



Visit
Tallahassee

LEON COUNTY **Tourist Development Council**

Thursday, March 11, 2021 at 9:00 A.M.
County Commission Chambers - Leon County Courthouse, Fifth Floor
301 South Monroe Street, Tallahassee FL 32301

MEETING AGENDA

- I. Call to Order – **Bo Schmitz, Chairman**
- II. Request for Additional Agenda Items – **Bo Schmitz**
- III. Public Comment
- IV. Items for Consent Approval – **Bo Schmitz**
 - January 28, 2021 Meeting Minutes (T1)
 - Financial Reports: Division Budget January 2021 Year-to-Date, Tourism Development Tax Collections and Smith Travel Report (T2)
 - Advertising/PR Activity Report/Digital Activity (T3)
 - Marketing Communications, Visitor Services, Sales & Sports Staff Reports (T3)
- V. General Business – **Bo Schmitz**
 - Research Presentation – Oct.-Dec. 2020 Q1 Visitor Tracking Report (T4)
 - Proposed Strategic Plan Development Timeline (T5)
 - IMBA Ride Center ® Designation Update Presentation
 - Tallahassee Sports Council Update
 - COCA Update & Cultural Tourism Marketing Grant Recommendations (T6)
- VI. Executive Director’s Report – **Kerri Post**
 - NAP- Amphitheater Support Space/Visitor Center Update
 - Legacy Event Grant Contracts for FY21
 - Update on FY21 Tourism Grants and COVID-19 Safety Plan Review
 - Blueprint Intergovernmental Agency Projects Update
- VII. Additional Business: “For the Good of the Cause” – **Bo Schmitz**

Next TDC Meeting:
May 6, 2021 at 9:00 a.m.
County Commission Chambers



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LEON COUNTY TOURIST DEVELOPMENT COUNCIL

REGULAR MEETING

Thursday, January 28, 2021

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

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

Guests present: Jamie Van Pelt and Jalicia Lewis representing ESP Media, Andy Jorishie representing the Zimmerman Agency. Alex Trachtenberg representing the Southface Institute joined virtually.

- I. **CALL TO ORDER:** Chairman Schmitz called the meeting to order at 1:04 p.m. Ms. Post provided procedural comments regarding public meetings per the Governor's Executive Order as of Nov. 1, 2020, and for public comments.
- II. **REQUEST FOR ADDITIONAL AGENDA ITEMS:** Chairman Schmitz confirmed there were no requests for additional agenda items.
- III. **PUBLIC COMMENT:** Chairman Schmitz confirmed there were no public comments submitted online and none in chambers.

Kerri Post introduced new TDC members County Commissioner Brian Welch and City Commissioner Curtis Richardson, who each shared a few comments and their enthusiasm to be on the council.

IV. ITEMS FOR CONSENT APPROVAL:

- Nov. 12, 2020, Meeting Minutes
- Financial Reports: FY21 Q1 Division Budget, Tourism Development Tax Collections and Smith Travel Report
- Advertising/PR Activity Report/Digital Activity
- Marketing/Communications, Visitor Services and Sales and Sports Staff Reports

Commissioner Williams-Cox moved, duly seconded by Michelle Personette, approval of the Items for Consent. The motion passed unanimously.

V. GENERAL BUSINESS

Q2-Q4 Marketing Plan Presentation – Katie Kole & Andy Jorishie

Kerri Post recognized Katie Kole for her diligent efforts working with Dionte Gavin and the Zimmerman Agency to ensure all of the \$700,000 in C.A.R.E.S. Act funding allocated for tourism promotion was utilized.

Now that C.A.R.E.S. Act funding has been depleted, Katie Kole shared that the Q2-Q4 Marketing Plan utilizes TDT and is built on the foundation of the Q1 plan that was built utilizing C.A.R.E.S. Act funding with new tactics and introduced Andie Jorishie from the Zimmerman Agency. Mr. Jorishie presented the 2021 Q2-Q4 Marketing Plan which included consumer travel sentiments, 2021 advertising/marketing goals and priorities, and public relations tactics. He introduced Jاليا Lewis with ESP media who shared a brief review of marketing initiatives targeting the African American market.

Tallahassee Clean Energy Presentation – Jaime Van Pelt

Jaime Van Pelt and Jاليا Lewis of ESP Media and Alex Trachtenberg of the Southface Institute shared a brief presentation and overview on the Tallahassee Clean Energy Project Development Plan (TCEPD). Mr. Van Pelt shared the TCEPD is an initiative derived from the City of Tallahassee's passage of a resolution by the City Commission in February 2019 to achieve 100% net renewable energy by 2050. A brief discussion ensued regarding the short- and long-term goals of the project and additional hospitality focused ideas were offered including energy conservation.

