



# **LEON COUNTY**

## *Tourist Development Council*

**Wednesday, January 10, 2018, 9:00 a.m.**  
**County Commission Chambers**  
**Leon County Courthouse, Fifth Floor**  
**301 South Monroe Street, Tallahassee FL 32301**

## **MEETING AGENDA**

- I. Call to Order – **Bo Schmitz, Chairman**
  - Welcome & Introduction
- II. Request for Additional Agenda Items – **Bo Schmitz**
- III. Public Comment
- IV. Items for Consent Approval – **Bo Schmitz**
  - November 1, 2017 Meeting Minutes
  - Financial Reports: October 2017/November 2017; Year-to-Date Tax Collections and Research Reports
  - Advertising/PR Activity Report/Digital Activity
  - Direct Sales, Communications, Visitor Services, Sports & Film Reports
- V. General Business – **Bo Schmitz**
  - Research Presentations – Florida Jazz & Blues and Doak After Dark
  - Zagster (Bike Share) Presentation – Suzie Godlewski
  - COCA Updates
- VI. Executive Director’s Report – **Kerri Post**
  - Tourism Day – January 17, 2018
  - Strategic Plan Update
  - BOCC Updates
  - Cross Country Events Highlights
- VII. Additional Business: “For the Good of the Cause” – **Bo Schmitz**

### **Next TDC Meeting:**

**March 1, 2018 TDC Meeting**  
County Commission Chambers  
Leon County Courthouse, Fifth Floor

# Leon County Tourist Development Council

## Minutes of November 1, 2017 Meeting

9:00 A.M.

**TDC Members Present:** Bo Schmitz-Chairman, Russell Daws, Leigh Davis, Dr. Audra Pittman, Sam Patel, Commissioner Bryan Desloge, Commissioner Nancy Miller, John Kelly, Matt Thompson

**TDC Members Absent:** Michelle Personette, Commissioner Scott Maddox

**Tourism Development Staff Present:** Kerri Post, Chris Holley, Aundra Bryant, Brian Hickey, Joe Piotrowski, Andi Ratliff, Janet Roach, Gary Stogner, Amanda Heidecker, Lauren Pace, Connor Rand

**Guests Present:** Dr. Joseph St. Germain-Downs & St. Germain Research, Amanda Lewis-Zimmerman Agency, Mallory Hartline-Zimmerman Agency, Ashley Dellinger-Zimmerman Agency, Cosby Hayes-KCCI, Charlotte Waters-KCCI, Mike Pate-KCCI, Lindsey Magura-North American Properties, Jon Brown-Florida Jazz and Blues Festival, Nicole Smith-Leon County Community Media Relations, Ken Morris-Leon County Administration.

### I. Call to Order

Meeting was called to order at 9:01 A.M. by Chairman Bo Schmitz.

### II. Request for Additional Agenda Items

There were no additional agenda items to be added to the meeting.

### III. Public Comment

There were no public comments shared at the meeting.

### IV. Items for Consent Approval

**Russell Daws moved for approval and it was seconded by John Kelly. The motion was unanimously approved.**

### V. General Business

Tourist Development Council Meeting dates for 2018 – Proposed dates were provided to Tourist Development Council Board members. There were no voiced conflicts to proposed meeting dates. These dates will be sent as calendar requests to the board members.

2017 Economic Impact of Tourism Report – Joseph St. Germain provided a brief report on the Economic Impact of Tourism. All indicators of growth are up from last year. He noted that Tourist Development Tax collections are up 10.5% over last year and up 33% over the last 5 years.

2017 Economic Impact of Signature Events - Joseph St. Germain additionally reported on the Economic Impact of Signature Events for Fiscal Year 16-17. A full report on each of these events was provided in a separate booklet to Tourist Development Council Board members. Kerri noted that staff is hosting a meeting exclusively for Signature/Emerging Signature Events to review the specific marketing support that is now provided to these events. Tourist Development Council Board members praised

the processes for grants that tie the grants to deliverables by the recipients and are able to track and easily report on the return on investment.

KCCI Report – Charlotte Waters and Cosby Hayes gave a presentation on behalf of Knight Creative Communities Institute (KCCI) which gave details of a proposed new design for the project that was previously approved. They highlighted the increased use of public media in other destinations and the growing response to these pieces of public art on social media. Proposed modifications include changing the shape of the structure from #iHeartTally to TLH. They also proposed changing the material used to create the structure to now be made of perforated steel. Perforations will include a cut out of the #iHeartTally hashtag. This change allows it to be lit from within at night displaying the designs perforated into the letters. Feedback from the KCCI Catalyst Team’s research showed reluctance in using the hashtag which prompted the change in design. They believe the TLH gives the structure longevity. This new design and change of materials will also save approximately \$50,000 which will allow for production to begin immediately.

Leigh Davis asked about maintenance of the structure. KCCI confirmed they are ensuring maintenance with the City. Incorporation of the “T-ALL-ahassee” advertising campaign was discussed. Tourist Development Council board requested that KCCI highlight it in the design.

Staff confirmed that the amount provided to the project from Leon County via the TDC was \$35,000, and this amount will be matched by the city in in-kind services. With the proposed changes to the design the reduced budget is now \$100,000. Master Craftsman can start immediately once approved.

**Commissioner Brian Desloge made a motion to accept the changes to the design as presented. Nancy Miller seconded the motion. The motion was unanimously approved.**

COCA Updates – COCA Reports were provided to the TDC members for the Marketing Grant and Cultural Facilities Matching Grant programs funding recommendations. Russell Dawes recused himself from both votes.

**Matt Thompson made a motion to approve the Marketing Grant recommendations as provided, the motion was seconded by Commissioner Miller. The motion was approved. Commissioner Miller made a motion to approve the Cultural Facilities Matching Grant recommendations. The motion was seconded by Commissioner Desloge. The motion was unanimously approved.**

The COCA Annual Report was provided to TDC members, with an update on the Economic Impact Report Luncheon which was cancelled due to Hurricane Irma, now rescheduled in concert with Arts Day at the Capitol. COCA will co-host Arts Day at the Capitol with the Florida Division of Cultural Affairs January 24. **Commissioner Miller made a motion to approve the Annual Report. John Kelly seconded the motion. The motion was unanimously approved.**

## **VI. Executive Director’s Report**

Board of County Commissioners Meeting Update – Kerri Post provided an update on Tourism initiatives discussed at the recent BOCC meeting.

- The previously discussed potential Board item to activate emergency marketing response funds for crime related surveys was not considered by the BOCC.

- North American Properties received CRA approval for \$2.5 million for amphitheater support space and an additional amount was approved for a side road to create access to the space. Some of the TDT funds were proposed to be used for a Civil Rights memorial but it was not an allowable expenditure since it was on private property. The memorial will be built with different funds in the CRA budget. This action item was approved by the BOCC. Russell Dawes asked for information on a grant review panel for CRA projects requesting TDT funds. Audra Pittman confirmed there are still plans for a grant review committee but other priorities are taking place first.
- The recommendation was made at the BOCC meeting to extend the time window for applications to apply to fill open TDC seats. This was approved.
- The Apalachee Regional Park master plan was approved. It will be ratified at the coming meeting, and is moving forward immediately with improvements to the cross country course. In addition to cross country improvements, two disc golf courses will also be developed. Kerri Post confirmed that TDT funds will only be put toward the enhancements for the NCAA national cross country championship.

Marketing Rollout Recap - Kerri Post thanked all who attended and thanked the staff and agency for producing such an outstanding event. She also recognized Tommy Waits Leadership Excellence Award recipients John Kelly (individual) and Gulf Winds Track Club (organization).

Blueprint Review – Kerri Post requested consideration by the TDC to have a special meeting to review Blueprint plans previously presented, specifically concerning the proposed gateway plan toward the airport and Florida State University convention center. TDC members agreed and asked Kerri to move forward scheduling it.

#### Legislative updates

- House Bill 3 – The following aspects were highlighted: It would require TDC board members to disclose any benefits received from expenditures of tourism funds, and any contracts over \$250,000 must be go before the county commission for approval. Kerri Post reiterated that Leon County Tourism is already operating with public transparency and is already in compliance with many of these proposals. Additionally, it proposes changes to travel requirements to comply with state per diem rather than federal per diem, which the County currently utilizes. The proposed bill also requires that DMOs may not expend public or private funds that directly benefits only one entity, which may affect the grant process. Kerri Post reminded everyone that it is early in the process and more insight and evolution will be gained as legislation moves forward.
- Vacation rentals are also a topic of discussion for legislative season with Airbnb, VRBO and others are under scrutiny due to rising practices of corporate management of private properties. No bills on this topic have been filed at this time.

The TDC requested a regular Legislative update and recap including any recommended actions they can take to assist.

Upcoming Events – Lynyrd Skynyrd takes place Friday night with Signature Events Doak After Dark and Market Days following in November and December. FHSA State Championship takes place November 11 at Apalachee Regional Park (ARP). TDC members are invited for behind-the-scenes access. The USATF National Junior Olympic Championships will be held at ARP December 8-9, anticipated to be the largest Cross Country event to date.

Airport Updates – American Airlines now offers a direct flight to DC beginning in

February. Upon Chris Curry's departure, David Pollard is serving as interim Airport Director.

**VII. Additional Business: "For the Good of the Cause"**

Brian Hickey was recognized for 12 years of outstanding service to Leon County Tourism as he leaves the organization for another opportunity.

Adjournment: 10:15 a.m.

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Attest: Chairman Bo Schmitz

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Attest: Andi Ratliff

**Tourist Development Council**  
Statement of Cash Flow  
Period Ending October 31, 2017

<b>3 3/4-Cents Collections</b>		YTD	October	FY 2017/18	% Revenue		
Acct #	REVENUES	Actuals	Actuals	Budget	Received	Variance	
312100	Local Option Resort Tax (3 3/4-cents) <sup>1</sup>	\$ 371,758.45	\$ 371,758.45	\$ 3,957,938	9%	(3,586,180)	
361320	Tax Collector FS 125.315	-	-	-		-	
361111	Pooled Interest Allocation	-	-	40,755			
362000	Rents & Royalties	-	-	10,200		(10,200)	
365000	Merchandise Sales	-	-	3,000			
366930	Other Contributions/Partnerships	-	-	2,400			
361300	Interest Inc/FMV Adjustment	-	-				
369900	Miscellaneous Revenue	320.00	320.00	165,000			
399900	Appropriated Fund Balance			184,479			
	Total Estimated Receipts			4,363,772			
		\$ 372,078.45	\$ 372,078.45				
Acct #	EXPENDITURES	YTD	October	FY 2017/18	FY 2017/18	% Budget	Under/
	<i>Administration (301)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
51200	Salaries & Wages	\$ 15,882.91	\$ 15,882.91	\$ 201,939	\$ 201,939	8%	\$ 186,056
51210	Regular OPS Salaries & Wages	1,347.87	1,347.87	15,980	15,980	8%	14,632
52100	FICA	1,229.21	1,229.21	16,950	16,950	7%	15,721
52200	Retirement Contributions	2,692.10	2,692.10	34,546	34,546	8%	31,854
52210	Deferred Compensation	35.60	35.60	766	766	5%	730
52300	Life & Health Insurance	3,737.12	3,737.12	47,397	47,397	8%	43,660
52400	Workers Compensation	44.90	44.90	390	390	12%	345
53400	Other Contractual Services	-	-	115,500	115,500	0%	115,500
54000	Travel & Per Diem	126.58	126.58	7,500	7,500	2%	7,373
54101	Communications - Phone System	-	-	1,419	1,419	0%	1,419
54300	Utilities-160-950-591001-552	1,208.33	1,208.33	14,500	14,500	8%	13,292
54400	Rental & Leases	180.00	180.00	9,500	9,500	2%	9,320
54505	Vehicle Coverage	-	-	463	463	0%	463
54600	Repair & Maintenance	-	-	34,000	34,000	0%	34,000
54601	Vehicle Repair	111.62	111.62	465	465	24%	353
54900	Other Current Charges	-	-	1,971	1,971	0%	1,971
55100	Office Supplies	-	-	1,000	1,000	0%	1,000
55200	Operating Supplies	61.20	61.20	3,000	3,000	2%	2,939
55210	Fuel & Oil	-	-	510	510	0%	510
55400	Publications, Memberships	415.00	415.00	2,300	2,300	18%	1,885
55401	Training	-	-	3,000	3,000	0%	3,000
	<i>Advertising/Public Relations (302)</i>						
53400	Other Contractual Services	\$ -	\$ -	\$ 1,316,473	\$ 1,441,473	0%	\$ 1,441,473
	<i>Marketing (303)</i>						
51200	Salaries & Wages	\$ 34,319.00	\$ 34,319.00	\$ 471,654	\$ 471,654	7%	\$ 437,335
51210	Regular OPS Salaries & Wages	1,347.86	1,347.86	15,980	15,980	0%	14,632
52100	FICA	2,656.32	2,656.32	38,959	38,959	7%	36,303
52200	Retirement Contributions	2,715.15	2,715.15	38,863	38,863	7%	36,148
52210	Deferred Compensation	-	-	-	-		-
52300	Life & Health Insurance	2,894.82	2,894.82	61,978	61,978	5%	59,083
52400	Workers Compensation	151.01	151.01	1,487	1,487	10%	1,336
53400	Other Contractual Services	34,305.00	34,305.00	105,500	105,500	33%	71,195
54000	Travel & Per Diem	122.17	122.17	68,549	68,549	0%	68,427
54100	Communications Services	-	-	7,823	7,823	0%	7,823
54101	Communications - Phone system	-	-	1,054	1,054	0%	1,054
54200	Postage	-	-	38,000	38,000	0%	38,000
54400	Rental & Leases	174.85	174.85	3,347	3,347	5%	3,172
54700	Printing	145.98	145.98	6,400	6,400	2%	6,254
54800	Promotional Activities	814.21	814.21	34,500	79,500	1%	78,686
54860	TDC Direct Sales Promotions	-	-	55,322	55,322	0%	55,322
54861	TDC Community Relations	2,464.39	2,464.39	13,300	13,300	19%	10,836
54862	TDC Merchandise	-	-	5,000	5,000	0%	5,000
54900	Other Current Charges	45,133.34	45,133.34	473,000	473,000	10%	427,867
54948	Other Current Chrg - Amphitheater	68,750.00	68,750.00	100,000	190,000	36%	121,250
55100	Office Supplies	24.65	24.65	3,700	3,700	1%	3,675
55200	Operating Supplies	-	-	5,000	5,000	0%	5,000
52250	Uniforms	-	-	4,000	4,000	0%	4,000

