



LEON COUNTY
TOURIST DEVELOPMENT COUNCIL

Thursday, November 5, 2015, 9 a.m.
Board of County Commissioners Assembly Room
301 South Monroe Street

MEETING AGENDA

- I. Call to Order – **Bo Schmitz, Chairman**
- II. Request for Additional Agenda Items – **Bo Schmitz**
- III. Items for Consent Approval – **Bo Schmitz**
 - September 3, 2015 Meeting Minutes
 - Direct Sales, Communications, Visitor Services, Sports & Film Reports
 - Financial Reports: September 2015 / October 2015
 - Total Year-to-Date Bed Tax Collections
 - Advertising/PR Activity Report/Digital Activity Report
 - Marketing Research Reports
- IV. General Business – **Bo Schmitz**
 - Tallahassee Centre Presentation—Shawn Baker, Blackwater Resources
 - Word of South Additional Signature Event Request—Mark Mustian
 - Out of Cycle Sports Grant Request—Brian Hickey
 - Community Redevelopment Agency Arts District-Roxanne Manning
 - Choose Tallahassee Partnership Discussion
 - Annual Research Report—Phillip Downs & Joseph St. Germain
 - xAd Update—Rusty Howard, The Zimmerman Agency
 - Staff Reports
- V. Director's Report – **Lee Daniel**
 - Sixel Airport Conference
 - FY 2016 Carry Forward Approvals
 - Amphitheater Concert Update
 - Staff Update
- VI. Additional Business: "For the Good of the Cause" – **Bo Schmitz**

Next Meeting:

January 7, 2016 – 9:00 a.m.
Board of County Commissioners
Commission Chambers

Tourist Development Council

Minutes of the September 3, 2015 Meeting

Members Present: Bo Schmitz, Chairman
Commissioner Bryan Desloge
Commissioner Nancy Miller
Marion McGee
Paresh Master
Russell Daws
Chucha Barber

Members Absent: Commissioner Scott Maddox
Leslie Smith
Dr. Audra Pittman
Sam McKay

Staff Present: Lee Daniel, Tourism Development
Aundra Bryant, Tourism Development
Chris Holley, Tourism Development
Gary Stogner, Tourism Development
Janet Roach, Tourism Development
Amanda Heidecker, Tourism Development
Brian Hickey, Tourism Development
Andi Ratliff, Tourism Development
Lauren Pace, Tourism Development

Guest Present: Phillip Downs, Kerr & Downs
Dr. Joseph St. Joseph, Kerr & Downs
Rose Naff-Red Hills International Horse Trials
Amanda Lewis, Zimmerman Agency
Mallory Hartline, Zimmerman Agency
Rusty Howard, Zimmerman Agency
Jane Barron-Red Hills International Horse Trials
Tom Barron-Red Hills International Horse Trials
Mark Mustian-Word of South Festival
Allison Rehwinkel-Zimmerman Agency
Mark Mustian, Word of South Festival
Amber O'Connell-Tallahassee Museum

Meeting was called to Order at 9:05 am.

Consent Agenda: Commissioner Bryan Desloge moved and second by Commissioner Nancy Miller. The motion was unanimously approved.

Red Hills International Horse Trials - Jane Barron, Tom Barron and Rose Naff made a presentation before the Tourist Development Council(TDC) requesting signature and capital improvement funding by the TDC through their application, attached letter, and five-year infrastructure plan. In their presentation, all three Red Hills organizers expounded upon their commitment to the future of the event and a Three Year Organizational Restructuring Plan which includes the identification of an Executive Director, for which a private source of funding has been identified but could not be revealed at the current time. Jane Barron reiterated her intent to remain the event's organizer/active advisor for a minimum of three years with the goal to gradually scale back her involvement as the Executive Director gains traction. Red Hills will be positioned to move forward as one of the premier eventing competitions in the United States drawing competitors from around the world.

The progress made in recent years with respect to the infrastructure and capital requirements has the property for the event primed to succeed and it could not have been possible without the community wide support from the Leon County Tourist Development Council, the City of Tallahassee, the Northwest Florida Water Management District and a number of private sponsors. With a three-year agreement between course designers Michael Etherington-Smith, David O'Conner, and Red Hills signed, the event will look to complete the major move of the cross country course, as well as the relocation of the sponsor tent and arenas. Once these have been completed, no additional major construction should be necessary.

Russell Daws moved and second by Commissioner Desloge that Red Hills be approved for \$50,000 for the Signature Event Grant and Commissioner Miller moved and second by Chairman Schmitz that Red Hills Capital Improvements funding be recommended to the Board of County Commissioners for approval. It was unanimously approved.

Word of South Festival – Mark Mustian came before the TDC requesting Signature Grant funding for the Festival. Commissioner Miller moved and second by Commissioner Desloge that the Word of South Festival receive funding in FY2016 in the amount of \$37,000. It was unanimously approved.

Market Days – Amber O'Connell – Tallahassee Museum came before the TDC requesting Signature Grant funding for the Market Days event in December 2015. Commissioner Miller moved and second by Commissioner Desloge that Market Days be funded at \$25,000. It was unanimously approved. For the record, TDC member Russell Daws recused himself from the vote.

Special Event Grant Review Committee Report – Chucha Barber thanked the members of the Special Event Grant Review Committee for their unselfish service and dedication. She also gave special thanks to the TDC Staff for doing such a wonderful job. Chucha Barber had some reservation concerning some of the applicants funding request for lobbying purposes. Lee Daniel stated that we have a little over \$ 17,000 left in the fund. Lee Daniel asked that two applicants be considered for

funding Frontline Skin Cancer Education Conference in the amount of \$1,200 and Department of Juvenile Justice Staff Development and Training Conference in the amount of \$2,400 that were not originally included in the final recommendation by the Grants Review Committee. The total amount of grants funded is \$86,022. Commissioner Desloge moved and second by Chucha Barber to approve the funding recommendation of the Special Event Grants Review Committee to include the two additional grants. It was unanimously approved.

Sports Council – Brian Hickey came forward with 49 of 50 recommendations for grant funding for the 1st Grant Cycle. He estimates 33, 000 visitors, 12,600 room nights and \$10m in revenue. Russell Daws moved and second by Chucha Barber. The report passed unanimously.

Kerr & Downs-Third Quarter Visitor Tracking Report – Dr. Phillip Downs and Dr. Joseph St. Germain made a presentation concerning the activity for the 3rd Quarter which appeared to be very impressive. Several members of the TDC expressed some concern about how the visitors are getting the online survey, how are we doing in the area of entertainment, are we collecting bed tax from persons with RV's,? Members of the TDC agreed that we need to do a better job to promote attractions and activities in Tallahassee.

Zimmerman Agency 2015 -2016 Advertising Initiatives – Mallory Hartline and Rusty Howard gave a presentation on the new ideas for FY16. Chucha Barber inquired as to how the concept of GEO fences works and it was explained by Mallory Hartline. Lee Daniel commented that we will be testing the “fences” strategy for a few months and monitor its effect on visitors to our city.

Staff Reports

Market Communications – Lauren Pace gave a report on the activities pertaining to upcoming events such as the 2016 Visitor’s Guide, Market Rollout, new staff member PR/Marketing Specialist ready to come aboard, Travel Media Showcase, Tour Guide Program and Great Southern Summer.

Meetings & Conventions – Janet Roach gave a brief update on activities that she attended such as Meetings Professional International Conference, Florida Society Association Executives Conference, Florida Meeting Showcase, Excite Tradeshow, and worked on E-Pro Newsletter, plus the Customer Service Training Program.

Visitor’s Services – Andi Ratliff gave a very exciting report which focused on a significant increase in visitor traffic to the Welcome Center. Andi has made an effort to make sure that the various hotel properties are well stocked with information for their guests. She also informed the TDC that there has been a significant jump in sales within the Welcome Center.

Sports – Amanda Heidecker gave a review of several activities that have taken place within the last two months. Jacksonville Storm Showcase, AAU Region 9 Track & Field Qualifier, FSU Invite/Pre-State Meet, ACC Championship Track Meet, FHSASA State Cross Country Championship, the Leon County Parks will be getting the Excellence In Sports Tourism Award in Orlando, Florida.

Director’s Report

COCA Grants - Marion McGee gave some comments about the COCA grants process and thanked the County for their support of the grants. She also stated that there are some recipients that are never able to bring in people from out of town to spend the night. Russell Daws said that he thought the staff did an outstanding job this year but the elected officials and business community need to step up and support the plan. Chucha Barber stated that she had some reservation with the goal and role of the Advisory Board. She has observed that some city officials do not support the cultural plan and some of its projects in a positive manner. Commissioner Miller feels that we need to really support the Arts through a marketing plan which can help Tallahassee economically. Lee Daniel announced that the COCA Workshop will be held on September 15, 2015.

Jet Blue Issue – Lee Daniel wanted to make a clarification on the issue. The Tallahassee Democrat’s report that the TDC was providing incentives for new service was not completely accurate. We would be providing marketing support in greater Ft. Lauderdale to help drive inbound traffic on Jet Blue.

County Logo – The county administrator has approved the logo and it will be presented at the Market Rollout on October 1, 2015.

Governor’s Conference – Lee Daniel mentioned about Singularity University, a think tank in California which is funded by NASA has produced some new technology advancements. He was truly amazed about some of the new technology that is being presented across the country and throughout the world.

Upcoming Concerts – Lee Daniel announced about the Tallahassee Nights Live Concert on September 25th featuring R & B Singer Howard Hewitt and Mama Blue. Lee stated that it has been a real challenge trying to bring top quality entertainers to Tallahassee without having to pay huge amounts of money to help subsidize the event. He is still working with Adam Corey about bringing in a concert for Edison’s grand opening. Commissioner Desloge gave a special thanks to Scott Carswell for his promotion expertise and the City for working hard to develop strict policies for users. Commissioner Miller addressed concerns about the type and number of upcoming events that have been scheduled for the amphitheater which are competing with Lee Daniel’s shows.

Bed Tax Collection – Lee Daniel was elated about Tallahassee having a banner year and reaching the 12.5 % increase in bed tax collection for the year.

Adjournment:11:18 a.m.

Next Meeting: Thursday, November 5, 2015

Chairman Bo Schmitz

Attest: Aundra Bryant

Visit Tallahassee
PROGRAM HIGHLIGHTS
September/October 2015

I. Marketing Communications

Development Activities:

- Attended annual Florida Governor's Conference on Tourism in Tampa
- Approved final files for 2016 Visitor Guide
- Finalized arrangements for the 2015 Marketing Rollout and media preview preceding the event (10 media attended)
- Coordinated staff educational trips with John G. Riley House/Museum and The Grove
- Presented at Department of Environmental Protection/Land and Recreation Marketing Committee Meeting regarding how CVBs/DMOs can collaborate with local state parks
- Strategized additional ways to promote Tallahassee Nights Live concert with internal team and County Administration
- Assisted Haley Dilling with Sporting Odyssey with information and images for feature store regarding 'Top 20 Outdoor Activities in Tallahassee'
- Coordinated planning/strategy meetings with Zimmerman Public Relations and Social departments
- Discussed photography needs and partnership opportunities with Alex Workman/Aerial Tallahassee
- Discussed editorial content and publication timeline for the 2016 Meeting Planner Guide with Janet Roach and Gary Stogner
- Coordinated stories for VisitTallahassee.com on Halloween activities, Florida's Historic Golf Trail, Craft Beer, Florida A&M University Homecoming and the British Dive Team Olympic Training and Museum of Florida History reopening
- Coordinated news releases for Marketing Rollout/Leon County Has Best Year Ever, Tommy Awards, Lee Daniel Appointed to Florida Association of Destination Marketing Organizations (FADMO) Board and British Dive Team Olympic Training
- Finalized 2015-16 editorial calendar ensuring the department has timely and relevant content for PR messaging, website stories, blogs and social media
- Finalized 2015-16 social media strategy
- Tracked progress of marketing activities in weekly status calls with Zimmerman
- Analyzed social media content ensuring relevant and engaging posts
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Performance Measures:

- Reviewed, edited and approved social media posts (Facebook, Twitter and Instagram) and Pinterest boards/pins
- Updated content on VisitTallahassee.com, CapitalCityAmphitheater.com and Trailahassee.com
- Developed and distributed industry newsletter showcasing upcoming events, partnership opportunities, division activities, sales and sports news
- Managed the blog site and bloggers by reviewing and scheduling blog posts and when appropriate integrating with social media channels

II. Meetings & Conventions/Customer Service

Development Activities:

- Assisted the Tallahassee International Airport with submitting a bid to host the Sixel Airport Conference, April 10-12, 2016 in Tallahassee. This conference includes face to face appointments between airport route planners and airport executives.
- Attended and networked at the September Meeting Professionals International (MPI) North Florida meeting in Tallahassee at the Aloft Hotel attended by approximately 15 meeting industry professionals.
- Conducted 25 face to face appointments at the Small Market Meetings Conference, September 27-29, 2015 in Little Rock, AR. This conference focuses on connecting destinations such as Tallahassee with meeting planners who are interested in hosting their events in small to mid-sized cities.
- Provided fiscal year end number for end year reports and the Marketing Roll Out presentation for the meetings & conventions and leisure sales departments.
- Exhibited at the Florida Society of Association Executives Expo with booth share partner, Aloft Hotel.
- Provided assistance to Children's Week and Senior Day by helping to secure sleeping rooms for out of town attendees.
- Processed and approved transportation funding for the Twenty Years of Modern Active Flow Control, What Next Workshop on October 25-27, 2015.
- Assisted XSite Tradeshow by sending attendance builder email blasts to meeting planner database in exchange for a complimentary appointment schedule at their February event in Tallahassee.
- Reviewed and researched over 250 Rejuvenate Marketplace meeting planner profiles to select potential candidates for face to face appointments to be conducted at the conference in November.
- Working with the Civic Center and the Doubletree Hotel to host the American Public Works Association- Florida Chapter Conference in May 2017 for 200 attendees.

Performance Measures:

- Sent five leads with 5,500 visitors, 4,740 room nights and an estimated \$5,354,393 in direct spending.
- Currently working 16 tentative groups with 6,850 visitors, 6,914 room nights and an estimated \$6,848,785 in direct spending.
- Booked seven groups with 3,577 visitors, 5,982 room nights and an estimated \$4,646,144 in direct spending.

Events Hosted (Anticipated numbers):

- Florida Dental Association Board Meeting (September 17-19, 2015) with 13 visitors, 26 room nights and an estimated \$7,087 in direct spending.
- American Historical Association Mini Conference on Tuning (October 7-9, 2015) with 75 visitors, 60 room nights and an estimated \$32,375 in direct spending.
- Florida Association of Science Teachers Conference (October 19-24, 2015) with

400 visitors, 605 room nights and an estimated \$311,710 in direct spending.

- Twenty Years of Modern Active Flow Control, What Next Workshop (October 25-27, 2015) with 50 visitors, 65 room nights and an estimated \$23,379 in direct spending.

III. Leisure Travel

Development Activities:

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Performance Measures:

- Sent ____ leads with ____ visitors, ____ room nights and an estimated \$_____ in direct spending.
- Currently working ____ tentative groups with ____ visitors, ____ room nights and an estimated \$_____ in direct spending.
- Booked ____ group with ____ visitors, ____ room nights and an estimated \$_____ in direct spending.

Events Hosted (Anticipated numbers):

- Event Name (Date) with ____ visitors, ____ room nights and an estimated \$_____ in direct spending.

IV. Visitor Services

Development Activities September & October:

- Ordered promotional items for departments with new logo.
- Assisted sales departments with promotional needs for fall groups and events.
- Assisted with the preparation for Marketing Roll Out by assembling attendee bags.
- Delivered approximately 15,000 welcome cards to hotels within Leon County.
- Coordinated delivery of 2016 visitor guides to area hotels and attractions. Increased distribution by 96% to area partners (over last year).
- Updated industry partner accounts in IDSS ensuring correct information appears on VisitTallahassee.com.
- Maintained VisitTallahassee.com calendar of events
- Contacted area attractions for updated collateral and stocked Visitor Information Center

Performance Measures through October 19, 2015:

Downtown Visitor Center Walk-In Traffic

- September: Provided services to 266 walk-in visitors (206 domestic and 60 international)

- October: Provided services to 213 walk-in visitors (142 domestic and 71 international)

Telephone Visitor Services

- September: Fulfilled 167 telephone inquiries
- October: Fulfilled 92 telephone inquiries

Visitor Gift Store Sales

- September: \$134.14 in total sales
- October: \$205.70 in total sales

V. Group Services (Visitor Inquiries/Fulfillment)

Performance Measures through October 19, 2015:

Visitor Guide Fulfillment

- Phone and mail requests: September - 8 | October - 4
- Inquiries from advertisements: September - 249 | October - 143
- Website requests for visitor guides: September - 56 | October - 47
- Provided to Visitor Center guests: September - 87 | October – 122
- Distributed to area partners: September – 2,034 | October – 28,790
- Distributed to out of area welcome centers: September - 660 | October – 700

Group Services Requests through October 19, 2015:

- Distributed 1,626 visitor guides and other material to the following:
 - Association of Gospel Rescue Missions Southern District Conference
 - Park Charleston Subdivision Welcoming Committee
 - Texas State Alumni
 - Experience Tallahassee Festival
 - Association of Legal Support Specialists Fall Membership Meeting
 - Stinson Family Reunion
 - Blizzard Cuevas Wedding
 - FAMU School of Graduate Studies & Research Orientation
 - Bethel Empowerment Foundation Executive Committee Meeting
 - Fountain Family Reunion/FAMU Game
 - Hispanic Heritage Event
 - Program Directors Meeting
 - Institute of WWII Comparative Home Fronts Conference
 - Stanton Gates Wedding
 - American Historical Association
 - Atlantic Coastal Conference
 - Opening Nights Performing Arts
 - Sport Management Conference
 - Embroidery Guild of America Regional Meeting
 - Historic Preservation Society - Section 106 An Introduction

- Florida Society of Association Executives Trade Show
- British Dive Team

VI. Sports Marketing

Development Activities:

- Compiled the 2015-14 FY the sports department hosted and assisted 97 sporting events providing 71,752 actual visitors generating 38,242 room nights and producing a direct visitor's spending impact of \$30,799,048.
- Hosted the Tallahassee Sports Council Advisory Committee meeting and presented 50 sporting events for the Leon County Special Event Grant Program. These events are anticipated to bring 33,819 visitors producing 12,652 room nights generating an estimated \$11 million in direct visitors spending.
- Took part in Florida State University Cross Country Invitational and Florida Cross Country Pre-State planning with FSU Staff and County Parks to discuss the operations and logistics of hosting the meet.
- Followed up with all Sports Special Event Program Grantees and processed remaining post event for 2014-15.
- Took part in the Tourism Development Council meeting at the County Commission chambers.
- Attended site-visit conducted by Delta to see the finished Fiber-Optic line installation at Apalachee Regional Park.
- Took part in a logistics meeting with FHSAA (Alex Ozuna & J.A. Colasanti) for the upcoming FHSAA Cross Country State Championship on November 7.
- Met with Michael Edge the new FSU Seminoles Tennis Program coordinator to talk about the International Tennis Federation (ITF) Professional Tennis Tournament in November.
- Submitted a bid to host the 2016 and 2017 Amateur Athletic Union (AAU) National Cross Country Championship.
- Hosted the Florida State University Cross Country Invitational and Florida Cross Country Pre-State meets at the Apalachee Regional Park. This event brought in 47 college teams and 207 high school teams more than 2,500 athletes. This event was a huge success due to the countless hours for work from County Parks and Recreation Department and FSU Staff.
- Participated in the Visit Tallahassee Annual Marketing Rollout at the Theatre Tallahassee.
- Hosted numerous local organizing committee planning meetings with the various organizations for a cohesive plan between FHSAA Cross Country State Meet and ACC Cross County South Championship. The meetings consisted of the flow of traffic, parking, volunteers and other logistical and event marketing.
- Planned the November Tallahassee Sports Council meeting.
- Worked with numerous baseball and softball tournament organizers to secure their 2016 dates and to confirm they didn't conflict with each other.
- Submitted a bid to host the 2017 USA Track & Field JO Olympic National Cross Country Meet. Then coordinated the site visit for the national selection committee.
- Submitted a Florida Sports Foundation grant for the 2016 Atlantic Coast Conference (ACC) Track & Field Championship in May of 2016.
- Participated in post-event recap meeting for the FSU Invite/ Pre-State Meet.
- Participated in a marketing meeting with the director Jon Maury & marketing director Elizabeth Rosario with the Tallahassee Marathon to discuss possible marketing ideas and ways to inform residents along the course of the upcoming Marathon.

Performance Measures:

Leads Distributed (Anticipated numbers)

- FSU VS Texas State Home Football game (Visit Tallahassee Website Promotion), (September 5, 2015) with 1,000 room nights, 500 visitors and an estimated direct spending of \$174,000.
- FSU VS USF Home Football game (Visit Tallahassee Website Promotion), (September 12, 2015) with 1,000 room nights, 500 visitors and an estimated direct spending of \$174,000.
- Capital City Classic Wrestling Tournament, (December 11 – 12, 2015) with 151 room 1,802 visitors and estimated direct spending \$529,475.
- Trojan Invitational Wrestling Tournament, (January 16, 2015) with 50 room nights, 420 visitors and estimated direct spending \$142,948.
- Canopy Roads Classic, (October 24 – 25, 2015) with 70 room nights, 200 visitors and estimated direct spending \$55,379.
- Capital City Cup , (February 6 – 7 2015) with 150 room nights, 150 visitors and estimated direct spending \$50,357.
- 2015 FACA Cross Country All Star Classic (November 21, 2015) with 50 room nights, 250 visitors and estimated direct spending \$95,364.
- FSU VS Miami Home Football game (Visit Tallahassee Website Promotion), (October 10, 2015) with 1,000 room nights, 500 visitors and an estimated direct spending of \$174,000.
- FSU VS Louisville Home Football game (Visit Tallahassee Website Promotion), (October 17, 2015) with 1,000 room nights, 500 visitors and an estimated direct spending of \$174,000.
- ACC Track & Field Championship, (May 12-14, 2015) with 3240 room nights, 4000 visitors and estimated direct spending \$1,966,251.

Events Booked (Anticipated numbers)

- Area Tallahassee Aquatic Club (ATAC) Short Course Invitational Swim Meet, (January 22 – 24, 2016) with 175 room nights, 400 visitors, and estimated direct spending \$173,768.
- Area Tallahassee Aquatic Club (ATAC) Long Course Invitational Swim Meet, (June 23 – 26, 2016) with 250 rooms nights, 1,500 visitors and estimated direct spending \$677,497.
- Area I-IV Florida Assoc. Swimming Championships, (July 30 – 31, 2016) with 140 rooms nights, 300 visitors and estimated direct spending \$84,510.
- Big Shots Tallahassee, (April 2 – 3, 2016) with 400 visitors, 160 room nights and estimated direct spending \$122,681.
- Big Shots Capital City, (April 23, 2016) with 270 visitors, 160 room nights and estimated direct spending \$94,890.
- Big Shots Tallahassee, (June 4-6, 2016) with 600 visitors, 300 room nights and estimated direct spending \$169,021.
- Comets Spring Shootout 2015, (April 8 – 10, 2016) with 70, room nights, 275 visitors and estimated direct spending \$106,192.
- Comets Take Charge – Breast Cancer Awareness, (April 16 -17, 2016) with 45 room nights, 190 visitors and estimated direct spending \$73,369.
- Comets Capital Challenge, (May 6 – 8, 2016) with 32 room nights, 110 visitors and estimated direct spending \$42,476.
- Comets Summer Xplosion, (May 20 – 22, 2016) with 85 room nights, 315 visitors and estimated direct spending \$121,638.
- Comets Jamboree, (June 10 – 12, 2016) with 48 room nights, 235 visitors and estimated direct spending \$90,745.

- Comets Big Bend Showdown, (July 22-24, 2016) with 110 room nights, 500 visitors and estimated direct spending \$193,076.
- Comets Tournament of Champions, (August 12 – 14, 2016) with 64 room nights, 110 visitors and estimated direct spending \$ \$42,476.
- Comets 3 on 3 Basketball, (September 16 -18, 2016) with 60 room nights, 350 visitors and estimated direct spending \$135,153.
- 2016 Florida State Matchup Golf Tournament, (February 11- 14, 2016) with 100 room nights, 125 visitors and estimated direct spending \$58,780.
- 2016 Seminole Intercollegiate Golf Tournament, (March 10 – 13, 2016) with 120 room nights, 120 visitors and estimated direct spending \$70,536.
- FSU Relays (Track & Field) (March 25 -26, 2016) with 800 room nights, 2,500 visitors and estimated direct spending \$634,364.
- FSU Twilight Invitational (Track & Field) (April 15-16, 2016) with 400 rooms nights, 2,500 visitors and estimated direct spending \$380,636.
- 2015 AAU Gymnastics State Qualifier, (January 30 – 31, 2016) with 250 room nights, 500 visitors and estimated direct spending \$140,851.
- 19th Annual Gym Force Classic, (February 26-28, 2016) with 300 room nights, 550 visitors and estimated direct spending \$212,384.
- Capital City Classic Wrestling Tournament, (December 11 -12, 2015) with 151 room 1,802 visitors and estimated direct spending \$529,475.
- Trojan Invitational Wrestling Tournament, (January 30, 2016) with 50 room nights, 420 visitors and estimated direct spending \$142,948.
- FHSAA Regional Wrestling Tournament, (February 26 -27, 2016) with 170 room nights, 1,300 visitors and estimated direct spending \$366,213.
- Tallahassee Marathon & Half Marathon, (February 6-7, 2016) with 300 room nights, 800 visitors and estimated direct spending \$264,821.
- Swap Forest Trail Marathon & Half Marathon, (January 2, 2016), 20 room nights, 25 visitors and estimated direct spending \$8,275.
- Tallahassee Community College November Classic (Women), (November 19-21, 2015) with 100 room nights, 300 visitors and estimated direct spending \$ 75,022.
- Tallahassee Community College Holiday Classic (Women), (December 28-29, 2015) with 30 room nights 100 visitors and estimated direct spending \$33,235.
- Canopy Roads Classic, (October 24-25, 2015) with 70 room nights, 200 visitors and estimated direct spending \$55,379.
- Capital City Cup, (February 2-7, 2016) with 150 room nights, 150 visitors and estimated direct spending \$50,357.
- FSU Equestrian Competition, (October 2 – 3, 2015) with 45 room nights, 180 room nights and estimated direct spending \$49,841.
- USA Racquetball Garnet and Gold Classic, (October 2 – 4, 2015) with, 30 room nights, 70 visitors and estimated direct spending \$37,959.
- Maclay Florida Capital Soccer Invitational, (December 4-5, 2015) with 220 room nights, 900 visitors and estimated direct spending \$249,206.
- Avago Mud Run (November 7, 2015) with 120 room nights, 120 visitors and estimated direct spending \$32,606.
- 2015 Leon/Rickards Fast Break Basketball Thanksgiving Invitational, (November 27-28, 2015) with 20 room night, 100 visitors and estimated direct spending \$27,689.

- 2015 FACA Cross Country All Star Classic (November 21, 2015) with 50 room nights, 300 visitors and estimated direct spending \$83,068.
- Maclay Soccer Invitational Tournament, (December 4-5, 2015) with 220 room nights, 900 visitors and estimated direct spending \$245,206.
- Timberwolf Classic Showcase, (December 11-12, 2015) with 250 room nights, 800 visitors and estimated direct spending \$221,516.
- Inspire MLK Invitational Basketball Tournament, (January 15 -18, 2016) with 425 room nights and 745 visitors and estimated direct spending \$336,490.
- Prostyle Volleyball Tallahassee Invitational 2016, (February 5-7, 2016) with 1,200 room nights, 5,000 visitors and estimated direct spending \$1,408,514.
- Associated Soccer Group (ASG) Adidas Invitational, (February 12-13, 2016) with 1,200 room nights, 1000 visitors and estimated direct spending \$422,554.
- Florida State Tally Classic X Ultimate Frisbee, (March 6-7, 2016) with 40 room nights, 1,000 visitors and estimated direct spending \$253,757.
- Tournament of Champions- High School Baseball, (March 14-17, 2016) with 300 room nights, 250 visitors and estimated direct spending \$112,916.
- Tallahassee Open - Disc Golf Tournament, (March 19-20, 2016) with 80 room nights, 80 visitors and estimated direct spending \$26,482.
- Tottenham Hostpur Florida State Invitational Soccer, (April 8-10, 2016) with 2,200 room nights, 4,300 visitors and estimated direct spending \$1,699,073.
- USTA Tallahassee Tennis Challenger, (April 23-30, 2016) with 175 room nights, 200 visitors and estimated direct spending of \$403,556.
- SportsAbility 2016, (April 7-9, 2016) with 175 room nights, 200 visitors and estimated direct spending \$77,230.
- Capital City Shootout, (June 18-19, 2016) with 800 room nights, 1000 visitors and estimated direct spending \$281,702.
- The Ride for Hope, (June 10-11, 2016) with 30 room nights, 200 visitors and estimated direct spending \$28,170.
- Victory is My Destiny Boxing, (July 23, 2016) 40 room nights, 112 visitors and estimated direct spending \$21,065.
- YBOA Super-Regionals, (May 13-15, 2015) with 475 room nights, 1,000 visitors and estimated direct spending \$382,712.
- Tallahassee Futures (Tennis), (November 28 – December 6, 2015) 300 room nights, 150 visitors and estimated direct spending \$214,635.

Events Hosted (Anticipated numbers):

- Florida State University Cross Country Invitational and 2015 Pre State, (October 2 – 3, 2015) with 1,000 room nights, 3,500 visitors and \$860,000 in estimated direct spending.
- Canopy Roads Classic, (October 24-25, 2015) with 70 room nights, 200 visitors and estimated direct spending \$55,379.
- FSU Equestrian Competition, (October 2 – 3, 2015) with 45 room nights, 180 room nights and estimated direct spending \$49,841.
- USA Racquetball Garnet and Gold Classic, (October 2 – 3, 2015) with 30 room nights, 70 visitors and estimated direct spending \$37,959.
- ACC Cross Country Championship, (October 30, 2015) with 640 room nights and 1,000 visitors and estimated direct spending \$332,351.

Tourist Development Council
Statement of Cash Flow
Period Ending September 30, 2015

4-Cents Collections		YTD	September	FY 2014/15	% Revenue	
Acct #	REVENUES	Actuals	Actuals	Budget	Received	Variance
312100	Local Option Resort Taxes (4-cents)	\$ 3,989,744.60	\$ 353,001.66	\$ 3,593,850	111%	395,895
361320	Tax Collector FS 125.315	\$ -	-	-		-
361111	Pooled Interest Allocation	\$ 69,877.16	37,210.73	44,935		
362000	Rents & Royalties	\$ 10,200.00	-	10,200		-
365000	Merchandise Sales	\$ 2,811.82	295.49	5,000		
366930	Other Contributions/Partnerships	\$ 1,100.00	400.00	3,600		
361300	Interest Inc/FMV Adjustment	\$ -	-			
369900	Miscellaneous Revenue	\$ -	-			
399900	Appropriated Fund Balance			696,997		
Total Estimated Receipts				4,354,582		
		<u>\$ 4,073,733.58</u>	<u>\$ 390,907.88</u>			

Acct #	EXPENDITURES	YTD	September	FY 2014/15	FY 2014/15	% Budget	Under/
		Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
Administration (301)							
51200	Salaries & Wages	\$ 208,909.15	22,310.35	\$ 237,113	\$ 237,113	88%	\$ 28,204
51210	Regular OPS Salaries & Wages	\$ 14,318.76	1,561.57	10,606	10,606	135%	(3,713)
52100	FICA	\$ 15,661.11	1,743.01	18,670	18,670	84%	3,009
52200	Retirement Contributions	\$ 33,301.06	3,586.39	35,077	35,077	95%	1,776
52210	Deferred Compensation	\$ 106.27	10.32	755	755	14%	649
52300	Life & Health Insurance	\$ 39,401.83	5,866.64	36,819	36,819	107%	(2,583)
52400	Workers Compensation	\$ 580.18	62.16	443	443	131%	(137)
53400	Other Contractual Services	\$ 115,379.96	21,106.66	115,500	115,500	100%	120
54000	Travel & Per Diem	\$ 9,470.21	1,820.24	7,500	7,500	126%	(1,970)
54101	Communications - Phone System	\$ 1,168.73	295.02	1,370	1,370	85%	201
54300	Utilities	\$ 14,220.88	2,279.13	14,500	14,500	98%	279
54400	Rental & Leases	\$ 8,838.99	1,530.64	5,000	5,000	177%	(3,839)
54505	Vehicle Coverage	\$ 799.00	-	799	799	100%	-
54600	Repair & Maintenance	\$ 22,851.88	2,438.52	34,000	34,000	67%	11,148
54601	Vehicle Repair	\$ 119.42	58.95	1,210	1,210	10%	1,091
54900	Other Current Charges	\$ 1,060.00	208.25	1,971	1,971	54%	911
55100	Office Supplies	\$ 952.37	622.97	1,000	1,000	95%	48
55200	Operating Supplies	\$ 8,473.60	1,328.30	7,500	7,500	113%	(974)
55210	Fuel & Oil	\$ 279.00	51.54	1,000	1,000	28%	721
55400	Publications, Memberships	\$ 2,128.01	54.18	2,300	2,300	93%	172
55401	Training	\$ -	-	3,000	3,000	0%	3,000
Advertising/Public Relations (302)							
53400	Other Contractual Services	\$ 856,096.85	\$ 168,638.11	\$ 960,000	\$ 960,000	89%	\$ 103,903
Marketing (303)							
51200	Salaries & Wages	\$ 433,207.86	41,400.13	439,517	439,517	99%	6,309
51210	Regular OPS Salaries & Wages	\$ 14,318.79	1,561.61	11,306	11,306	127%	(3,013)
52100	FICA	\$ 33,508.49	3,213.90	32,575	32,575	103%	(933)
52200	Retirement Contributions	\$ 31,596.20	3,006.46	30,390	30,390	104%	(1,206)
52210	Deferred Compensation	\$ 757.99	82.89	-	-		(758)
52300	Life & Health Insurance	\$ 34,153.11	4,100.88	45,703	45,703	75%	11,550
52400	Workers Compensation	\$ 1,858.14	176.31	1,368	1,368	136%	(490)
53400	Other Contractual Services	\$ 78,999.00	11,265.00	92,700	92,700	85%	13,701
54000	Travel & Per Diem	\$ 59,716.92	16,116.92	83,777	83,777	71%	24,060
54100	Communications Services	\$ 5,447.65	671.75	7,823	7,823	70%	2,375
54101	Communications - Phone system	\$ 456.01	-	890	890	51%	434
54200	Postage	\$ 45,783.44	22,044.13	48,000	48,000	95%	2,217
54400	Rental & Leases	\$ 2,020.65	-	3,347	3,347	60%	1,326
54700	Printing	\$ 5,233.23	225.00	5,000	5,000	105%	(233)
54800	Promotional Activities	\$ 55,959.31	30,107.24	87,732	104,532	54%	48,573
54860	TDC Direct Sales Promotions	\$ 41,729.27	16,701.09	65,805	70,805	59%	29,076
54861	TDC Community Relations	\$ 5,304.95	(532.62)	11,800	11,800	45%	6,495
54862	TDC Merchandise	\$ 1,437.18	242.60	5,000	5,000	29%	3,563
54900	Other Current Charges	\$ 221,177.98	4,716.98	227,000	232,500	95%	11,322
54948	Other Current Chrg - Amphitheater	\$ 47,152.00	-	100,000	100,000	47%	52,848
55100	Office Supplies	\$ 3,273.19	1,537.83	3,700	3,700	88%	427
55200	Operating Supplies	\$ 4,620.80	3,104.79	5,000	5,000	92%	379
52250	Uniforms	\$ 2,101.27	-	1,500	1,500	140%	(601)

Tourist Development Council
Statement of Cash Flow
Period Ending September 30, 2015

Acct # EXPENDITURES	YTD	September	FY 2014/15	FY 2014/15	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
Administration (303)(Continued)						
55400 Publications, Memberships	\$ 14,503.48	\$ 2,068.00	\$ 17,163	\$ 17,163	85%	2,660
55401 Training	\$ 295.00	\$ 295.00	9,245	9,245	3%	8,950
56400 Machinery & Equipment	\$ -	\$ -	3,400	3,400		3,400
58160 TDC Local T&E	\$ 688.67	\$ -	1,500	1,500	46%	811
58320 Sponsorship & Contributions	\$ 15,280.20	\$ 1,550.20	16,650	16,650	92%	1,370
Special Events/Grants (304)						
58300 Grants & Aids	\$ 249,784.27	20,311.52	340,000	402,500	62%	152,716
Countywide Automation (470)						
54110 Com-net Communications	\$ -	-	8,815	8,815	0%	8,815
Risk Allocations (495)						
54500 Insurance	\$ 6,987.00	-	6,987	6,987	100%	-
Indirect Cost (499)						
54900 Indirect Cost Charges	\$ 154,000.00	154,000	154,000	154,000	100%	-
Line Item Funding - (888)						
58214 Cultural Resource Grant Program	\$ 904,500.00	400,000	504,500	504,500	179%	(400,000)
58300 Word of South	\$ 100,000.00	-	-	100,000	100%	-
58300 Red Hills Horse Trials	\$ 129,000.00	-	-	129,000	100%	-
Transfers (950)						
591220 Transfer to Fund 220	\$ 163,451.00	163,451.00	163,451	163,451	100%	-
591220 Transfer to Fund 305	\$ -	-	-	-	0%	-
Salary Contingency (990)						
59900 Other Non-operating Uses	\$ -	-	40,998	40,998	0%	40,998
Reserve for Fund Balance	\$ -	-	-	-		-
Total Expenditures	\$ 4,222,420.31	\$ 1,136,991.56	\$ 4,072,775	\$ 4,391,575		

1-Cent Collections						
Acct # REVENUES	YTD	September	FY 2014/15	FY 2014/15	% Revenue	Variance
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Received	
312110 Local Option Resort Taxes (1-cent) ²	\$ 997,436.00	\$ 88,250.00	\$ 898,463	\$ 898,463	111%	(98,973)
361120 Pooled Interest	\$ 55.83	-	-	-		
361320 Tax Collector FS 125.315	\$ 12.40	-	-	-		
366930 Refund from Prior Years	-	-	-	-		
Total Revenues	\$ 997,504.23	88,250.00	\$ 898,463	\$ 898,463		

Acct # EXPENDITURES	YTD	September	FY 2014/15	FY 2013/14	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
58100 Aids to Government Agencies	\$ -	\$ -	\$ 898,462	\$ 898,462	0%	898,462
Total Expenditures	\$ -	\$ -	\$ 898,462	\$ 898,462	0%	898,462

NOTES TO THE FINANCIAL STATEMENT
As of September 30, 2015

REVENUES

- 1- Revenue deposited for September for the 4-cent collections - \$353,002.
2- Revenue deposited for September for the 1-cent collections - \$88,250.

EXPENSES

No Transfers.