Sports Events Update

Mike Collins, Tallahassee Sports Council Chairman asked Ms. Amanda Heidecker to share a brief summary of the Sports events held in Leon County in the first quarter of FY20/21 including three cross-country meets at Apalachee Regional Park (ARP) as well at the Division 1A-8A FHSAA Football Championships in December. Ms. Heidecker provided an update on construction at ARP and a look forward to the upcoming events scheduled through spring, summer and the fall of 2021. Commissioner Welch commended the sports staff on their efforts and reputation and shared that he hopes to see continual growth in the sports tourism sector. A brief discussion ensued regarding the positive economic impact of hosting the football championships in what is traditionally a slower period for hotels and restaurants.

COCA Update

Kathleen Spehar relayed COCA highlights noting that the Arts, Culture, History and Heritage partners continue to be innovative and create both online, live combination experiences. She provided an update on venues, exhibits and activities for Black History Month. Ms. Spehar noted the new Hyatt House Hotel at Railroad Square Art Park will feature art by local artists.

VI. EXECUTIVE DIRECTOR'S REPORT

- Ms. Post provided a recap of BOCC Tourism Agenda Items on the January 26, 2021 Agenda – Tourism Event Grants Funding and Status Update and Approval of Continuation of Joint Project Services Agreement with Choose Tallahassee.
- Ms. Post provided an update on the Community Redevelopment Agency's (CRA) recent recommendation to reallocate TDT funds for the Arts, Cultural and Heritage Grant Program. Ms. Post shared the CRA is recommending and have approved reallocating \$800,000 to LeMoyne Arts "Art for Always" for the purchase of a new building and \$1million for the City of Tallahassee renovation of the Ashmore building to a museum. She noted the recommendations, or any

modifications require approval by the County, CRA and City. A brief discussion ensued regarding the reallocation of funds.

- Ms. Post introduced a request from Commissioner Welch to adjust the time of the March and May TDC Meetings due to a conflict with his teaching schedule.

Commissioner Williams-Cox moved, duly seconded by Commissioner Richardson, to change the time of the March and May TDC meetings to 1 p.m. After a brief discussion by the Council regarding the proposed time change, Commissioner Richardson withdrew his second to the motion. Commissioner Welch then withdrew his request for consideration to change the time of the March and May meetings. The TDC meetings will remain at 9 a.m.

- Ms. Post gave a brief introduction of staff for the new TDC Board members and a reminder of the upcoming Tourism Industry Zoom call scheduled for Feb. 3, 2021.

VII. ADDITIONAL BUSINESS: "FOR THE GOOD OF THE CAUSE" – Bo Schmitz

Chairman Schmitz shared that he will be giving a virtual tour of the local art located in the Hyatt House Hotel at Railroad Square on the Feb. 3 Tourism Industry Zoom call, as well as on-site tours of the new Hyatt House property at Railroad Square Art Park in the next few days.

Michelle Personette shared that today, Jan. 28 marks the 35th anniversary of the Space Shuttle Challenger explosion and shared the Challenger Learning Center has created a virtual space mission simulation that has served students across the United States from Alaska to California.

ADJOURN:

There being no further business to come before the Council, the meeting was adjourned at 2:37 p.m.

Attest: Bo Schmitz,
Chairman

Attest: Renee Jones,
Public Relations & Marketing Specialist

Leon County Tourist Development Council
Statement of Cash Flow
Period Ending February 28, 2021

4-Cents Collections

Acct # REVENUES	YTD	February	FY 2020/21	% Revenue	
	Actuals	Actuals	Budget	Received	Variance
312100 Local Option Tax (4-cents)	\$ 1,168,053.48	\$ 231,350.16	\$ 3,509,387	33%	(2,341,334)
361320 Tax Collector FS 219.075	\$ -	-	-		-
361111 Pooled Interest Allocation	\$ -	-	84,962		
365000 Merchandise Sales	\$ 288.69	-	5,730		
366500 Special Event Grant Reimbursements	\$ -	-	12,500		
366930 Other Contributions/Partnerships	\$ -	-	-		
361300 Interest Inc/FMV Adjustment	\$ -	-	-		
369900 Miscellaneous Revenue	\$ 163,225.00	163,225.00	30,481		
399900 Appropriated Fund Balance	\$ -	-	-		
Total Estimated Receipts			3,643,060		
			-		
			\$ 1,331,567.17	\$ 394,575.16	

