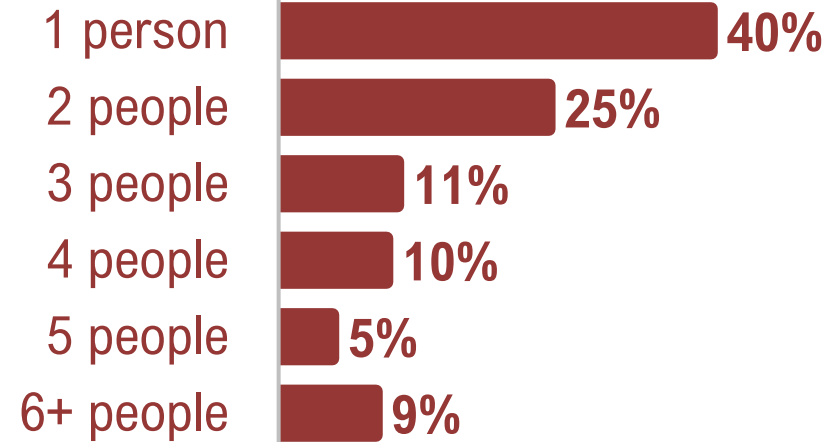


Typical visitors traveled in a party of **2.6** people



**34%** of visitors traveled with children aged 20 or younger, while **7%** traveled with children aged 12 or younger

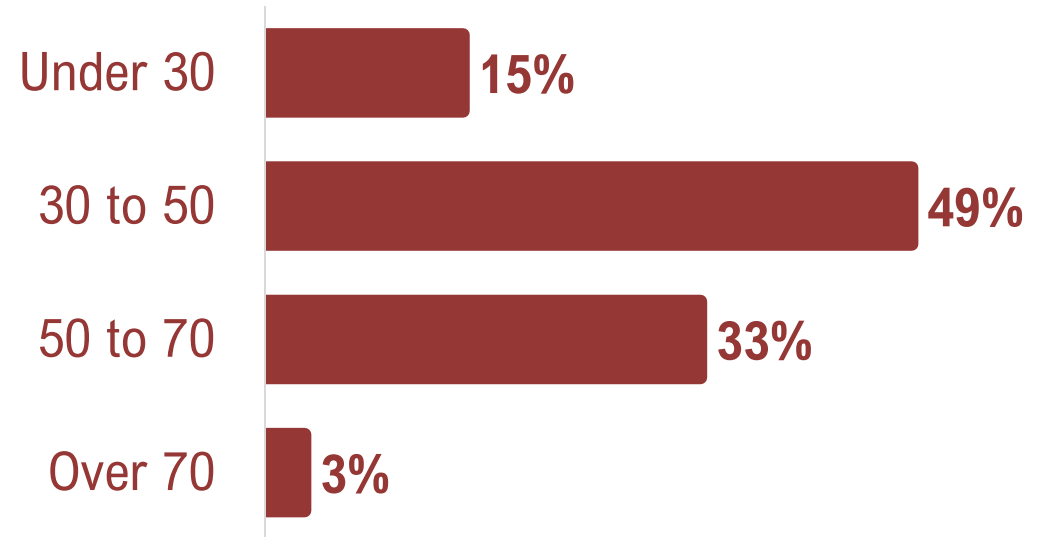
## Travel Party Size



# AGE OF VISITORS



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



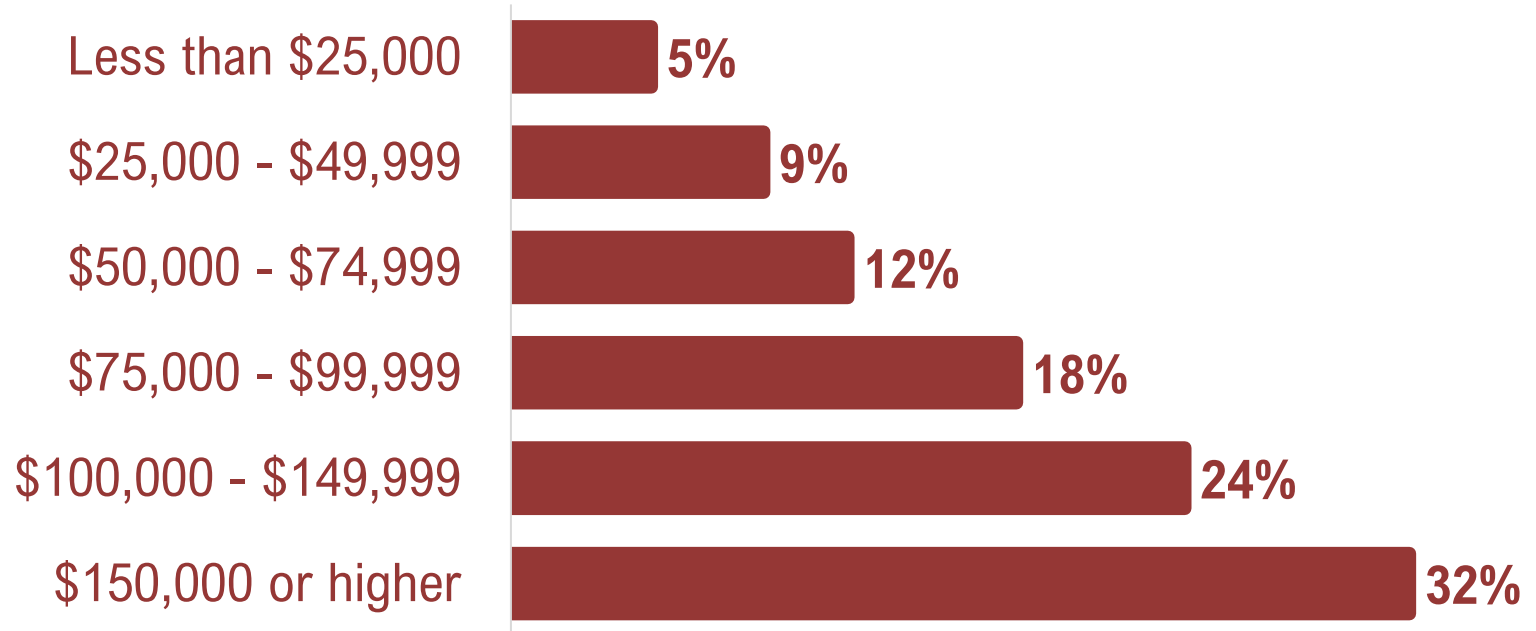
# HOUSEHOLD INCOME OF VISITORS



Typical visitors to Leon County had a household income of **\$112,500** per year



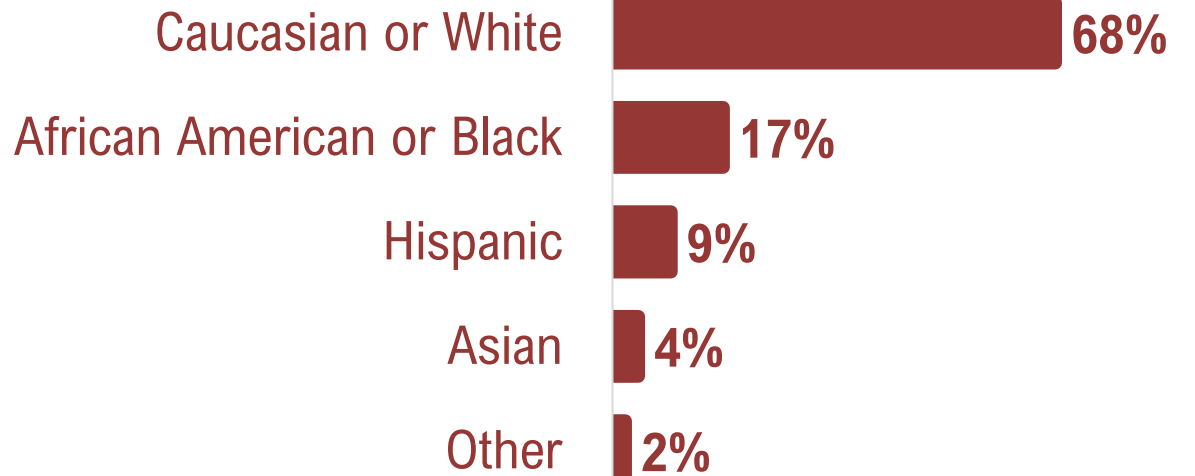
**Almost 1 in 3** visitors earn over \$150,000, reflecting the percentage who come to do business with governments, universities, and local businesses



# RACE/ETHNICITY OF VISITORS



**7 in 10** visitors to Leon County were Caucasian or white

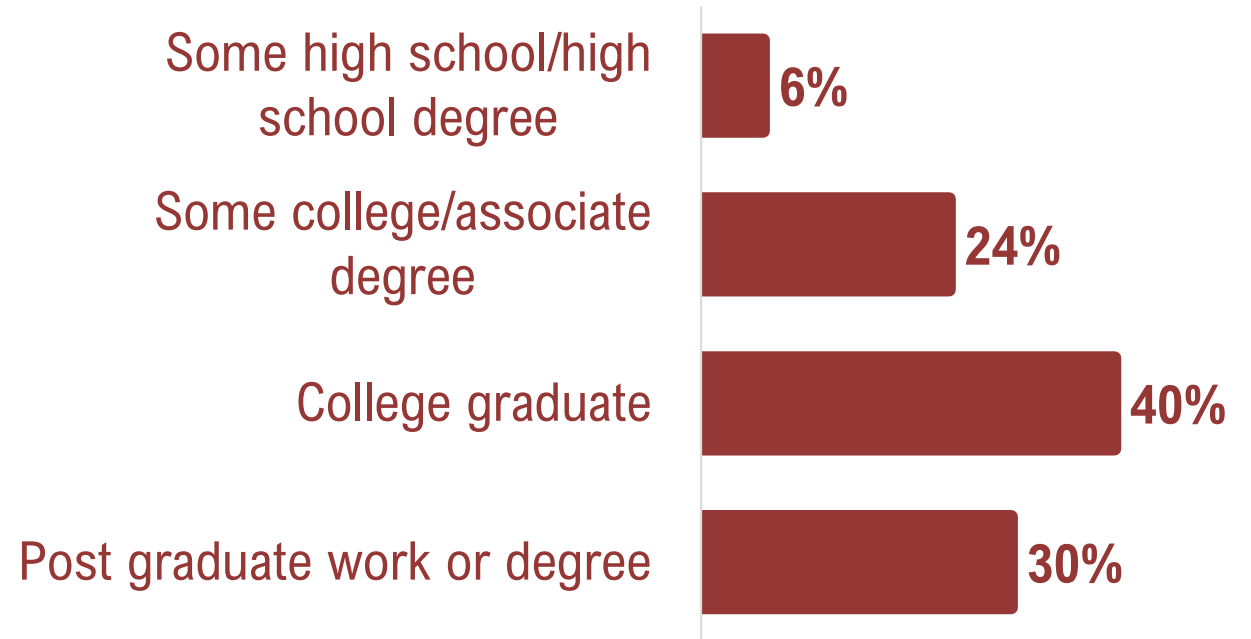




# EDUCATIONAL ATTAINMENT OF VISITORS



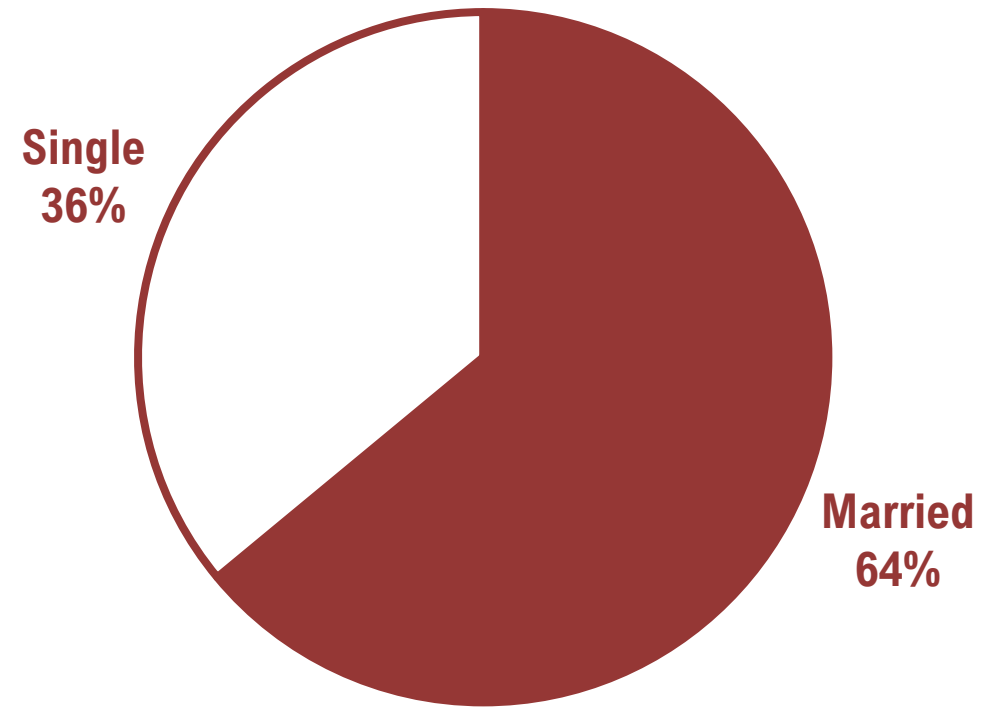
**7 in 10** visitors to Leon County had a college degree



# MARITAL STATUS OF VISITORS



**Nearly 2 in 3** visitors to Leon County were married



# GENDER OF VISITORS



**54%** of visitors to Leon County were male

**Female**  
**46%**



**Male**  
**54%**

# STUDY OBJECTIVES: VISITOR JOURNEY





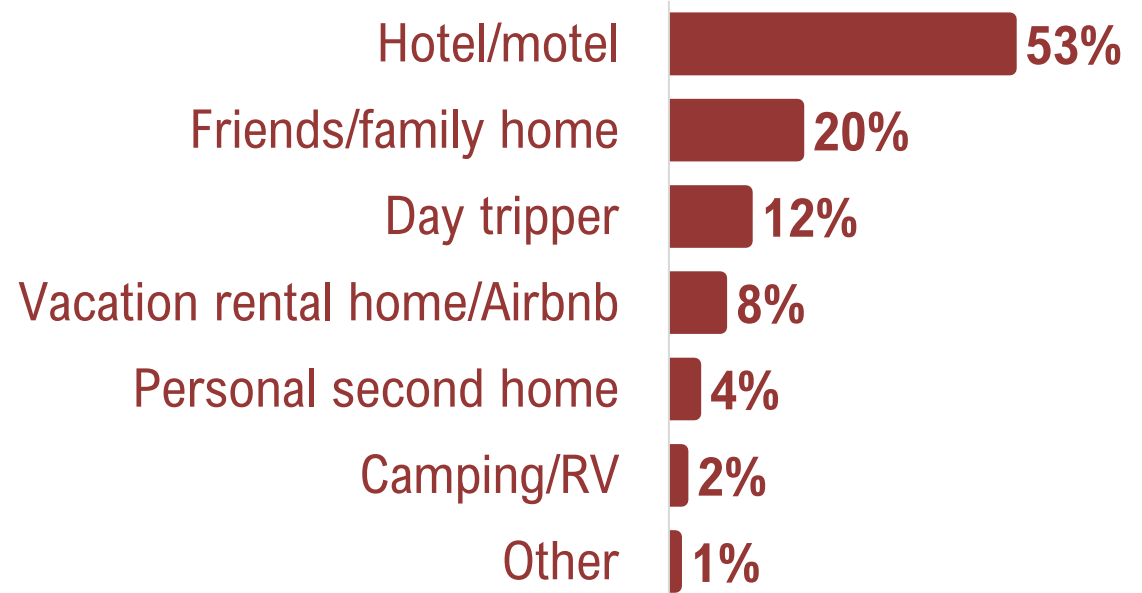
# ACCOMMODATIONS



**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



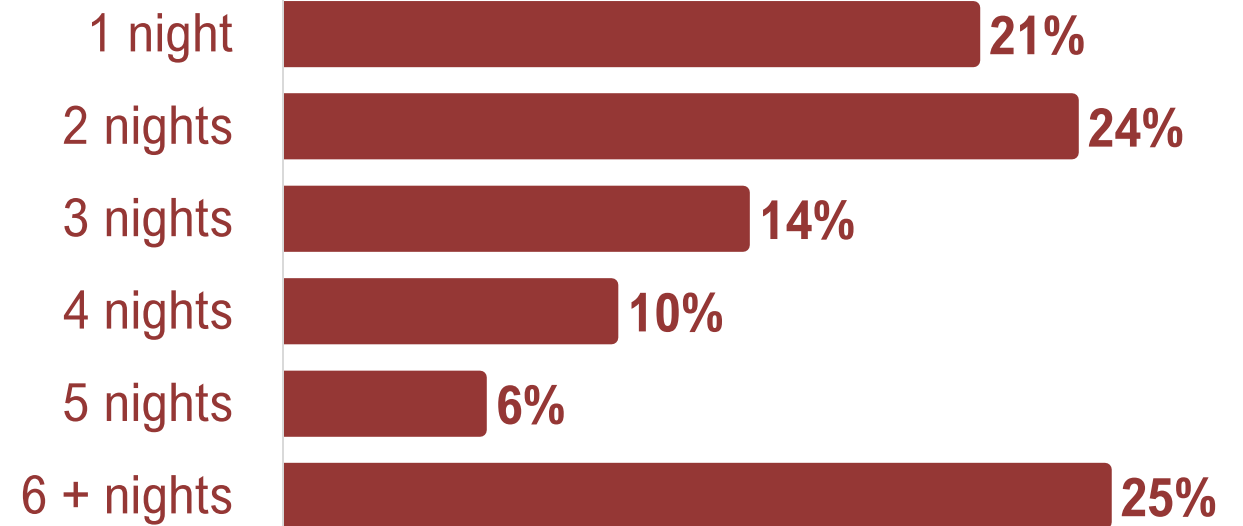
# OVERNIGHT VISITORS




Typical visitors stayed **3.5** nights in Leon County



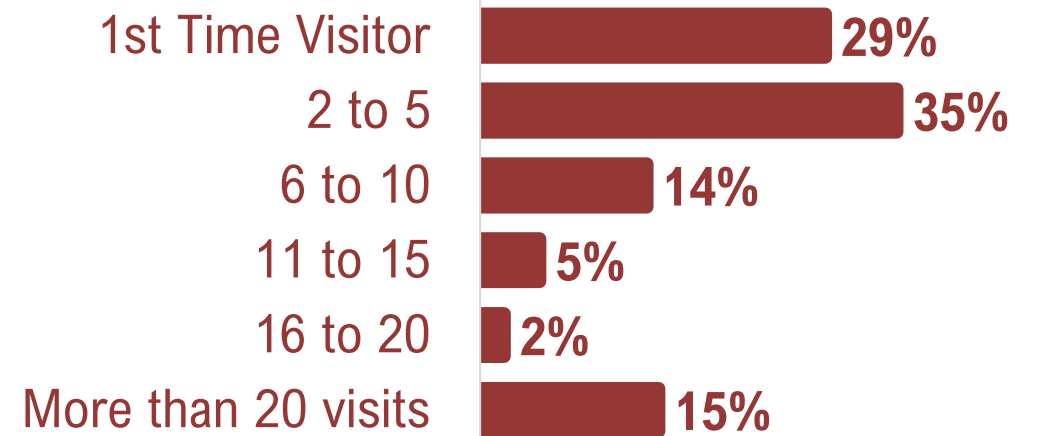
**45%** of visitors stayed 1 or 2 nights in Leon County



# VISITS TO TALLAHASSEE – LEON COUNTY

 **3 in 10** visitors were visiting Leon County for the first time

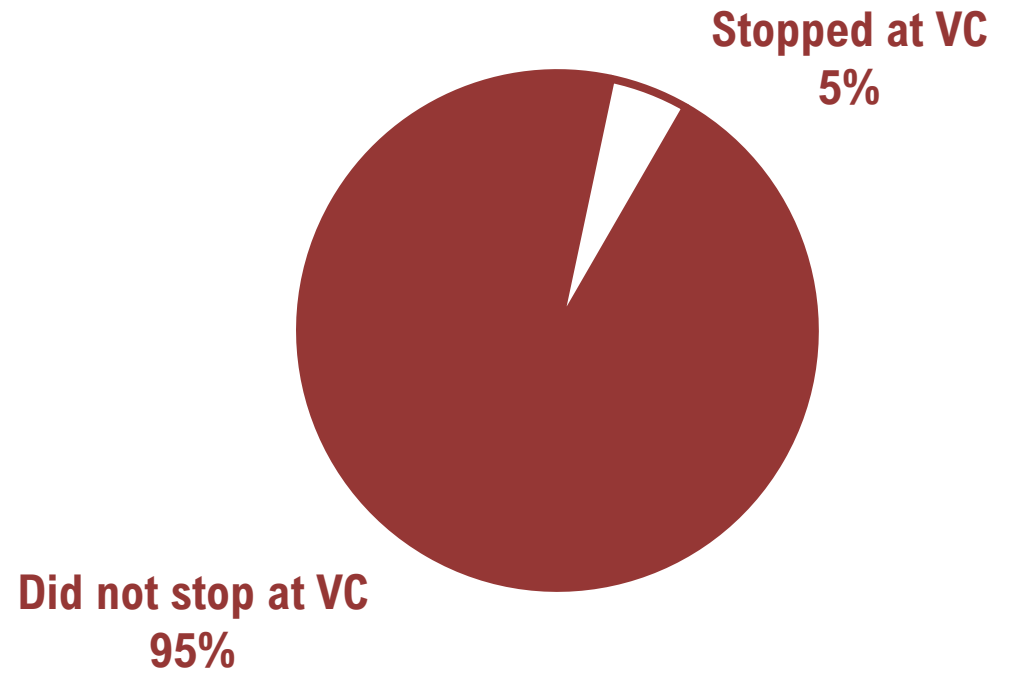
 **22%** of visitors had previously visited Leon County more than ten times



# VISITORS CENTER



**1 in 20** visitors stopped at the Visitors Center





# ACTIVITIES DURING VISIT\*



**3 in 4** visitors dined out at restaurants during their trip



**Nearly 3 in 10** visitors went shopping, spent time with family and conducted business



\*Multiple responses permitted.



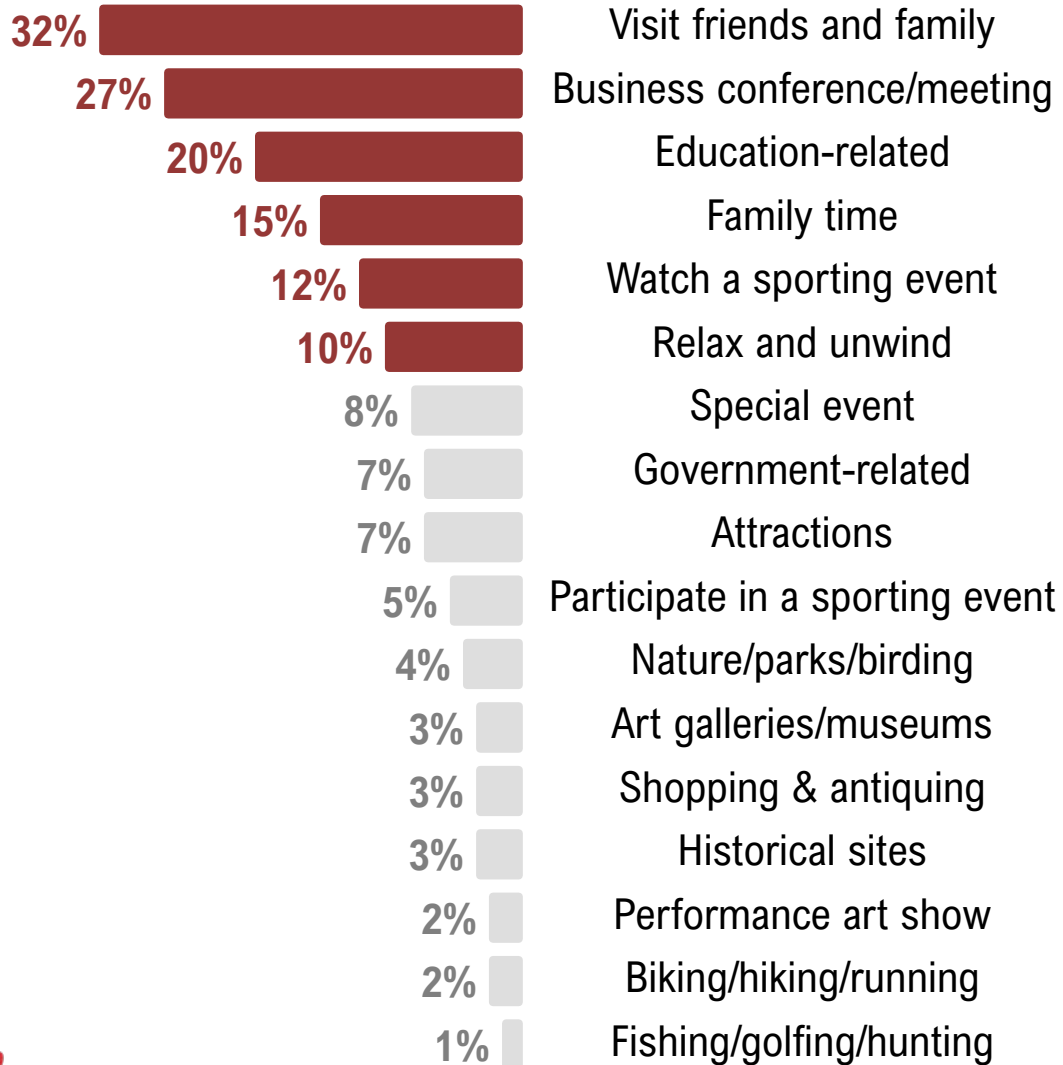
Visit  
**Tallahassee**

Pretty. Unexpected.