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Tourist Development Council
Statement of Cash Flow
Period Ending October 31, 2015

3 3/4-Cents Collections		YTD	October	FY 2015/16	% Revenue	
Acct # REVENUES		Actuals	Actuals	Budget	Received	Variance
312100 Local Option Resort Tax (3 3/4-cents)	¹	\$ 276,852.99	\$ 276,852.99	\$ 3,455,625	8%	(3,178,772)
361320 Tax Collector FS 125.315		-	-	-		-
361111 Pooled Interest Allocation		-	-	56,715		
362000 Rents & Royalties	²	-	-	10,200		(10,200)
365000 Merchandise Sales	³	34.69	34.69	4,000		
366930 Other Contributions/Partnerships		600.00	600.00	3,000		
361300 Interest Inc/FMV Adjustment		-	-			
369900 Miscellaneous Revenue		-	-			
399900 Appropriated Fund Balance				177,815		
Total Estimated Receipts				3,707,355		
		<u>\$ 277,487.68</u>	<u>\$ 277,487.68</u>			

Acct # EXPENDITURES	YTD	October	FY 2015/16	FY 2015/16	% Budget	Under/
<i>Administration (301)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
51200 Salaries & Wages	\$ 10,100.95	\$ 10,100.95	\$ 237,113	\$ 217,691	5%	\$ 207,590
51210 Regular OPS Salaries & Wages	724.95	724.95	10,606	21,749	3%	21,024
52100 FICA	785.60	785.60	18,670	16,999	5%	16,213
52200 Retirement Contributions	1,608.71	1,608.71	35,077	34,778	5%	33,169
52210 Deferred Compensation	5.39	5.39	755	766	1%	761
52300 Life & Health Insurance	688.04	688.04	36,819	43,742	2%	43,054
52400 Workers Compensation	28.17	28.17	443	497	6%	469
53400 Other Contractual Services	4,500.00	4,500.00	115,500	115,500	4%	111,000
54000 Travel & Per Diem	40.00	40.00	7,500	7,500	1%	7,460
54101 Communications - Phone System	-	-	1,370	3,150	0%	3,150
54300 Utilities	-	-	14,500	14,500	0%	14,500
54400 Rental & Leases	377.96	377.96	5,000	9,500	4%	9,122
54505 Vehicle Coverage	-	-	799	799	0%	799
54600 Repair & Maintenance	120.00	120.00	34,000	34,000	0%	33,880
54601 Vehicle Repair	1,210.00	1,210.00	1,210	522	232%	(688)
54900 Other Current Charges	-	-	1,971	1,971	0%	1,971
55100 Office Supplies	-	-	1,000	1,000	0%	1,000
55200 Operating Supplies	180.77	180.77	7,500	3,000	6%	2,819
55210 Fuel & Oil	-	-	1,000	1,000	0%	1,000
55400 Publications, Memberships	395.00	395.00	2,300	2,300	17%	1,905
55401 Training	-	-	3,000	3,000	0%	3,000
<i>Advertising/Public Relations (302)</i>						
53400 Other Contractual Services	\$ -	\$ -	\$ 1,083,786	\$ 1,168,786	0%	\$ 1,168,786
<i>Marketing (303)</i>						
51200 Salaries & Wages	19,226.21	19,226.21	453,676	453,676	4%	434,450
51210 Regular OPS Salaries & Wages	724.96	724.96	21,749	21,749	3%	21,024
52100 FICA	1,486.93	1,486.93	37,321	37,321	4%	35,834
52200 Retirement Contributions	1,400.20	1,400.20	34,279	34,279	4%	32,879
52210 Deferred Compensation	36.68	36.68	37	37		-
52300 Life & Health Insurance	517.13	517.13	63,499	63,499	1%	62,982
52400 Workers Compensation	80.31	80.31	1,757	1,757	5%	1,677
53400 Other Contractual Services	4,475.00	4,475.00	87,700	87,700	5%	83,225
54000 Travel & Per Diem	655.70	655.70	81,070	81,070	1%	80,414
54100 Communications Services	94.80	94.80	95	95	100%	-
54101 Communications - Phone system	1,550.00	1,550.00	1,550	1,550	100%	-
54200 Postage	-	-	-	-	#DIV/0!	-
54400 Rental & Leases	146.85	146.85	147	147	100%	-
54700 Printing	-	-	5,400	5,400	0%	5,400
54800 Promotional Activities	930.86	930.86	29,500	79,500	1%	78,569
54860 TDC Direct Sales Promotions	25.00	25.00	69,835	99,835	0%	99,810
54861 TDC Community Relations	5,499.65	5,499.65	13,300	18,300	30%	12,800
54862 TDC Merchandise	112.00	112.00	4,000	4,000	3%	3,888
54900 Other Current Charges	31,316.87	31,316.87	221,000	221,000	14%	189,683
54948 Other Current Chrg - Amphitheater	-	-	100,000	150,000	0%	150,000
55100 Office Supplies	-	-	-	-	#DIV/0!	-
55200 Operating Supplies	-	-	-	-	#DIV/0!	-
52250 Uniforms	-	-	2,000	2,000	0%	2,000

Tourist Development Council
Statement of Cash Flow
Period Ending October 31, 2015

Acct # EXPENDITURES	YTD	October	FY 2015/16	FY 2015/16	% Budget	Under/
<i>Administration (303)(Continued)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
55400 Publications, Memberships	\$ 5,579.02	\$ 5,579.02	\$ 17,363	\$ 17,363	32%	11,784
55401 Training	-	-	8,000	8,000	0%	8,000
56400 Machinery & Equipment	-	-	-	-	-	-
58160 TDC Local T&E	207.14	207.14	207	207	100%	-
58320 Sponsorship & Contributions	-	-	-	-	#DIV/0!	-
<i>Special Events/Grants (304)</i>						
58300 Grants & Aids	16,382.00	16,382.00	340,000	467,500	4%	451,118
<i>Countywide Automation (470)</i>						
54110 Com-net Communications	-	-	8,820	8,820	0%	8,820
<i>Risk Allocations (495)</i>						
54500 Insurance	-	-	6,760	6,760	0%	6,760
<i>Indirect Cost (499)</i>						
54900 Indirect Cost Charges	-	-	189,000	189,000	0%	189,000
<i>Line Item Funding - (888)</i>						
58214 Cultural Resource Grant Program	-	-	230,375	230,375	0%	230,375
58215 Local Arts Agency Program	-	-	921,500	921,500	0%	921,500
<i>Transfers (950)</i>						
591220 Transfer to Fund 220	-	-	156,576	156,576	0%	156,576
591220 Transfer to Fund 305	-	-	-	-	0%	-
<i>Salary Contingency (990)</i>						
59900 Other Non-operating Uses	-	-	50,000	50,000	0%	50,000
Reserve for Fund Balance	-	-	-	-	-	-
Total Expenditures	\$ 111,212.85	\$ 111,212.85	\$ 4,776,434	\$ 5,121,765		

1 1/4-Cent Collections							
Acct # REVENUES	YTD	October	FY 2015/16	FY 2015/16	% Revenue	Variance	
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Received		
312110 Local Option Resort Taxes (1-cent) ⁴	\$ 92,284.33	\$ 92,284.33	\$ 1,151,875	\$ 1,151,875	8%	1,059,591	
361111 Pooled Interest	-	-	-	-	-		
361320 Tax Collector FS 125.315	-	-	-	-	-		
366930 Refund from Prior Years	-	-	-	-	-		
Total Revenues	\$ 92,284.33	\$ 92,284.33	\$ 1,151,875	\$ 1,151,875			

Acct # EXPENDITURES	YTD	October	FY 2015/16	FY 2013/14	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
58100 Aids to Government Agencies	\$ -	\$ -	\$ 5,042,522	\$ 5,042,522	0%	5,042,522
Total Expenditures	\$ -	\$ -	\$ 5,042,522	\$ 5,042,522	0%	5,042,522

NOTES TO THE FINANCIAL STATEMENT
As of October 31, 2015

REVENUES

- 1- Revenue estimated for the 3 3/4-cent collections to be \$276,853.
- 2 - Rental income for FY15 will be made in a single \$10,200 payment currently being processed.
- 3 - Merchandise Sales of \$34.69.
- 4- Revenue estimated for the 1 1/4 -cent collections to be \$92,284.

EXPENSES

FY16 Budget adjusted to include Carry Forwards from the FY15 Budget. They include:

\$85,000 for Marketing and Advertising Contract: 160-302-53400-552

\$50,000 for Promotional Activities: 160-303-54800-552

\$30,000 for Direct Sales and Promotion: 160-303-54860-552

\$5,000 for Community Relations: 160-303-54861-552

\$50,000 for Amphitheater programming.

\$127,500 for Signature Event fund.

TDC 1 Cent: \$5,042,522 dedicated from the 1 Cent budgeted to distinguish these funds from the 3rd and 5th Cent taxes. \$250,000 of these funds is dedicated to the Cascade Park Amphitheatre.

No Transfers.

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

	October	November	December	January	February	March	April	May	June	July	August	September	Totals
FY2011/2012 (3-cents)	202,314.05	241,057.61	300,343.03	171,796.96	195,893.51	225,720.62	215,875.81	212,687.06	177,347.80	199,689.96	174,936.79	220,525.36	2,538,188.54
(1-cent - 4th Penny)	67,438.02	80,352.54	100,114.34	57,265.65	65,297.84	75,240.21	71,958.60	70,895.69	59,115.93	66,563.32	58,312.26	73,508.45	846,062.85
(1-cent - 5th Penny)	67,438.02	80,352.54	100,114.34	57,265.65	65,297.84	75,240.21	71,958.60	70,895.69	59,115.93	66,563.32	58,312.26	73,508.45	846,062.85
Total	337,190.08	401,762.68	500,571.72	286,328.26	326,489.18	376,201.04	359,793.01	354,478.43	295,579.66	332,816.60	291,561.31	367,542.26	4,230,314.23
Gain/Loss - Month: 3 cent	15%	9%	35%	5%	17%	25%	(6%)	(6%)	5%	9%	7%	6%	
Gain/Loss - YTD: 3 cent	15%	12%	20%	17%	17%	18%	14%	11%	11%	10%	10%	10%	
Year to date: 3-cent	202,314.05	443,371.66	743,714.69	915,511.64	1,111,405.15	1,337,125.78	1,553,001.58	1,765,688.64	1,943,036.44	2,142,726.40	2,317,663.18	2,538,188.54	
Year to date: 1-cent (4th)	67,438.02	147,790.55	247,904.90	305,170.55	370,468.38	445,708.59	517,667.19	588,562.88	647,678.81	714,242.13	772,554.39	846,062.85	
Year to date: 1-cent (5th)	67,438.02	147,790.55	247,904.90	305,170.55	370,468.38	445,708.59	517,667.19	588,562.88	647,678.81	714,242.13	772,554.39	846,062.85	
FY2012/2013 (3-cents)	223,165.00	242,102.27	228,817.94	168,858.73	181,755.81	203,535.02	254,217.13	229,551.36	238,558.94	226,915.85	191,671.88	232,633.20	2,621,783.14
(1-cent - 4th Penny)	74,388.33	80,700.76	76,272.65	56,286.24	60,585.27	67,845.01	84,739.04	76,517.12	79,519.65	75,638.62	63,890.63	77,544.40	873,927.71
(1-cent - 5th Penny)	74,388.33	80,700.76	76,272.65	56,286.24	60,585.27	67,845.01	84,739.04	76,517.12	79,519.65	75,638.62	63,890.63	77,544.40	873,927.71
Total	371,941.67	403,503.79	381,363.24	281,431.22	302,926.35	339,225.04	423,695.21	382,585.60	397,598.24	378,193.08	319,453.13	387,722.00	4,369,638.57
Gain/Loss - Month: 3 cent	10%	0.4%	(24%)	(2%)	(7%)	(10%)	18%	8%	35%	14%	10%	5%	
Gain/Loss - YTD: 3 cent	10%	5%	(7%)	(6%)	(6%)	(7%)	(3%)	(2%)	1%	3%	3%	3%	
Year to date: 3-cent	223,165.00	465,267.28	694,085.22	862,943.95	1,044,699.76	1,248,234.79	1,502,451.91	1,732,003.27	1,970,562.22	2,197,478.06	2,389,149.94	2,621,783.14	
Year to date: 1-cent (4th)	74,388.33	155,089.09	231,361.74	287,647.98	348,233.25	416,078.26	500,817.30	577,334.42	656,854.07	732,492.69	796,383.31	873,927.71	
Year to date: 1-cent (5th)	74,388.33	155,089.09	231,361.74	287,647.98	348,233.25	416,078.26	500,817.30	577,334.42	656,854.07	732,492.69	796,383.31	873,927.71	
FY2013/2014 (3-cents)	196,254.46	287,207.31	265,286.16	167,686.13	183,137.77	227,704.36	264,192.29	259,057.28	224,205.35	224,941.50	208,286.19	226,966.81	2,734,925.62
(1-cent - 4th Penny)	65,418.15	95,735.77	88,428.72	55,895.38	61,045.92	75,901.45	88,064.10	86,352.43	74,735.12	74,980.50	69,428.73	75,655.60	911,641.87
(1-cent - 5th Penny)	65,418.15	95,735.77	88,428.72	55,895.38	61,045.92	75,901.45	88,064.10	86,352.43	74,735.12	74,980.50	69,428.73	75,655.60	911,641.87
Total	327,090.76	478,678.85	442,143.60	279,476.88	305,229.62	379,507.27	440,320.49	431,762.14	373,675.59	374,902.50	347,143.65	378,278.02	4,558,209.37
Gain/Loss - Month: 3 cent	(12%)	19%	16%	(1%)	1%	12%	4%	13%	(6%)	(1%)	9%	(2%)	
Gain/Loss - YTD: 3 cent	(12%)	4%	8%	6%	5%	6%	6%	7%	5%	5%	5%	4.3%	
Year to date: 3-cent	196,254.46	483,461.77	748,747.93	916,434.05	1,099,571.83	1,327,276.19	1,591,468.48	1,850,525.77	2,074,731.12	2,299,672.62	2,507,958.81	2,734,925.62	
Year to date: 1-cent (4th)	65,418.15	161,153.92	249,582.64	305,478.02	366,523.94	442,425.40	530,489.49	616,841.92	691,577.04	766,557.54	835,986.27	911,641.87	
Year to date: 1-cent (5th)	65,418.15	161,153.92	249,582.64	305,478.02	366,523.94	442,425.40	530,489.49	616,841.92	691,577.04	766,557.54	835,986.27	911,641.87	
FY2014/2015 (3-cents)	235,483.93	311,616.83	288,190.11	173,577.30	198,900.49	254,369.92	320,647.85	266,966.41	274,611.29	261,235.88	226,314.73	272,939.44	3,084,854.17
(1-cent - 4th Penny)	78,494.64	103,872.28	96,063.37	57,859.10	66,300.16	84,789.97	106,882.62	88,988.80	91,537.10	87,078.63	75,438.24	90,979.81	1,028,284.72
(1-cent - 5th Penny)	78,494.64	103,872.28	96,063.37	57,859.10	66,300.16	84,789.97	106,882.62	88,988.80	91,537.10	87,078.63	75,438.24	90,979.81	1,028,284.72
Total	392,473.21	519,361.38	480,316.85	289,295.50	331,500.81	423,949.86	534,413.09	444,944.02	457,685.48	435,393.14	377,191.21	454,899.06	5,141,423.61
Gain/Loss - Month: 3 cent	20%	8%	9%	4%	9%	12%	21%	3%	22%	16%	9%	20%	
Gain/Loss - YTD: 3 cent	20%	13%	12%	10%	10%	10%	12%	11%	12%	12%	12%	13%	
Year to date: 3-cent	235,483.93	547,100.75	835,290.86	1,008,868.16	1,207,768.65	1,462,138.57	1,782,786.42	2,049,752.83	2,324,364.12	2,585,600.00	2,811,914.73	3,084,854.17	
Year to date: 1-cent (4th)	78,494.64	182,366.92	278,430.29	336,289.39	402,589.55	487,379.52	594,262.14	683,250.94	774,788.04	861,866.67	937,304.91	1,028,284.72	
Year to date: 1-cent (5th)	78,494.64	182,366.92	278,430.29	336,289.39	402,589.55	487,379.52	594,262.14	683,250.94	774,788.04	861,866.67	937,304.91	1,028,284.72	
FY2015/2016 (3-cents)	228,332.36												228,332.36
(1-cent - 4th Penny)	76,110.79												76,110.79
(1-cent - 5th Penny)	76,110.79												76,110.79
Total	380,553.93												380,553.93
Gain/Loss - Month: 3 cent	(3%)												
Gain/Loss - YTD: 3 cent	(3%)												
Year to date: 3-cent	228,332.36												
Year to date: 1-cent (4th)	76,110.79												
Year to date: 1-cent (5th)	76,110.79												

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 (Revenues reported for December, 2004) and are designated for the proposed Performing Arts Center.
- (5) The Tourist Tax collection percentages may fluctuate greatly for the 1st quarter of the fiscal year. The fluctuations usually "true-up" after the end of the 2nd quarter of the fiscal year.
Example: FY2006/2007: 1st quarter, Gain/Loss - YTD: 3-cent is 17%. 2nd quarter, Gain/Loss -YTD: 3-cent is 6%.
- (6) Due to holiday schedule, \$105,864.94 of December 2007 total collections were not included in the December 2007 Tax Collectors Report. The \$105,864.94 will be included in the January 2008 Tax Collectors Report.
- (7) Collection of 5th Penny began May, 2009. Collection reflected in June Tax Collection report.

VISIT TALLAHASSEE PUBLIC RELATIONS PUBLICITY REPORT



Sept. 1 - Oct. 27, 2015
 IMPRESSIONS: 6,380,431
 TOTAL CIRCULATION: 274,238
 TOTAL UNIQUE VISITORS: 5,234,687
 TOTAL LISTENERSHIP: 871,506
 TOTAL MEDIA VALUE: \$104,243.25

Outlet	Article Name	Date	Circulation	Media Value
<i>Orlando Signature</i>	"Time in Tallahassee"	Sept. 1, 2015	45,000	\$18,250.00
<i>Tallahassee Democrat</i>	"Leon County sees record tourism increase"	Oct. 1, 2015	35,238	\$7,296.25
<i>Georgia Family Magazine</i>	"Tallahassee A Weekend Getaway"	Oct. 1, 2015	17,000	\$3,810
<i>Upscale Magazine</i>	"Think You Know Tallahassee - Think Again"	Oct. 1, 2015	177,000	\$12,842.00

Outlet	Segment Name	Date	Listenership	Media Value
WMEZ-FM & WJTQ-FM Pensacola, Fla.	Fall Frenzy promotion for the FSU vs. Louisville game	Sept. 28 - Oct. 12, 2015	353,829	\$15,500.00
WJBT-FM Jacksonville, Fla.	Fall Frenzy promotion for the FAMU vs. Delaware game	Sept. 28 - Oct. 14, 2015	517,677	\$16,500.00

Site	Title	Date	Unique Visitors	Media Value
Orlando Sentinel	"Time in Tallahassee"	Sept. 1, 2015	4,600,000	\$24,000.00
Georgia Family Magazine	"Tallahassee a Weekend Getaway"	Oct. 1, 2015	13,617	\$1,000.00
Tallahassee Democrat	"Leon County sees record tourism increase"	Oct. 1, 2015	125,720	\$1,886.00
WCTV-TV	"Visit Tallahassee Unveils New Logo"	Oct. 1, 2015	169,350	\$474.00
Urban Tallahassee	"Leon County Celebrates Best Tourism Year, Ever!"	Oct. 1, 2015	315,000	\$1,500.00

WFSU	"A Record Year and New Plans for Capital County Tourism"	Oct. 2, 2015	11,000	\$1,185.00
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ORLANDO

SIGNATURE

CHEERS to great food *(and chefs)*

Magical Dining Month is back

Get ready for
pork belly biscuits,
lobster mashed potatoes,
drunken mussels,
New Orleans paella,
bourbon banana pudding,
AND a whole lot more ...

Greg Richie



College football

Game-day rituals you can't resist

Northwest edition

the / **zimmerman** / agency

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Photo by Zach Stovall
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Photo by Stephen M. Dowell

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ESCAPE

Destinations & Travel Tips



UNEXPECTED TALLAHASSEE

Tucked in the interior of Northwest Florida, the state's capital is not exactly on everyone's travel radar. Yet hidden Old Florida gems like the Goodwood Museum & Gardens, with its stunning courtyard, are worth a stop.

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(continued)



Goodwood Museum
& Gardens is home
to heirloom plants
and centuries-old
live oak trees.

Time in Tallahassee

In this town known for politics and higher education, **Mark Gauert** discovers another side to Florida's capital where fun and the spirit of the South make for a great weekend

We never go to Tallahassee for fun.

When we go to Tallahassee — once before the fall semester, once after the spring — we go to take our son to or from Florida State University. We go to shop for the dorm room at Walmart. For groceries at Trader Joe's. For shoes at Governor's Square Mall.

When we go to Tallahassee, at the hard end of a six-hour road trip up the peninsula and across part of the panhandle, we go to lift boxes from our car and carry them up flights of dorm stairs. When we leave Tallahassee, we carry them down flights of dorm stairs and back into our car for the hard road trip home. We do this after driving hundreds of miles up; we do this before driving hundreds of miles back.

At the end of these days in Tallahassee, because we are too tired for independent thought of our own, we follow our son to his favorite restaurant in town, Mr. Roboto. It is fast, the red curry is delicious, and the beer is cold. It is not fine dining, but it's close to campus and an easy walk from the bus station — which makes for interesting people watching on the outdoor patio. (And sometimes, interesting people from the bus station watch us on the outdoor patio, too.)

These are our days, when we go to Tallahassee. They are all business. They are all a blur.

We never go to Tallahassee for fun. But that changed recently.



From top: A landmark, Bradley's Country Store is known for its home-made sausage; a waffle, scones and grits with a dollop of apple butter at Paisley Cafe.



Clockwise from top left: The Front Porch seafood restaurant boasts great outdoor dining; candy makers demonstrate the art at Lofty Pursuits; The Governors Inn; Apalachicola oysters are often on the menu at Shell Oyster Bar.



Changed when our son, a sophomore becoming a junior, moved from a dorm on campus to a furnished apartment off campus. For the first time, we did not have to carry boxes up stairs or down. Everything was already there for him.

For a change, we had time in Tallahassee. We did not have to go shopping at Walmart or Trader Joe's or the Governor's Square Mall. We did not have to eat out at the restaurant nearest to campus simply because we were too tired to look anywhere else.

And we found, over a long weekend, that Tallahassee is more than a blur. Tallahassee is an interesting place. An entertaining place. A place worth a drive, even if we were not on a mission to take our son back to school.

We stayed at The Governors Inn, a comfortable hotel (that, fun fact, used to be

a stable) a short walk from the Capitol. It's also near the Tallahassee Downtown Marketplace, where most Saturdays you can start the day with a beignet and shop under Spanish moss-draped oaks for jars of Monticello honey, local produce and warm loaves of Thomasville bread.

We were hungrier than that, so we slipped into the Paisley Café for Liège Belgium waffles — a dish the owner, Kiersten Lee, insists is made with just four ingredients: King Arthur flour, pearl sugar, organic brown eggs and Kerrygold butter. They are as delicious, with a dollop of praline maple syrup, as they are beautiful. "My favorite color," Lee smiles, "is golden brown."

We followed the road north out of town to the red-brick main street of nearby Thomasville, Ga., for some antiquing on Broad Street and some Green Hill, Lil' Moo

and Georgia Gouda cheeses (served with raspberry and jalapeño jam) at the Sweet Grass Dairy Cheese Shop. We stopped for some hickory and oak-smoked sausage at Bradley's Country Store, which "stands just as it did in 1927" under shady oaks 12 miles out of Tallahassee on the Centerville Road. The four rocking chairs on the front porch were occupied by folks slowly munching the \$5.50 sausage dog, chips and soda special. "Y'all have a good day," Mr. Bradley, the 89-year-old, third-generation Bradley, called on our way back to town. We had followed the road north, but we had found the South.

Back in Tallahassee that afternoon, we wandered the well-preserved Goodwood Museum & Gardens, an 1830s-vintage mansion popular today for weddings, with verandas, Spanish-moss-draped oak canopy and enough vintage furniture,

Photos by Mark Gauert



porcelain and glassware for a season of Antiques Roadshow. Early copies of Godey's Lady's Book 1870, The Adventures of Huckleberry Finn and The Adventures of Tom Sawyer line the bookshelf.

But we had adventures of our own. We took a midnight run out to the Bradfordville Blues Club — on a country road we're pretty sure must look like a creek bed in daylight. We listened to Victor Wainwright — the "Piana from Savannah" — howl "Baby, come back home" in the night, as the tiny dance floor filled up tight. We heard The Avett Brothers sing 26 of the SRO crowd's favorite songs, including a four-song encore, at the new Capital City Amphitheater. We sipped Madison Mules (ginger beer, cucumber, Tito's Handmade Vodka, lime and agave for sweetness) at Madison Social, a new campus hot spot, within sight of the FSU football stadium. It was a kick.

We found fine dining at Nefetari's Fine Cuisine & Spirits (Jerk Fettuccine Alfredo, Buddha's Delight and, unexpectedly, belly

Clockwise from top left: Local blues club; downtown's green space; Sweet Grass Dairy Cheese Shop; Victor Wainwright performing at Bradfordville Blues Club

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dancing); The Front Porch (Crab-Crusted Red Grouper over Spicy Red Beans and Rice, Rib Eye over Mashed Red Bliss Potatoes and served, expectedly, on a real front porch) and Cypress Restaurant (Sugarcane Mopped Rib Eye, Cypress Vegan and, apparently, everybody's favorite place in Tallahassee for a prom or anniversary date). We watched the shucking at Shell Oyster Bar, too — a former Texaco gas station you might not go to unless you knew it's where locals go. We understood, after filling up on oysters fresh from Apalachicola Bay, cheese grits and hushpuppies.

And just before heading home, we put a cherry on top of it all at Lofty Pursuits, famous for "Public Displays of Confection" since 1993. We sat at the old-fashioned soda fountain, spooning sundaes — watching soda jerks in green aprons, hats and bow ties make root beer floats, egg creams and hard candy — and, though sugar buzzed, had the presence of mind for an independent thought.

We may have to go to Tallahassee to shop for the apartment at Walmart. For groceries at Trader Joe's. For shoes at the Governor's Square Mall.

But the next time we go, we're also going for fun. ☺

TALLAHASSEE DEMOCRAT

T-Town tourism up 40 percent in five years

More visitors flocked to Tallahassee and pumped money into restaurants, hotels and activities over the last five years than ever before, resulting in a 40 percent increase in local tourism.

Big boosts came from two special sessions and Florida State's football mania, along with a wrap-around campaign to drive up overall awareness of the state capital known for live oaks, trails, culture and quaint charm. The area wel-



comed 2.4 million annual visitors from 47 states and 36 countries.

"If you look at the months that we grew where there wasn't football or special session, I think our spring campaign was extremely important," said Lee Daniel, director of the Leon County Divi-

sion of Tourism Development.

"I think we are continuing to build awareness of Tallahassee as a destination. More people are hearing about us and trying us out."

Leon County's success aligns with the state, which has seen a record number of tourists. Florida Tax Watch released an August 2014 report stating the number of tourists coming to the state has been steadily increasing as a result of a commitment to invest in tourism-related marketing

"Since the beginning of 2013, Florida

has seen the addition of 38,000 tourism-related jobs, which resulted in the creation of 37,000 non-tourism industry jobs," said Dominic Calabro, president and CEO of Florida Tax Watch, in the report. "Just last year more than 75,000 jobs were created in Florida as a direct result of our state's investment in tourism."

The state's success story is driving home a strong message.

On Thursday, Daniel also released

See TOURISM » 6A

Tourism

Continued » 1A

details for plans to continue injecting money into new, tech-savvy approaches that officials hope will help Leon County clear the billion mark for economic impact. In the last five years, Leon County had a \$963 million economic impact created by tourism.

Residents might not see all of the efforts. Others are more obvious, such as changing Visit Tallahassee's logo, promoting #IHeartTally on social media and creating a more user-friendly website and more technology that makes finding dining and fun easier for visitors staying at local hotels.

"We think it's very clever and sells the destination," Daniel said of the new logo. "We think it's going to work much harder for us in selling the destination."

Tourism supports a variety of jobs, from entry level positions to management posts. Tourism accounts for more than 11,140 jobs in Leon County.

"The team at Tourism continues to raise the bar through creativity and innovation," County Administrator Vincent Long said in a statement. "For those who live in Leon County, we all know we have something special in our backyard. And through the work of Tourism, the entire region — and even the nation — are learning about what we have to offer. It's exciting to say: this is just the beginning of more record years."

Contact TaMaryn Waters at tlwaters@tallahassee.com or follow @TaMarynWaters on Twitter.

RECORD TOURISM GROWTH

- » 40% increase in local tourism in the last five years.
- » 2.4 million annual visitors from 47 states and 36 countries.
- » Nearly \$628 million in direct spending.
- » \$963 million in economic impact.
- » More than 11,000 tourism-related jobs.
- » Tourist development tax growth from \$731,855/penny to \$1,028,000/penny in the last years.

TOURISM PROJECTS

Six major initiatives for promoting local tourism this year:

- 1. Brand identity** — New Visit Tallahassee logo features a live oak. Its shadow is an image of the capitol. The new design is a wink to Tallahassee's natural beauty and state capitol.
- 2. #IHeartTally** — Social media campaign will continue to allow residents to be ambassadors with stories to tell.
- 3. New Technology** — a new website and apps target visitors staying in hotels and offer easy access to nearby dining and activities.
- 4. Email blast marketing.**
- 5. Tallahassee Outdoors:** New campaigns will feature an outdoor blogger and Leon County Commissioner Byran Desloge writing quarterly My View articles in the Tallahassee Democrat. Enhancements to Trailahassee.com.
- 6. New visitor guide.**

georgia FAMILY

TAKE ONE
October 2015

LOCALLY RELEVANT // EXPERT ADVICE

CLIQUEES

Preschool to
High School

DYSLEXIA

Easing the
fears of
Halloween

breast cancer

- ◆ prevention
- ◆ symptoms
- ◆ risks
- ◆ screening





BY SHEILY GARLE

Tallahassee is proof that a Florida city doesn't need to be on the coast or home to theme parks to be a great travel destination. When I thought of visiting Florida prior to my trip, I did not think of this historical, adventure-filled city. I'm glad to say that this spot, a scenic three and a half hours away from Middle Georgia, has shot up on my list of family-friendly locales. Everywhere you look, there are movements to encourage families, and especially children, to get outside and be active. In Tallahassee, you will find that there is plenty to keep the whole family engaged out of doors. For help in planning your trip, check out VisitTallahassee.com.

Aloft Tallahassee Downtown is in a great location for access to a number of dining choices, and it is not too far from many of the outdoor activities. The rooms are laid out with either two queen or

one king bed. Everything is placed very efficiently in these rooms with space for a pack-n-play should it be needed. With all that is available to do, you will love that Aloft offers convenient, grab-and-

go-style dining in the lobby at Re:Fuel. Among the yogurt, fruit, and beverages, there is also a limited grill menu for every meal and a select Starbucks menu. Stop by the W XYZ Bar or pool to unwind.

One of the really good things I discovered about this beautiful city is that it's hard to go wrong with dining choices. There is an abundance of fresh seafood and other locally produced ingredients. Level 8 is found on the top of the historic Hotel Duval with a new appetizer menu, a great selection of cocktails (try the Rented Mule), and an unparalleled view of the city. Visit the new Zin & Sin for a mind-blowing meal and a dessert bar that is hard to beat. Be sure to at least taste

the Lobster Mac & Cheese. At Uptown Café, try the Banana Bread French Toast or have their Apricot Glazed Salmon in a dish—it is smoked and glazed on site. It can also be ordered online and shipped anywhere.

Backwoods Bistro has an eclectic menu with options for any taste buds and, among others, a chocolate tiramisu cake for dessert. For a laid-back atmosphere and fantastic sandwiches, stop by Andrew's Capital Grill & Bar. If you're looking for something more formal, you must visit A la Provence, which features the best ingredients that can be found for each of its dishes, most of them locally sourced. Take the short walk across the parking lot after dinner for a cold treat at Lofty Pursuits, an old-fashioned soda fountain, candy, and unique game store. Demos of games can be enjoyed along with menu items such as a true root beer float or a carefully crafted sundae. If you're really lucky, you may also catch a confectioner making odd-fashioned hard candy using vintage and antique equipment.



Clockwise: Kayaking on Wakulla Springs River; Tackling the Tree-to-Tree Adventure at Tallahassee Museum; and the reflection pool at Alfred B. Maclay Gardens State Park.



This dolphin fountain sits on the west side of the new capitol building in Tallahassee.



In Tallahassee, there are plenty of places to simply go and spend the day. For the budget-friendly option, a lot of parks and over 600 miles of trails (including the Leon Sinks Geological area) provide day-long amusement with little out-of-pocket cost. Visit <http://visittallahassee.com/explore/self-guided-tours/budget-friendly-tallahassee/> for a list of things to do that will cost you less than ten dollars. A tank of gas, a picnic basket, and a cooler will give you a nice day trip from Middle Georgia to Florida's beautiful capital city. If you head out to the Edward Ball Wakulla Springs State Park, there are trails and beaches, boat tours, a soda fountain, and a very nice but very casual dining room. Lodging is also available. Rent a kayak or canoe at T-N-T Hideaway, and spend the day on the blissfully cold Wakulla Springs River. You can observe manatees, alligators, birds, and more while dipping your hands in the clear, cold water.

Another location that can take up your whole day is the Tallahassee Museum. Bask in the historical buildings on site, soar through the air on a zip line obstacle course, observe wild animals in their natural habitats, and wander the many trails. There is even a café, a zip line for the kiddos, and a playground. Be sure to keep an eye out for colorful dinosaurs created from old auto parts scattered along the trails. Spend your Saturday night without the children at The Beaufordville Blues Club, a truly Southern institution off the beaten path of this city. Before I headed out on Sunday, I enjoyed a wonderful service at the historic and beautiful St. John's Episcopal Church, followed by a brunch of shrimp and grits at Kool Beanz Café, a local joint with a menu that changes daily. I know I will not wait too long before I journey back to Tallahassee and introduce my husband and daughter to all its wonders. #

WHAT TO PACK:

- ◆ Lip balm
- ◆ Baby wipes (Great for cleaning up adults and kids)
- ◆ Good walking shoes
- ◆ Water shoes
- ◆ Waterproof bags
- ◆ Bug spray or wipes
- ◆ Sunscreen
- ◆ Hat
- ◆ Sunglasses
- ◆ Hand sanitizer
- ◆ High-protein snacks
- ◆ Water
- ◆ Sturdy backpack
- ◆ Electrolyte-replacing drink
- ◆ Breathable/comfortable clothing

EXCLUSIVE: WATCH BRONNER BROS. HAIR BATTLE ON BET'S **centric**

SEE
DETAILS
INSIDE

Upscale

ULTIMATE
SUCCESS
EXPERIENCE

10 BEST
PLACES
to
LIVE...
2015

AUSTIN, TAMPA,
FORT LAUDERDALE,
TALLAHASSEE, RALEIGH,
PUERTO RICO & MORE

THE TOP 25 INFLUENTIAL PEOPLE

BERNARD BRONNER
BEN CARSON
MICHAEL K. OBENG
LISA PRICE
JENNIFER L. JONES
TALIAH WAAJID
BRITTANY N. PACKNETT
GERI THOMAS
& MORE

BUSINESS THE SUCCESS OF NATURAL HAIR

TRAVEL ENJOY THE MAGIC OF MIAMI

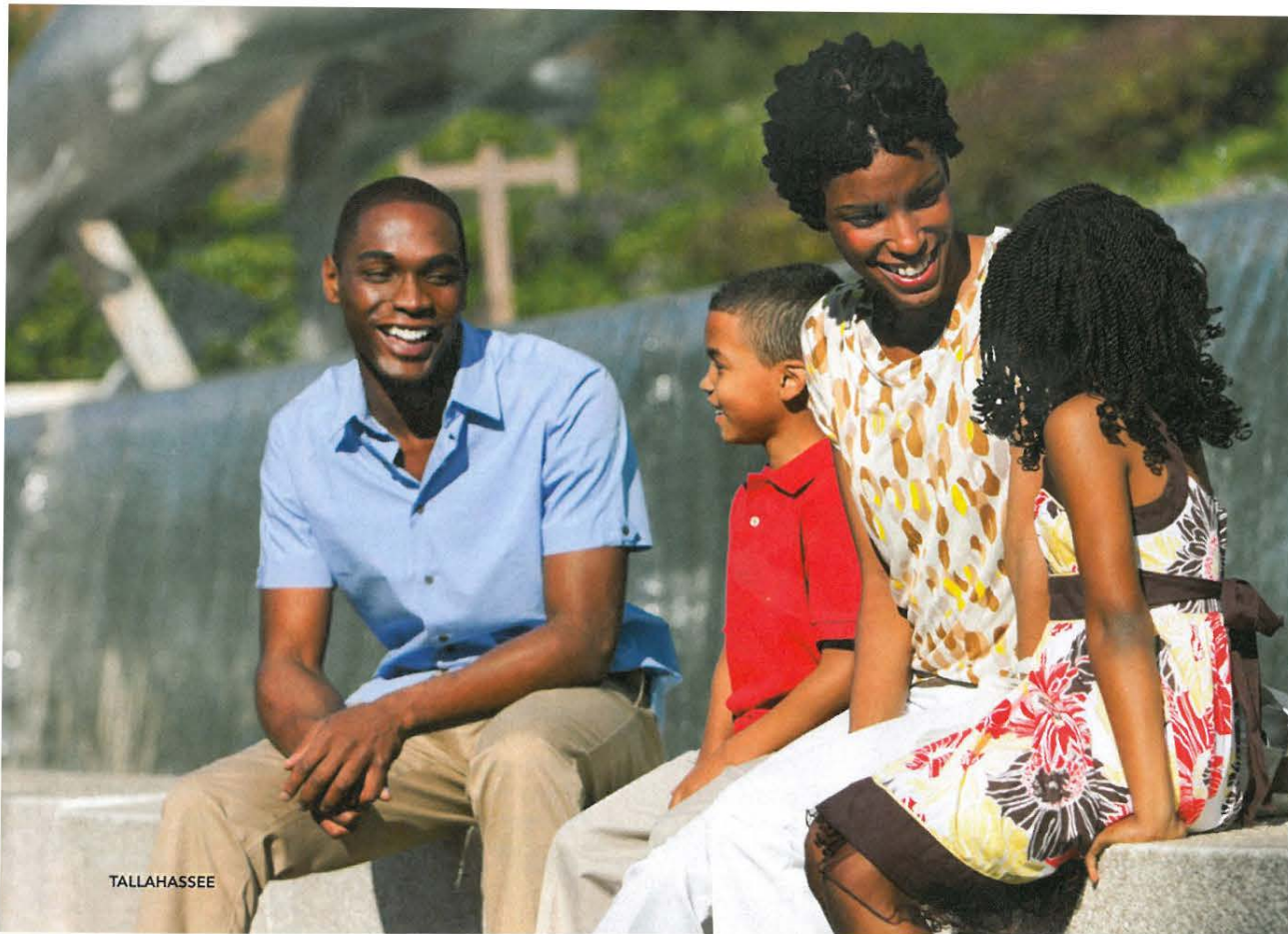
GREAT COMPANIES

CAROL'S DAUGHTER • BRONNER BROS. • TALIAH WAAJID



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(continued)



TALLAHASSEE

sandy white beaches, golf, ziplining, casinos, nightclubs, bars, paddleboarding, snorkeling, scuba diving, surfing, horseback riding, fishing and kayaking. You'll likely spend many days in Old San Juan, the quaint, historic town with its blue cobblestone streets and pastel-colored buildings inspired by Spanish and French architecture. There are famous landmarks like the Castillo San Cristóbal, the biggest European fortification in the Americas, museums, boutiques that specialize in the unusual, churches and an array of restaurants.

Puerto Rico offers unique cuisine that brings together three distinct cultures and culinary traditions: Taino Indian, Spanish and African. If you want to get off the beaten path and eat down-home cooking in the 'hood, there are the kiosks in the town of Liquillo. Don't be fooled by the nondescript row of shacks/food stands near the beach. You'll get good stuff, folks food—mofongo, ceviche, bacalaitos, pastelitos, empanadillas and then some. And yes, you'll learn to wash it down like the locals, with Puerto Rico's Medalla beer.

Another plus: Puerto Rico is a U.S. territory, so you don't have some of the hassles typical when moving to other Caribbean islands. Health care standards are generally comparable with those in the U.S. Whether you envision your retirement as adventure filled, quietly soaking up the sun and listening to music, taking long walks or feasting the way real foodies do, Puerto Rico might be right for you.

For more information visit: Welcome.topuertorico.org | Seepuertorico.com | Puertoricotourism.pr.gov. Puerto Rico is ideal beaches, outdoor lifestyle, foodies, natural beauty.

6 TALLAHASSEE

Think You Know Tallahassee – Think Again

Tallahassee is full of surprises. The Florida state capital and college town that is home to Florida A&M and Florida State University is a potpourri—a little bit country, yet cosmopolitan and funky, topped off with Southern charm.

Located 25 miles from the Gulf of Mexico and 14 miles south of Georgia, Tallahassee is situated among rolling hills, canopy roads, majestic oaks, rivers and lakes. Sperling's Best Places reports that the cost of living in this town of roughly 181,000 people is about 4% below the national average, the median home price is \$146,000 and home prices haven't escalated as much as in other Florida cities. Sperling says Tallahassee has good home values and neighborhoods, and for that reason it is becoming more popular for retirees looking for a pleasant climate, less crowding and some intellectual stimulation.

Whether your thing is classical concertos under the stars, Charlie Wilson at the new Capital City Amphitheater at Cascades Park or weekend art festivals like the African Dance Festival, there is no shortage of entertainment. There are museums and plenty of places to get your culture groove on. Check them out on visittallahassee.com. No college town is complete without the nightclubs, bars and restaurants sprinkled throughout Midtown, Downtown, CollegeTown, Gaines Street and elsewhere.

The great outdoors awaits those who can't get enough



TALLAHASSEE

of state parks, fishing, biking, hiking and boating. A short drive away is Edward Ball Wakulla Springs State Park, one of the largest and deepest fresh-water springs in the world. You'll likely spot alligators and manatees on the river boat tour.

Retirees might just eat their way through retirement. Tallahassee cuisine is perhaps the biggest surprise. There is the Paisley Café, decked out with paisley walls, old-fashioned chairs and outdoor patio. Owner Kiersten Lee believes in putting "love on a plate." She pairs creamy smoked gouda with a twist of collards, rendered smoked sausage, white acre peas, petite corn muffins and homemade apple butter and numerous delectables you haven't tasted quite like she does. You'll keep going until you've tried everything on the menu. The recently opened, upscale Zin & Sin serves up Tallahassee's own Apalachicola oysters, lobster mac and cheese and meatloaf that's nothing like what your mother made. For breakfast there's Canopy Road Café. The goodies include sweet potato pancakes and chicken and waffles. For sophisticated Southern-style food, Cypress showcases the works of local artists and tickles your taste buds with dishes like Quail N' Belly, pecan fried quail, bourbon-and-cane-lacquered pan-roasted bacon, sweet potato gnocchi, field peas and apple cider sauce.

Tallahassee is full of black history. The African-American Heritage self-guided tour includes the Taylor House Museum of African-American History, Culture and Civil Rights. Frenchtown is where, after the Civil War, many former slaves migrated to the area and developed it into a thriving, middle-class African-American community. The Tallahassee-Leon County Civil Rights Heritage Walk commemorates the Tallahassee bus boycott of 1956 and the first downtown lunch counter sit-in demonstration in 1960.

Tallahassee, a bit under the radar, may be one of Florida's best-kept secrets, but likely not for much longer.

For more information visit: Visittallahassee.com | Talgov.com/seniors/Senior-Home.aspx | TallahasseeMagazine.com. Tallahassee is ideal for foodies, outdoor activities, low cost of living.

7 COLORADO SPRINGS, CO

Colorado Springs Isn't Just for Skiing

When it comes to Colorado Springs, the scenery is unrivaled. From the beauty of the Rocky Mountains and Pikes Peak to sites like the Garden of the Gods, it is hard not to be in awe.

Colorado Springs isn't just known for its inspired landscape. The outdoorsy types will get their fill of fishing, golf, horseback riding, rafting, biking and free parks. The Garden of the Gods offers guided nature walks, exhibits, mountain biking and picnicking. There are also casinos and top-notch restaurants—so many that they have spawned food tours. Colorado Springs goes hard with the festivals, like the balloon festival and the festival of lights. The city has a lively arts and culture scene, with events ranging from rodeos to gallery openings.

With so many nonprofits in town, retirees have many opportunities to volunteer. The city is buzzing about the fact that it will soon break ground on the first-ever Olympic museum in the downtown area, which will likely bring yet more revitalization to the area.

Orlando Sentinel

Time in Tallahassee: Discovering another side to Florida's capital



We never go to Tallahassee for fun.

When we go to Tallahassee — once before the fall semester, once after the spring — we go to take our son to or from Florida State University. We go to shop for the dorm room at Walmart. For groceries at Trader Joe's. For shoes at Governor's Square Mall.

When we go to Tallahassee, at the hard end of a six-hour road trip up the peninsula and across part of the panhandle, we go to lift boxes from our car and carry them up flights of dorm stairs. When we leave Tallahassee, we carry them down flights of dorm stairs and back into our car for the hard road trip home. We do this after driving hundreds of miles up; we do this before driving hundreds of miles back.

At the end of these days in Tallahassee, because we are too tired for independent thought of our own, we follow our son to his favorite restaurant in town, Mr. Roboto. It is fast, the red curry is delicious, and the beer is cold. It is not fine dining, but it's close to campus and an easy walk from the bus station — which makes for interesting people watching on the outdoor patio. (And sometimes, interesting people from the bus station watch us on the outdoor patio, too.)

These are our days, when we go to Tallahassee. They are all business. They are all a blur.

We never go to Tallahassee for fun.

But that changed recently. Changed when our sophomore-becoming-a-junior son moved from a dorm on campus to a furnished apartment off campus. For the first time, we did not have to carry boxes up stairs or down. Everything was already there for him.

For a change, we had time in Tallahassee. We did not have to go shopping at Walmart or Trader Joe's or the Governor's Square Mall. We did not have to eat at the restaurant nearest to campus simply because we were too tired to look anywhere else.

And we found, over a long weekend, that Tallahassee is more than a blur. Tallahassee is an interesting place. An entertaining place. A place worth a drive, even if we were not on a mission to take our son back to school.

We stayed at The Governors Inn, a comfortable hotel (that, fun fact, used to be a stable) a short walk from the Capitol. It's also near the Tallahassee Downtown Marketplace, where most Saturdays you can start the day with a beignet and shop under Spanish moss-draped oaks for jars of Monticello honey, local produce and warm loaves of Thomasville bread.