Acct # EXPENDITURES	YTD	February	FY 2020/21	FY 2020/21	% Budget	Under/
<i>Administration (301)</i>						
51200 Salaries & Wages	\$ 93,863.23	\$ 8,857.67	\$ 231,157	\$ 231,157	41%	\$ 137,294
51250 Regular OPS Salaries & Wages	\$ 6,474.09	649.21	16,878	16,878	38%	10,404
51500 Special Pay	\$ -	-	1,100	1,100	0%	1,100
52100 FICA	\$ 7,425.88	695.19	19,255	19,255	39%	11,829
52200 Retirement Contributions	\$ 19,862.55	1,852.85	49,284	49,284	40%	29,421
52210 Deferred Compensation	\$ 184.85	18.69	766	766	24%	581
52300 Life & Health Insurance	\$ 12,313.11	1,321.34	35,533	35,533	35%	23,220
52400 Workers Compensation	\$ 172.96	15.21	535	535	32%	362
53400 Other Contractual Services	\$ 28,000.00	7,000.00	136,000	166,000	17%	138,000
54000 Travel & Per Diem	\$ -	-	5,000	5,000	0%	5,000
54100 Communications Services	\$ 490.43	-	480	480	102%	(10)
54101 Communications - Phone System	\$ -	-	1,450	1,450	0%	1,450
54400 Rental & Leases	\$ 1,831.98	189.00	8,275	8,275	22%	6,443
54505 Vehicle Coverage	\$ -	-	416	416	0%	416
54600 Repair & Maintenance	\$ -	-	5,000	5,000	0%	5,000
54601 Vehicle Repair	\$ 200.18	-	840	840	24%	640
54900 Other Current Charges	\$ 5,308.27	-	1,971	1,971	269%	(3,337)
55100 Office Supplies	\$ 560.28	96.97	1,000	1,000	56%	440
55200 Operating Supplies	\$ 224.90	-	3,000	3,000	7%	2,775
55210 Fuel & Oil	\$ -	-	345	345	0%	345
55400 Publications, Memberships	\$ -	-	2,000	2,000	0%	2,000
55401 Training	\$ -	-	2,000	2,000	0%	2,000
<i>Advertising/Public Relations (302)</i>						
53400 Other Contractual Services	\$ 43,258.31	\$ 43,258.31	\$ 840,710	\$ 840,710	5%	\$ 797,452
<i>Marketing (303)</i>						
51200 Salaries & Wages	\$ 189,808.37	\$ 19,428.94	\$ 483,941	\$ 483,941	39%	\$ 294,133
51210 Regular OPS Salaries & Wages	\$ 6,474.17	649.23	16,878	16,878	38%	10,404
51500 Special Pay	\$ -	-	2,000	2,000	0%	2,000
52100 FICA	\$ 14,674.00	1,491.68	39,970	39,970	37%	25,296
52200 Retirement Contributions	\$ 18,936.53	1,936.51	50,394	50,394	38%	31,457
52210 Deferred Compensation	\$ 221.60	27.70	-	-		(222)
52300 Life & Health Insurance	\$ 13,587.98	1,341.07	56,832	56,832	24%	43,244
52400 Workers Compensation	\$ 618.42	58.14	1,933	1,933	32%	1,315
53400 Other Contractual Services	\$ 21,845.00	500.00	65,200	65,200	34%	43,355
54000 Travel & Per Diem	\$ -	-	31,558	31,558	0%	31,558
54100 Communications Services	\$ 1,796.60	-	6,623	6,623	27%	4,826
54101 Communications - Phone system	\$ -	-	1,090	1,090	0%	1,090
54200 Postage	\$ -	-	6,700	6,700	0%	6,700
54400 Rental & Leases	\$ 462.57	154.19	8,420	8,420	5%	7,957
54700 Printing	\$ 218.60	-	5,000	5,000	4%	4,781
54800 Promotional Activities	\$ 1,449.40	1,314.00	26,557	26,557	5%	25,108
54860 TDC Direct Sales Promotions	\$ -	-	30,000	30,000	0%	30,000
54861 TDC Community Relations	\$ -	-	15,000	15,000	0%	15,000

54862	TDC Merchandise	\$	-	-	6,000	6,000	0%	6,000
54900	Other Current Charges	\$	476,645.62	28,463.45	413,029	413,029	115%	(63,617)
54948	Other Current Chrg - Amphitheater	\$	33,652.61	2,040.67	215,000	411,000	8%	377,347
55100	Office Supplies	\$	-	-	3,000	3,000	0%	3,000
55200	Operating Supplies	\$	-	-	4,000	4,000	0%	4,000
52250	Uniforms	\$	-	-	3,500	3,500	0%	3,500