**Tourist Development Council**  
Statement of Cash Flow  
Period Ending October 31, 2017

Acct # EXPENDITURES	YTD	October	FY 2017/18	FY 2017/18	% Budget	Under/
<i>Administration (303)(Continued)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
55400 Publications, Memberships	\$ 5,942.99	\$ 5,942.99	\$ 21,768	\$ 21,768	27%	15,825
55401 Training	-	-	7,000	7,000	0%	7,000
58160 TDC Local T&E	90.47	90.47	1,500	1,500	6%	1,410
58320 Sponsorship & Contributions	-	-	19,400	19,400	0%	19,400
<b>Special Events/Grants (304)</b>						
58300 Grants & Aids	\$ -	-	565,000	610,000	0%	610,000
<b>Welcome Center CIP (086065)</b>						
56300 Improvements other than Building	\$ -	-	45,000	45,000	0%	45,000
<b>Countywide Automation (470)</b>						
54110 Com-net Communications	\$ -	-	8,560	8,560	0%	8,560
54600 Repairs and Maintenance	-	-	2,610	2,610	0%	2,610
<b>Risk Allocations (495)</b>						
54500 Insurance	\$ -	-	7,306	7,306	0%	7,306
<b>Indirect Cost (499)</b>						
54900 Indirect Cost Charges	\$ -	-	273,000	273,000	0%	273,000
<b>Line Item Funding - (888)</b>						
58214 Cultural Facilities Grant Program	\$ 164,656.00	164,656	263,791	517,780	32%	353,124
58215 Local Arts Agency Program	-	-	1,055,165	1,055,165	0%	1,055,165
<b>Transfers (950)</b>						
591220 Transfer to Fund 220	\$ -	-	-	-	0%	-
591220 Transfer to Fund 305	-	-	-	-	0%	-
<b>Salary Contingency (990)</b>						
59900 Other Non-operating Uses	\$ -	-	50,000	50,000	0%	50,000
Reserve for Fund Balance	-	-	-	-	-	-
Total Expenditures	<u>\$ 393,780.65</u>	<u>\$ 393,780.65</u>	<u>\$ 5,703,085</u>	<u>\$ 6,262,074</u>		

<b>1 1/4-Cents Collections</b>						
Acct # REVENUES	YTD	October	FY 2017/18	FY 2017/18	% Revenue	Variance
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Received	
312110 Local Option Resort Tax (1 1/4-cents) <sup>2</sup>	\$ 123,919.48	\$ 123,919.48	\$ 1,319,313	\$ 1,319,313	9%	1,195,394
361111 Pooled Interest	-	-	-	-		
361320 Tax Collector FS 125.315	-	-	-	-		
366930 Refund from Prior Years	-	-	-	-		
Total Revenues	<u>\$ 123,919.48</u>	<u>123,919.48</u>	<u>\$ 1,319,313</u>	<u>\$ 1,319,313</u>		

Acct # EXPENDITURES	YTD	October	FY 2017/18	FY 2017/18	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
58100 Aids to Government Agencies	\$ -	\$ -	\$ 5,109,853	\$ 5,109,853	0%	5,109,853
Total Expenditures	<u>\$ -</u>	<u>\$ -</u>	<u>\$ 5,109,853</u>	<u>\$ 5,109,853</u>	0%	5,109,853

**NOTES TO THE FINANCIAL STATEMENT**  
**As of October 31, 2017**

**REVENUES**

- 1- Revenue for the 3 3/4-cent collections \$371,758.
- 2 - Revenue for the 1 1/4 -cent collections \$123,919.

**EXPENSES**

COCA Capital Facilities Matching Grant Program payment made in the amount of \$164,656.  
Deposit for Lynyrd Skynyrd in the amount of \$68,750. Currently working with contractor on reimbursement due to cancellation.

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**Tourist Development Council**  
Statement of Cash Flow  
Period Ending November 30, 2017

<b>3 3/4-Cents Collections</b>		YTD	November	FY 2017/18		% Revenue	
Acct #	REVENUES	Actuals	Actuals	Budget	Received	Variance	
312100	Local Option Resort Tax (3 3/4-cents) <sup>1</sup>	\$ 792,493.88	\$ 420,735.43	\$ 3,957,938	20%	(3,165,444)	
361320	Tax Collector FS 125.315	-	-	-		-	
361111	Pooled Interest Allocation	-	-	40,755			
362000	Rents & Royalties	-	-	10,200		(10,200)	
365000	Merchandise Sales	-	-	3,000			
366930	Other Contributions/Partnerships	-	-	2,400			
361300	Interest Inc/FMV Adjustment	-	-				
369900	Miscellaneous Revenue	11,700.00	11,380.00	165,000			
399900	Appropriated Fund Balance			184,479			
	Total Estimated Receipts			4,363,772			
		<u>\$ 804,193.88</u>	<u>\$ 432,115.43</u>				
Acct #	EXPENDITURES	YTD	November	FY 2017/18	FY 2017/18	% Budget	Under/
	<i>Administration (301)</i>	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
51200	Salaries & Wages	\$ 31,780.82	\$ 15,897.91	\$ 201,939	\$ 201,939	16%	\$ 170,158
51210	Regular OPS Salaries & Wages	2,722.66	1,374.79	15,980	15,980	17%	13,257
52100	FICA	2,510.94	1,281.73	16,950	16,950	15%	14,439
52200	Retirement Contributions	5,386.35	2,694.25	34,546	34,546	16%	29,160
52210	Deferred Compensation	71.20	35.60	766	766	9%	695
52300	Life & Health Insurance	5,232.86	1,495.74	47,397	47,397	11%	42,164
52400	Workers Compensation	89.85	44.95	390	390	23%	300
53400	Other Contractual Services	-	-	115,500	115,500	0%	115,500
54000	Travel & Per Diem	351.58	225.00	7,500	7,500	5%	7,148
54101	Communications - Phone System	-	-	1,419	1,419	0%	1,419
54300	Utilities-160-950-591001-552	2,416.66	1,208.33	14,500	14,500	17%	12,083
54400	Rental & Leases	180.00	-	9,500	9,500	2%	9,320
54505	Vehicle Coverage	-	-	463	463	0%	463
54600	Repair & Maintenance	-	-	34,000	34,000	0%	34,000
54601	Vehicle Repair	150.62	39.00	465	465	32%	314
54900	Other Current Charges	-	-	1,971	1,971	0%	1,971
55100	Office Supplies	-	-	1,000	1,000	0%	1,000
55200	Operating Supplies	61.20	-	3,000	3,000	2%	2,939
55210	Fuel & Oil	18.34	18.34	510	510	4%	492
55400	Publications, Memberships	415.00	-	2,300	2,300	18%	1,885
55401	Training	-	-	3,000	3,000	0%	3,000
	<i>Advertising/Public Relations (302)</i>						
53400	Other Contractual Services	\$ -	\$ -	\$ 1,316,473	\$ 1,441,473	0%	\$ 1,441,473
	<i>Marketing (303)</i>						
51200	Salaries & Wages	\$ 82,754.77	\$ 48,435.77	\$ 471,654	\$ 471,654	18%	\$ 388,899
51210	Regular OPS Salaries & Wages	2,722.65	1,374.79	15,980	15,980	0%	13,257
52100	FICA	6,426.31	3,769.99	38,959	38,959	16%	32,533
52200	Retirement Contributions	6,172.94	3,457.79	38,863	38,863	16%	32,690
52210	Deferred Compensation	-	-	-	-		-
52300	Life & Health Insurance	4,134.23	1,239.41	61,978	61,978	7%	57,844
52400	Workers Compensation	361.59	210.58	1,487	1,487	24%	1,125
53400	Other Contractual Services	36,871.48	2,566.48	105,500	105,500	35%	68,629
54000	Travel & Per Diem	(175.08)	(297.25)	68,549	68,549	0%	68,724
54100	Communications Services	-	-	7,823	7,823	0%	7,823
54101	Communications - Phone system	-	-	1,054	1,054	0%	1,054
54200	Postage	-	-	38,000	38,000	0%	38,000
54400	Rental & Leases	174.85	-	3,347	3,347	5%	3,172
54700	Printing	145.98	-	6,400	6,400	2%	6,254
54800	Promotional Activities	814.21	-	34,500	79,500	1%	78,686
54860	TDC Direct Sales Promotions	2,515.00	2,515.00	55,322	55,322	5%	52,807
54861	TDC Community Relations	2,464.39	-	13,300	13,300	19%	10,836
54862	TDC Merchandise	-	-	5,000	5,000	0%	5,000
54900	Other Current Charges	46,207.37	1,074.03	473,000	473,000	10%	426,793
54948	Other Current Chrg - Amphitheater	68,750.00	-	100,000	190,000	36%	121,250
55100	Office Supplies	24.65	-	3,700	3,700	1%	3,675
55200	Operating Supplies	-	-	5,000	5,000	0%	5,000
52250	Uniforms	-	-	4,000	4,000	0%	4,000



**Tourist Development Council**  
Statement of Cash Flow  
Period Ending November 30, 2017

Acct # EXPENDITURES	YTD	November	FY 2017/18	FY 2017/18	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
<b>Administration (303)(Continued)</b>						
55400 Publications, Memberships	\$ 11,885.98	\$ 5,942.99	\$ 21,768	\$ 21,768	55%	9,882
55401 Training	-	-	7,000	7,000	0%	7,000
58160 TDC Local T&E	148.36	57.89	1,500	1,500	10%	1,352
58320 Sponsorship & Contributions	-	-	19,400	19,400	0%	19,400
<b>Special Events/Grants (304)</b>						
58300 Grants & Aids	\$ 36,573.99	36,573.99	565,000	610,000	6%	573,426
<b>Welcome Center CIP (086065)</b>						
56300 Improvements other than Building	\$ -	-	45,000	45,000	0%	45,000
<b>Countywide Automation (470)</b>						
54110 Com-net Communications	\$ -	-	8,560	8,560	0%	8,560
54600 Repairs and Maintenance	-	-	2,610	2,610	0%	2,610
<b>Risk Allocations (495)</b>						
54500 Insurance	\$ -	-	7,306	7,306	0%	7,306
<b>Indirect Cost (499)</b>						
54900 Indirect Cost Charges	\$ -	-	273,000	273,000	0%	273,000
<b>Line Item Funding - (888)</b>						
58214 Cultural Facilities Grant Program	\$ 164,656.00	-	263,791	517,780	32%	353,124
58215 Local Arts Agency Program	-	-	1,055,165	1,055,165	0%	1,055,165
<b>Transfers (950)</b>						
591220 Transfer to Fund 220	\$ -	-	-	-	0%	-
591220 Transfer to Fund 305	-	-	-	-	0%	-
<b>Salary Contingency (990)</b>						
59900 Other Non-operating Uses	\$ -	-	50,000	50,000	0%	50,000
Reserve for Fund Balance	-	-	-	-	-	-
Total Expenditures	<u>\$ 525,017.75</u>	<u>\$ 131,237.10</u>	<u>\$ 5,703,085</u>	<u>\$ 6,262,074</u>		

<b>1 1/4-Cents Collections</b>						
Acct # REVENUES	YTD	November	FY 2017/18	FY 2017/18	% Revenue	Variance
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Received	
312110 Local Option Resort Tax (1 1/4-cents) <sup>2</sup>	\$ 264,164.62	\$ 140,245.14	\$ 1,319,313	\$ 1,319,313	20%	1,055,148
361111 Pooled Interest	-	-	-	-		
361320 Tax Collector FS 125.315	-	-	-	-		
366930 Refund from Prior Years	-	-	-	-		
Total Revenues	<u>\$ 264,164.62</u>	<u>140,245.14</u>	<u>\$ 1,319,313</u>	<u>\$ 1,319,313</u>		

Acct # EXPENDITURES	YTD	November	FY 2017/18	FY 2017/18	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
58100 Aids to Government Agencies	\$ -	\$ -	\$ 5,109,853	\$ 5,109,853	0%	5,109,853
Total Expenditures	<u>\$ -</u>	<u>\$ -</u>	<u>\$ 5,109,853</u>	<u>\$ 5,109,853</u>	0%	5,109,853

**NOTES TO THE FINANCIAL STATEMENT**  
**As of November 30, 2017**

**REVENUES**

- 1- Revenue for the 3 3/4-cent collections \$420,735.
- 2 - Revenue for the 1 1/4 -cent collections \$140,245.

**EXPENSES**

Grant program payments began for FY18 - \$36,574 during this period.