We were hungrier than that, so we slipped into the Paisley Café for Liège Belgium waffles — a dish the owner, Kiersten Lee, insists is made with just four ingredients: King Arthur flour, pearl sugar, organic brown eggs and Kerrygold butter. They are as delicious, with a dollop of praline maple syrup, as they are beautiful. "My favorite

color," Lee smiles, "is golden brown."

We followed the road north out of town to the red-brick main street of nearby Thomasville, Ga., for some antiquing on Broad Street and some Green Hill, Lil' Moo and Georgia Gouda cheeses (served with raspberry and jalapeño jam) at the Sweet Grass Dairy Cheese Shop. We stopped for hickory and oak-smoked sausage at Bradley's Country Store, which "stands just as it did in 1927" under shady oaks 12 miles out of Tallahassee on the Centerville Road. The four rocking chairs on the front porch were occupied by folks slowly munching the \$5.50 sausage dog, chips and soda special. "Y'all have a good day," Mr. Bradley, the 89-year-old, third-generation Bradley, called on our way back to town. We had followed the road north, and found the South.

Back in Tallahassee that afternoon, we wandered the well-preserved Goodwood Museum & Gardens, an 1830s-vintage mansion popular today for weddings, with verandas, Spanish-moss-draped oak canopy and enough vintage furniture, porcelain and glassware for a season of Antiques Roadshow. Early copies of Godey's Lady's Book 1870, *The Adventures of Huckleberry Finn* and *The Adventures of Tom Sawyer* line the bookshelf.

But we had adventures of our own.

We took a midnight run out to the Bradfordville Blues Club — on a country road we're pretty sure must look like a creek bed in daylight. We listened to Victor Wainwright — the "Piana from Savannah" — howl "Baby, come back home" in the night, as the tiny dance floor filled up tight. We heard The Avett Brothers sing 26 of the SRO crowd's favorite songs, including a four-song encore, at the new Capital City Amphitheater. We sipped Madison Mules (ginger beer, cucumber, Tito's Handmade Vodka, lime and agave for sweetness) at Madison Social, a new campus hot spot, within sight of the FSU football stadium. It was a kick.

We found fine dining at Nefetari's Fine Cuisine & Spirits (Jerk Fettuccine Alfredo, Buddha's Delight and, unexpectedly, belly dancing); The Front Porch (Crab-Crusted Red Grouper over Spicy Red Beans and Rice, Rib Eye over Mashed Red Bliss Potatoes and served, expectedly, on a real front porch) and Cypress Restaurant (Sugarcane Mopped Rib Eye, Cypress Vegan and, apparently, everybody's favorite place in Tallahassee for a prom or anniversary date). We watched the shucking at Shell Oyster Bar, too — a former Texaco gas station you might not go to unless you knew it's where locals go. We understood, after filling up on oysters fresh from Apalachicola Bay, cheese grits and hushpuppies.

And just before heading home, we put a cherry on top of it all at Lofty Pursuits, famous for "Public Displays of Confection" since 1993. We sat at the old-fashioned soda fountain, spooning sundaes — watching soda jerks in green aprons, hats and bow ties make root beer floats, egg creams and hard candy — and, though sugar buzzed, had the presence of mind for an independent thought.

We may have to go to Tallahassee to shop for the apartment at Walmart. For groceries at Trader Joe's. For shoes at the Governor's Square Mall.

But the next time we go, we're also going for fun.

Visit Tallahassee, 800-628-2866, visittallahassee.com



Leon County sees record tourism increase

More visitors flocked to Tallahassee and pumped money into restaurants, hotels and activities over the last five years than ever before, resulting in a 40-percent increase in local tourism.

Big boosts came from two special sessions and Florida State's football mania, along with a wrap-around campaign to drive up overall awareness of the state capital known for live oaks, trails, culture and quaint charm. The area welcomed 2.4 million annual visitors from 47 states and 36 countries.



Visit
Tallahassee

A Division of Leon County

"If you look at the months that we grew where there wasn't football or special session, I think our spring campaign was extremely important," said Lee Daniel, director of the Leon County Division of Tourism Development.

"I think we are continuing to build awareness of Tallahassee as a destination. More people are hearing about us and trying us out."

Leon County's success aligns with the state, which has seen a record number of tourists. Florida Tax Watch released an August 2014 report stating the number of tourists coming to the state has been steadily increasing as a result of a commitment to invest in tourism-related marketing

"Since the beginning of 2013, Florida has seen the addition of 38,000 tourism-related jobs, which resulted in the creation of 37,000 non-tourism industry jobs," said Dominic

Calabro, president and CEO of Florida Tax Watch, in the report.

“Just last year,” he said, “more than 75,000 jobs were created in Florida as a direct result of our state’s investment in tourism.”

The state’s success story is driving home a strong message.

On Thursday, Daniel also released details for plans to continue injecting money into new, tech-savvy approaches officials hope will help Leon County clear the billion mark for economic impact. In the last five years, Leon County had \$963 million economic impact created by tourism.

Residents might not see all of the efforts. Others are more obvious, such as changing Visit Tallahassee’s logo, promoting #IHeartTally on social media and creating a more user-friendly website and more technology that makes finding dining and fun easier for visitors staying at local hotels.

“We think it’s very clever and sells the destination,” Daniel said of the new logo. “We think it’s going to work much harder for us in selling the destination.”

Tourism supports a variety of jobs, from entry level positions to management posts. Tourism accounts for more than 11,140 jobs in Leon County.

“The team at tourism continues to raise the bar through creativity and innovation,” County Administrator Vincent Long said in a statement. “For those who live in Leon County, we all know we have something special in our backyard. And through the work of Tourism, the entire region--and even the nation--are learning about what we have to offer. It’s exciting to say: this is just the beginning of more record years.”

Contact TaMaryn Waters at tlwaters@tallahassee.com or follow @TaMarynWaters on Twitter.

Record tourism growth:

- 40% increase in local tourism in the last five years.

- 2.4 million annual visitors from 47 states and 36 countries.
- Nearly \$628 million in direct spending.
- \$963 million in economic impact.
- More than 11,000 tourism-related jobs.
- Tourist development tax growth from \$731,855/penny to \$1,028,000/penny in the last years.

Six major initiatives for promoting local tourism this year:

1. Brand identity — New Visit Tallahassee logo features a dominate live oak. It's shadow is an image of the capitol. The new design is a wink to Tallahassee's natural beauty and state capitol.
2. #IheartTally — Social media campaign will continue to allow residents to be ambassadors with stories to tell.
3. New Technology — a new website and apps targets visitors staying in hotels and offers easy access to nearby dining and activities.
4. Email blast marketing.
5. Tallahassee Outdoors: New campaigns will feature an outdoor blooger and Leon County Commissioner Byran Desloge writing quarterly My View articles in the Tallahassee Democrat. Enhancements toTrailahassee.com.
6. New visitor guide.



Visit Tallahassee Unveils New Logo



Tallahassee, Fla.

Visit Tallahassee touts a record year of tourism and a new logo.

The new graphic shows an old mossy tree with a shadow making out the old capitol building. Alongside the picture is new font.

Last year, more than 2.4 million tourists came to Leon County generating more than \$960 million.

"I think you can always improve," said Lee Daniel, director of Leon County Division of Tourism Development. "I think you know any business that doesn't look to do things better is ultimately doomed to failure so we think that the new logo tells a better story of what we are as a destination and we think it will work harder for us."

Daniel says he hopes to use more social media in advertising including the popular hashtag #IHeartTally.



TALLAHASSEE

Pro-Business. Community. Growth.

LEON COUNTY CELEBRATES BEST TOURISM YEAR, EVER!



PRESS RELEASE – Tourism inches closer to a billion dollar industry in Florida's Capital County as Leon County saw its sixth consecutive year of tourism growth including its third consecutive record year in 2014. More than 2.7 million visitors from 47 different states and 36 countries generated a \$968 million economic impact to local businesses last year. Tourism accounts for more than 11,140 jobs in Leon County.

"In Leon County, we have a rich array of educational, recreational, cultural and social offerings for people of all ages," said Leon County Commission Chairman Mary Ann Lindley. "And with each year, our tourism economy continues to grow."

Lee Daniel, Director of the Leon County Division of Tourism Development, announced the year-end results and unveiled future plans to local tourism industry members during the annual Marketing Rollout on Oct. 1 at Theatre Tallahassee.

Highlights of the 2014/2015 fiscal year include:

- 12% increase in bed-tax collections, which fund all tourism promotions
- 2.6% increase in hotel occupancy, including a record occupancy of 73% in March (average year-round occupancy is 65%)
- \$30.8 million in economic impact from sporting events and team training, for example the Tallahassee Tottenham Hotspur International Player Development Training that took place at Forest Meadows in August and the British Olympic Association Dive Team Training taking place at Morcom Aquatic Center here this month.

"The team at Tourism continues to raise the bar through creativity and innovation," said Leon County Administrator Vincent S. Long. "For those who live in Leon County, we all know we have something special in our backyard. And through the work of Tourism, the entire region--and even the nation--are learning about what we have to offer. It's exciting to say: this is just the beginning of more record years."

The county collects a 5% bed tax from hotels and short-term lodging establishments which fund all tourism promotions and other tourism-related activities.

In addition, the Leon County Division of Tourism Development grants helped fund 103 sports, special and signature events in the county. The Council on Culture and Arts (COCA) received \$904,500 in tourism funds for its arts and culture events, nearly twice the amount it previously received.

"It's been a banner year across all sectors," Daniel said. "We saw positive growth in all key indicators including visitation, spending and tourism-related jobs."

Tourism officials introduced the 2016 visitor guide, cooperative advertising plans available to the industry and other initiatives, which included a new logo for promotional use, expanded online advertising ventures with one venture targeting guests at local hotels and attractions, and expanded promotions for outdoor recreation including enhancements to its award-winning *Trailahassee.com* website.

The event also included the announcement of the 2015 Thomas A. Waits Distinguished Leadership Awards. The "Tommy Awards" recognize an individual and company or organization for excellence in tourism marketing, community initiatives, innovation and developing partnerships on behalf of the tourism and hospitality industry.

COCA and Ricky Bell, Director of Student Activities for Leon County Schools, received the awards. The awards are presented annually to those nominated by the tourism community and selected by a panel of past recipients.

For 30 years, COCA has served as a catalyst for the development and support of arts and culture in the capital region. It provides information and promotes arts and culture to residents and visitors through a variety of methods including an events calendar and social media promotions.

Bell has served on the Tallahassee Sports Council, a segment of the county's tourism program, for more than 14 years and served as the group's chair for two years. He was instrumental in establishing relationships with other government entities, Florida State University and Florida A&M and using the strength of this alliance in attracting major sporting events to the county.

The awards have been presented annually since 2002. In 2003, the award was officially named "The Thomas A. Waits Hospitality Award" – affectionately known as "The Tommy." It pays tribute to a man who dedicated his career to economic development through tourism. In 2010, the program expanded for also recognizing one organization that reflects the ideals and visionary leadership of tourism excellence.



New Visit Tallahassee logo.

The Leon County Division of Tourism Development (Visit Tallahassee) is the official tourism marketing organization for Tallahassee –Leon County, Florida, promoting tourism to the area through direct sales, advertising, public relations, sports, film, product development and visitor services. For more information, visit www.VisitTallahassee.com.

A Record Year and New Plans for Capital County Tourism

By TOM FLANIGAN • OCT 2, 2015

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The Tallahassee area has just ended its best year ever when it comes to tourism. The county's Division of Tourism Development plans to build on that success with a new brand image and marketing outreach this year.



New logo for Leon County's Division of Tourism Development

Tourism Development Executive Director Lee Daniel gave a combination year-in-review and new marketing plan rollout Thursday (10/1) at Theatre Tallahassee.

During the year just ended, Leon County saw a record two-point-four million visitors, along with hefty increases in hotel occupancy, tourism-related jobs, economic impact and a thirteen percent jump in bed tax receipts.

"We're very, very proud of that," he said after the presentation. "I think that's a great benchmark in terms of how business was and again 2015 was the greatest year in the history of Leon County tourism."

What contributed to the success? Daniel said new events like Tallahassee Music Week and venues like Cascades Park helped. Then there were a lot of sports and politics to bring and keep more people in the area.

"We did have a great football season last year, no question," he pointed out. "We had two special sessions that certainly helped, although it doesn't necessarily help with our tax collections because a lot of that business is tax exempt. But it brings people to the community and helps the overall economy by people dining in our restaurants, staying in our hotels and shopping in our shops."

But now it's a new year and Visit Tallahassee has a new logo. Gone is the stylized star. Now there's a spreading oak tree whose shadow is that of the historic old State Capitol Dome.

"I think this one does a much better job," Daniel said. "It's much more contemporary, much more friendly and really gives people an idea of what we offer as a destination, which the old logo really didn't. So we think it's going to be an additional sales tool for us and work hard for us."

There will be more marketing of the area's outdoor amenities.

"Millennials love the outdoors all the way through to boomers," Daniel said. "And we have an amazing outdoor product so that's one of the things we're going to put an increased emphasis on.

Daniel said that would combine with the latest "smart" online ad technology connecting visitors with all kinds of nearby attractions.

"You get up to your room and you go to your tablet or smart phone, go to ESPN.com or whatever and boom; our message is right there," he explained. "And it's targeted to where you are. It knows where you are and it's giving you places to dine, to shop, attractions that are within a very short walk or very short distance of where you are."

Publisher and local business advocate Joe Berg likes the campaign overall and hopes homegrown enterprise will be part of the mix.

"You know if you're coming into town and stop in a chain hotel and you get ads for a TGI Friday's that's nearby, that's great. But making that accessible to the local restaurant right down the street that really embodies local culture, that has local bands playing there and serving local foods would be a layer of depth that would entice people to go deeper into Tallahassee," Berg said.

Florida's Capital City; coming off a record tourism year and hoping to do even better this year.

TAGS: [VISIT TALLAHASSEE](#) [LEON COUNTY TOURISM](#) [LEON COUNTY BED TAX](#)



Executive Summary

From September 1 - 30, 2015, VisitTallahassee.com garnered just under 43,000 sessions and saw a 13% decrease in bounce rate compared to last year.

Organic traffic accounted for 67.6% of total traffic with over 28,000 sessions.

The top viewed event pages were Friday Night Block Party, Tallahassee Downtown Getdown, and Taptoberfest.

The top referring traffic sources were from facebook.com, visit.fsu.edu, and tripadvisor.com.

Website Metric	Sep 1 - 30, 2015	Sep 1 - 30, 2014
Sessions	42,994	34,016
Users	34,129	27,643
Page Views	107,490	111,274
Avg Pages Viewed per Session	2.50	3.27
Avg Session Duration	02:33	02:10
New Sessions	71.60%	71.77%
Bounce Rate	37.56%	50.61%
Mobile Sessions	19,483 (45.32%)	11986 (35.24%)
Mobile + Tablet Sessions	23,577 (54.82%)	16,039 (47.15%)

Behavior Flow

The map below shows the user experience upon landing on the site.





Top Content

The chart below shows the top pages viewed on the site.

Page	Sep 1 - 30 Page Views	% of Total Page Views
Homepage	13,579	12.63%
Events	13,078	12.17%
Explore	7,090	6.60%
Explore: Outdoors & Nature	3,869	3.60%
Explore: Nightlife	3,461	3.22%
Dine	3,190	2.97%
Explore: Shopping	2,205	2.05%
Stay	2,170	2.02%
Explore: History and Heritage	2,118	1.97%
Explore: Arts Culture	1,867	1.74%

Keywords

Listed below are the top ten organic keywords used to find the website.

Keywords	Sessions
tallahassee fl	174
tallahassee	123
tallahassee florida	80
tallahassee events	79
things to do in tallahassee	53
tallahassee, fl	50
things to do in tallahassee florida	30
visit tallahassee	29
things to do in tallahassee fl	15
bill's bookstore	13



Top Event Pages

The chart below shows the top event pages viewed on the site.

Event Page	Sep 1 - 30 Page Views	% of Total Event Page Views
Friday Night Block Party	1,570	5.26%
Tallahassee Downtown Getdowns	1,385	4.64%
Taptoberfest	1,043	3.49%
Greek Food Festival	894	2.99%
Opening Nights Performing Arts	728	2.44%
Walking With Dinosaurs Prehistoric Planet	395	1.32%
Downtown Getdown	375	1.26%
Food Truck Thursday: Lake Ella	369	1.24%
26th Monarch Butterfly Festival	307	1.03%
D-Day IMAX 3D	275	0.92%

Top Pages by "View in Map" clicks

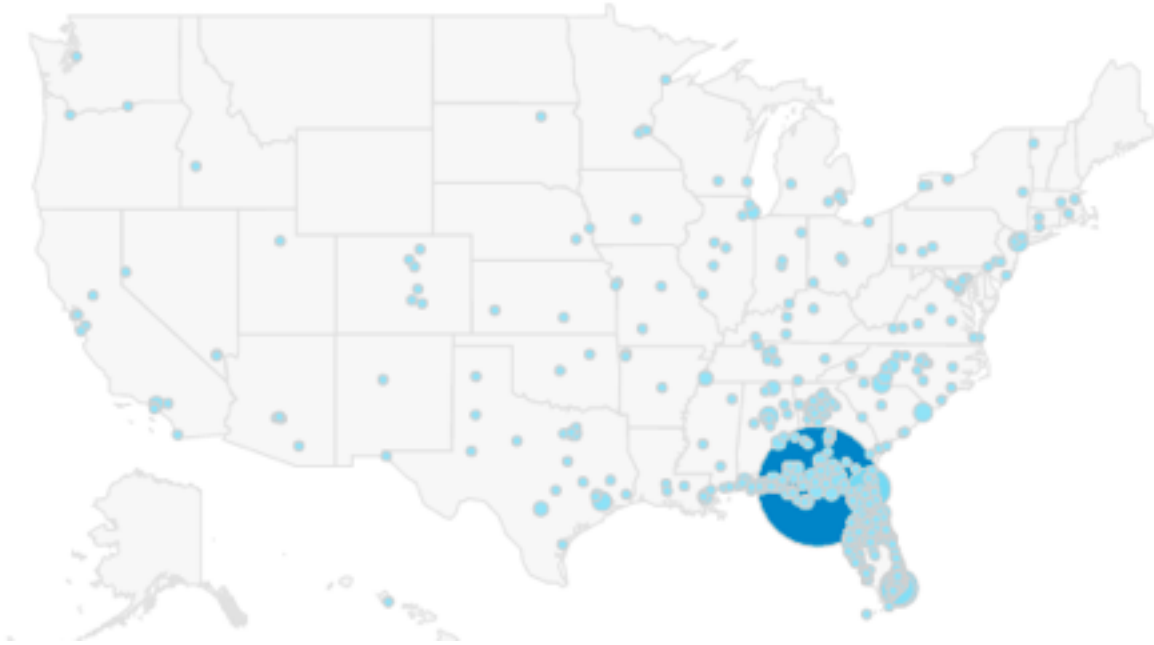
Listed below are the event pages with the most "view in map" clicks

View in Map Clicks	Clicks
Gene Cox Stadium	76
Megabus	75
Optimist Park	74
James Messer Sports Complex	61
Florida Caverns State Park	57
Myers Park	57
Friday Night Block Party	42
Apalachee Regional Park	38
J.R. Alford Greenway	34
Tallahassee Downtown Commons	28



Geography

The map below shows a concentration of visits by city and state.



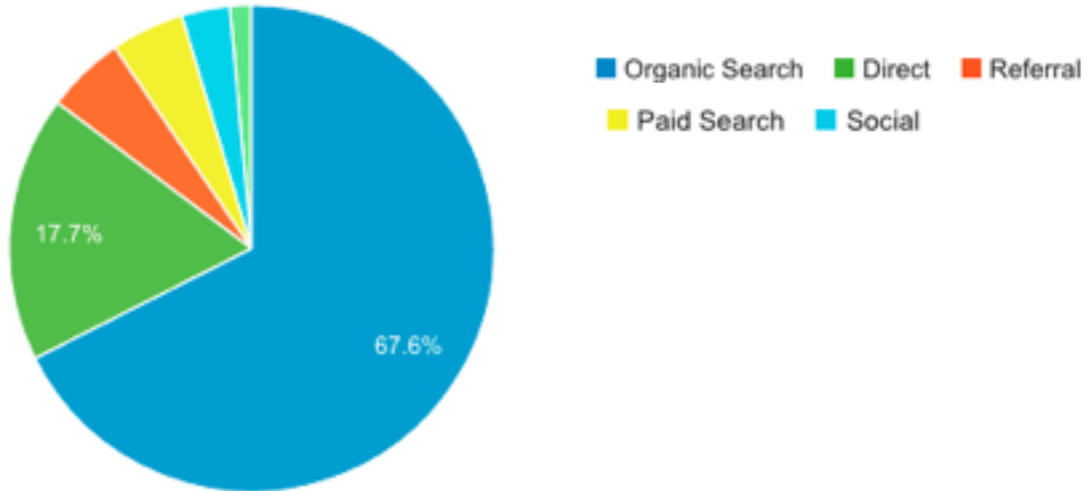
State	Visits
Florida	30,557
Georgia	2,680
Texas	1,075
Alabama	1,058
South Carolina	667
New York	514
North Carolina	467
California	397
Tennessee	364
Illinois	324

City	Visits
Tallahassee	16,235
Jacksonville	2,047
Miami Beach	1,594
Orlando	1,156
Miami	1,017
Bay Lake	640
Atlanta	546
Davie	476
Houston	399
Birmingham	323



Traffic Sources

This chart shows how many sessions originated from a specific source.



Traffic Source	Sep 1 - 30 Sessions
Google (organic)	24,824
Direct Traffic	7,599
Bing (Organic)	1,680
Yahoo (organic)	2,430
Google (CPC)	2,097

Top Referring URLs

The chart below shows the top websites that referred traffic to VisitTallahassee.com.

Referring Site	Sep 1 - 30 Sessions
facebook.com	754
visit.fsu.edu	354
tripadvisor.com	339
twitter.com	193
haryanaheadlines.com	112
tallahasseeuseum.com	88
fsu.grtep.com	55
search.xfinity.com	48
visitflorida.com	46
tralahassee.com	45



**VISIT TALLAHASSEE SEPTEMBER 2015 ADVERTISING
ACTIVITY REPORT
OCTOBER 9, 2015**

PROJECTS COMPLETED

Monthly Email Newsletter
Completed 9/25

Marketing Rollout Posters
Completed 9/30

Marketing Rollout Playbills
Completed 9/30

Marketing Rollout Nametags
Completed 9/30

Marketing and Advertising Co-op Menus
Completed 9/30

New Logo Updates – FSU
Completed 9/30

Tallahassee Nights Live Support
Completed 9/22

VISIT FLORIDA Visitor Guide
Completed 9/23

PROJECTS UNDERWAY

New Logo Updates – FAMU
Completed 10/2

#IHeartTally Hub
Completed 10/2

New Logo Updates – Business Cards
Anticipated delivery 10/23

New Logo Updates – Brand Banners
Anticipated delivery 10/23

New Logo Updates – Retargeting Banners
Anticipated delivery – 10/23

UPCOMING MEDIA PLACEMENTS

xAD Mobile and Tablet Ads-September-December 2015

FSU/IMG Partnership-September-December 2015

Visit Florida Magazine-January 2014-December 2015

Search Engine Activation Program-Google, Yahoo, Bing-October 2015-
September 2016

VISIT TALLAHASSEE PUBLIC RELATIONS ACTIVITY REPORT

October 2015

Below is a snapshot of public relations efforts for Visit Tallahassee, either initiated or completed October 1- 27, 2015. These are top line items and do not encompass the various efforts executed on a day-to-day basis.

Total Hours: 160

Media Relations

Secured a cover story in *Tallahassee Democrat* on the Marketing Roll-Out event and Tallahassee's record tourism increase.

As a result from an individual media stay, The Zimmerman Agency secured a three-page print and online feature in *Georgia Family Magazine* – an award winning parenting publication out of Central Georgia that explores travel, dining, education, health, shopping and entertainment. Positioning Tallahassee as proof that tourism in Florida can be great without being on the coast or near a theme park, the well-crafted article highlights Tallahassee's scrumptious restaurants, hotel accommodations and engaging activities in the area.

Garnered digital coverage on WCTV-TV, Tallahassee Democrat, WFSU-Radio and Urban Tallahassee on the Marketing Roll-Out event, highlighting the past fiscal year's success and promotions planned for 2015.

Resulting from an individual media stay, The Zimmerman Agency secured coverage in *Upscale Magazine* - a lifestyle publication reaching 177,000 African-American professionals in key markets across the country. Dubbing Tallahassee as "one of Florida's best-kept secrets," the article highlights the abundance of intellectual stimulation available.

Media Experiences

Pitched local media for annual Marketing Roll-out event media preview and secured attendance from the *Tallahassee Democrat*, Live in Tallahassee, WFSU Radio, *Tallahassee Magazine*, *850 Magazine*, Cumulus Broadcasting, Urban Tallahassee, Trimventures, Capital City Villager and WCTV-TV.

Promotions

As part of our continued strategy to support Fall Frenzy through radio promotions, we executed a (Sept. 28-Oct. 12, 2015) radio promotion for Visit Tallahassee with WMEZ-FM and WJTQ-FM, the No. 1 classic hits and adult contemporary stations in Pensacola, Fla., highlighting the Oct. 17, 2015 FSU vs. Louisville football home game. Valued at 15,500 with a ROI of 20:1, the contest



promotes Tallahassee through recorded and live announcements, social media posts and website inclusion. Two industry partners participated in the promotion including, Avenue Eat & Drink and Courtyard Marriott

Executed a Fall Frenzy radio promotion for Visit Tallahassee with WJBT-FM the No. 1 urban station in Jacksonville, Fla. during Sept. 28 - 14, 2015, highlighting the Oct. 17, 2015, FAMU vs. Delaware football home game. Valued at \$16,500 with a ROI of 13:1, the register to win contest promoted Tallahassee through recorded and live announcements, website inclusion, social media posts and an E-Blast to WJBT-FM's insiders. Two industry partners participated in the promotion including, Courtyard Marriott and 101 Restaurant.

Client and Industry Relations

Executed weekly status calls/meetings with Client.

Conducted daily media monitoring of the Leon County Division of Tourism Development/Visit Tallahassee and general news affecting the area.

Screened marketing opportunities for maximum value and return on investment.

Publicity Monitoring

Tracked print, online and broadcast publicity daily through clip service, Google news alerts and various other methods.

###

2014-2015	October	November	December	January	February	March	April	May	June	July	August	September	October
Followers	5,339	5,675	5,773	5,892	6,021	6,249	6,522	6,681	6,844	7,066	7,224	7,411	7,532
Impressions	97,859	66,377	34,425	53,908	65,382	107,119	143,931	150,455	111,074	63,934	61,000	58,949	70,741
Post Engagements	2,378	1,707	820	1,344	1,364	2,645	3,904	2,967	3,265	1,593	1,125	1,255	1,872
Engagement Rate	2.43%	2.57%	2.38%	2.49%	2.09%	2.47%	2.71%	1.97%	2.94%	2.49%	1.84%	2.13%	2.65%
#IHeartTally Mentions	2,042	1,004	676	731	930	1,445	1,949	1,609	1,421	1,135	1,115	1,272	2,042

2013-2014	October	November	December	January	February	March	April	May	June	July	August	September
Followers	2,719	2,867	3,036	3,264	3,433	3,678	3,893	4,090	4,239	4,505	4,839	5,013
Impressions				37,900	31,500	70,800	134,100	119,336	37,036	67,367	80,918	76,115
Post Engagements				909	599	2,053	2,682	2,331	892	1,538	2,364	1,782
Engagement Rate				2.40%	1.90%	2.90%	2.00%	1.95%	2.41%	2.28%	2.92%	2.34%
#IHeartTally Mentions							1,237	1,334	623	1,123	1,043	1,225

"Followers" shows the total number of active followers.

"Impressions" reflects the total number of times each tweet served during the month was seen by a user on Twitter.

"Post Engagements" displays the total number of favorites, retweets, replies, and clicks on all Visit Tallahassee content served during the month.

"Engagement Rate" shows the calculated rate of engagements that occurred for all garnered impressions within the month.

"#IHeartTally Mentions" displays the total number of times users (including Visit Tallahassee) utilized the hashtag in their tweets.

**Twitter information has been filled out for as far back as Twitter will allow access to data, and slightly beyond this limit due to previous reports available for r

Takeaways

Follower count month-over-month has increased by 3.6%, in line with the 3.8% growth from February to March, attributable to several successful campaigns ar
Post impressions and engagements are proportionally higher for the month of April, especially when taking into account that these numbers are based only on .
#IHeartTally mentions for April are taking place at a higher rate than average, generating one of the highest counts in recent months.



Executive Summary

From October 1 - 26, 2015, VisitTallahassee.com garnered just under 39,000 sessions and saw a 15% decrease in bounce rate compared to last year.

Organic traffic increased to 68.6% of total traffic, 23,733 sessions.

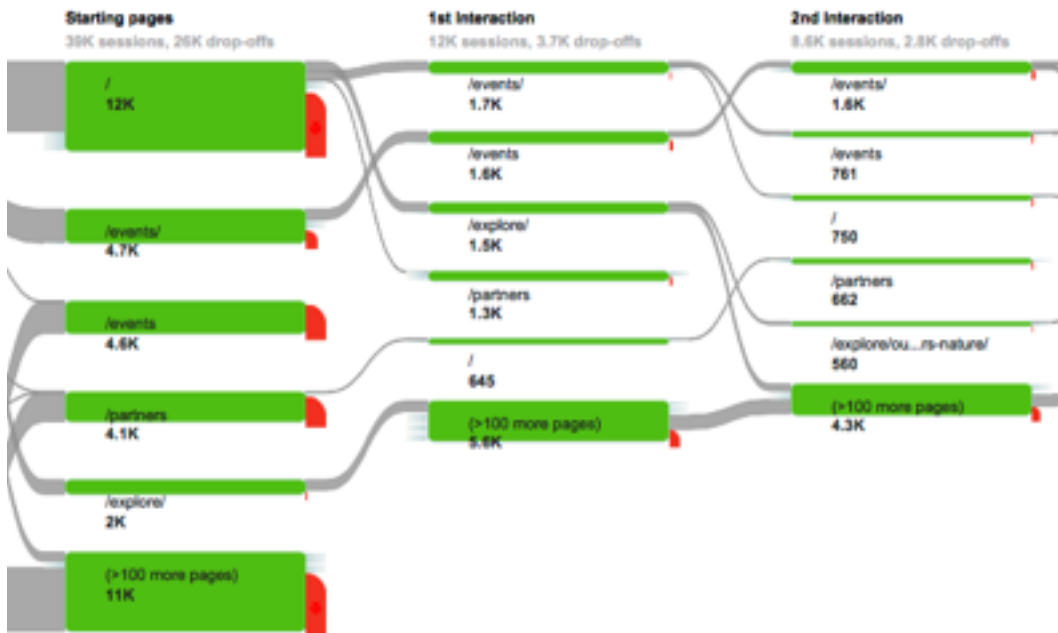
The top viewed event pages were Friday Night Block Party, Tallahassee Downtown Getdown, and North Florida Fair.

The top referring traffic sources were from facebook.com, visit.fsu.edu, and twitter.com

Website Metric	Oct 1 - 26, 2015	Oct 1 - 26, 2014
Sessions	38,791	35,027
Users	31,179	29,462
Page Views	95,672	103,679
Avg Pages Viewed per Session	2.47	2.96
Avg Session Duration	02:34	02:07
New Sessions	71.64%	71.38%
Bounce Rate	39.44%	54.47%
Mobile Sessions	19,924 (51.44%)	13,903 (39.69%)
Mobile + Tablet Sessions	23,332 (60.14%)	17,834 (50.91%)

Behavior Flow

The map below shows the user experience upon landing on the site.





Top Content

The chart below shows the top pages viewed on the site.

Page	Oct 1 - 26 Page Views	% of Total Page Views
Homepage	12,850	13.25%
Events	12,783	13.18%
Explore	6,223	6.41%
Explore: Outdoors & Nature	3,028	3.12%
Explore: Nightlife	2,962	3.05%
Dine	2,688	2.77%
Stay	1,624	1.67%
Explore: Shopping	1,892	1.95%
Explore: Sports Activities	1,386	1.42%
Explore: History and Heritage	1,338	1.37%

Keywords

Listed below are the top ten organic keywords used to find the website.

Keywords	Sessions
tallahassee fl	87
tallahassee	83
tallahassee events	73
tallahassee florida	51
visit tallahassee	41
things to do in tallahassee	39
events in tallahassee this weekend`	12
tallahassee downtown getdown	12
what to do in tallahassee	11
events in tallahassee this weekend`	10



Top Event Pages

The chart below shows the top event pages viewed on the site.

Event Page	Oct 1 - 26 Page Views	% of Total Event Page Views
North Florida Fair	1,300	7.12%
Tallahassee Downtown Getdown	1,298	7.11%
Friday Night Block Party	1,146	6.20%
26th Annual Butterfly Festival	995	5.40%
Greek Food Festival	708	3.88%
FSU Flying High Circus	573	3.13%
Opening Nights Performing Arts	563	3.01%
FSU Pow Wow	517	2.83%
The Maze at Aunt Louise's Farm	415	2.27%
Food Truck Thursday - Lake Ella	358	1.96%

Top Pages by "View in Map" clicks

Listed below are the event pages with the most "view in map" clicks

View in Map Clicks	Clicks
Gene Cox Stadium	102
26th Annual Butterfly Festival	98
Megabus	84
Myers Park	34
Experience Asia Festival 2015	34
Greek Food Festival	34
Florida Caverns State Park	32
Optimist Park	30
James Messer Sports Complex	27
Friday Night Block Party	25



Geography

The map below shows a concentration of visits by city and state.



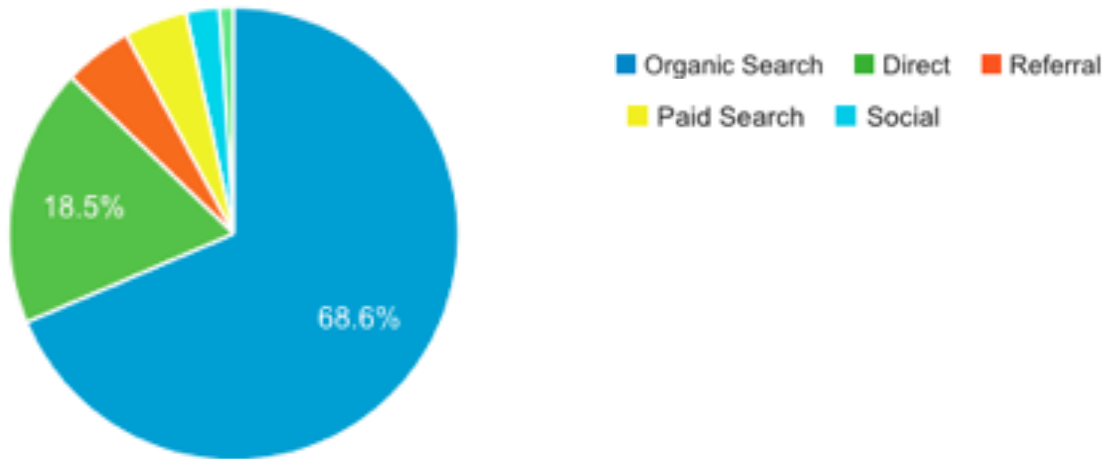
State	Visits
Florida	27,842
Georgia	2,213
Texas	864
Alabama	840
North Carolina	715
South Carolina	593
New York	475
California	325
Tennessee	286
Illinois	270

City	Visits
Tallahassee	15,074
Jacksonville	2,007
Miami	1,616
Orlando	1,240
Miami Beach	884
Atlanta	594
Bay Lake	519
Davie	437
Houston	397
Boca Raton	371



Traffic Sources

This chart shows how many sessions originated from a specific source.



Traffic Source	Oct 1 - 26 Sessions
Google (organic)	23,733
Direct Traffic	7,282
Google (CPC)	1,785
Yahoo (organic)	1,644
Bing (Organic)	1,495

Top Referring URLs

The chart below shows the top websites that referred traffic to VisitTallahassee.com.

Referring Site	Oct 1 - 26 Sessions
facebook.com	671
visit.fsu.edu	345
twitter.com	193
tallahasseeuseum.com	82
ihearttally.visittallahassee.com	60
southwoodflorida.com	56
search.xfinity.com	53
accuweather.com	50
tralahassee.com	41
duckduckgo.com	39



**VISIT TALLAHASSEE OCTOBER 2015 ADVERTISING
ACTIVITY REPORT
OCTOBER 26, 2015**

PROJECTS COMPLETED

Jumbotron Video Update
Completed 10/1

New Logo Updates – FAMU
Completed 10/2

#IHeartTally Hub
Completed 10/2

Florida Sports Foundation Insertion
Completed 10/29

Digitized Visitor Guide
Completed 10/29

New Logo Updates – Brand Banners
Completed 10/30

PROJECTS UNDERWAY

#IHeartTally Experience Sweepstakes
Anticipated delivery 11/4

New Logo Updates – Business Cards
Anticipated delivery 11/10

New Logo Updates – Stationary Set
Anticipated delivery 11/13

New Logo Updates – Retargeting Banners
Anticipated delivery – 11/13

New Logo Updates - Van Wrap
Anticipated delivery – 11/20

UPCOMING MEDIA PLACEMENTS

xAD Mobile and Tablet Ads-September-December 2015

FSU/IMG Partnership-September-December 2015

Visit Florida Magazine-January 2014-December 2015

Search Engine Activation Program-Google, Yahoo, Bing-October 2015-
September 2016



United Kingdom
Blue Fin Building
110 Southwark Street
London SE1 0TA
Phone: +44 (0)20 7922 1930
Fax: +44 (0)20 7922 1931
www.strglobal.com

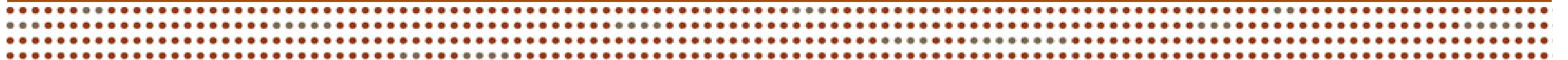
United States
735 East Main Street
Hendersonville
TN 37075
Phone: +1 (615) 824 8664
Fax: +1 (615) 824 3848
www.str.com

Visit Tallahassee

For the Month of September 2015

Date Created: Oct 16, 2015

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Response Leon County, FL	3
Help	4



word of [s] outh
a festival of
LITERATURE & MUSIC

November 2, 2015

Leon County Tourist Development Council
Tallahassee, Florida

Re: Significant Event Supplemental Request

Dear Council Members:

Please accept for your consideration a supplemental request for funding for the Word of South Festival of Literature and Music for 2016.

Word of South was approved for funding for \$37,000 for its 2016 festival at the TDC meeting held in September. We have been working since then in collaboration with Scott Carswell Productions with respect to potential musical acts to appear at the festival. However, due to competition with other area festivals with “blackout” provisions and the narrow window with which we can both sell out the concert and afford the band, we’ve had some difficulty in securing the “headliner” acts we’d like (although we’re still working on it!). As such, we’d like to request an additional \$13,000 to apply toward this effort—the total amount received would then match the amount that for which the TDC funded Word of South last year.

Thank you for your consideration. I’ll be at the meeting Thursday and available to answer questions.

Sincerely,



Mark Mustian



Visit
Tallahassee
A Division of Leon County

INTER-OFFICE MEMORANDUM

DATE: 11/03/2015

TO: Lee Daniel, Director of Visit Tallahassee

FROM: Brian Hickey, Director of Sports *BH*

SUBJECT: Tallahassee Sports Council Recommendation for Leon County Sporting Events FY2015-16 Out of Cycle Grant Program Request

The Tallahassee Sports Council (TSC) has reviewed and shared input with the staff of Visit Tallahassee Sports department for an out of cycle sports grant request. The TSC respectfully brings forward the funding recommendation of \$2000 for the Tallahassee Futures event via the Leon County Special Event Grant Program.

The sports grant budget currently has \$30,700 in available funds.

**Tallahassee Sports Council
Leon County Special Event Grants FY2015-16
Out Of Cycle Grant**

Organization	Event Name	First Name	Last Name	Email Address	Venue	Start Date	End Date	Estimated Visito	Estimated Room Nigh	DMAI Estimated Direct Spending	Requested	Recommend
Seminole High Performance	Tallahassee Futures	Michael	Edge	medge5@hotmail.com	Indoor Tennis Facility	11/28/2015	12/6/2015	150	300	\$214,635	\$ 4,800	\$ 2,000
										Total Grant Funds Remining	\$ 30,700	\$ 28,700
* This is a new event so there is no prior event history*												

Form Status: **accepted**

Page 1 - Contact Information

First Name	Michael
Last Name	Edge
Email	medge5@hotmail.com
Contact Phone	(850) 319-7502
Grant Type	Special
Agreed to Terms	Yes

Page 2 - Organization Information

Organization Name	FSU Mens Tennis
Organization Contact	Michael Edge
Contact Title	Tournament Coordinator
Address	139 Chieftan Way/Tully Gym
City	Tallahassee
State	FL
Zip	32306
Non-Profit	No
Tax ID	261133179
Insurance Provider	Camp Team
Insurance Document	(/media/)

Page 3 - Event Information

Event Name	Tallahassee Futures
Event Director	Jim Curry

Event Email	jmc Curry@fsu.edu
Event Phone	(850) 644-7926
Event Start Date	11/28/2015
Event End Date	12/06/2015
First Hotel Date	11/26/2015
Last Hotel Date	12/06/2015
Number of Rooms Per Night	300
Event Website	http://www.itftennis.com/procircuit/tournaments/men's-tournament/info.aspx?tournamentid=1100036201
Event Organization Facebook	https://www.facebook.com/Tallahassee-Futures-16628
Event Organization Twitter	
Event Spectator Admission Cost	\$0
Schedule of Events	11/27/15 Sign-In 11/28/15 Qualifying begins 11/30/15 Pro-Am 12/1/15 Main Draw begins 12/3/15 Sponsor Party 12/6/15 Finals
Event Description	Tallahassee Futures Professional Tennis Tournament ITF Pro Circuit

Page 4 - Facility Information

Venue Facility Secured?	Yes
Within Leon County?	Yes
Venue Name	FSU Indoor Tennis Facility
Venue Address	2566 Pottsdamer Rd.
Venue City	Tallahassee
Venue State	FL
Venue Zip Code	32310
Venue Contact	Kim Hinckley
Venue Contact Email	khinckley@fsu.edu
Venue Phone	(850) 294-6753

Page 5 - Hotel Information

Hotel Secured?	No
Can Hotels Contact?	Yes
Hotel Name #1	
Hotel Contact Name #1	
Hotel Contact Phone #1	
Hotel Name #2	
Hotel Contact Name #2	
Hotel Contact Phone #2	
Hotel Name #3	
Hotel Contact Name #3	
Hotel Contact Phone #3	

Page 6 - Event Details

Estimated Total Participants	180
Estimated Total Number of Teams (Sports Only)	
Estimated Total Overnight Visitors	150
Estimated Total Room Nights	300

Page 7 - Event Details

Amount Requested	\$4800
Budget Documentation	uploads/Tallahassee Futures Expenses.xlsx (/media/uploads/Tallahassee Futures Expenses.xlsx)
Grant Purpose	The Grant funds will be used for marketing and promoting the event. Assist in the site fees, sanction fees and insurance. Awards for the Champions and Runner-ups. Travel expenses and lodging for tournament officials/staff.
Receiving Funding	No

Funding Provider(s)

All of the players will sign up through the website. We have an official Facebook page "Tallahassee Futures" to promote the event throughout the South.