Acct #	EXPENDITURES		YTD	February	FY 2020/21	FY 2020/21	% Budget	Under/
	<i>Administration (303)(Continued)</i>		Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
55400	Publications, Memberships	\$	529.97	\$ -	\$ 13,000	\$ 13,000	4%	12,470
55401	Training	\$	-	-	3,000	3,000	0%	3,000
56400	Machinery & Equipment	\$	-	-	-	-	-	-
58160	TDC Local T&E	\$	580.08	203.21	1,500	1,500	39%	920
58320	Sponsorship & Contributions	\$	-	-	30,000	30,000	0%	30,000
	<i>Special Events/Grants (304)</i>							
58300	Grants & Aids	\$	-	-	450,000	450,000	0%	450,000
	<i>Welcome Center CIP (086065)</i>							
56200	Building	\$	-	-	-	-	-	-
	<i>Countywide Automation (470)</i>							
54110	Com-net Communications	\$	-	-	5,368	5,368	0%	5,368
54600	Repairs and Maintenance	\$	-	-	3,087	3,087	0%	3,087
	<i>Risk Allocations (495)</i>							
54500	Insurance	\$	-	-	5,485	5,485	0%	5,485
	<i>Indirect Cost (499)</i>							
54900	Indirect Cost Charges	\$	-	-	276,000	276,000	0%	276,000
	<i>Line Item Funding - (888)</i>							
58214	Cultural Facilities Grant Program	\$	-	-	-	-	-	-
58215	Local Arts Agency Program	\$	179,603.49	179,603.49	877,347	877,347	20%	697,744
	<i>Transfers (950)</i>							
591220	Transfer to Fund 220	\$	-	-	-	-	0%	-
591220	Transfer to Fund 305	\$	-	-	-	-	0%	-
	<i>Salary Contingency (990)</i>							
59900	Other Non-operating Uses	\$	-	-	-	-	-	-
	Reserve for Fund Balance	\$	-	-	-	-	-	-
	Total Expenditures	\$	1,181,276.03	\$ 301,166.72	\$ 4,520,407	\$ 4,746,407		

1-Cent Collections

Acct #	REVENUES		YTD	February	FY 2020/21	FY 2020/21	% Revenue	Variance
			Actuals	Actuals	Adopt. Budget	Adj. Budget	Received	
312110	Local Option Resort (1 -cent)	\$	292,013.37	\$ 57,837.54	\$ 877,347	\$ 877,347	33%	585,334
361111	Pooled Interest	\$	-	-	-	-	-	-
361320	Tax Collector FS 219.075	\$	-	-	-	-	-	-
366930	Refund from Prior Years	\$	-	-	-	-	-	-
	Total Revenues		292,013.37	57,837.54	\$ 877,347	\$ 877,347		

Acct #	EXPENDITURES		YTD	February	FY 2020/21	FY 2020/21	% Budget	Under/
			Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
58100	Aids to Government Agencies	\$	-	\$ -	\$ 5,232,298	\$ 5,232,298	0%	5,232,298
	Total Expenditures	\$	-	\$ -	\$ 5,232,298	\$ 5,232,298	0%	5,232,298

NOTES TO THE FINANCIAL STATEMENT As of December 31, 2020

REVENUES

- 1 - Revenue for the 4-cent collections \$ 231,350.16
- 2 - Revenue for the 1-cent collections \$ 57,837.54
- 3 - Revenue received from FHSAA Football Championship ticket sales; Florida Sports Foundation Grant

EXPENSES

- 4-FY21 C.A.R.E.S. Act marketing expenditures - \$275,937.05 during this period.

Date Created: Feb 17, 2021

Visit Tallahassee

For the Month of January 2021



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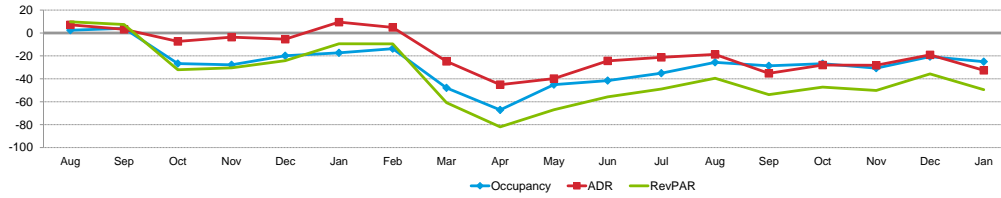
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Tab 2 - Trend Leon County, FL

Currency: USD - US Dollar

Visit Tallahassee
For the Month of January 2021

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2019					2020												2021
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	69.5	64.0	63.2	60.7	53.4	60.4	70.1	43.3	23.7	35.8	41.2	43.1	51.7	45.7	46.3	42.1	42.4	45.3
Last Year	67.8	61.6	86.3	84.1	66.5	73.1	81.2	83.2	72.2	65.3	70.5	66.4	69.5	64.0	63.2	60.7	53.4	60.4
Percent Change	2.5	4.1	-26.7	-27.8	-19.8	-17.3	-13.7	-47.9	-67.1	-45.1	-41.6	-35.1	-25.7	-28.6	-26.8	-30.7	-20.6	-25.0