#####

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

	October	November	December	January	February	March	April	May	June	July	August	September	Totals
<b>FY2013/2014 (3-cents)</b>	<b>196,254.46</b>	<b>287,207.31</b>	<b>265,286.16</b>	<b>167,686.13</b>	<b>183,137.77</b>	<b>227,704.36</b>	<b>264,192.29</b>	<b>259,057.28</b>	<b>224,205.35</b>	<b>224,941.50</b>	<b>208,286.19</b>	<b>226,966.81</b>	<b>2,734,925.62</b>
<b>(1-cent - 4th Penny)</b>	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
<b>(1-cent - 5th Penny)</b>	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	
<b>FY2014/2015 (3-cents)</b>	<b>235,483.93</b>	<b>311,616.83</b>	<b>288,190.11</b>	<b>173,577.30</b>	<b>198,900.49</b>	<b>254,369.92</b>	<b>320,647.85</b>	<b>266,966.41</b>	<b>274,611.29</b>	<b>261,235.88</b>	<b>226,314.73</b>	<b>272,939.44</b>	<b>3,084,854.17</b>
<b>(1-cent - 4th Penny)</b>	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
<b>(1-cent - 5th Penny)</b>	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	
<b>FY2015/2016 (3-cents)</b>	<b>228,332.36</b>	<b>362,035.48</b>	<b>250,128.83</b>	<b>201,511.55</b>	<b>258,206.32</b>	<b>298,807.96</b>	<b>257,975.77</b>	<b>292,428.16</b>	<b>227,755.66</b>	<b>246,658.44</b>	<b>234,636.94</b>	<b>283,649.73</b>	<b>3,142,127.20</b>
<b>(1-cent - 4th Penny)</b>	76,110.79	120,678.49	83,376.28	67,170.52	86,068.77	99,602.65	85,991.92	97,476.05	75,918.55	82,219.48	78,212.31	94,549.91	1,047,375.73
<b>(1-cent - 5th Penny)</b>	76,110.79	120,678.49	83,376.28	67,170.52	86,068.77	99,602.65	85,991.92	97,476.05	75,918.55	82,219.48	78,212.31	94,549.91	1,047,375.73
Total	380,553.93	603,392.46	416,881.39	335,852.59	430,343.87	498,013.26	429,959.61	487,380.27	379,592.76	411,097.40	391,061.57	472,749.55	5,236,878.66
Gain/Loss - Month: 3 cent	(3%)	16%	(13%)	16%	30%	17%	(20%)	10%	(17%)	(6%)	4%	4%	
Gain/Loss - YTD: 3 cent	(3%)	8%	1%	3%	8%	9%	4%	5%	2%	1%	2%	2%	
Year to date: 3-cent	228,332.36	590,367.83	840,496.67	1,042,008.22	1,300,214.54	1,599,022.50	1,856,998.27	2,149,426.43	2,377,182.08	2,623,840.52	2,858,477.47	3,142,127.20	
Year to date: 1-cent (4th)	76,110.79	196,789.28	280,165.56	347,336.07	433,404.85	533,007.50	618,999.42	716,475.48	792,394.03	874,613.51	952,825.82	1,047,375.73	
Year to date: 1-cent (5th)	76,110.79	196,789.28	280,165.56	347,336.07	433,404.85	533,007.50	618,999.42	716,475.48	792,394.03	874,613.51	952,825.82	1,047,375.73	
<b>FY2016/2017 (3-cents)</b>	<b>279,350.57</b>	<b>402,675.76</b>	<b>286,875.89</b>	<b>220,992.43</b>	<b>229,301.07</b>	<b>268,643.22</b>	<b>352,496.71</b>	<b>312,977.43</b>	<b>305,523.32</b>	<b>266,100.52</b>	<b>247,835.77</b>	<b>297,206.39</b>	<b>3,469,979.07</b>
<b>(1-cent - 4th Penny)</b>	93,116.86	134,225.25	95,625.30	73,664.14	76,433.69	89,547.74	117,498.90	104,325.81	101,841.11	88,700.17	82,611.92	99,068.80	1,156,659.69
<b>(1-cent - 5th Penny)</b>	93,116.86	134,225.25	95,625.30	73,664.14	76,433.69	89,547.74	117,498.90	104,325.81	101,841.11	88,700.17	82,611.92	99,068.80	1,156,659.69
Total	465,584.28	671,126.26	478,126.49	368,320.71	382,168.45	447,738.70	587,494.51	521,629.05	509,205.53	443,500.87	413,059.61	495,343.99	5,783,298.45
Gain/Loss - Month: 3 cent	22%	11%	15%	10%	(11%)	(10%)	37%	7%	34%	8%	6%	5%	
Gain/Loss - YTD: 3 cent	22%	16%	15%	14%	9%	6%	10%	9%	12%	11%	11%	10%	
Year to date: 3-cent	279,350.57	682,026.32	968,902.22	1,189,894.64	1,419,195.71	1,687,838.93	2,040,335.64	2,353,313.07	2,658,836.39	2,924,936.91	3,172,772.68	3,469,979.07	
Year to date: 1-cent (4th)	93,116.86	227,342.11	322,967.41	396,631.55	473,065.24	562,612.98	680,111.88	784,437.69	886,278.80	974,978.97	1,057,590.89	1,156,659.69	
Year to date: 1-cent (5th)	93,116.86	227,342.11	322,967.41	396,631.55	473,065.24	562,612.98	680,111.88	784,437.69	886,278.80	974,978.97	1,057,590.89	1,156,659.69	
<b>FY2017/2018 (3-cents)</b>	<b>306,604.91</b>	<b>346,998.29</b>	<b>309,354.70</b>	-	-	-	-	-	-	-	-	-	<b>962,957.90</b>
<b>(1-cent - 4th Penny)</b>	102,201.64	115,666.10	103,118.23	-	-	-	-	-	-	-	-	-	320,985.97
<b>(1-cent - 5th Penny)</b>	102,201.64	115,666.10	103,118.23	-	-	-	-	-	-	-	-	-	320,985.97
Total	511,008.18	578,330.49	515,591.16	-	-	-	-	-	-	-	-	-	1,604,929.83
Gain/Loss - Month: 3 cent	10%	(14%)	8%	-100%	-100%	-100%	(100%)	-100%	(100%)	(100%)	-100%	-100%	
Gain/Loss - YTD: 3 cent	10%	(4%)	(1%)	-19%	-32%	-43%	-53%	-59%	-64%	-67%	-70%	-72%	
Year to date: 3-cent	306,604.91	653,603.20	962,957.90	962,957.90	962,957.90	962,957.90	962,957.90	962,957.90	962,957.90	962,957.90	962,957.90	962,957.90	
Year to date: 1-cent (4th)	102,201.64	217,867.73	320,985.97	320,985.97	320,985.97	320,985.97	320,985.97	320,985.97	320,985.97	320,985.97	320,985.97	320,985.97	
Year to date: 1-cent (5th)	102,201.64	217,867.73	320,985.97	320,985.97	320,985.97	320,985.97	320,985.97	320,985.97	320,985.97	320,985.97	320,985.97	320,985.97	

**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.

Date Created: Dec 15, 2017

# Visit Tallahassee

For the Month of November 2017



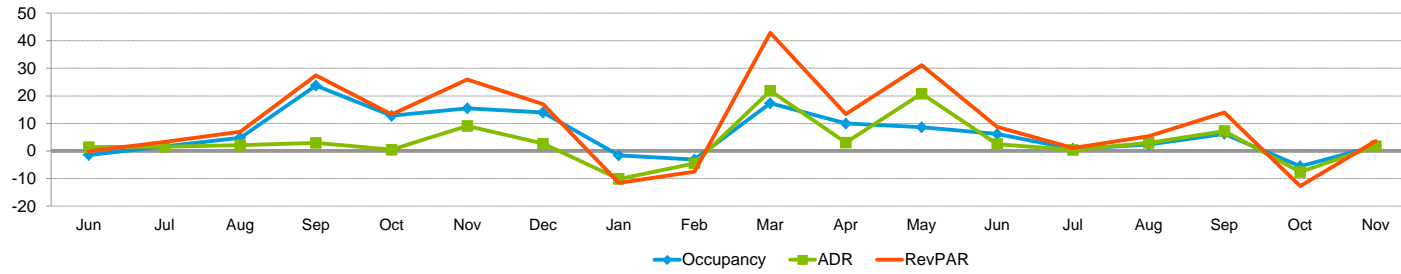
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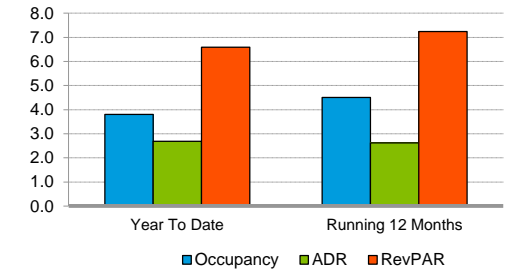
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Monthly Percent Change



Overall Percent Change



Occupancy (%)	2016							2017										
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	66.0	65.0	66.8	66.1	71.8	65.3	57.3	58.1	70.0	76.9	71.2	65.3	70.1	65.5	68.4	70.2	67.9	66.5
Last Year	67.0	64.0	63.8	53.5	63.7	56.5	50.3	59.0	72.3	65.6	64.8	60.1	66.0	65.0	66.8	66.1	71.8	65.3
Percent Change	-1.4	1.7	4.8	23.7	12.8	15.5	13.9	-1.6	-3.2	17.3	10.0	8.6	6.1	0.7	2.3	6.2	-5.5	1.8

Year To Date		
2015	2016	2017
62.9	65.7	68.1
61.9	62.9	65.7
1.6	4.4	3.8

Running 12 Months		
2015	2016	2017
61.8	64.3	67.2
60.9	61.8	64.3
1.6	4.1	4.5

ADR	2016							2017										
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	86.34	81.86	91.93	96.64	128.30	110.30	88.06	91.91	100.35	109.26	107.09	105.39	88.47	82.16	94.63	103.67	118.47	112.27
Last Year	85.13	80.61	90.05	93.87	127.74	101.12	85.76	102.32	105.03	89.64	103.91	87.25	86.34	81.86	91.93	96.64	128.30	110.30
Percent Change	1.4	1.5	2.1	3.0	0.4	9.1	2.7	-10.2	-4.5	21.9	3.1	20.8	2.5	0.4	2.9	7.3	-7.7	1.8

Year To Date		
2015	2016	2017
96.14	98.79	101.44
90.96	96.14	98.79
5.7	2.8	2.7

Running 12 Months		
2015	2016	2017
94.94	97.90	100.47
89.94	94.94	97.90
5.6	3.1	2.6

RevPAR	2016							2017										
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	57.02	53.21	61.44	63.91	92.15	72.00	50.45	53.38	70.22	84.00	76.27	68.81	62.02	53.79	64.73	72.83	80.39	74.62
Last Year	57.04	51.55	57.42	50.17	81.37	57.15	43.13	60.39	75.90	58.77	67.29	52.46	57.02	53.21	61.44	63.91	92.15	72.00
Percent Change	0.0	3.2	7.0	27.4	13.3	26.0	17.0	-11.6	-7.5	42.9	13.3	31.2	8.8	1.1	5.3	14.0	-12.8	3.6

Year To Date		
2015	2016	2017
60.46	64.86	69.13
56.32	60.46	64.86
7.3	7.3	6.6

Running 12 Months		
2015	2016	2017
58.67	62.98	67.53
54.73	58.67	62.98
7.2	7.3	7.2

Supply	2016							2017										
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	163,260	168,702	168,702	163,260	168,702	163,140	168,578	168,578	152,264	168,578	163,140	168,578	163,140	166,718	166,718	159,840	165,168	159,840
Last Year	162,810	168,237	168,237	162,810	172,329	166,770	172,329	168,733	152,376	168,702	163,260	168,702	163,260	168,702	168,702	163,260	168,702	163,140
Percent Change	0.3	0.3	0.3	0.3	-2.1	-2.2	-2.2	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-1.2	-1.2	-2.1	-2.1	-2.0

Year To Date		
2015	2016	2017
1,820,550	1,817,539	1,802,562
1,822,400	1,820,550	1,817,539
-0.1	-0.2	-0.8

Running 12 Months		
2015	2016	2017
1,988,756	1,989,868	1,971,140
1,991,722	1,988,756	1,989,868
-0.1	0.1	-0.9

Demand	2016							2017										
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	107,819	109,668	112,752	107,967	121,176	106,488	96,578	97,896	106,553	129,613	116,186	110,065	114,361	109,138	114,035	112,282	112,074	106,235
Last Year	109,087	107,590	107,277	87,024	109,776	94,254	86,666	99,587	110,106	110,598	105,727	101,427	107,819	109,668	112,752	107,967	121,176	106,488
Percent Change	-1.2	1.9	5.1	24.1	10.4	13.0	11.4	-1.7	-3.2	17.2	9.9	8.5	6.1	-0.5	1.1	4.0	-7.5	-0.2

Year To Date		
2015	2016	2017
1,144,830	1,193,315	1,228,438
1,128,481	1,144,830	1,193,315
1.4	4.2	2.9

Running 12 Months		
2015	2016	2017
1,229,025	1,279,981	1,325,016
1,211,995	1,229,025	1,279,981
1.4	4.1	3.5

Revenue	2016							2017										
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	9,308,801	8,977,025	10,365,507	10,433,793	15,546,411	11,746,069	8,504,911	8,998,103	10,692,180	14,161,157	12,442,722	11,599,294	10,117,188	8,967,106	10,790,892	11,640,493	13,277,901	11,926,488
Last Year	9,286,685	8,672,845	9,660,641	8,168,546	14,022,397	9,531,145	7,432,492	10,190,093	11,564,710	9,914,248	10,985,731	8,849,896	9,308,801	8,977,025	10,365,507	10,433,793	15,546,411	11,746,069
Percent Change	0.2	3.5	7.3	27.7	10.9	23.2	14.4	-11.7	-7.5	42.8	13.3	31.1	8.7	-0.1	4.1	11.6	-14.6	1.5

Year To Date		
2015	2016	2017
110,063,795	117,882,284	124,613,524
102,644,427	110,063,795	117,882,284
7.2	7.1	5.7

Running 12 Months		
2015	2016	2017
116,689,620	125,314,776	133,118,435
109,004,926	116,689,620	125,314,776
7.0	7.4	6.2

Census %	2016							2017										
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Census Props	59	59	59	59	59	59	59	59	59	59	59	59	59	58	58	57	57	57
Census Rooms	5442	5442	5442	5442	5442	5438	5438	5438	5438	5438	5438	5438	5438	5378	5378	5328	5328	5328
% Rooms Participants	93.1	93.1	93.1	93.1	93.1	93.1	93.1	93.1	93.1	93.1	93.1	93.1	93.1	93.0	93.0	88.1	90.9	90.9

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## **Social Media Account Status**

### **- Facebook**

- Followers: 54,394
  - Goal: 15% Increase (62,228)
  - Percent to Goal: 3.47%
- Engagements:
  - Goal: 35% Increase (393,018)
  - Percent to Goal: 4.99%

### **- Twitter**

- Followers: 11,147
  - Goal: 15% Increase (12,647)
  - Percent to Goal: 9.04%

- Engagements:
  - Goal: 20% Increase (37,009)
  - Percent to Goal: 19.42%

### **- Instagram**

- Followers: 10,800
  - Goal: 30% Increase (13,739)
  - Percent to Goal: 7.29%
- Engagements:
  - Goal: 25% Increase (81,775)
  - Percent to Goal: 11.04%

## **Completed Activations**

- T.O.U.R. Guide Facebook Ads: Goodwood Gardens and Museum and Tallahassee Automobile Museum
  - Receiving 848 engagements, reaching 18,000+ individuals and generating 515 link clicks to the website
- Facebook Live: Florida Jazz and Blues and Doak After Dark
- Winter Sweepstakes paid social support
  - Receiving 3,121 sweepstakes entries, 1,295 email opt in, with 2,500+ engagements, reaching 84,200+ individuals and generating 2,400+ link clicks to the website.
- Instagram Stories:
  - Florida Jazz and Blues Live, Country Filled Weekend
- Surprise and Delight: Football ticket giveaways via Twitter and Instagram.
- Florida Jazz and Blues Festival paid social support
- Lynyrd Skynyrd Concert ticket sales paid social support
- Sesame Street Live Sweepstakes paid social support
  - Receiving 165 sweepstakes entries, 953 email opt ins with 200+ engagements, reaching 7,700+ individuals and generating 150+ link clicks to the website.
- Promoted post sharing the news of the growing craft beer scene.