Marketing Plan

Marketing materials for our Sponsorship packages. Advertising with local tennis websites, tennis clubs, sporting good stores, teams, leagues and clinics. Promoting the Sponsor events, Pro-am, Kid's Day, Ladies Day and Finals weekend.

Marketing Expenses Outside of Leon County

\$500

Certified True

True

TALLAHASSEE FUTURES			
Nov 28 - Dec 6			
	Expenses	In - Kind	Revenue
Prize Money		15,000	\$2,560
Officials	14,000		
Insurance	500		
Hospitality	1000		
Trainer	2000		
Awards	300		
Balls	1500		
Transportation	200		
Special Events	500		
Supplies	500		
Advertising	1000		
Total Expenses	\$21,500		
Final Expenses	\$18,940	\$ 15,000	\$ 2,560



Agenda Item Details

Meeting	Oct 29, 2015 - CRA Board Meeting
Category	4. Policy Formation & Direction
Subject	4.03 Update and Request for Direction Regarding Proposed Arts, Culture and Heritage Initiative and Utilization of Remaining Performing Arts Center Funds -- Roxanne Manning, Tallahassee Community Redevelopment Agency
Access	Public
Type	Action, Discussion
Fiscal Impact	No
Recommended Action	Option 1 - Provide staff with direction on Phase 2 of the Initiative including preferred use(s) for further conceptual development and public input.

Public Content

For more information, please contact: Roxanne Manning, Tallahassee CRA, 850-891-8353

Statement of Issue

On December 9, 10, and 11, 2014, the City of Tallahassee, Leon County and the Tallahassee Community Redevelopment Agency (CRA) approved an amendment to the CRA interlocal agreement providing the existing Performing Arts Center (PAC) Tourist Development Tax (Bed Tax) balance, plus the amount accrued through September 30, 2014, remain with the CRA for arts-related uses. In addition, it was determined that the \$508,425 in PAC Bed Tax funds owed to the County by the City for costs incurred during the demolition of the John's Building be used for improvements relating to the Capitol City Amphitheater.

On February 26, 2015, staff presented preliminary options for the expenditure of the Bed Tax funds to the CRA Board. The Board opted to expand the process and authorize staff to meet with the different stakeholders and bring back an agenda item containing multiple proposals that incorporate the goals of the cultural plan into the surrounding Cascades Park and Frenchtown/Southside areas. The majority of Board members voiced their support of the intent to enhance Cascades Park and the surrounding area with options supporting dance, music, a black box theatre, and art using the goals of the cultural plan as a tool to establish the best use of the funding. Based on CRA Board discussion and direction, staff began work on an Arts, Culture and Heritage Initiative.

In order to ensure thorough consideration of all opportunities and options, CRA staff is proposing a two phase process. This agenda item, which summarizes Phase One of the process, will:

- Provide a summary of staff's research,
- Facilitate the Board's consideration of different options, and,
- Obtain Board direction for Phase 2 of the initiative.

Following Board direction, staff will initiate Phase 2 of the process, which includes further meetings with the Tallahassee/Leon County community and representatives of the Arts, Culture and Heritage community for additional input and to further refine the concepts. Following completion of Phase 2, staff will return to the CRA Board with the results of the process for further review and possible approval. Following final CRA action, the proposal would be scheduled for City Commission and Board of County Commissioners review and action as required by the amended interlocal agreement.

Recommended Action

Option 1 - Provide staff with direction on Phase 2 of the Initiative including 1 or more preferred use(s) for further conceptual development and public input.

Fiscal Impact

None at this time.

Supplemental Material/Issue Analysis

History/Facts & Issues

Research

In order to prepare for the discussions with the art community, staff reviewed the Cultural Plan, Florida Statutes Chapter 125, and researched programs in other cities. To learn more about the specific cultural needs and goals within the Tallahassee/Leon County community, CRA staff held multiple meetings with representatives from COCA and the visual arts and theater communities to discuss their needs, ideas and opportunities. CRA staff found a consistent message emerged from many of the discussions as the conversations centered on the need for studios, galleries, rehearsal and performance space. Following the meetings and research, it was apparent while it may be possible to support a range of uses with the TDC funds, members of the arts community placed a clear emphasis on the need for physical space to support visual and performing arts.

Facilities and Artistic Identity

Physical space is a key element in the success of arts and cultural communities for several reasons. The presence of significant buildings and/or spaces dedicated to the arts is one of the clearest indicators of a thriving arts program within a community.

Dedicated art and cultural facilities identify cities that have moved beyond fulfilling the basic needs of their citizens, up to a level in which arts and culture are integral elements in the local social and economic structure. Moreover, based on evidence from cities around the country, we know an active, well-defined artistic community is a key driver of tourism. It is like a circle – the presence of significant arts and cultural facilities help attract tourists - the tourists in turn help support the arts.

Buildings are, however, one of the most expensive components of an artistic environment. Because renting or building physical space is fairly expensive, it is often beyond the reach of many artists or arts entities. In fact, lack of dedicated physical space can be considered a growth inhibitor to the creation of a genuinely successful art program.

Defining an Arts District

Another valuable tool for defining a successful arts community is the creation of an established arts district. When arts and cultural facilities are grouped together, visitors can walk to visit multiple facilities. The visibility of each use, and hence its potential for success, is enhanced. Consequently staff recommends that grouping arts, culture and heritage uses in the same general vicinity be considered.

While there are already funds available from the City, County, CRA and State to support events, activities and organizations related to culture and arts, the \$5,000,000 +/- in available PAC funds creates a rare opportunity to provide important physical spaces or facilities that can support a variety of cultural activities. Based on these findings, staff recommends the CRA Board consider identifying an area for informal designation as an arts/culture/heritage district and placing a priority on the creation of physical facilities that support arts, culture and heritage. This can be discussed during Phase 2 of this process after additional research is completed.

Available Resources

There are two separate funds that can be used to support the Art, Culture and Heritage Initiative:

1. \$508,425 + in Bed Tax funds, incurred during demolition of the John's Building, is dedicated to supporting the Cascades Park Amphitheater. These funds may be used to build support space which may include dressing rooms, a green room, storage or other necessary facilities. These funds could be leveraged with the PAC funds only if the required facilities are being provided.
2. \$5,000,000 +/- remaining from the PAC effort. These funds are governed by the CRA amended interlocal agreement and

Chapter 125 Florida Statutes, as discussed below.

The impact of the above funding sources may also be enhanced by a range of actions, including leveraging the aforementioned funds with new development on the Firestone/Bloxham site, partnering with a local entity to create a facility, potential use of Waterworks or other City or County sites, and possible funding from other entities.

The Interlocal Agreement

Based on the amended CRA interlocal agreement, the PAC funds may be expended to encompass projects, programs and expenses related to culture, visual arts, and heritage programs; performing arts space, or other performing arts projects. The projects must be located in the Downtown District Community Redevelopment Area or the Greater Frenchtown/Southside Community Redevelopment Area. All proposed uses of the funds must be recommended by the CRA Board, and approved by both the County and City.

Statutory Restrictions

In addition to the restrictions in the interlocal agreement, the funds may only be utilized for projects, programs and expenses authorized under Section 125.0104 Florida Statutes (FS), specifically 125.0104(5) (**Attachment 1**). This includes publicly owned and operated uses such as convention centers, auditoriums, aquariums, museums and sports stadiums and arenas. However, there is some flexibility, as demonstrated by the letter, dated December 1, 1998, (**Attachment 2**) from Florida Attorney General Butterworth, which provides that the governing body of the County has ability to determine appropriate use of funds based on promotion of tourism in subject county. In an abundance of caution, staff has attempted to select options that adhere as closely as possible to the statutory limitations. If there are questions concerning the appropriate use of the funds, staff may seek another interpretation from the Florida Attorney General.

The Capital Area Cultural Plan

The Cultural Plan, as updated in 2014, identifies goals and objectives to be implemented to support the arts in our community. The resources discussed above provide an opportunity to fulfill several Cultural Plan goals. The Plan provides four goals, three of which are relevant to the Arts, Culture and Heritage Initiative, as follows:

ECONOMIC DEVELOPMENT & MARKETING: Position and market the arts, culture and heritage as a strategic partner of Tallahassee/Leon County economic development efforts, through public and private funding for arts, arts organizations and cultural assets.

EDUCATION: Capitalize on the area's art, cultural and heritage attributes in order to strengthen art, culture and heritage opportunities in schools and the community.

FUNDING & FACILITIES: Provide sustainable public and private funding to preserve and improve arts, cultural and heritage organizations and experiences. This effort acknowledges the importance of growing new and emerging projects and facilities, but will give priority to existing organizations. The Plan states: *"The need for performance venues is a critical priority for performance arts organizations in our community. The community must go forward with the effort to create one or more new performance venues, but there must be a realistic plan, including the affordability for local groups to utilize the space."*

It must be noted that the Cultural Plan emphasizes the need for a facility seating 1200, which is likely beyond the scope of this initiative, however, providing a smaller facility, or facilities that support multiple uses, is within the scope of funding and also increases accessibility to local groups.

Use Options

In identifying potential uses for the funds, staff worked to find uses that meet the goals of the Cultural Plan, fall within the scope of limitations imposed by the Florida Statute 125 and the CRA amended interlocal agreement, while at the same time providing an opportunity to earn revenue to pay for operations and maintenance. The following list provides a range of uses and projects that meet some or many of the aforementioned criteria.

Please note many of these uses can be combined to create unique venues.

Cultural Plan Goals >		ECONOMIC DEVELOPMENT & MARKETING	EDUCATION	FUNDING & FACILITIES	REVENUE
Proposed Uses					
1	Visitors Center for the Arts: a central location containing extensive information on regional artists and galleries. May also include sales space, leasable event space, classrooms and studios.	X	X	X	X
2	Arts Incubator: with leasable studios, classrooms and sales space. May also include artists housing.	X	X	X	X
3	Display & sales space: artists and galleries coordinate to stock and staff "Talleon Arts" stores located in one or more places.	X		X	X
4	Black Box Theater: performance space, rehearsal space and event space, leasable to local organizations and traveling performers and shows. May share facilities with Amphitheater.	X	X	X	X
5	Art School: studio spaces & classrooms, modeled on the Folk School model. Revenues are generated by tuition, fees and lease of classrooms and studios. May house an artist in residence each year.	X	X	X	X
6	Public Art Projects in visually prominent locations, such as the Cascades Park pond.	X			
7	Events Space: leasable space to host cultural, heritage and educational events.	X	X	X	X

Civil Rights Memorials: continuing the “Footsteps to Freedom” project. Locations include the old jail and the theater on N. Monroe.	X	X		
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As previously stated, staff will endeavor to maximize the impact of the available funds by combining related uses, utilizing planned redevelopment projects to save on construction costs, looking for potential partnerships with existing arts and culture entities, as well as identifying uses that have the potential to generate revenue to pay for operations and maintenance.

Operations and Maintenance

While Florida Statute 125 requires a facility constructed with Bed Tax funds be publically owned, it does allow for operations to be implemented through service contracts or leases. Thus the work of managing the facility may be accomplished without utilizing staff from the local governments and in a way that may provide further support to local arts entities. The goal is to create uses that fulfill the Cultural Plan goals but do not place additional financial burdens on the City, County or CRA.

Options

1. Provide staff with direction on Phase 2 of the Initiative including 1 or more preferred use(s) for further conceptual development and public input.
2. Provide staff with alternate direction.

Attachments/References

1. Section 125.0104 (5) Florida Statutes (FS)
2. Letter, Florida Attorney General

[Attachment 1.pdf \(476 KB\)](#)

[Attachment 2.pdf \(638 KB\)](#)

Chapter 125 Florida Statutes

(5) AUTHORIZED USES OF REVENUE.—

(a) All tax revenues received pursuant to this section by a county imposing the tourist development tax shall be used by that county for the following purposes only:

1. To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote one or more:
 - a. Publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, or auditoriums within the boundaries of the county or subcounty special taxing district in which the tax is levied; or
 - b. Aquariums or museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public, within the boundaries of the county or subcounty special taxing district in which the tax is levied;
2. To promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public;
3. To promote and advertise tourism in this state and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event must have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists;
4. To fund convention bureaus, tourist bureaus, tourist information centers, and news bureaus as county agencies or by contract with the chambers of commerce or similar associations in the county, which may include any indirect administrative costs for services performed by the county on behalf of the promotion agency; or
5. To finance beach park facilities or beach improvement, maintenance, renourishment, restoration, and erosion control, including shoreline protection, enhancement, cleanup, or restoration of inland lakes and rivers to which there is public access as those uses relate to the physical preservation of the beach, shoreline, or inland lake or river. However, any funds identified by a county as the local matching source for beach renourishment, restoration, or erosion control projects included in the long-range budget plan of the state's Beach Management Plan, pursuant to s. [161.091](#), or funds contractually obligated by a county in the financial plan for a federally authorized shore protection project may not be used or loaned for any other purpose. In counties of fewer than 100,000 population, up to 10 percent of the revenues from the tourist development tax may be used for beach park facilities.

Subparagraphs 1. and 2. may be implemented through service contracts and leases with lessees that have sufficient expertise or financial capability to operate such facilities.

(b) Tax revenues received pursuant to this section by a county of less than 750,000 population imposing a tourist development tax may only be used by that county for the following purposes in addition to those purposes allowed pursuant to paragraph (a): to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote one or more zoological parks, fishing piers or nature centers which are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public. All population figures relating to this subsection shall be based on the most recent population estimates prepared pursuant to the provisions of s. [186.901](#). These population estimates shall be those in effect on July 1 of each year.

(c) The revenues to be derived from the tourist development tax may be pledged to secure and liquidate revenue bonds issued by the county for the purposes set forth in subparagraphs (a)1., 2., and 5. or for the purpose of refunding bonds previously issued for such purposes, or both; however, no more than 50 percent of the revenues from the tourist development tax may be pledged to secure and liquidate revenue bonds or revenue refunding bonds issued for the purposes set forth in subparagraph (a)5. Such revenue bonds and revenue refunding bonds may be authorized and issued in such principal amounts, with such interest rates and maturity dates, and subject to such other terms, conditions, and covenants as the governing board of the county shall provide. The Legislature intends that this paragraph be full and complete authority for accomplishing such purposes, but such authority is supplemental and additional to, and not in derogation of, any powers now existing or later conferred under law.

(d) Any use of the local option tourist development tax revenues collected pursuant to this section for a purpose not expressly authorized by paragraph (3)(l) or paragraph (3)(n) or paragraph (a), paragraph (b), or paragraph (c) of this subsection is expressly prohibited.

Florida Attorney General Advisory Legal Opinion

Number: AGO 98-74

Date: December 1, 1998

Subject: Tourist Development Tax, construction of war memorial

The Honorable Martha O. Haynie
Orange County Comptroller
Post Office Box 38
Orlando, Florida 32802

RE: TOURIST DEVELOPMENT TAX--COUNTIES--CLERKS OF COURT--use of tax revenues to construct war memorial at county courthouse. s. 125.0104 (5), Fla. Stat.

Dear Ms. Haynie:

You ask substantially the following question:

May tourist development tax revenues be used to construct an "All Wars Memorial" at the Orange County Courthouse, when the memorial is to replace a "Vietnam Veterans Memorial" that was demolished at the Orange County Convention Center?

In sum:

Expenditure of tourist development tax revenues for the construction of a new "All Wars Memorial" at the Orange County Courthouse must be based on a determination by the governing body of the county that the memorial directly and primarily promotes tourism.

You have provided background information that a Vietnam Veterans Memorial was constructed in 1983 at the Orange County Convention Center using funds raised by the community and monies from federal revenue sharing. Due to expansion and subsequent renovations of the center, it was necessary to relocate the memorial. The memorial could not safely be moved, resulting in its demolition and the decision to construct a new memorial at the Orange County Courthouse.

The County Attorney has rendered an opinion stating that it would be appropriate to use tourist development taxes to pay for the new memorial as an operating or capital expense. You question the validity of such an expenditure since the original memorial was not

funded by the convention center, but was merely placed at the center as a community memorial.

Section 125.0104, Florida Statutes, known as the Local Option Tourist Development Act[1] (act), authorizes a county to impose a tax on short-term rentals of living quarters or accommodations within the county unless such activities are exempt pursuant to Chapter 212, Florida Statutes.[2] The purpose and intent of section 125.0104, Florida Statutes, is to "provide for the advancement, generation, growth and promotion of tourism, the enhancement of the tourist industry, and the attraction of conventioners and tourists from within and without the state to a particular area or county of the state." [3]

Thus, construction of publicly owned facilities financed by proceeds from the tourist development tax must be primarily related to the advancement and promotion of tourism. It is the governing body of the county that must make the factual determination of whether a particular facility or project is related to tourism and primarily promotes such a purpose. This determination must follow appropriate legislative findings and due consideration of the specific needs and conditions of the particular locality.[4]

Subsection (5) of the act sets forth various purposes for which revenues from the tax may be used. Relevant to the question you have posed, section 125.0104(5)(a)1., Florida Statutes, authorizes the expenditure of tax revenues for the following purpose:

"To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote one or more publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, or auditoriums, or museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public, within the boundaries of the county or subcounty special taxing district in which the tax is levied. . . ."

The plain language of the statute contemplates the expenditure of tax revenues to remodel, repair, improve, maintain and operate a convention center such as the one in Orange County. When a statute enumerates those things upon which it operates, it is ordinarily construed to exclude from its operation all things not expressly mentioned.[5] This office has consistently concluded that tourist development tax revenues may only be used for the purposes enumerated in section 125.0104, Florida Statutes.[6]

The remodeling and expansion of the convention center would appear to have necessarily required removal of the Vietnam Veteran's Memorial. Construction of a new memorial to replace the demolished one at a location off the convention center's premises, however, is not a logical consequence of such remodeling and expansion. Nor does

the construction of the memorial at the courthouse appear related to the operation of or capital improvements to the convention center.

While construction of the new war memorial at the Orange County Courthouse appears to be neither a proper capital improvement to the convention center nor related to the operation of the center, it remains for the governing body of the county, not this office, to determine whether such construction is related to tourism and furthers the purpose of promoting tourism in Orange County. [7] Any such determination, however, must show a distinct and direct relationship between expenditure of tourist development tax revenues and the promotion of tourism.

Accordingly, it is my opinion that the expenditure of tourist development tax funds for the construction of a new All Wars Memorial at the Orange County Courthouse depends on a determination by the governing body of the county that such expenditure is directly related to the promotion of tourism in the county.

Sincerely,

Robert A. Butterworth
Attorney General

RAB/tls

[1] Section 125.0104(1), Fla. Stat.

[2] See s. 125.0104(3)(a), Fla. Stat., stating it is the intent of the Legislature that every person who rents, leases, lets living quarters or accommodations in "any hotel, apartment hotel, motel, resort motel, apartment, apartment motel, roominghouse, mobile home park, recreational vehicle park, or condominium for a term of 6 months or less is exercising a privilege which is subject to taxation under this section"

[3] See Ops. Att'y Gen. Fla. 95-71 (1995), 94-12 (1994), 87-16 (1987), and 83-18 (1983).

[4] See Op. Att'y Gen. Fla. 94-12 (1994) (governing body of the county must make determination that expenditure of tourist development tax revenues for the acquisition of a railway right-of-way and construction of a public recreational trail falls within the scope of expenditures authorized by s. 125.0104, Fla. Stat.).

[5] See *Thayer v. State*, 335 So. 2d 815, 817 (Fla. 1976). And see Op. Att'y Gen. Fla. 88-49 (1988) (expenditure of tourist development tax revenues is limited to those purposes set forth in the statute).

[6] See Ops. Att'y Gen. Fla. 86-68 (1986) (tourist development tax revenues may be used for beach cleaning and maintenance) and 87-16 (1987) (tourist development tax revenues may be used to improve, maintain, renourish or restore public shoreline or beaches of inland freshwater lake). Cf. Ops. Att'y Gen. Fla. 91-62 (1991) (construction of boat ramps and parking facilities in proximity to inland lakes and rivers not a proper use of tourist development tax revenues), 90-55 (1990) (tourist development tax revenues may not be used to construct beach parks, fund additional law enforcement patrols or lifeguards on the beach, or to build and maintain sanitary facilities on or near the beach), and 88-49 (1988) (no authority to use tourist development tax revenues to acquire real property for beach access).

[7] See s. 125.0104(5)(a)2., Fla. Stat. (1998 Supp.), allowing the use of tourist development tax revenues "[t]o promote and advertise tourism in the State of Florida . . . ; however, if tax revenues are expended for an activity, venue, or event, the activity, service, venue, or event shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists."



COCA Special Announcement



Tuesday, November 3, 2015

COCA & CRA Downtown Cultural District Ideas

Artists and Arts Organizations - we are looking for new ideas!

Tallahassee is incredibly rich in cultural offerings. We want to make the arts, culture and heritage community even more visible to people who visit Tallahassee and live here.

There is approximately \$5 million which was originally earmarked for a Performing Arts Center. That money is being considered for other cultural uses. The Community Redevelopment Agency (CRA) is the fiduciary agent responsible for this funding.

COCA is working with the CRA to develop a plan to increase cultural activity in the Downtown area. We are proposing a Cascades Park cultural district to showcase our arts community. We want YOU to help maximize this opportunity. Regardless of your current programming or location, your ideas and participation are needed.

Funds for prospective projects will come from the tourist development tax and ideas must consider these restrictions on the use of bed tax funds:

* Be located in one of the CRA districts (click the links to see district maps):

Click [here](#) to see the Downtown District:

Click [here](#) the Frenchtown Southside District:

* Meet [Chapter 125.0104 Florida Statute requirements](#) for the expenditure of bed tax funds, including enhancing tourism, and possible location in a publicly owned facility.

* Further local economic development and/or help market the arts throughout our Big Bend region

Ideas under consideration:

Old City Waterworks Building: A hub for meeting, rehearsal, display, retail, a distribution center for materials and promotional material, event space, educational outreach and programming for our arts and culture community. A space that could serve as an arts incubator.

Mixed-Use Space on Meridian Point Plaza: Considerations for a black box theater, mixed-use space.

Other projects being considered: Public art projects, civil rights and heritage based memorials, classroom/meeting/event space, arts sales space.

Many of these ideas can be implemented together. Our goal is to present a unified plan with multiple facets and partners.

To share your ideas, please plan to attend the public meeting of the Cultural Plan Advisory Committee at the COCA offices on Monday, November 9th at 10 AM.

This will be one of several community conversations. We would love to have your input. If you are unable to attend and would like to offer your suggestions, please email audra@cocanet.org or call 850-224-2500.



COCA's programs are sponsored in part by the City of Tallahassee, Leon County, the State of Florida, Department of State, Division of Cultural Affairs, and the Florida Council on Arts and Culture.



Visit Tallahassee

Economic Impact of Tourism Report

Fiscal Year 2015

Study Methods

- Economic impact of tourism for Visit Tallahassee was based on data from the following sources:
 - 3,438 interviews conducted by Downs & St. Germain Research with visitors to Leon County
 - Twelve (12) monthly STR Reports
 - Downs & St. Germain Research's tourism database
 - Various government agencies and data sources
 - IMPLAN Online Economic Impact Modeling software
 - TDT Collections provided by Leon County

Key Performance Indicators

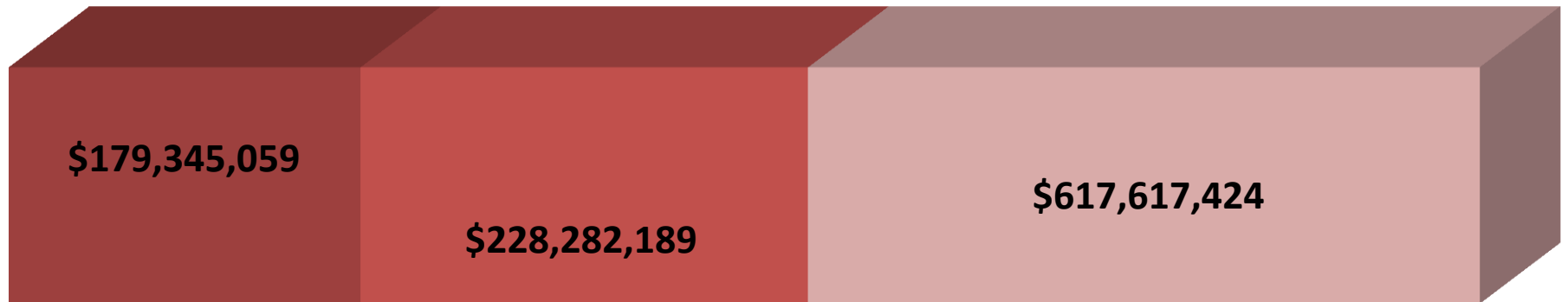
Economic Indicators	FY2015
Visitors	2,448,641
Direct expenditures	\$617,617,727
Total economic impact	\$1,025,244,672
Room nights generated	1,276,784
Jobs created	11,389
Wages paid	\$275,405,993
Taxes paid ¹	\$67,104,240
Tourist Development Tax	\$5,141,424

¹Sales, use, and property taxes.

Total Economic Impact

\$1,025,244,672

■ Induced ■ Indirect ■ Direct



Indirect effects are increased business spending resulting from tourism dollars.
Induced effects are increased household spending resulting from tourism dollars.

Key Performance Indicators

Visitor Profile	FY2015
Visitors	2,448,641
Occupancy	61.7%
Room rates	\$94.40
RevPAR	\$58.24
Travel party size	2.7
Nights spent	2.6
Will return	92%
Rating of experience	7.6 ¹

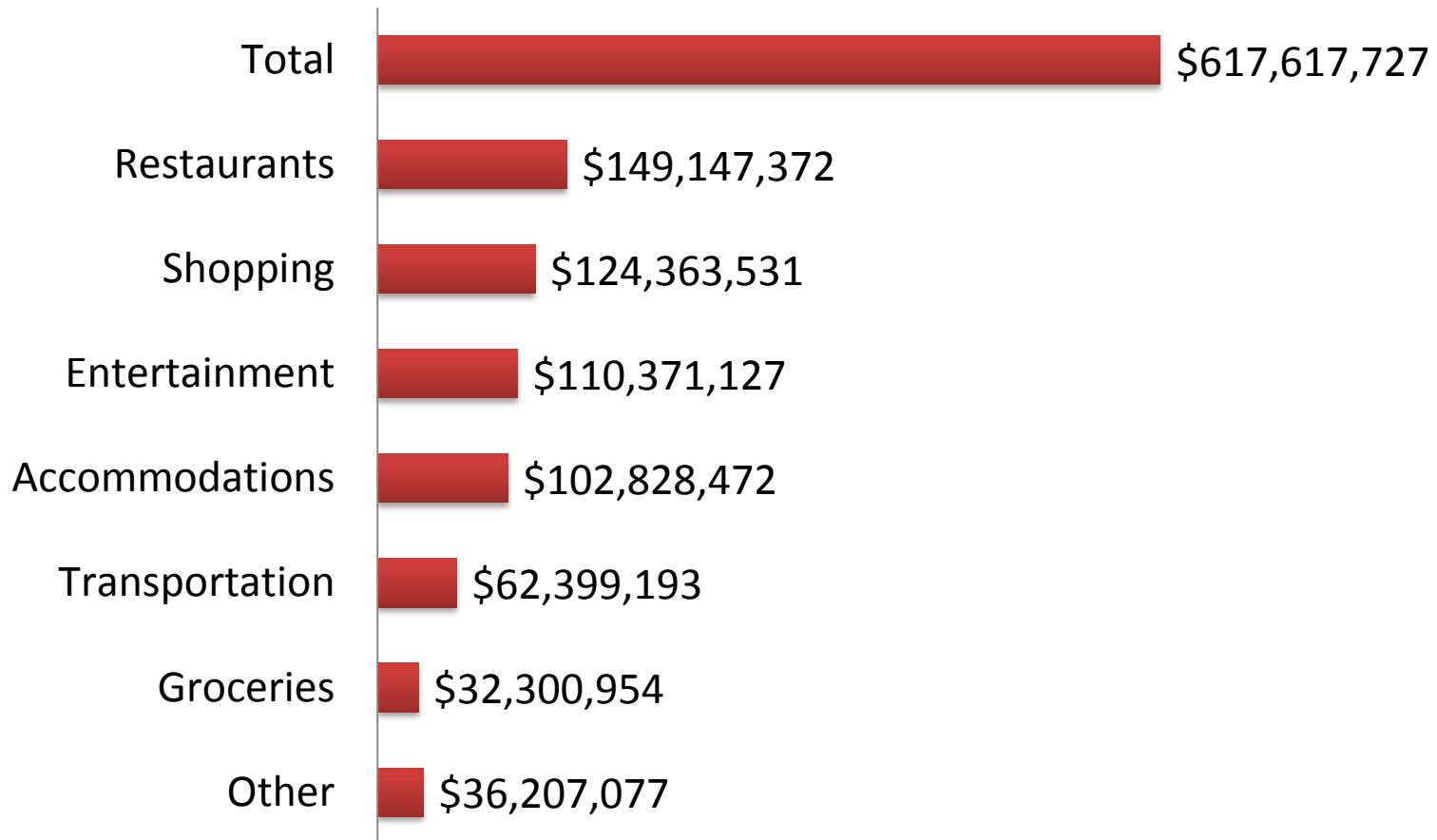
¹On a 10-point scale.

Visitors to Leon County

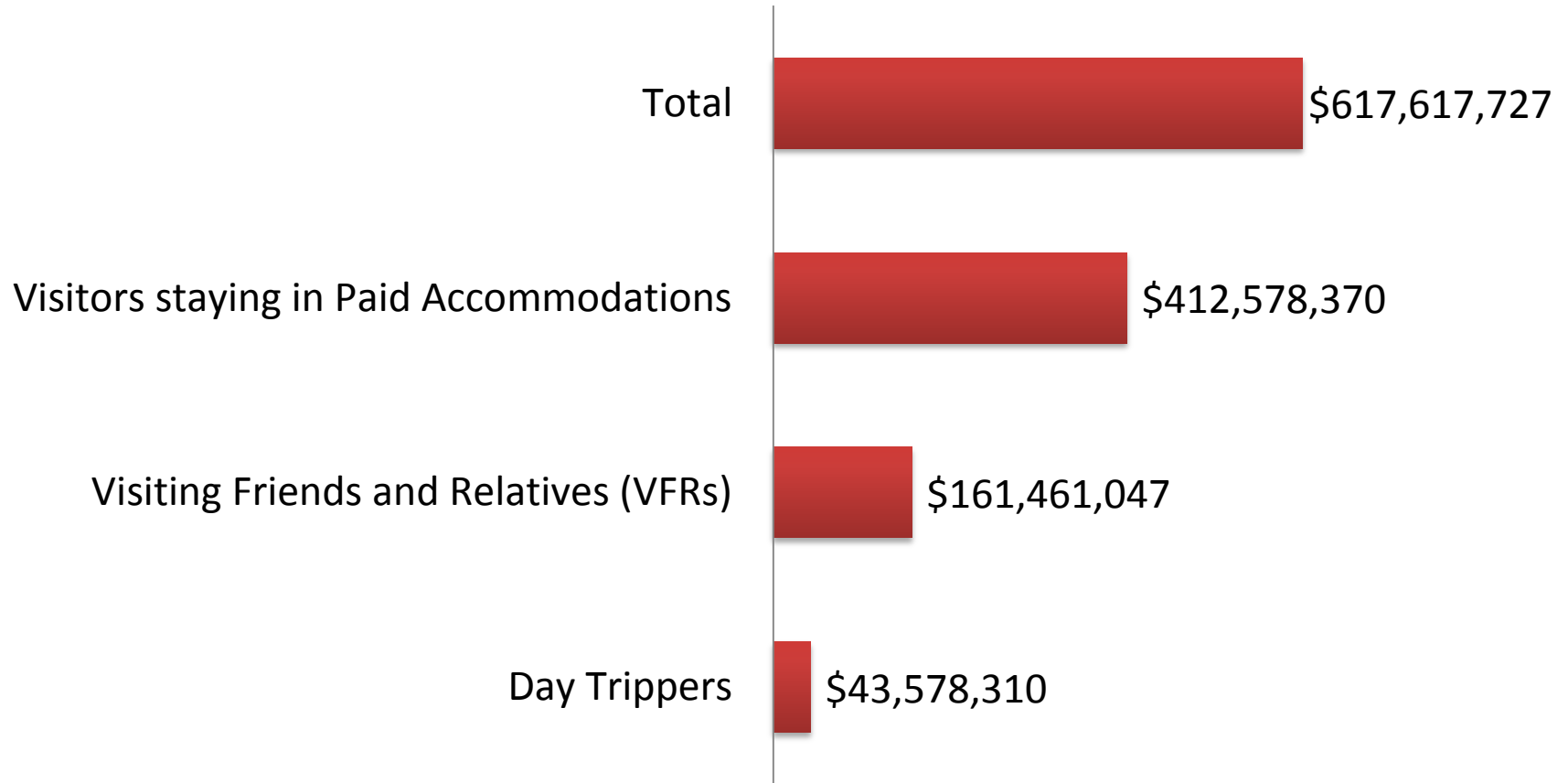
2,448,641 – Total Visitors to Leon County

- **1,308,504** – Stayed in paid accommodations
- **569,683** – Visited friends and relatives (VFRs)
- **570,454** – Day visitors

Visitors' Direct Spending



Direct Spending by Visitor Type



KPIs– Oct-Dec 2014 (Q1)

Visitor Profile	Oct-Dec 2014 (Q1)
Visitors	594,240
Direct Expenditures	\$147,969,155
Economic Impact	\$245,628,608
Occupancy	56.1%
Room Rates	\$101.77
RevPAR	\$57.09
Travel party size	2.6
Nights spent	2.7
Will return	91%
Rating of experience	7.2 ¹

KPIs – Jan-Mar 2015 (Q2)

Visitor Profile	Jan-Mar 2015 (Q2)
Visitors	673,651
Direct Expenditures	\$175,523,671
Economic Impact	\$291,369,106
Occupancy	65.2%
Room Rates	\$92.66
RevPAR	\$60.41
Travel party size	2.7
Nights spent	2.4
Will return	95%
Rating of experience	7.7 ¹

KPIs – Apr-Jun 2015 (Q3)

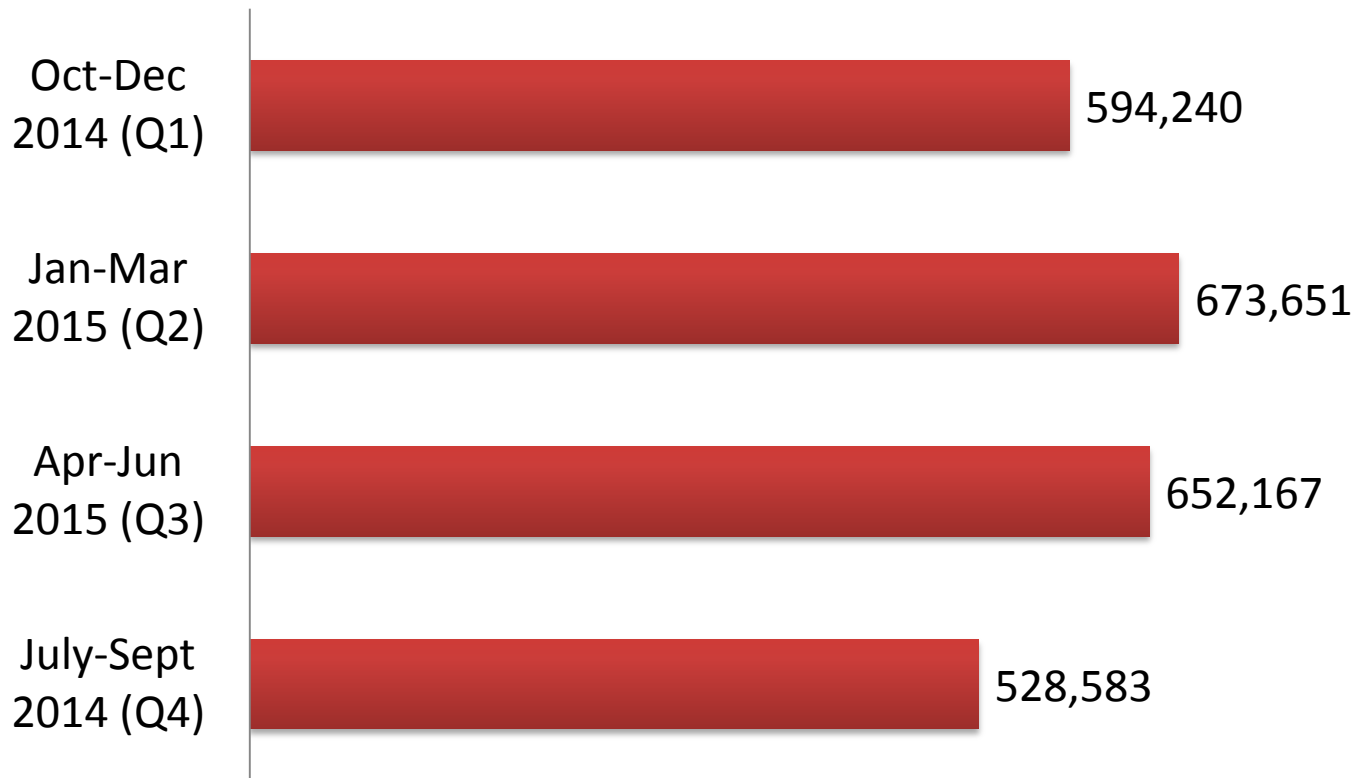
Visitor Profile	Apr-Jun 2015 (Q3)
Visitors	652,167
Direct Expenditures	\$160,522,300
Economic Impact	\$266,466,829
Occupancy	64.9%
Room Rates	\$93.33
RevPAR	\$60.57
Travel party size	2.8
Nights spent	2.5
Will return	92%
Rating of experience	7.5 ¹

KPIs – July-Sept 2015 (Q4)

Visitor Profile	July-Sept 2015 (Q4)
Visitors	528,583
Direct Expenditures	\$133,602,601
Economic Impact	\$221,780,129
Occupancy	60.4%
Room Rates	\$87.96
RevPAR	\$53.12
Travel party size	2.8
Nights spent	2.7
Will return	90%
Rating of experience	7.9 ¹

Visitors by Quarter

Total: 2,448,641



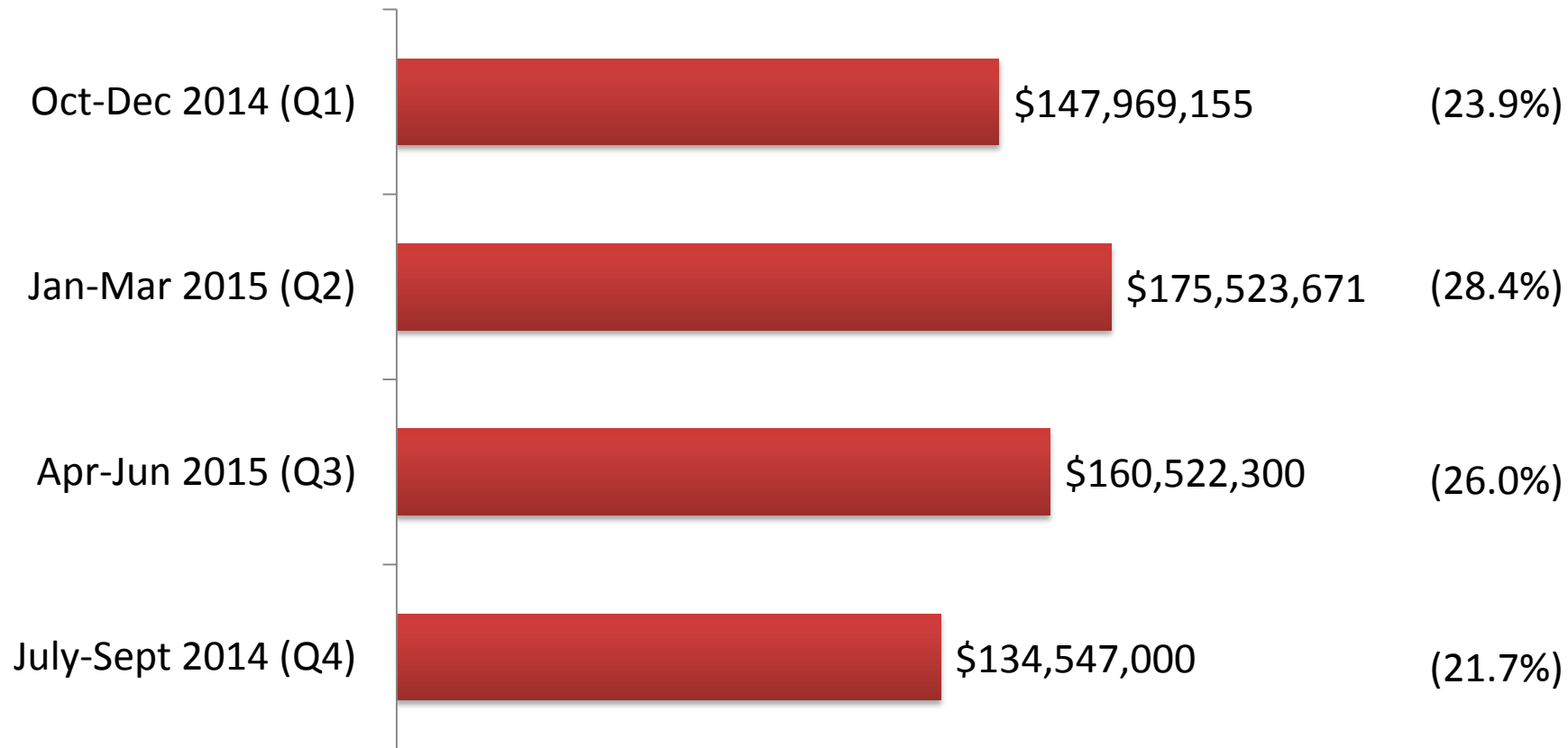
Room Nights by Quarter

Total: 1,276,784



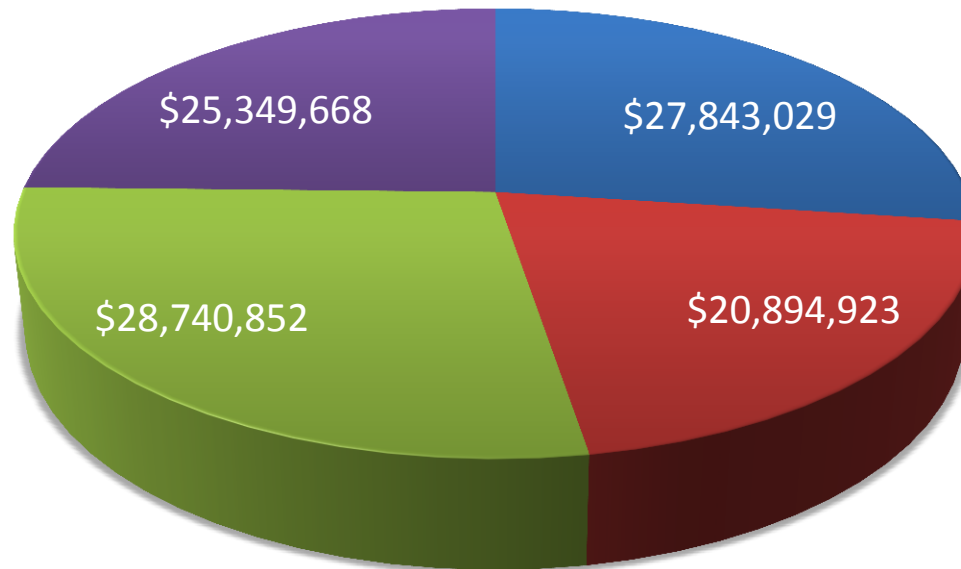
Visitors' Direct Spending by Quarter

Total: \$617,617,727



Accommodation Spending by Quarter

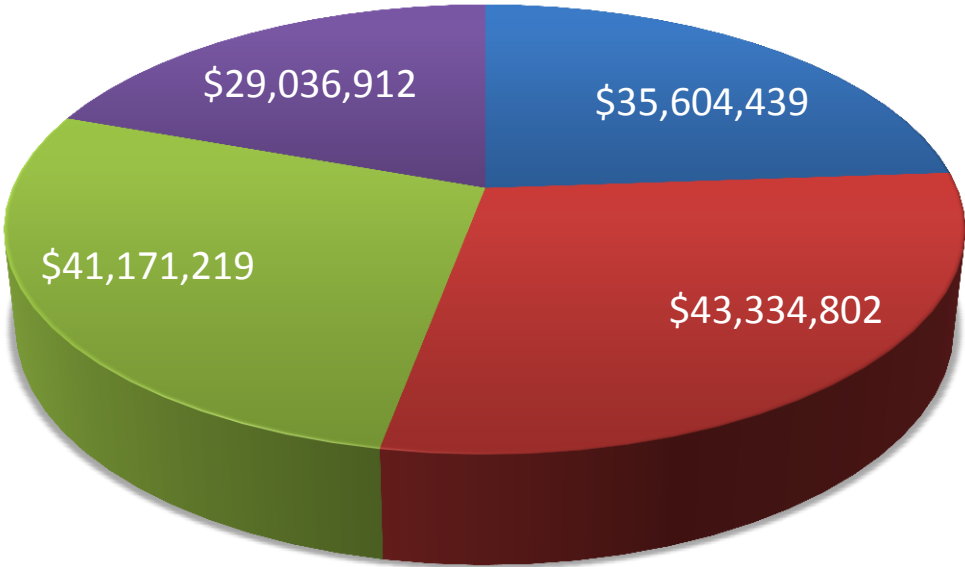
Total: \$102,828,472



■ Oct-Dec 2014 (Q1) ■ Jan-Mar 2015 (Q2) ■ Apr-Jun 2015 (Q3) ■ July-Sept 2014 (Q4)