ADR	2019					2020												2021
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	106.90	123.45	119.19	116.59	95.72	116.16	120.05	94.12	66.47	69.44	72.14	72.52	86.92	79.99	85.85	83.78	77.48	78.35
Last Year	99.80	119.59	128.68	121.01	101.19	106.07	114.47	125.12	121.11	115.35	95.35	92.05	106.90	123.45	119.19	116.59	95.72	116.16
Percent Change	7.1	3.2	-7.4	-3.7	-5.4	9.5	4.9	-24.8	-45.1	-39.8	-24.3	-21.2	-18.7	-35.2	-28.0	-28.1	-19.1	-32.5

RevPAR	2019					2020												2021
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	74.31	79.07	75.38	70.80	51.07	70.21	84.17	40.80	15.77	24.89	29.71	31.23	44.92	36.56	39.74	35.27	32.82	35.50
Last Year	67.72	73.61	111.03	101.74	67.34	77.52	93.00	104.04	87.42	75.34	67.19	61.10	74.31	79.07	75.38	70.80	51.07	70.21
Percent Change	9.7	7.4	-32.1	-30.4	-24.2	-9.4	-9.5	-60.8	-82.0	-67.0	-55.8	-48.9	-39.6	-53.8	-47.3	-50.2	-35.7	-49.4

Supply	2019					2020												2021
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	179,645	173,850	179,645	176,490	182,373	182,373	164,724	184,388	178,440	184,388	178,440	184,388	188,821	182,730	188,821	182,730	182,789	192,789
Last Year	175,150	169,500	175,150	170,820	179,707	179,707	182,288	179,676	173,850	179,645	173,850	179,645	179,645	173,850	179,645	176,490	182,373	182,373
Percent Change	2.6	2.6	2.6	3.3	1.5	1.5	1.5	2.6	2.6	2.6	2.6	2.6	5.1	5.1	5.1	3.5	5.7	5.7

Demand	2019					2020												2021
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	124,878	111,348	113,621	107,179	97,311	110,228	115,494	79,922	42,331	66,079	73,490	79,414	97,579	83,521	87,410	76,935	81,655	87,340
Last Year	118,837	104,329	151,121	143,626	119,588	131,336	131,837	149,406	125,493	117,330	122,504	119,253	124,878	111,348	113,621	107,179	97,311	110,228
Percent Change	5.1	6.7	-24.8	-25.4	-18.6	-16.1	-12.4	-46.5	-66.3	-43.7	-40.0	-33.4	-21.9	-25.0	-23.1	-28.2	-16.1	-20.8

Revenue	2019					2020												2021
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	13,349,516	13,745,655	13,542,517	12,495,788	9,314,425	12,804,076	13,865,112	7,522,614	2,813,614	4,588,754	5,301,809	5,758,883	8,481,807	6,680,444	7,504,312	6,445,721	6,326,751	6,843,322
Last Year	11,860,346	12,476,360	19,446,911	17,379,803	12,101,143	13,931,203	15,092,007	18,693,647	15,198,642	13,533,942	11,680,279	10,977,198	13,349,516	13,745,655	13,542,517	12,495,788	9,314,425	12,804,076
Percent Change	12.6	10.2	-30.4	-28.1	-23.0	-8.1	-8.1	-59.8	-81.5	-66.1	-54.6	-47.5	-36.5	-51.4	-44.6	-48.4	-32.1	-46.6

Census %	2019					2020												2021
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Census Props	61	61	61	61	61	61	61	62	62	62	62	62	63	63	63	63	64	64
Census Rooms	5795	5795	5795	5883	5883	5883	5883	5948	5948	5948	5948	5948	6091	6091	6091	6091	6219	6219
% Rooms Participants	89.5	89.5	89.5	90.9	90.9	90.9	90.9	91.0	91.0	91.0	91.0	91.0	91.2	91.2	91.2	91.2	89.4	91.4

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Tab 3 - Response Leon County, FL