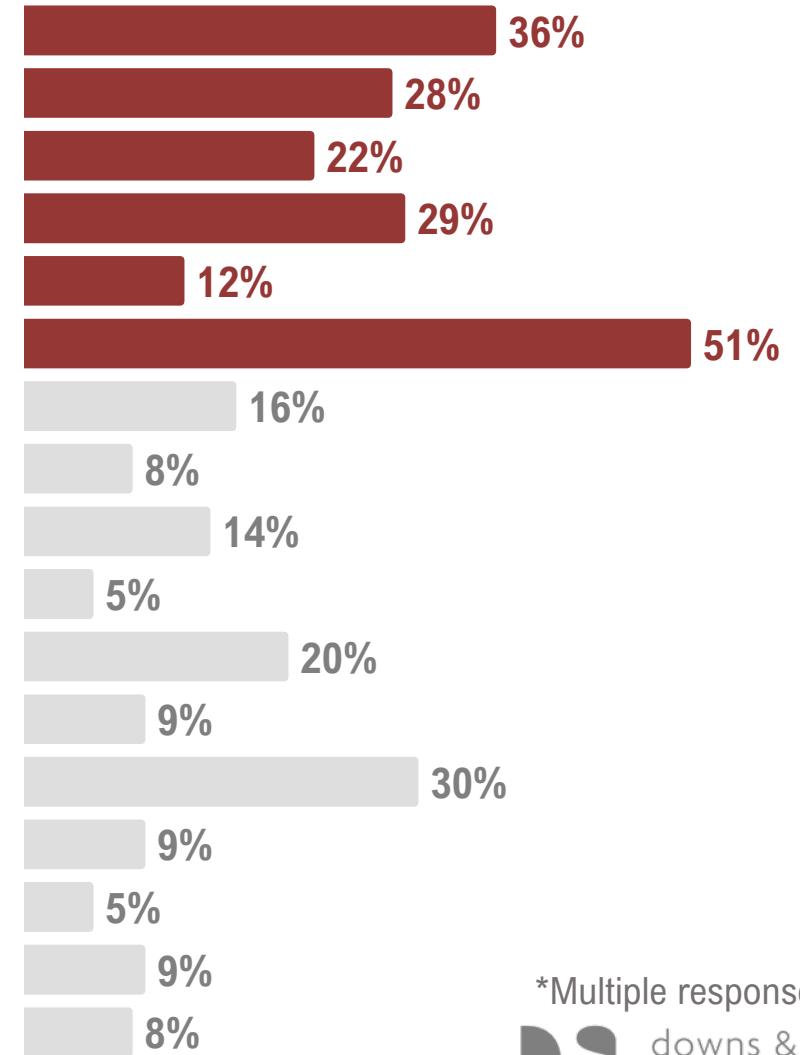
# REASONS FOR VISITING VS. VISITOR ACTIVITIES



## Reasons for Visiting\*



## Visitor Activities\*



# VISITOR SPENDING

	Spending per Day	Spending per Trip
Lodging	\$131	\$470
Restaurants	\$54	\$194
Groceries	\$22	\$81
Shopping	\$44	\$157
Entertainment	\$35	\$126
Transportation	\$28	\$100
Other	\$18	\$67
<b>Total</b>	<b>\$332</b>	<b>\$1,195</b>



# FINDING THEIR WAY AROUND

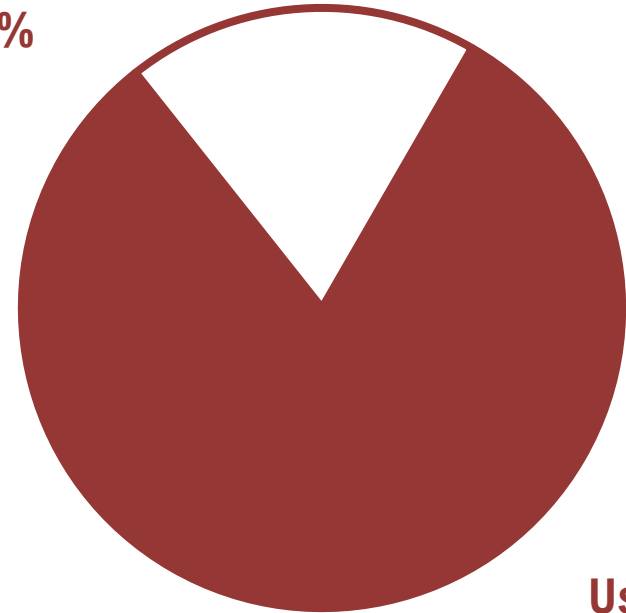


**98%** of visitors have a smartphone or tablet



**4 in 5** visitors used their smartphone or tablet to get around Leon County

Did not use smartphone  
19%



Used smartphone  
81%



# STUDY OBJECTIVES: VISITOR JOURNEY



# VISITOR SATISFACTION



Visitors gave Leon County an average rating of **8.1**<sup>1</sup> as a place to visit



**91%** 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) Dropping off child at a university



# RATING EXPERIENCES IN TALLAHASSEE



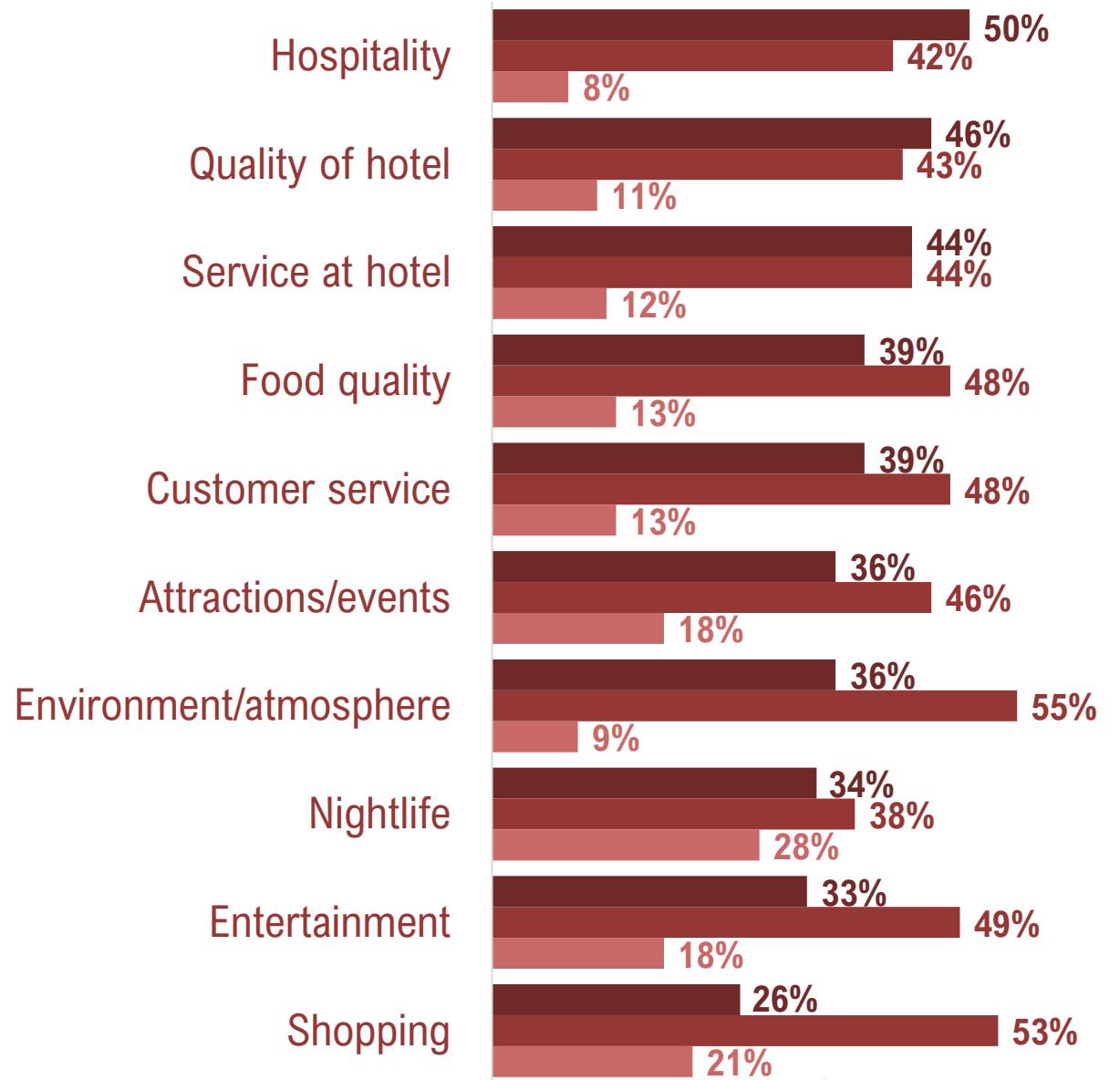
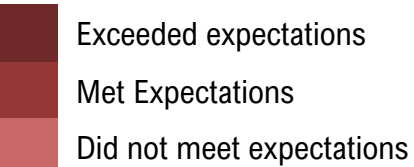
Leon County's hospitality exceeded the expectations of **half** of visitors



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



Shopping and nightlife were the lowest rated experiences



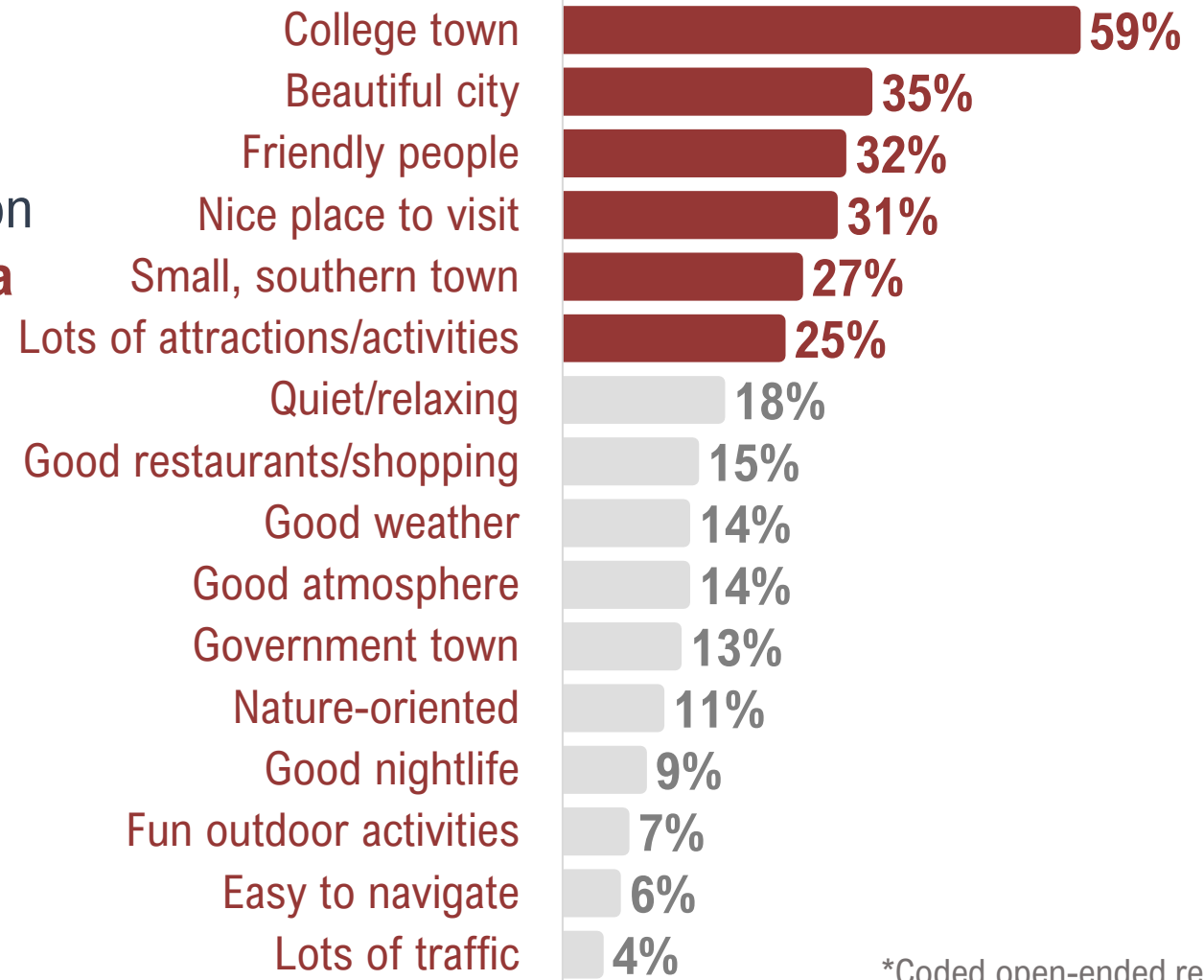
# PERCEPTIONS OF TALLAHASSEE – LEON COUNTY\*



A plurality of visitors describe Leon County as a **“College town”** and a **“Beautiful city”**



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



\*Coded open-ended responses.  
Multiple responses permitted.



# PERCEPTIONS: “COLLEGE TOWN”



“Tallahassee has a good college town feel with great restaurants and plenty to do.”



“The college town area is great. There is great dining over there and Gaines Street is nice.”



“It’s basically a college town. But also, a great town to raise a family. Tallahassee is quiet, peaceful and family oriented.”



“It’s a good college town. I love the downtown area! It’s clean, good for walking and full of good restaurants. To me it’s ideal!”



# PERCEPTIONS: “BEAUTIFUL CITY”



“The scenery in Tallahassee is so unique. It gives me peace of mind to be relaxed here.”



“It’s very beautiful and you can feel the warmth and kindness of the local people around town.”



“The beauty here honestly feels rustic at times. And the local hospitality makes one feel like their visiting another country.”



“Tallahassee has a view that you can’t find anywhere else! It’s a great place to relax in nature.”





# PERCEPTIONS: “FRIENDLY PEOPLE”



“Tallahassee has such a friendly and welcoming environment! I love coming here to visit.”



“There are lots of trees and such nice weather. I feel like everyone I interacted with was fairly friendly!”



“I would say that Tallahassee is welcoming. It has a more personal feel than a lot of other cities that I’ve been to.”



“From the outskirts looking in, I was a little intimidated, but everyone was truly friendly.”



# YEAR-TO-YEAR COMPARISONS



# YEAR-TO-YEAR COMPARISONS

Trip Planning Cycle	July – Sept 2020	July – Sept 2021
Tallahassee was Primary Destination	85%	84%
A week or two in advance	41%	40%
A month or so in advance	29%	31%
2 to 3 months in advance	18%	17%
4 to 5 months in advance	5%	5%
6 months of more in advance	5%	6%

Top Trip Planning Sources	July – Sept 2020	July – Sept 2021
Hotel/Resort Website	22%	29%
Trip Planning App	6%	26%
Talk to Family/Friends	13%	24%
Airline Website	6%	23%



# YEAR-TO-YEAR COMPARISONS

Top Reasons for Visiting	July – Sept 2020	July – Sept 2021
Visit friends and family	41%	32%
Business conference/meeting	22%	27%
Education-related	24%	20%
Family time	14%	15%
Watch a sporting event	10%	12%
Relax and Unwind	5%	10%

Pre-Visit	July – Sept 2020	July – Sept 2021
Requested a Visitors Guide	3%	7%
Drove to Leon County	87%	81%
Flew to Leon County	13%	19%





# YEAR-TO-YEAR COMPARISONS

Market of Origin	July – Sept 2020	July – Sept 2021
Miami – Ft. Lauderdale	13%	14%
Atlanta	9%	8%
Washington D.C.	3%	6%
Orlando	5%	5%
Tampa Bay area	4%	4%
Jacksonville	3%	3%

Region of Origin	July – Sept 2020	July – Sept 2021
Southeast	69%	75%
Northeast	13%	8%
Midwest	9%	9%
West	7%	7%
International	2%	1%



# YEAR-TO-YEAR COMPARISONS

Travel Parties	July – Sept 2020	July – Sept 2021
Travel Party Size	2.5	2.6
Traveled with Other Visitors	52%	60%
Traveled with Children	28%	34%
Traveled with Children under 12	10%	7%

Visitor Profile	July – Sept 2020	July – Sept 2021
Median Age	44	44
Gender (Male)	49%	54%
Median Household Income	\$98,500	\$112,500
College Degree or Higher	71%	70%
White/Caucasian	67%	68%
African American	17%	17%
Married	55%	64%



# YEAR-TO-YEAR COMPARISONS

Accommodations	July – Sept 2020	July – Sept 2021
Hotel/Motel	51%	53%
Friends/Family Home	29%	20%
Day Tripper	13%	12%
Vacation Rental Home/Airbnb	3%	8%
Personal Second Home	2%	4%
Camping/RV	2%	2%

Trips Experience	July – Sept 2020	July – Sept 2021
Average nights stayed	3.5	3.5
1 <sup>st</sup> Time Visitor	26%	29%
10+ Prior Visits to Leon County	31%	22%
Stopped at Visitor Center*	0%*	9%
Used a smartphone to get around	78%	81%

\*The Visitor Center was closed due to COVID-19 in 2020.



# YEAR-TO-YEAR COMPARISONS

Top Activities	July – Sept 2020	July – Sept 2021
Restaurants	74%	74%
Relax and unwind	44%	51%
Visit friends and family	50%	36%
Shopping/antiquing	32%	30%
Family time	40%	29%
Business conference/meeting	24%	28%
Education-related	24%	22%
Nature/parks/birding	18%	20%
Bars/nightclubs	15%	17%
Special event	6%	16%





# YEAR-TO-YEAR COMPARISONS

Average Daily Spending	July – Sept 2020	July – Sept 2021
Accommodations	\$103	\$131*
Restaurants	\$54	\$54
Groceries	\$19	\$22
Shopping	\$38	\$44
Entertainment	\$21	\$35
Transportation	\$29	\$28
Other	\$11	\$18
<b>Total</b>	<b>\$275</b>	<b>\$332</b>

Average Total Trip Spending	July – Sept 2020	July – Sept 2021
Accommodations	\$361	\$470
Restaurants	\$189	\$194
Groceries	\$67	\$81
Shopping	\$133	\$157
Entertainment	\$73	\$126
Transportation	\$101	\$100
Other	\$39	\$67
<b>Total</b>	<b>\$963</b>	<b>\$1,195</b>

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



# YEAR-TO-YEAR COMPARISONS

Post Trip Evaluation	July – Sept 2020	July – Sept 2021
Overall Rating	7.9	8.1
Will return to Leon County	90%	91%
Exceed + Met Expectations: Hospitality	98%	92%
Exceed + Met Expectations: Quality of hotel	95%	89%
Exceed + Met Expectations: Service at hotel	96%	88%
Exceed + Met Expectations: Food quality	98%	87%
Exceed + Met Expectations: Customer service	92%	87%
Exceed + Met Expectations: Attractions/events	96%	82%
Exceed + Met Expectations: Environment/atmosphere	95%	91%



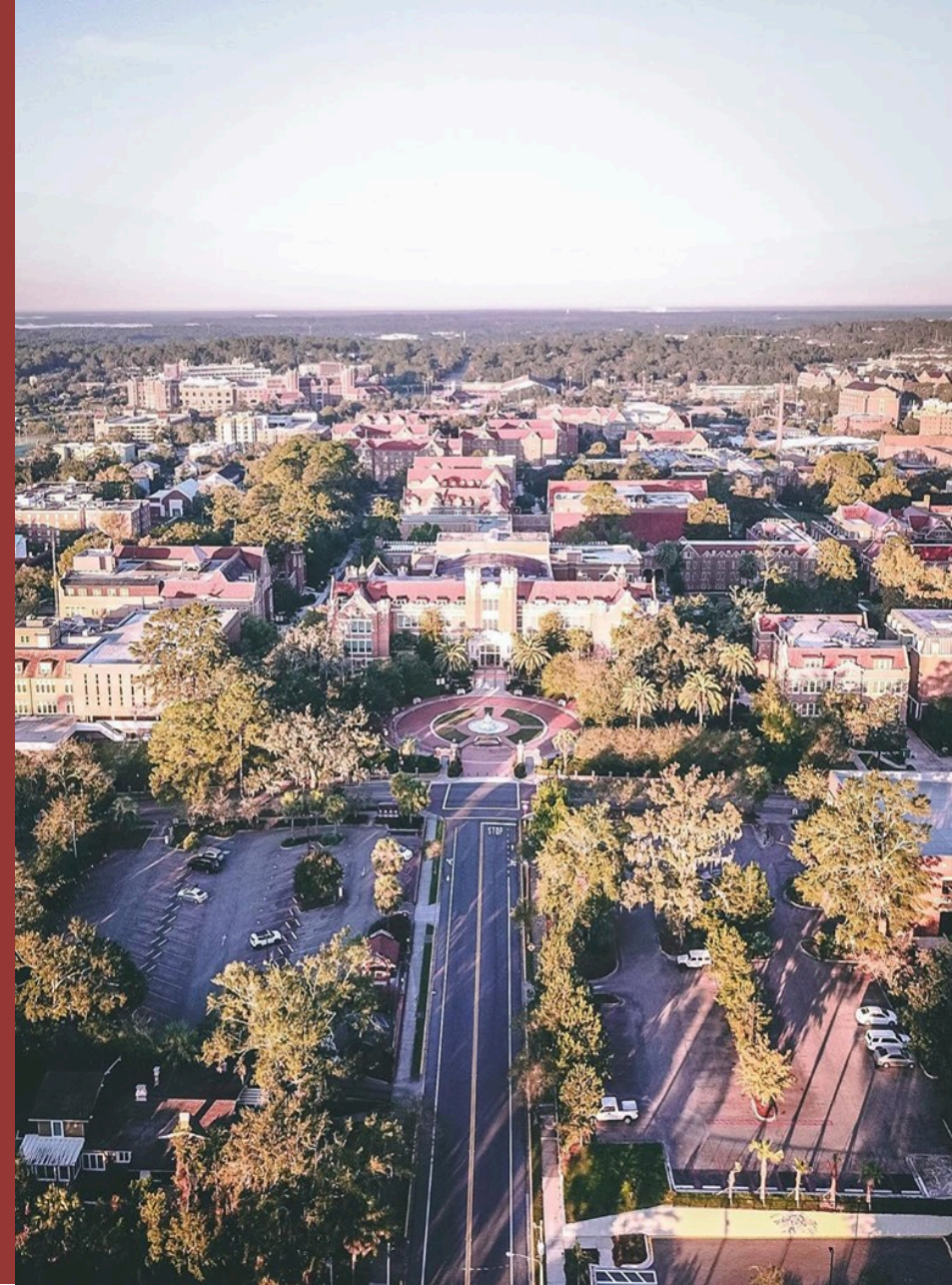
# LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

July – Sept 2021 Visitor Tracking Study

Kerri Post

Executive Director, Leon County Division of Tourism/ Visit Tallahassee  
850-606-2313, [PostK@leoncountyfl.gov](mailto:PostK@leoncountyfl.gov)

Joseph St. Germain, Ph.D., President  
Phillip Downs, Ph.D., Senior Partner  
Rachael Anglin, Director of Research  
Erin Dinkel, Senior Project Director  
Isiah Lewis, Project Director  
Glencora Haskins, Project Director  
Downs & St. Germain Research  
850-906-3111 | [www.dsg-research.com](http://www.dsg-research.com)



Visit  
**Tallahassee**  
Pretty. Unexpected.

**DS** downs & st. germain  
RESEARCH



## MEMORANDUM

DATE: November 4, 2021  
TO: Leon County Tourist Development Council  
THROUGH: Kerri L. Post, Executive Director, Leon County Division of Tourism  
FROM: Terri Messler, Visitor Services Director & Grants Manager  
SUBJECT: FY22 Legacy Event Grant Recommendations

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This item seeks TDC approval of staff recommendations for three-year Legacy Event Grant funding agreements for: Market Days, Red Hills International Horse Trials, Springtime Tallahassee Festival, and LeMoyne Chain of Parks Art Festival.

As previously approved by the TDC and Board of County Commissioners (BOCC), an applicant must meet the following criteria to qualify for a Legacy Event Grant:

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

Under this structure, four eligible Legacy Event have been identified: (1) Market Days (2) Red Hills International Horse Trials, (3) Springtime Tallahassee Festival, and (4) LeMoyne Chain of Parks Art Festival.

This is the first year that three-year agreements for the Legacy Event Grants will be executed. The Division of Tourism's budget includes a line item specifically for Legacy Events designed to provide event organizers with greater continuity and reliability of financial support from the County so that these long-standing events can better focus on programming and activities and not compete with newer and/or smaller events. In accordance with County Tourism Grant Programs Policy, Legacy Event recommendations must be approved by both the TDC and the



BOCC. The BOCC will review for approval the three-year grant funding agreements at its November 9 meeting.

For FY 2022, event organizers submitted a three-year funding plan, in addition to providing all other required documentation. Legacy Event grants have an award ceiling of \$100,000 in annual support for each event. For FY 2022 only, a ceiling of up to \$10,000 in additional funds may be requested above grantees FY 2021 funding level. Proposed increases in funding requests must document and demonstrate increased event out-of-market advertising and promotion, event duration and/or significant new or additional program elements that would reasonably be expected to attract an additional audience to the event. Proposed increases in annual funding requests for FY 2023 and FY 2024 must meet the same requirements, with a funding ceiling of \$100,000. Annual funding is contingent upon TDT collections and budget allocations.

The following is a summary of each event for FY 2022 - FY 2024. Staff have reviewed and considered the funding requests in each event application and support the funding levels as requested by the grantees.

### ***Market Days (Attachment #1)***

Market Days will take place December 4-5, 2021. It is one of the Southeast's largest and best-judged arts and crafts shows, featuring the unique handmade creations of over 300 artists, and top-quality artisans and craftspeople from across the United States. For the three years prior to COVID-19, Market Days averaged 5,200 room nights and generated an economic impact of \$4.1 million annually. The Tallahassee Museum's Market Days was last held December 8, 2019 and has been a Southeast shopping tradition for over 50 years. Market Days was cancelled in December 2020 due to the COVID-19 pandemic. Market Days requested \$56,000 for FY 2022 with the additional funding being spent on out-of-market advertising and promotions. Event organizers are requesting \$70,000 for FY 2023 and \$85,000 for FY 2024. The additional funding will be spent on market saturation in key drive markets initially in Florida, and expanding to Georgia, Alabama and beyond.

### ***Red Hills International Horse Trials (Attachment #2)***

Red Hills International Horse Trials will take place on March 10-13, 2022 and is an annual global competition and world-class event in the equestrian sport of Eventing. Red Hills hosts competitors from across the United States, Central and South America, Europe, and parts of Asia. For FY 2017-FY 2019, Red Hills averaged 4,649 room nights and generated an economic impact of \$3.8 million annually. The event was held in 2020, just prior to the shutdown, but no spectators were allowed due to the increase in COVID-19 cases. Red Hills International Horse Trials requested \$85,000 for FY 2022, with the additional funding being spent on livestreaming the event in conjunction with R.N.S. Video Media, who specialize in filming equestrian competitions. Event organizers are requesting \$100,000 for both FY 2023 and FY 2024. The additional funding will cover a more expansive and comprehensive livestreaming coverage of the event and competitors, with the goal of eventually livestreaming through the US Equestrian Federation Network which will provide greater reach and exposure for Red Hills International Horse Trials.

### ***Springtime Tallahassee Festival (Attachment #3)***

The Springtime Tallahassee Festival will take place April 1-2, 2022 and is a community and regional event attracting vendors and parade entries from as many as 30 states. The festival has a proven product to offer visitors and vendors from around the country. The 2020 festival and grand parade were cancelled due to the COVID-19 pandemic. From 2017 - 2019, Springtime Tallahassee averaged 5,918 room nights and generated an economic impact of \$4.4 million annually. Springtime Tallahassee requested \$72,600 for FY 2022 with the additional funding being spent on increased digital presence in outside markets using geotargeting. Event organizers are requesting \$100,000 for both FY 2023 and FY 2024. The additional funding will allow for the inclusion of a second night of MusicFest to take place downtown on Saturday night, with a nationally known artist of a different music genre (e.g., Country vs. Rock) from the Friday night concert. This has the potential to increase room night stays and attract new audiences to the event.

### ***LeMoyne Chain of Parks Art Festival (Attachment #4)***

The LeMoyne Chain of Parks Art Festival will be held April 23-24, 2022 and is a long-standing fine arts event that has been nationally ranked as a Top 100 fine art festival held throughout the country by *Sunshine Artist Magazine*. The LeMoyne Chain of Parks Art Festival experienced significant growth in 2019 with a 40% increase in hotel room nights, 50% increase in economic impact, 41% increase in direct spending, and a 14% increase in attendees. The 2020 Festival was cancelled due to the pandemic. From 2017 - 2019, the LeMoyne Chain of Parks Art Festival averaged 2,309 room nights and generated an economic impact of more than \$1.4 million annually. LeMoyne requested \$65,950 for FY 2022, with the additional funding being spent on out-of-market advertising and promotions. Event organizers are requesting \$68,500 for FY 2023 and \$70,500 for FY 2024. The additional funds will allow for expansion of the Chalk Artist Program and the new Visiting Artist Workshops. The proposed Chalk Artist exhibition will showcase renowned 3-D chalk artists from around the nation to be stationed throughout the parks. They will create unique 3-D works of art centered around a Florida theme. Additional funding will also be used to expand out-of-market promotions and to secure nationally known bands for the Evening Groove concert.

### **Conclusion**

This item seeks TDC approval of staff recommendations for three-year Legacy Event Grant funding agreements for: Market Days, Red Hills International Horse Trials, Springtime Tallahassee Festival, and LeMoyne Chain of Parks Art Festival.

## LEGACY GRANT FUNDING AGREEMENT

This Agreement is made and entered into by and between Leon County, Florida, a charter county and political subdivision of the State of Florida, through the Division of Tourism, Visit Tallahassee, (hereinafter referred to as "Tourism") and Tallahassee Museum of History and Natural Science, Inc., (hereinafter referred to as "Grantee").