Restaurant Spending by Quarter

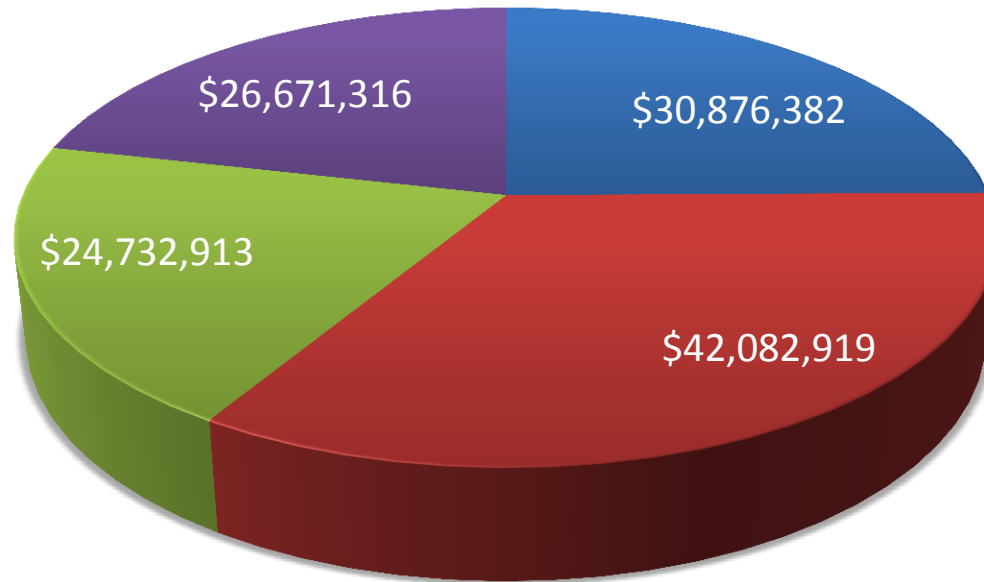
Total: \$149,147,372



■ Oct-Dec 2014 (Q1) ■ Jan-Mar 2015 (Q2) ■ Apr-Jun 2015 (Q3) ■ July-Sept 2014 (Q4)

Shopping Spending by Quarter

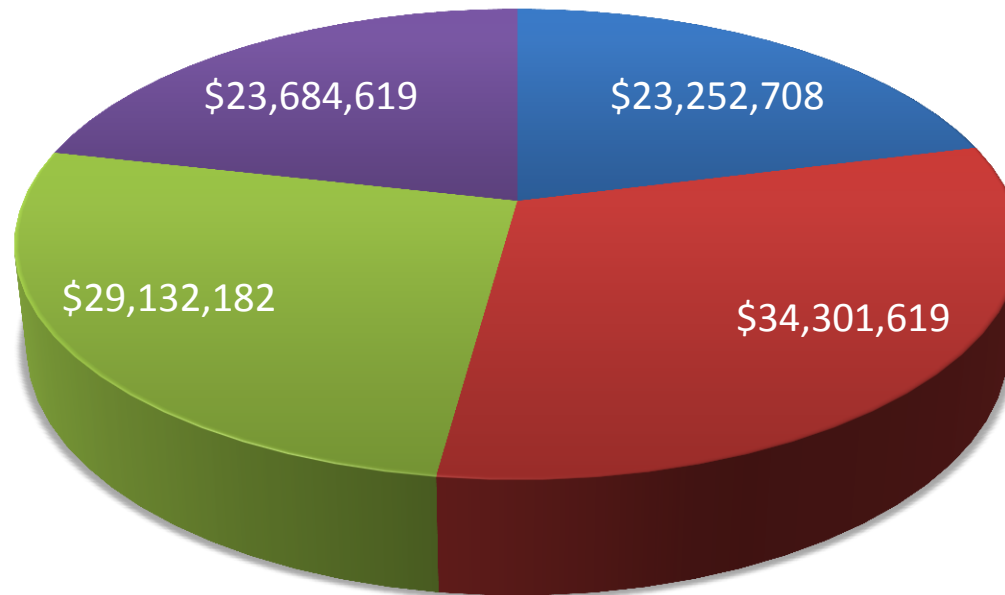
Total: \$124,363,531



■ Oct-Dec 2014 (Q1) ■ Jan-Mar 2015 (Q2) ■ Apr-Jun 2015 (Q3) ■ July-Sept 2014 (Q4)

Entertainment Spending by Quarter

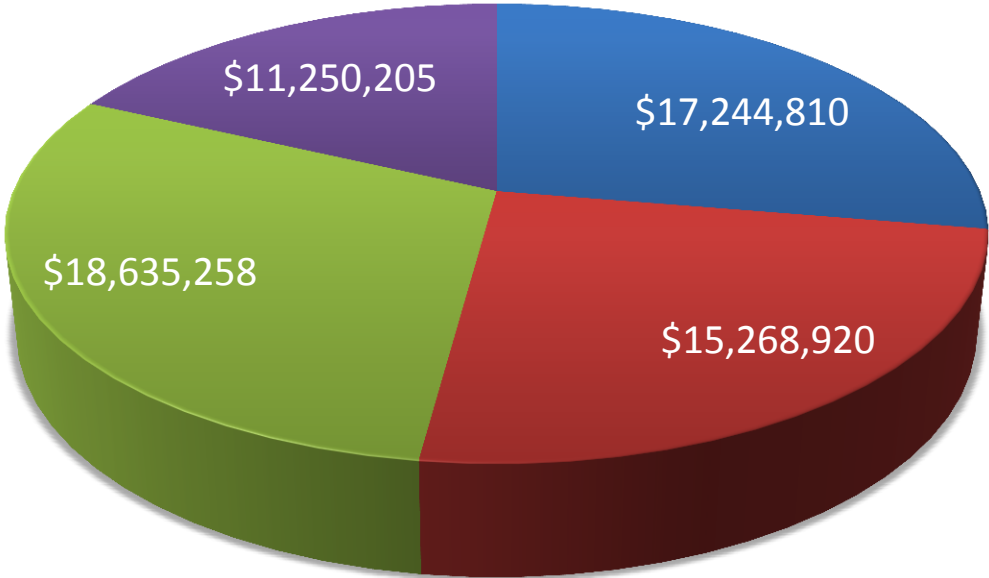
Total: \$110,371,127



■ Oct-Dec 2014 (Q1) ■ Jan-Mar 2015 (Q2) ■ Apr-Jun 2015 (Q3) ■ July-Sept 2014 (Q4)

Transportation Spending by Quarter

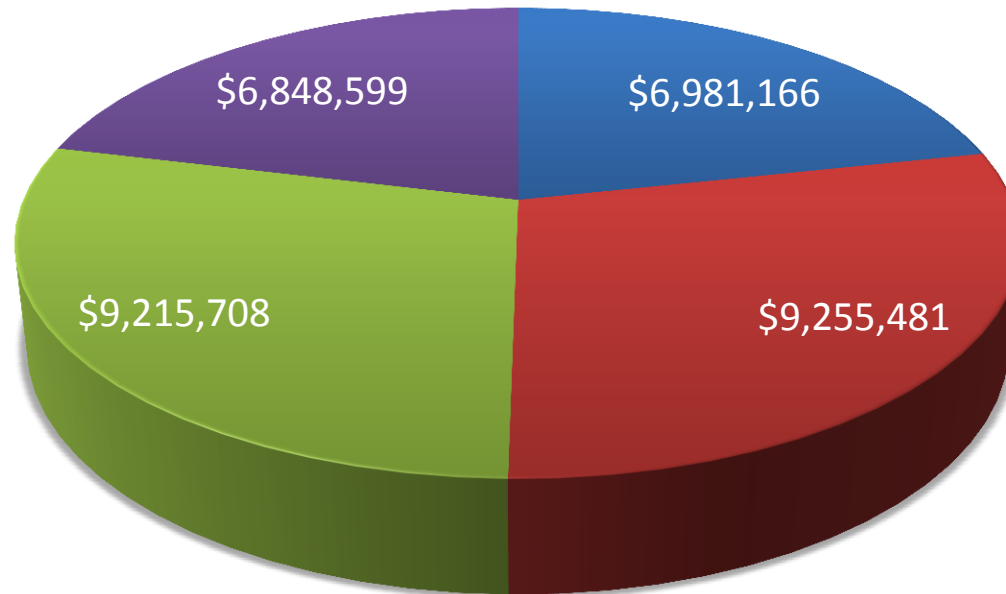
Total: \$62,399,193



■ Oct-Dec 2014 (Q1) ■ Jan-Mar 2015 (Q2) ■ Apr-Jun 2015 (Q3) ■ July-Sept 2014 (Q4)

Grocery Spending by Quarter

Total: \$32,300,954



■ Oct-Dec 2014 (Q1) ■ Jan-Mar 2015 (Q2) ■ Apr-Jun 2015 (Q3) ■ July-Sept 2014 (Q4)

Quarter Comparisons

Quarter Comparisons

	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter	FY 2015
Visitors*	594,240	673,651	652,167	528,583	2,448,641
Occupancy	56.1%	65.2%	64.9%	60.4%	61.7%
Median age	47	50	47	42	47
Median household income	\$87,500	\$100,000	\$90,000	\$74,100	\$87,700
From Southeast	87%	85%	85%	87%	87%
From Florida	65%	69%	64%	71%	67%
Travel party size	2.6	2.7	2.8	2.8	2.7
Drove	83%	90%	87%	84%	85%
Length of stay	2.7	2.4	2.5	2.7	2.6
1 st time visitor	21%	25%	29%	21%	25%

* Includes day trippers and visitors staying with friends and relatives (VFRs)

Quarter Comparisons

	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter	FY 2015
Rating of Leon County*	7.2	7.7	7.5	7.9	7.6
Likelihood of returning	91%	95%	92%	90%	92%
Spending per travel party	\$895	\$928	\$741	\$816	\$856
Planned trip	A month or so in advance	A month or so in advance	A month or so in advance	A month or so in advance	A month or so in advance
Used VisitTallahassee.com	10%	10%	13%	13%	11%
Used hotel website	42%	41%	52%	52%	46%
Used smartphone on trip	64%	66%	72%	70%	68%
Married	63%	70%	67%	61%	65%
Has college degree	74%	72%	70%	74%	72%

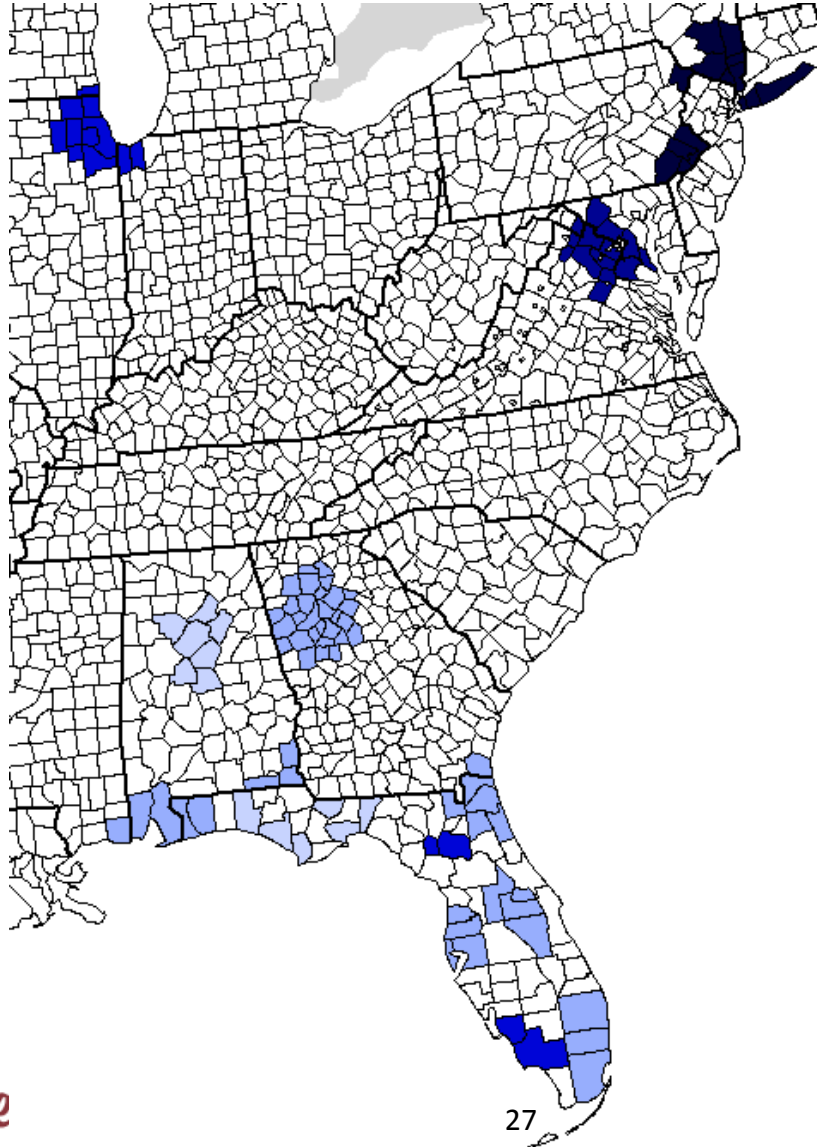
* 10 point scale

GIS Maps

GIS Maps

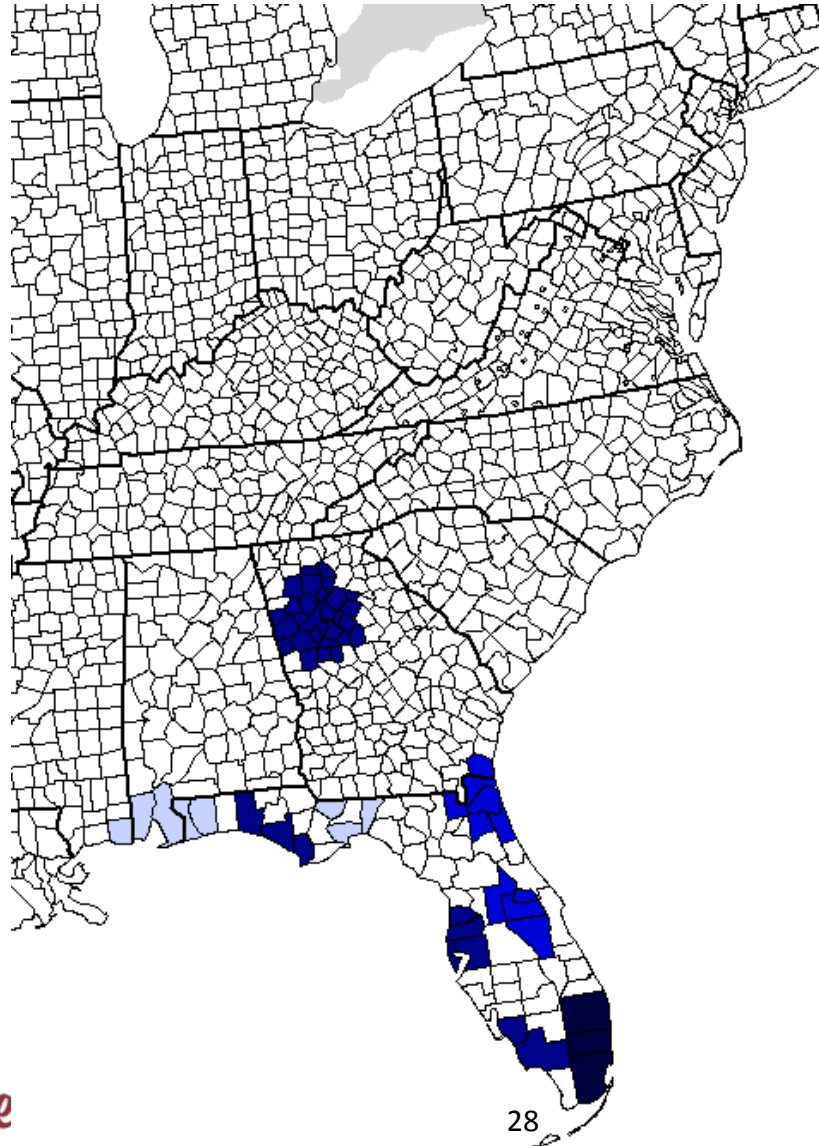
- Utilizing self-report data from 3,438 visitors to Leon County from October 2014 through September 2015, Downs & St. Germain Research created GIS Maps displaying the following data by market:
 - Spending per party
 - First time visitation
 - Traveled with children
 - Income
 - Flew to destination
- The number of markets displayed for each map vary due to sample size. All markets displayed in each map have a sufficient sample size for comparison of data.

Spending per Party by Market



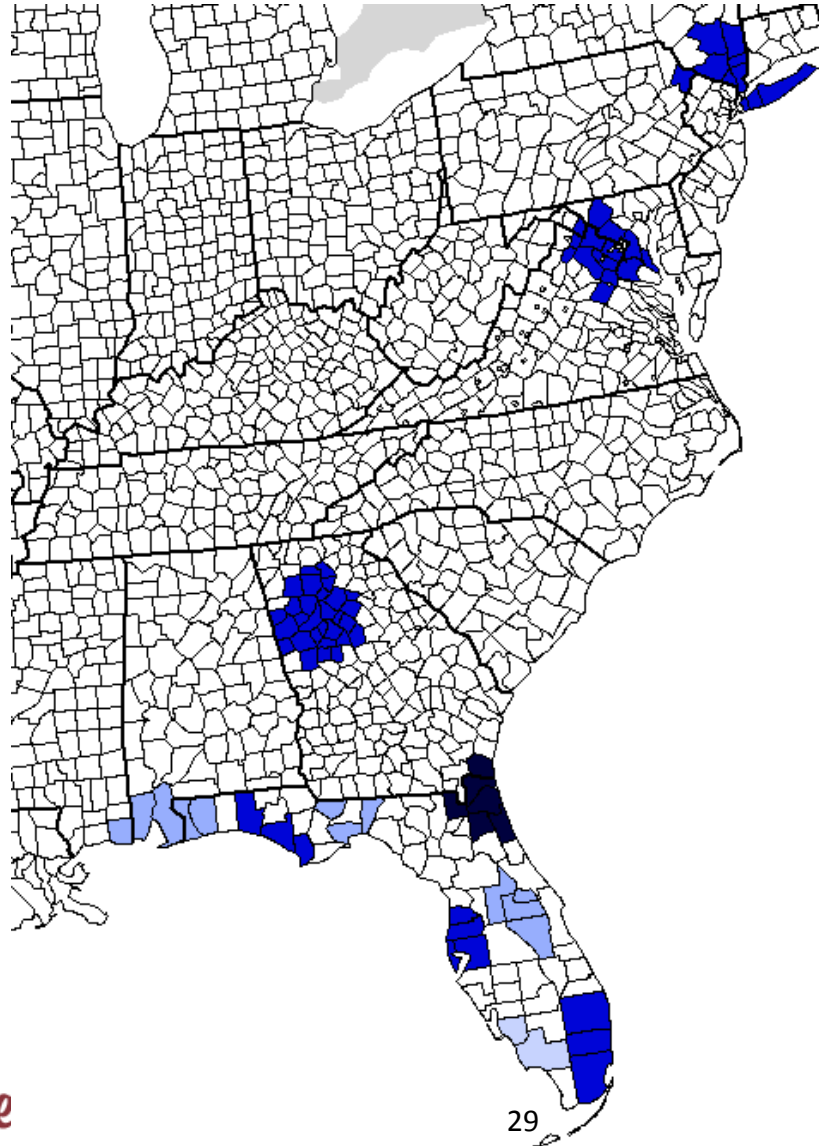
Market	Mean
Philadelphia	\$ 1,314
New York City	\$ 1,222
Washington DC-Baltimore	\$ 1,016
Naples-Ft. Myers	\$ 890
Chicago	\$ 869
Gainesville	\$ 856
Atlanta	\$ 778
Miami-Ft. Lauderdale	\$ 774
Pensacola-Mobile	\$ 750
Dothan	\$ 736
Tampa-St. Petersburg	\$ 730
Orlando	\$ 678
Jacksonville	\$ 641
Birmingham	\$ 567
Surrounding Counties	\$ 560
Panama City-Destin	\$ 523

First Time Visitors by Market



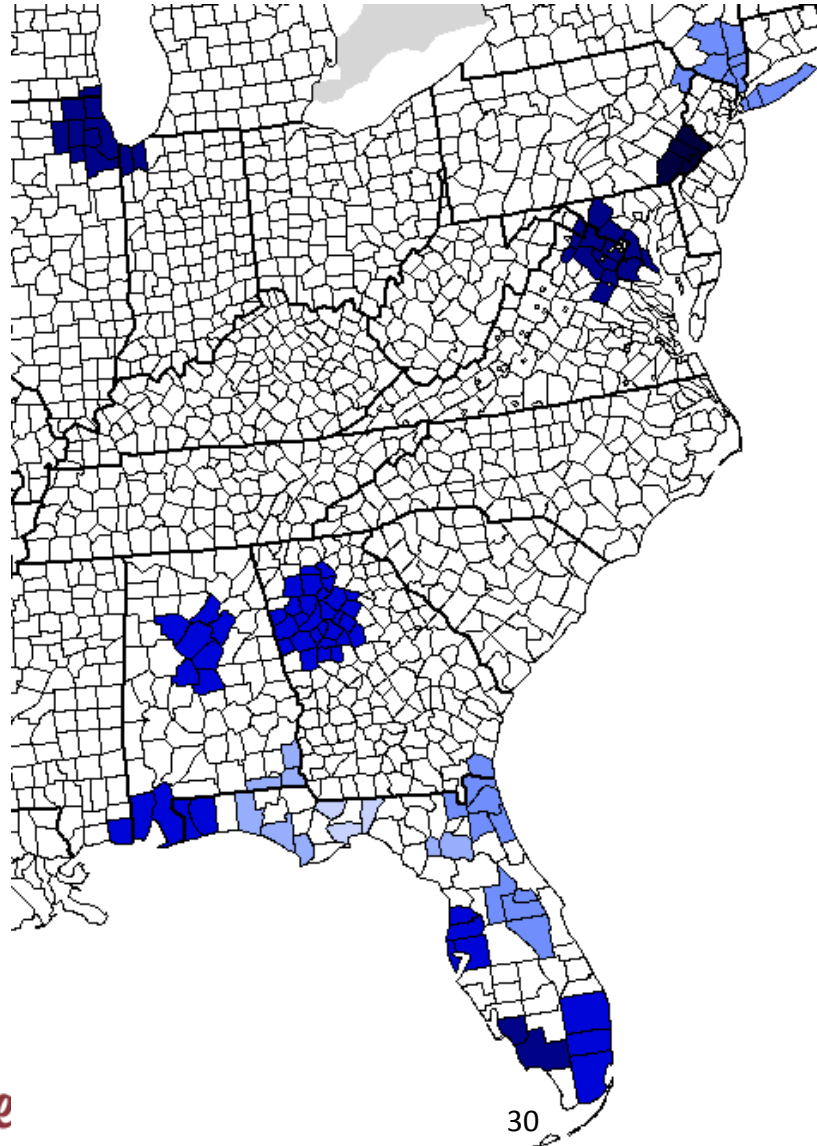
Market	1st Time Visitors
Miami-Ft. Lauderdale	41%
Tampa-St. Petersburg	39%
Atlanta	33%
Naples-Ft. Myers	31%
Panama City-Destin	31%
Orlando	25%
Jacksonville	21%
Pensacola-Mobile	8%
Surrounding Counties	2%

Traveled with Children by Market



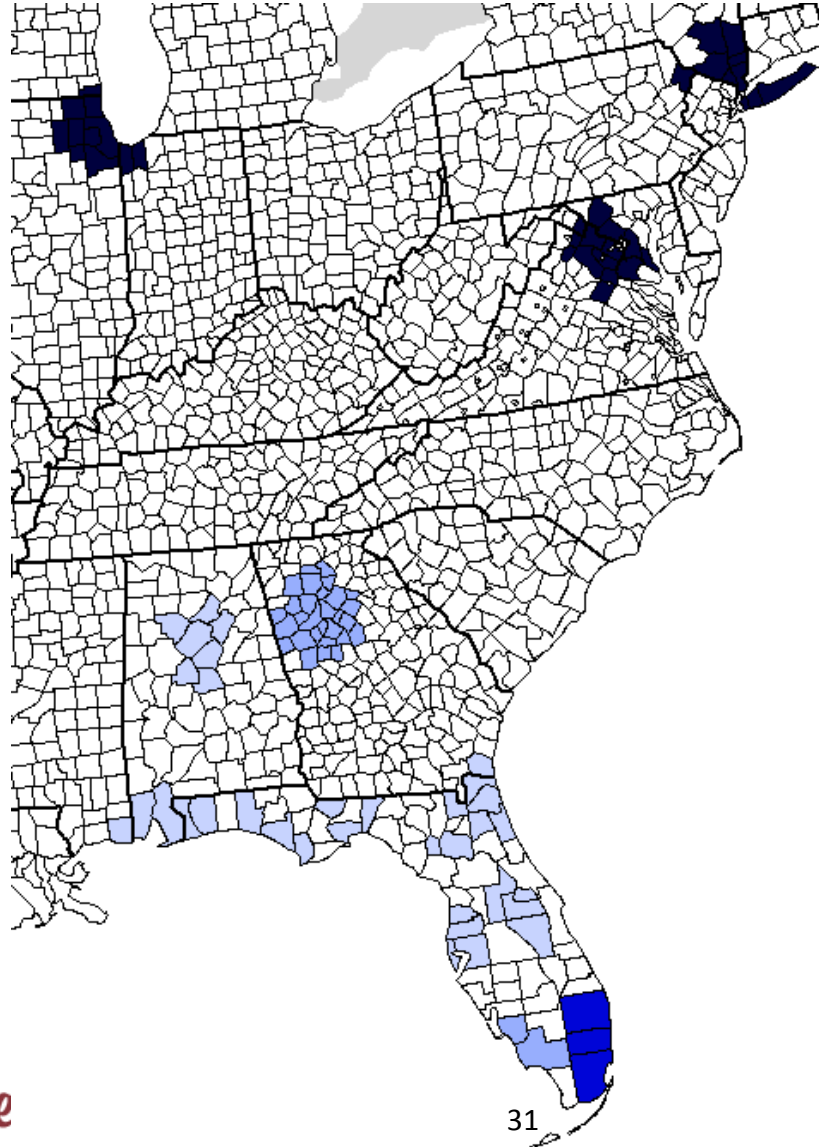
Market	% with Children
Jacksonville	51%
Miami-Ft. Lauderdale	35%
Tampa-St. Petersburg	35%
Atlanta	34%
Washington DC-Baltimore	33%
New York City	33%
Panama City-Destin	33%
Pensacola-Mobile	30%
Orlando	27%
Surrounding Counties	25%
Naples-Ft. Myers	18%

Average Income by Market



Market	Mean
Philadelphia	\$ 137,500
Naples-Ft. Myers	\$ 129,167
Washington DC-Baltimore	\$ 125,259
Chicago	\$ 121,591
Birmingham	\$ 109,844
Miami-Ft. Lauderdale	\$ 107,466
Atlanta	\$ 107,030
Pensacola-Mobile	\$ 106,438
Tampa-St. Petersburg	\$ 105,437
Orlando	\$ 102,190
New York City	\$ 98,864
Jacksonville	\$ 98,311
Gainesville	\$ 89,191
Dothan	\$ 78,571
Panama City-Destin	\$ 75,357
Surrounding Counties	\$ 65,774

Percent who Flew by Market



Market	Fly %
Chicago	73%
Washington DC-Baltimore	67%
New York City	51%
Miami-Ft. Lauderdale	21%
Naples-Ft. Myers	9%
Atlanta	8%
Tampa-St. Petersburg	4%
Orlando	3%
Jacksonville	1%
Gainesville	1%
Pensacola-Mobile	1%
Panama City-Destin	0%
Surrounding Counties	0%
Birmingham	0%

Visit Tallahassee Economic Impact of Tourism Study Fiscal Year 2015

Lee Daniel, CDME – Director, Visit Tallahassee
850-606-2300, DanielLee@leoncountyfl.gov

Phillip Downs, Ph.D., Senior Partner, pd@dsg-research.com
Joseph St. Germain, Ph.D., President, joseph@dsg-research.com
Rachael Powell, Project Director, rachael@dsg-research.com
Downs & St. Germain Research
850-906-3111: www.dsg-research.com



Visit Tallahassee

July – September 2015 Visitor Profile Dashboard

Prepared for:
Leon County Tourist Development Council
And
Visit Tallahassee

Prepared by:
Downs & St. Germain Research
Phillip Downs, Ph.D., Joseph St. Germain, Ph.D., and Rachael Powell

Leon County Visitor Profile July – September 2015

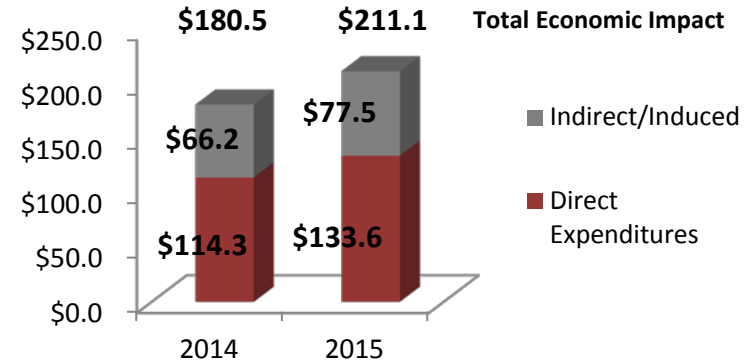
July - September

Visitor Statistics	2014	2015	% Change
Visitors	451,064	528,583	+17.2%
Direct Expenditures	\$114,260,000*	\$133,602,600	+16.9%
Total Economic Impact	\$180,530,800	\$211,092,100	+16.9%

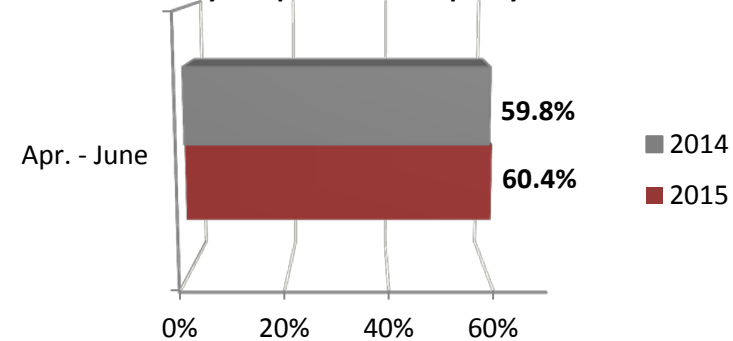
July - September

Lodging Statistics	2014	2015	% Change
Occupancy	59.8%	60.4%	+1.0%
Room Rates	\$84.89	\$87.96	+3.6%
RevPAR	\$50.40	\$52.89	+4.9%
Room Nights	309,743	312,959	+1.0%
TDT Collections	\$1,100,324	\$1,267,483	+15.2%

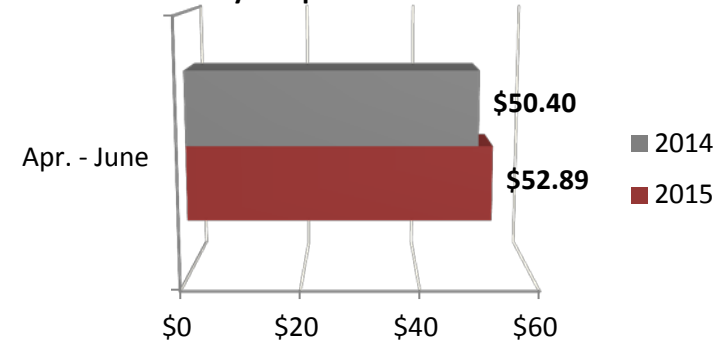
July – September Economic Impact (millions)



July – September Occupancy



July – September RevPAR



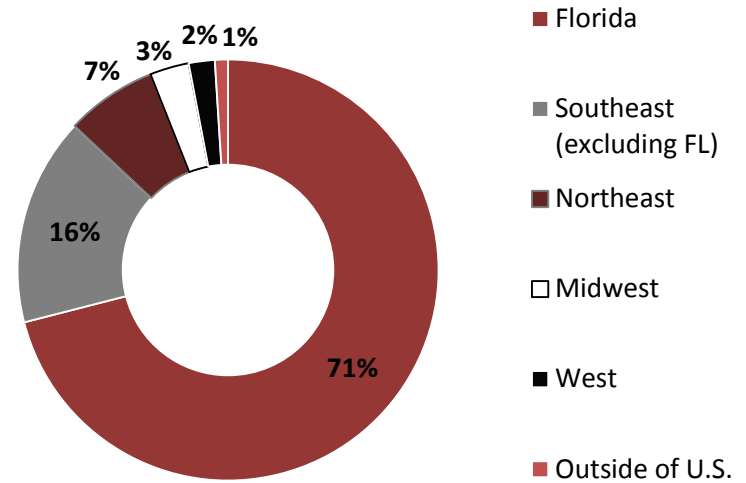
1 * Includes spending for: accommodations, restaurants, entertainment, shopping, transportation, groceries, and "other" expenses.

Leon County Visitor Profile July – September 2015

Visitor Origin – Top Markets

Visitor Origins	July - September		% change of Visitors '14/'15
	2014 % of total	2015 % of total	
Miami/Ft. Lauderdale	17%	21%	+4% points
Tampa/St. Petersburg	8%	20%	+12% points
Orlando	20%	10%	-10% points
Jacksonville	8%	9%	+1% point
Atlanta	3%	9%	+6% points
Surrounding Counties*	NR	7%	NA
New York City	3%	4%	+1% point
Pensacola/Mobile	4%	3%	-1% point

July – September 2015 Visitor Origins



*Gadsden, Liberty, Wakulla, & Jefferson Counties
NR = Not Reported

The typical Tallahassee Visitor...

Room Nights:

2.7



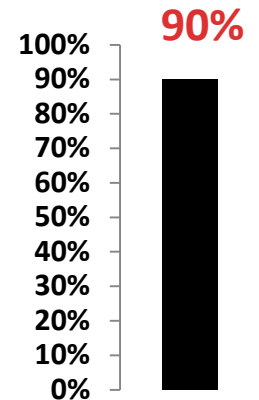
Travel Party

Size:

2.8 people.



90% of visitors will definitely or probably return.

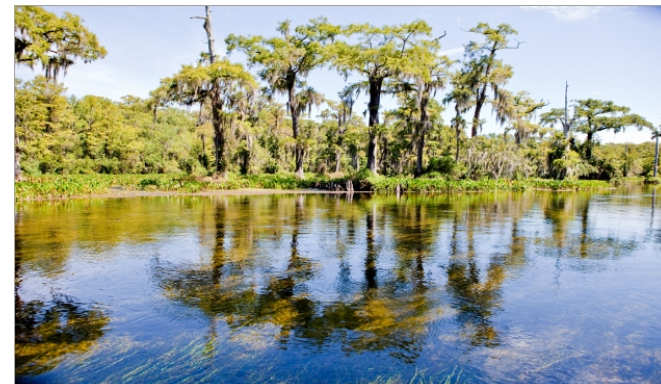


Visit Tallahassee

4th Quarter Visitor Dashboard

Lee Daniel, CDME – Director, Visit Tallahassee
850-606-2300, DanielLee@leoncountyfl.gov

Phillip Downs, Ph.D., Senior Partner, pd@dsg-research.com
Joseph St. Germain, Ph.D., Vice President, joseph@dsg-research.com
Rachael Powell, Project Director, rachael@dsg-research.com
Downs & St. Germain Research
850-906-3111: www.dsg-research.com



Visit Tallahassee

4th Quarter Visitor Tracking Report
July – September 2015

Study Objectives

- Estimate direct spending and total economic impact of visitors
- Estimate room nights generated by visitors
- Develop a profile of travel parties to Tallahassee
 - Size, length of stay, number of times visited
- Assess motivation for visiting Tallahassee
- Determine likelihood of returning
- Define mode of transportation
- Assess importance & evaluation of vacation attributes
- Investigate trip planning information
- Assess use of Tallahassee Visitors Guide & Visitors Center
- Create a demographic profile of visitors

Methodology

- Internet survey & in-person interviews
- Sample size - 805 completed surveys
- Fourth quarter* 2015 visitors to Tallahassee
- Data collection: July 2015 – September 2015

*July, August, and September 2015

Tourism Snapshot: July-September 2015

Visitor Statistics	2014	2015	% Change
Visitors	451,064	528,583	+17.2%
Direct Expenditures	\$114,260,000*	\$133,602,600	+16.9%
Total Economic Impact	\$180,530,800	\$211,092,100	+16.9%

Lodging Statistics	2014	2015	% Change
Occupancy	59.8%	60.4%	+1.0%
Room Rates	\$84.89	\$87.96	+3.6%
RevPAR	\$50.40	\$52.89	+4.9%
Room Nights	309,743	312,959	+1.0%
TDT Collections	\$1,100,324	\$1,267,483	+15.2%

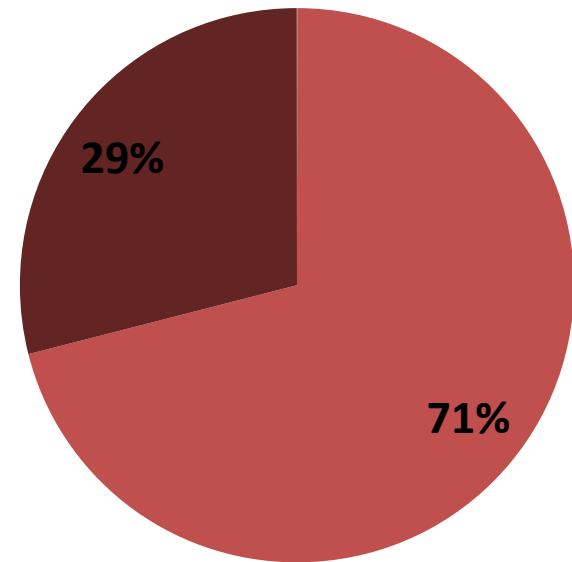
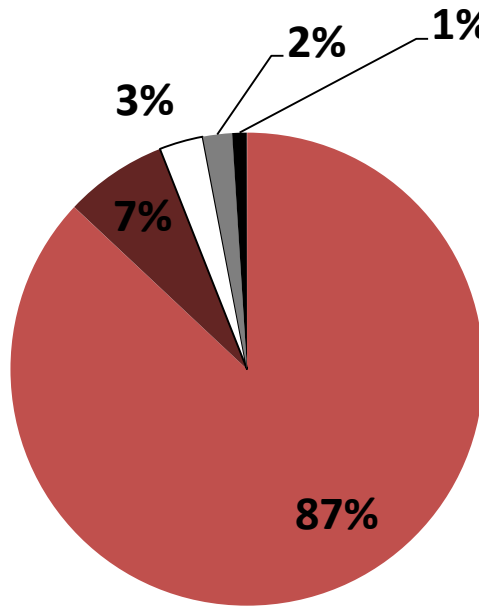
* Includes spending for: accommodations, restaurants, entertainment, shopping, transportation, groceries, and "other" expenses.

Typical Tallahassee Visitor

- Was **42** years old.
- Was male (**54%**).
- Had a median household income of **\$74,100**.
- Was from the Southeast (**87%**).

Origin of Tallahassee Visitors

7 out of 10 visitors were from Florida.



- Southeast
- Northeast
- Midwest
- West
- Outside of U.S.