## **Future and In-Progress Activations**

- T.O.U.R. Guide Facebook Ads: Tallahassee Automobile Museum, Goodwood Museum & Gardens
- Trailahassee Canvas Ad - in development
- Trailahassee relaunch paid social and organic support
- Trailahassee themed sweepstakes / giveaway
- Valentine's Day themed sweepstakes
- Florida State Basketball ticket giveaways
- MarketDays live organic and paid social support
- Facebook Live & 360 activations - locations/images to be determined
- Dining and Nightlife Canvas Ad - reworked
- Arts & Culture Canvas Ad



## Social Media Fiscal Year Performance

Followers	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
FB	54,290	54,394										
TW	11,090	11,147										
IG	10,694	10,800										

ENG	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
FB	9,912	9,682										
TW	2,701	4,485										
IG	4,027	5,003										

#iHeartTally	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
Twitter Mentions	1,330	1,140										
Instagram Mentions	2,672	2,382										
Total Mentions	4,002	3,522										
Impressions	2,936,448	2,336,138										

## #iHeartTally Performance

- YTD Total Mentions: 7,524
- YTD Twitter Mentions: 2,470
- YTD Instagram Mentions: 5,054
- YTD Impressions: 5,272,586

## Social Media Fiscal Year Highlights

- Cross Country Event Live Tweeting
- Facebook Live Activations: Florida Jazz and Blues, Doak After Dark
- T.O.U.R. Guide Facebook Ads
- Promotions: Winter Sweepstakes, Sesame Street Live Sweepstakes





## ***Projects Completed***

- T.O.U.R. Guide October and November Advertising
- Partner Emails: 10/18, 11/17
- Consumer Emails: October, November, Sesame Street and Winter Holiday
- SEMG October Email Program
- XC Invitational Program
- Goody Group Native Ads
- FSAE November Email Program
- Lynyrd Skynyrd Media Campaign: Featuring ads in the ***Tallahassee Democrat***, local outdoor billboards, the Tallahassee Trolley and across several websites
- Sesame Street Live Promotion
- Youth Runner Digital Ads
- FSU Basketball LED Boards
- Maclay Holiday Hoops Program Ad

## ***Projects Underway***

- Dining and Attractions Photoshoots
- Destination Video Production
- Tampa and Atlanta Activations
- Trailahassee Website Relaunch
- Valentine's Day Promotion
- Trailahassee Promotion
- New Business Cards
- Print and Digital Co-ops
- EOY Infographic
- Rack Cards: Trailahassee, All In Tallahassee, T.O.U.R. Guide and Spring
- Outdoor Billboard Executions

## ***Upcoming Media Placements***

- Digital Media (Digital Display, Mobile and Video) - Annual media
- Tallahassee Democrat Limelight - Monthly TOUR Guide Ad
- Paid Search - Annual media
- ***Tampa Bay Magazine*** Jan/Feb and Mar/Apr Issues
- ***Atlanta Magazine*** March Issue
- ***Tallahassee Magazine*** Spring Issue
- ***Orlando Sentinel*** and ***Ft. Lauderdale Sun*** Feb Issue
- Outdoor Billboard Placements - Feb/Mar



## Advertising Overview:

- Digital advertising continued with video, mobile and high-impact display placements across a variety of websites, featuring Outdoors, Dining and Nightlife, Arts, Culture and History messaging.
- The T.O.U.R. guide program was supported through ad placements in the **Tallahassee Democrat** and across social media, highlighting events at the Tallahassee Automobile Museum and Goodwood Museum and Gardens
- Paid search efforts continued to drive potential visitors to VisitTallahassee.com, garnering a 76.74% increase in year-over-year traffic in November and a 40.58% increase in December.

## 2017-2018 Website KPIs:

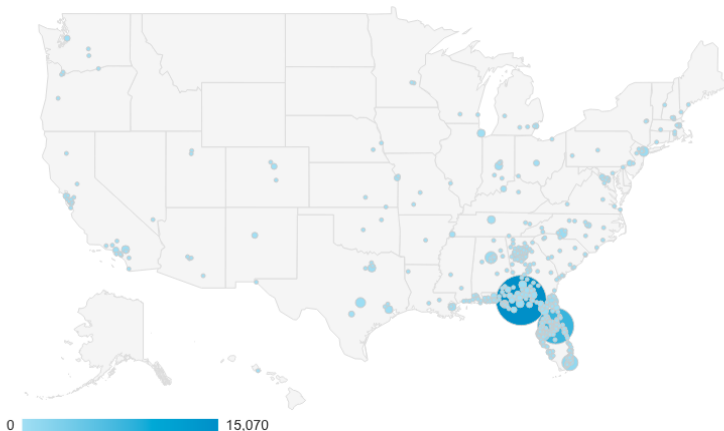
- Goal: 20% increase in overall website traffic (or 715,921 sessions) - Through November, we are 19.83% to goal
- Goal: Increase average time on site to exceed 3 mins - At 02:18, we are 76.67% to goal

## Website Performance Overview:

- Top pages this month are the events page, Seasons Greeting Giveaway, homepage, explore, and the Seasons Greetings giveaway confirmation page.
- Month over month, website sessions showed slight growth with 0.5%
- Atlanta is back to the third highest city and grew by 49% since October.

Website Metric	October 2017	November 2017
Sessions	56,361	56,647
Page Views	107,729	107,207
Average Pages Viewed per Session	1.91	1.89
Avg Session Duration	02:15	02:18
Bounce Rate	36.27%	34.31%
Mobile Sessions	32,158	34,085
Mobile + Tablet Sessions	36,837	38,519

City	Last Month Visits
Tallahassee	15070
Orlando	7835
Atlanta	1451
Miami	1297
Tampa	1098
Birmingham	767
Jacksonville	708
Charlotte	633
New York	515
Austin	503



Visit Tallahassee  
PROGRAM HIGHLIGHTS  
*October/November 2017*

**I. Marketing Communications**

Development Activities:

- Rachel Jeter, the new PR & Marketing Specialist started with Leon County Tourism
- Coordinated logistics for the 2017-18 annual Marketing Rollout including venue set-up, media preview/interviews, catering and entertainment
- Reviewed new Trailahassee website, edited content, tested featured and provided feedback to Zimmerman in preparation for launching the site in January
- Provided information on the FSU Pre-State Meet and Florida High School Athletic Association (FHSAA) Cross Country Championships to more than 50 Florida sports editors and various running publications and coordinated interviews with WCTV and WTXL
- Distributed news releases about the Lynyrd Skynyrd concert to more than 75 regional classic rock stations and 218 daily newspapers in Florida, Georgia and Alabama and secured out-of-market radio promotion (valued at \$2,835) with Classic Rock 95.9 in Panama City
- Coordinated individual media visit for Glenda Winders, the travel editor for Creators Syndicate and her photographer (Phil Winders)
- Hosted a meeting for signature event grant recipients and review marketing support provided by Leon County Tourism and Leon County Community and Media Relations, also attended individual meetings with event coordinators of Springtime Tallahassee, Word of South, Southern Shakespeare Festival and Tallahassee Tennis Challenger to discuss marketing needs and event specifics
- Wrote feature stories for VisitTallahassee.com regarding restaurants open for Thanksgiving, winners of the Best of Tally Awards, the grand opening of the Railroad Square Breezeway Market and 31 Days of Holiday Joy.
- Wrote and/or coordinated distribution of news releases regarding Amanda Heidecker being named Director of Sports and the economic impact of tourism in the county for FY17
- Attended training for work place violence/emergency planning
- Assisted Mariel Carbone from WCTV with a special news segment regarding Apalachee Regional Park by providing information, images and coordinating interviews with Amanda Heidecker (Leon County Tourism Director of Sports), Bob Brahman (Coach, FSU Track & Field/Cross Country) and Brian Corbin (Gulf Winds Track Club)
- Coordinated interview for Kerri Post with WCTV regarding social media impacting Tallahassee tourism
- Met and discussed marketing/PR/promotion opportunities with Bonnie Hayes and staff at Thomasville Visitor Center

- Assisted new Choose Tallahassee staff with transition, this included reviewing and sharing documents/records and administrative tasks previously handled by Leon County Tourism
- Wrote and edited copy and discussed design concepts, layout and editorial changes with Rowland Publishing for the 2018 special interest guides – Meetings & Conventions, Sports, Weddings & Reunions and Group Tours
- Attended grand opening/ribbon cutting for the Railroad Square Breezeway Market
- Tracked progress of marketing activities in weekly status calls with Zimmerman

#### Performance Measures:

- Reviewed, edited, approved social media posts (Facebook, Twitter and Instagram) and analytics
- Updated content on VisitTallahassee.com and CapitalCityAmphitheater.com
- Developed and distributed industry newsletter showcasing upcoming events, partnership opportunities, division activities, sales and sports news

## **II. Meetings & Conventions/Customer Service**

#### Development Activities:

- Hosted 35 meeting planners at the Florida Society of Association Executives (FSAE) Meeting Planner Roundtable at Backwoods Crossing on November 9.
- Coordinated Visit Tallahassee booth at the Florida Society of Association Executives (FSAE) Education Expo for attending partner, Michelle Wilson.
- Welcomed and greeted the Florida Association of Free Will Baptists Summit group before tour of Mission San Luis and assisted with the group's itinerary and provided welcome bags.
- Attended the Society of Government Meeting Professionals (SGMP) monthly meeting on November 14 at Hotel Duval with 35 industry professionals attending.
- Attended Workplace Violence Training with emphasis on active shooter.
- Met with Karen Urich regarding Tallahassee Authors Festival in 2018.
- Provided updated content for meeting venues and group friendly restaurants for the meeting and conventions special interest guide.
- Assisted with packet pick up for the Florida State University (FSU) Invitation Pre-State Cross Country Meet (October 6-7) and the Florida High School Athletic Association (FHSAA) State Championships (November 10).
- Continuing to assist the sports department with details associated with the USA Track & Field ((USATF) Junior Olympic Cross Country Championships, December 8-10, 2017 including attending the site visit on October 16, staff contact for civic center meeting space and opening ceremonies execution and USATF rooming list and apparel coordinator.

## Performance Measures:

- Sent eight leads with 3,460 visitors, 1,960 room nights and an estimated \$ 2,637,652 in direct spending.
- Currently working 10 tentative groups with 1,820 visitors, 2,001 room nights and an estimated \$1,786,373 in direct spending.
- Booked 11 groups with 4,480 visitors, 3,588 room nights and an estimated \$2,903,238 in direct spending.

## Events Hosted (Anticipated numbers):

- Supersonic Tunnel Association International Meeting (October 8-13, 2017) with 40 visitors, 140 room nights and an estimated \$34,630 in direct spending.
- French Country Flea Market (October 12-16, 2017) with 700 visitors, 350 room nights and an estimated \$1,413,790 in direct spending.
- Florida State Association of Free Will Baptists Summit (October 16-18, 2017) with 21 visitors, 43 room nights and an estimated \$19,561 in direct spending.
- Florida Association of Environmental Professionals Annual Conference (October 17-19, 2017) with 100 visitors, 150 room nights and an estimated \$59,584 in direct spending.
- National Association of Engineering Student Councils (NAESC) Southeast Regional Conference (October 26-28, 2017) with 50 visitors, 45 room nights and estimated \$37,979 in direct spending.
- Pace Center for Girls- She Rocks! (October 27-28, 2017) with 50 visitors, 20 room nights and an estimated \$11,495 in direct spending.
- Southeastern Magnetic Resonance Conference (October 27-29, 2017) with 50 visitors, 100 room nights and an estimated \$24,937 in direct spending.
- Hurricane Relief Concert (November 18-19, 2017) with 75 visitors, 100 room nights and an estimated \$45,706 in direct spending.