### RECITALS

**WHEREAS**, the Grantee has presented Tourism an event grant proposal, reviewed and approved by the Leon County Tourist Development Council ("TDC") and the Leon County Board of County Commissioners (BOCC), identifying the Legacy Event activities, as well as those persons responsible for overseeing and assuring delivery of those services, to implement with the grant funding provided for herein; and,

**WHEREAS**, for an event to be an authorized use of Tourist Development Tax ("TDT") revenue, the event "shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity or event to tourists"; and,

**WHEREAS**, the Grantee is a not-for-profit organization; and,

**WHEREAS**, the Grantee has met or exceeded the criteria for a Legacy Event; and,

**WHEREAS**, the grant funding herein provided shall not be construed by Grantee to be a continuing obligation of the County; and

**WHEREAS**, the Parties desire to reduce their intentions to writing.

**NOW, THEREFORE**, in consideration of the premises and mutual covenants contained herein, the sufficiency of which is acknowledged hereby, the Parties do agree as follows:

**I. Incorporation of Recitals**

The Recitals set forth above are hereby incorporated into this Agreement and made a part hereof as if fully set forth below.

## II. Definitions

- A. Legacy Event – an event that meets the following criteria:
1. An event, festival, or tournament that has been taking place in the community for a minimum of five years and can reliably demonstrate generating a minimum average 2,000 room nights for at least three of the last five years.
  2. An event, festival, or tournament that can reliably demonstrate generating a minimum economic impact of \$1 million annually.
  3. An event that does not occur during peak visitor periods. Peak visitor periods are generally defined as FSU home football game weekends in the fall semester, FAMU homecoming weekend, FSU or FAMU graduation weekends, and Monday through Thursday during the state legislative session.
  4. Changes to the event resulting from a “Force Majeure Event” as defined in Section XII. J. will be considered in annual performance review.
- B. Tourist – is defined in section 125.0104, Florida Statutes, as a person who participates in trade or recreation activities outside of the county of his or her residence, or who rents transient accommodations including any living quarters or accommodations in any hotel, motel, resort motel, apartment, apartment hotel, rooming house, mobile home park, recreational vehicle park, condominium or timeshare resort for a term of 6 months or less.

## III. Term

The Effective date of this Agreement shall commence on the date which this Agreement is signed by the last Party, and shall terminate on September 30, 2024, unless extended in writing by the Parties.

## IV. Services to be Provided – Scope of Work (SOW)

- A. Grantee shall provide those activities and scope of work (SOW) for the



Market Days event identified in the Grant Funding Request Application in which the Grantee set out and identified the activities it would implement as a tourism event and identified the person or persons responsible for overseeing and assuring that those activities would be delivered, a copy of which is attached hereto as Exhibit A and incorporated herein as if fully set forth below.

- B. Grantee must provide an event public health and safety plan which adheres to any applicable CDC guidance. The plan should include strategies to maintain healthy environments and operations for all event staff and attendees.
- C. Grantee shall be responsible for all expenses associated with the delivery of event required by this Agreement.
- D. Grantee shall comply with all applicable laws, ordinances, permits, and regulations governing its operation and in the provision of Services herein required.
- E. Grantee acknowledges Tourism will direct the County's marketing research firm of record to conduct an economic impact study of events funded under the Legacy Event Grant Program.

V. **Budget and Grant Funds Distribution**

- A. Funding under this Agreement is based upon the event budget submitted with Grantee's application. Tourism agrees to provide grant support funding (level approved by the TDC and BOCC) in the amounts listed below for those activities provided by Grantee under this Agreement (Exhibit A) contingent upon TDT collections and budget allocations. For the three-year period commencing in FY22 funding is as follows:

- 1. FY22: \$56,000.00
- 2. FY23: \$70,000.00

3. FY24: \$85,000.00

- B. Distributions to the Grantee will be provided on a reimbursement basis contingent upon compliance with this Agreement and the submission by the Grantee of a valid invoice for allowable expenditures. Requests for reimbursement must be received by September 1 of each of the three fiscal years covered by this agreement.
- C. If an event must be cancelled, event organizers are required to promptly make that determination and notify Tourism, provided that an event shall not be cancelled within 60 days of the event's originally scheduled date. Tourism will only reimburse for allowable expenses incurred before the earlier of the date of cancellation or 60 days prior to the original event date. Any expenses incurred after the applicable date will not be reimbursed. This provision does not invalidate any "Force Majeure Event" protections that may be afforded the Grantee in accordance with Section XII. J.
- D. For Grantee reimbursement, Leon County strongly encourages payment through Automated Clearing House (ACH) direct deposit. This is Leon County's preferred payment method.
- E. Upon completion of the event and submission of the reimbursement request, the Grantee shall receive reimbursement of funds for qualifying expenditures up to the grant amount award.
- F. Tourism specifically reserves the right to reduce, increase, or totally withdraw its financial commitment as set forth herein to the Grantee at any time with or without cause with reasonable notice.

**VI. Use of County Funds**

- A. Funds received by the Grantee pursuant to this Agreement shall only be used for those purposes outlined in the Agreement.

- B. Funds shall be deemed misused when the Grantee does not fully utilize funds in accordance with this Agreement. The Grantee agrees to repay to Tourism all misused funds. Failure to do so may result in the County exercising its right to seek any available remedies at law or in equity.

**VII. Personnel**

- A. The Grantee represents that it has and shall maintain adequate staffing, contractors, and/or volunteers to carry out the event to be provided under this Agreement. Such employees/contractors/volunteers shall not be employees of Leon County or have any contractual relationship with the County.
- B. All event activities/SOW required hereunder shall be performed by the Grantee and all personnel engaged in the performance of work or activities shall be fully qualified and properly authorized under appropriate state and local laws to execute the event.

**VIII. Reporting and Notices**

- A. Upon execution of the Agreement the Grantee shall provide in writing the Grantee staff member who will be responsible for the submission of all Grantee reports to Tourism for the administration of this Agreement.
- B. The combined Leon County/Visit Tallahassee logo shall 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. Leon County Division of Tourism/Visit Tallahassee is dedicated to supporting worthwhile local events through our grant programs and other promotional opportunities but reserves the right

to reduce or eliminate grant funding for organizations that do not receive prior approval for correct logo use.



- C. All applications and reimbursement requests, as required hereunder, shall be submitted electronically via email to Terri Messler at [Terri.Messler@VisitTallahassee.com](mailto:Terri.Messler@VisitTallahassee.com).
- D. All notices required hereunder shall be online, emailed or sent in writing via United States certified mail, postage prepaid, return receipt requested, overnight courier or by hand delivery. All notices required under this Agreement shall be given to the Parties at the addresses below or at such other place as the Parties may designate in writing.

Notice to Grantee:      Event Contact/Title: Katherine Cline Ashler  
                                    Event Name: Market Days  
                                    Address: 3945 Museum Drive  
                                    Tallahassee, Florida 32310  
                                    Phone: 850-575-8684  
                                    Email: [pr@tallahasseemuseum.org](mailto:pr@tallahasseemuseum.org)

Notice to Tourism:

Terri Messler, Visitor Services Director  
Division of Tourism  
Address: 315 South Calhoun Street  
Suite 540  
Tallahassee, FL 32301  
Phone: 850-606-2300  
Email: [Terri.Messler@VisitTallahassee.com](mailto:Terri.Messler@VisitTallahassee.com)

- E. Grantee shall provide a final report to Tourism of all activities provided in accordance to the published Guidelines of the Legacy Event Grant Program.

**IX. Termination**

- A. This Agreement may be terminated by either Party without cause upon no less than 30 calendar days' notice in writing to the other Party, unless a sooner time is mutually agreed upon in writing by the Parties. Said notice shall be delivered in accordance with Section VIII. D. herein.
- B. In the event that funds for payment pursuant to this Agreement become unavailable or inadequate, the County may terminate this Agreement upon not less than 24 hours' notice in writing to the Grantee. Said notice shall be sent in accordance with Section VIII. D. herein. The County shall be the final authority as to the availability and/or adequacy of funds. In the event of termination of this Agreement, the Grantee will be compensated only for any work performed under this Agreement which has been satisfactorily completed up to and including the date of termination.
- C. This Agreement may be terminated as a result of the Grantee non-performance and/or breach of this Agreement upon not less than 24 hours written notice to the Grantee. Failure to object to a breach of any provisions of this Agreement shall not be deemed to be a waiver of any other or subsequent breach and shall not be construed to be a modification of the terms and conditions of this Agreement. The provisions herein do not limit Tourism's right to any other available remedies at law or in equity. Failure to have performed any contractual obligations in the Agreement in a manner satisfactory to Tourism shall be deemed non-compliant and may be sufficient cause for termination and/or impact future funding decisions.

**X. Audits, Records and Reports**

- A. Grantee acknowledges and agrees that Tourism reserves the right to conduct, either or both, a financial audit and management audit. An audit by Tourism may encompass an examination of all financial transactions, all accounts, and all reports, as well as an evaluation of compliance with the Terms and Conditions of this Agreement.



- B. Prior to the end of the Agreement Term, September 1 of each of the three fiscal years covered by this agreement, the Grantee shall submit a reimbursement request with a valid invoice for allowable expenditures to Tourism for each fiscal year, documenting the details of each expenditure made and Service provided hereunder.
- C. Leon County Tourism will instruct its marketing research firm of record to conduct a statistically reliable number of spectator and participant surveys at the event to develop an economic impact study that shows the number of attendees, out of town guests, room nights generated and total economic impact from the event.
- D. Tourism may inspect all reports and conduct audits to ensure both program and fiscal compliance and shall provide any findings and proposed corrective action, if any, to the Grantee.
- E. Grantee shall provide the Leon County Office of Financial Stewardship, for their review, a copy of any audit Grantee has performed of itself.
- F. Grantee agrees to maintain and keep any and all records necessary to substantiate the expenditure of funds consistent with event set out in this Agreement.
- G. Grantee shall produce all records requested by Tourism for its determination that monies distributed by Tourism are being spent in accordance with this Agreement.
- H. The Grantee shall use an accounting system that meets generally accepted accounting principles. The Grantee shall maintain such property, personnel, financial and other books, records, documents and other evidence sufficient to reflect accurately the amount, receipt, and disposition by the Grantee of all funds received. The Grantee shall preserve and make its records available until the expiration of five (5) years from the date of Termination

or Expiration of the Term of this Agreement, and for such longer period, if any, as is required by applicable statute or lawful requirement.

**XI. Public Records**

The Grantee shall:

- A. Keep and maintain those records that ordinarily and necessarily would be required by Leon County in order to perform the services under this Agreement, hereinafter “public records”.
- B. Provide the public with access to public records under the same terms and conditions that Leon County would provide the records as set forth in Chapter 119, Florida Statutes, or as otherwise provided by law.
- C. Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law.
- D. Meet all requirements for retaining public records and transfer, at no cost, to Leon County all public records in possession of the Grantee upon termination of the contract and destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. All records stored electronically must be provided to Leon County in a format that is compatible with the information technology systems of the County.
- E. Upon request from the County’s custodian of public records, provide the County with a copy of the requested records or allow the records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided in Chapter 119, Florida Statutes, or as otherwise provided by law.
- F. **IF THE GRANTEE HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE**

**GRANTEE'S DUTY TO PROVIDE PUBLIC RECORDS RELATING  
TO THIS AGREEMENT, CONTACT THE CUSTODIAN OF  
PUBLIC RECORDS:**

**Kerri Post**  
**315 South Calhoun Street, Suite 540**  
**Tallahassee, FL 32301**  
[postk@leoncountyfl.gov](mailto:postk@leoncountyfl.gov)  
**850-606-2300**

**XII. General Provisions**

- A. Governing Law and Venue. This Agreement shall be governed by and construed in accordance with the laws of the State of Florida. Any action to enforce any of the provisions of this Agreement must be maintained in Tallahassee, Leon County, Florida.
- B. Waiver. Failure to insist upon strict compliance with any term, covenant or condition of this Agreement shall not be deemed a waiver of it. No waiver or relinquishment of a right or power under this Agreement shall be deemed a waiver of that right or power at any other time.
- C. Modification. This Agreement shall not be extended, changed or modified, except in writing duly executed by the Parties hereto.
- D. Binding Effect. This Agreement shall be binding upon the successors and, subject to below, assigns of the Parties hereto.
- E. Assignment. Because of the unique nature of the relationship between the Parties and the terms of this Agreement, neither Party hereto shall have the right to assign this Agreement or any of its rights or responsibilities hereunder to any third Party without the express written consent of the other Party to this Agreement, which consent shall not unreasonably be withheld.
- F. Entire Agreement. This Agreement constitutes the entire agreement between the Parties with respect to the matters contained herein, and all

prior agreements or arrangements between them with respect to such matters are superseded by this Agreement.

- G. Headings. Headings in this Agreement are for convenience only and shall not be used to interpret or construe its provisions.
- H. Ambiguity. This Agreement has been negotiated by the Parties with the advice of counsel and, in the event of an ambiguity herein, such ambiguity shall not be construed against any Party as the author hereof.
- I. Public Bodies. It is expressly understood between the Parties that the County is a charter county and a political subdivision of the State of Florida. Nothing contained herein shall be construed as a waiver or relinquishment by Tourism and the County to claim such exemptions, privileges or immunities as may be provided to that Party by law.
- J. Force Majeure. A Party shall be excused from performance of an obligation under this Agreement to the extent, and only to the extent, that such performance is affected by a "Force Majeure Event" which term shall mean any cause beyond the reasonable control of the Party affected, except where such Party could have reasonably foreseen and reasonably avoided the occurrence, which materially and adversely affects the performance by such Party of its obligation under this Agreement. Such events shall include, but not be limited to, an act of God, disturbance, hostility, war, or revolution; strike or lockout; epidemic; pandemic; accident; fire; storm, flood, or other unusually severe weather or act of nature; or any requirements of law.
- K. Cost(s) and Attorney Fees. In the event of litigation between the Parties to construe or enforce the terms of this Agreement or otherwise arising out of this Agreement, the prevailing Party in such litigation shall be entitled to recover from the other Party its reasonable costs and attorney's fees incurred in maintaining or defending subject litigation. The term litigation shall include appellate proceedings.

- L. Severability. It is intended that each Section of this Agreement shall be viewed as separate and divisible, and in the event that any Section, or part thereof, shall be held to be invalid, the remaining Sections and parts shall continue to be in full force and effect.
- M. Revision. In any case where, in fulfilling the requirements of this Agreement or of any guarantee, embraced or required hereby, it is deemed necessary for the Grantee to deviate from the requirements of this Agreement, the Grantee shall obtain the prior written consent of the County.
- N. Publicity. Without limitation, the Grantee and its employees, agents, and representatives shall not, without prior written approval of Tourism, in each instance, use in advertisement, publicity or other promotional endeavor any County mark, the name of the County, or any County officer or employee, nor represent directly or indirectly, that any products or Services provided by the Grantee have been approved or endorsed by Leon County or refer to the existence of this Agreement in press releases, advertising or materials distributed by the Grantee to its respective customers.
- O. Public Entity Crime. Pursuant to section 287.133, Florida Statutes, the following restrictions are placed on the ability of persons convicted of a public entity crime to transact business with Leon County: when a person or affiliate has been placed on the convicted vendor list following a conviction for public entity crime, he/she may not submit a bid on a contract to provide any goods or Services to a public entity, may not submit a bid on a contract with a public entity for the construction or the repair of a public building or public work, may not submit bids on leases of real property to a public entity, may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in section 287.017, Florida Statutes, for Category two, for



a period of 36 months from the date of being placed on the convicted vendor list.

- P. Civil Rights Requirements. The Grantee shall not discriminate against any employee in the performance of this Agreement or against any applicant for employment because of age, race, religion, color, disability, national origin, or sex. The Grantee further agrees that all subcontractors or others with whom it arranges to provide Services or benefits to participants or employees in conjunction with any of its programs and activities are not discriminated against because of age, race, religion, color, disability, national origin, or sex. The Grantee shall conduct its funded activities in such a manner as to provide for non-discrimination and full equality of opportunity regardless of race, color, religion, national origin, sex, age, disability, marital status, political affiliation, or beliefs. Therefore, the Grantee agrees to comply with Title VII of the Civil Rights Act of 1964, Section 504 of the Rehabilitation Act of 1973, the Age Discrimination Act of 1975, the Florida Human Rights Act, and the American Disabilities Act of 1990.
- Q. Survival. Any provision of this Agreement which contemplates performance or observance subsequent to any termination or expiration of this Agreement, will survive expiration or termination of this Agreement.
- R. Counterparts. This Agreement may be executed in one or more counterparts, faxed, electronically mailed, copies, each of which will be deemed an original but all of which taken together will constitute one and the same instrument.
- S. Indemnity. The Grantee 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 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.

- T. Agency. Nothing herein contained is intended or should be construed as creating or establishing the relationship of agency, partners, or employment between the Parties hereto, or as constituting either Party as the agent or representative of the other for any purpose. Grantee is not authorized to bind the County or Tourism to any contracts or other obligations and shall not expressly represent to any Party that the Grantee and County are partners or that Grantee is the agent or representative of the County.
- U. Sovereign Immunity. Nothing herein shall be construed as a waiver of any rights and privileges afforded the County or Tourism under section 768.28, Florida Statutes.
- V. Voluntariness. The Grantee expressly represents and warrants that they are entering into this Agreement voluntarily and except for the terms and conditions outlined in this Agreement no other promises or inducements have been offered. Grantee further agrees that they have discussed all aspects of this Agreement with a private attorney or have read and fully understand this Agreement, including but limited to, their rights and obligations under this Agreement.

**(Signatures to follow on the next page)**

WHERETO, the Parties through their duly authorized representative, have set their hands and seals effective the date whereon the last Party executes this Grant Agreement.

**TALLAHASSEE MUSEUM OF HISTORY  
AND NATURAL SCIENCE, INC.:**

WITNESS:

By: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

As Its: \_\_\_\_\_

Date: \_\_\_\_\_

**LEON COUNTY, FLORIDA**

By: \_\_\_\_\_  
Vincent S. Long, County Administrator

Date: \_\_\_\_\_

APPROVED AS TO LEGAL SUFFICIENCY:

ATTEST:

Chasity H. O'Steen, County Attorney  
Leon County Attorney's Office

Gwendolyn Marshall, Clerk of Court &  
Comptroller, Leon County, Florida

By: \_\_\_\_\_

By: \_\_\_\_\_

# EXHIBIT A



Visit  
Tallahassee

## FY 2021/22 LEGACY EVENT GRANT APPLICATION

### A. Contact Information

FIRST NAME: Katherine

LAST NAME: Cline Ashler

EMAIL: kashler@tallahasseemuseum.org

PHONE: 850-575-8684

### B. Organization Information

ORGANIZATION NAME: Tallahassee Museum

ORGANIZATION CONTACT: Katherine Cline Ashler

CONTACT TITLE: VP of Philanthropy

PHONE: 850-575-8684

ADDRESS: 3945 Museum Drive

CITY: Tallahassee

STATE: FL

ZIP: 32310

NON-PROFIT: YES  NO

TAX ID: 590838924

INSURANCE PROVIDER: Certain Underwriters at Lloyd's of London

### C. Event Information

EVENT NAME: Market Days

EVENT DIRECTOR: Katherine Cline Ashler

EVENT LOCATION: North Florida Fairgrounds

EVENT EMAIL: pr@tallahasseemuseum.org

EVENT PHONE: 850-575-8684

EVENT START DATE: December 4, 2021

EVENT END DATE: December 5, 2021

EVENT WEBSITE: www.marketdays.org

### D. Amount Requested 56,000

*If requested amount is different than previous grant amount, please identify new additional programming and/or extended duration, cost and supporting documentation and out of market advertising.*

We are requesting an additional \$10,000 to supplement marketing outreach in Panama City, FL and Pensacola, FL

### E. Attach Event Budget, Marketing Plan, Safety Protocols, and 3-Year Funding Plan

PDF or Microsoft Word Document format

  
SIGNATURE

Katherine Cline Ashler  
PRINT NAME

10/11/2021  
DATE





## Legacy Event Grant Three-Year Funding Plan

Annual Requested Funding		Event Enhancements (If requesting additional funding ie. out of market advertising, event duration, or new program element.	Anticipated Goals	Comments/Rationale	
<b>FUNDING LEVEL</b>	Year 1: \$ 56,000.00	We are intending to provide additional marketing focus in Destin/Panama City, FL and Pensacola, FL. This will include additional digital billboards, radio and cable tv ads.	Room Nights	Please see attached	
			3500		
			Out-of-County Visitors		
				5500	
	Year 2: \$ 70,000.00	In 2022, we are planning on focusing on market saturation in key drive markets of Panama City, FL and Pensacola, FL but are interested in the focus areas identified by Visit Tallahassee and other strategic partnerships. Should these areas prove a better location then we may change these focus areas to better synergize with their overall efforts. We are also focused on bringing in shoppers from Georgia, Alabama and the other parts of the Southeast.		Room Nights	Please see attached
				5700	
				Out-of-County Visitors	
				8500	
	Year 3: \$ 85,000.00	We are planning to build on the success we anticipate growing in Year Two and reaching out to two additional out of state markets which we anticipate will be Dothan, AL and Valdosta, GA. We will continue to focus strategic efforts in Panama, City, FL and Pensacola, FL to not lose momentum in those communities and will certainly try to collaborate with other DMOs as appropriate in their efforts.		Room Nights	Please see attached
7500					
Out-of-County Visitors					
10750					

*Additional documents may be attached as needed.*

## Legacy Event Grant Three-Year Funding Plan Addendum

### Market Days

#### Year One Comments/Rationale

In spite of a very rainy weekend, the 2019 Market Days had 3,090 room nights in Leon County hotels and motels. Market Days resulted in a \$2,919,700 economic impact and \$1,847,900 in Direct Spending in our community. This report compiled by Downs and St. Germaine reiterates the economic importance of this event not only to the Tallahassee Museum but also to the Tallahassee community at large. Overall, we had 5,380 out of town visitors.

In 2020, Market Days was cancelled in response to the COVID-19 pandemic resulting in the loss of projected revenues, the weakening of brand awareness and the risk of losing Market Day's prior momentum gained before 2019 (rain) and 2020.

In 2021, it is critical to rebuild Market Days' prior momentum and revenues with a marketing goal of reasserting its brand and increasing attendance numbers to levels prior to 2019. We are requesting an additional \$10,000 from the previous year award because we are planning on a stronger marketing presence in Panama City/Destin and Pensacola, specifically in the areas of digital billboards, radio and cable television ads.

Throughout this year's planning process, we have been encouraged by the enthusiasm in the Tallahassee and surrounding areas regarding the resumption of Market Days in 2021 after being cancelled due to an abundance of caution about COVID-19 in 2020. We anticipate a slightly higher number of attendees than we experienced in 2019 barring any COVID-19 resurgence or bad weather conditions.

#### Year Two Comments/Rationale

For Market Days 2022, our marketing goals are to increase our marketing investments and efforts throughout the South Georgia, South Alabama and the North Florida area through continued strategic market activation and saturation in Panama City, FL and Pensacola, FL. These are two reasonable drive markets to Tallahassee yet far enough to encourage attendees to stay in local lodgings rather than driving home in a single day. We are planning to focus on these areas but are interested in the focus areas identified by Visit Tallahassee and other strategic partnerships. Should these areas prove a better location then we might change these focus areas to better synergize with their overall efforts.

According to the Downs and St. Germaine economic impact report, in 2017 we found that 3% of our attendees were from the Destin/Panama City area and 3% from the Pensacola/Mobile area and our goal is to increase that number. This was a decrease from 6% of our attendees from Destin/Panama City area and 5% of our attendees from the Pensacola/Mobile area in 2016. During 2016, we had a Marketing investment of \$50,000 and in 2017, our marketing investment

decreased to \$44,000. We feel that by reestablishing our previous investments in these two areas that they are recapturable markets that will result in increased tourist visitation and spending in Leon County.

Specifically, we are planning increased marketing in the two communities with increased billboard placements, strategically increased radio and TV broadcast buys (including streaming and satellite radio) and an increased digital focus through social media and digital ads.

#### Year Three Comments/Rationale

In Market Days 2023, we will build on the success and knowledge we gain from our increased investments in 2022 and increase our marketing buys to strategically market activate and saturate the two out of state market regions of Dothan, AL and Valdosta, GA areas.

However, it should also be noted that the selection of these two markets could change based upon discussions with Visit Tallahassee staff and whether they have plans to market activate other cities/areas that would benefit by the synergy of Market Days selecting the same activation markets as Visit Tallahassee.

Regardless of the specific two markets that Market Days selects in 2023, we will maintain its strategic marketing efforts in Panama City, FL and Pensacola, FL, with perhaps a stronger focus in the Mobile, AL area in conjunction with outreach in Pensacola, FL. The Pensacola and Mobile markets share many similar media outlets and we could increase the number of billboards and other print and digital buys for that area.

**Market Days: The Region's Most Treasured Holiday Shopping Tradition**  
December 4 and 5<sup>th</sup>, 2021. Juried Arts & Crafts Show, for the Tallahassee Museum

**Marketing Plan**

Target Markets	<ol style="list-style-type: none"><li>1) Holiday and home-décor shoppers of lower-middle and upper incomes in and near Tallahassee</li><li>2) Drive market shoppers from neighboring regions that include cities such as Dothan, AL., Pensacola, FL., Valdosta, GA., Thomasville, GA., Albany, GA. Jacksonville, FL., Gainesville, FL. Orlando, FL, Crawfordville, FL., Lake City, FL., Ocala, FL., Destin/Ft. Walton Beach, FL, Panama City, FL., Atlanta, GA., and Macon, GA.</li><li>3) Shoppers from areas of Florida, Georgia, Alabama and the other parts of Southeast</li></ol>
Positioning Statement	For over 55 years, Market Days has been Tallahassee's most treasured holiday shopping tradition, offering high-value, handmade pieces for all budgets, from fine arts to charming stocking stuffers. This is one of the top juried arts and craft shows in the Southeastern U.S.
Offering to Customers	Approximately 300 juried artists and crafts makers, including many new vendors not seen at previous Market Days shows. Proceeds benefit the area's well-loved Tallahassee Museum and support its education, exhibit and collection activities.
Price Strategy	Choice of low general admission (\$6 adults) or Early Bird premium pass (\$25) for two hours of pre-show shopping and other benefits.
Sales Strategy	Entice return shoppers with new vendors and old favorites, along with ample food and beverage choices. Earn new shoppers with focus on quality, holiday gift values, diversity of artists, fun shopping experience, fun group outing, one-stop gift shopping, and added value of benefitting a well-loved museum. Encourage tour groups.

With the cancellation of Market Days 2020, we are focused on ensuring that this event remains the vibrant cultural festival our visitors and we have always enjoyed.

Promotion Strategy	<p>Coordinate print, direct mail, social media, internet, email, broadcast, online and outdoor advertising in Tallahassee area, and other regional/state target markets listed above.</p> <p>Partner with TDC, Visit Tallahassee and other outlets on advertising and PR that targets drive markets in Florida, Georgia and Alabama.</p> <p>Earned media in local and regional magazines (fall issues) focused on arts and holiday activities.</p> <p>Awareness campaigns in Tallahassee Museum newsletters, on dedicated and recently redesigned Market Days website and recently redesigned Museum website, in Museum e-mail announcements (90,000 subscribers), on Market Days Facebook event page, on Museum Facebook page (32,000+ fans), on area marquees, media interviews, and with printed fliers and posters distributed mainly in north Florida and south Georgia. Online event listings on major sites based in Florida, Georgia and Alabama.</p> <p>Spread awareness through e-news and online postings made available by organizations who partner with the Museum.</p>
Other	<p>Stretch marketing budget by leveraging complimentary advertising through media partnerships with print, TV, radio, outdoor, and online advertisers.</p>

### **Market Days 2021: Advertising Schedule & PR Plan**

The Market Days 2021 marketing plan includes no-cost public relations and paid advertising, along with no-cost social media, no-cost ad exchanges, and media partnerships that extend the value of our advertising budget by securing complimentary advertising in conjunction with media buys.

#### **Public relations**

The public relations plan includes news and feature articles in local and regional newspapers, magazines, TV, radio (including internet radio), media interviews, and online publications.

Topics for free PR include holiday shopping, handmade arts and crafts, profiles of the artists and craftsmakers, profiles of Market Days veterans and volunteers, economic impact on the area, and the event's benefit to the Tallahassee Museum.