- Florida
- Other

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

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

Origin of Tallahassee Visitors

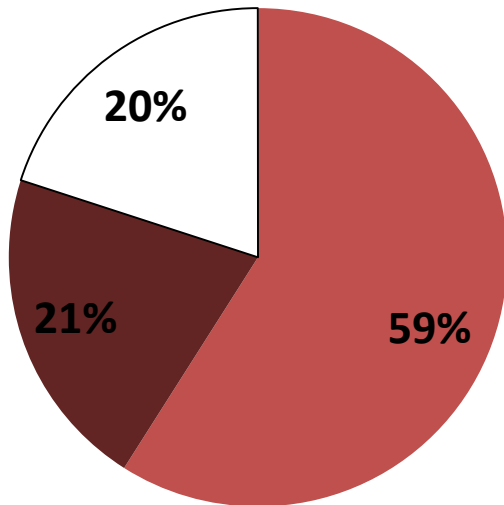
Top Markets

Miami-Ft. Lauderdale	21%
Tampa-St. Petersburg	20%
Orlando	10%
Atlanta	9%
Jacksonville	9%
Surrounding areas*	7%
New York City	4%
Gainesville	3%
Pensacola-Mobile	3%
Washington DC-Baltimore	2%
Panama City-Destin	2%

*Gadsden, Liberty, Wakulla, & Jefferson Counties

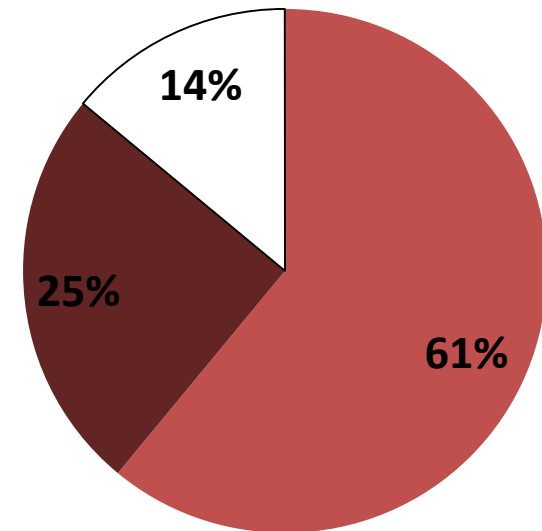
Event Attendees*

• Visited Leon County strictly to attend an event (**59%**).



- Strictly to attend this event
- In part to attend this event
- Decided to attend this event after I was already there

• Stayed in paid accommodations (**61%**).

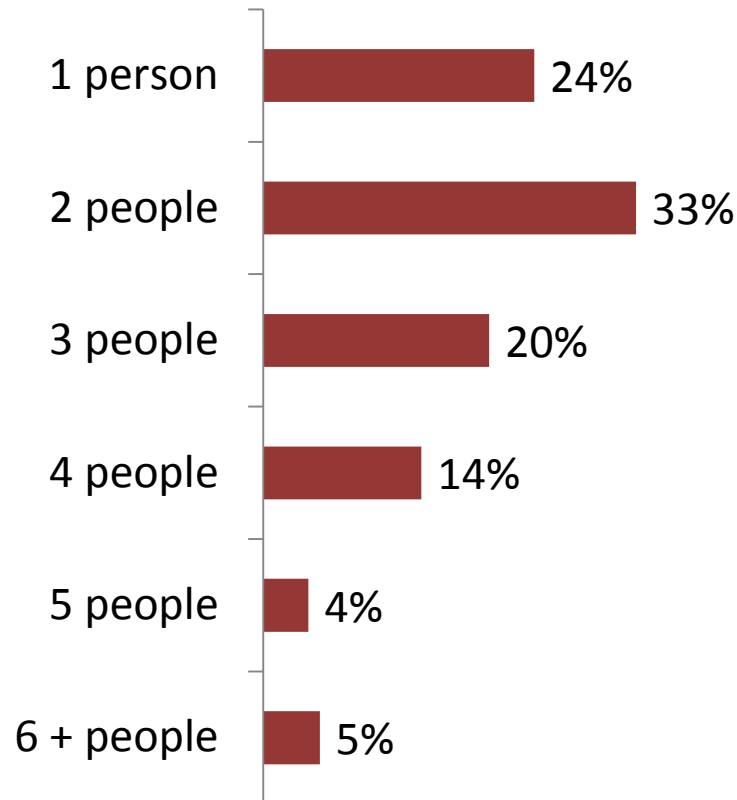


- Paid accommodations
- Unpaid accommodations
- Day tripper

*Only asked of visitors interviewed at events.

Typical Tallahassee Visitor

- Traveled in a party composed of **2.8** people.
- **76%** traveled with at least one other person.
- **42%** traveled with people under the age of 20.

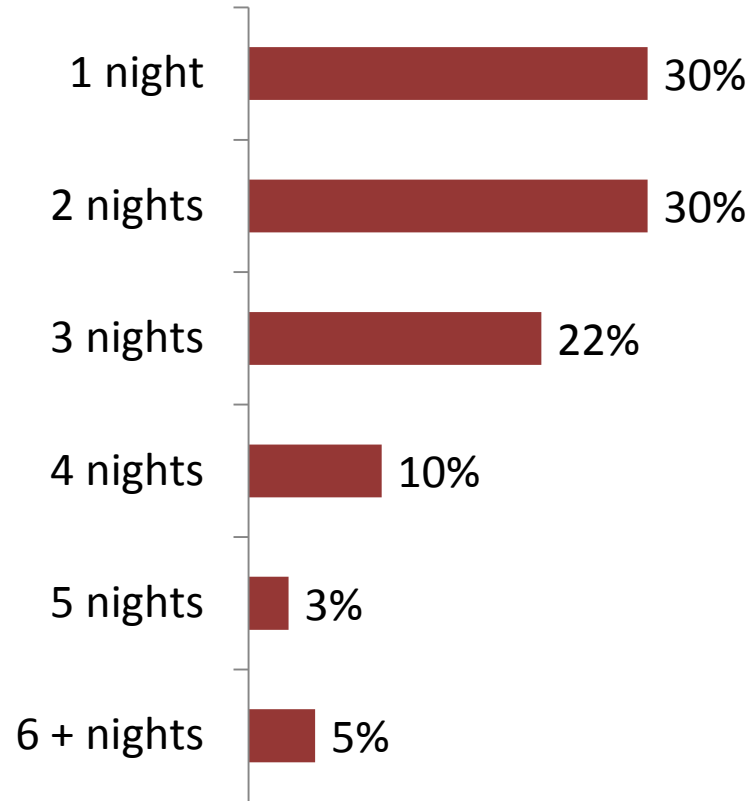


Typical Tallahassee Visitor

- **Drove** to Leon County (**84%**).
- Indicated that Leon County was the primary destination for their trip (**79%**).

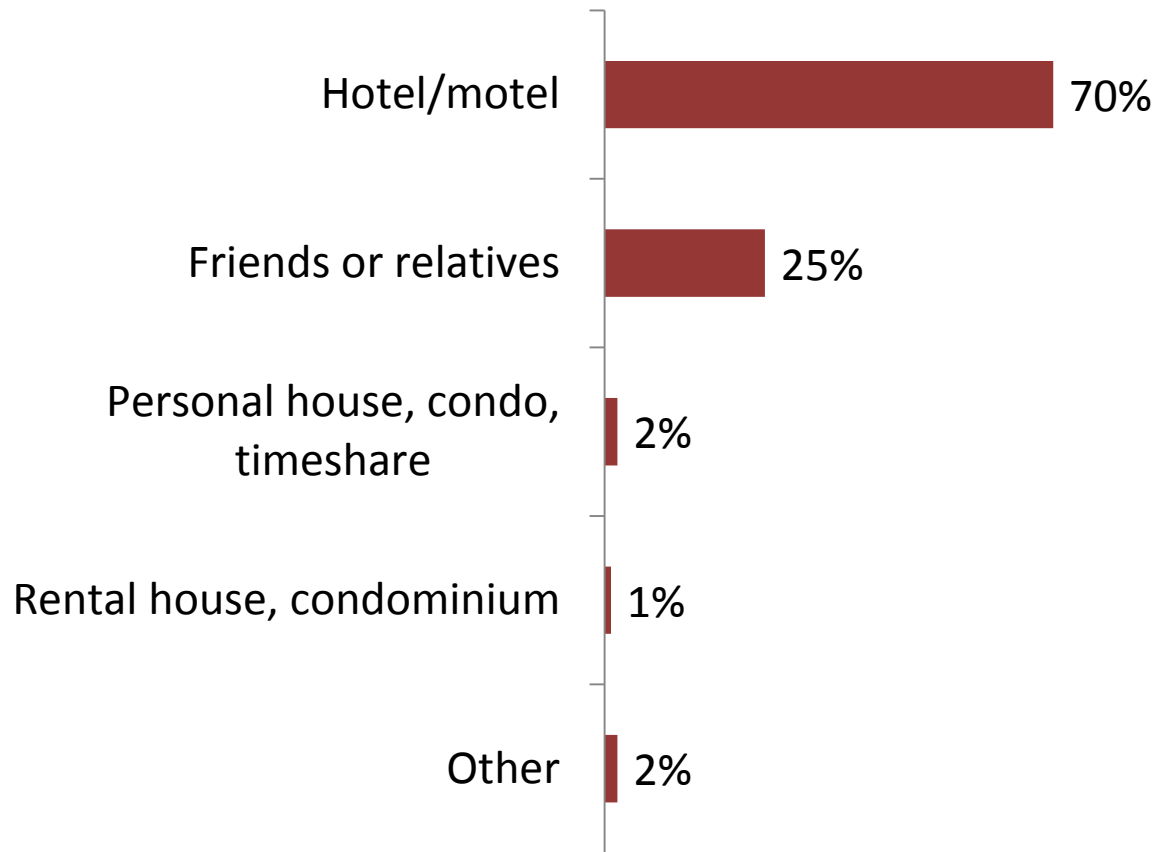
Typical Overnight Tallahassee Visitor

- Spent **2.7** nights in Leon County.
- **70%** stayed 2 nights or more:



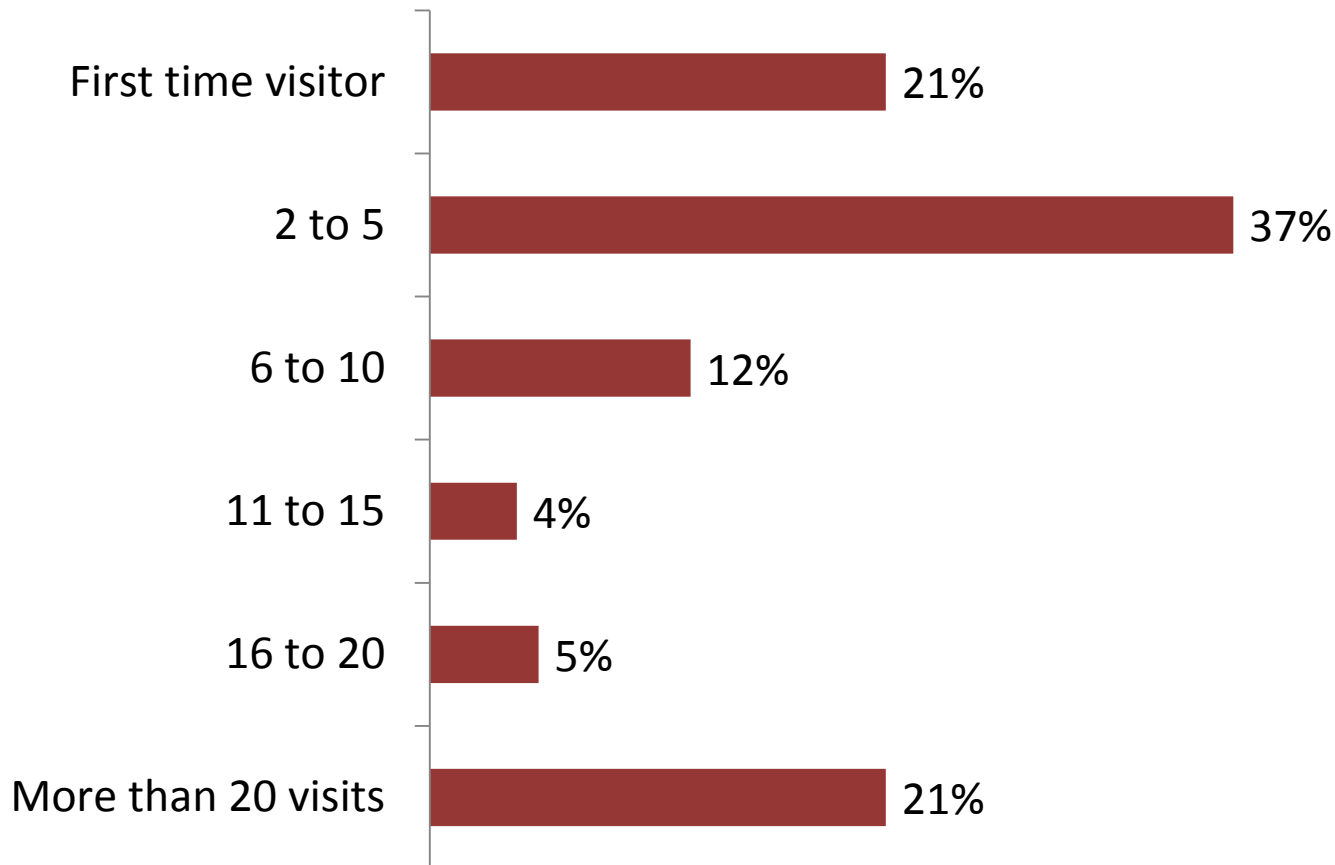
Accommodations for Overnight Visitors

- 7 out of 10 visitors (**70%**) who stayed overnight booked a hotel.



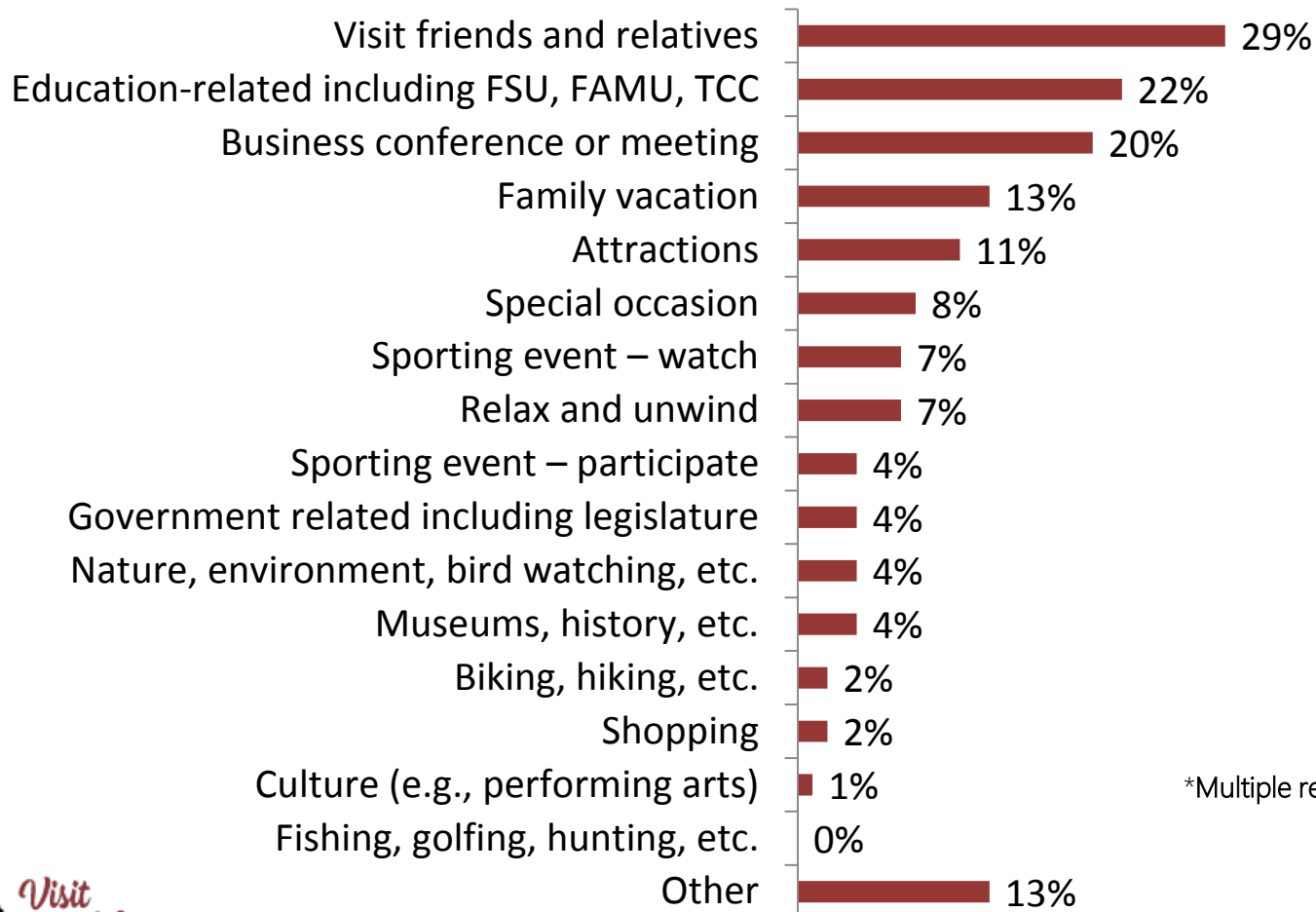
Experience with Tallahassee

- **21%** were first time visitors.
- **21%** have visited Tallahassee more than 20 times.



Reasons for Visiting

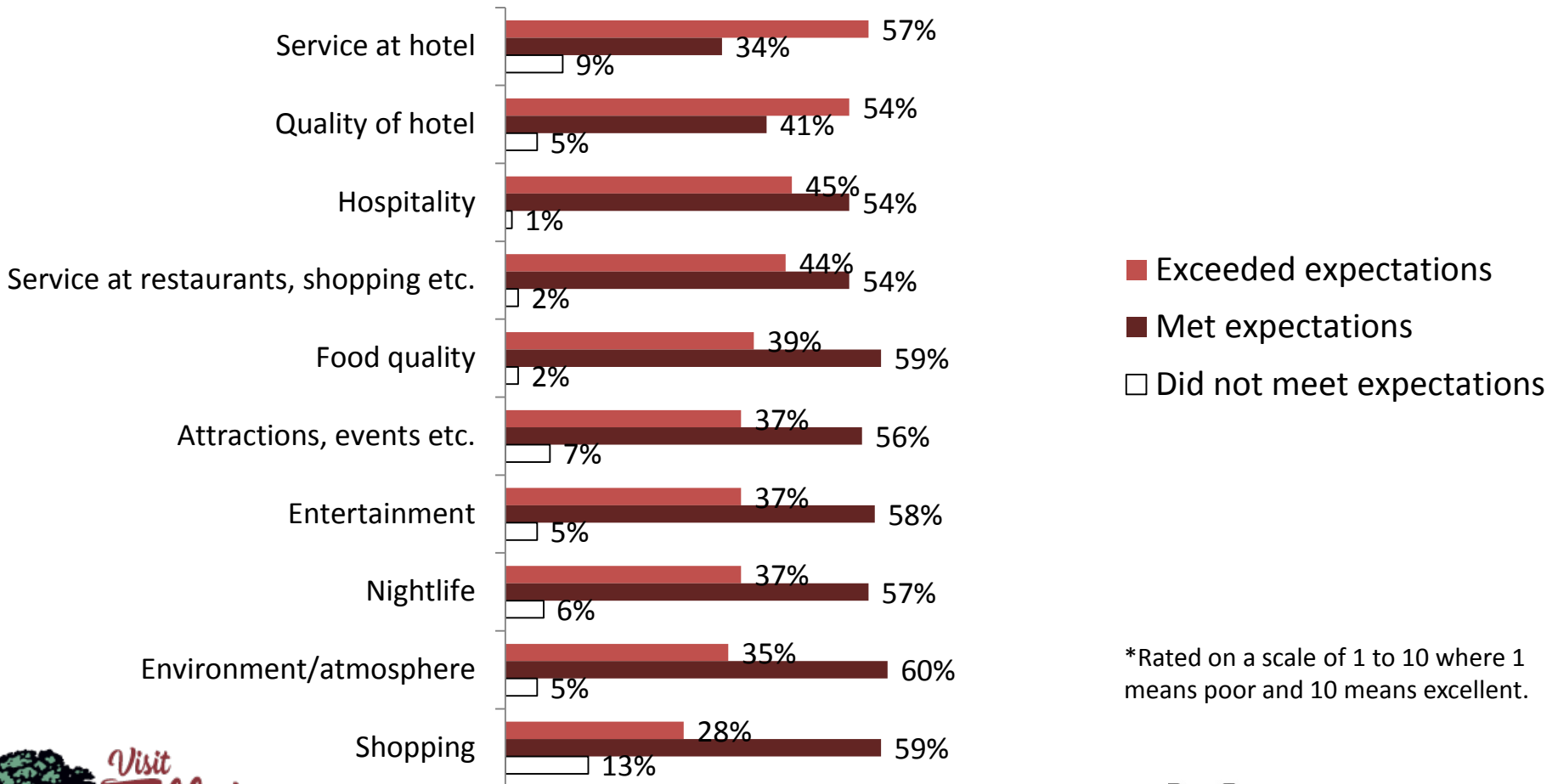
- Three in ten visitors (**29%**) came to visit friends and relatives.*



*Multiple responses permitted

Rating Experiences in Tallahassee

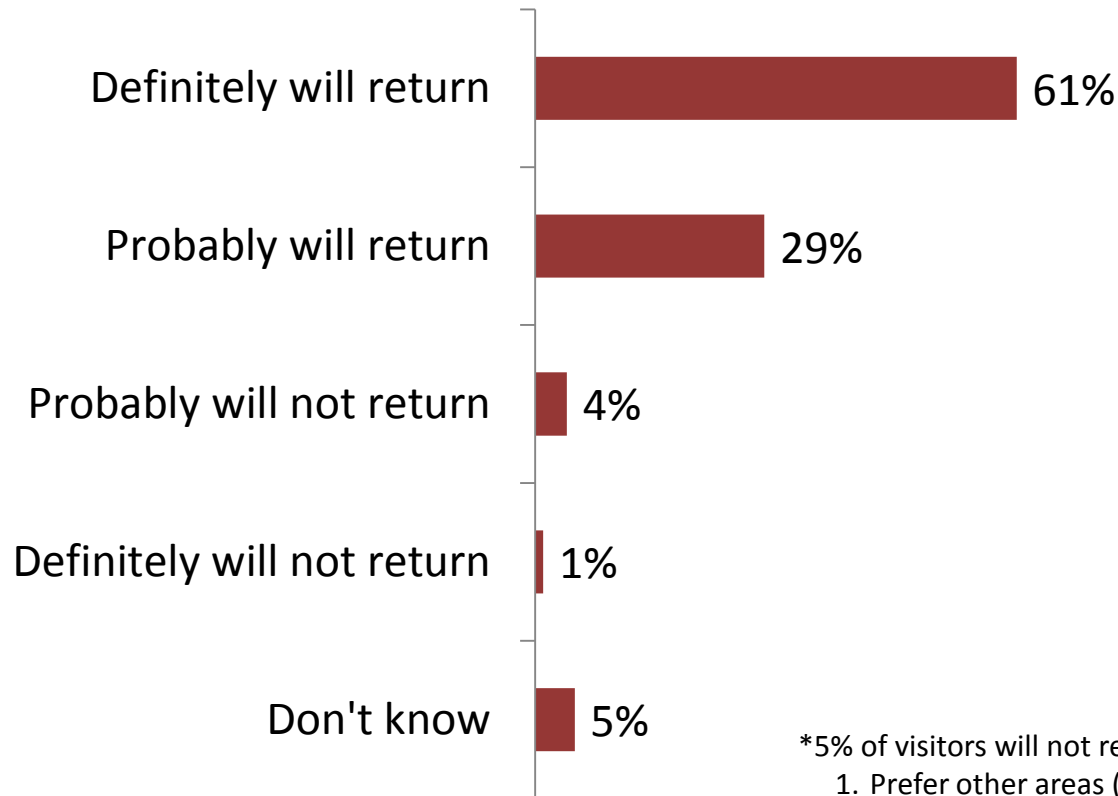
- Visitors gave Leon County a rating of **7.9** out of **10** as a place to visit.*
- Visitors' ratings of their stay along various attributes:



*Rated on a scale of 1 to 10 where 1 means poor and 10 means excellent.

Likelihood of Returning

•**90%** of visitors will return to Leon County.*



*5% of visitors will not return for the following reasons:

1. Prefer other areas (2%)
2. Limited shopping, restaurants (1%)
3. Event/occasion for visit is over (1%)
4. Poor/expensive air service (1%)

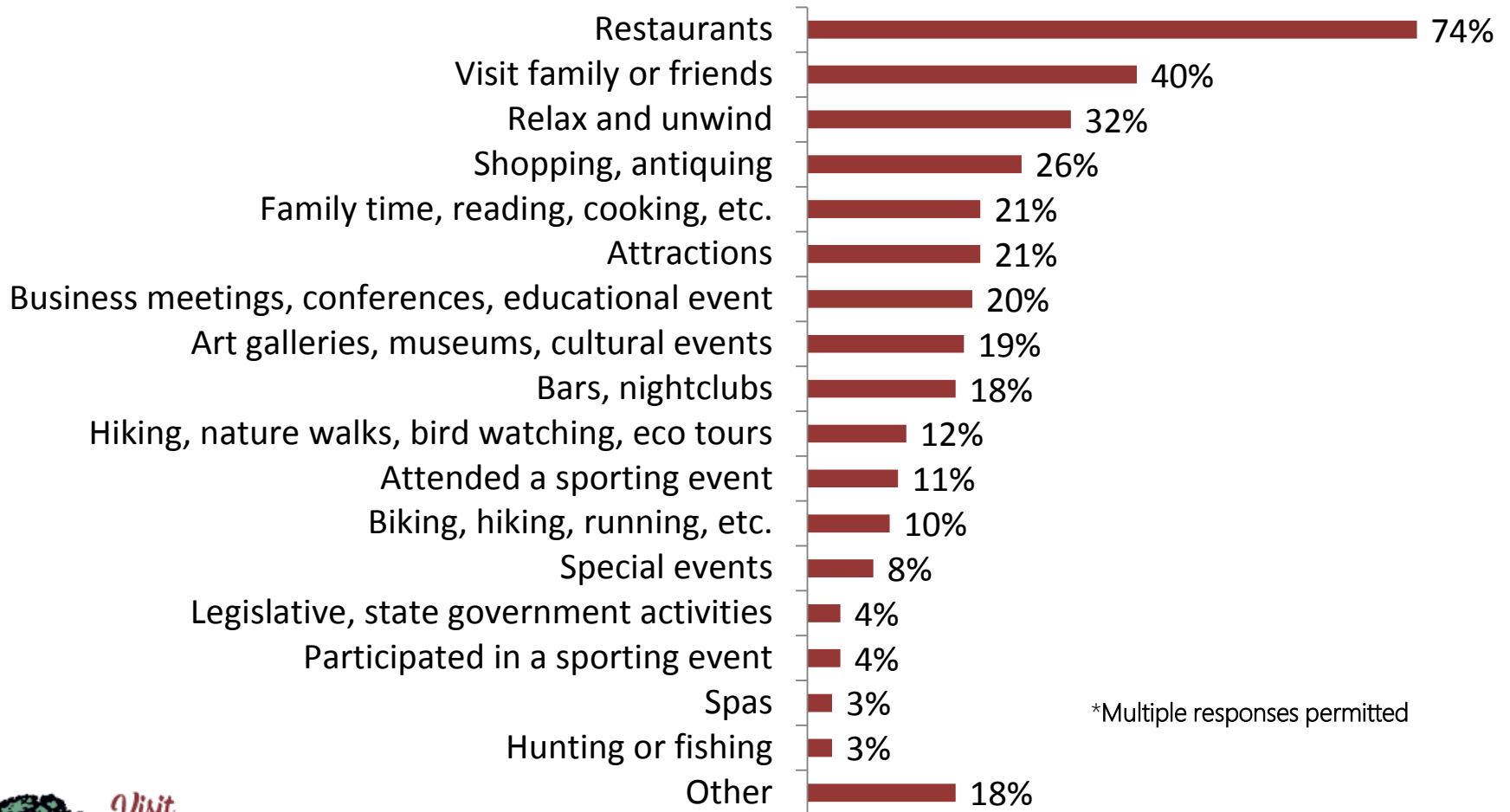
Visitors' Expenditures

- Visiting parties spent **\$302** a day and **\$816** on their trip.

	Average Daily Expenditure	Total Trip Expenditure
Accommodations	\$112	\$302
Restaurants	\$55	\$149
Groceries	\$14	\$38
Shopping	\$39	\$105
Entertainment	\$38	\$103
Transportation	\$24	\$65
Other	\$20	\$54
Total	\$302	\$816

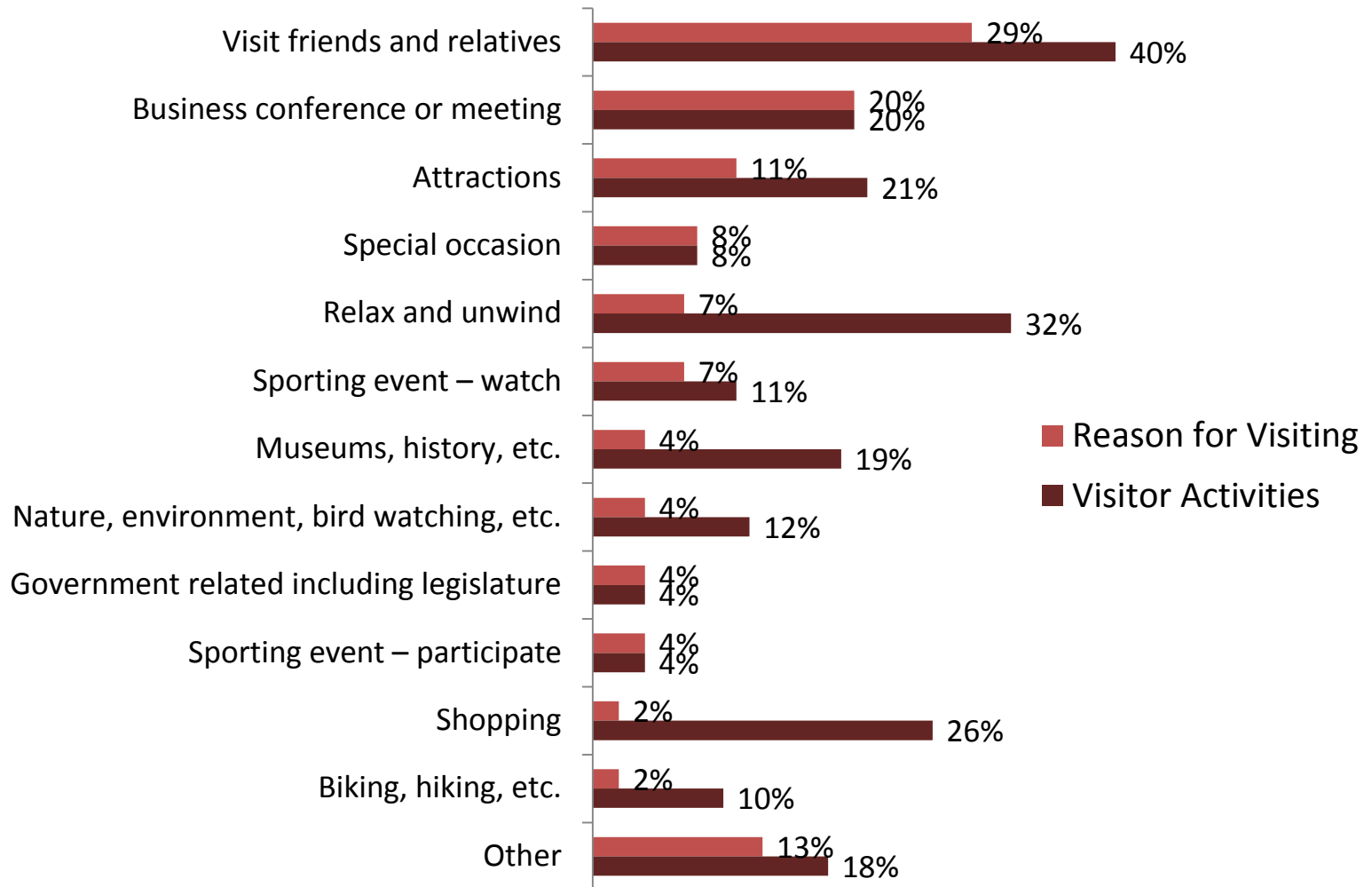
Visitors' Activities

- 3 out of 4 visitors (**74%**) ate in area restaurants:*



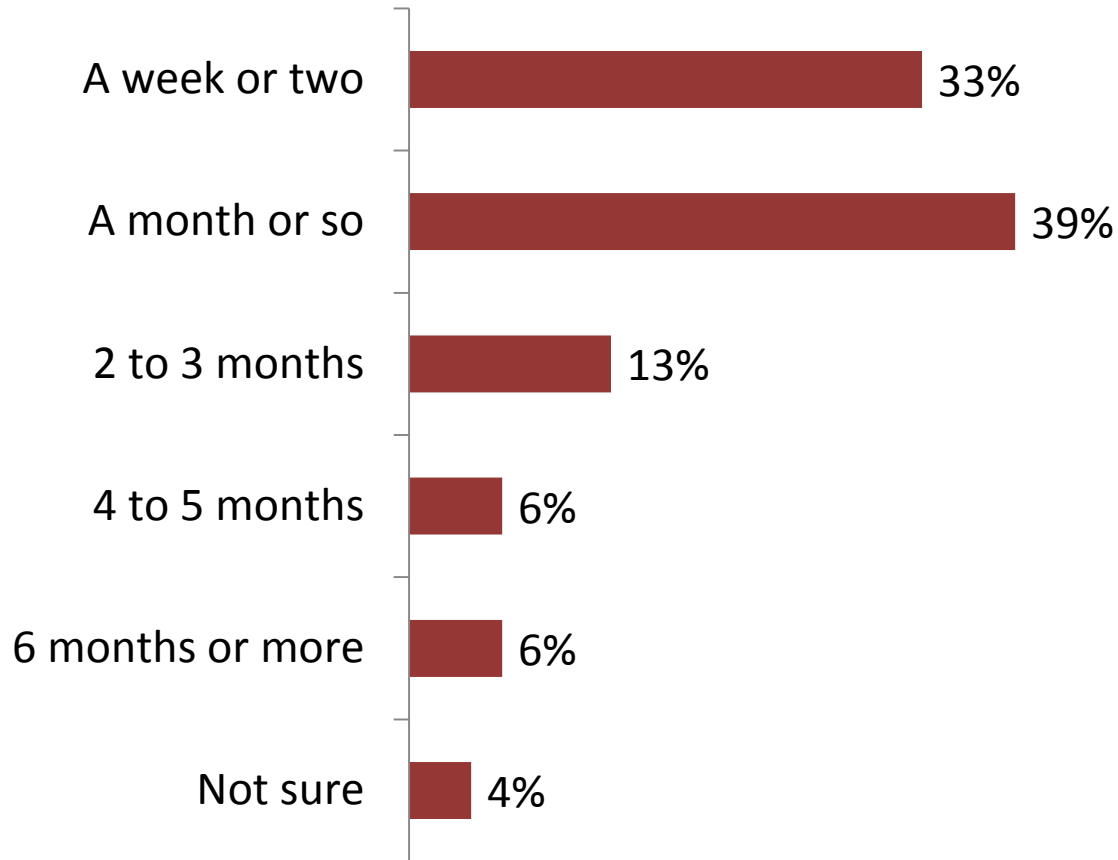
*Multiple responses permitted

Reasons for Visiting vs. Visitor Activities



Trip Planning

- Seven in ten visitors (**72%**) planned their trip within **a month** of travel.



Sources of Information

- Hotel websites were used most frequently to plan trips to Tallahassee.*



*Multiple responses permitted

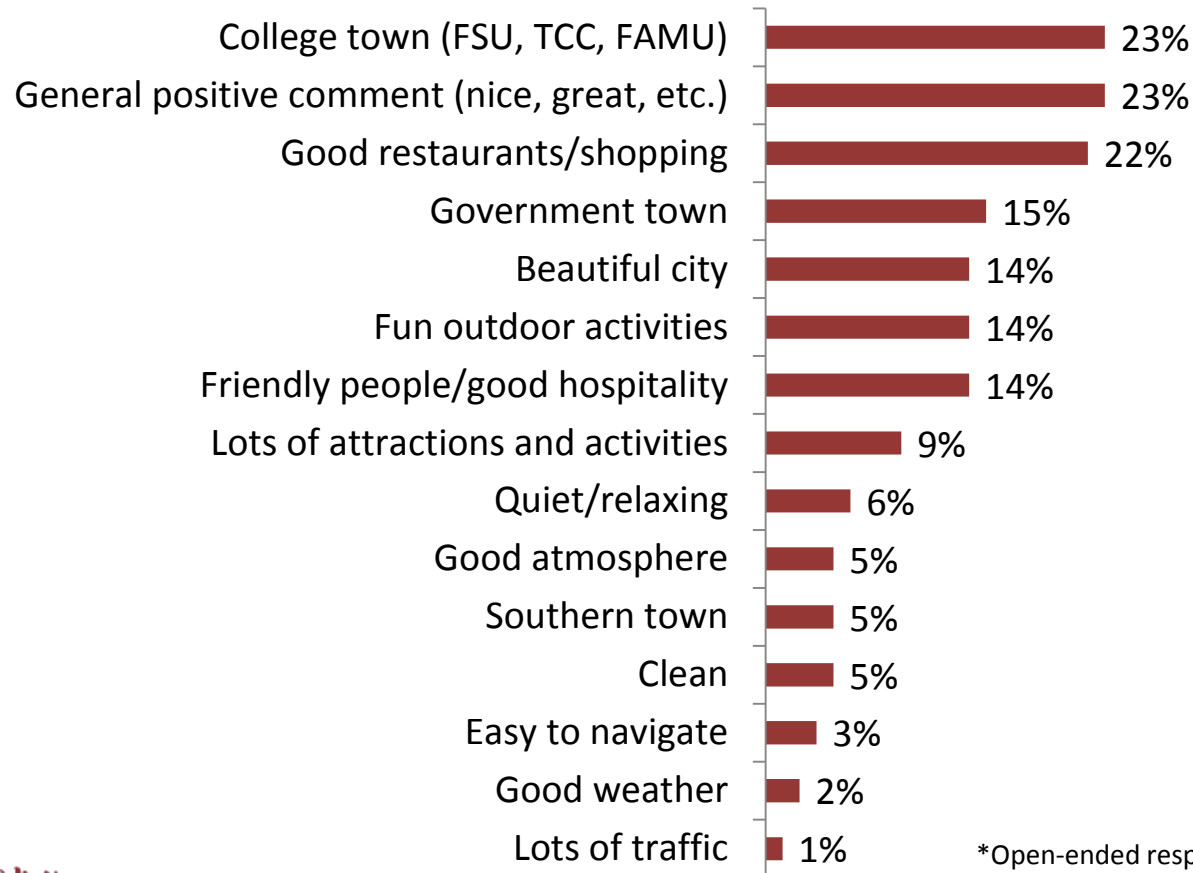
Finding Your Way Around

- Has a smartphone or tablet (**92%**).
- Use their smartphone to plan their trip or to learn how to get around while they are in Leon County (**70%**).
- **3%** of visitors requested a Visitors Guide prior to their visit to Leon County.
- Visitors Guide received a rating of **7.4 out of 10***.
- **3%** of visitors stopped at the Visitors Center during their visit to Leon County.
- Visitors Center received a rating of **8.5 out of 10***.

*10=extremely useful; 1= not useful at all.

Perceptions of Tallahassee*

- Visitors describe Leon County as a beautiful college town with friendly people and good hospitality.



*Open-ended responses, multiple responses permitted

Comments from Visitors

- From visitors who describe Leon County as a **college town**:

“The city is a relatively small college town with a diverse cultural representation.”

“Nice college/capital town, which is what my wife and I like to visit on trips. Humid and hot as heck, but nice town overall. Close to the Gulf and really good seafood down there.”

“It was a nice blend of college town and state capital. We enjoyed walking around, and there were some interesting and unexpected places to eat. ”

“Tallahassee is a nice college/government town; it’s not too large, traffic is manageable, and there are friendly people .”

Comments from Visitors

- From visitors who describe Leon County as having **good restaurants and shopping**:

“I would suggest Leon County a place for you to visit if you are interested in college sporting events, nightlife, shopping ,and of course the Capitol Building and any of their museums.”

“Leon County is as close to home as a place could be. There is an activity for every interest. The shopping and dining options are fabulous.”

“Nice parks, things to do, nice downtown area, great restaurants!”

“It's our state capital and there are lots of great restaurants to go to. We can find the live music schedule online and I know a couple of really cool bars. It's really easy to get where you're going.”

Comments from Visitors

- From visitors who describe Leon County as a **government town**:

“Very clean and safe. Great environment for students as well as individuals seeking a career in law and politics.”

“Small city, mostly college and government.”

“College town with some additional amenities because of the Capitol.”

“Tallahassee is both a college town and the state capital. It's a smaller city, and it's easy to get around.”