## **III. Leisure Sales**

### Development Activities:

- Assisted with the 2018 Marketing Rollout at Proof Brewing Company
- Attended the quarterly meeting with the Big Bend Scenic Byway
- Assisted the sports department with the 2017 Florida State University Cross Country Invitational
- Coordinated the conversion to the new information management (IDSS) system "Cyclone"
- Assisted with the final site visit with United States Track and Field Junior Olympics National Championship meet directors
- Assisted Mission San Luis in preparing for the completion of their grant requirements for their Winter Solstice Event
- Participated in a meeting with the Tallahassee Beer Society and discussed marketing activities for the craft brewing community
- Attended the marketing support workshop with grantees

## **IV. Visitor Services**

### Development Activities October & November

- Coordinated fall distribution of 23,855 copies of the 2018 visitor guides to area hotels and attractions.
- Updated industry partner accounts in IDSS ensuring correct information appears on VisitTallahassee.com.
- Maintained VisitTallahassee.com calendar of events
- Assisted sales departments by ordering promotional items for upcoming groups and events.
- Assembled and delivered welcome baskets for winners of seasonal marketing promotions and visiting journalists.
- Update seasonal events featured on the Fall and Winter landing pages on VisitTallahassee.com
- Worked with sports department to secure signage and promotional needs for cross country events.
- Coordinated assembly and distribution of group service items for fall groups.
- Assisted in execution of packet pick up for multiple cross country events.
- Compiled bi-weekly update of What's Happening in Tallahassee for distribution to area hotels.

### Performance Measures:

#### Downtown Visitor Center Walk-In Traffic

- October: Provided services to 133 walk-in visitors ( 90 domestic and 43 international)
- November: Provided services to 157 walk-in visitors ( 124 domestic and 33 international)

#### Telephone Visitor Services

- October: Fulfilled 120 telephone inquiries
- November: Fulfilled 108 telephone inquiries

#### Visitor Gift Store Sales

- October: \$520.98 in total sales
- November: \$758.00 in total sales

## **V. Group Services (Visitor Inquiries/Fulfillment)**

### Performance Measures:

#### Visitor Guide Fulfillment

- Phone and mail requests: October - 18 | November - 12
- Inquiries from advertisements: October - 173 | November - 143
- Website requests for visitor guides: October - 112 | November - 152
- Provided to Visitor Center guests: October - 143 | November – 82
- Distributed to area partners: October - 24,490 | November – 305

- Distributed to regional welcome centers: October - 1,625 | November – 3,250
- Choose Tallahassee inquiries: October - 1 | November - 0

#### Group Services Requests:

- Distributed 1,472 visitor guides and other material to the following:
  - Fletcher '68 - '78 Class Reunion
  - Florida State University College of Medicine
  - Tallahassee Tennis Association
  - Senior Summit Conference
  - Barksdale/Sedgwick Wedding
  - Deep South District Rose Convention
  - Devita/Tooley Wedding
  - Women Waiting to Exhale - Walking by Faith Ministries
  - Florida State Cross Country Invitational
  - Take Stock in Children
  - Emerging Leaders' Summit
  - Career Fair with Tallahassee Memorial Healthcare
  - Zingales Billiards and Sports Bar Pool Tournament
  - Akins Family Reunion
  - US Tennis Association Leon Winter Festival Invitational
  - Florida High School Athletic Association Cross Country State Championship

## **VI. Sports Marketing**

#### Development Activities:

- Hosted the Florida State University Cross Country Invitational and Florida State Cross Country Pre-State meets at the Apalachee Regional Park. This event was a huge success due to the countless hours for work from County Parks and Recreation Department and FSU Staff.
- Hosted numerous local organizing committee planning meetings with the various organizations for a cohesive plan between Florida High School Athletic Association Cross Country State Meet and USA Track & Field Junior Olympics Cross Country Championship. The meetings addressed the flow of traffic, parking, volunteers and other logistical and event marketing.
- Planned and hosted the November Tallahassee Sports Council meeting at Donald L. Tucker Center.
- Worked with numerous baseball and softball tournament organizers and secured their 2018 dates and attempted to schedule so they didn't conflict with each other or communities nearby.
- Participated in post-event recap meeting for the FSU Invitational/ Pre-State Meet.
- Surveyed local hotels and compiled hotel room availability report for the Visit Tallahassee web site for home football game weekends.

- Hosted the 2017 Florida High School Athletic Association (FHSAA) Cross Country Championships with 1,472 runners and 3,600 paid attendees and more than 100 volunteers, staff and VIP at the Leon County Apalachee Regional Park. The event brought more than 5,000 visitors and generated more than 2,200 room nights from the teams and produced an estimated direct spending over \$2.3 million.
- Participated in the Tourism Development Council meeting at the County Commission chambers.
- Hosted a site visit for USATF national office for the USATF Junior Olympic National Cross Country Championship in December of 2017.
- Conducted several transition meetings with Brian Hickey prior to him leaving Visit Tallahassee.

#### Performance Measures:

##### Leads Distributed (Anticipated numbers)

- Sent three leads 1,500 visitors, 840 room nights and an estimated \$ 537,213 in direct spending.

##### Events Booked (Anticipated numbers)

- Booked 69 groups with 34,387 visitors, 14,571 room nights and an estimated \$12,597,501 in direct spending.

##### Events Hosted (Anticipated numbers):

- Florida State University Cross Country Invitational and 2017 Pre State Meet, (October 7-8, 2017) with 2,000 room nights, 3,500 visitors and estimated direct spending \$860,000.
- 2016 Leon/Rickards Fast Break Basketball Thanksgiving Invitational, (November 25-26, 2016) with 20 room nights, 100 visitors and estimated direct spending \$27,689.
- 2016 ITA Regional Championship (October 20-24, 2016) 250 room nights, 500 visitors and estimated direct spending \$284,018.
- Tallahassee Community College Financial Tip-Off Classic (Men), (November 4-5, 2016) with 50 room nights, 100 visitors and estimated direct spending \$25,852.
- Tallahassee Community College Capital Courtyard Classic (Women), (November 17-19, 2016) with 200 room nights, 200 visitors and estimated direct spending \$68,879.
- FHSAA State Cross Country Championship (November 10-11, 2017) with 1,500 room nights, 5,000 visitors and estimated direct spending \$2,232,278.
- Canopy Roads Classic, (October 6-8, 2017) with 65 room nights, 150 visitors and estimated direct spending \$55,897.
- Spaghetti 100, (October 7, 2017) with 75 room nights, 120 visitors and estimated direct spending \$75,156.



- Seminole Slam, (October 13-15, 2017) with 50 room nights, 150 visitors and estimated direct spending \$64,322.
- The Bryant Howell Youth Baseball Foundation, (October 14-15, 2017) with 20 room nights, 50 visitors and estimated direct spending \$15,561.
- FSU Club Tennis Tournament, (October 27-28, 2017) with 150 room nights, 200 visitors and estimated direct spending \$62,245.
- Brewtally Duathlon (November 18, 2017) with 15 room nights 15 visitors and estimated direct spending \$4,451.



# Leon County Division of Tourism/ Visit Tallahassee

## Economic Impact Estimate for Florida Jazz & Blues Festival October 28 – 29, 2017

Joseph St. Germain, Ph.D.  
Phillip Downs, Ph.D.  
Rachael Anglin  
Hope Wiggins



downs & st. germain  
RESEARCH

# Total Economic Impact

# \$48,500

When including indirect and induced effects<sup>1</sup> of direct spending, the total economic impact of people attending the Florida Jazz & Blues Festival who **live outside** of Leon County was \$48,500<sup>2</sup>.

<sup>1</sup>Induced effects are increased business spending resulting from tourism dollars. Indirect effects are increased household spending resulting from tourism dollars.

<sup>2</sup>For accommodations, restaurants, groceries, transportation, attractions, entertainment, shopping, and “other” expenses.



# Direct Spending

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# \$30,700

People who **live outside** of Leon County spent \$30,700<sup>1</sup> during the Florida Jazz & Blues Festival.

<sup>1</sup>For accommodations, restaurants, groceries, transportation, attractions, entertainment, shopping, and “other” expenses.



# Direct Spending

Direct spending by category by all **out-of-county** attendees who attended the Florida Jazz & Blues Festival.

Accommodations	\$	10,100
Restaurants	\$	5,700
Groceries	\$	700
Shopping	\$	4,300
Entertainment	\$	5,900
Transportation	\$	2,800
Other	\$	1,200
<hr/>		
<b>Total</b>	<b>\$</b>	<b>30,700</b>



# Out-of-County Visitors

---

# 224

There were 224<sup>1</sup> individuals from **outside Leon County** who attended the Florida Jazz & Blues Festival.

<sup>1</sup>An estimate of 831 total attendees was provided by the sponsor and was used for this report. This figure directly affects economic impact.



# Paid Room Nights Generated

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# 106 room nights

Attendees who live outside of Leon County spent **106** nights in our hotels, motels, etc., while attending the Florida Jazz & Blues Festival.



# Direct Spending: Local + Out-of-County

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# \$42,400

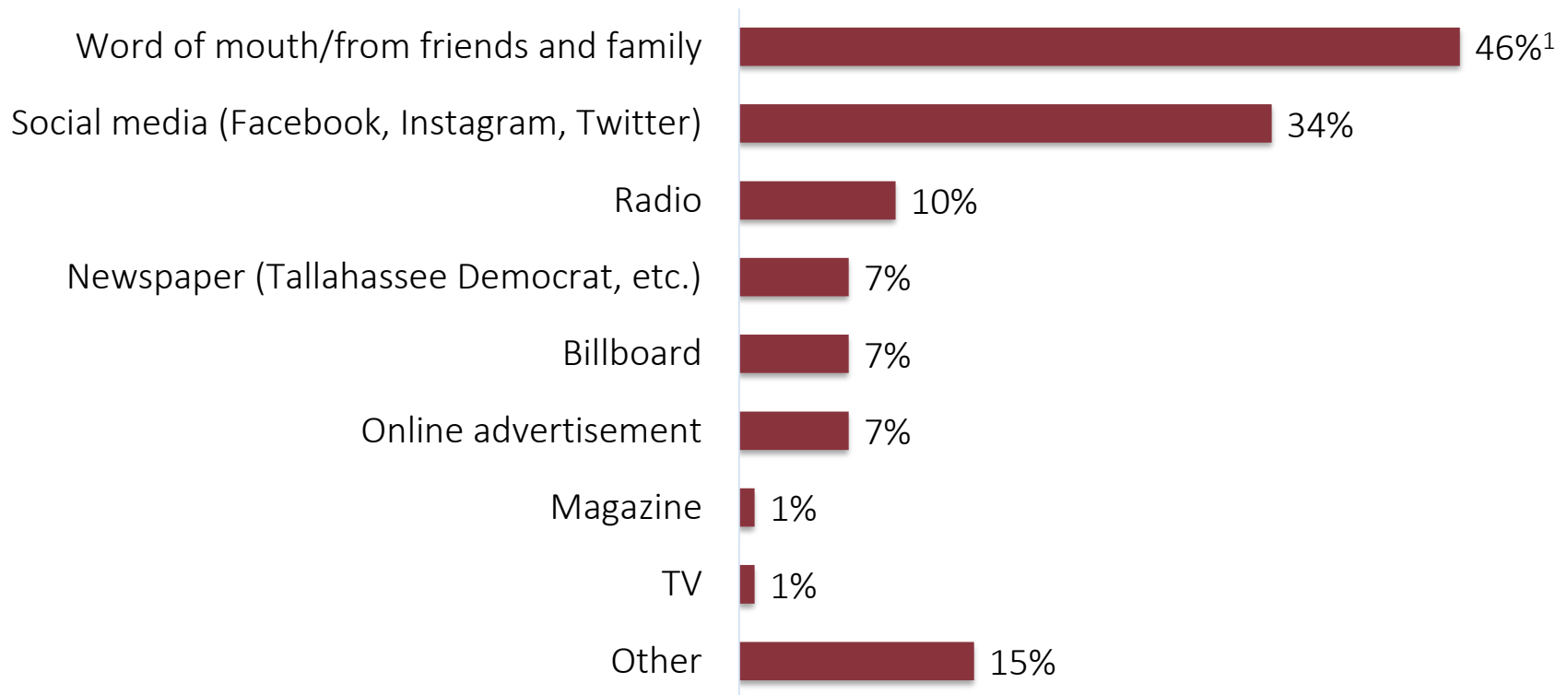
Direct spending by **local and out-of-county attendees**, including accommodations, restaurants, groceries, shopping, entertainment, tickets, transportation, other expenditures.





# Information Sources

Nearly half of the attendees heard about Florida Jazz & Blues Festival through **word of mouth/ friends and family**.



<sup>1</sup> Multiple responses permitted.



# Out of Town Visitor Profile

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- 2.4 people per travel party
- 1.3 nights stayed in Tallahassee
- 44 years old – median age
- 53% Male



# Methodology

- The economic impact of the Florida Jazz & Blues Festival was based on data from the following sources:
  - Interviews conducted by Downs & St. Germain Research with 108 attendees of the Florida Jazz & Blues Festival at Cascades Park,
  - Attendance figures from Leon County Division of Tourism/Visit Tallahassee,
  - Leon County Division of Tourism/Visit Tallahassee Visitor Tracking Studies, and
  - Tourism database at Downs & St. Germain Research.



# 2017 Florida Jazz & Blues Festival Economic Impact Study

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Kerri Post – Executive Director, Leon County Division of Tourism/  
Visit Tallahassee  
850-606-2310, PostK@leoncountyfl.gov

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Downs & St. Germain Research  
1-800-564-3182: www.dsg-research.com





# Leon County Division of Tourism/ Visit Tallahassee Economic Impact Estimate for Doak After Dark November 18, 2017

Joseph St. Germain, Ph.D.  
Phillip Downs, Ph.D.  
Rachael Anglin  
Hope Wiggins



# Total Economic Impact

# \$757,400

When including indirect and induced effects<sup>1</sup> of direct spending, the total economic impact of people attending Doak After Dark who **live outside** of Leon County was \$757,400<sup>2</sup>.