Social media being employed are the Tallahassee Museum's website, Instagram page and its Facebook page, the Market Days website and its Facebook page, digital media including targeted websites and friends' Facebook pages, the Museum's E-Newsletter, press releases to the Museum media list and e-mail blasts. Again, this year Market Days will have its own



Facebook event page and an updated website. These two entities will again expand the event's online presence and appeal, including its value as a place for finding frequently refreshed marketing information, product photos, and sponsor logos posted in exchange for cash sponsorships and in-kind support.

## **Paid advertising**

Anticipated placement of paid advertising for Market Days 2021 features the following:

- *Tallahassee Democrat* display ads October-Dec. 3 to promote Early Bird tickets and main event. Color ads, featuring a highlighted piece of art, plus information about event and sponsors.
- Billboards (November), in Leon County, as well as Albany, Valdosta, Lake City, Gainesville, Ocala, Panama City and Dothan.
- Televisions ads, regional (November/early December) in Tallahassee/Thomasville, Panama City, Lake City, Gainesville, Dothan, and Albany
- NPR stations in Tallahassee, Panama City, Gainesville and Valdosta
- Tallahassee.com online ads (mid November through event date).
- Commercial radio ads, (mid-November until event) in Tallahassee, Panama City, Albany and Valdosta
- Live radio remote on morning of opening day (WQTL-FM Kool Oldies)
- Regional magazines (fall): *Tallahassee Magazine*, *Emerald Coast Magazine*
- Posters, banners, signs (September until event).
- Plantation Wildlife Arts Festival program ad, free/exchange (November).
- Facebook sponsored posts and ads (early November until event) – Tallahassee, Panama City, Dothan, Albany, Thomasville, Valdosta, Lake City, Gainesville, Ocala, Jacksonville, Pensacola, Macon and Atlanta
- Internet advertising via Programmatic Digital Display geo-targeted to Tallahassee, Panama City, Jacksonville, Dothan, Albany, Valdosta, Lake City, and Gainesville/Ocala

## **Market Days 2021: Media Plan Detail**

### **Print/Local**

*Tallahassee Democrat* features – *Limelight*, *TLH*, *Eastside Chronicles* and *Northeast Chronicles*

*Tallahassee Democrat* display ads – Fall ads begin in October in *Limelight*, and *TLH*. Ad sizes typically will be ½ Page, in color, promoting Early Bird tickets, products, and main event

*Tallahassee Magazine*

*Emerald Coast Magazine*

### **Electronic**

[www.tallahassee.com](http://www.tallahassee.com), online ads, including home-page sliding billboard

[www.marketdays.org](http://www.marketdays.org)

[www.tallahasseemuseum.org](http://www.tallahasseemuseum.org)

[www.visitflorida.com](http://www.visitflorida.com)

[www.visittallahassee.com](http://www.visittallahassee.com)

[Programmatic Digital Display geo-targeted to our key source markets listed above.](#)

[Paid Social – Facebook/Instagram geo-targeted to our key source markets listed above.](#)

*Museum E-News*

Facebook: Market Days

Facebook: Tallahassee Museum

E-flyers distributed by Market Days committee members and staff

Museum e-blast to nearly 100,000 members and friends

COCA e-news

Out & About e-news

Network of Young Professionals e-news

Various other online community calendars throughout the region

**Television (Local/Regional)**

WTXL– Paid schedule - Tallahassee

WFSU –Paid schedule – Tallahassee Region

WCTV – In The Spotlight

WTXL mid-day show

Comcast Cable – Paid Schedule

**Television (Out of Market)**

WDFX – Paid schedule – Dothan, AL

WFXL – Paid schedule – Albany, GA

WJHG – Paid schedule - Panama City, FL

WPGX – Paid schedule - Panama City, FL

WUFT – Paid schedule – Panama City, FL

Comcast Cable – Paid schedule – Panama City, FL; Lake City, FL, Pensacola, FL and Destin/Ft. Walton Beach, FL

**Radio (Local/Regional)**

Cumulus Broadcasting – Paid schedule, free interview and PSAs, live remote opening day.

WBZE-FM – Paid schedule and free PSAs – live remote day one

WQTL-FM – Paid schedule, free PSAs, live remote day two

WFSU-FM – Paid schedule and free PSAs

**Radio (Out of Market)**

Panama City, Fla. – WFSY-FM (NPR), WFSW-FM (NPR)

Valdosta, Ga. – WOBB-FM

Albany, Ga. – WMRZ-FM

Gainesville, Fla – WUFT-FM (NPR)

**Billboards, outdoor advertising**

Regional – Rotary Digital Billboards in Tallahassee DMA, Panama City, Pensacola, Dothan, Albany, Valdosta, Lake City, Gainesville and Ocala

**Posters**

200 11x17 posters distributed in north Florida, Florida Panhandle, West Florida, and South Georgia

**Flyers and Direct Mail Pieces**

Thousands of printed flyers distributed in North Florida and South Georgia

**Press Releases**

Press releases sent to 80+ media outlets and organizations throughout the state and region

**Marquees**

Free publicity from area businesses and organizations, including Tallahassee Community College and North Florida Fairgrounds

Market Days Line Item Budget--2021

OUT OF MARKET DMA'S	October	November	December	Total	Percentage	Example
PRINT 1	1,555.00	0.00	0.00	1,555.00	2.78%	Emerald Coast Magazine Radio Ads in Gainesville, FL; Panama City, FL; Valdosta, GA and Albany, GA TV spots in Dothan, AL; Gainesville, FL; Albany, GA; Panama City, FL
RADIO 1	0.00	3,888.00	1,434.00	5,322.00	9.50%	
TV 1	665.00	5,430.00	2,320.00	8,415.00	15.03%	Comcast Ads in Panama City, FL Lake City, FL, Pensacola, FL, and Destin/Ft. Walton Beach, FL
TV 2	0.00	2,500.00	1,100.00	5,600.00	10.00%	
DIGITAL 1	4,000.00	2,500.00	0.00	6,500.00	11.61%	Digital Banner Ads in Dothan, AL; Panama City, FL; Valdosta, GA; Lake City, FL and Albany, GA Digital Banner Ads in Ocala, FL, Pensacola, FL, and Jacksonville, FL Paid Social in Panama City, Dothan, Albany, Thomasville, Valdosta, Lake City, Gainesville, Ocala, Jacksonville, Pensacola, Macon and Atlanta
DIGITAL 2	3,000.00	1,575.00	0.00	4,575.00	8.17%	
SOCIAL 1	1,500.00	3,566.00	717.00	7,783.00	13.90%	Billboard Ads in Dothan, AL; Panama City, FL; Valdosta, GA; Lake City, FL and Albany, GA Billboard Ads in Gainesville, FL, Ocala, FL and Pensacola, FL Portion of overall Fairgrounds Rental
OUTDOOR 1	3,500.00	1,750.00	0.00	5,250.00	9.38%	
OUTDOOR 2	2,000.00	1,000.00	0.00	5,000.00	8.93%	PARTIAL RENTAL OF FAIRGROUNDS 6,000.00 10.71%
TOTAL				56,000.00	100.00%	

### Market Days 2021 Budget

<b>Income:</b>	<b>Amount</b>
Gate Admission	\$75,500
Booth Fees	\$90,000
Misc. Museum Sales	\$15,000
Sponsorship	\$10,000
Proposed TDC Legacy Event Grant	\$56,000
<b>Total Income</b>	<b>\$236,000</b>
<b>Expenses:</b>	
Fairgrounds Rent/Services	\$35,800
Grounds/Tents	\$4,800
Hospitality/Misc.	\$2,400
Security/Traffic Control	\$10,000
Ticket/Sign Printing	\$2,000
Publicity	\$69,000
Cost of Misc. Sales	\$2,000
<b>Total Expenses</b>	<b>\$126,000</b>
<b>Net Profit/(Loss)</b>	<b>\$110,000</b>



## **Market Days Health and Safety Plan**

The 2021 Market Days Arts and Crafts Show to be held on December 4 and 5 at the North Florida Fairgrounds will follow the guidance provided by Leon County's Board of County Commissioners when they voted to enter Phase 3 of the COVID Response and Reopening Plan on May 11, 2021.

Specifically, Market Days will:

- Encourage, but not require, that attendees wear face coverings and practice physical distancing when inside Fairgrounds buildings. There will be signage throughout the Fairgrounds reinforcing this messaging
- Make hand sanitizer available in numerous locations around the Fairgrounds property.
- Will provide adequate spacing between arts and crafts and food vendors.
- Have protocols in place in the event that a Market Days/Museum staff member or volunteer is exposed to or diagnosed with COVID-19. It should be noted that virtually all Museum/Market Days volunteers have been vaccinated.
- The Museum and Market Days will continue to monitor COVID-19 levels in our region; stay abreast of new CDC recommendations; revise the Museum and Market Days safety protocols as needed; and, follow and implement any local and State guidelines and orders if and when issued.



## LEGACY GRANT FUNDING AGREEMENT

This Agreement is made and entered into by and between Leon County, Florida, a charter county and political subdivision of the State of Florida, through the Division of Tourism, Visit Tallahassee, (hereinafter referred to as “Tourism”) and Red Hills Horse Trials, Inc., (hereinafter referred to as “Grantee”).

### RECITALS

**WHEREAS**, the Grantee has presented Tourism an event grant proposal, reviewed and approved by the Leon County Tourist Development Council (“TDC”) and the Leon County Board of County Commissioners (BOCC), identifying the Legacy Event activities, as well as those persons responsible for overseeing and assuring delivery of those services, to implement with the grant funding provided for herein; and,

**WHEREAS**, for an event to be an authorized use of Tourist Development Tax (“TDT”) revenue, the event “shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity or event to tourists”; and,

**WHEREAS**, the Grantee is a not-for-profit organization; and,

**WHEREAS**, the Grantee has met or exceeded the criteria for a Legacy Event; and,

**WHEREAS**, the grant funding herein provided shall not be construed by Grantee to be a continuing obligation of the County; and

**WHEREAS**, the Parties desire to reduce their intentions to writing.

**NOW, THEREFORE**, in consideration of the premises and mutual covenants contained herein, the sufficiency of which is acknowledged hereby, the Parties do agree as follows:

#### **I. Incorporation of Recitals**

The Recitals set forth above are hereby incorporated into this Agreement and made a part hereof as if fully set forth below.

## II. Definitions

- A. Legacy Event – an event that meets the following criteria:
1. An event, festival, or tournament that has been taking place in the community for a minimum of five years and can reliably demonstrate generating a minimum average 2,000 room nights for at least three of the last five years.
  2. An event, festival, or tournament that can reliably demonstrate generating a minimum economic impact of \$1 million annually.
  3. An event that does not occur during peak visitor periods. Peak visitor periods are generally defined as FSU home football game weekends in the fall semester, FAMU homecoming weekend, FSU or FAMU graduation weekends, and Monday through Thursday during the state legislative session.
  4. Changes to the event resulting from a “Force Majeure Event” as defined in Section XII. J. will be considered in annual performance review.
- B. Tourist – is defined in section 125.0104, Florida Statutes, as a person who participates in trade or recreation activities outside of the county of his or her residence, or who rents transient accommodations including any living quarters or accommodations in any hotel, motel, resort motel, apartment, apartment hotel, rooming house, mobile home park, recreational vehicle park, condominium or timeshare resort for a term of 6 months or less.

## III. Term

The Effective date of this Agreement shall commence on the date which this Agreement is signed by the last Party, and shall terminate on September 30, 2024, unless extended in writing by the Parties.

## IV. Services to be Provided – Scope of Work (SOW)

- A. Grantee shall provide those activities and scope of work (SOW) for the

Red Hills International Horse Trials and Trade Fair event identified in the Grant Funding Request Application in which the Grantee set out and identified the activities it would implement as a tourism event and identified the person or persons responsible for overseeing and assuring that those activities would be delivered, a copy of which is attached hereto as Exhibit A and incorporated herein as if fully set forth below.

- B. Grantee must provide an event public health and safety plan which adheres to any applicable CDC guidance. The plan should include strategies to maintain healthy environments and operations for all event staff and attendees.
- C. Grantee shall be responsible for all expenses associated with the delivery of event required by this Agreement.
- D. Grantee shall comply with all applicable laws, ordinances, permits, and regulations governing its operation and in the provision of Services herein required.
- E. Grantee acknowledges Tourism will direct the County's marketing research firm of record to conduct an economic impact study of events funded under the Legacy Event Grant Program.

V. **Budget and Grant Funds Distribution**

- A. Funding under this Agreement is based upon the event budget submitted with Grantee's application. Tourism agrees to provide grant support funding (level approved by the TDC and BOCC) in the amounts listed below for those activities provided by Grantee under this Agreement (Exhibit A) contingent upon TDT collections and budget allocations. For the three-year period commencing in FY22 funding is as follows:

- 1. FY22: \$85,000.00
- 2. FY23: \$100,000.00

3. FY24: \$100,000.00

- B. Distributions to the Grantee will be provided on a reimbursement basis contingent upon compliance with this Agreement and the submission by the Grantee of a valid invoice for allowable expenditures. Requests for reimbursement must be received by September 1 of each of the three fiscal years covered by this agreement.
- C. If an event must be cancelled, event organizers are required to promptly make that determination and notify Tourism, provided that an event shall not be cancelled within 60 days of the event's originally scheduled date. Tourism will only reimburse for allowable expenses incurred before the earlier of the date of cancellation or 60 days prior to the original event date. Any expenses incurred after the applicable date will not be reimbursed. This provision does not invalidate any "Force Majeure Event" protections that may be afforded the Grantee in accordance with Section XII. J.
- D. For Grantee reimbursement, Leon County strongly encourages payment through Automated Clearing House (ACH) direct deposit. This is Leon County's preferred payment method.
- E. Upon completion of the event and submission of the reimbursement request, the Grantee shall receive reimbursement of funds for qualifying expenditures up to the grant amount award.
- F. Tourism specifically reserves the right to reduce, increase, or totally withdraw its financial commitment as set forth herein to the Grantee at any time with or without cause with reasonable notice.

**VI. Use of County Funds**

- A. Funds received by the Grantee pursuant to this Agreement shall only be used for those purposes outlined in the Agreement.

- B. Funds shall be deemed misused when the Grantee does not fully utilize funds in accordance with this Agreement. The Grantee agrees to repay to Tourism all misused funds. Failure to do so may result in the County exercising its right to seek any available remedies at law or in equity.

**VII. Personnel**

- A. The Grantee represents that it has and shall maintain adequate staffing, contractors, and/or volunteers to carry out the event to be provided under this Agreement. Such employees/contractors/volunteers shall not be employees of Leon County or have any contractual relationship with the County.
- B. All event activities/SOW required hereunder shall be performed by the Grantee and all personnel engaged in the performance of work or activities shall be fully qualified and properly authorized under appropriate state and local laws to execute the event.

**VIII. Reporting and Notices**

- A. Upon execution of the Agreement the Grantee shall provide in writing the Grantee staff member who will be responsible for the submission of all Grantee reports to Tourism for the administration of this Agreement.
- B. The combined Leon County/Visit Tallahassee logo shall 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. Leon County Division of Tourism/Visit Tallahassee is dedicated to supporting worthwhile local events through our grant programs and other promotional opportunities but reserves the right



to reduce or eliminate grant funding for organizations that do not receive prior approval for correct logo use.



- C. All applications and reimbursement requests, as required hereunder, shall be submitted electronically via email to Terri Messler at [Terri.Messler@VisitTallahassee.com](mailto:Terri.Messler@VisitTallahassee.com).
- D. All notices required hereunder shall be online, emailed or sent in writing via United States certified mail, postage prepaid, return receipt requested, overnight courier or by hand delivery. All notices required under this Agreement shall be given to the Parties at the addresses below or at such other place as the Parties may designate in writing.

Notice to Grantee:      Event Contact: Jane Barron, President  
                                    Event Name: Red Hills International Horse Trials  
                                    Address: 4000 North Meridian  
                                    Tallahassee, Florida 32312  
                                    Phone: 850-545-3311  
                                    Email: [info@rhht.org](mailto:info@rhht.org)

Notice to Tourism:      Terri Messler, Visitor Services Director  
                                    Division of Tourism  
                                    Address: 315 South Calhoun Street  
                                    Suite 540  
                                    Tallahassee, FL 32301  
                                    Phone: 850-606-2300  
                                    Email: [Terri.Messler@VisitTallahassee.com](mailto:Terri.Messler@VisitTallahassee.com)

- E. Grantee shall provide a final report to Tourism of all activities provided in accordance to the published Guidelines of the Legacy Event Grant Program.

**IX. Termination**

- A. This Agreement may be terminated by either Party without cause upon no less than 30 calendar days' notice in writing to the other Party, unless a sooner time is mutually agreed upon in writing by the Parties. Said notice shall be delivered in accordance with Section VIII. D. herein.
- B. In the event that funds for payment pursuant to this Agreement become unavailable or inadequate, the County may terminate this Agreement upon not less than 24 hours' notice in writing to the Grantee. Said notice shall be sent in accordance with Section VIII. D. herein. The County shall be the final authority as to the availability and/or adequacy of funds. In the event of termination of this Agreement, the Grantee will be compensated only for any work performed under this Agreement which has been satisfactorily completed up to and including the date of termination.
- C. This Agreement may be terminated as a result of the Grantee non-performance and/or breach of this Agreement upon not less than 24 hours written notice to the Grantee. Failure to object to a breach of any provisions of this Agreement shall not be deemed to be a waiver of any other or subsequent breach and shall not be construed to be a modification of the terms and conditions of this Agreement. The provisions herein do not limit Tourism's right to any other available remedies at law or in equity. Failure to have performed any contractual obligations in the Agreement in a manner satisfactory to Tourism shall be deemed non-compliant and may be sufficient cause for termination and/or impact future funding decisions.

**X. Audits, Records and Reports**

- A. Grantee acknowledges and agrees that Tourism reserves the right to conduct, either or both, a financial audit and management audit. An audit by Tourism may encompass an examination of all financial transactions, all accounts, and all reports, as well as an evaluation of compliance with the Terms and Conditions of this Agreement.

- B. Prior to the end of the Agreement Term, September 1 of each of the three fiscal years covered by this agreement, the Grantee shall submit a reimbursement request with a valid invoice for allowable expenditures to Tourism for each fiscal year, documenting the details of each expenditure made and Service provided hereunder.
- C. Leon County Tourism will instruct its marketing research firm of record to conduct a statistically reliable number of spectator and participant surveys at the event to develop an economic impact study that shows the number of attendees, out of town guests, room nights generated and total economic impact from the event.
- D. Tourism may inspect all reports and conduct audits to ensure both program and fiscal compliance and shall provide any findings and proposed corrective action, if any, to the Grantee.
- E. Grantee shall provide the Leon County Office of Financial Stewardship, for their review, a copy of any audit Grantee has performed of itself.
- F. Grantee agrees to maintain and keep any and all records necessary to substantiate the expenditure of funds consistent with event set out in this Agreement.
- G. Grantee shall produce all records requested by Tourism for its determination that monies distributed by Tourism are being spent in accordance with this Agreement.
- H. The Grantee shall use an accounting system that meets generally accepted accounting principles. The Grantee shall maintain such property, personnel, financial and other books, records, documents and other evidence sufficient to reflect accurately the amount, receipt, and disposition by the Grantee of all funds received. The Grantee shall preserve and make its records available until the expiration of five (5) years from the date of Termination

or Expiration of the Term of this Agreement, and for such longer period, if any, as is required by applicable statute or lawful requirement.

**XI. Public Records**

The Grantee shall:

- A. Keep and maintain those records that ordinarily and necessarily would be required by Leon County in order to perform the services under this Agreement, hereinafter “public records”.
- B. Provide the public with access to public records under the same terms and conditions that Leon County would provide the records as set forth in Chapter 119, Florida Statutes, or as otherwise provided by law.
- C. Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law.
- D. Meet all requirements for retaining public records and transfer, at no cost, to Leon County all public records in possession of the Grantee upon termination of the contract and destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. All records stored electronically must be provided to Leon County in a format that is compatible with the information technology systems of the County.
- E. Upon request from the County’s custodian of public records, provide the County with a copy of the requested records or allow the records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided in Chapter 119, Florida Statutes, or as otherwise provided by law.
- F. **IF THE GRANTEE HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE**

**GRANTEE'S DUTY TO PROVIDE PUBLIC RECORDS RELATING  
TO THIS AGREEMENT, CONTACT THE CUSTODIAN OF  
PUBLIC RECORDS:**

**Kerri Post**  
**315 South Calhoun Street, Suite 540**  
**Tallahassee, FL 32301**  
[postk@leoncountyfl.gov](mailto:postk@leoncountyfl.gov)  
**850-606-2300**

**XII. General Provisions**

- A. Governing Law and Venue. This Agreement shall be governed by and construed in accordance with the laws of the State of Florida. Any action to enforce any of the provisions of this Agreement must be maintained in Tallahassee, Leon County, Florida.
- B. Waiver. Failure to insist upon strict compliance with any term, covenant or condition of this Agreement shall not be deemed a waiver of it. No waiver or relinquishment of a right or power under this Agreement shall be deemed a waiver of that right or power at any other time.
- C. Modification. This Agreement shall not be extended, changed or modified, except in writing duly executed by the Parties hereto.
- D. Binding Effect. This Agreement shall be binding upon the successors and, subject to below, assigns of the Parties hereto.
- E. Assignment. Because of the unique nature of the relationship between the Parties and the terms of this Agreement, neither Party hereto shall have the right to assign this Agreement or any of its rights or responsibilities hereunder to any third Party without the express written consent of the other Party to this Agreement, which consent shall not unreasonably be withheld.
- F. Entire Agreement. This Agreement constitutes the entire agreement between the Parties with respect to the matters contained herein, and all



prior agreements or arrangements between them with respect to such matters are superseded by this Agreement.

- G. Headings. Headings in this Agreement are for convenience only and shall not be used to interpret or construe its provisions.
- H. Ambiguity. This Agreement has been negotiated by the Parties with the advice of counsel and, in the event of an ambiguity herein, such ambiguity shall not be construed against any Party as the author hereof.
- I. Public Bodies. It is expressly understood between the Parties that the County is a charter county and a political subdivision of the State of Florida. Nothing contained herein shall be construed as a waiver or relinquishment by Tourism and the County to claim such exemptions, privileges or immunities as may be provided to that Party by law.
- J. Force Majeure. A Party shall be excused from performance of an obligation under this Agreement to the extent, and only to the extent, that such performance is affected by a "Force Majeure Event" which term shall mean any cause beyond the reasonable control of the Party affected, except where such Party could have reasonably foreseen and reasonably avoided the occurrence, which materially and adversely affects the performance by such Party of its obligation under this Agreement. Such events shall include, but not be limited to, an act of God, disturbance, hostility, war, or revolution; strike or lockout; epidemic; pandemic; accident; fire; storm, flood, or other unusually severe weather or act of nature; or any requirements of law.
- K. Cost(s) and Attorney Fees. In the event of litigation between the Parties to construe or enforce the terms of this Agreement or otherwise arising out of this Agreement, the prevailing Party in such litigation shall be entitled to recover from the other Party its reasonable costs and attorney's fees incurred in maintaining or defending subject litigation. The term litigation shall include appellate proceedings.

- L. Severability. It is intended that each Section of this Agreement shall be viewed as separate and divisible, and in the event that any Section, or part thereof, shall be held to be invalid, the remaining Sections and parts shall continue to be in full force and effect.
- M. Revision. In any case where, in fulfilling the requirements of this Agreement or of any guarantee, embraced or required hereby, it is deemed necessary for the Grantee to deviate from the requirements of this Agreement, the Grantee shall obtain the prior written consent of the County.
- N. Publicity. Without limitation, the Grantee and its employees, agents, and representatives shall not, without prior written approval of Tourism, in each instance, use in advertisement, publicity or other promotional endeavor any County mark, the name of the County, or any County officer or employee, nor represent directly or indirectly, that any products or Services provided by the Grantee have been approved or endorsed by Leon County or refer to the existence of this Agreement in press releases, advertising or materials distributed by the Grantee to its respective customers.
- O. Public Entity Crime. Pursuant to section 287.133, Florida Statutes, the following restrictions are placed on the ability of persons convicted of a public entity crime to transact business with Leon County: when a person or affiliate has been placed on the convicted vendor list following a conviction for public entity crime, he/she may not submit a bid on a contract to provide any goods or Services to a public entity, may not submit a bid on a contract with a public entity for the construction or the repair of a public building or public work, may not submit bids on leases of real property to a public entity, may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in section 287.017, Florida Statutes, for Category two, for

a period of 36 months from the date of being placed on the convicted vendor list.

- P. Civil Rights Requirements. The Grantee shall not discriminate against any employee in the performance of this Agreement or against any applicant for employment because of age, race, religion, color, disability, national origin, or sex. The Grantee further agrees that all subcontractors or others with whom it arranges to provide Services or benefits to participants or employees in conjunction with any of its programs and activities are not discriminated against because of age, race, religion, color, disability, national origin, or sex. The Grantee shall conduct its funded activities in such a manner as to provide for non-discrimination and full equality of opportunity regardless of race, color, religion, national origin, sex, age, disability, marital status, political affiliation, or beliefs. Therefore, the Grantee agrees to comply with Title VII of the Civil Rights Act of 1964, Section 504 of the Rehabilitation Act of 1973, the Age Discrimination Act of 1975, the Florida Human Rights Act, and the American Disabilities Act of 1990.
- Q. Survival. Any provision of this Agreement which contemplates performance or observance subsequent to any termination or expiration of this Agreement, will survive expiration or termination of this Agreement.
- R. Counterparts. This Agreement may be executed in one or more counterparts, faxed, electronically mailed, copies, each of which will be deemed an original but all of which taken together will constitute one and the same instrument.
- S. Indemnity. The Grantee 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 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.

- T. Agency. Nothing herein contained is intended or should be construed as creating or establishing the relationship of agency, partners, or employment between the Parties hereto, or as constituting either Party as the agent or representative of the other for any purpose. Grantee is not authorized to bind the County or Tourism to any contracts or other obligations and shall not expressly represent to any Party that the Grantee and County are partners or that Grantee is the agent or representative of the County.
- U. Sovereign Immunity. Nothing herein shall be construed as a waiver of any rights and privileges afforded the County or Tourism under section 768.28, Florida Statutes.
- V. Voluntariness. The Grantee expressly represents and warrants that they are entering into this Agreement voluntarily and except for the terms and conditions outlined in this Agreement no other promises or inducements have been offered. Grantee further agrees that they have discussed all aspects of this Agreement with a private attorney or have read and fully understand this Agreement, including but limited to, their rights and obligations under this Agreement.

**(Signatures to follow on the next page)**

WHERETO, the Parties through their duly authorized representative, have set their hands and seals effective the date whereon the last Party executes this Grant Agreement.

**RED HILLS HORSE TRIALS, INC.**

WITNESS:

By: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

As Its: \_\_\_\_\_

Date: \_\_\_\_\_

**LEON COUNTY, FLORIDA**

By: \_\_\_\_\_  
Vincent S. Long, County Administrator

Date: \_\_\_\_\_

APPROVED AS TO LEGAL SUFFICIENCY:

ATTEST:

Chasity H. O'Steen, County Attorney  
Leon County Attorney's Office

Gwendolyn Marshall, Clerk of Court &  
Comptroller, Leon County, Florida

By: \_\_\_\_\_

By: \_\_\_\_\_



# EXHIBIT A



Visit  
Tallahassee

## FY 2021/22 LEGACY EVENT GRANT APPLICATION

### A. Contact Information

FIRST NAME: Jane LAST NAME: Barron  
EMAIL: jhb3234@gmail.com PHONE: 850-545-3311 (C)

### B. Organization Information

ORGANIZATION NAME: Red Hills Horse Trials, Inc.  
ORGANIZATION CONTACT: Jane Barron  
CONTACT TITLE: President  
PHONE: 850-545-3311 (C); 850-580-4020 (O)  
ADDRESS: 4000 North Meridian Road  
CITY: Tallahassee STATE: FL ZIP: 32312  
NON-PROFIT: YES  NO  TAX ID: 59-3459774  
INSURANCE PROVIDER: Earl Bacon Agency (Office); Equisure (Event)

### C. Event Information

EVENT NAME: Red Hills International Horse Trials and Trade Fair  
EVENT DIRECTOR: Jane Barron  
EVENT LOCATION: Elinor Klapp Phipps Park, 1700 Miller Landing Road, Tallahassee, FL 32312  
EVENT EMAIL: info@rhht.org EVENT PHONE: 850-545-3311  
EVENT START DATE: March 10, 2022 EVENT END DATE: March 13, 2022  
EVENT WEBSITE: www.rhht.org

### D. Amount Requested \$85,000

*If requested amount is different than previous grant amount, please identify new additional programming and/or extended duration, cost and supporting documentation and out of market advertising.*

Red Hills, in conjunction with RNS Videomedia and the City of Tallahassee, intend to live stream Dressage, Cross-Country, and Show Jumping, to be filmed by RNS Videomedia and produced by the City of Tallahassee. It will be aired on the City's YouTube Channel and WCOT. We will begin negotiations to also broadcast on the USEF Network.