Comments from Visitors

- Describes Leon County as a **beautiful city**:

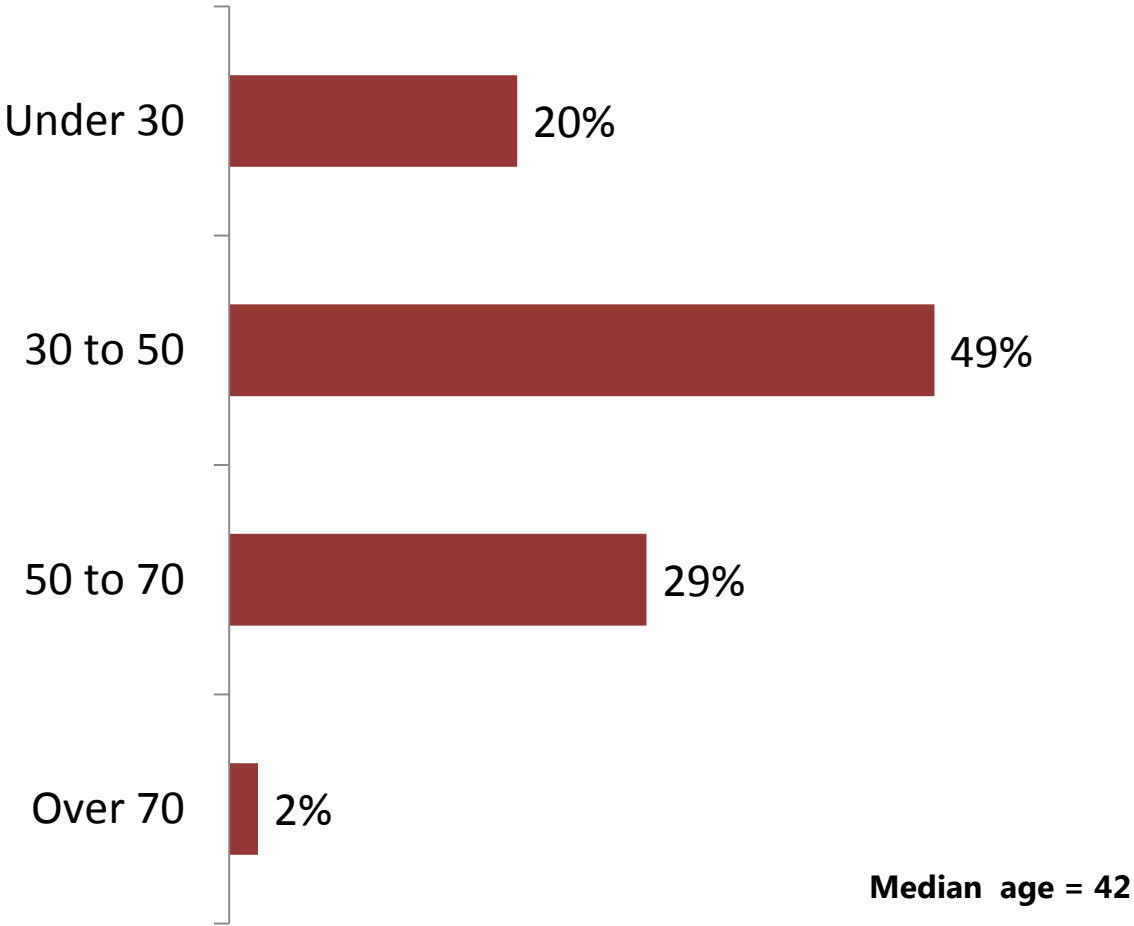
“Pretty rolling hills and lots of historical sites to visit when weather cooperates.”

“Great scenery, good shopping, nice parks and cultural places to visit, friendly churches.”

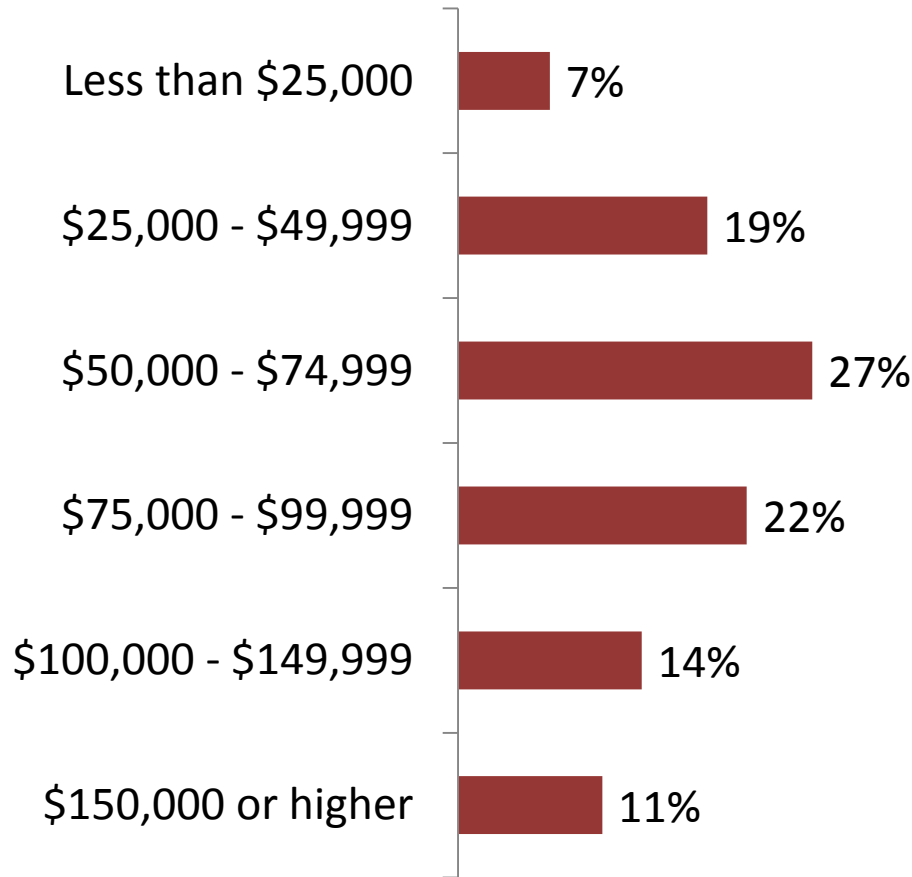
“Tallahassee is a visually beautiful place, good restaurants, and gorgeous beaches close by (St. Joe's, St. George's Point). We've enjoyed walking trails, canoeing on Apalachee (to see manatees), as well as the Tree-to-Tree Zip Line Adventure at the Tallahassee Museum.”

“Beautiful area with loads of trees! The people are very friendly. Variety of restaurants to choose from. We will come back!”

Age of Visitors

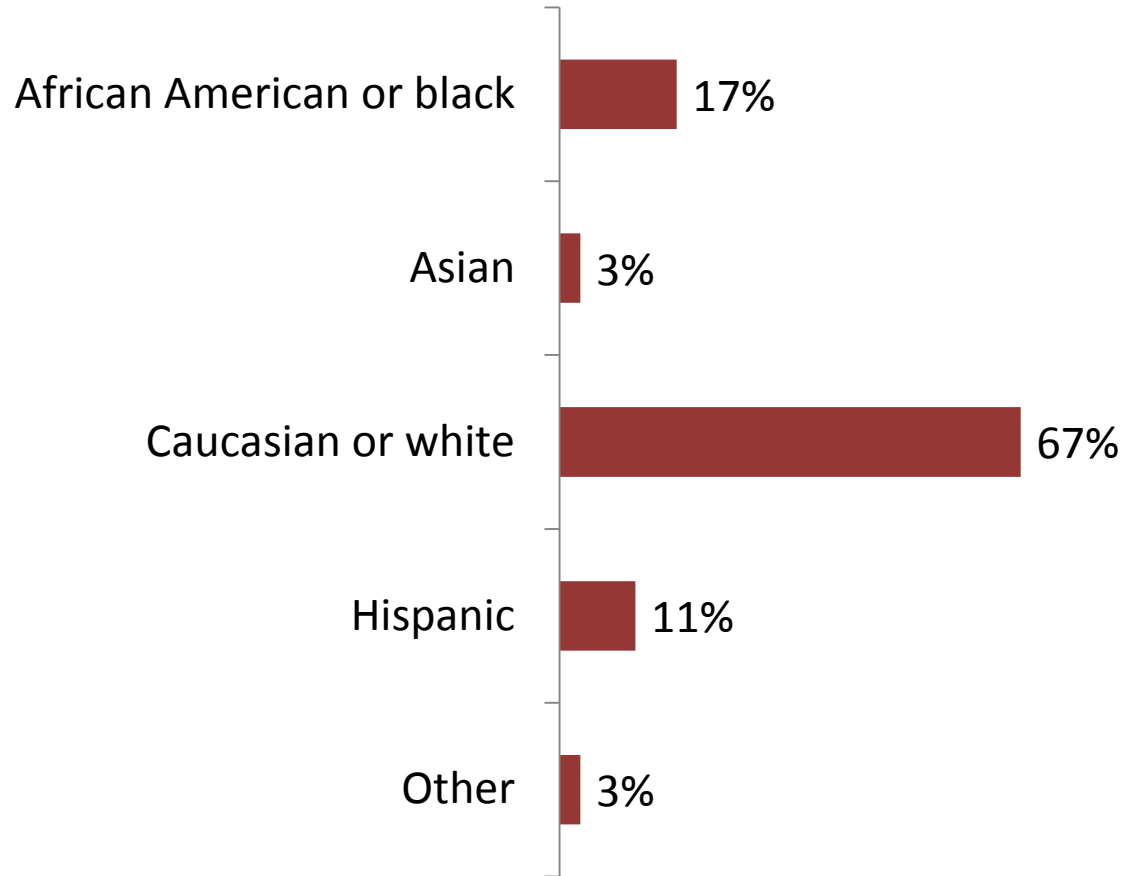


Visitors' Total Household Income

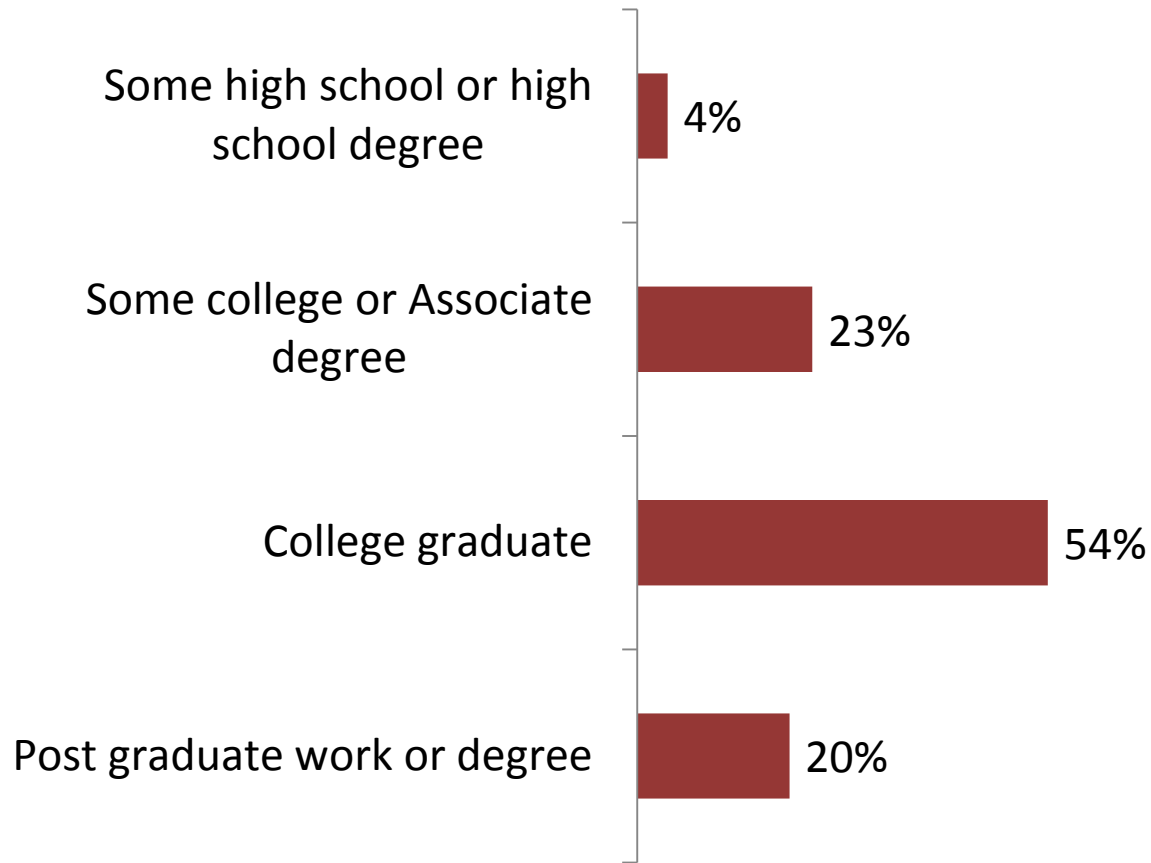


Median HHI = \$74,100

Race/Ethnicity of Visitors

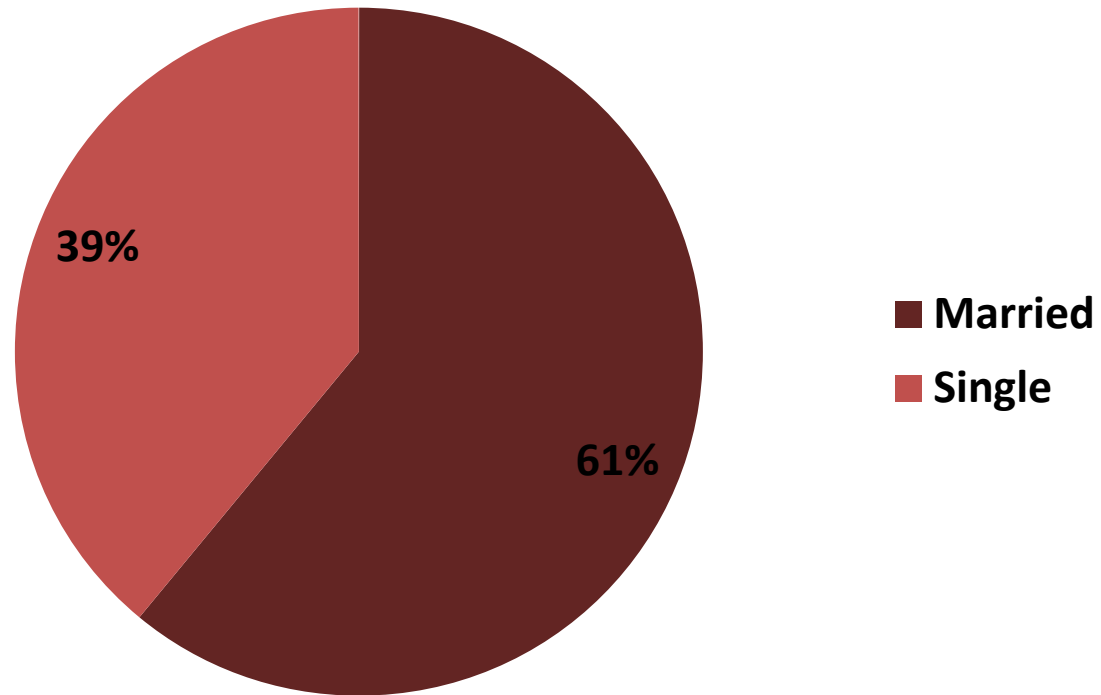


Education

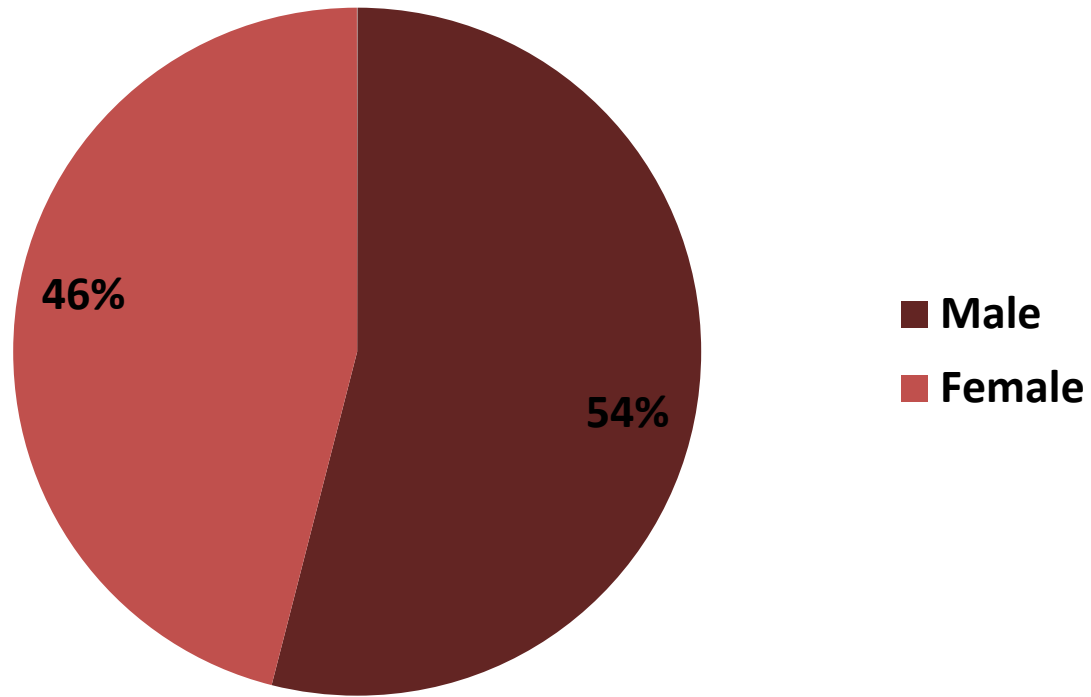


Marital Status

Six in ten visitors were married.



Gender



Quarter Comparisons

	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter
Visitors*	594,240	673,651	652,167	528,583
Occupancy	56.1%	65.2%	64.9%	60.4%
Median age	47	50	47	42
Median household income	\$87,500	\$100,000	\$90,000	\$74,100
From Southeast	87%	85%	85%	87%
From Florida	65%	69%	64%	71%
Travel party size	2.6	2.7	2.8	2.8
Drove	83%	90%	87%	84%
Length of stay	2.7	2.4	2.5	2.7
1 st time visitor	21%	25%	29%	21%

* Includes day trippers and visitors staying with friends and relatives (VFRs)

Quarter Comparisons

	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter
Rating of Leon County*	7.2	7.7	7.5	7.9
Likelihood of returning	91%	95%	92%	90%
Spending per travel party	\$895	\$928	\$741	\$816
Planned trip	A month or so in advance	A month or so in advance	A month or so in advance	A month or so in advance
Used VisitTallahassee.com	10%	10%	13%	13%
Used hotel website	42%	41%	52%	52%
Used smartphone on trip	64%	66%	72%	70%
Married	63%	70%	67%	61%
Has college degree	74%	72%	70%	74%

* 10 point scale

Visit Tallahassee

4th Quarter Visitor Tracking Report

Lee Daniel, CDME – Director, Visit Tallahassee
850-606-2300, DanielLee@leoncountyfl.gov

Phillip Downs, Ph.D., Senior Partner, pd@dsg-research.com

Joseph St. Germain, Ph.D., Vice President, joseph@dsg-research.com

Rachael Powell, Project Director, rachael@dsg-research.com

Downs & St. Germain Research

850-906-3111: www.dsg-research.com

TDC TENTATIVE 2016 MEETING SCHEDULE

Thursday, January 7, 2016

Thursday, March 3, 2016

Thursday, May 5, 2016

Thursday, July 7, 2016

Thursday, September 1, 2016

Thursday, November 3, 2016

LEON COUNTY DIVISION OF TOURISM DEVELOPMENT (VISIT TALLAHASSEE) 2015-16 MARKETING INSIGHTS

- Roles & Objectives
- The Environment
- Recent Performance
- Travel Trends
- Travel Planning By Generations
- Seasonal Campaigns
- Audience Segment Profiles
- Insights & Research

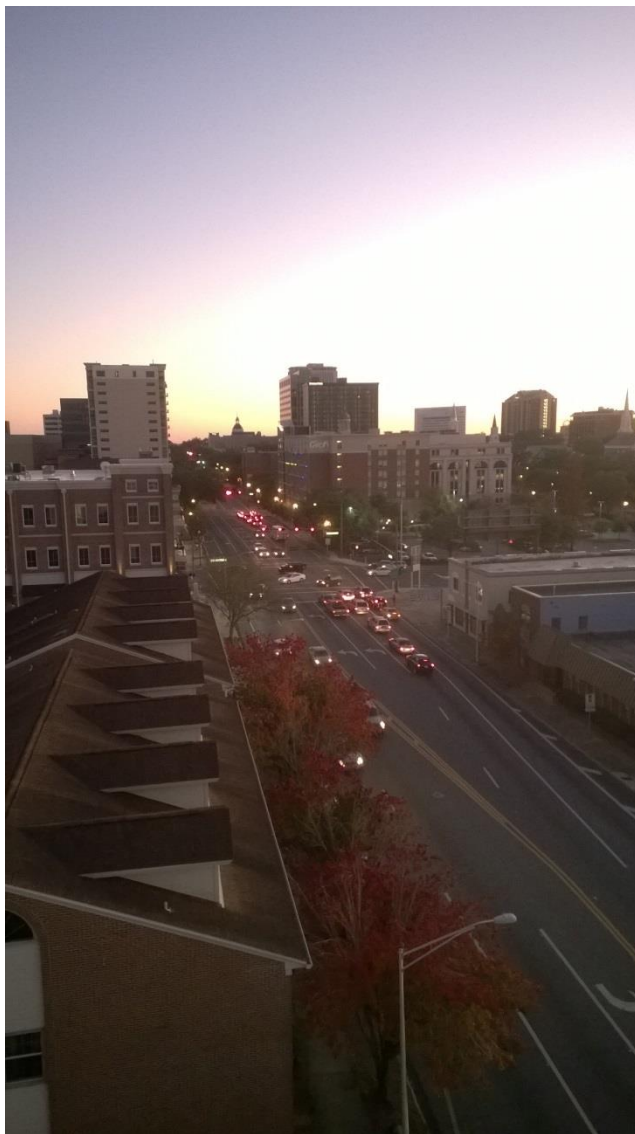
Mission & Vision

Mission Statement

To spearhead and coordinate the tourism related marketing and management of the Destination through the coordination of the hospitality industry, local governments and the business community to sustain and grow visitor spending and job creation in the Tallahassee Region.

Vision Statement

The Tallahassee Region will be an innovative and sustainable year-round destination that is recognized as a place to visit for historic, nature-based and cultural tourism as well as a hub for meetings, conferences, film and sports related activities as a means to enhance the Region's economy and quality of life.



The Team

Leon County Division of Tourism Development (Visit Tallahassee)

106 East Jefferson Street

Tallahassee, FL 32301

Main Phone: (850)606-2305; (800) 628-2866 | FAX: (850) 606-2301

Administrative

Lee Daniel, Executive Director (Lee.Daniel@VisitTallahassee.com)

Chris Holley, Assistant to the Director (Chris.Holley@VisitTallahassee.com)

Aundra Bryant, Administrative Assistant (Aundra.Bryant@VisitTallahassee.com)

Marketing & Sales

Gary Stogner, Senior Marketing Director (Gary.Stogner@VisitTallahassee.com)

Lauren Pace, Marketing Communications Director (Lauren.Pace@VisitTallahassee.com)

Laura Cassels, PR & Marketing Specialist (Laura.Cassels@VisitTallahassee.com)

Janet Roach, Meetings & Conventions Sales Director (Janet.Roach@VisitTallahassee.com)

Andi Ratliff, Visitor Services Director (Andi.Ratliff@VisitTallahassee.com)

Sports

Brian Hickey, Director of Sports (Brian.Hickey@VisitTallahassee.com)

Amanda Heidecker, Assistant Director of Sports (Amanda.Heidecker@VisitTallahassee.com)

Roles & Objectives

- Provide leadership for and related marketing activities that assure sustained growth and economic viability of the tourism industry in Leon County.
- Increase demand for paid lodging, especially during shoulder periods – both months and week-parts
- Continue investing resources in cost effective marketing activities and opportunities for area businesses
- Implement marketing programs that are attainable, measureable and specific.
- Define and illustrate the destination's varied attributes, focusing on its unique, authentic qualities to specific audience segments.
- Broaden our marketing reach both within and beyond our defined, primary geographic marketing area – Florida, Alabama and Georgia.
- Communicate regularly with expanded consumer and trade databases through email newsletters targeting specific travel interests and providing customized cooperative marketing opportunities for industry partners
- Achieve quarterly media placements in key DMAs in the primary marketing area and capitalize on the impulse nature of auto travelers.
- Increase traffic to VisitTallahassee.com, Trailahassee.com and CapitalCityAmphitheater.com and keep content refreshed, responsible and reliable.
- Maximize industry participation in all marketing initiatives.
- Increase social engagement with consumers and industry partners.
- Assist industry partners in developing programs and packages for specific market segments.

Insight: The Environment

Competitive Landscape:

- Beach vacations dominate the consumer mindset regarding vacation offerings in Florida's panhandle. Likewise, the state's (VISIT FLORIDA) overall marketing programs focus primarily on beaches and major Central Florida attractions.
- Florida panhandle beach destinations, while competing for essentially the same leisure travelers, offer high quality but mostly one dimensional "vacation experiences." Exceptions include Pensacola (history), Panama City Beach (sports) and South Walton (higher end dining/lifestyle)
- Tallahassee/Leon County either dominates or maintains a competitive position with:
 - Eco-adventure and popular outdoor activities – regarded as high quality experiences all within or readily accessible to a contemporary community offering travel amenities and comforts,
 - An emerging contemporary, hip/trendy atmosphere driven by a young population base
 - History, heritage, art and culture
 - Sports – both participatory and spectator

Opportunities:

- Leverage the high repeat and frequency rates (averaging more than four visits in the past year) among Tallahassee/Leon County visitors with programs that convert this audience to destination advocates
- The community's friendly, engaging reputation and natural beauty provide opportunities for selling a vacation lifestyle as much a destination
- Adopt a more contemporary posture and personality, focusing on unique restaurants, shops, galleries, nightlife, music and the community's "green" reputation in appealing to Generations X & Y.
- With "experiential travel" popular among all generations, emphasize active pursuits. Today's travelers gravitate more toward "doing things" rather than "looking at things." For example, the Tree To Tree Adventure at the Tallahassee Museum offers consumer engagement and entertainment in a completely different museum experience.
- Emphasize those authentic and natural qualities that offer a completely different Florida vacation experience.
- During much of the year, Tallahassee/Leon County offers an affordable vacation experience, especially those traveling with children.
- Capitalize on the success of hosting high profile sports events.

Insight: The Environment (Continued)

Obstacles:

- Limited air lift and volume means focusing on auto travelers but will not preclude seeking promotional activities in Designated Market Areas (DMAs) where non-stop air service to Tallahassee International Airport exists.
- Limited meetings and conventions facilities require focusing entirely on "small meetings" as a niche and specialty. The Division supplements its direct sales activities with email marketing to meeting planners and in the past two years, far exceeded the national average in open rates and engagement with this segment.
- Neutral site college football games, while often lucrative ventures for universities, dilute the economic benefit to the local community.
- Significant capital investment by other communities reduces some of the competitive advantage Tallahassee/Leon County previously enjoyed in attracting sports events.
- Limited advertising funds put more emphasis on direct sales and "earned media" for any Tallahassee/Leon County exposure and success in new or emerging market segments.

Industry Challenges & Changes:

Like it or not, the sharing or "gig" economy arrived and chances are, it's not going away anytime soon. It's a concept and entry into the travel purchasing/supply funnel welcomed by Millennials. In fact, many in that age demographic prefer it.

- **Uber** – Unlike many Florida communities, Uber entered the community with little negative reaction from other transportation companies. Interestingly, in an attempt of attracting more Millennial guests, Hilton Worldwide recently announced an alliance with the ride sharing company in 20 major cities.
- **Air BnB** – While relatively new here, it already offers lodging rentals in 150 private homes or apartments with rates ranging from \$45 to \$1,000 per night for high-demand weekends during football season. The average price is \$123 per night.
- **RentLikeAChampion.com** – A two-year-old web site offering rentals homes throughout the country for college football weekends and special events. The site offers more than 50 area properties for FSU home football games and commencement. Prices range from \$500-\$2,400 per weekend, depending on game.

Insight: The Environment (Continued)

The Sports Arms Race:

- The Florida Sports Foundation reports that sporting events account for a \$45 billion industry in the state.
- Locally, the Division's success in attracting meets, matches, tournaments, etc. for youth and adult groups plays a critical role in the overall visitor mix. Blurred by intercollegiate events at FSU, FAMU and TCC, most do not realize the impact these tournaments, meets and matches bring to the community. In addition to millions of dollars in direct spending, these events accounted for more than 38,000 hotel room nights last year.
- Competition for these events is intense, throughout the Southeast and among the more than 25 local sports commissions in Florida. The investment in sports facilities in Florida and surrounding areas continues:
 - Pasco County spent \$11 million on a multi-sports complex
 - Panama City Beach/Bay County announced plans for a three-phase, multi-million dollar complex that includes an indoor facility
 - Myrtle Beach, SC spent \$12.4 million on a 100,000 square foot sports center
 - Seminole County broke ground on a \$27 million sports complex
 - A \$27 million complex in Foley, AL includes a 104,000 square foot event center

Insight: The Potential Visitor

In April, 2015, the Division conducted a Potential Visitor Report through Kerr Downs Research. The report summarized findings from 500 surveys of potential visitors in 14 major markets in and outside Florida. The findings include **(actions noted)**:

- Top of mind preference for Tallahassee as a Southeast vacation or Florida vacation destination is very low but aided recall is quite high among competitor destinations; **Since “beaches” define most travelers’ opinions of Florida destinations, a key is differentiating our visitor options which, in some cases, places Tallahassee in an entirely different consideration set**
- 1 in 9 potential visitors already stayed in Tallahassee and most who have not, cite preferences for other cities or lack of things to do in Tallahassee; **Due to limited advertising funds, earned media must convey events and activities to specific audience segments.**
- Potential visitors think of Tallahassee for short weekend getaways; **This presents opportunities for impulse travel decisions. “Own the weekend.”**
- Tallahassee is perceived as slightly less expensive than other destinations; **Another positive, especially among Generations X & Y which take more frequent, shorter trips that are closer to home.**
- 3 in 4 potential visitors would drive if visiting Tallahassee; **Another opportunity for impulse travel decisions.**
- Half of those who would fly, would fly into an airport other than Tallahassee; **Expanding air service will help, but mostly from cities with direct service.**
- Tallahassee is perceived as being similar to Gainesville and Tuscaloosa
- When selecting vacation destinations, potential visitors most value:
 - Value for their travel dollar
 - Scenic beauty
 - Pleasant places to unwind
 - Range/quality of accommodations
- Potential visitors rate Tallahassee low on these desired attributes; **Ironically, most of these are considered destination strengths by frequent visitors. Retelling that story is critical, especially with shared experiences in social media.**
- Potential visitors perceive visitors to Tallahassee as associated with one of the universities or with older people; **Both are understandable with the latter influenced by the state’s reputation as a retiree haven among many non-residents.**

Insight: Regional Tourist Tax Collections



NW Florida County	Local Option Tourist Tax 2015*
Bay	\$16,871,410
Escambia	\$ 8,168,899
Franklin	\$ 938,987
Gulf	\$ 1,145,379
Holmes	\$ 24,960
Jefferson	\$ 30,190
Leon	\$ 4,665,863
Okaloosa	\$13,904,001
Santa Rosa	\$ 1,755,609
Wakulla	\$ 111,522
Walton	\$ 17,097,521
Washington	\$ 70,683

(*Estimated by Office of Economic & Demographic Research)



Value for partners



Partner Focus: Targeted Sales

- Throughout the year, the Division provides destination visibility, information and conducts business appointments at 46 trade and 14 targeted consumer shows. Trade show audiences include tour operators, meeting planners and sporting event organizers. The consumer shows more closely focus on specific audience segments that are aligned with destination assets, including arts, culinary, active outdoor interests, LGBT, etc.
- The industry receives business leads generated from dozens of trade shows through IDSS, the Division's contact management system.
- The Division conducts site inspections and familiarization tours that provide personalized sales exposure to industry partners with tour operators, meeting planners and sporting event organizers.
- The Division also provides partners various cost effective opportunities for exposure and participation trade and consumer shows through its cooperative sales programs.
- The Division's expanded schedule of consumer and trade email newsletters provide partners with both lead generation and booking opportunities.



Partner Focus: Targeted Marketing

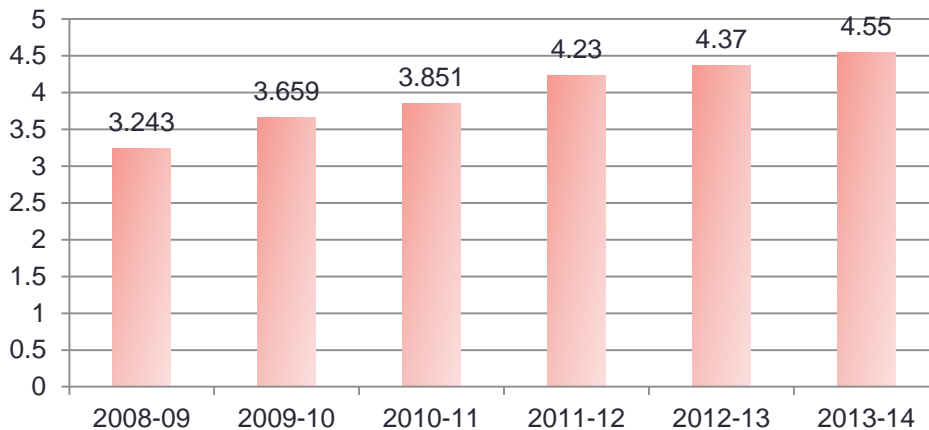
The Division provides industry partners with:

- Free listings on the Visit Tallahassee.com, including the events calendar;
- VisitTallahassee.com is the Division's primary call-to-action for all advertising and promotional programs. Site traffic increased more than 50% during the past two years.
- The Visit Tallahassee Magazine (120,000 copies of the visitor guide) remains the primary promotional and fulfillment piece mailed to prospective vacationers. It is also used as a destination resource at trade and consumer shows, distributed at VISIT FLORIDA Welcome Centers and AAA Travel offices throughout Florida.
- Free promotional literature distribution through the Visitor Information Center
- Free PR and social media support for special events, seasonal promotions and special industry offers
- Free listings for special closed market promotional offers to sports groups;
- Opportunities for media exposure and interaction with journalists representing travel and lifestyle media.



Recent Performance

Leon County Resort Tax Collections
 (Shown in Millions)
 40% Increase since 2008-09



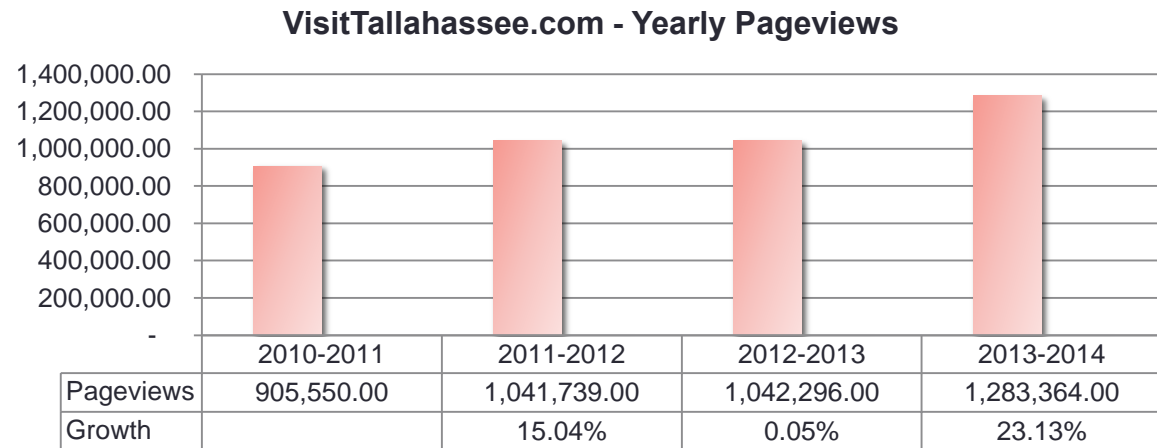
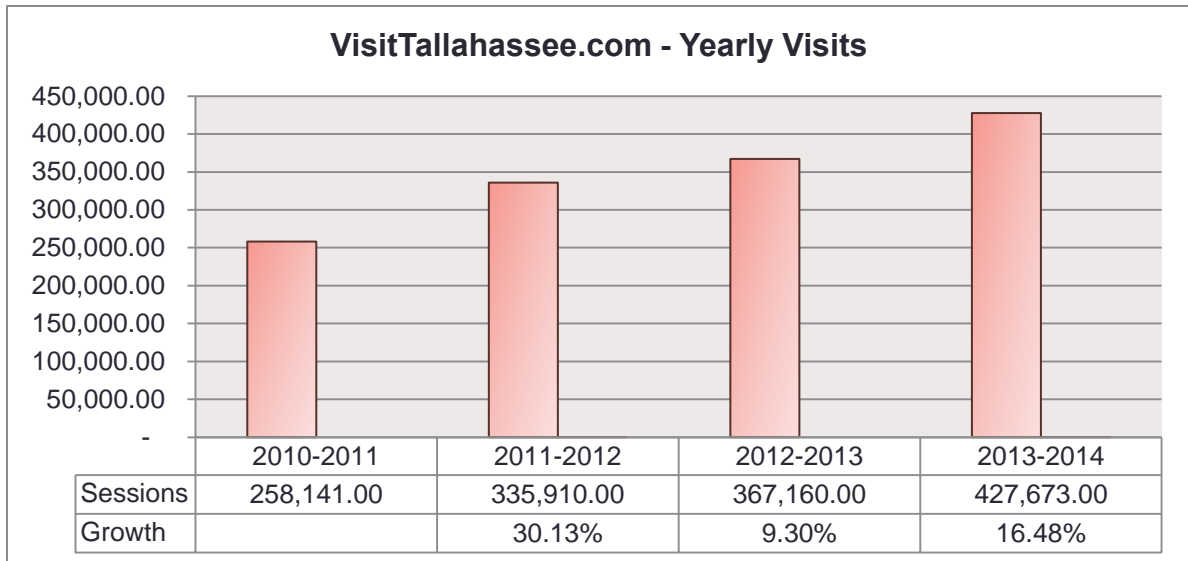
	2009	2010	2011	2012	2013	2014
Hotel Occupancy	50.7%	53.3%	53.3%	55.0%	58.3%	60.4%
Average Daily Rate	\$77.61	\$75.73	\$80.30	\$80.82	\$85.05	\$90.00
Hotel Revenue (Millions)	\$86.0	\$87.29	\$90.95	\$95.68	\$105.4	\$114.1

A six-year period of unprecedented, record-breaking growth.

During 2014, Leon County saw:

- Hotel occupancy increased 9/12 months compared to same month, previous year
 - Highest occupancy was 70.7% in March (surpassed in 2015 with 72.6%)
 - Hotel Average Daily Rate and Revenue increased 12/12 months

Online Performance



Social Media Growth 2014-15

- Generated more than 51.1 million social media impressions and more than 9,900 user-generated photos and videos through #IHeartTally.
- Facebook “likes” increased more than 6,500 to nearly 46,000 and increased 53% in three years
- Twitter followers increased nearly 1,900 to 7,224 in nearly tripled in two years.

Travel Trends

Trip Advisor Trip Barometer, 2015

- 64% used travel review web sites when planning a trip
- 45% use smartphone to book travel in advance of the trip
- 81% use smartphone for directions/maps while traveling
- 72% of travelers use smartphone for finding restaurants
- 67% of travelers use smartphone for seeking activities
- 50% of travelers use smartphone for finding accommodations

Ipsos Study, 2014

- 70% of Americans take a smartphone or tablet on vacation
- 61% used technology devices on last leisure trip
- 56% used mobile devices several times a day, 15% every hour
- Most frequently used mobile sites/apps – weather 68%, navigation 61%, social media 54%
- 35% regularly update Facebook/Twitter status, 29% post photos/videos

MDG Advertising & Chase Marriott Rewards, 2015 Studies

- 68% of travelers use smartphones to keep in touch while traveling and 50% use them for taking photos and videos
- 97% of Millennial travelers post on social networks while traveling, 73% of those at least once daily
- There are 39 million travel photos on Instagram alone

State of the American Traveler, 2015 Destination Analysts

- 4.2 average leisure trips 50+ miles from home with 47% being day trips (no overnight stay)
- 80% of these trips were by car
- 34.3% plan on traveling more in the next 12 months, 56.7% expect the same amount as last year
- 35.0% expect to spend more in the next 12 months, 53.8% expect to spend the same and 11.1% expect to spend less than last year.
- 46.7% actively look for discounts, 23.7% save money by travelling closer to home, 19% visit less expensive destinations, 14.6% reduce the number of leisure trips
- Gas prices, cited as a reason for not travelling by 53.6% in July 2011, now only a concern by 23.3%

Insight: The Mobile Force

A year ago, the Division of Tourism Development completely re-designed VisitTallahassee.com. While its responsive design makes it suitable for desktop, tablet and mobile use, the site is far more mobile friendly because smartphones grow increasingly important in both planning and use while travelling.

A Google/Ipsos Media Study shows that 83% of leisure travelers use the internet as part of their travel planning and 65% started their research online before deciding where or how to travel.