<sup>1</sup>Induced effects are increased business spending resulting from tourism dollars. Indirect effects are increased household spending resulting from tourism dollars.

<sup>2</sup>For accommodations, restaurants, groceries, transportation, attractions, entertainment, shopping, and "other" expenses.



# Direct Spending

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# \$479,400

Attendees of Doak After Dark who **live outside** of Leon County spent \$479,400<sup>1</sup>.

<sup>1</sup>For accommodations, restaurants, groceries, transportation, attractions, entertainment, shopping, and "other" expenses.



# Direct Spending

Direct spending by category by all **out-of-county** attendees who attended Doak After Dark.

Accommodations	\$	192,800
Restaurants	\$	101,100
Groceries	\$	19,700
Shopping	\$	55,200
Entertainment	\$	62,900
Transportation	\$	40,000
Other	\$	7,700
<b>Total</b>	<b>\$</b>	<b>479,400</b>





# Out-of-County Visitors

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There were **10,840<sup>1</sup>** individuals from **outside Leon County** who attended Doak After Dark.

<sup>1</sup>An estimate of 40,000 total attendees was used for this report and directly affects economic impact.



# Paid Room Nights Generated

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# 486 room nights

**Attendees of Doak After Dark who live outside of Leon County spent 486 nights in our hotels, motels, etc.**



# Direct Spending: Local + Out-of-County

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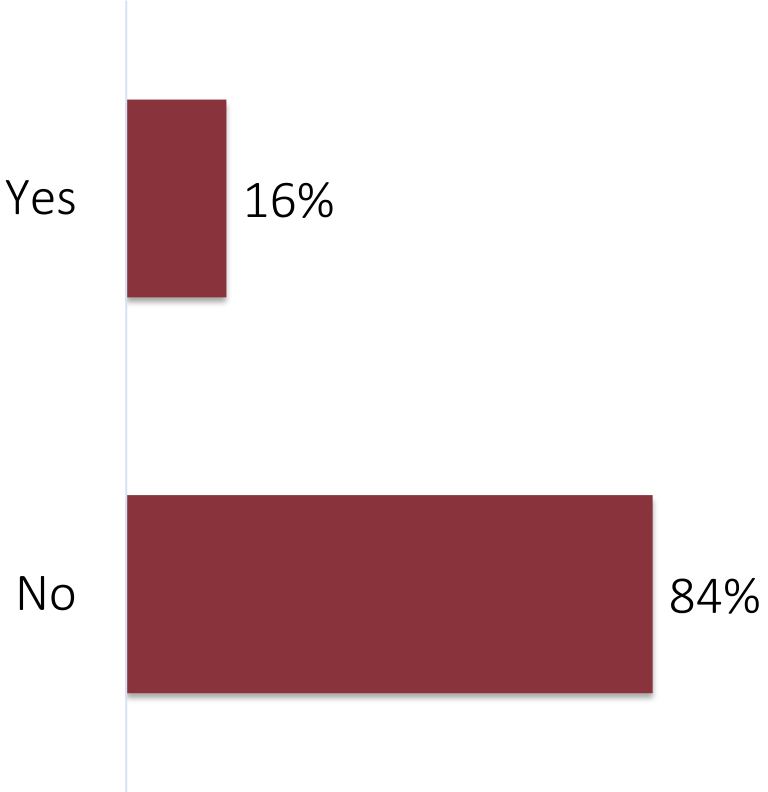
# \$565,300

Direct spending by **local and out-of-county attendees** of Doak After Dark, including accommodations, restaurants, groceries, shopping, entertainment, tickets, transportation, other expenditures.



# Extended Stay

**16%** of visitors **extended their stay** one day in Leon County due to the Cole Swindell concert.



# Doak After Dark Out of Town Visitor Profile

---

- **2.9** people per travel party
- **2.1** nights stayed in Tallahassee
- **40** years old – median age
- **68%** Male



# Methodology

- The economic impact of Doak After Dark was based on data from the following sources:
  - Interviews conducted by Downs & St. Germain Research with 157 attendees of Doak After Dark event at Doak Campbell Stadium,
  - Attendance figures from Leon County Division of Tourism/Visit Tallahassee,
  - Leon County Division of Tourism/Visit Tallahassee Visitor Tracking Studies, and
  - Tourism database at Downs & St. Germain Research.



# Cole Swindell – Doak After Dark Economic Impact Study

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Kerri Post – Executive Director, Leon County Division of Tourism/  
Visit Tallahassee  
850-606-2310, PostK@leoncountyfl.gov

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Downs & St. Germain Research  
1-800-564-3182: www.dsg-research.com





# pace

TALLAHASSEE





**Our mission: to make the  
bike the most loved form of  
transportation**

# Zagster has been innovating in bike share for 10 years

2015

- Introduced the Zagster 8 smart bike
- First accessible bikes in North American bikesharing

2016

- Brought first Bluetooth smart lock to market
- Introduced Keypad for non-smartphone users

2017

- Released mobile app with GPS-based location data
- Launched new model in Rochester, NY

# And today we're the nationwide leader in bike sharing



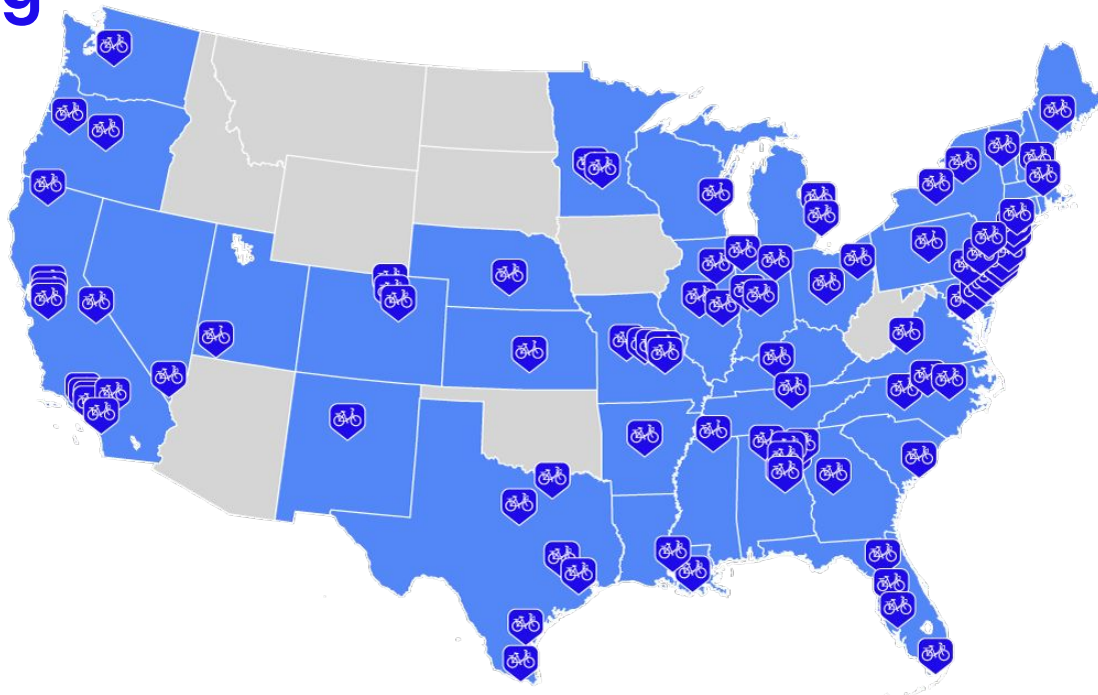
**200 +**  
bike shares



**35**  
states



**170,000**  
riders



# With award-winning partners & programs

- **University of Maryland and College Park** — 2017 Association for Commuter Transportation National Award
- **Fort Collins, Colo.** — 1 of only 5 platinum-level “bike friendly” cities in America
- **Town Center, Ga.** — 2016 Atlanta Regional Commission CREATE Community Award
- **Evansville, Ind.** — 2017 Celebration of Leadership Award







# pace

## What makes Pace unique?

- No membership fee; as low as \$1 per trip
- High-quality bikes that people want to ride
- The freedom to start and end rides at any bike rack
- Partner opportunities to integrate local businesses, colleges and community organizations

The logo features the word "pace" in a large, white, lowercase sans-serif font. To the right of "pace" is a yellow rectangular box containing the word "TALLAHASSEE" in a smaller, white, uppercase sans-serif font. The background of the slide is a dark blue color with a faint, light blue grid pattern that forms a circular shape behind the text.

**pace** TALLAHASSEE

**the *First* Pace Program  
in the United States**



**Tallahassee is now  
joining the ranks of  
other major FL cities**

# Our Goal: Drive Tangible Impact in Tallahassee

*“Rarely do you have an opportunity to improve public health, protect our environment and boost productivity for individuals and businesses in a **single, effective** way. As the state’s largest health insurer, we are committed to fostering healthy, active lifestyles, and **our support of the [bike share] program is directly in keeping with that philosophy.**”*

— Karen Atwood, President of Blue Cross Blue Shield Illinois



## Economy

Each ride in Minneapolis’ program added more than \$7 to the economy



## Health

Bicycling for 30 minutes a day can reduce the risk of heart disease by 82% and risk of diabetes by up to 58%



## Community

95% of Nice Ride Minnesota users say the program made the Twin Cities “a more enjoyable place to live”



## Transit

Riders in D.C. save on average \$800 annually in transportation costs; 85% report that cycling is “an easier and faster” way to travel



## Sustainability

In Denver, 40% of rides replaced vehicle trips, saving 16,000 gal. of gas and 300,000 lbs. of greenhouse gas emissions in one year



# Three ways to partner with Pace:

## **pace** Places

*Drive people to your place of business with your own Pace parking*

## **pace** Promos

*Promote your product or service across Pace bikes, racks & mobile app*

## **pace** Perks

*Get your people on bikes with free or discounted rides*

# pace Places

*Drive people to your place of business with your own Pace parking*

## What is a Pace Place?

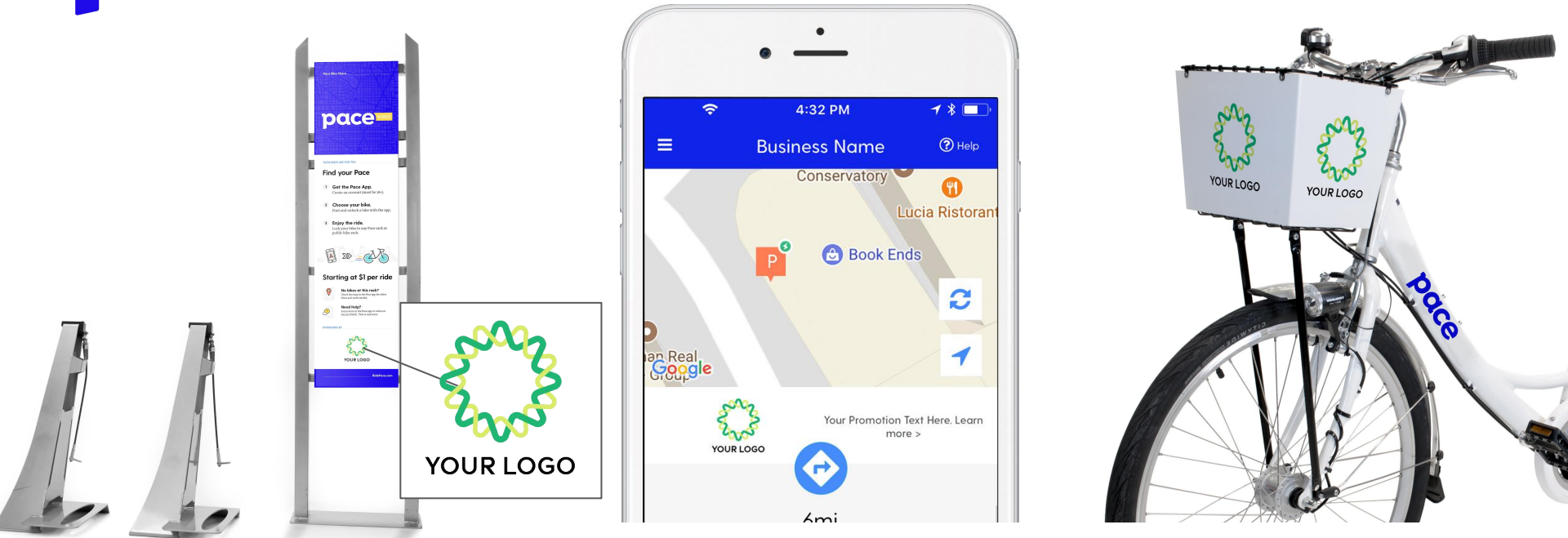
It's your own, branded Pace Parking rack outside your business or near a location that's important to you.

Pace riders know they can park and lock their bike at your Pace Place, so it'll drive traffic to your business or location.

<sup>1</sup> Minimum 12 month commitment



# pace Promos



2. 12 month commitment

3. Destination Promo remains live for 30 days or until 500 trips completed to destination



# pace Perks

*Get your people on bikes  
with free or discounted rides*

Buy Rides at  
50% discount



<sup>1</sup> 10 employee minimum (XX,XXX maximum). One purchase per business. Email validation required.

<sup>2</sup> Qualifying .edu email address required.

The logo features the word "pace" in a large, white, lowercase sans-serif font. To the right of "pace" is a yellow rectangular box containing the word "TALLAHASSEE" in a smaller, white, uppercase sans-serif font. The background is a solid blue color with a faint, circular grid pattern in a slightly darker shade of blue.