### E. Attach Event Budget, Marketing Plan, Safety Protocols, and 3-Year Funding Plan

*PDF or Microsoft Word Document format*

Jane Henderson Barron  
SIGNATURE

Jane Henderson Barron  
PRINT NAME

October 11, 2021  
DATE



## Legacy Event Grant Three-Year Funding Plan

Annual Requested Funding		Event Enhancements (If requesting additional funding ie. out of market advertising, event duration, or new program element.	Anticipated Goals	Comments/Rationale
<b>FUNDING</b>	Year 1:	\$85,000 \$10,000.00 to be used to live stream the event in conjunction with RNS Videomedia and the City of Tallahassee. \$40,000 in Officials' salary, lodging, and travel; \$35,000 in Tent Rentals.	<b>Room Nights</b> 5,750	The uncertainties brought on by the COVID-19 pandemic scuttled our 2021 attempts to broadcast Red Hills. We are working with the City to designed a more modest first-step for 2022.
			<b>Out-of-County Visitors</b> 8,000	
	Year 2:		\$100,000 \$25,000 to expand live streaming of the event. \$50,000 for Officials \$25,000 Tent Rentals.	
		<b>Out-of-County Visitors</b> 8,300		
	Year 3:	100,000 \$25,000 to connect live streaming with the USEF Network. \$50,000 for Officials. \$25,000 for Tent Rentals		<b>Room Nights</b> 6,500
			<b>Out-of-County Visitors</b> 8,500	

*Additional documents may be attached as needed.*

## 2022 RHHT MARKETING AND COMMUNICATIONS PLAN

### Situational Analysis:

Red Hills International Horse Trials, which is sanctioned by the sport's international and national governing bodies, including the Fédération Equestre Internationale, the United States Equestrian Federation and the United States Eventing Association, hosts competitors from across the United States, Central and South America, Europe and Australia. Red Hills serves as a qualifying competition for competitors seeking a berth on their respective countries' Olympic and World Equestrian Games teams.

### Objectives

- To distinguish Tallahassee, Florida, as a premier host site for an internationally recognized equestrian competition.
- To host spectators from markets within a 250-mile drive, specifically from Georgia, Alabama and Central Florida.
- To continue to draw attendance from the local community.
- To encourage participation by internationally acclaimed riders and Olympians from around the world.
- To promote awareness for horse sports, eventing and natural resource preservation and protection.
- To encourage owners and sponsors for riders and horses to attend this community-based event.

### Strategies & Tactics

#### **Maintain Communication with Current, Past and Prospective Sponsors**

- Mail Sponsorship Brochures in fall
- Follow up with sponsors via phone calls and emails
- Mail thank you and tax letters to sponsors following event to continue cultivating relationships

#### **Implement Social Media Advertising/Marketing Campaign**

- Increase awareness for the 3-day event through Facebook and Instagram posts through both organic and paid posts
- Encourage social media engagement by asking followers to share "Favorite Red Hills Memories—Why You Enjoy Red Hill" and to share their favorite photos
- Share stories with and by national and international equestrian publications that promote Tallahassee and Red Hills Horse Trials
- Encourage riders to do a short video clip that promotes the event that Red Hills and Visit Tallahassee can use on their respective social media accounts
- Promote sponsors through social media posts to encourage great engagement and future interest in the event

#### **Drive Traffic to the Red Hills Website**

- Using social media and email blasts, drive traffic to the website to encourage awareness, sponsorships and ticket purchases in advance
- Create a "Where to Stay," "Places to Eat" and "Things To Do" section on the website with links and information to encourage overnight stays
- Provide a 3-day experience to encourage weekend attendance
- Refine our search engine optimization to increase web traffic visibility in search engines by ranking for targeted and relevant search queries and to increase brand awareness
- Share stories on our website from national and international equestrian publications that promote Tallahassee and Red Hill Horse Trials



#### **Live Stream Event to Increase Exposure**

- Work with RNS Video and City of Tallahassee to live stream the 3-day event.
- Promote the live streaming through social media and Visit Tallahassee

#### **Implement Digital/Email Campaign**

- Implement digital advertising campaign to increase attendance from the 250-mile drive market
- Send e-blasts to past attendees and prospects to encourage advanced ticket sales and advance hotel bookings

#### **Implement Local and Regional Advertising Using Traditional Media**

- Broadcast including radio and TV
- Billboards
- Print

#### **Implement a Public Relations Campaign in Local, Regional, National and International Markets**

- Host an on-site media tent for media for publications that have a national and international reach
- Distribute press releases in local and regional markets to newspapers, travel publications, trade journals
- Pitch stories to national and international Equestrian/Eventing Publications as well as to Southeast regional news, sports and entertainment media
- Facilitate interviews with event organizers, internationally respected course designers and builders and national and international riders, including Olympians

#### **Host/Sponsor Promotional Events**

- Offer a tailgate giveaway package through local TV station to increase exposure with prospective attendees

#### **Create Collateral to Teach Spectators About the Sport and Promote Sponsors**

- Create digital event program to share with attendees that includes ads promoting Tallahassee and local businesses

#### **Nurture Strategic Partnerships that Provide National and International Exposure for Red Hills Horse Trials and Tallahassee**

- National and International vendors (cross country app)
- National and International Sponsors (Maui Jim, RNS Video Media)
- United States Equestrian Federation
- United States Eventing Association
- Fédération Equestre Internationale
- Chronicle of the Horse
- USEventing.com



2022 BUDGET  
RED HILLS INTERNATIONAL HORSE TRIALS  
October 11, 2021

	A	B	C
1	<b>INCOME</b>		
2	Grants		125,000
3	Sponsorship		100,000
4	Entries and Stabling		185,000
5	Merchandise Sales		12,000
6	<u>Tailgate Sales</u>		18,500
7	Gate		40,000
8	<b>TOTAL INCOME</b>		<u>480,500</u>
9			
10	<b>EXPENSES</b>		
11	Officials		125,000
12	Cross-Country Construction/Prep		25,000
13	Grounds		20,000
14	Rentals		150,000
15	Event Services		35,000
16	Arena Refurbishing		5,000
17	Fundraising and Hospitality		20,000
18	Office Expenses and Fees		25,000
19	Awards		50,000
20	Special Hospitality		3,000
21	Live Streaming		15,000
22	Bank Interest and Fees		3,000
23	Contingency		4,500
24	<b>TOTAL EXPENSES</b>		<u>480,500</u>



### Protocols, Safeguards and Requirements For the 2022 Red Hills International Horse Trials

- Red Hills will be run in strict accordance with the latest US Equestrian Federation [COVID-19 Action Plan for USEF-Licensed Competitions](#) – Most Recently updated on 5/18/2021, as well as in accordance with current State and Local, as well as CDC Guidelines. Where discrepancies in recommendations exist, Red Hills will follow the most stringent of the recommendations. [USEF COVID-19 Protocol](#)
- The critical component of this plan is regular communication with the City of Tallahassee and Leon County in order to stay ahead of the evolving virus. Should the prevalence of the virus intensify, or the current protocols be modified, Red Hills is prepared to react in accordance with City and County recommendations.
- As of October 11, 2021, competition staff, volunteers, officials, service providers, competitors and any individual accompanying a competitor, as well as every individual attending a private hospitality tent, shall sign both the USEF Waiver of Liability and the Red Hills event-specific Waiver of Liability. By signing the Red Hills-specific waiver, an individual agrees to "observe and obey all warnings and posted safety information, and further agree to follow any oral instructions or directions given by Red Hills Horse Trials Personnel." These signed waivers must be on file before any of the above specified individual may enter the park during the competition.
- As of October 11, 2021, the general public is expected to be [permitted to attend](#) in 2022, as per the USEF COVID-19 Action Plan and local ordinances for gatherings in public spaces. Spectators will not be required to sign Red Hills Waiver of Liability.
- The Avenue of Shops and Food Court will be limited in number of vendors. The vendors will be spaced as far apart as electrical capacity will permit. The City will not host a Children's Playground.
- Red Hills will again engage three licensed food vendors to provide food on grounds near the stables for competitors. This worked well in 2021.
- All vendors will be required to sign the USEF Waiver of Liability and the Red Hills Waiver of Liability.
- Food vendors are licensed under the Florida Department of Business and Professional Regulation

- Food vendors will be required to adhere to applicable CDC guidelines concessionaires and restaurants.
  - Taltran buses will be used to transport spectators into the park. Currently, Taltran has no capacity limits per bus, and masks are optional. We will remain in constant communication with the City to monitor changes in protocol.
  - Private Hospitality tents will be offered to sponsors both around the arenas and on Cross-Country. Tents will be comfortably spaced. All tents will be supplied with alcohol-based hand sanitizer and Lysol spray, and cleaned daily with Synbiont anti-viral/anti-bacterial/anti-fungal disinfectant.
  - Entries will be limited, as always, to 220 horses. This is a very small number of competitors relative to events that run 600 horses or more over the course of a long weekend.
  - Hand sanitizing stations, including access to soap, water, and paper towels, and/or alcohol-based hand sanitizer, will be provided throughout the park, including the hospitality tents, barns and competition areas.
  - Portable toilets will have alcohol-based hand sanitizer available at all times. Wash stations with water, soap, paper towels and alcohol-based hand sanitizer will be positioned outside of the portable toilets.
  - Portable toilets and wash stations will thoroughly cleaned, sanitized, and resupplied at the end of each day. These will be wiped down at regular intervals during each day throughout the event. .
  - Adequate waste disposal facilities will be positioned and maintained such that soiled towels will not pose a health hazard.
  - Arena gates, wash racks and hoses available for common use will be disinfected at regular intervals throughout the event.
- 
- Red Hills intends to retain our intensively thorough 2021 COVID-19 protocol as a safety precaution given the uncertainty about the disease and its path. Copy is attached.

Leon County EMS will be on site beginning on Wednesday, March 9, 2022, to provide needed medical services for the duration of the event, both for competitors and the general public.

LCSO will begin nightly drive-throughs of the park as soon as the tents begin to be delivered. The LCSO Command Center will be set up and staffed on Friday, March 4, 2022, with 24-hour presence through Sunday, March 10, 2022, to assist with and medical and safety matters.

Red Hills maintains a detailed Emergency Response Plan which will be updated in January copy to be provided.

## LEGACY GRANT FUNDING AGREEMENT

This Agreement is made and entered into by and between Leon County, Florida, a charter county and political subdivision of the State of Florida, through the Division of Tourism, Visit Tallahassee, (hereinafter referred to as "Tourism") and Springtime Tallahassee Festival, Inc., (hereinafter referred to as "Grantee").

### RECITALS

**WHEREAS**, the Grantee has presented Tourism an event grant proposal, reviewed and approved by the Leon County Tourist Development Council ("TDC") and the Leon County Board of County Commissioners (BOCC), identifying the Legacy Event activities, as well as those persons responsible for overseeing and assuring delivery of those services, to implement with the grant funding provided for herein; and,

**WHEREAS**, for an event to be an authorized use of Tourist Development Tax ("TDT") revenue, the event "shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity or event to tourists"; and,

**WHEREAS**, the Grantee is a not-for-profit organization; and,

**WHEREAS**, the Grantee has met or exceeded the criteria for a Legacy Event; and,

**WHEREAS**, the grant funding herein provided shall not be construed by Grantee to be a continuing obligation of the County; and

**WHEREAS**, the Parties desire to reduce their intentions to writing.

**NOW, THEREFORE**, in consideration of the premises and mutual covenants contained herein, the sufficiency of which is acknowledged hereby, the Parties do agree as follows:

#### **I. Incorporation of Recitals**

The Recitals set forth above are hereby incorporated into this Agreement and made a part hereof as if fully set forth below.

## **II. Definitions**

A. Legacy Event – an event that meets the following criteria:

1. An event, festival, or tournament that has been taking place in the community for a minimum of five years and can reliably demonstrate generating a minimum average 2,000 room nights for at least three of the last five years.
2. An event, festival, or tournament that can reliably demonstrate generating a minimum economic impact of \$1 million annually.
3. An event that does not occur during peak visitor periods. Peak visitor periods are generally defined as FSU home football game weekends in the fall semester, FAMU homecoming weekend, FSU or FAMU graduation weekends, and Monday through Thursday during the state legislative session.
4. Changes to the event resulting from a “Force Majeure Event” as defined in Section XII. J. will be considered in annual performance review.

B. Tourist – is defined in section 125.0104, Florida Statutes, as a person who participates in trade or recreation activities outside of the county of his or her residence, or who rents transient accommodations including any living quarters or accommodations in any hotel, motel, resort motel, apartment, apartment hotel, rooming house, mobile home park, recreational vehicle park, condominium or timeshare resort for a term of 6 months or less.

## **III. Term**

The Effective date of this Agreement shall commence on the date which this Agreement is signed by the last Party, and shall terminate on September 30, 2024, unless extended in writing by the Parties.

## **IV. Services to be Provided – Scope of Work (SOW)**

A. Grantee shall provide those activities and scope of work (SOW) for the



Springtime Tallahassee Festival event identified in the Grant Funding Request Application in which the Grantee set out and identified the activities it would implement as a tourism event and identified the person or persons responsible for overseeing and assuring that those activities would be delivered, a copy of which is attached hereto as Exhibit A and incorporated herein as if fully set forth below.

- B. Grantee must provide an event public health and safety plan which adheres to any applicable CDC guidance. The plan should include strategies to maintain healthy environments and operations for all event staff and attendees.
- C. Grantee shall be responsible for all expenses associated with the delivery of event required by this Agreement.
- D. Grantee shall comply with all applicable laws, ordinances, permits, and regulations governing its operation and in the provision of Services herein required.
- E. Grantee acknowledges Tourism will direct the County's marketing research firm of record to conduct an economic impact study of events funded under the Legacy Event Grant Program.

V. **Budget and Grant Funds Distribution**

- A. Funding under this Agreement is based upon the event budget submitted with Grantee's application. Tourism agrees to provide grant support funding (level approved by the TDC and BOCC) in the amounts listed below for those activities provided by Grantee under this Agreement (Exhibit A) contingent upon TDT collections and budget allocations. For the three-year period commencing in FY22 funding is as follows:

- 1. FY22: \$72,600.00
- 2. FY23: \$100,000.00

3. FY24: \$100,000.00

- B. Distributions to the Grantee will be provided on a reimbursement basis contingent upon compliance with this Agreement and the submission by the Grantee of a valid invoice for allowable expenditures. Requests for reimbursement must be received by September 1 of each of the three fiscal years covered by this agreement.
- C. If an event must be cancelled, event organizers are required to promptly make that determination and notify Tourism, provided that an event shall not be cancelled within 60 days of the event's originally scheduled date. Tourism will only reimburse for allowable expenses incurred before the earlier of the date of cancellation or 60 days prior to the original event date. Any expenses incurred after the applicable date will not be reimbursed. This provision does not invalidate any "Force Majeure Event" protections that may be afforded the Grantee in accordance with Section XII. J.
- D. For Grantee reimbursement, Leon County strongly encourages payment through Automated Clearing House (ACH) direct deposit. This is Leon County's preferred payment method.
- E. Upon completion of the event and submission of the reimbursement request, the Grantee shall receive reimbursement of funds for qualifying expenditures up to the grant amount award.
- F. Tourism specifically reserves the right to reduce, increase, or totally withdraw its financial commitment as set forth herein to the Grantee at any time with or without cause with reasonable notice.

**VI. Use of County Funds**

- A. Funds received by the Grantee pursuant to this Agreement shall only be used for those purposes outlined in the Agreement.

- B. Funds shall be deemed misused when the Grantee does not fully utilize funds in accordance with this Agreement. The Grantee agrees to repay to Tourism all misused funds. Failure to do so may result in the County exercising its right to seek any available remedies at law or in equity.

**VII. Personnel**

- A. The Grantee represents that it has and shall maintain adequate staffing, contractors, and/or volunteers to carry out the event to be provided under this Agreement. Such employees/contractors/volunteers shall not be employees of Leon County or have any contractual relationship with the County.
- B. All event activities/SOW required hereunder shall be performed by the Grantee and all personnel engaged in the performance of work or activities shall be fully qualified and properly authorized under appropriate state and local laws to execute the event.

**VIII. Reporting and Notices**

- A. Upon execution of the Agreement the Grantee shall provide in writing the Grantee staff member who will be responsible for the submission of all Grantee reports to Tourism for the administration of this Agreement.
- B. The combined Leon County/Visit Tallahassee logo shall 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. Leon County Division of Tourism/Visit Tallahassee is dedicated to supporting worthwhile local events through our grant programs and other promotional opportunities but reserves the right

to reduce or eliminate grant funding for organizations that do not receive prior approval for correct logo use.



- C. All applications and reimbursement requests, as required hereunder, shall be submitted electronically via email to Terri Messler at [Terri.Messler@VisitTallahassee.com](mailto:Terri.Messler@VisitTallahassee.com).
- D. All notices required hereunder shall be online, emailed or sent in writing via United States certified mail, postage prepaid, return receipt requested, overnight courier or by hand delivery. All notices required under this Agreement shall be given to the Parties at the addresses below or at such other place as the Parties may designate in writing.

Notice to Grantee:      Event Contact: Blake Moore, Director  
   Event Name: Springtime Tallahassee  
   Address: 114 East 5<sup>th</sup> Avenue, Suite B  
   Tallahassee, Florida 32303  
   Phone: 850-583-9613  
   Email: [director@springtimetallahassee.com](mailto:director@springtimetallahassee.com)

Notice to Tourism:      Terri Messler, Visitor Services Director  
   Division of Tourism  
   Address: 315 South Calhoun Street  
   Suite 540  
   Tallahassee, FL 32301  
   Phone: 850-606-2300  
   Email: [Terri.Messler@VisitTallahassee.com](mailto:Terri.Messler@VisitTallahassee.com)

- E. Grantee shall provide a final report to Tourism of all activities provided in accordance to the published Guidelines of the Legacy Event Grant Program.

**IX. Termination**

- A. This Agreement may be terminated by either Party without cause upon no less than 30 calendar days' notice in writing to the other Party, unless a sooner time is mutually agreed upon in writing by the Parties. Said notice shall be delivered in accordance with Section VIII. D. herein.
- B. In the event that funds for payment pursuant to this Agreement become unavailable or inadequate, the County may terminate this Agreement upon not less than 24 hours' notice in writing to the Grantee. Said notice shall be sent in accordance with Section VIII. D. herein. The County shall be the final authority as to the availability and/or adequacy of funds. In the event of termination of this Agreement, the Grantee will be compensated only for any work performed under this Agreement which has been satisfactorily completed up to and including the date of termination.
- C. This Agreement may be terminated as a result of the Grantee non-performance and/or breach of this Agreement upon not less than 24 hours written notice to the Grantee. Failure to object to a breach of any provisions of this Agreement shall not be deemed to be a waiver of any other or subsequent breach and shall not be construed to be a modification of the terms and conditions of this Agreement. The provisions herein do not limit Tourism's right to any other available remedies at law or in equity. Failure to have performed any contractual obligations in the Agreement in a manner satisfactory to Tourism shall be deemed non-compliant and may be sufficient cause for termination and/or impact future funding decisions.

**X. Audits, Records and Reports**

- A. Grantee acknowledges and agrees that Tourism reserves the right to conduct, either or both, a financial audit and management audit. An audit by Tourism may encompass an examination of all financial transactions, all accounts, and all reports, as well as an evaluation of compliance with the Terms and Conditions of this Agreement.



- B. Prior to the end of the Agreement Term, September 1 of each of the three fiscal years covered by this agreement, the Grantee shall submit a reimbursement request with a valid invoice for allowable expenditures to Tourism for each fiscal year, documenting the details of each expenditure made and Service provided hereunder.
- C. Leon County Tourism will instruct its marketing research firm of record to conduct a statistically reliable number of spectator and participant surveys at the event to develop an economic impact study that shows the number of attendees, out of town guests, room nights generated and total economic impact from the event.
- D. Tourism may inspect all reports and conduct audits to ensure both program and fiscal compliance and shall provide any findings and proposed corrective action, if any, to the Grantee.
- E. Grantee shall provide the Leon County Office of Financial Stewardship, for their review, a copy of any audit Grantee has performed of itself.
- F. Grantee agrees to maintain and keep any and all records necessary to substantiate the expenditure of funds consistent with event set out in this Agreement.
- G. Grantee shall produce all records requested by Tourism for its determination that monies distributed by Tourism are being spent in accordance with this Agreement.
- H. The Grantee shall use an accounting system that meets generally accepted accounting principles. The Grantee shall maintain such property, personnel, financial and other books, records, documents and other evidence sufficient to reflect accurately the amount, receipt, and disposition by the Grantee of all funds received. The Grantee shall preserve and make its records available until the expiration of five (5) years from the date of Termination

or Expiration of the Term of this Agreement, and for such longer period, if any, as is required by applicable statute or lawful requirement.

**XI. Public Records**

The Grantee shall:

- A. Keep and maintain those records that ordinarily and necessarily would be required by Leon County in order to perform the services under this Agreement, hereinafter “public records”.
- B. Provide the public with access to public records under the same terms and conditions that Leon County would provide the records as set forth in Chapter 119, Florida Statutes, or as otherwise provided by law.
- C. Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law.
- D. Meet all requirements for retaining public records and transfer, at no cost, to Leon County all public records in possession of the Grantee upon termination of the contract and destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. All records stored electronically must be provided to Leon County in a format that is compatible with the information technology systems of the County.
- E. Upon request from the County’s custodian of public records, provide the County with a copy of the requested records or allow the records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided in Chapter 119, Florida Statutes, or as otherwise provided by law.
- F. **IF THE GRANTEE HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE**

**GRANTEE'S DUTY TO PROVIDE PUBLIC RECORDS RELATING  
TO THIS AGREEMENT, CONTACT THE CUSTODIAN OF  
PUBLIC RECORDS:**

**Kerri Post**  
**315 South Calhoun Street, Suite 540**  
**Tallahassee, FL 32301**  
[postk@leoncountyfl.gov](mailto:postk@leoncountyfl.gov)  
**850-606-2300**

**XII. General Provisions**

- A. Governing Law and Venue. This Agreement shall be governed by and construed in accordance with the laws of the State of Florida. Any action to enforce any of the provisions of this Agreement must be maintained in Tallahassee, Leon County, Florida.
- B. Waiver. Failure to insist upon strict compliance with any term, covenant or condition of this Agreement shall not be deemed a waiver of it. No waiver or relinquishment of a right or power under this Agreement shall be deemed a waiver of that right or power at any other time.
- C. Modification. This Agreement shall not be extended, changed or modified, except in writing duly executed by the Parties hereto.
- D. Binding Effect. This Agreement shall be binding upon the successors and, subject to below, assigns of the Parties hereto.
- E. Assignment. Because of the unique nature of the relationship between the Parties and the terms of this Agreement, neither Party hereto shall have the right to assign this Agreement or any of its rights or responsibilities hereunder to any third Party without the express written consent of the other Party to this Agreement, which consent shall not unreasonably be withheld.
- F. Entire Agreement. This Agreement constitutes the entire agreement between the Parties with respect to the matters contained herein, and all

prior agreements or arrangements between them with respect to such matters are superseded by this Agreement.

- G. Headings. Headings in this Agreement are for convenience only and shall not be used to interpret or construe its provisions.
- H. Ambiguity. This Agreement has been negotiated by the Parties with the advice of counsel and, in the event of an ambiguity herein, such ambiguity shall not be construed against any Party as the author hereof.
- I. Public Bodies. It is expressly understood between the Parties that the County is a charter county and a political subdivision of the State of Florida. Nothing contained herein shall be construed as a waiver or relinquishment by Tourism and the County to claim such exemptions, privileges or immunities as may be provided to that Party by law.
- J. Force Majeure. A Party shall be excused from performance of an obligation under this Agreement to the extent, and only to the extent, that such performance is affected by a "Force Majeure Event" which term shall mean any cause beyond the reasonable control of the Party affected, except where such Party could have reasonably foreseen and reasonably avoided the occurrence, which materially and adversely affects the performance by such Party of its obligation under this Agreement. Such events shall include, but not be limited to, an act of God, disturbance, hostility, war, or revolution; strike or lockout; epidemic; pandemic; accident; fire; storm, flood, or other unusually severe weather or act of nature; or any requirements of law.
- K. Cost(s) and Attorney Fees. In the event of litigation between the Parties to construe or enforce the terms of this Agreement or otherwise arising out of this Agreement, the prevailing Party in such litigation shall be entitled to recover from the other Party its reasonable costs and attorney's fees incurred in maintaining or defending subject litigation. The term litigation shall include appellate proceedings.

- L. Severability. It is intended that each Section of this Agreement shall be viewed as separate and divisible, and in the event that any Section, or part thereof, shall be held to be invalid, the remaining Sections and parts shall continue to be in full force and effect.
- M. Revision. In any case where, in fulfilling the requirements of this Agreement or of any guarantee, embraced or required hereby, it is deemed necessary for the Grantee to deviate from the requirements of this Agreement, the Grantee shall obtain the prior written consent of the County.
- N. Publicity. Without limitation, the Grantee and its employees, agents, and representatives shall not, without prior written approval of Tourism, in each instance, use in advertisement, publicity or other promotional endeavor any County mark, the name of the County, or any County officer or employee, nor represent directly or indirectly, that any products or Services provided by the Grantee have been approved or endorsed by Leon County or refer to the existence of this Agreement in press releases, advertising or materials distributed by the Grantee to its respective customers.
- O. Public Entity Crime. Pursuant to section 287.133, Florida Statutes, the following restrictions are placed on the ability of persons convicted of a public entity crime to transact business with Leon County: when a person or affiliate has been placed on the convicted vendor list following a conviction for public entity crime, he/she may not submit a bid on a contract to provide any goods or Services to a public entity, may not submit a bid on a contract with a public entity for the construction or the repair of a public building or public work, may not submit bids on leases of real property to a public entity, may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in section 287.017, Florida Statutes, for Category two, for



a period of 36 months from the date of being placed on the convicted vendor list.

- P. Civil Rights Requirements. The Grantee shall not discriminate against any employee in the performance of this Agreement or against any applicant for employment because of age, race, religion, color, disability, national origin, or sex. The Grantee further agrees that all subcontractors or others with whom it arranges to provide Services or benefits to participants or employees in conjunction with any of its programs and activities are not discriminated against because of age, race, religion, color, disability, national origin, or sex. The Grantee shall conduct its funded activities in such a manner as to provide for non-discrimination and full equality of opportunity regardless of race, color, religion, national origin, sex, age, disability, marital status, political affiliation, or beliefs. Therefore, the Grantee agrees to comply with Title VII of the Civil Rights Act of 1964, Section 504 of the Rehabilitation Act of 1973, the Age Discrimination Act of 1975, the Florida Human Rights Act, and the American Disabilities Act of 1990.
- Q. Survival. Any provision of this Agreement which contemplates performance or observance subsequent to any termination or expiration of this Agreement, will survive expiration or termination of this Agreement.
- R. Counterparts. This Agreement may be executed in one or more counterparts, faxed, electronically mailed, copies, each of which will be deemed an original but all of which taken together will constitute one and the same instrument.
- S. Indemnity. The Grantee 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 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.