- Google research shows that online shoppers start most web searches on smartphones, in most cases twice as often or more than compared to using a PC/laptop or tablet. When planning a trip, 47% of consumers start on a smartphone, compared to 38% using a PC/laptop and 15% using a tablet.
- **The average travel shopper uses nine sessions and visits more than 20 websites before booking.**

	Leisure Using Apps	Business Using Apps	Leisure using mobile browser	Business using mobile browser
Hotels	12%	17%	40%	36%
Air travel	10%	17%	38%	35%
Car rental	7%	14%	33%	33%
Travel packages	6%	10%	27%	26%
Destinations	5%	7%	13%	21%
Vacation activities	5%	10%	23%	26%

A Closer Look: Leon County Visitors*

- Oct-Dec 2014 Visitors: 92% had smartphones/tablets; 64% used while here
- Jan-Mar 2015 Visitors: 94% had smartphones/tablets; 66% used while here
- Apr-Jun 2015 Visitors: 93% had smartphones/tablets; 72% used while here

* Kerr Downs Research: Leon County Visitor Tracking Reports

Insight: The Boomer Generation (1946-64)

Defining Events	Characteristics	Marketing Insights
<ul style="list-style-type: none"> • Viet Nam War • Woodstock • Earth Day • Assassinations • Walk on the moon • Music/fashion shift • Grew up with TV • Political & social change • Distrust government 	<ul style="list-style-type: none"> • Think they invented social change • Independent • Question everything • Grew up with prosperity & status symbols • Adopted technology • Life-long learners • See bigger world, more travel options • Receptive to multi-generation trips • Control 70% disposable income • Spend more than Gen X & Y on technology • 17% are single, nearly 50% are parents or step parents 	<ul style="list-style-type: none"> • Seeks easy button • Seeks personal service • Avoids hype, hyperbole kills credibility • Respect values, avoid ego-centered messages • Don't remind of age – senior discounts • Radio & network TV users • Prefer natural vs. conventional • Want new, meaningful experiences • Still respond to environmental messages • Read special interest magazines • Read newspapers • Active – hanging on to youth • Receptive to volunteer vacations • For many, retirement no longer a given • Account for 80% (\$150 billion) of travel spending

Insight: Generation X (1965-81)

Defining Events	Characteristics	Marketing Insights
<ul style="list-style-type: none"> • Recessions • Latch key kids • Challenger disaster • Fall of Berlin Wall • AIDS • VCRs & video games • Computers in school & at home • World of uncertainty – drugs, divorce, economic strain • MTV 	<ul style="list-style-type: none"> • Heterogeneous generation – race, class, religion, ethnicity & sexual orientation • Ignore leaders – work for long-term institutional control • Highly educated • Technology dependent • Active • Balanced • Happy • Family oriented • Work to live, not live to work • Postponed marriage & childbirth • Self-reliant, many grew up as latch key kids • Seek somewhat different, meaningful travel choices 	<ul style="list-style-type: none"> • Straight forward, no hype, • Educate me, don't sell me anything • Cynical • Carefully evaluates purchases/choices with online research • Little brand loyalty • Gravitates more to word of mouth & social proof rather than trusting companies and their messages • Likes cable television • Reads targeted magazines • Uses social media for information and connecting with personal network

Insight: Generation Y (1981-99) Millennials

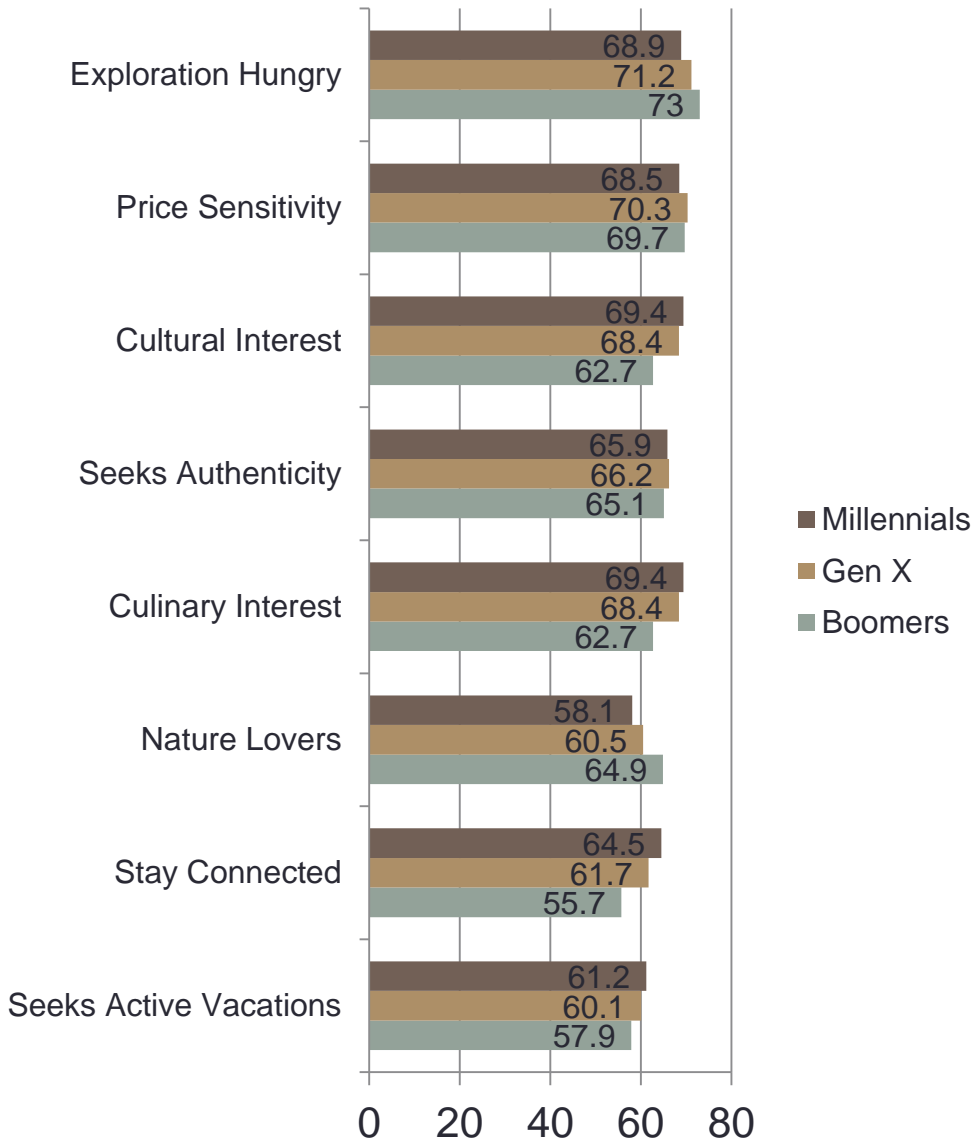
Defining Events	Characteristics	Marketing Insights
<ul style="list-style-type: none"> • 9/11/2001 • Heavily influenced by MTV • Gulf Wars • Terrorists threats • Economic uncertainty 	<ul style="list-style-type: none"> • Very technology savvy and highly mobile • 25% have blogs • Reject social conventions • Trophy kids – participation is reward enough • Live with parents longer, usually due to economic reasons • Closer to parents, include them among circle of “friends” • Delay rites of passage to adulthood • YOLO – you only live once • Heavily dependent on teamwork • Take shorter, more frequent trips closer to home • Follow information on interest & hobbies (61%), than traffic & weather (51%), information related to job/profession (44%) • 38% are freelancers, not constrained to 9-5 office routine • Rarely out of contact with core group • 67% live independently • Selfies 	<ul style="list-style-type: none"> • Seek brands peers like • Likes green & humanitarian products & messages • Care more about what friends say/think than your ad messages • Expect instant communications • Like word of mouth & referrals • Love contests, especially those with peers • Brand conscious • Influenced by creative graphics • Cable TV, but YouTube more important • Internet a necessity • Warm to direct mail • Expects something new from brands, not taglines • Brands should fit “my mold” • Care about the world & brands’ role in it • Respect me...but entertain me • Surpassed Gen X as largest share of workforce • 52% use Instagram, 48% use Twitter • Facebook most frequent source of news • 70% dump email not optimized for mobile

Insight: Travel Planning By Generation

	Baby Boomers 1946-1964	Generation X 1965-1980	Millennials 1981-99
Used a mobile phone	34.6%	35.8%	51.1%
Downloaded a travel-related app	8.2%	13.0%	14.2%
Read travel/lifestyle magazine	18.2%	25.0%	26.0%
Used a DMO web site	32.5%	33.2%	34.9%
Used newspaper travel section for planning	14.1%	14.4%	19.4%
Accessed Twitter for travel information	2.6%	14.2%	26.9%
Used Facebook for travel planning	8.2%	37.2%	53.7%

Insight: Different Travel Styles

Overall, target generations – Boomers, Gen X and Millennials – show little difference in travel styles. Millennials and Gen X have more interest in cultural and culinary events while Boomers dominate more in exploration and nature.



Marketing Communications

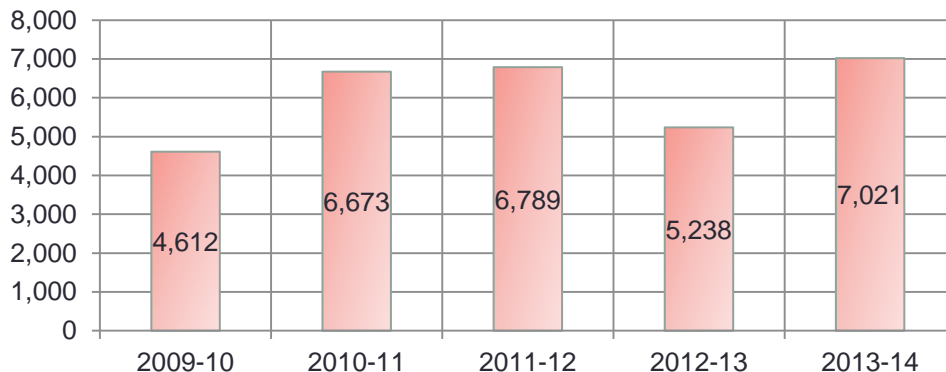


What the industry wants (2015 Industry Survey, Indicating high/moderate priority)

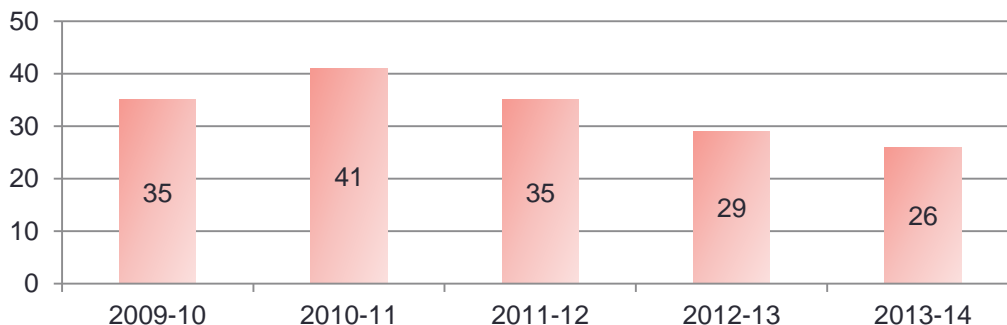
- Web site traffic – attractions (30/40%), hotels (55/32%)
- Social media exposure – attractions (25/70%), hotels (40/50%)
- Email marketing – attractions (40/50%), hotels (40/30%)
- Media exposure – attractions (50/50%), hotels (20/50%)

Meetings & Conventions

Meetings/Conventions Visitors



Meetings/Conventions Groups

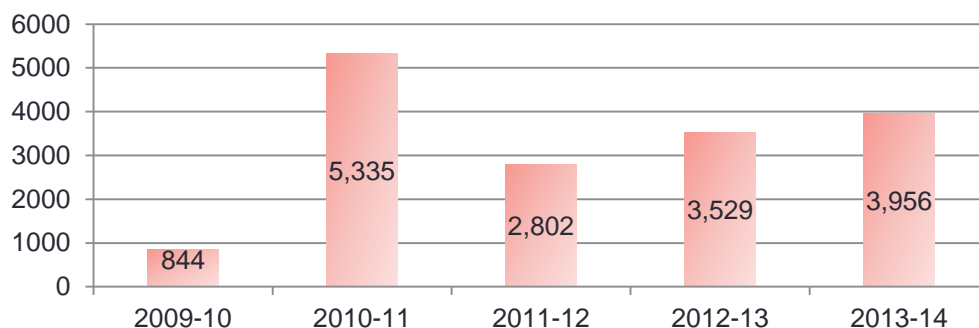


What the industry wants (2015 Industry Survey)

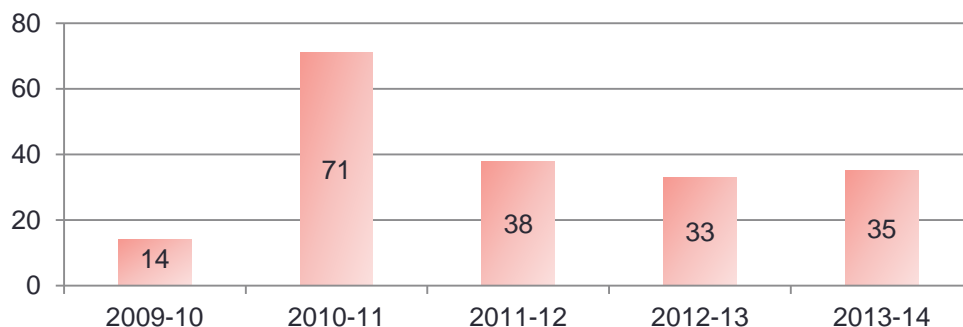
- 60% of hotels listed corporate meetings as priority #1
- 20% of hotels listed association meetings as highest priority with 50% listing as second highest
- 10% of hotels listed government meetings as priority #1 with 20% showing it as the second highest
- SMERF meetings had the lowest appeal – 10% indicated as priority 1 & 2 and 40% listed as priority 3 & 4

Leisure Sales

Motor Coach Visitors



Motor Coach Groups

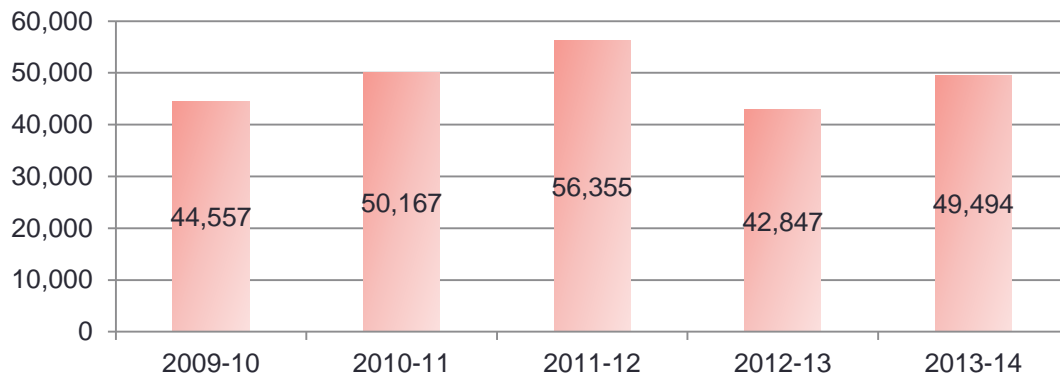


What the industry wants (2015 Industry Survey)

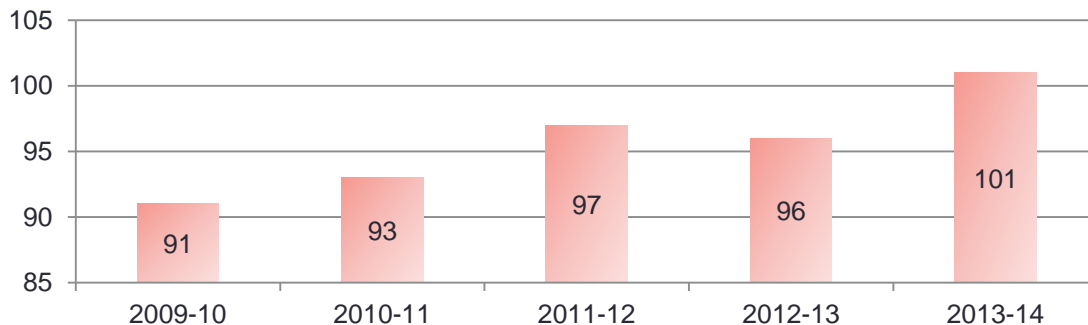
- Attractions have more interest in motor coach (70%) and student youth groups (80%), compared to hotels at 20% for motor coach and 10% for student youth groups
- 30% of attractions and hotels expressed interest in senior groups
- 40% of hotels listed weddings and reunions as the highest priority, compared to 10% by attractions
- 80% of hotels listed sports groups at the highest priority in the group segment

Sports Marketing

Sports Events Visitors



Sports Events

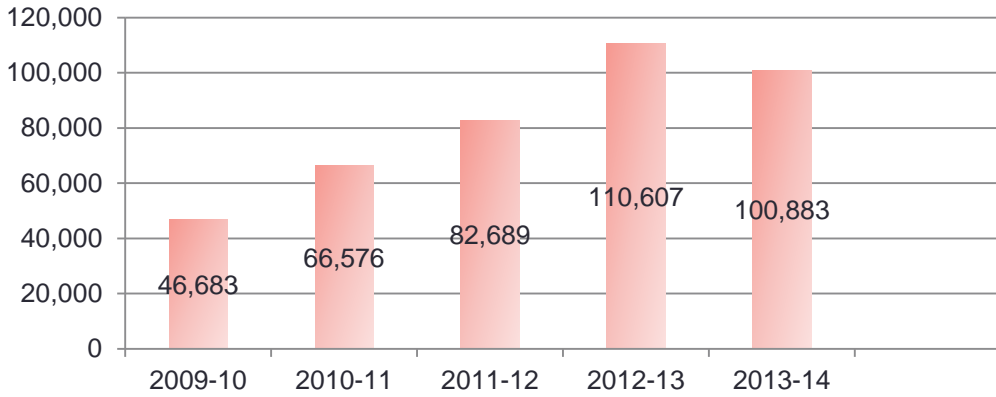


What the industry wants (2015 Industry Survey)

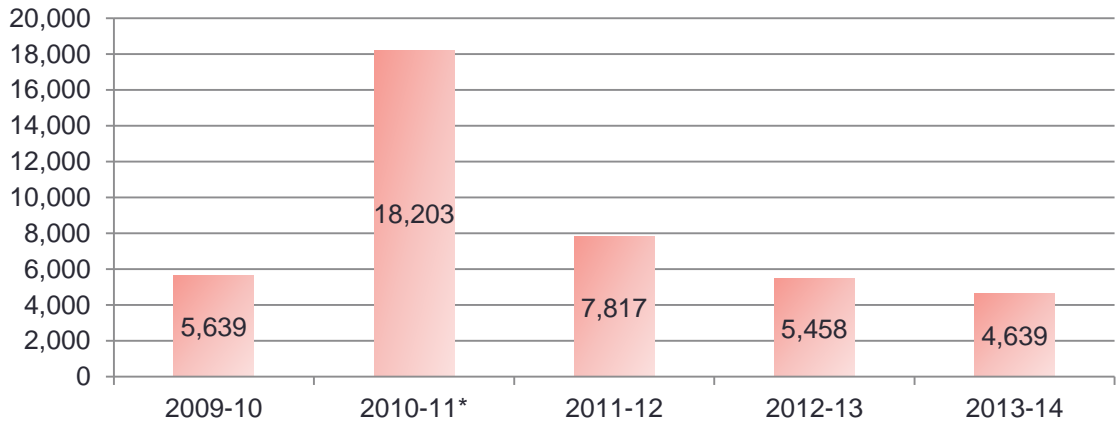
- 80% of hotels listed sports groups as a high priority, 20% listed them as moderate priority
- 50% of hotels saw more sports groups in the spring and 20% indicated either more sports groups business in the fall or no change from prior years

Visitor Services

Visitor Requests Fulfilled

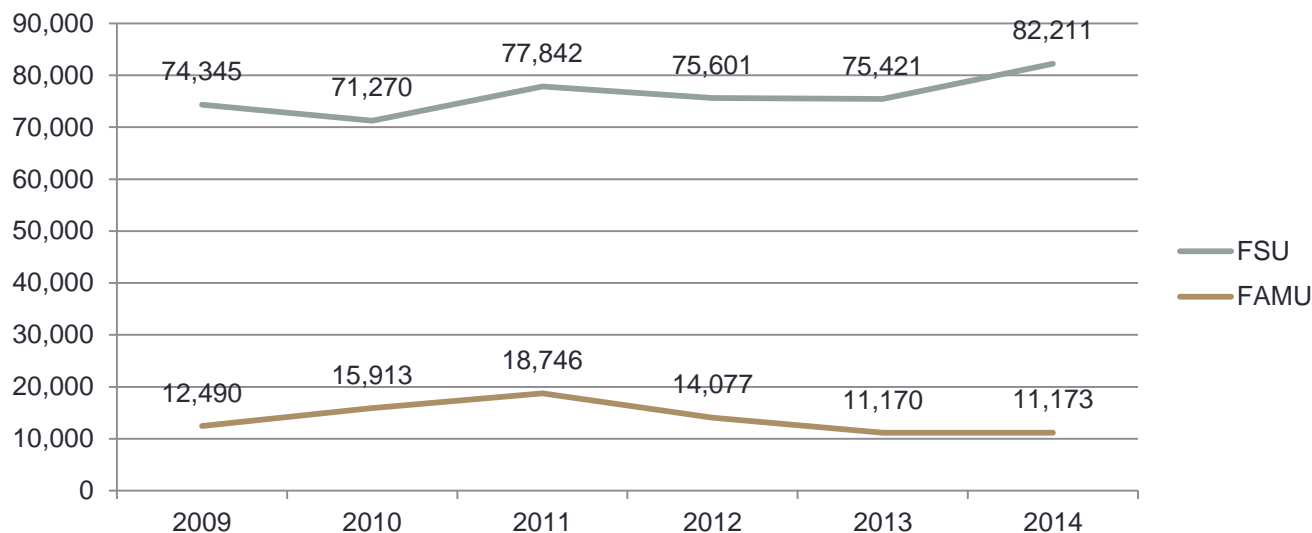


Visitor Center Traffic



*Includes traffic at airport kiosk.

Fall: Frenzy & More



FSU & FAMU Football Average Attendance

FSU – Seven home games in all seasons except six in 2009 (Home capacity at 82,300)

FAMU – Four home games in 2009-2012, five in 2013, 2014 (Home capacity at 25,500)

Attendance from NCAA Reports

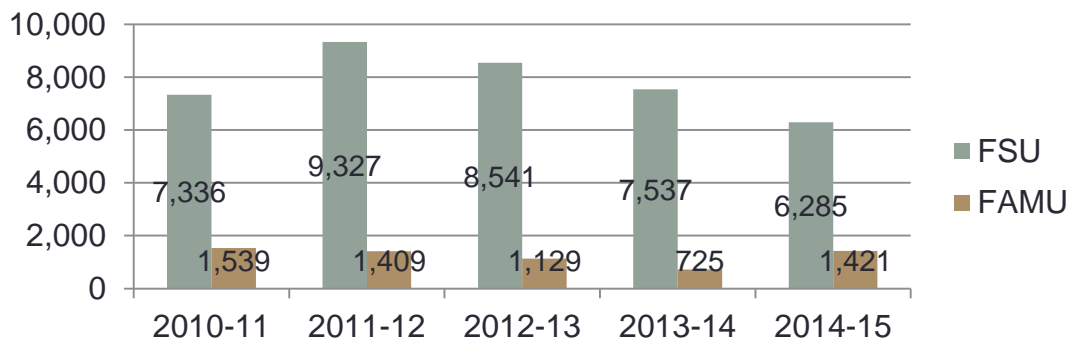
Football remains the focal point during the fall, generating high to maximum hotel occupancy on most weekends and increasing the need for attracting other events or focusing on other activities on those weekend when both FSU and FAMU play away from Tallahassee.

- Limited opportunity for growth, especially with FSU averaging near maximum capacity for home games. A greater opportunity exists when FAMU has the only home game scheduled on a given weekend.
- The financial attractiveness of neutral site games for universities dramatically diminish the local economic impact in the future. FSU has neutral site games scheduled for the 2016 and 2017 seasons.
- The Division successfully complimented fall business by attracting major cross country running events for weekends when both FSU and FAMU play away from Tallahassee.
- Promotion during home game weekends will focus on maximizing economic impact from football fans.
- Promotional focus during weekends when FSU and FAMU both play away from Tallahassee include any “replacement” events (cross country) , festivals and outdoor activities.
- Football marketing activities launch during the spring when FSU & FAMU finalize upcoming schedules and emphasize ticket sales/renewals.

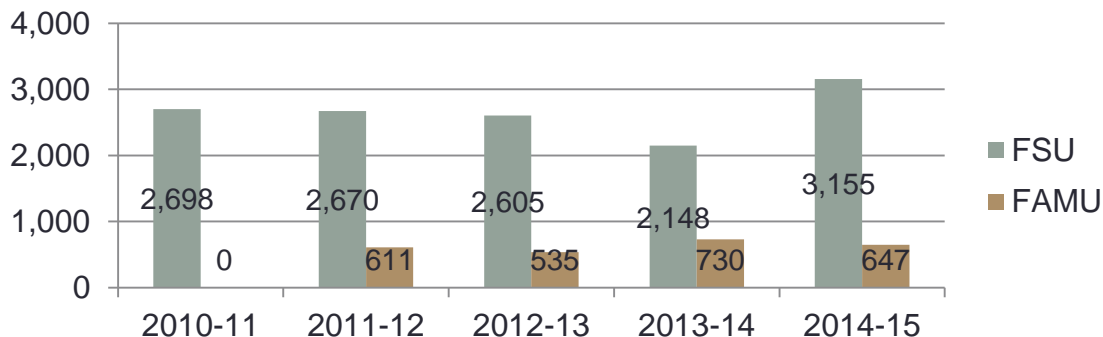
Winter: Shopping & Celebrations

- Leverage Market Days for regional appeal and the area’s advantage for attracting holiday shoppers from nearby smaller communities
- Winter Nights & Holiday Lights marketing activities launches during the fall with
 - Email communication(s) and social media campaign focusing on a comprehensive calendar of events
 - Initiate sales programs to targeted tour operators in Florida, Alabama and Georgia
 - Use arrival of cranes at St. Marks Wildlife Refuge as a focus on the area’s appeal to outdoor and nature travelers
- College basketball offers an opportunity for growth in winter and early spring, especially focusing on weekend stays in conjunction with key games.

FSU & FAMU Average Men’s Basketball Attendance



FSU & FAMU Average Women’s Basketball Attendance



FSU – Games at Tucker Center (12,100)
 FAMU – Games at Lawson Center (9,639)
 Attendance from NCAA Reports

Spring: “Bragging Season”

- Florida historically leveraged its “weather advantage” to visitors in northern states during the winter and VISIT FLORIDA recently resurrected the practice with a social media promotion featuring a “bragging season” and encouraging residents to share tropical imagery with friends and family living in colder climates.
- Tallahassee has its own “bragging season,” with distinct advantages to individual and group leisure travelers during the spring:
 - The spring “festival and color season” is certainly unique for Florida, with especially strong appeal among central and south Florida residents;
 - Engage the local industry and area residents in joining “bragging season” by emphasizing the area’s distinct visual appeal and spring color in social media posts.
- The abundance of popular special events and outdoor activities provide opportunities for building weekend stays although one event, this year’s FSU spring game moved to Orlando.

Summer: Sports & Family Focus

- Redefine a Florida summer vacation for residents and out-of-state vacationers en route to other Florida destinations, focusing on outdoor activities, exploring historic sites, unique dining and the area's affordability
 - Aggressively pursue story placements in major DMAs 400+ miles north and west of Tallahassee (primarily I-10, I-20, I-40, I-65 corridors) for influencing Central Florida-bound vacationers
- Focus on the destination's affordability to young couples (Gen X and Millennials) traveling with children and Boomers traveling with grandchildren
 - Emphasize weekend stays
 - Pursue story placements in targeted media – bloggers reaching Gen X and Millennial couples, newspapers (print/online) for Boomers in addition to travel media
- Build destination exposure by showcasing team sports
- Showcase major entertainment events -- the African American Dance Festival and Latin Dance Festival in June and Swamp Stomp at Tallahassee Museum in July
- Use email blasts for filling any unsold dates for fall football weekends

Trailhassee

Objective: Establish Trailhassee as a nation's premier information source for outdoor recreation to specific activity segments -- running, hiking, cycling, paddling and equestrian sports.

Strategy: Achieve awareness and build name recognition to specific audience segments through direct communications with users, indirect communications through targeted, activity-specific media and broader, travel/lifestyle media channels.

Tactics:

- Build a database of dedicated and interested users through the Trailhassee.com and VisitTallahassee.com, banner advertising and other online activity and communicate at least quarterly through email newsletters;
- Achieve story placements about Trailhassee.com on web sites and in regional/national publications appealing to the running, hiking, cycling, paddling and equestrian audiences through direct pitches and organized media research trips to the county;
- Using online banners and story placements in targeting the 17.6 million outdoor enthusiasts in Florida, Georgia and Alabama;
- Emphasize the county's competitive advantage – its vast and diverse outdoor recreational resources conveniently located within a contemporary, highly desirable “traditional” destination with an emerging hip/trendy reputation.
- Integrate Trailhassee.com messages on all appropriate event listings on the VisitTallahassee.com calendar of events
- Involve area outfitters in cross promoting their services and Trailhassee.com
- Include Trailhassee.com link on city, county and state web site descriptions of individual trails

#IHeartTally

Objective: Extend the reach of the Division’s promotional efforts to specific audience segments through sharing user generated content on social media channels by residents and visitors to Leon County.

Strategy: Capitalize on the importance of word of mouth advertising, the influence of friends and relatives and propensity (especially among Generation X & Millennials) for user generated content by encouraging residents and vacationers to share their experiences through words, photographs and videos about Tallahassee-area sites, events and activities.

Tactics:

- Achieve broad-based use of #IHeartTally by influential individuals, groups and organizations through story placements, direct contact, presentations and actively tagging social posts;
- Use personal relationships and on-going contact with the media for incorporating the hash tag;
- Distribute “social sharing” instructional cards to area businesses, hotels, restaurants, attractions and include in all bags prepared for group visits (reunions, meetings, conventions, sports activities, etc.)
- Promote the campaign at major local events through advertising, banner placements and using street team intercepts;
- More readily display user generated content on VisitTallahassee.com and enhance page views and time on site.

Insight: The Sports Traveler*

- Sports Travel Magazine estimates travel for organized sporting events/activities exceeds \$182 billion annually and accounts for more than 47 million room nights
- Running or jogging dominates individual sports activities with more than 57 million participating (19.8% of the population). It remains the most popular outdoor activity for all Americans, regardless of ethnic or racial affiliation
- Bicycling attracts 46.6 million participants (16.1% of the population)
- Hiking attracts 34.4 million participants (12% of the population)
- Kayaking attracts 8.7 million (3% of the population)
- Walking for fitness is the most popular crossover activity with 53% of the population participating
- The most popular team sports activities include:
 - Basketball, 23.7 million participants (8.2% of the population)
 - Baseball, 13.3 million participants (4.6% of the population)
 - Soccer (Outdoor), 12.7 million participants (4.4% of the population)
 - Slow pitch Softball, 6.8 million participants (2.4% of the population)
 - Touch Football, 7.1 million participants (2.5% of the population)
 - Court Volleyball, 6.4 million participants (2.2% of the population)
 - Flag Football, 5.6 million participants (1.9% of the population)
 - Sand/Beach Volleyball, 4.7 million participants (1.6% of the population)
- Nearly half (49.2%) of Americans participated in some form of outdoor recreation last year. The actual number of outdoor participants increased but participation rate fell due to population growth.
- Outdoor participation is highest Caucasians and lowest among African Americans.
- Hispanics make up a small percentage of total outdoor participants, but those who participated averaged the most annual outdoor outings per person.

* 2014 Outdoor Foundation Report

Insight: The Outdoor Traveler

- Almost 25% of outdoor enthusiasts go on an outdoor excursion at least once a week
- Adults with children in the household participated in outdoor recreation at a higher rate (53%) than adults without children (44%). Parents with children ages 6-12 participated at a slightly higher rate than parents of other aged kids, however, parents of teens 13-17 got outside the most often with 94 annual outings.
- The South Atlantic Region (which includes Florida) has a 46% participation rate and represents 18% of the US participants.
- The greatest participation rate (33%) is in the 45+ year old category, followed by 25-44 year olds (32%)
- People earning \$100,000+ dominate outdoor enthusiasts (30%), followed by \$25-49,999 (22%), and \$50-74,999 (18%)
- Americans spend \$646 billion annually on outdoor recreation – gear, vehicles, trips and travel related expenses
- Regional participation remains impressive with 51% of Floridians participating in outdoor recreation annually and generating \$38.3 billion spending; 57% participation in Alabama generating \$7.5 billion in spending; 53% participation in Georgia generating \$23.3 billion in spending.

Insight: The Culinary Traveler*

- Culinary travelers average five trips per year, slightly more than general leisure travelers
- Unique food and drink experiences are prime motivators in choosing a destination for nearly three fourths of these travelers and 89% enjoy learning about local culture and cuisine of the destination they visit.
- More than 40% read a daily newspaper and 30% read community newspapers for food travel ideas. Deliberate culinary travelers (where food a key reason for travel) also read food, cooking and wine related magazines)
- More than half (55%) took at least one trip where food and drink were the key reasons for the trip
- A majority (85%) travel with at least one other person – 57% with a spouse or significant other and 20% with a friend.
- Those earning \$75,000+ are more likely to travel with a spouse or significant other.
- On their most recent trip, culinary travelers averaged 4.3 days away from home
- Nearly 50% of travelers prefer using their own automobile when traveling and a majority (63%) stayed at a hotel, hotel or resort
- Organized events such as food and wine festivals and tours are key motivators for this segment. Festivals and tours are major motivators for Gen X & Y.
- Non-culinary activities are popular with the segment – 40% visit historic sites, 33% shop at boutiques. Matures also prefer scenic drives and shopping for items by local artisans more than Gen X & Y and Boomers who opt for nightlife and entertainment.
- These spend as much on food and dining as they do on shopping and entertainment.
- Rely heavily on recommendations of friends and family (56%), general web searches (56%), destination web sites (54%), online reviews (44%) and destinations brochures (22%) – all higher than general leisure travelers
- Preferences for unique food or drink (74%) far exceeds the preference for fine/gourmet dining (45%)
- As expected, this segment is more interested in wine tours/trails/winery visits (43%) or micro-brewery/pub tours (35%) than general leisure travelers.

* Mandala Research, 2013 Report

Insight: The Culture & Heritage Traveler*

- Although broadly defined, nearly 80% of American leisure travelers annually participate in culture and heritage activities, accounting for more than \$193 billion in travel-related expenditures
- These travelers represent all generations, education and income levels, however some segments skew older, more highly educated and wealthier
- This segment travels more frequently than the general leisure audience, averaging slightly more than five trips annually compared to 3.98
- Primary motivators include:
 - Experiences where the destination, its buildings and surrounding have retained historical character
 - Educational experiences – intellectual enrichment -- in their travel
 - Lodging that reflect local culture
 - Explore a different culture/history at a destination
- Outside traditional cultural/heritage activities (museum attendance, visiting historical sites, etc.) these travelers participate in a wide range of activities including culinary activities, attending food and wine festivals and enjoying unique dining experiences
- Travelers enjoying culture and heritage activities fall into five distinct segments
 - **Passionate** - those purposely seeking cultural/heritage activities – 14% or 21.4 million leisure travelers. Typically older, have graduate or professional degree, more than \$100,000 HHI; seek destination where buildings and surroundings retain historic character; 77% use destination web sites for planning trips but 65% cite influence or friends and relatives.
 - **Well Rounded** – open to experiencing a variety of activities including cultural/heritage – 12% or 18.4 million leisure travelers; More likely to belong to Gen X, have graduate or professional degree and 87% seek combination of activities that also include shopping, nature, exercise and dining; 91% think it's important/somewhat important to seek new experiences; 54% use general web searches and 51% rely on recommendations from friends and family
 - **Aspirational** -- desire cultural/heritage experiences but have limited experience – 25% or 38.2 million leisure travelers. More likely to be a female Boomer, African-American and middle class. 88% seek a variety of activities with 98% wanting relaxation and relieving stress; 50% use web sites from destinations and 49% rely on recommendations from friends and family
 - **Self Guided** – take advantage of cultural/heritage activities but are not the primary driver for destination choice; 14% or 21,4 leisure travelers; More likely to be male, Caucasian and holding a graduate or professional degree. 78% seek a variety of activities and 85% think it is very/somewhat important to enrich relationship with spouse or partner.
 - **Keep It Light** – don't seek out cultural/heritage activities but participate if perceived as fun/different; 12% or 18.4 million leisure travelers. More likely to be a female Millennial, Caucasian with \$100,000 HHI; 86% seek a wide variety of activities; 95% chose activities that create lasting memories; 92% seek enriching relationship with spouse/partner/children. 66% rely on destination web sites and 65% seek recommendations from friends and family
- *Mandala Research, 2012 Report

The African-American Traveler*

- A majority take trips to visit friends and relatives while Gen Y and X travel more for vacation. Overall, 61% stay in hotels and motels and a majority prefer auto travel.
- The highest concentration (52%) of the leisure market resides in the South and mostly take trips within 500 miles of their residence, compared to 800 miles by the total leisure market. **Tallahassee is located within 500 miles of 36 of the nation's DMAs having the highest concentration of African-American households, including 21 of the top 50.**
- Recommendations by family and friends (55%) ranks highest among sources of information when planning a trip, with 54% reviewing web sites of destinations under consideration
- Overall, 44% regularly visit Facebook with the highest usage (70%) among Gen Y & X
- Key motivators for travel mirror those of general leisure travelers:
 - 95% seek relaxation, relieving stress
 - 91% seek lasting memories
 - 81% want enriching relations with spouse or partner
 - 81% seek stimulating or intellectually enriching activities
 - 81% desire pampering as part of the experience – significantly higher than 66% for general leisure travelers
- Trip planning falls within three periods –
 - 29% book between five weeks and six months,
 - 29% plan within 3-4 weeks and
 - 35% plan with two weeks.
 - Only 14% plan within a week or less. Gen Y & X more likely travel with shorter planning times.
- Family reunion travelers are twice as likely to stay at a historic hotel or resort.
- As expected, those with higher income and education participate in more activities, are more intellectually curious with a greater appreciation of history, heritage and culture, especially relating to African Americans.
- Gen Y travelers participate in the greatest number of activities, Boomers and Gen X have the highest participation rate in local culture and heritage.

Insight: The Florida Meetings Traveler*

According to VISIT FLORIDA research, business travel accounts for 11% of the state's domestic visitors. Conventions and meetings account for 54% of business travel in Florida. Most of these travelers (77%) travel alone and more than two-thirds go to destinations in Central and Southeast Florida.

- The average length of stay for business travelers was 3.1 nights. The majority (67%) of business travelers stated in the state 1-3 nights.
- A majority (59%) of the business travelers stayed in high end hotels with 32% staying in mid-level hotels.
- The average daily expenditure for business travelers is \$260.40 (including transportation). When transportation costs are excluded, the average daily expenditure is \$141.60 per person per day.
- The average age of the state's business traveler is 46.2 with an annual average household income of \$129,100.
- Florida's greatest competition for meetings are other warm weather destinations, including California, Texas and Arizona.
- In addition to proximity and prior experience in holding meetings here, Florida has other significant advantages with meeting planners including the propensity of resort properties capable of hosting meetings, large convention centers and substantial and affordable airlift.
- Following the economic downturn and budget cuts for larger one-time events, many planners focus on smaller, regional meetings with greater concern about attendee travel costs and ability to drive. This trend presents an opportunity for Visit Tallahassee with its focus on regional markets and specialization in smaller meetings.
- Event size is a key factor in determining the amount of advance planning time required. Larger events have a 23-31 month planning cycle while smaller events can occur within 12 months. The average planning cycle for meetings in Tallahassee is eight months.
- In addition to attending meetings and trades shows focusing on critical segments (government, associations, corporate and SMERF), Visit Tallahassee will increase email communication with targeted meeting planners. Visit Tallahassee more than doubled effectiveness with its email communication to meeting planners last year.

* Florida Visitor Study 2013

Insight: The Florida Resident Traveler*

According to VISIT FLORIDA research, Florida residents took 20.2 million trips in the state in 2012. Nearly all, 99%, traveled by car, averaged 2.4 nights away from home and spent an average of \$120 per-person, per day. Most (81%) use paid lodging.

Seasonality: Winter (25.2%), Spring (26.6%), Summer (26.2%), Fall (21.8%)

Average Age: 44.9 years. The largest concentration of travelers fall in the 35-64 groups – 35-49 years (31%) and 50-64 years (20%)

Average Party Size: 2.4 persons. Couples makes up 44% of the travelling parties.

Average Household Income; \$82,500. 41% make \$75,000+; \$75,000-\$99,000 (18%) and \$100,000+ (23%)

Average Length of Stay: 2.2 nights. Two-night stays account for 33% of the visits while 15% stay three nights. One night trips account for 38%.

Primary Activities (Multiple Responses Allowed):

- Beach/Waterfront (30%)
- Culinary/Dining (26%)
- Shopping (24%)
- Theme/Amusement Park (19%)
- Visit Friends & Relatives (17%)
- Nightlife (15%)
- Touring/Sightseeing (11%)
- Concerts/Theater/Dance (9%)
- Parks – National & State (7%)
- Historic Sites (7%)

Top Origin Areas: Tampa/St. Petersburg (19%), Orlando (13%), Jacksonville (10%), Miami (9%), Fort Lauderdale (8%), Not an MSA (8%), Port St. Lucie (4%), West Palm Beach (4%), Sarasota/Bradenton (3%), Palm Bay/Melbourne (3%)

Top Destinations: Orlando (35%), Tampa/St. Petersburg (14%), Not in any MSA (7%), Jacksonville (7%), Fort Lauderdale (5%), Daytona Beach/Ormond Beach (4%), Miami (4%), Palm Bay/Melbourne (4%), Sarasota/Bradenton (3%), West Palm Beach (2%)

*Florida Visitor Study/2012 – VISIT FLORIDA

Insight: US Vacationers To Florida*

Primary Purpose of Trip: Leisure (90%) – General Vacation (40%), Visit Friends/Relatives (25%), Getaway Weekend (11%), Special Event (7%)

Seasonality: Winter (24%), Spring (27%), Summer (27%), Fall (22%)

Travel Party Size – Average 2.1 persons) – Couples 38%, One Adult 35%, Families 17%, Three or more adults 6%, Two males or two females 4%

Primary Activities

- Nature (45%) – Beach/Waterfront (41%), Parks – National/State (11%), Wildlife Viewing (7%)
- Family/Life Events (45%) – Visit Friends/Relatives (31%), Holiday Celebration (6%)
- General (43%) – Shopping (33%), Business (6%), Spa (2%)
- Libation/Culinary (35%) – Culinary/Dining (34%), Winery/Brewery/Distillery (1%)
- Attractions (35%) – Nightlife (17%), Theme/Amusement Park (16%), Gambling (5%), Zoo/Aquarium (4%)
- Culture (29%) – Touring/Sightseeing (15%), Movies (8%), Historic Sites (8%), Concerts, Theater, Dance (5%), Festivals/Fairs (6%), Museums/Art Exhibits (6%)
- Outdoor Sports (20%) – Golf (5%), Water Sports (5%), Fishing (5%), Hiking/Biking (6%)

Average Expenditure (Per Person/Per Day) -- \$162.40 (Lodging \$53.30, Transportation \$51.40, Food & Beverage \$34.60, Shopping \$19.90, Entertainment/Recreation \$18.00, Other \$4.70)

Length of Stay – Average 4.3 nights – 1-3 nights 49%, 4-7 nights 42%, 8+ nights 9%

Reservation Type (94% made reservations in advance) – Online 42% with 26% using hotel website, 20% using direct to location.

Top Origin DMAs – New York (12.0%), Atlanta (7.0%), Chicago (3.9%), Boston (3.5%), Washington DC (3.0%), Philadelphia (2.8%), Dallas-Fort Worth (2.2%), Raleigh-Durham (1.9%), Charlotte (1.7%), Detroit (1.7%), Baltimore (1.7%), Cleveland (1.7%), New Orleans (1.6%), Hartford-New Haven (1.6%), Houston (1.5%)

Top Origin States – New York (10.3%), Georgia (8.2%), Texas (6.3%), New Jersey (5.3%), Illinois (4.9%), North Carolina (4.7%), Pennsylvania (4.3%), Virginia (3.9%), Ohio (3.8%), Alabama (3.8%), California (3.3%), Tennessee (3.2%), Indiana (3.1%), Michigan (3.0%), Maryland (2.8%)

Age of Travelers – Average Age 48.2 – 18-34 years 22%, 35-49 years 31%, 50-64 years 27%, 65+ years 20%

Generational Breakdown:

- Millennial (1981 – Present) – 20%; 1 PP decrease from 2013
- Generation X (1965-1980) – 34%; no change from 2013
- Boomers (1946-1964 – 36%; no change from 2013
- Silent (1945 and earlier) – 10%; 1 PP increase from 2013

Life stage Breakdown:

- Young & Free (18-34, any income, no kids) – 12%; 1 PP decrease from 2013
- Young Family (18-34, any income with kids) – 11%; 1 PP decrease from 2013
- Maturing & Free (35-54, any income, no kids) – 18%, 1 PP increase from 2013
- Moderate Family (35-54, <\$75K, with kids) – 7%; same as 2013
- Affluent Family (35-54, \$75K+, with kids) – 18%, 2 PP decrease from 2013
- Moderate Mature (55 and older, <\$100K, no kids) – 20%, 4 PP increase from 2013
- Affluent Mature (55 and older, \$100K+, no kids) 13%; 2 PP decrease from 2013