# pace TALLAHASSEE

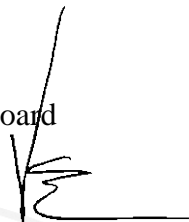
Suzie Godlewski - Expansion Manager  
Suzie@ridepace.com  
(617) 553-1259

# Leon County Board of County Commissioners

## Agenda Item #8

December 12, 2017

**To:** Honorable Chairman and Members of the Board

**From:** Vincent S. Long, County Administrator 

**Title:** Proposed Revisions to the Joint Project Services Agreement with Choose Tallahassee

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<b>Review and Approval:</b>	Vincent S. Long, County Administrator
<b>Department/ Division Review:</b>	Alan Rosenzweig, Deputy County Administrator Ken Morris, Assistant County Administrator
<b>Lead Staff/ Project Team:</b>	Kerri L. Post, Director, Division of Tourism Chris L. Holley II, Assistant to the Director

### **Statement of Issue:**

This item seeks the Board's approval of changes to the terms of the existing Joint Project Services Agreement (JPSA) with Choose Tallahassee to reflect a renewed marketing and staffing approach desired by Choose Tallahassee. Under the proposed changes to the JPSA, Leon County would continue its funding commitment to Choose Tallahassee but would no longer provide administrative staff support as provided under the current agreement.

### **Fiscal Impact:**

This agenda item has a fiscal impact. The Leon County Division of Tourism will continue to allocate \$10,000 annually from its marketing budget to support this initiative but will no longer receive \$10,000 annually from Choose Tallahassee for administrative responsibilities and staffing costs as Choose Tallahassee has secured its own professional staff.

### **Staff Recommendation:**

Option #1: Approve in concept the proposed revisions to the Joint Project Services Agreement with Choose Tallahassee and authorize the County Administrator to finalize and execute a revised agreement in a form to be approved by the County Attorney.

## **Report and Discussion**

### **Background:**

This item seeks the Board's approval of changes to the terms of the existing Joint Project Services Agreement (JPSA) with Choose Tallahassee to reflect a renewed marketing and staffing approach desired by Choose Tallahassee. Choose Tallahassee is a non-profit organization that promotes Leon County-Tallahassee as a retirement destination and seeks retirees considering relocation to visit and explore the destination.

On December 15, 2015, the Board approved the JPSA with Choose Tallahassee set for a three-year period (Attachment #1). The agreement calls for the Leon County Division of Tourism to provide a physical address, telephone support, and fulfill consumer inquiries generated from various marketing programs. Staff was also tasked with providing notices to Choose Tallahassee Board members, keeping minutes of meetings, updating the Choose Tallahassee Magazine, maintaining a database, distributing marketing materials at select consumer and travel trade shows, marketing programs through VisitTallahassee.com, public relations, and social media efforts promoting Leon County and Tallahassee as a retirement location.

Staff anticipated the work required by Choose Tallahassee would utilize approximately 10 hours of weekly staff time which was agreed to by both parties to cost \$10,000 annually, to be paid annually by Choose Tallahassee in two installments. In addition, the Division of Tourism would direct \$10,000 of the annual advertising budget with The Zimmerman Agency to be targeted toward promoting Leon County and Tallahassee as a retirement destination. The City of Tallahassee also provides \$10,000 annually to Choose Tallahassee.

### **Analysis:**

In FY 2017, Choose Tallahassee notified staff of its intent to restructure its volunteer governing board, directly contract with a professional marketing agency, and hire an executive to oversee day-to-day operations. In light of this planned restructuring, Choose Tallahassee requested the County carry forward the unspent FY 17 \$10,000 Tourism marketing funds allocated for Choose Tallahassee under the JPSA. On July 11, 2017, the Board received a presentation from Choose Tallahassee on their ongoing activities.

Choose Tallahassee has recently been re-energized with new leadership and wishes to implement a different approach than utilized in previous years. They have secured their own professional staff and no longer require the County's assistance with administrative responsibilities and staffing. By returning these responsibilities back to Choose Tallahassee, the County would no longer receive the \$10,000 in financial consideration each year for the staff time and administrative support provided to Choose Tallahassee under the existing JPSA such as preparing meeting minutes, responding to customer inquiries, and maintaining a customer database. Choose Tallahassee made its initial FY 17 \$5,000 payment to the County for its services and has verbally agreed to submit a late final payment in the same amount in order to satisfy the terms of the existing JPSA for FY 17.

Under the existing JPSA, Choose Tallahassee offers guidance to the Division of Tourism for the utilization of \$10,000 in marketing funds to entice retirees to consider relocation to the area through the County's destination marketing agency of record (the Zimmerman Agency). Moving forward, Choose Tallahassee is seeking a \$10,000 payment each year to support various marketing initiatives, in accordance with statutory restrictions for tourism funds, but wish to directly procure goods and services in support of their mission. Staff has worked with Choose Tallahassee organizers to prepare and present an outline of the proposed changes for the Board's consideration as follows:

*Choose Tallahassee Responsibilities*

- Provide all administrative support including telephone and email support, physical address and fulfillment of consumer inquiries.
- Notify, administer, and keep minutes of all CT Board and committee meetings.
- Maintain consumer database generated by promotional activities (available to County upon request).
- Respond to consumer inquiries from marketing efforts, providing information on relocation and the retirement advantages of the area.
- Maintain and manage CT website, social media channels and promotional activities.

*Division of Tourism Responsibilities*

- Serve on Executive Committee.
- Provide insight, collaboration and technical support on marketing, PR, social and advertising efforts as appropriate.
- Provide an annual update to the Tourist Development Council.

*Allowable expenses*

- Promotion, marketing and paid advertising/media buys that reach outside Leon County with the potential to drive overnight visitation. Activities may include digital and social media buys. Graphic design services for digital ad production and website enhancement is allowed.
- Special event production, marketing and technical expenses, site fees/costs (rentals, insurance, etc.), non-monetary awards and travel expenses including lodging for media.

*Unallowable expenses*

- General, overhead and administrative expenses (including salaries).
- Building, renovating and/or remodeling expenses.
- Equipment purchases.
- Debts incurred prior to grant requests.
- Programs which solicit advertising or sponsorships.
- Hospitality or social functions (food and beverage).
- Advertising that only reaches Leon County and its residents.
- Lodging expenses for event attendees other than media.



Mirroring the original term, staff is recommending a three-year extension of the JPSA with the aforementioned responsibilities and conditions. Funding support for Choose Tallahassee is already included in the Division of Tourism marketing budget and funds are to be expended exclusively for marketing and promotion to increase visitation to Leon County in accordance with Florida Statute 125.0104.

In order to access the \$10,000 each year, Choose Tallahassee would be required to submit a marketing plan to the Division of Tourism for approval which details the planned activities, expenses, and metrics. Specific metrics to be reported may include: website traffic, social media following, earned media, room nights generated, number of events/attendees, etc. A year-end report on expenditures and metrics would be due no later than 45 days after the conclusion of the fiscal year.

For the unspent FY 17 marketing funds designated for Choose Tallahassee, staff recommends restricting the use of those funds to all the same terms and conditions previously listed but to release the funds once Choose Tallahassee remits its final payment for the County's FY 2017 administrative expenses. In the absence of a detailed marketing plan, staff will work closely with Choose Tallahassee organizers to ensure that these funds are utilized to further the mutual goals of both organizations.

Should the Board approve of the proposed revisions, staff will continue to work with Choose Tallahassee to finalize the JPSA in a form to be approved by the County Attorney and executed by the County Administrator. Division of Tourism staff and the Tourist Development Council will continue its involvement and collaboration with Choose Tallahassee for this important community initiative.

**Options:**

1. Approve in concept the proposed revisions to the Joint Project Services Agreement with Choose Tallahassee and authorize the County Administrator to finalize and execute a revised agreement in a form to be approved by the County Attorney.
2. Do not approve the proposed revisions to the Joint Project Services Agreement with Choose Tallahassee.
3. Board Direction.

**Recommendation:**

Option #1.

**Attachment:**

1. December 8, 2015 agenda item and the Joint Project Services Agreement with Choose Tallahassee

# Leon County Board of County Commissioners

## Cover Sheet for Agenda #7

December 8, 2015

**To:** Honorable Chairman and Members of the Board

**From:** Vincent S. Long, County Administrator

**Title:** Approval of the Joint Project Services Agreement with Choose Tallahassee

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<b>County Administrator Review and Approval:</b>	Vincent S. Long, County Administrator
<b>Department/ Division Review:</b>	Alan Rosenzweig, Deputy County Administrator Ken Morris, Assistant County Administrator Cristina Paredes, Director, Department of Economic Vitality
<b>Lead Staff/ Project Team:</b>	Lee Daniel, Director of Tourism Development Gary Stogner, Senior Marketing Manger Brian Hickey, Senior Sports Sales Manager

**Fiscal Impact:**

This item has a fiscal impact. Choose Tallahassee will pay the County \$10,000 annually for the staff support as outlined in the Joint Project Services Agreement. In addition, Tourism will direct \$10,000 of the annual advertising budget to be targeted toward promoting Leon County and Tallahassee as a retirement destination.

**Staff Recommendation:**

Option #1: Approve the Joint Project Services Agreement with Choose Tallahassee, and authorize the County Administrator to execute (Attachment #1).

Title: Approval of the Joint Project Services Agreement with Choose Tallahassee  
December 8, 2015  
Page 2

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## **Report and Discussion**

### **Background:**

On December 13, 2011, the Board received a presentation from the Choose Tallahassee Action Council regarding its proposed marketing effort to establish Leon County as a retirement destination to affluent retirees relocating to the state of Florida.

On January 24, 2012, the Board approved a funding request from Choose Tallahassee in the amount of \$20,000, with payments of \$10,000 made in FY 12 and FY 13 from the Division of Tourism Development's (TD) budget (Attachment #2). These funds were used to market the Choose Tallahassee initiative. In addition to the payments, TD has served on the Choose Tallahassee board and has provided marketing support on the VisitTallahassee.com website as well as through public relations and social media.

The support of Choose Tallahassee is essential to the following revised FY 2012 & FY 2015 Strategic Initiatives that the Board approved at the January 27, 2015 meeting:

- Implement strategies that promote the region as a year round destination.

This particular Strategic Initiative aligns with the Board's economic Strategic Priority, Economy:

- Support Choose Tallahassee initiative (EC4 – 2012).

### **Analysis:**

In June 2015, Choose Tallahassee approached staff regarding a formal partnership to promote the community as a retirement destination since people considering Tallahassee area as a retirement destination would more than likely visit the community first to research what Leon County and Tallahassee offer.

It was identified through discussions with Choose Tallahassee board members and staff that there is synergy in aligning Choose Tallahassee with Tourism Development through a Joint Project Services Agreement. The partnership is especially appropriate given that people considering Tallahassee as a retirement location will first become visitors when conducting research on what the destination offers. These research trips will more than likely take several days and could even result in multiple trips before finally deciding to relocate to the area.

Staff responsibilities, as well as Choose Tallahassee responsibilities, are outlined in the attached Joint Project Services Agreement (Attachment #1). Tourism Development will provide a physical address, telephone support, and fulfill consumer inquiries generated from various marketing programs. Staff will also provide notices to Choose Tallahassee Board members, keep minutes of meetings, update the Choose Tallahassee Magazine, maintain a database, distribute marketing materials at select consumer and travel trade shows, market programs through VisitTallahassee.com, public relations, and social media efforts promoting Leon County and Tallahassee as a retirement location.

Title: Approval of the Joint Project Services Agreement with Choose Tallahassee  
December 8, 2015  
Page 3

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Staff anticipates that the work required by Choose Tallahassee will utilize approximately 10 hours of weekly staff time. Based on the number of hours anticipated, staff has proposed a cost to Choose Tallahassee of \$10,000 annually, which has been accepted by the Choose Tallahassee board. In addition, Tourism will direct \$10,000 of the annual advertising budget with The Zimmerman Agency to be targeted toward promoting Leon County and Tallahassee as a retirement destination. Choose Tallahassee will maintain and manage its website, social media channels, promotional activities, and continue with the Red Carpet Program that provides personal tours of the area for those interested. The Joint Project Service Agreement is for a three-year period.

Pending the Board's approval, staff will work closely with Choose Tallahassee to make the transition as soon as the Joint Project Services Agreement is executed.

**Options:**

1. Approve the Joint Project Services Agreement with Choose Tallahassee and authorize the County Administrator to execute (Attachment #1).
2. Do not approve the Joint Project Services Agreement with Choose Tallahassee.
3. Board direction.

**Recommendation:**

Option #1.

**Attachments:**

1. Joint Project Services Agreement with Choose Tallahassee
2. January 24, 2014 Choose Tallahassee Agenda Item

## JOINT PROJECT SERVICES AGREEMENT

THIS JOINT PROJECT SERVICES AGREEMENT (hereinafter "Agreement") dated this 8<sup>th</sup> day of December, 2015, is by and between Leon County, Florida, a political subdivision of the State of Florida (hereinafter the "County") and Choose Tallahassee, a 501(3)(c) Not-for-Profit Corporation (hereinafter the "Contractor" or "CT"), collectively, the "Parties".

### RECITALS

WHEREAS, the County and Contractor wish to enter into an agreement that will ensure the creation of a joint partnership for the purposes of promoting Leon County and the City of Tallahassee as a retirement destination; and

WHEREAS, the Leon County Division of Tourism Development (TD) is charged with leading the Board of County Commissioners strategic goal of increasing economic development through tourism and whose marketing efforts in fiscal year 2015 helped generate 2.4 million visitors to Leon County, \$629 million in direct visitor spending and \$963 million in total economic impact; and

WHEREAS, with 10,000 members of the "Baby Boomer" generation retiring daily, this generational phenomenon represents a tremendous economic, social and civic growth opportunity for the County due to the economic benefits realized, including that relocating retirees will add thousands of hours of time, leadership and contributions in volunteer support to community non-profit organizations in the area; and

WHEREAS, many retirees spend several years visiting and exploring different locations before making a final decision on relocating; and

WHEREAS, the Board of County Commissioners on January 24, 2012, recognized the direct relationship between those wishing to relocate to the City of Tallahassee and Leon County and the goals of Leon County Tourism Development (TD), and decided to provide financial support to the Contractor, initially for a two year period; and

WHEREAS, the Parties recognize that this Joint Project Services Agreement may need to be revised to take into consideration future developments and recommendations.