- T. Agency. Nothing herein contained is intended or should be construed as creating or establishing the relationship of agency, partners, or employment between the Parties hereto, or as constituting either Party as the agent or representative of the other for any purpose. Grantee is not authorized to bind the County or Tourism to any contracts or other obligations and shall not expressly represent to any Party that the Grantee and County are partners or that Grantee is the agent or representative of the County.
- U. Sovereign Immunity. Nothing herein shall be construed as a waiver of any rights and privileges afforded the County or Tourism under section 768.28, Florida Statutes.
- V. Voluntariness. The Grantee expressly represents and warrants that they are entering into this Agreement voluntarily and except for the terms and conditions outlined in this Agreement no other promises or inducements have been offered. Grantee further agrees that they have discussed all aspects of this Agreement with a private attorney or have read and fully understand this Agreement, including but limited to, their rights and obligations under this Agreement.

**(Signatures to follow on the next page)**

WHERETO, the Parties through their duly authorized representative, have set their hands and seals effective the date whereon the last Party executes this Grant Agreement.

**SPRINGTIME TALLAHASSEE  
FESTIVAL, INC.**

WITNESS:

By: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

As Its: \_\_\_\_\_

Date: \_\_\_\_\_

**LEON COUNTY, FLORIDA**

By: \_\_\_\_\_  
Vincent S. Long, County Administrator

Date: \_\_\_\_\_

APPROVED AS TO LEGAL SUFFICIENCY:

ATTEST:

Chasity H. O'Steen, County Attorney  
Leon County Attorney's Office

Gwendolyn Marshall, Clerk of Court &  
Comptroller, Leon County, Florida

By: \_\_\_\_\_

By: \_\_\_\_\_

# EXHIBIT A



## FY 2021/22 LEGACY EVENT GRANT APPLICATION

### A. Contact Information

FIRST NAME: Blake LAST NAME: Moore  
EMAIL: director@springtimetallahassee.com PHONE: 850-583-9613

### B. Organization Information

ORGANIZATION NAME: Springtime Tallahassee Festival, Inc  
ORGANIZATION CONTACT: Blake Moore  
CONTACT TITLE: Executive Director  
PHONE: 850-583-9613  
ADDRESS: 114 East 5th Ave, Suite B  
CITY: Tallahassee STATE: FL ZIP: 32303  
NON-PROFIT: YES  NO  TAX ID: 47-5306581  
INSURANCE PROVIDER: American Specialty Insurance & Risk Services, Inc.

### C. Event Information

EVENT NAME: Springtime Tallahassee Festival  
EVENT DIRECTOR: Blake Moore  
EVENT LOCATION: Downtown Tallahassee  
EVENT EMAIL: director@springtimetallahassee.com EVENT PHONE: 850-583-9613  
EVENT START DATE: April 1, 2022 EVENT END DATE: April 2, 2022  
EVENT WEBSITE: www.springtimetallahassee.com

### D. Amount Requested \$72,600

*If requested amount is different than previous grant amount, please identify new additional programming and/or extended duration, cost and supporting documentation and out of market advertising.* Increased out-of-market advertising and promotion.

### E. Attach Event Budget, Marketing Plan, Safety Protocols, and 3-Year Funding Plan

*PDF or Microsoft Word Document format*

Blake Moore Digitally signed by Blake Moore Date 2021.10.13 09:06:08 -04'00' Blake Moore 10/13/21  
SIGNATURE PRINT NAME DATE





## Legacy Event Grant Three-Year Funding Plan

FUNDING LEVEL	Annual Requested Funding		Event Enhancements (If requesting additional funding ie. out of market advertising, event duration, or new program element.	Anticipated Goals	Comments/Rationale	
	FUNDING LEVEL	Year 1:	\$ 72,600.00	Increased digital presence in outside markets within 100-300 miles radius. Utilizing paid promotional ads on social media, targeting out of market audience using geotargeting by delivering ads to people that meet a specific targeting criteria and are inside a defined radius.	Room Nights	Increased out of market advertising, specifically socially driven targeted ads, would help significantly expand our reach with the goal of increasing participation. We anticipate 2022 will come close to matching our 2019 festival participation from vendors, parade participants and out-of-town guests and with increased advertising, we could hope for more.
					7,550	
					Out-of-County Visitors	
20,000						
FUNDING LEVEL	Year 2:	\$ 100,000.00	Exploring the option of a second night of the Music Fest to take place on Saturday after the Jubilee in the Park. The goal would be to target a different genre and following while also extending the hotel stay of out of town guest by one additional night. A secondary option is to increase funding to secure a larger, more notable artist which would draw more out of town guests. Plans and logistics still being discussed.	Room Nights	The additional funding would expand our entertainment budget allowing us to bring in an additional or larger artist and help with increased costs for staging/rental equipment. Adding the Friday Night Music Festival in 2015 was a significant growth opportunity for us and we are continually looking for more opportunities to grow our festival and bring in more attendees.	
				8,100		
				Out-of-County Visitors		
				21,000		
FUNDING LEVEL	Year 3:	\$ 100,000.00	Continue with plans from 2023.	Room Nights		
				8,100		
				Out-of-County Visitors		
				21,000		

*Additional documents may be attached as needed.*



## SPRINGTIME TALLAHASSEE FESTIVAL MARKETING PLAN

### Mission

Springtime Tallahassee is a civic organization dedicated to the promotion of Tallahassee and its history through the production of an annual community festival.

### Target Market

The Springtime Festival is a community event as well as a regional event that attracts visitors, vendors, and parade entries from as many as 30 other states! Our marketing targets the entire southeastern United States for festival participation.

### Marketing Strategy

Springtime Tallahassee has a proven product to offer visitors and vendors from around the country. Annual attendance is estimated to be over 150,000. The 2022 festival and grand parade will be our **54<sup>th</sup> year** for this event. There is no attendance fee charged for the festival. This is to encourage local and out-of-town guests to attend and enjoy what our community has to offer. The festival is held downtown in the Chain of Parks and Kleman Plaza to showcase the beauty of our city and help promote local merchants, restaurants, and hotels.

Our marketing focuses on four areas: vendors/parade participants, local businesses' participation, southeastern festival krewes' participation, and festival attendees.

### Event Promotion

- **The Six iHeart Media** radio stations supporting Springtime Tallahassee boast a combined weekly, "tuned in" audience of 200,000+ regional listeners. The Springtime Tallahassee message will be unmistakable and pervasive across all available platforms. By combining traditional on-air announcements with website reach, streaming audio, targeted email, social media, and "once in a lifetime" type promotional contest campaigns, our message will reach farther and wider than in any year before. Over 200 PSA's will run between January and March.
- **WCTV** is an exclusive broadcast television sponsor of Springtime Tallahassee, producing on-air and online promotions of the festival events. Promotions begin in

February and continue through March. A combination of television Public Services Announcements on Media Partner TV stations, Billboards, interviews, Web Ads, and Banner ads will reach audiences further than any year before. Over 400 Billboards/PSA's will run between February and March along with over 200,000 digital impressions.

- **Marketing Intern:** Springtime Tallahassee hires a marketing intern for the fall and spring semesters. This intern focuses on promotions through publication ads, community calendars, and targeted social media campaigns.
- **Jubilee and Parade Interns:** Springtime Tallahassee hires two additional interns in the spring semester to promote the vendor and parade-entry opportunities across the southeastern United States.
- **Websites Event Listings and Publications** – Springtime Tallahassee will be submitting information about our festival to over 25 local, regional, and national publications.
- **Where the Shows Are website** – This website is a comprehensive guide to shows in the Southeast U.S. and one of the most respected sources of art and crafts information for exhibitors and show sponsors alike. Springtime is listed and will be placing an ad to help recruit vendors and promote the festival. (<http://www.artandcrafts.com/>)
- **Social Media** – Springtime uses Facebook, Instagram and Twitter to update information about our organization and the upcoming festival. Using these social media tools is part of our plan to reach out to the students and Gen X Market. Our organization's membership of over 350 is also encouraged to share our promotions on their social media pages, broadening our reach. **Utilize paid promotional ads and geotargeting by delivering ads to potential attendees that meet a specific targeting criterion and are inside a defined radius.**
- **Memberships** - Springtime Tallahassee, Inc is a member of several associations and organizations to help promote our festival through networking events and their websites including: the Florida Festival & Events Association, Visit Tallahassee, Visit Florida, Tallahassee Chamber of Commerce, and Southeast Tourism Society.
- **Out of Town Festivals** – A large group of Springtime members travel at their own expense to several other out of town festivals and parades to promote Springtime Tallahassee to outside communities and to invite visiting krewes to attend our festival. These festivals include: Rough Riders in **Tampa**, Dominique Youx in **Panama City**, Krewe of Lafitte in **Pensacola**, Fiesta Five Flags in **Pensacola**, Hernando DeSoto Heritage Festival in **Bradenton**, Bowlegs Festival in **Ft. Walton Beach**, Winter Carnival Vulcan Week in **St. Paul, Minnesota**, King Tree Parade in **Perry**, and the Seafood Festival in **Apalachicola**. These festivals take place September through June annually.

### Marketing Budget

- Springtime Tallahassee receives an in-kind sponsorship for its radio and television partners. In addition, the interns are secured at no cost through offering course credit hours to their current college program.
- The expense for additional marketing is budgeted for social media campaigns, ads and event listings in publications, and memberships in festival organizations

**2022 Festival Marketing Budget**

	Cash Budget	In-Kind Service
Television Partner	\$0	\$10,000
Radio Partner	\$0	\$10,000
Out-of-Town Festival Krewes	\$0	\$0
Digital and Print Publications	\$750	\$0
Social Media/Targeted Ads	\$1,500	\$10,000*
Festival Associations	\$250	\$0
Total Budget:	\$2,500	\$30,000

*\*grant dollars*

## 2021-22 Budget for Springtime Tallahassee Festival

Expenses					Revenue		
	Estimated Expense	Estimated In-Kind Expense	Total Expense	Grant Funds Allocated		Estimated	
<b>Rentals</b>					<b>Admissions</b>		
Facilities	\$500	\$10,000	\$10,500		Totals	\$0	
Stage & Production (A/V)	\$25,000		\$25,000	\$14,600	<b>Exhibitors/Vendors</b>		
Equipment	\$9,500		\$9,500		Vendors	\$35,000	
Portalets	\$5,000	\$2,500	\$7,500		Parade Entries	\$7,000	
Tents Tables Chairs	\$8,000		\$8,000		Totals	\$42,000	
<b>Totals</b>	<b>\$48,000</b>	<b>\$12,500</b>	<b>\$60,500</b>	<b>\$14,600</b>	<b>Sale of Items</b>		
<b>Entertainment</b>					Concessions Sales		\$36,150
Artists	\$50,000		\$50,000	\$45,000	Other Support/Fundraisers	\$21,600	
Stage/Production Staff	\$3,500		\$3,500	\$3,000	Totals	\$57,750	
Lodging for Artists	\$0	\$5,000	\$5,000		<b>Sponsorship</b>		
<b>Totals</b>	<b>\$53,500</b>	<b>\$5,000</b>	<b>\$58,500</b>	<b>\$48,000</b>	Corporate Sponsors	\$95,000	
<b>Miscellaneous</b>					In-Kind Sponsors		\$60,000
Permits	\$50		\$50		Totals	\$155,000	
Security/City Services	\$2,500	\$10,000	\$12,500		<b>Grant Income</b>		
Insurance	\$27,000		\$27,000		Visit Tallahassee	\$72,600	
Marketing Plan/Promotions	\$2,500	\$30,000	\$32,500	\$10,000	CRA	\$25,000	
Signage	\$4,200		\$4,200		DOS Cultural	\$25,000	
Concessions	\$14,200	\$7,000	\$21,200		Totals	\$122,600	
General Operating Costs	\$150,000	\$5,500	\$155,500		<b>Total Estimated Revenue</b>		
<b>Totals</b>	<b>\$200,450</b>	<b>\$52,500</b>	<b>\$252,950</b>	<b>\$10,000</b>	<b>\$377,350</b>		
<b>Total Estimated Expenses</b>	<b>\$301,950</b>	<b>\$70,000</b>	<b>\$371,950</b>				
<b>Grant Funds Allocated</b>				<b>\$72,600</b>			

Any profit gained from the event will be used for event sustainability for the annual Springtime Tallahassee Festival



## 2022-23 & 2023-24 Proposed Budget for Springtime Tallahassee Festival

Expenses					Revenue	
	Estimated Expense	Estimated In-Kind Expense	Total Expense	Grant Funds Allocated		Estimated
<b>Rentals</b>					<b>Admissions</b>	
Facilities	\$1,000	\$10,000	\$11,000		Totals	\$0
Stage & Production (A/V)	\$35,000		\$35,000	\$14,600	<b>Exhibitors/Vendors</b>	
Equipment	\$12,500		\$12,500		Vendors	\$36,000
Portalets	\$5,000	\$3,500	\$8,500		Parade Entries	\$7,500
Tents Tables Chairs	\$10,000		\$10,000		Totals	\$43,500
<b>Totals</b>	<b>\$63,500</b>	<b>\$13,500</b>	<b>\$77,000</b>	<b>\$14,600</b>	<b>Sale of Items</b>	
<b>Entertainment</b>					<b>Concessions Sales</b>	
Artists	\$100,000		\$100,000	\$80,400	Other Support/Fundraisers	\$26,600
Stage/Production Staff	\$6,000		\$6,000	\$5,000	Totals	\$82,750
Lodging for Artists	\$0	\$5,500	\$5,500		<b>Sponsorship</b>	
<b>Totals</b>	<b>\$106,000</b>	<b>\$5,500</b>	<b>\$111,500</b>	<b>\$85,400</b>	Corporate Sponsors	\$110,000
<b>Miscellaneous</b>					<b>In-Kind Sponsors</b>	
Permits	\$50		\$50		Totals	\$177,500
Security/City Services	\$5,000	\$12,000	\$17,000		<b>Grant Income</b>	
Insurance	\$30,000		\$30,000		Visit Tallahassee	\$100,000
Marketing Plan/Promotions	\$2,500	\$20,000	\$22,500		CRA	\$25,000
Signage	\$5,000		\$5,000		DOS Cultural	\$25,000
Concessions	\$17,200	\$9,000	\$26,200		Totals	\$150,000
General Operating Costs	\$155,000	\$5,500	\$160,500		<b>Total Estimated Revenue</b>	
<b>Totals</b>	<b>\$214,750</b>	<b>\$46,500</b>	<b>\$261,250</b>	<b>\$0</b>	<b>\$453,750</b>	
<b>Total Estimated Expenses</b>	<b>\$384,250</b>	<b>\$65,500</b>	<b>\$449,750</b>			
<b>Grant Funds Allocated</b>				<b>\$100,000</b>		

**Notes**

1. Any profit gained from the event will be used for event sustainability for the annual Springtime Tallahassee Festival
2. Budget for 2023 Festival would be evaluated and adjusted following close out of 2022 fiscal year budget.



## COVID-19 Protocols & Safety Guidelines

For the purposes of this document, the word ALL will include staff, volunteers, sponsors, festival and parade participants, vendors, and attendees. We will continue to monitor current guidelines and policies in place by CDC and local authorities and adjust as necessary.

- Grounds set-up:
  - Handwashing/Sanitizing Stations will be placed throughout the event area on Friday and Saturday.
  - According to the CDC Guidelines and local authorities' guidance at the time of the event, signage will be placed throughout the event area to remind ALL to practice safe distancing, encourage wearing masks, and wash hands frequently.
  - Maps of the event will be in the festival program and on our website to guide ALL to accessible areas, restrooms, sanitizing stations, First-Aid Station and event activities. The availability of these maps will be promoted through social media, TV and radio so that attendees are informed in advance of the event.
  - An ambulance will be onsite on Friday and Saturday, and a First-Aid Station will be set up on Saturday.
  - There will be an information booth on Friday and Saturday that will serve as a location for maps, general information and emergency needs.
  
- General:
  - According to the CDC Guidelines and local authorities' guidance at the time of the event, attendees will be encouraged to wear a mask.
  - Vendors', participants' (performers, parade entries, etc.), volunteers', and sponsors' contact information, including their emergency contacts, will be collected at the time of registration and will be on hand during the event. A signed liability waiver to the Terms and Conditions in the registration process will also be required prior to the event.
  - Each vendor will be required to have hand-sanitizer and Clorox wipes at their booth and to clean their "touched surfaces" regularly.
  - Staff will develop a clear chain of command for the days of the event to enable efficient situation analysis and decision-making.
  
- Food and Beverages:
  - Food vendors will be required to wear disposable gloves (in addition to masks) and to change them regularly.
  - Food/Drink vendors will be required to have hand sanitizer available.
  - Signs will be posted for attendees to safely distance themselves when in line for food/drink.
  
- Communication
  - Communication regarding our COVID-19 Protocols and Safety Guidelines will be posted on our website, social media pages, and at the event. Included in the communication will be a reminder for individuals to stay at home if:

- They have tested positive for COVID-19, or if they have been in close contact with someone who is experiencing symptoms of COVID-19, or
- They have a fever or are not feeling well, or
- They are in the high-risk category for CoVID-19
- Safety measures and information will continue to be revised as updates are provided by the CDC, state and local authorities.
- According to the CDC Guidelines and local authorities' guidance at the time of the event, pre-event communication will encourage attendees to wear a mask at the event.
- Signs will be posted in highly visible areas throughout the event area to remind ALL to practice safe distancing and wash hands frequently.

## LEGACY GRANT FUNDING AGREEMENT

This Agreement is made and entered into by and between Leon County, Florida, a charter county and political subdivision of the State of Florida, through the Division of Tourism, Visit Tallahassee, (hereinafter referred to as “Tourism”) and LeMoyne Art Foundation, Inc., (hereinafter referred to as “Grantee”).

### RECITALS

**WHEREAS**, the Grantee has presented Tourism an event grant proposal, reviewed and approved by the Leon County Tourist Development Council (“TDC”) and the Leon County Board of County Commissioners (BOCC), identifying the Legacy Event activities, as well as those persons responsible for overseeing and assuring delivery of those services, to implement with the grant funding provided for herein; and,

**WHEREAS**, for an event to be an authorized use of Tourist Development Tax (“TDT”) revenue, the event “shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity or event to tourists”; and,

**WHEREAS**, the Grantee is a not-for-profit organization; and,

**WHEREAS**, the Grantee has met or exceeded the criteria for a Legacy Event; and,

**WHEREAS**, the grant funding herein provided shall not be construed by Grantee to be a continuing obligation of the County; and

**WHEREAS**, the Parties desire to reduce their intentions to writing.

**NOW, THEREFORE**, in consideration of the premises and mutual covenants contained herein, the sufficiency of which is acknowledged hereby, the Parties do agree as follows:

**I. Incorporation of Recitals**

The Recitals set forth above are hereby incorporated into this Agreement and made a part hereof as if fully set forth below.

## II. Definitions

A. Legacy Event – an event that meets the following criteria:

1. An event, festival, or tournament that has been taking place in the community for a minimum of five years and can reliably demonstrate generating a minimum average 2,000 room nights for at least three of the last five years.
2. An event, festival, or tournament that can reliably demonstrate generating a minimum economic impact of \$1 million annually.
3. An event that does not occur during peak visitor periods. Peak visitor periods are generally defined as FSU home football game weekends in the fall semester, FAMU homecoming weekend, FSU or FAMU graduation weekends, and Monday through Thursday during the state legislative session.
4. Changes to the event resulting from a “Force Majeure Event” as defined in Section XII. J. will be considered in annual performance review.

B. Tourist – is defined in section 125.0104, Florida Statutes, as a person who participates in trade or recreation activities outside of the county of his or her residence, or who rents transient accommodations including any living quarters or accommodations in any hotel, motel, resort motel, apartment, apartment hotel, rooming house, mobile home park, recreational vehicle park, condominium or timeshare resort for a term of 6 months or less.

## III. Term

The Effective date of this Agreement shall commence on the date which this Agreement is signed by the last Party, and shall terminate on September 30, 2024, unless extended in writing by the Parties.

## IV. Services to be Provided – Scope of Work (SOW)

A. Grantee shall provide those activities and scope of work (SOW) for the



LeMoyne Chain of Parks Art Festival event identified in the Grant Funding Request Application in which the Grantee set out and identified the activities it would implement as a tourism event and identified the person or persons responsible for overseeing and assuring that those activities would be delivered, a copy of which is attached hereto as Exhibit A and incorporated herein as if fully set forth below.

- B. Grantee must provide an event public health and safety plan which adheres to any applicable CDC guidance. The plan should include strategies to maintain healthy environments and operations for all event staff and attendees.
- C. Grantee shall be responsible for all expenses associated with the delivery of event required by this Agreement.
- D. Grantee shall comply with all applicable laws, ordinances, permits, and regulations governing its operation and in the provision of Services herein required.
- E. Grantee acknowledges Tourism will direct the County's marketing research firm of record to conduct an economic impact study of events funded under the Legacy Event Grant Program.

V. **Budget and Grant Funds Distribution**

- A. Funding under this Agreement is based upon the event budget submitted with Grantee's application. Tourism agrees to provide grant support funding (level approved by the TDC and BOCC) in the amounts listed below for those activities provided by Grantee under this Agreement (Exhibit A) contingent upon TDT collections and budget allocations. For the three-year period commencing in FY22 funding is as follows:

1. FY22: \$65,950.00

2. FY23: \$68,500.00

3. FY24: \$70,500.00

- B. Distributions to the Grantee will be provided on a reimbursement basis contingent upon compliance with this Agreement and the submission by the Grantee of a valid invoice for allowable expenditures. Requests for reimbursement must be received by September 1 of each of the three fiscal years covered by this agreement.
- C. If an event must be cancelled, event organizers are required to promptly make that determination and notify Tourism, provided that an event shall not be cancelled within 60 days of the event's originally scheduled date. Tourism will only reimburse for allowable expenses incurred before the earlier of the date of cancellation or 60 days prior to the original event date. Any expenses incurred after the applicable date will not be reimbursed. This provision does not invalidate any "Force Majeure Event" protections that may be afforded the Grantee in accordance with Section XII. J.
- D. For Grantee reimbursement, Leon County strongly encourages payment through Automated Clearing House (ACH) direct deposit. This is Leon County's preferred payment method.
- E. Upon completion of the event and submission of the reimbursement request, the Grantee shall receive reimbursement of funds for qualifying expenditures up to the grant amount award.
- F. Tourism specifically reserves the right to reduce, increase, or totally withdraw its financial commitment as set forth herein to the Grantee at any time with or without cause with reasonable notice.

**VI. Use of County Funds**

- A. Funds received by the Grantee pursuant to this Agreement shall only be used for those purposes outlined in the Agreement.

- B. Funds shall be deemed misused when the Grantee does not fully utilize funds in accordance with this Agreement. The Grantee agrees to repay to Tourism all misused funds. Failure to do so may result in the County exercising its right to seek any available remedies at law or in equity.

**VII. Personnel**

- A. The Grantee represents that it has and shall maintain adequate staffing, contractors, and/or volunteers to carry out the event to be provided under this Agreement. Such employees/contractors/volunteers shall not be employees of Leon County or have any contractual relationship with the County.
- B. All event activities/SOW required hereunder shall be performed by the Grantee and all personnel engaged in the performance of work or activities shall be fully qualified and properly authorized under appropriate state and local laws to execute the event.

**VIII. Reporting and Notices**

- A. Upon execution of the Agreement the Grantee shall provide in writing the Grantee staff member who will be responsible for the submission of all Grantee reports to Tourism for the administration of this Agreement.
- B. The combined Leon County/Visit Tallahassee logo shall 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. Leon County Division of Tourism/Visit Tallahassee is dedicated to supporting worthwhile local events through our grant programs and other promotional opportunities but reserves the right

to reduce or eliminate grant funding for organizations that do not receive prior approval for correct logo use.



- C. All applications and reimbursement requests, as required hereunder, shall be submitted electronically via email to Terri Messler at [Terri.Messler@VisitTallahassee.com](mailto:Terri.Messler@VisitTallahassee.com).
- D. All notices required hereunder shall be online, emailed or sent in writing via United States certified mail, postage prepaid, return receipt requested, overnight courier or by hand delivery. All notices required under this Agreement shall be given to the Parties at the addresses below or at such other place as the Parties may designate in writing.

Notice to Grantee:      Event Contact: Powell Kreis, Programming Director  
                                    Event Name: Chain of Parks Art Festival  
                                    Address: 125 N. Gadsden Street  
                                    Tallahassee, Florida 32301  
                                    Phone: 850-222-8800  
                                    Email: [chainofparks@lemoyne.org](mailto:chainofparks@lemoyne.org)

Notice to Tourism:      Terri Messler, Visitor Services Director  
                                    Division of Tourism  
                                    Address: 315 South Calhoun Street  
                                    Suite 540  
                                    Tallahassee, FL 32301  
                                    Phone: 850-606-2300  
                                    Email: [Terri.Messler@VisitTallahassee.com](mailto:Terri.Messler@VisitTallahassee.com)

- E. Grantee shall provide a final report to Tourism of all activities provided in accordance to the published Guidelines of the Legacy Event Grant Program.

**IX. Termination**

- A. This Agreement may be terminated by either Party without cause upon no less than 30 calendar days' notice in writing to the other Party, unless a sooner time is mutually agreed upon in writing by the Parties. Said notice shall be delivered in accordance with Section VIII. D. herein.
- B. In the event that funds for payment pursuant to this Agreement become unavailable or inadequate, the County may terminate this Agreement upon not less than 24 hours' notice in writing to the Grantee. Said notice shall be sent in accordance with Section VIII. D. herein. The County shall be the final authority as to the availability and/or adequacy of funds. In the event of termination of this Agreement, the Grantee will be compensated only for any work performed under this Agreement which has been satisfactorily completed up to and including the date of termination.
- C. This Agreement may be terminated as a result of the Grantee non-performance and/or breach of this Agreement upon not less than 24 hours written notice to the Grantee. Failure to object to a breach of any provisions of this Agreement shall not be deemed to be a waiver of any other or subsequent breach and shall not be construed to be a modification of the terms and conditions of this Agreement. The provisions herein do not limit Tourism's right to any other available remedies at law or in equity. Failure to have performed any contractual obligations in the Agreement in a manner satisfactory to Tourism shall be deemed non-compliant and may be sufficient cause for termination and/or impact future funding decisions.

**X. Audits, Records and Reports**

- A. Grantee acknowledges and agrees that Tourism reserves the right to conduct, either or both, a financial audit and management audit. An audit by Tourism may encompass an examination of all financial transactions, all accounts, and all reports, as well as an evaluation of compliance with the Terms and Conditions of this Agreement.



- B. Prior to the end of the Agreement Term, September 1 of each of the three fiscal years covered by this agreement, the Grantee shall submit a reimbursement request with a valid invoice for allowable expenditures to Tourism for each fiscal year, documenting the details of each expenditure made and Service provided hereunder.
- C. Leon County Tourism will instruct its marketing research firm of record to conduct a statistically reliable number of spectator and participant surveys at the event to develop an economic impact study that shows the number of attendees, out of town guests, room nights generated and total economic impact from the event.
- D. Tourism may inspect all reports and conduct audits to ensure both program and fiscal compliance and shall provide any findings and proposed corrective action, if any, to the Grantee.
- E. Grantee shall provide the Leon County Office of Financial Stewardship, for their review, a copy of any audit Grantee has performed of itself.
- F. Grantee agrees to maintain and keep any and all records necessary to substantiate the expenditure of funds consistent with event set out in this Agreement.
- G. Grantee shall produce all records requested by Tourism for its determination that monies distributed by Tourism are being spent in accordance with this Agreement.
- H. The Grantee shall use an accounting system that meets generally accepted accounting principles. The Grantee shall maintain such property, personnel, financial and other books, records, documents and other evidence sufficient to reflect accurately the amount, receipt, and disposition by the Grantee of all funds received. The Grantee shall preserve and make its records available until the expiration of five (5) years from the date of Termination

or Expiration of the Term of this Agreement, and for such longer period, if any, as is required by applicable statute or lawful requirement.