Visit Tallahassee

For the Month of January 2021

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	2019												2020												2021																																
								J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D																					
35410	Hilton Garden Inn Tallahassee	Tallahassee, FL	32308	Nov 1997	Nov 1997	99		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
20926	Holiday Inn Express Tallahassee East	Tallahassee, FL	32308	Sep 2014	Jun 1991	134	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●																	
20000	Quality Inn & Suites Tallahassee East I-10	Tallahassee, FL	32308	Apr 2016	Aug 1984	59		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●																
31447	Residence Inn Tallahassee North I 10 Capital Circle	Tallahassee, FL	32308	May 1996	May 1996	78		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●															
57072	Tallahassee Inn	Tallahassee, FL	32308	Oct 2015	Mar 2008	100																																																										
36928	TownePlace Suites Tallahassee North/Capitol Circle	Tallahassee, FL	32308	Oct 1998	Oct 1998	93		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●															
12020	Killearn Country Club & Inn	Tallahassee, FL	32309	Jun 1969	Jun 1969	37																																																										
66760	Hampton by Hilton Inn & Suites Tallahassee Capitol - University	Tallahassee, FL	32310	Mar 2018	Mar 2018	124		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●																
70348	Hyatt House Tallahassee Capitol - University	Tallahassee, FL	32310		U/C	120																																																										
6984	Days Inn Tallahassee Government Center	Tallahassee, FL	32311	Oct 1974	Oct 1974	80		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●																
57074	WoodSpring Suites Tallahassee East	Tallahassee, FL	32311	Nov 2016	Dec 2007	121		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●															
59942	Candlewood Suites Tallahassee	Tallahassee, FL	32312	Mar 2010	Mar 2010	114		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●															
6387	Closed - Motel 6 Tallahassee North	Tallahassee, FL	32312	Oct 2011	Jul 1983	0																																																										
44444	Closed - Wingate by Wyndham Tallahassee FSU	Tallahassee, FL	32312	Jan 2016	Apr 2002	0																																																										
70028	SpringHill Suites Tallahassee North	Tallahassee, FL	32312	Dec 2020	Dec 2020	128																																																										
56269	Closed - Country Inn & Suites Tallahassee I 10 East	Tallahassee, FL	32317	Jul 2017	May 2008	0																																																										
54808	Staybridge Suites Tallahassee I-10 East	Tallahassee, FL	32317	Feb 2007	Feb 2007	104		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●															
Total Properties:						84	6493	○ - Monthly data received by STR ● - Monthly and daily data received by STR Blank - No data received by STR Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report																																																								

A blank row indicates insufficient data.

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JAN - FEB 2021 **Highlights**

- Visit Tallahassee marketing efforts are off to a great start in 2021. February has been an incredibly impactful month and we've seen great success in our Black History Month content on the website and on our social media.
- In February, Visit Tallahassee received promotional coverage with Redbook Magazine, resulting in dedicated digital exposure, targeting **7+ million** potential travelers.
- The open-rate for January and February emails has increased by **4%** due to our database cleanse. We anticipate this should continue to grow with the newly implemented email capture pop-up on the VT site.
- In January, VT ran the "Slam Dunk" Sweepstakes with promotion from paid social ads and 2 emails. The Sweepstakes garnered **185** entries which were added to our email database.
- Below is a breakdown of the FY 2021 KPI's and specific growth for Q2, note these began in October 2020 and go through September 2021.

FY2021 KPIs	% REACHED	Q2 GROWTH	YTD TOTAL
Increase traffic to VisitTallahassee.com by 7% (241,497)	23% of goal	34,779	55,778 Visitors
Increase page views on VisitTallahassee.com by 7% (506,966)	26% of goal	83,460	131,916 Page Views
Increase traffic to Trailahassee.com by 5% (40,908)	70% of goal	17,739	28,910 Visitors
Increase page views on Trailahassee.com by 5% (77,125)	65.5% of goal	30,785	19,790 Page Views
Increase open rate for emails to 17%	68% of goal	+1.01 %	11.56% Open Rate
Improve click rate to 2%	136.5% of goal	+1.13%	2.73% Click Rate
Increase total app users to 6,500	27% of goal	444	1,747 Users
Increase avg. app session duration time to 4 min	35% of goal	:43 Sec	1m 25s avg.
Increase total app sessions to 5,000	81% of goal	2,740	4,058 Sessions
Increase app page views to 30,000	40% of goal	6,438	12,142 Page Views
Increase IOS app downloads to 1000	27.8% of goal	89	278 Downloads
Increase Android app downloads to 300	17.6% of goal	22	53 Downloads
Increase Instagram engagements by 15% (209,000)	95.95% of goal	29,196	200,539 Engagements
Increase Instagram followers by 15% (19,900)	59.73% of goal	816	18,839 Followers
Increase Facebook engagements by 50% (257,600)	70.41% of goal	22,705	181,385 Engagements
Increase Facebook impressions by 100% (8.7M)	91.36% of goal	2,188,382	7,948,246 Impressions
Increase Twitter engagements by 15% (45,200)	39.64% of goal	6,088	17,916 Engagements
Increase Twitter followers by 5% (14,850)	-4.79% of goal	-75	14,106 Followers
Increase #iHeartTally impressions by 15% (57,958,700)	24.05% of goal	2,775,139	13,937,215 Impressions
Increase PR earned media placements to 375	13% of goal	16	50 Media Placements
Increase PR impressions to 505MM	6% of goal	13.2 M	31.7M Impressions
Increase PR publicity value to \$2MM	66% of goal	\$865,846	\$1,327, 893
Increase PR media experiences to 18	38% of goal	0	7 Experiences
Increase PR radio + tv promotions to 8	75% of goal	0	6 Promotions
Increase PR in-book promotions to 1	200% of goal	1	2 Promotions