NOW, THEREFORE, for and in consideration of the forging recitals, the sum of ten dollars (\$10.00) each to the other paid, the mutual covenants and promises contained herein and other good and valuable consideration, the receipt and sufficiency of which being acknowledged, the Parties do hereby covenant and agree as follows:

1. EFFECTIVE DATE; TERM; RENEWAL
  - a. This Agreement shall be effective commencing December 8, 2015 and shall continue until November 30, 2018, hereinafter "Initial Term".

- b. After the Initial Term, this Agreement shall be extended automatically for additional one (1) year Term(s) upon the same terms and conditions as herein set forth, provided either Party may provide notice to the other of its intent to not renew the Agreement not less than ninety (90) days before the expiration of the then current Term.

2. SCOPE OF SERVICES PROVIDED BY COUNTY

- a. Co-location. The County agrees that Choose Tallahassee may utilize the TD mailing address at 106 East Jefferson Street, Tallahassee, FL 32301 for receipt of postal deliveries.
- b. Tourism Development shall provide:
  1. Staff support for the Contractor, in an amount not to exceed ten (10) hours per week, which shall include:
    - a. Telephone support, a physical address and digital location, and fulfill consumer inquiries generated from Contractor marketing programs.
    - b. Notification of CT Board meetings and keep minutes of these meetings.
    - c. Updating the CT Magazine and integrating promotional activities with those initiated by TD, where appropriate.
    - d. Maintaining the computer database generated by Contractor for promotional activities of persons interested in retiring/relocating to the County.
    - e. Responding to consumer inquiries with CT Magazine and the Visitor Guide.
    - f. Distributing Contractor marketing materials at trade shows and festivals that are part of the TD annual marketing plan.
    - g. In collaboration with CT, market the CT program through the Visit Tallahassee website, public relations efforts, and email.
    - h. Expending up to \$10,000 annually of the TD advertising budget for destination exposure through print or digital media targeting potential retirees and building a prospect database for the promotion of CT. TD will submit suggested media buys to the CT Board; final ad placement will be contracted for and paid by the County's advertising agency of record. Confirmation of placement and payment



will be provided to the Contractor. Nothing in this provision is intended to prevent CT volunteers from conducting promotions in addition to those by TD.

c. Coordination of Activities:

The Tourist Director, or designee, shall manage the relationship between the Parties and coordinate Contractor staff support.

3. RESPONSIBILITIES OF CHOOSE TALLAHASSEE

- a. Maintain and manage the CT website, social media channels and promotional activities including lead generation and hosted visits by relocation prospects through the CT Red Carpet Program.
- b. Select not more than two members of the CT Executive Committee to act as the liaison to TD.
- c. Pay the County \$10,000 annually for the staff time and other administrative services provided by the County. Payments shall be made in two (2) equal installments of \$5,000 each, payable on March 30 and September 30 in each year of the Initial Term and each annual renewal Term.
- d. Submit an annual report delineating the activities CT performed under this Agreement.

4. TERMINATION

The County may terminate this Agreement without cause, by giving the Contractor not less than thirty (30) days prior written notice of its intent to terminate. Either Party may terminate this Agreement for cause by giving the other Party hereto not less than thirty (30) days prior written notice of its intent to terminate. The County shall not be required to give Contractor such thirty (30) days written notice if, in the opinion of the County, the Contractor is unable to perform its obligations hereunder, or if in the opinion of the County, the services being provided are not satisfactory. In such case, the County may immediately terminate the Agreement by providing a notice of termination to the Contractor.

Termination of this Agreement for any reason under this Section will not affect (i) any liabilities or obligations of either Party arising before such termination or as a result of the events causing such termination, or (ii) any damages or other remedies to which a Party may be entitled to under this Agreement, at law or in equity, arising out of a breach of this Agreement.

5. INDEMNIFICATION

The Contractor agrees to indemnify, defend and hold harmless the County, its officials, officers, employees and agents, from and against any and all claims, damages, liabilities, losses, costs, or suits, of any nature whatsoever arising out of, because of, or due to any acts or

omissions of the Contractor, its delegates, employees and agents, arising out of or under this Agreement, including reasonable attorney's fees and costs. The County may, at its sole option, defend itself or require the Contractor to provide the defense. The Contractor acknowledges that ten dollars (\$10.00) of the amount paid to the Contractor is sufficient consideration of the Contractor's indemnification of the County.

6. NOTICE

All notices required hereunder shall be in writing sent by United States certified mail, postage prepaid, return receipt requested, overnight courier or by hand delivery. All notices required under this Agreement shall be given to the Parties at the addresses below or at such other place as the Parties may designate in writing.

Notice to Contractor: Name: David Bruns  
Address: Suite 200  
200 W. College Ave  
Tallahassee FL 32301

Notice to the County: Name: Lee Daniel, Director, Tourist Development  
Address: Visit Tallahassee  
106 East Jefferson Street  
Tallahassee, FL 32301

7. CONTRACT MANAGEMENT

The Director of TD, shall be and is hereby authorized as the representative of the County, responsible for the day to day operational management of the provisions of the Agreement, including all matters related to the payment rendered by the Contractor hereunder, unless or until a written notice is provided to the Contractor stating otherwise.

8. MISCELLANEOUS PROVISIONS

a. Status

The Contractor at all times relevant to this Agreement shall be an independent contractor and in no event shall the Contractor nor any employees or subcontractors under it be considered to be employees of the County.

b. Assignments

This Agreement shall not be assigned as a whole or in part without the prior written consent of the County nor shall the Contractor assign any monies due or to become due to it hereunder without the prior written consent of the County.



c. Modifications

This Agreement constitutes the entire understanding of the Parties. Any modifications to this Agreement must be in writing.

d. Venue

Venue for all actions arising out of this Agreement shall lie in Leon County, Florida.

e. Construction

The validity, construction, and effect of this Agreement shall be governed by the laws of the State of Florida.

f. Severability

If any term of this Agreement is held by a court of competent jurisdiction to be invalid or unenforceable, then this Agreement, including all of the remaining terms, shall remain in full force and effect as if such invalid or unenforceable term had never been included.

g. Force Majeure

If either Party is prevented from or delayed from performing any obligations under this Agreement (except payment or financial obligations) by circumstances beyond its control, including but not limited to fires, hurricanes, severe weather, floods, pandemics, quarantines, war, civil disturbances, acts of terrorism, acts of God, or significant threats of such circumstances, or any future laws, rules, regulations, orders, or acts of any local, state, or federal government (“Force Majeure”), then the affected party shall be excused from performance hereunder during the period of disability. The party claiming Force Majeure shall promptly notify the other party in writing when upon learning of the existence of a Force Majeure condition, and when the Force Majeure condition has terminated. Notwithstanding anything in this Agreement to the contrary, the term “Force Majeure” does not include or excuse performance under this Agreement for events relating to increased costs associated with fuel, labor, labor disputes, insurance, or other expenses of performing the obligations hereunder.

h. Survival of Obligations

Cancellation, expiration, or earlier termination of this Agreement shall not relieve the Parties of obligations that by their nature should survive such cancellation, expiration, or termination.

i. Sovereign Immunity

Nothing herein shall be construed as a waiver of any rights and privileges afforded the County, as a political subdivision of the State of Florida, under section 768.28, Florida Statutes, as amended.

WHERETO, the Parties have set their hands and seals and executed this Agreement the

date set forth below.

LEON COUNTY, FLOIRDA



CHOOSE TALLAHASSEE

BY: *Vincent S. Long*  
Vincent S. Long, County Administrator

BY: *Dave Bruns*  
Dave Bruns, Chairman

Date: 12.21.15

Date: 12-15-2015

ATTEST:

Bob Inzer, Clerk of the Court & Comptroller,  
Leon County, Florida

BY: *[Signature]*

Approved as to Form:  
Leon County Attorney's Office

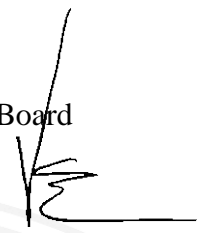
BY: *[Signature]*  
Herbert W. A. Thiele, Esquire  
County Attorney

# Leon County Board of County Commissioners

## Agenda Item #12

December 12, 2017

**To:** Honorable Chairman and Members of the Board

**From:** Vincent S. Long, County Administrator 

**Title:** Status Report on Securing a Consultant for the Development of the 2019 - 2021 Leon County Division of Tourism's Strategic Plan

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<b>Review and Approval:</b>	Vincent S. Long, County Administrator
<b>Department/ Division Review:</b>	Alan Rosenzweig, Deputy County Administrator Ken Morris, Assistant County Administrator
<b>Lead Staff/ Project Team:</b>	Kerri L. Post, Director, Division of Tourism Chris L. Holley II, Assistant to the Director

### **Statement of Issue:**

This agenda item seeks the Board's acceptance of a status report to secure consulting services to facilitate the development of the 2019 - 2021 Leon County Division of Tourism's Strategic Plan. The Tourism Strategic Plan serves as a blueprint to guide the activities of the Leon County Division of Tourism and is in need of an update to provide a refreshed broad view of the destination for increasing visitation consistent with County priorities, economic goals, community desires, and industry needs.

### **Fiscal Impact:**

This item has a fiscal impact. Adequate funds are available in the FY 2018 Division of Tourism budget in an amount not to exceed \$20,000 for the consulting services.

### **Staff Recommendation:**

Option #1: Accept the status report on securing professional consulting services for the development of the 2019 - 2021 Tourism Strategic Plan.

## **Report and Discussion**

### **Background:**

This item seeks the Board's acceptance of a status report to secure professional consulting services for the development of the next Leon County Division of Tourism's Strategic Plan.

In May 2009, as part of the transition of all tourism development operations (insourcing) from the former Tallahassee Area Convention & Visitors Bureau to a County department under the County Administrator, the County secured professional consulting/facilitation services to conduct a Tourism Assessment and Tourism Strategic Planning Sessions toward crafting a Tourism Strategic Plan. A Tourism Strategic Plan Workshop was held on September 9, 2009 with the services of a professional consultant and resulted in the approval of a Tourism Strategic Plan.

The Tourism Strategic Plan serves as a blueprint to guide the activities of Leon County Tourism and the Tourist Development Council (TDC) but is in need of an update. An update of the Tourism Strategic Plan for the destination is necessary to provide a longer view of the destination to strategically manage increasing visitation in a sustainable manner consistent with County priorities, economic goals, community desires, and industry needs. It should be in alignment with the County's Strategic Plan and cross-pollinate with other operational divisions in the County. It provides a strategic framework from which tactical annual marketing plans can be developed. The Tourism Strategic Plan serves as a guide to create a destination where people want to visit, providing perspectives on the destination strengths and aspirations, as well as the matters that need attention.

### **Analysis:**

Tallahassee/Leon County has enjoyed eight years of consecutive, record-breaking growth in visitation, visitor spending, job creation and the Tourism Development Tax (TDT) revenue paid by visitors. TDT revenues fully fund all tourism promotional activities, including the highest level (percentage of TDT revenue) of cultural programming support in the state. The destination attracts leisure travelers (the largest audience segment) with a variety of offerings including outdoor recreation, history and heritage, arts and culture, adult and youth sports activities, fans attending college athletic events, major events and festivals and growing culinary and craft brew segments. The Florida Legislature, higher education, and relatively smaller meetings, conferences and conventions are all key drivers for business travel.

To continue the momentum, an updated Tourism Strategic Plan is needed to reflect all of the changes to the destination in recent years and to chart a path forward. Modifications to the existing Tourism Strategic Plan have been intentionally delayed in light of the planned retirement of the previous Tourism Director, along with the recruitment and acclimation of the current Director, to guide the development of the new plan. The TDC has recommended a condensed horizon that calls for a three-year Tourism Plan for 2019 – 2021 given some of the planned projects and products that could reshape the visitor market in the coming years. Several of these projects were recently approved and are underway while others are expected to be contemplated over the next 12 - 24 months.

These major destination enhancing projects include:

- FSU Arena District and Convention Center (sales tax)
- Airport Master Plan (sales tax)
- Apalachee Regional Park Master Plan Implementation (approved by Board)
- New FAMU Football Stadium and Athletic Facility
- Washington Square Development and Loews Hotel (approved by CRA)

The renewal of the Tourism Strategic Plan at the end of its three-year life in 2021 will also fully align with the County's overarching Five-Year Strategic Plan which runs from 2017 – 2021. Dovetailing the County's current Five-Year Strategic Plan, the 2019 – 2021 Tourism Strategic Plan will provide a roadmap for expanding visitation as an economic engine for our community. It will identify critical issues and opportunities that will drive future success.

Strategic areas of focus will be defined through an analysis of information gathered through a multi-faceted approach including:

- Interviews and surveys with key opinion leaders
- Research of model destinations
- Review of local tourism data
- Insights from tourism experts
- Six community meetings (focused dialogues, LEADS sessions, etc.)
- Online community survey

Tourism staff will be seeking a professional consultant with experience and expertise in developing strategic plans for government and not-for-profit destination marketing organizations. The FY 2018 Division of Tourism budget includes \$20,000 for the consulting services to include the production and presentation of the plan for the Board's consideration. Based on the County's purchasing policy, this project does not meet the cost threshold required to conduct a formal bid process. Consistent with the previous Tourism Strategic Plan, staff will secure at least three quotes and plans to initiate the search in January 2018. The draft project timeline anticipates presenting the plan to the TDC in the summer of 2018 followed by the Board in the fall of 2018.

**Options:**

1. Accept the status report on securing professional consulting services for the development of the 2019 - 2021 Tourism Strategic Plan.
2. Do not accept the status report on securing professional consulting services for the development of the 2019 - 2021 Tourism Strategic Plan.
3. Board Direction.

**Recommendation:**

Option #1.