**XI. Public Records**

The Grantee shall:

- A. Keep and maintain those records that ordinarily and necessarily would be required by Leon County in order to perform the services under this Agreement, hereinafter “public records”.
- B. Provide the public with access to public records under the same terms and conditions that Leon County would provide the records as set forth in Chapter 119, Florida Statutes, or as otherwise provided by law.
- C. Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law.
- D. Meet all requirements for retaining public records and transfer, at no cost, to Leon County all public records in possession of the Grantee upon termination of the contract and destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. All records stored electronically must be provided to Leon County in a format that is compatible with the information technology systems of the County.
- E. Upon request from the County’s custodian of public records, provide the County with a copy of the requested records or allow the records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided in Chapter 119, Florida Statutes, or as otherwise provided by law.
- F. **IF THE GRANTEE HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE**

**GRANTEE'S DUTY TO PROVIDE PUBLIC RECORDS RELATING  
TO THIS AGREEMENT, CONTACT THE CUSTODIAN OF  
PUBLIC RECORDS:**

**Kerri Post**  
**315 South Calhoun Street, Suite 540**  
**Tallahassee, FL 32301**  
[postk@leoncountyfl.gov](mailto:postk@leoncountyfl.gov)  
**850-606-2300**

**XII. General Provisions**

- A. Governing Law and Venue. This Agreement shall be governed by and construed in accordance with the laws of the State of Florida. Any action to enforce any of the provisions of this Agreement must be maintained in Tallahassee, Leon County, Florida.
- B. Waiver. Failure to insist upon strict compliance with any term, covenant or condition of this Agreement shall not be deemed a waiver of it. No waiver or relinquishment of a right or power under this Agreement shall be deemed a waiver of that right or power at any other time.
- C. Modification. This Agreement shall not be extended, changed or modified, except in writing duly executed by the Parties hereto.
- D. Binding Effect. This Agreement shall be binding upon the successors and, subject to below, assigns of the Parties hereto.
- E. Assignment. Because of the unique nature of the relationship between the Parties and the terms of this Agreement, neither Party hereto shall have the right to assign this Agreement or any of its rights or responsibilities hereunder to any third Party without the express written consent of the other Party to this Agreement, which consent shall not unreasonably be withheld.
- F. Entire Agreement. This Agreement constitutes the entire agreement between the Parties with respect to the matters contained herein, and all

prior agreements or arrangements between them with respect to such matters are superseded by this Agreement.

- G. Headings. Headings in this Agreement are for convenience only and shall not be used to interpret or construe its provisions.
- H. Ambiguity. This Agreement has been negotiated by the Parties with the advice of counsel and, in the event of an ambiguity herein, such ambiguity shall not be construed against any Party as the author hereof.
- I. Public Bodies. It is expressly understood between the Parties that the County is a charter county and a political subdivision of the State of Florida. Nothing contained herein shall be construed as a waiver or relinquishment by Tourism and the County to claim such exemptions, privileges or immunities as may be provided to that Party by law.
- J. Force Majeure. A Party shall be excused from performance of an obligation under this Agreement to the extent, and only to the extent, that such performance is affected by a "Force Majeure Event" which term shall mean any cause beyond the reasonable control of the Party affected, except where such Party could have reasonably foreseen and reasonably avoided the occurrence, which materially and adversely affects the performance by such Party of its obligation under this Agreement. Such events shall include, but not be limited to, an act of God, disturbance, hostility, war, or revolution; strike or lockout; epidemic; pandemic; accident; fire; storm, flood, or other unusually severe weather or act of nature; or any requirements of law.
- K. Cost(s) and Attorney Fees. In the event of litigation between the Parties to construe or enforce the terms of this Agreement or otherwise arising out of this Agreement, the prevailing Party in such litigation shall be entitled to recover from the other Party its reasonable costs and attorney's fees incurred in maintaining or defending subject litigation. The term litigation shall include appellate proceedings.

- L. Severability. It is intended that each Section of this Agreement shall be viewed as separate and divisible, and in the event that any Section, or part thereof, shall be held to be invalid, the remaining Sections and parts shall continue to be in full force and effect.
- M. Revision. In any case where, in fulfilling the requirements of this Agreement or of any guarantee, embraced or required hereby, it is deemed necessary for the Grantee to deviate from the requirements of this Agreement, the Grantee shall obtain the prior written consent of the County.
- N. Publicity. Without limitation, the Grantee and its employees, agents, and representatives shall not, without prior written approval of Tourism, in each instance, use in advertisement, publicity or other promotional endeavor any County mark, the name of the County, or any County officer or employee, nor represent directly or indirectly, that any products or Services provided by the Grantee have been approved or endorsed by Leon County or refer to the existence of this Agreement in press releases, advertising or materials distributed by the Grantee to its respective customers.
- O. Public Entity Crime. Pursuant to section 287.133, Florida Statutes, the following restrictions are placed on the ability of persons convicted of a public entity crime to transact business with Leon County: when a person or affiliate has been placed on the convicted vendor list following a conviction for public entity crime, he/she may not submit a bid on a contract to provide any goods or Services to a public entity, may not submit a bid on a contract with a public entity for the construction or the repair of a public building or public work, may not submit bids on leases of real property to a public entity, may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in section 287.017, Florida Statutes, for Category two, for



a period of 36 months from the date of being placed on the convicted vendor list.

- P. Civil Rights Requirements. The Grantee shall not discriminate against any employee in the performance of this Agreement or against any applicant for employment because of age, race, religion, color, disability, national origin, or sex. The Grantee further agrees that all subcontractors or others with whom it arranges to provide Services or benefits to participants or employees in conjunction with any of its programs and activities are not discriminated against because of age, race, religion, color, disability, national origin, or sex. The Grantee shall conduct its funded activities in such a manner as to provide for non-discrimination and full equality of opportunity regardless of race, color, religion, national origin, sex, age, disability, marital status, political affiliation, or beliefs. Therefore, the Grantee agrees to comply with Title VII of the Civil Rights Act of 1964, Section 504 of the Rehabilitation Act of 1973, the Age Discrimination Act of 1975, the Florida Human Rights Act, and the American Disabilities Act of 1990.
- Q. Survival. Any provision of this Agreement which contemplates performance or observance subsequent to any termination or expiration of this Agreement, will survive expiration or termination of this Agreement.
- R. Counterparts. This Agreement may be executed in one or more counterparts, faxed, electronically mailed, copies, each of which will be deemed an original but all of which taken together will constitute one and the same instrument.
- S. Indemnity. The Grantee 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 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.

- T. Agency. Nothing herein contained is intended or should be construed as creating or establishing the relationship of agency, partners, or employment between the Parties hereto, or as constituting either Party as the agent or representative of the other for any purpose. Grantee is not authorized to bind the County or Tourism to any contracts or other obligations and shall not expressly represent to any Party that the Grantee and County are partners or that Grantee is the agent or representative of the County.
- U. Sovereign Immunity. Nothing herein shall be construed as a waiver of any rights and privileges afforded the County or Tourism under section 768.28, Florida Statutes.
- V. Voluntariness. The Grantee expressly represents and warrants that they are entering into this Agreement voluntarily and except for the terms and conditions outlined in this Agreement no other promises or inducements have been offered. Grantee further agrees that they have discussed all aspects of this Agreement with a private attorney or have read and fully understand this Agreement, including but limited to, their rights and obligations under this Agreement.

**(Signatures to follow on the next page)**

WHERETO, the Parties through their duly authorized representative, have set their hands and seals effective the date whereon the last Party executes this Grant Agreement.

**LEMOYNE ART FOUNDATION, INC.**

WITNESS:

By: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

As Its: \_\_\_\_\_

Date: \_\_\_\_\_

**LEON COUNTY, FLORIDA**

By: \_\_\_\_\_  
Vincent S. Long, County Administrator

Date: \_\_\_\_\_

APPROVED AS TO LEGAL SUFFICIENCY:

ATTEST:

Chasity H. O'Steen, County Attorney  
Leon County Attorney's Office

Gwendolyn Marshall, Clerk of Court &  
Comptroller, Leon County, Florida

By: \_\_\_\_\_

By: \_\_\_\_\_

# EXHIBIT A



## FY 2021/22 LEGACY EVENT GRANT APPLICATION

### A. Contact Information

FIRST NAME: Powell LAST NAME: Kreis  
EMAIL: powell@lemoyne.org PHONE: 1-(850) 445-6367

### B. Organization Information

ORGANIZATION NAME: LeMoyne Arts Foundation Inc.  
ORGANIZATION CONTACT: Powell Kreis  
CONTACT TITLE: Programming Director  
PHONE: 1 (850) 222-8800  
ADDRESS: 125 N Gadsden St.  
CITY: Tallahassee STATE: FL ZIP: 32301  
NON-PROFIT: YES  NO  TAX ID: 59-6166275  
INSURANCE PROVIDER: Earl Bacon Agency

### C. Event Information

EVENT NAME: Chain of Parks Art Festival  
EVENT DIRECTOR: Kelly Dozier  
EVENT LOCATION: Downtown Tallahassee Chain of Parks  
EVENT EMAIL: chainofparks@lemoyne.org EVENT PHONE: 850-222-8800  
EVENT START DATE: April 21, 2022 (23 & 24 are in the parks) EVENT END DATE: April 24, 2022  
EVENT WEBSITE: chainofparks.com / chainofparks.org

### D. Amount Requested \$65,950.00

*If requested amount is different than previous grant amount, please identify new additional programming and/or extended duration, cost and supporting documentation and out of market advertising.*

### E. Attach Event Budget, Marketing Plan, Safety Protocols, and 3-Year Funding Plan

*PDF or Microsoft Word Document format*

  
SIGNATURE

Powell K. Kreis  
PRINT NAME

10/19/21  
DATE

*Pretty Unexpected.*





## Legacy Event Grant Three-Year Funding Plan

Annual Requested Funding		Event Enhancements (If requesting additional funding ie. out of market advertising, event duration, or new program element.	Anticipated Goals	Comments/Rationale	
<b>FUNDING LEVEL</b>	Year 1: \$ 65,950.00	<p>Granted amount: \$56,295.00</p> <p>Enlisted the services of Allison Aubuchon Communications to expand our reach. Work with Visit Tallahassee's new co-op marketing program to reach out-of-market attendees. Maintain and enhance programs that draw new audiences.</p>	Room Nights	To get back to our 2019 numbers (or higher) with new marketing investment and support.	
			3,157		
			Out-of-County Visitors		
				6,720	
	Year 2: \$ 68,500.00	<p>Granted amount: \$56,295.00</p> <p>Continue work with Allison Aubuchon Communications to expand our reach. Work with Visit Tallahassee's co-op marketing program to reach out-of-market attendees. Maintain/enhance programs that draw new audiences.</p>	Room Nights	Marketing outreach and programs that expand visiting days for out-of-town attendees. Exciting Guest Artists for the Opening Night event & Workshop, find nationally known Chalk/ Mural Artists & book headlining bands for Evening Groove to bring in new audiences.	
			3,250		
			Out-of-County Visitors		
				7,000	
	Year 3: \$ 70,500.00	<p>Granted amount: \$56,295.00</p> <p>Continue work with Allison Aubuchon Communications to expand our reach. Work with Visit Tallahassee's co-op marketing program to reach out-of-market attendees. Maintain/enhance programs that draw new audiences.</p>	Room Nights	Marketing outreach and programs that expand visiting days for out-of-town attendees. Exciting Guest Artists for the Opening Night event & Workshop, find nationally known Chalk/ Mural Artists & book headlining bands for Evening Groove to bring in new audiences.	
3,600					
Out-of-County Visitors					
			7,300		

Additional documents may be attached as needed.



## **Chain of Parks** **ART FESTIVAL**

### **LeMoyne's 2022 Chain of Parks Art Festival PR & Marketing Plan**

#### **Goal:**

- A. Chain of Parks Art Festival known as North Florida and South Georgia's premier art festival.

#### **Target Audiences:**

- A. **Primary Target Audiences**
  - Tallahassee/Big Bend Area/Panhandle/South Georgia/North Florida/Alabama
- B. **Secondary Target Audiences**
  - Potential Donors/Sponsors
  - Regional Art Lovers
  - Media
  - Social Media

#### **Objectives:**

##### **Tallahassee/Big Bend Area/Panhandle/South Georgia/North Florida/Alabama**

- A. Bring back attendance levels to 2019 numbers of 40-42,000 attendees by April 2022;
- B. To increase attendance from outside counties in Florida, Georgia, and Alabama by 5 percent by April 2022; and
- C. To maximize the exposure of our ranking in Sunshine Artist Magazine's Top 100 Fine Art Festivals for 6 years running.

##### **Potential Donors/Sponsors**

- A. Retain 90 percent of last year's sponsors;
- B. Fill all available sponsorship opportunities by February 2022; and
- C. Raise \$5,000 more than last year by April 2022 to support LeMoyne exhibitions and art education.

##### **Regional Art Lovers**

- A. Same objectives as Tallahassee/Big Bend Area/Panhandle/South Georgia/North Florida/Alabama

##### **Media**

- A. To increase media coverage of the Chain of Parks Art Festival by April 2022 to include:
  1. Three (3) articles in one local major newspaper;
  2. Two (2) articles in one local small/minority newspaper;
  3. Four (4) mentions in surrounding county newspapers;
  4. Interview on two (2) local television stations;
  5. Interview on two (2) local radio stations;



## Chain of Parks ART FESTIVAL

6. Online postings on twelve (12) or more community calendars;
7. Event information on twenty-five (25) or more marquees/digital signs in Tallahassee;
8. An article in two (2) magazines;
9. Eight (8) magazine or program ads targeted at Tallahassee residents; and
10. Ads and PSAs run on seven (7) radio stations and two (2) TV stations.
11. NEW: feature chalk artist with interview, sample video and overall promotions.

### **Social Media**

- A. Increase Facebook “likes” by an additional 1,500 through activity and promotions by April 2022;
- B. Increase reach to 25-40 age demographic by April 2022;
- C. Increase focus with four (4) posts on minority artists, vendors, or entertainers and with posts about activities in The Village by April 2022;
- D. Post at least ten (10) artist videos on our social media page(s) by April 2022; and,
- E. Post at least five (5) postings to promote the Saturday Evening Concert.
- F. Feature chalk artists that have large social media followings.

### **Key Messages:**

- A. Chain of Parks Art Festival is ranked in Sunshine Artist Magazine’s Top 100 fine art festivals the nation for six years running, including #1 in 2017, #5 in 2018 and #3 in 2019, #63 in 2020, tbd 2021;
- B. Chain of Parks Art Festival is North Florida and South Georgia’s premier outdoor fine art festival;
- C. Visitors can view and purchase unique creations from more than 150 fine artists from throughout the country;
- D. Celebrate these artists by reinstating an artist award ceremony Saturday night before the Evening Groove;
- E. Enjoy live musical performances from the area’s finest musicians;
- F. Saturday Evening Groove concert from 5:30pm – 7:30pm with live music under the century-old trees of downtown Tallahassee;
- G. Jacques LeMoyné History Experience at the festival;
- H. Partnership with FSU’s Opening Nights to present a Thursday evening visual arts educational program providing opportunities to expand the perceptions of the power of the visual arts through engaging and entertaining speakers and presenters;
- I. Add Thursday-Friday event that involves workshops and live art demonstrations;
- J. Chain of Parks Art Festival continues to “Go Green” for the 7<sup>th</sup> year in 2022;
- K. Chain of Parks Art Festival pushes new Chalk Art/ Mural program;
- L. Key message: There is something for everyone at Chain of Parks Art Festival. You may be surprised how affordable an original piece of artwork can be!

### **Planning-Strategy:**



## **Chain of Parks**

### **ART FESTIVAL**

#### **NEW:**

The Chain of Parks Art Festival has come to an in-kind partnership arrangement with Allison Aubuchon Communications to manage the increasing efforts of the Marketing & PR Committee.

#### **Tallahassee/Big Bend Area/Panhandle/South Georgia/North Florida/Alabama**

- A. Educate the community about LeMoyne Arts and Chain of Parks Art Festival; and
- B. Continue an online/social media presence with information on LeMoyne and Chain of Parks Art Festival.

#### **Potential Donors/Sponsors**

- A. Inform our sponsors of the level of promotion for Chain of Parks Art Festival and their return on investment (ROI); and
- B. Share our appreciation to our sponsors for their support.

#### **Regional Art Lovers**

- A. Increase awareness about LeMoyne and Chain of Parks Art Festival as a Fine Art Festival focused on Quality Art and Educational Opportunities; and
- B. Continue an online/social media presence with information on LeMoyne and Chain of Parks Art Festival.

#### **Media**

- A. Build relationships with the local and surrounding area media outlets, with a focus on North Florida, South Georgia, and Alabama.

#### **Social Media**

- A. Increase awareness, posts, ads and demographic reach via social media.

#### **Implementation-Tactics:**

#### **Tallahassee/Big Bend Area/Panhandle/South Georgia/North Florida/Alabama**

- A. Reach out to Visit Tallahassee and Visit Florida marketing teams to assist in marketing the festival;
- B. Update Chain of Parks Art Festival website;
- C. Post a link and information about Chain of Parks Art Festival on LeMoyne's website;
- D. Update Chain of Parks Art Festival Facebook, Instagram and Twitter pages;
- E. Post Chain of Parks Art Festival videos on website and social media platforms;
- F. Post festival photos on the website and festival's social media platforms;
- G. Begin a social media countdown 20 days before the festival;
- H. Work with FSU's Opening Nights to promote the festival and the new Thursday evening educational event through their channels;
- I. Ask all Chain of Parks committee members and LeMoyne board members to "like" the Chain of Parks Facebook, Instagram and Twitter pages and encourage them to write a review;
- J. Run a Facebook "Sponsored Story" to help increase traffic to the page;



## **Chain of Parks**

### **ART FESTIVAL**

- K. Engage past participants by asking them to write about their favorite artists from past events, post photos of art they have purchased, etc. on Facebook;
- L. Ask all Chain of Parks committee members and LeMoyné board members to “follow” the Chain of Parks Twitter page and encourage them to retweet;
- M. Create Flyers/Posters/Save the Date postcards about Chain of Parks Art Festival that can be emailed and mailed to members, interested participants and dropped off at local businesses;
- N. Use LeMoyné’s email list serve to promote Chain of Parks Art Festival;
- O. Create a list of local businesses and have volunteers post the Chain of Parks Art Festival save the date postcards/posters;
- P. Distribute Chain of Parks Art Festival postcards during Springtime Tallahassee;
- Q. Distribute Chain of Parks Art Festival postcards during Food Truck Thursdays in March and April;
- R. Update Marquee list and contact business owners to promote Chain of Parks Art Festival on their marquees/digital boards;
- S. Include information about Chain of Parks Art Festival in First Friday announcements and events;
- T. Include information about Chain of Parks Art Festival in LeMoyné’s 2022 first quarter issue of the newsletter;
- U. Post Chain of Parks Art Festival event on local online event/community calendars;
- V. Hang up to 40 light post banners in downtown Tallahassee 30 days prior to the festival; and,
- W. Create human interest stories about artists, planning committee and long-time supporters of the festival to post on social media or in local media.

#### **Potential Donors/Sponsors**

- A. Have a dedicated page on the website that lists all the sponsors and levels, along with their logo and link to their website;
- B. Promote main sponsor(s) on all printed materials;
- C. Prominently display sponsors in Chain of Parks Art Festival magazine and throughout the festival;
- D. Have sponsor logos on television ads; and
- E. Each time we get a new sponsor, announce and tag them on Facebook and Twitter (as a thank you).

#### **Regional Art Lovers**

- A. Create a list of art, seafood, jazz and other types of festivals in March and April in surrounding counties that are within an hour driving distance;
- B. Distribute Chain of Parks Art Festival postcards to participants at art, seafood, jazz and other types of festivals in surrounding counties that are within an hour driving distance; and
- C. Identify Urban Areas within 5 hours drive of Tallahassee and promote the festival through cultural outlets in those areas.





## Chain of Parks ART FESTIVAL

### Media

- A. Update media contact list;
- B. Create a press kit: press release, media advisory, fact sheet, bios of the feature artist(s), artist headshot, feature story and editorial ideas one-pager, contact us sheet, etc.;
- C. Set-up ad and billboard placements;
- D. Set-up television and radio PSAs;
- E. Set-up television interviews with WCTV, WTXL and WFSU (Local Routes);
- F. Set-up radio and television PSAs with WCTV, WFSU radio, WFSG and Cumulus Broadcasting;
- G. Set-up radio interviews with WFSU, Cumulus and 97.9 "Tallahassee Talks";
- H. Renew agreement with Georgia Public Broadcasting for the 2022 festival;
- I. Research costs and/or free PSA airings with Alabama's Public Access television stations;
- J. Contact marquee/digital board list of businesses to request having Chain of Parks Art Festival information posted again;
- K. Send articles and editorial ideas on Chain of Parks Art Festival to media contact list and featured artists to the newspapers in the Big Bend Area and surrounding counties; and
- L. Post Chain of Parks Art Festival information on all "Community Calendars" (WCTV, WTXL, FOX, Capital Outlook, COCA, Tallahassee Democrat, FAMUAN, FSView, Tallahassee Grapevine, Visit Tallahassee, Tallahassee Magazine, 850 Magazine, Greater Tallahassee Chamber of Commerce, Access Tallahassee, etc.).

### Social Media

- A. Promote "Jacques Le Moyne" encampment (costumed interpreters demonstrating experiences of the first known European artist to sketch native Florida, Jacques Le Moyne) by having young professionals use our hashtag and post photos;
- B. Promote "BeTheArt" photo opportunities by having young professionals use our hashtag and post photos;
- C. Promote the Saturday Evening Concert and other entertainers performing throughout the weekend;
- D. Promote the Thursday evening event, presented in partnership with FSU's Opening Nights, providing opportunities to expand the perceptions of the power of the visual arts through engaging and entertaining speakers and presenters who represent the visual arts industry;
- E. Promote "Going Green" initiative by having young professionals use our hashtag and post photos;
- F. Post on Facebook 4 times a week;
- G. Post on Instagram 3 times a week;
- H. Post on Twitter daily;
- I. Highlight ten (10) or more artist videos identifying themselves and their art;
- J. Highlight "The Village," children's art programs and activities, Community Partners, and photos from last year;
- K. Highlight minority artists;
- L. Highlight returning award winners;



## **Chain of Parks**

### **ART FESTIVAL**

- M. Highlight first time participating artists;
- N. Report any media opportunities, such as interviews or print media accessible online;
- O. Announce judges and their bios (link to blog article);
- P. Announce when participating artists are online to view;
- Q. Highlight each medium and the corresponding artists (possibly link a blog article);
- R. Photograph and post during/after planning meetings;
- S. Highlight sponsors, link directly to their pages;
- T. Link to program once it is available online;
- U. Highlight each sponsor host separately and the specific portion of the festival they are hosting (i.e., Aloft as Bar Host);
- V. Discuss and/or list food vendors; and
- W. Blog about artwork on budget.

#### **Evaluation:**

##### **Tallahassee/Big Bend Area/Panhandle/South Georgia/North Florida/Alabama**

- A. The total number of attendees at Chain of Parks Art Festival derived from clicker counts of attendees conducted at 3 intervals each day of the festival by festival volunteers and confirmed by estimates by Downs & St. Germain Research;
- B. The total number of attendees from surrounding counties at Chain of Parks Art Festival from 100+ survey results;
- C. Increase survey results by offering survey online; and
- D. The reported sales by artists.

##### **Potential Donors/Sponsors**

- A. The total number of donors/sponsors for this year's Chain of Parks Art Festival; and
- B. The amount of money that was raised during Chain of Parks Art Festival for LeMoyne and art education.

##### **Regional Art Lovers**

- A. Same as Tallahassee/Big Bend Area/Panhandle/South Georgia/North Florida/Alabama

##### **Media**

- A. The total number of businesses that had Chain of Parks Art Festival on their marquees/digital boards;
- B. Review news clippings to find out how many media outlets wrote about Chain of Parks Art Festival; and
- C. Online analytics showing number of hits per posting.

##### **Social Media**

- A. Total number of "Likes" on Facebook page;
- B. Determine if the 25-40 age demographic increased through analysis of social media pages; and
- C. Total number of artist videos (vignettes) posted.

## Chain of Parks Art Festival - Event Budget 2022

### Expenses

### Income

	Estimated	In-Kind	Visit Tallahassee
<b>Rentals</b>			
Rentals: Tents, tables, chairs, fencing	\$5,500.00	\$500.00	
Portalets - Howdy's	\$3,500.00	\$500.00	
Rental Facility - Chamber		\$750.00	
Mad Dog Tent, Moon Tent, AMWAT, Marpan		\$3,300.00	
<b>Totals</b>	<b>\$9,000.00</b>	<b>\$5,050.00</b>	<b>\$0.00</b>
<b>Publicity/Marketing</b>			
Promotional Items	\$5,000.00	\$500.00	\$2,940.00
Advertising/Marketing: Media	\$53,000.00	\$30,155.00	\$1,000.00
Advertising/Marketing: Targeted Online	\$5,000.00	\$1,500.00	\$2,000.00
Artist Recruiting/Promotion	\$5,000.00		
Programs/Rack Cards/Printing	\$6,000.00		
Signage - General	\$4,000.00	\$1,500.00	
Banner Hanging (COT)		\$1,000.00	
Printing & Postage for Postcards (new)	\$750.00		
Social Media Promotions	\$1,000.00		
Graphic Design Services	\$5,500.00	\$3,500.00	
<b>Totals</b>	<b>\$85,250.00</b>	<b>\$38,155.00</b>	<b>\$5,940.00</b>
<b>Refreshments</b>			
Meals/VIP & Artist Refreshments	\$2,000.00	\$4,000.00	
Bar Supplies	\$2,000.00	\$5,000.00	
<b>Totals</b>	<b>\$4,000.00</b>	<b>\$9,000.00</b>	<b>\$0.00</b>
<b>Entertainment &amp; Professional Fees</b>			
Entertainment (Sat. Eve. Groove)	\$1,500.00		\$1,500.00
Entertainment (Jan. Soiree)	\$150.00		
Chalk Art Program Expenses	\$24,890.00		\$24,900.00
Visiting Artist Workshops	\$6,800.00	\$2,500.00	\$2,000.00
New programming - TBD	\$4,500.00	\$500.00	\$1,000.00
Judges (3 Festival Judges & 3 Patron Judges)	\$2,000.00		
Theater with a Mission Performers + Muscogee story teller Misty Penton	\$2,500.00		\$2,500.00
Photography/wideography	\$2,000.00		\$2,000.00
Audio Services (COT)		\$2,000.00	
Security (COT)		\$17,000.00	
Contract Labor - Assistant	\$5,000.00		\$5,000.00
Contract Labor - Artist Management	\$20,000.00		\$20,000.00
<b>Totals</b>	<b>\$69,340.00</b>	<b>\$22,000.00</b>	<b>\$58,500.00</b>
<b>Other/Miscellaneous</b>			
Merchandise	\$5,500.00	\$1,000.00	
Artist Application Software - ZAPP	\$2,500.00		
Merchant Fees	\$2,500.00		
Awards/Gifts	\$14,000.00		
Permits and Licenses	\$50.00		
Liability Insurance	\$6,000.00		
Festival Supplies/Vendor Badges	\$2,500.00	\$500.00	\$1,110.00
Art Supplies for Kids Activities	\$1,000.00		
Payroll Expenses	\$50,000.00	\$15,000.00	
<b>Totals</b>	<b>\$84,050.00</b>	<b>\$16,500.00</b>	<b>\$1,110.00</b>
<b>Total Expenses</b>			
	<b>Estimated</b>	<b>In-Kind</b>	<b>VT</b>
	<b>\$251,640.00</b>	<b>\$90,705.00</b>	<b>\$65,950.00</b>
<b>Proceeds*</b>			
	<b>\$96,760.00</b>		

	Estimated
<b>Admissions - N/A as CoP is free</b>	
Adults	Free
Children	Free
Other	Free
<b>Totals</b>	<b>\$0.00</b>
<b>Exhibitors/Vendors</b>	
Fees	\$7,500.00
Artist Participation	
Fees	\$53,000.00
Vendor Fees - Other	\$8,000.00
<b>Totals</b>	<b>\$68,500.00</b>
<b>Sale of Items</b>	
Retail Sales - Souveni	\$8,300.00
Beverage Sales, Conc	\$12,000.00
Ice Sales	\$300.00
<b>Totals</b>	<b>\$20,600.00</b>
*Notes: These estimates are largely dependent on weather and attendance.	
<b>Co-Sponsors/Partners/Donations</b>	
Cash Sponsorships	\$70,000.00
Donations at Festival	\$300.00
<b>Totals</b>	<b>\$70,300.00</b>
<b>Grant Income</b>	
CRA	\$25,000.00
Visit Tallahassee	\$56,295.00
<b>Totals</b>	<b>\$81,295.00</b>
<b>In-Kind Donations/Services</b>	
City of Tallahassee Co	\$20,000.00
In-Kind Sponsorships	\$87,705.00
<b>Totals</b>	<b>\$107,705.00</b>
<b>Estimated</b>	
<b>Total Income</b>	<b>\$348,400.00</b>
<b>Matching Funds</b>	<b>\$247,105.00</b>

**\*Use of Proceeds:** Chain of Parks Art Festival (CoP) is the largest annual fundraiser for LeMoyné Arts. CoP brings in valuable funding to allow LeMoyné to present exhibits and art education programs throughout the year. Proceeds are also used to secure the future of the festival, with a current focus on building regional awareness.