JAN - FEB 2021 PUBLIC RELATIONS *Highlights*



- Secured a national digital promotion with Redbook Magazine and other key partners, resulting in dedicated digital exposure, along with an additional placement on Health.com - targeting **7+ million** potential travelers.

- Secured a full-page feature within the southern-inspired national women's interest publication - The Cottage Journal - valued at **\$18K**.

- Delivered foodie-focused coverage for Lofty Pursuits and Bradley's Country Store within the Atlanta Journal Constitution, targeting a major drive market.

- Received inclusion for the destination within Travel Pulse's "50 US Cities Worth Exploring in 2021."

- Spotlighted Bar 1903's seasonal winter cocktail in Millennium Magazine - the premier lifestyle publication with interests in New York, Los Angeles, Las Vegas and Miami.

- Secured ballot placement for Hotel Duval and Hotel Indigo within Travel + Leisure's 'World's Best Awards'.

- Received Black History Month coverage with Outdoorsy Diva - a Tampa-based travel blog, reaching thousands.

- Pitched and coordinated VIP stays with Family Beautiful - the Florida-based lifestyle publication and My Boys & Their Toys - the family-focused blog.



STOCK UP | COMPILED BY C.W. CAMERON

Three products of north Florida you can try

Whether you're traveling these days or not, you still can bring north Florida to your own home.

Sausage from Bradley's Country Store

In 1927, Mary Bradley began selling sausage from her kitchen on Centerville Road, east of Tallahassee, Florida. The building still stands, with its rough-hewn shelves, uneven floors and the unmistakable aroma of years of producing the best smoked pork sausage in north Florida. The store carries all the old-style favorites, including hoop cheese, local honey (including tupelo), stone-ground grits and lots of jellies and preserves. Online, you can buy a basket with a little bit of everything, or focus on the smoked sausage (fried or baked). If you can get there for a visit, they sell Italian sausage, breakfast sausage and smoked pork chops. And, they make sandwiches and sell their sausages ready to eat on out on their beauti-



Sausage from Bradley's Country Store. COURTESY OF VISIT TALLAHASSEE

ful property. \$5.95 per pound of smoked sausage, min. 1 pound of 4 pounds for shipping. Available at bradleyscountrystore.com.



Handmade hard candy from Lofty Pursuits. COURTESY OF VISIT TALLAHASSEE



50 US Cities Worth Exploring in 2021

DESTINATION & TRAVEL | LAST UPDATED: DECEMBER 30, 2020



Tallahassee, Florida, USA Skyscrapers. Photos via Sean Farnsworth / Stock / Getty Images Plus

Tallahassee, Florida
 Tallahassee is the capital city of Florida and is ranked as one of the top ten best cities to live in in the South. While you're there, visit the state capitol building and museum and check out a different side of Florida with the Edward Ball Mounds Springs State Park and the Alfred B. Maize Gardens State Park, where you can experience one of the most biologically diverse regions in the U.S. The city also offers more than 700 trails to walk, bike, hike or ride a horse to your heart's content.



JAN- FEB 2021 VT WEBSITE

Highlights

- 60% of the traffic on the site throughout Q2 was from new visitors. To take advantage of this trend, we implemented an Email Capture Pop Up on the site to build our consumer database for email marketing.

Top Searches

African American
Soul Voices
Golf
Black
FAMU

Top Pages

Things to Do
Outdoors
Restaurants & Dining

SESSIONS: **16,692**

AVERAGE PAGES VISITED: **2**

AVERAGE SESSION DURATION: **1:44**

JAN - FEB 2021 VT MOBILE APP

Highlights

Visit Widget & Mobile App Performance

Total users: **444**

Avg. Session: **43s**

Total Sessions: **2,740**

Page views: **6,438**

iOS Downloads: **89**

Android Downloads: **22**

Top 10 Most Popular Items

- Black Culture Experience Itinerary
- African American Heritage
- Black-Owned Restaurants & Dining
- Tallahassee-Leon County Civil Rights Heritage Walk
- Frenchtown
- Southwood Cottages
- Frank Lloyd Wright's Lewis Spring House
- Capital City Cyclists
- Visitor Information Center & Gift Shop
- Windy Hill Vineyard

JAN - FEB 2021 TRAILAHASSEE.COM

Highlights

- Overall traffic has increased to the site. Organic search is still responsible for 57% of traffic, paid media traffic is down slightly but referral from the Visit Tallahassee site is up.