**Increase granted amount will contribute to developing:**

- \*Marketing outside of Leon County
- \*Chalk & Mural Artist Program
- \*Guest Artist Workshop Program
- \*Evening Groove concert
- \*New programming to bring in visitors, TBD
- \*Theater with a Mission educational performance

## Chain of Parks Art Festival - Event Budget 2023

### Expenses

### Income

	Estimated	In-Kind	Visit Tallahassee
<b>Rentals</b>			
Rentals: Tents, tables, chairs, fencing	\$5,500.00	\$500.00	
Portalets - Howdy's	\$3,500.00	\$500.00	
Rental Facility - Chamber		\$750.00	
Mad Dog Tent, Moon Tent, AMWAT, Marpan		\$3,300.00	
<b>Totals</b>	<b>\$9,000.00</b>	<b>\$5,050.00</b>	<b>\$0.00</b>

<b>Publicity/Marketing</b>			
Promotional Items	\$5,000.00	\$500.00	\$2,950.00
Advertising/Marketing: Media	\$53,000.00	\$30,155.00	\$1,000.00
Advertising/Marketing: Targeted Online	\$5,000.00	\$1,500.00	\$1,000.00
Artist Recruiting/Promotion	\$5,000.00		
Programs/Rack Cards/Printing	\$6,000.00		
Signage - General	\$4,000.00	\$1,500.00	
Banner Hanging (COT)		\$1,000.00	
Printing & Postage for Postcards (new)	\$750.00		
Social Media Promotions	\$1,000.00		
Graphic Design Services	\$5,500.00	\$3,500.00	
<b>Totals</b>	<b>\$85,250.00</b>	<b>\$38,155.00</b>	<b>\$4,950.00</b>

<b>Refreshments</b>			
Meals/VIP & Artist Refreshments	\$2,000.00	\$4,000.00	
Bar Supplies	\$2,000.00	\$5,000.00	
<b>Totals</b>	<b>\$4,000.00</b>	<b>\$9,000.00</b>	<b>\$0.00</b>

<b>Entertainment &amp; Professional Fees</b>			
Entertainment (Sat. Eve. Groove)	\$3,000.00		\$4,040.00
Entertainment (Jan. Soiree)	\$150.00		
Chalk Art Program Expenses	\$24,890.00		\$24,900.00
Visiting Artist Workshops	\$6,800.00	\$2,500.00	\$4,000.00
New programming - TBD	\$4,500.00	\$500.00	\$2,000.00
Judges (3 Festival Judges & 3 Patron Judges)	\$2,000.00		
Theater with a Mission Performers + Muscogee story teller Misty Penton	\$2,500.00		\$2,500.00
Photography/videography	\$2,000.00		
Audio Services (COT)		\$2,000.00	
Security (COT)		\$17,000.00	
Contract Labor - Assistant	\$5,000.00		\$5,000.00
Contract Labor - Artist Management	\$20,000.00		\$20,000.00
<b>Totals</b>	<b>\$70,840.00</b>	<b>\$22,000.00</b>	<b>\$62,440.00</b>

<b>Other/Miscellaneous</b>			
Merchandise	\$5,500.00	\$1,000.00	
Artist Application Software - ZAPP	\$2,500.00		
Merchant Fees	\$2,500.00		
Awards/Gifts	\$14,000.00		
Permits and Licenses	\$50.00		
Liability Insurance	\$6,000.00		
Festival Supplies/Vendor Badges	\$2,500.00	\$500.00	\$1,110.00
Art Supplies for Kids Activities	\$1,000.00		
Payroll Expenses	\$50,000.00	\$15,000.00	
<b>Totals</b>	<b>\$84,050.00</b>	<b>\$16,500.00</b>	<b>\$1,110.00</b>

	Estimated	In-Kind	VT
<b>Total Expenses</b>	<b>\$253,140.00</b>	<b>\$90,705.00</b>	<b>\$68,500.00</b>

**Proceeds\*** \$95,260.00

Estimated	
<b>Admissions - N/A as CoP is free</b>	
Adults	Free
Children	Free
Other	Free
<b>Totals</b>	<b>\$0.00</b>

<b>Exhibitors/Vendors</b>	
Fees	\$7,500.00
Artist Participation	
Fees	\$53,000.00
Vendor Fees - Other	\$8,000.00
<b>Totals</b>	<b>\$68,500.00</b>

<b>Sale of Items</b>	
Retail Sales - Souveni	\$8,300.00
Beverage Sales, Conc	\$12,000.00
Ice Sales	\$300.00
<b>Totals</b>	<b>\$20,600.00</b>

\*Note: These estimates are largely dependent on weather and attendance.

<b>Co-Sponsors/Partners/Donations</b>	
Cash Sponsorships	\$70,000.00
Donations at Festival	\$300.00
<b>Totals</b>	<b>\$70,300.00</b>

<b>Grant Income</b>	
CRA	\$25,000.00
Visit Tallahassee	\$56,295.00
<b>Totals</b>	<b>\$81,295.00</b>

<b>In-Kind Donations/Services</b>	
City of Tallahassee Co	\$20,000.00
In-Kind Sponsorships	\$87,705.00
<b>Totals</b>	<b>\$107,705.00</b>

Estimated	
<b>Total Income</b>	<b>\$348,400.00</b>

<b>Matching Funds</b>	<b>\$247,105.00</b>
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**\*Use of Proceeds:** Chain of Parks Art Festival (CoP) is the largest annual fundraiser for LeMoyne Arts. CoP brings in valuable funding to allow LeMoyne to present exhibits and art education programs throughout the year. Proceeds are also used to secure the future of the festival, with a current focus on building regional awareness.

**to developing:**

- \*Marketing outside of Leon County
- \*Chalk & Mural Artist Program
- \*Guest Artist Workshop Program
- \*Evening Groove concert
- \*New programming to bring in visitors, tbd
- \*Theater with a Mission educational performance
- \*Contract assistant to help with increasing workload



## Chain of Parks Art Festival - Event Budget 2024

### Expenses

### Income

	Estimated	In-Kind	Visit Tallahassee
<b>Rentals</b>			
Rentals: Tents, tables, chairs, fencing	\$5,500.00	\$500.00	
Portalets - Howdy's	\$3,500.00	\$500.00	
Rental Facility - Chamber		\$750.00	
Mad Dog Tent, Moon Tent, AMWAT, Marpan		\$3,300.00	
<b>Totals</b>	<b>\$9,000.00</b>	<b>\$5,050.00</b>	<b>\$0.00</b>

	Estimated	In-Kind	Visit Tallahassee
<b>Publicity/Marketing</b>			
Promotional Items	\$5,000.00	\$500.00	\$2,940.00
Advertising/Marketing: Media	\$53,000.00	\$30,155.00	\$1,000.00
Advertising/Marketing: Targeted Online	\$5,000.00	\$1,500.00	\$1,000.00
Artist Recruiting/Promotion	\$5,000.00		
Programs/Rack Cards/Printing	\$6,000.00		
Signage - General	\$4,000.00	\$1,500.00	
Banner Hanging (COT)		\$1,000.00	
Printing & Postage for Postcards (new)	\$750.00		
Social Media Promotions	\$1,000.00		
Graphic Design Services	\$5,500.00	\$3,500.00	
<b>Totals</b>	<b>\$85,250.00</b>	<b>\$38,155.00</b>	<b>\$4,940.00</b>

	Estimated	In-Kind	Visit Tallahassee
<b>Refreshments</b>			
Meals/VIP & Artist Refreshments	\$2,000.00	\$4,000.00	
Bar Supplies	\$2,000.00	\$5,000.00	
<b>Totals</b>	<b>\$4,000.00</b>	<b>\$9,000.00</b>	<b>\$0.00</b>

	Estimated	In-Kind	Visit Tallahassee
<b>Entertainment &amp; Professional Fees</b>			
Entertainment (Sat. Eve. Groove)	\$3,000.00		\$5,000.00
Entertainment (Jan. Soiree)	\$150.00		
Chalk Art Program Expenses	\$24,890.00		\$24,890.00
Visiting Artist Workshops	\$6,800.00	\$2,500.00	\$4,070.00
New programming - TBD	\$4,500.00	\$500.00	\$2,000.00
Judges (3 Festival Judges & 3 Patron Judges)	\$2,000.00		
Theater with a Mission Performers + Muscogee story teller Misty Penton	\$2,500.00		\$2,500.00
Photography/videography	\$2,000.00		
Audio Services (COT)		\$2,000.00	
Security (COT)		\$17,000.00	
Contract Labor - Assistant	\$5,000.00		\$6,000.00
Contract Labor - Artist Management	\$20,000.00		\$20,000.00
<b>Totals</b>	<b>\$70,840.00</b>	<b>\$22,000.00</b>	<b>\$64,460.00</b>

	Estimated	In-Kind	Visit Tallahassee
<b>Other/Miscellaneous</b>			
Merchandise	\$5,500.00	\$1,000.00	
Artist Application Software - ZAPP	\$2,500.00		
Merchant Fees	\$2,500.00		
Awards/Gifts	\$14,000.00		
Permits and Licenses	\$50.00		
Liability Insurance	\$6,000.00		
Festival Supplies/Vendor Badges	\$2,500.00	\$500.00	\$1,100.00
Art Supplies for Kids Activities	\$1,000.00		
Payroll Expenses	\$50,000.00	\$15,000.00	
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**increase granted amount will contribute to developing:**

- \*Marketing outside of Leon County
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- \*Evening Groove concert
- \*New programming to bring in visitors, tbd
- \*Theater with a Mission educational performance
- \*Contract assistant to help with



## 2021 CHAIN OF PARKS ART FESTIVAL SAFETY PROTOCOLS



**Chain of Parks**  
**ART FESTIVAL**



Visit  
**Tallahassee**  
A Division of Leon County

The Chain of Parks Art Festival (or CoP) maintains a commitment to the safety and well being of all attendees and vendors at the Festival.

### **Covid-19**

- *The event will comply with state, local government CDC guidance in relation to Covid-19 and other variants.*
- The festival is an outdoor event and has decided to reduce from 170 accepted artists to 150 to allow for more “elbow room”. The festival will continue to provide handwashing and clean bathroom stations, hand sanitizer, paperless payment options, and other hygienic practices.

### **Food/ Beverage:**

- Food and beverage vendors are required to provide general liability certificates of insurance and the Festival is named as an additional insured or a certificate holder.
- All attendees who would like to purchase alcohol must present a valid 21+ ID and get a wristband before they can be served.

### **Safety:**

- The Tallahassee Police Department closes specific roads, patrols as night and is present during the festival hours.
- The festival provides an emergency entrance and exit for an ambulance or firetruck.
- The festival has an on-site mobile number used by staff, volunteers, and vendors to communicate should there be a reason to do so. Such as, a lost child, inclement weather, safety concern.
- All tents, awnings, and canopies used during the festival must be secured to prevent hazards caused by the wind without putting stakes in the ground.
- If there’s a lightening, hurricane, or tornado warning in the area, the festival will temporarily shut down until the City has determined there is no longer a threat.
- All volunteers sign liability waivers before assisting at the festival.

### **Accessibility:**

CoP is a free event, open to the public in partnership with the City. The CoP team will work with the City to make sure all walkways are clear of any trip and fall hazards including, electric cords, display booth supports and trash.

- Most of the festival (besides of some uneven lawn space) is wheelchair accessible.
- CoP provides A.D.A friendly bathrooms and parking.



## MEMORANDUM

DATE: November 4, 2021

TO: Leon County Tourist Development Council

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

SUBJECT: Proposed Revisions to the Leon County Tourist Development Council Bylaws

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At the September 9, 2021 meeting, the Council unanimously supported and concurred with staff's request to review and update the Bylaws, which had not undergone an in-depth examination in over 10 years. These amendments will be recommended for approval by the County Administrator in conjunction with the County Attorney. The following summarizes proposed modifications to the Bylaws:

### **Article II – Officers and Duties**

This article clarifies and expounds on the role and selection process of both the Chairperson and Vice-Chairperson of the Council.

### **Article III – Term of Members**

This article has been added to clarify service on the Council as it relates to terms, term expiration, and term limits.

### **Article IV**

To clarify ambiguities in the existing Bylaws, this article provides guidance on meetings of the Tourist Development Council. More specifically, it includes provisions that allow telephonic communications or communications media technology (i.e. Zoom) when a member cannot be physically present at the meeting.

### **Article V**

This article articulates the process by which existing Bylaws may be amended per County policy.

## **Article VI**

This article provides guidance on members attendance at meetings as well as replacement of members in the event a vacancy occurs.

I would be happy to answer any questions and discuss these changes further in our briefing meeting. Thank you for your consideration.

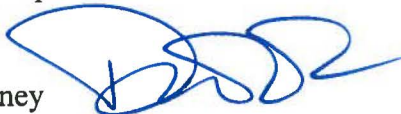
Attachment:

1. Existing Bylaws
2. Proposed Bylaws with revisions highlighted
3. Proposed Bylaws without highlights

BOARD OF COUNTY COMMISSIONERS  
INTER-OFFICE MEMORANDUM

TO: Lee Daniel, CDME  
Director, Tourism Development

FROM: Daniel J. Rigo, Esq.  
Assistant County Attorney



DATE: January 27, 2010

SUBJECT: Bylaws of the Leon County Tourist Development Council

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Enclosed please find the Bylaws of the Leon County Tourist Development Council as amended at the January 7 meeting of the TDC. The amended Bylaws has been signed by the County Administrator and the County Attorney's Office.

Should you need anything further, please do not hesitate to contact our office.

DJR/smw

Enclosure

**BYLAWS OF THE  
LEON COUNTY TOURIST DEVELOPMENT COUNCIL**

In order to govern its function and operation in a manner consistent with the Enabling Resolution No. **R86-01 and R86-42** adopted by the Leon County Board of County Commissioners (hereinafter the "BCC") on **October 20, 1986** and amended on **January 29, 2002** with the BCC's adoption of Resolution No. **R02-02**, the **Leon County Tourist Development Council** (hereinafter the "Council") hereby adopts as its Bylaws the following:

**ARTICLE I.  
APPLICABLE FLORIDA LAWS AND BCC POLICIES**

**Section 1.1 Public Records Law and E-Mails:** Each member of the Council shall comply with the Florida's Public Records Law, Chapter 119, Florida Statutes, and BCC Policy 96-4, "Policy on Public Records Law and E-Mail", as may be amended from time to time, and each member of the Council shall be provided a copy of BCC Policy 96-4.

**Section 1.2 Government In the Sunshine Law:** Each member of the Council shall comply with the Florida Government in the Sunshine Law, Chapter 286, Florida Statutes, as may be amended from time to time.

**Section 1.3 Code of Ethics:** The Council shall comply with the following state laws and BCC Policies with regard to the Florida Code of Ethics for Public Officers and Employees:

**Clause 1.3.1** Each member of the Council shall comply with Section 112.3143, Florida Statutes, "Voting Conflicts", as may be amended from time to time, and shall be provided a copy of Section 112.3143.

**Clause 1.3.2** Each member of the Council shall abide by the Standards of Conduct set forth in Section 112.313, Florida Statutes, as may be amended from time to time, and shall be provided a copy of Section 112.313, Florida Statutes.

**ARTICLE II.  
OFFICERS, DUTIES, AND OPERATION**

It is the intent of these Bylaws to establish and clarify that the Council shall operate, function, and proceed in accordance with Section 125.0104, Florida Statutes, and Chapter 11, Article III, of the Leon County Code of Laws, and as such Statute and Code may be amended from time to time, and with any existing or future Resolutions adopted by the BCC to the extent such Resolutions are not inconsistent with the aforesaid Statute or Code.



**ARTICLE III.  
ATTENDANCE**

**Section 3.1 Attendance at Meetings:** To build consensus among the Council members through an open and candid exchange of ideas, it is vital that each member actively participates in the Council's work by regularly attending meetings. In the event a member is absent from two of three successive regular meetings of the Council, the member may be dismissed from the Council at the discretion of either the Chairperson or the County Administrator. For the purposes of this Section, a member is considered absent if he/she is absent from more than half the duration of the meeting.

Approved As To Form and Content:

County Administrator's Office

BY: 

Parwez Alam  
County Administrator

County Attorney's Office

BY:  Daniel J. Kise, for

Herbert W. A. Thiele  
County Attorney



## BYLAWS OF THE LEON COUNTY TOURIST DEVELOPMENT COUNCIL

In order to govern its function and operation in a manner consistent with the Enabling Resolution No. **R86-01** and **R86-42** Adopted by the Leon County Board of County Commissioners (hereinafter the "BOCC") on October 20, 1986 and amended on January 29, 2002 **with the adoption of Resolution No. R02-02**, the Leon County Tourist Development Council (hereinafter the "Council") hereby adopts as its Bylaws the following:

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**Clause 1.3.2** Each member of the Council shall abide by the Standards of Conduct set forth in Section 112.313, Florida Statutes, as may be amended from time to time, and shall be provided a copy of Section 112.313, Florida Statutes.

### ARTICLE II. OFFICERS AND DUTIES

**Section 2.1** Upon adoption of these Bylaws, the Council shall elect from among its members a Chairperson, who shall be elected annually and may be re-elected. The current Chairperson of the BOCC, or his or her designee, shall serve as Vice-Chairperson per Resolution R02-02.

**Section 2.2** The Chairperson shall preside at all meetings. In the event of the Chairperson's absence, or at the direction of the Chairperson, the Vice-Chairperson shall assume the powers and duties of the Chairperson.

**Section 2.3** In the event that the Chairperson is unable to complete his/her term, the Council shall, as soon as reasonably possible, elect a replacement from among its members.

### **ARTICLE III. TERM OF MEMBERS**

**Section 3.1** Members shall serve on the Council for staggered terms of four (4) years. Terms expire on October 31.

**Section 3.2** A current member may be reappointed at the expiration of their term provided however, no member may serve more than three full consecutive terms in accordance with BOCC Policy No. 03-15, unless such limitation is otherwise prohibited or provided by Federal, State, local law.

### **ARTICLE IV. MEETINGS**

**Section 4.1** **Regular Meetings:** The Council shall hold regular meetings at a place and time agreeable to the members. Such regular meetings shall be held at the **County Commission Chambers, 301 S. Monroe Street** unless an alternate location is selected by the Council. The duration of meetings shall not exceed three (3) hours unless extended by a majority vote of the Council. In order to expedite meetings, the Chairperson may place time limits on discussion of agenda items.

**Section 4.2** **Special Meetings:** The Chairperson may call a special meeting of the Council to discuss any issue properly before the Council. Such special meeting may be convened only after notification is given to each member of the Council and after public notice is given no later than forty-eight (48) hours before the special meeting is scheduled to begin.

**Section 4.3** **Public Participation:** Members of the public shall be given an opportunity to be heard on any proposition before the Council.

**Section 4.4** **Meeting Agendas:** The Division of Tourism Director in consultation with the Chairman shall develop an agenda for each meeting of the Council. Future agendas may be requested by members but must be voted on by the Council in the affirmative.

**Section 4.5** **Official Acts and Quorum:** Any and all official acts by the Council shall require a majority vote of the members present. However, the Council shall take no such action unless a quorum is present at the meeting. In order to constitute a quorum, there must be a majority of the Council's current membership present at the meeting.

**Clause 4.5.1** Upon the determination by a majority of the Council present in the Commission Chamber, or other meeting room, and voting, that extraordinary circumstances exist to justify the physical absence of any member of the Council from said

meeting, and assuming a quorum of the Council is otherwise present, the Council may allow the participation of the physically absent member of the Council by telephonic communications or communications media technology (“CMT”) that includes both video and audio communication.

**Clause 4.5.2** The vote of the Council to allow a physically absent member to participate by telephone or CMT shall take place prior to or at the beginning of the subject meeting and shall be based upon the facts and circumstances of each request. The physically absent member of the Council may not vote on any motion authorizing such participation.

**Clause 4.5.3** The physically absent member of the Council must take all steps necessary to provide interactive communication between the meeting location and the location of the physically absent member of the Council, and at a minimum must provide interactive voice communication but should also endeavor to provide interactive video communication whenever possible.

**Clause 4.5.4** In instances where the Council member participates in the meeting by telephone or CMT, the Council member shall also be allowed to cast his/her vote, but only to the extent that the Council member’s vote does not break a tie vote of those Council members physically present in Commission Chambers or other meeting room.

**Section 4.6 Meeting Minutes:** Minutes shall be taken at all regular and special meetings of the Council. The minutes of the meeting shall reflect the number of affirmative votes on a motion and shall specify the names of any members voting against the motion. The County Tourism Staff Support Person shall prepare and maintain the minutes of each meeting.

**Section 4.7 Procedure:** Roberts’ Rules of Order Revised shall guide the procedure of all meetings. A failure to strictly adhere to the Roberts’ Rules of Order shall not void any action taken by the Council.

## **ARTICLE V. AMENDMENTS TO BYLAWS**

**Section 5.1 Amendments:** The Bylaws may only be amended by the County Administrator in conjunction with the County Attorney. At any regular or special meeting of the Council, the Council may request the County Administrator amend the Bylaws by a majority vote.

**Section 5.2 Approval:** The Amended Bylaws shall become effective upon the approval of the County Administrator and the County Attorney.

## **ARTICLE VI. ATTENDANCE AND REPLACEMENT OF MEMBERS**

**Section 6.1 Attendance at Meetings:** Members shall provide notification of an absence, at least twenty-four (24) hours in advance of the meeting. In the event a member is absent from two of three successive regular meetings of the Council, and the absences are unexcused, the member may be dismissed from the Council. The Chairperson or the Division of Tourism Director

will advise the County Administrator, or designee, of the excessive absences and appropriate actions will be taken.

**Section 6.2 Replacement of Members:** In the event a vacancy occurs, the Division of Tourism Director shall immediately notify County Administration. A new member shall be appointed as soon as reasonably possible in accordance with the procedure for appointment of members to citizen councils contained in BOCC Policy No. 03-15.

**ARTICLE VII.  
SPECIAL PROVISIONS**

**Section 7.1 Intent:** It is the intent of these Bylaws to establish and clarify that the Council shall operate, function, and proceed in accordance with Section 125.0104, Florida Statutes, and Chapter 11, Article III, of the Leon County Code of Laws, and as such Statute and Code may be amended from time to time, and with any existing or future Resolutions adopted by the BOCC to the extent such Resolutions are not inconsistent with the aforesaid Statute or Code.

Approved As To Form and Content:

County Administrator's Office:

County Attorney's Office:

Chasity H. O'Steen, County Attorney

BY: \_\_\_\_\_

Vincent S. Long  
County Administrator

BY: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_





## BYLAWS OF THE LEON COUNTY TOURIST DEVELOPMENT COUNCIL

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**Clause 4.5.1** Upon the determination by a majority of the Council present in the Commission Chamber, or other meeting room, and voting, that extraordinary circumstances exist to justify the physical absence of any member of the Council from said

meeting, and assuming a quorum of the Council is otherwise present, the Council may allow the participation of the physically absent member of the Council by telephonic communications or communications media technology (“CMT”) that includes both video and audio communication.

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**Clause 4.5.3** The physically absent member of the Council must take all steps necessary to provide interactive communication between the meeting location and the location of the physically absent member of the Council, and at a minimum must provide interactive voice communication but should also endeavor to provide interactive video communication whenever possible.

**Clause 4.5.4** In instances where the Council member participates in the meeting by telephone or CMT, the Council member shall also be allowed to cast his/her vote, but only to the extent that the Council member’s vote does not break a tie vote of those Council members physically present in Commission Chambers or other meeting room.

**Section 4.6 Meeting Minutes:** Minutes shall be taken at all regular and special meetings of the Council. The minutes of the meeting shall reflect the number of affirmative votes on a motion and shall specify the names of any members voting against the motion. The County Tourism Staff Support Person shall prepare and maintain the minutes of each meeting.

**Section 4.7 Procedure:** Roberts’ Rules of Order Revised shall guide the procedure of all meetings. A failure to strictly adhere to the Roberts’ Rules of Order shall not void any action taken by the Council.

## **ARTICLE V. AMENDMENTS TO BYLAWS**

**Section 5.1 Amendments:** The Bylaws may only be amended by the County Administrator in conjunction with the County Attorney. At any regular or special meeting of the Council, the Council may request the County Administrator amend the Bylaws by a majority vote.

**Section 5.2 Approval:** The Amended Bylaws shall become effective upon the approval of the County Administrator and the County Attorney.

## **ARTICLE VI. ATTENDANCE AND REPLACEMENT OF MEMBERS**

**Section 6.1 Attendance at Meetings:** Members shall provide notification of an absence, at least twenty-four (24) hours in advance of the meeting. In the event a member is absent from two of three successive regular meetings of the Council, and the absences are unexcused, the member may be dismissed from the Council. The Chairperson or the Division of Tourism Director

will advise the County Administrator, or designee, of the excessive absences and appropriate actions will be taken.

**Section 6.2 Replacement of Members:** In the event a vacancy occurs, the Division of Tourism Director shall immediately notify County Administration. A new member shall be appointed as soon as reasonably possible in accordance with the procedure for appointment of members to citizen councils contained in BOCC Policy No. 03-15.

**ARTICLE VII.  
SPECIAL PROVISIONS**

**Section 7.1 Intent:** It is the intent of these Bylaws to establish and clarify that the Council shall operate, function, and proceed in accordance with Section 125.0104, Florida Statutes, and Chapter 11, Article III, of the Leon County Code of Laws, and as such Statute and Code may be amended from time to time, and with any existing or future Resolutions adopted by the BOCC to the extent such Resolutions are not inconsistent with the aforesaid Statute or Code.

Approved As To Form and Content:

County Administrator's Office:

County Attorney's Office:

Chasity H. O'Steen, County Attorney

BY: \_\_\_\_\_

Vincent S. Long  
County Administrator

BY: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_



## MEMORANDUM

DATE: November 4, 2021

TO: Leon County Tourist Development Council

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

SUBJECT: Proposed 2022 TDC Meeting Schedule

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Annually, the TDC adopts a meeting calendar that will generally schedule regular council meetings. This item seeks Council consideration to approve the proposed 2022 TDC Meeting Schedule. In drafting the proposed TDC meeting schedule, staff reviewed and considered the adopted 2022 meeting schedules for the Leon County Board of County Commission, City of Tallahassee Commission, Community Redevelopment Agency, and Blueprint Intergovernmental Agency.

To allow regular participation for all members, staff is proposing two options with a new meeting day and time:

Option # 1 – TDC Meeting Schedule – Second Monday of the Month (with exception of February due to Valentine’s Day Holiday):

Monday, February 7, 2022 – 3:00 PM  
Monday, May 9, 2022 – 3:00 PM  
Monday, July 11, 2022 – 3:00 PM  
Monday, September 12, 2022 – 3:00 PM  
Monday, November 14, 2022 – 3:00 PM

Option # 2 – TDC Meeting Schedule – First Monday of the Month (with the exception of November due to Election Day November 7):

Monday, February 7, 2022 – 3:00 PM  
Monday, May 2, 2022 – 3:00 PM  
Monday, July 11, 2022 -3:00 PM Note: July 4<sup>th</sup> – Independence Day  
Monday, September 12, 2022 - 3:00 PM Note: September 5<sup>th</sup> – Labor Day  
Monday, November 14, 2022 – 3:00 PM

If adopted, the 2022 TDC Meeting schedule will be posted on the TDC’s meeting page on the Leon County website, along with a link from VisitTallasse.com website.