Top Viewed Trails:

JR Alford Greenway Trails
Miccosukee Greenway Trail
Lafayette Heritage Trail

SESSIONS: **6,568**

AVERAGE PAGES VISITED: **1.5**

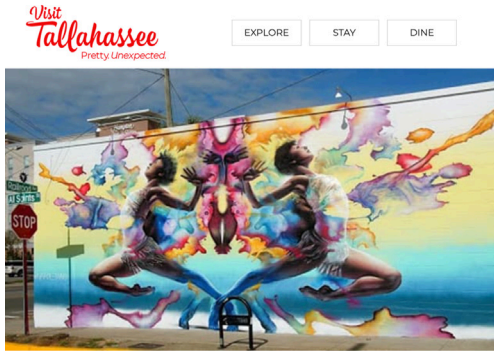
AVERAGE SESSION DURATION: **1:00**



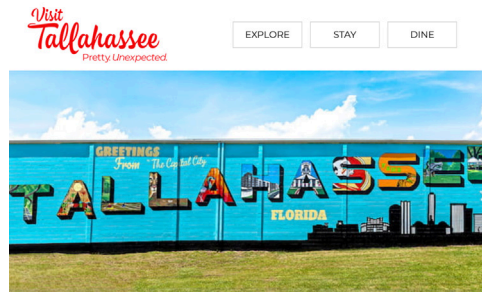
JAN - FEB 2021 EMAIL

Highlights

· The beginning of 2021 saw an overall open rate increase of **4%** and almost a **1%** increase in click through rates. This is likely due to the cleansing of our Consumer database in December.



CELEBRATE BLACK HISTORY MONTH



CHEERS TO THE NEW YEAR!

- Average Open Rate: **14.5%**
- Average Click Rate: **3.3%**

JAN - FEB 2021 SOCIAL MEDIA

Highlights

· In February, Visit Tallahassee hosted the “Slam Dunk Sweepstakes!” The winner received two tickets to an FSU Basketball game, a stay at the Four Points by Sheraton, and a gift card to Madison Social. A collaboration between both social and email, this sweepstakes was supported by paid social ads.

- Paid social ads directly targeted FSU fans in key drive markets (Tampa, Orlando, Jacksonville, Atlanta, Columbus, Dothan, etc.)
- These ads resulted in 867 link clicks, 152,553 impressions, and a reach of 84,048.

JAN - FEB 2021 SOCIAL MEDIA

Snapshot

Total Followers	Total Reached	Total Engagements	Total Impressions	Total #iHeartTally
99,668	6,113,405	399,840	13,644,271	13,937,215



JAN-FEB 2021 *Instagram* HIGHLIGHTS

- Top performing posts showcased unique aspects of the destination and features of local partners.
- Three organic giveaways were held on Instagram during January and February for FSU Men's Basketball. In total, these giveaways garnered 1,910 engagements, 23,344 impressions, and a reach of 21,663.



- **NEW FOLLOWERS:**
816
- **TOTAL FOLLOWERS:**
18,839
- **ENGAGEMENTS:**
29,196

JAN-FEB 2021 *Facebook* HIGHLIGHTS

- The Visit Tallahassee Facebook has been heavily utilized to push out partner achievements, destination news, event updates, blog posts and more.



- **NEW FOLLOWERS:**
-85*
- **TOTAL PAGE LIKES:**
66,828
- **ENGAGEMENTS:**
158,680

• *77.92% of the users who unliked our page came from Deactivated or Memorialized Account Removals.



JAN-FEB 2021 *Twitter* HIGHLIGHTS



- In early February, Visit Tallahassee launched a flash giveaway on Twitter for tickets to the FSU vs Virginia Men's Basketball Game. This giveaway saw a notable amount of engagement, totaling 24,116 impressions and 607 engagements. This tweet also led to the Visit Tallahassee account gaining 76 new followers in February.



- **NEW FOLLOWERS:**
-75
- **TOTAL FOLLOWERS:**
14,106
- **ENGAGEMENTS:**
6,088

- There was a significant purge of Twitter accounts in the early days of January, with more than 70,000 users suspended from the platform.

JAN-FEB 2021 DIGITAL MEDIA *Highlights*

- **1,797,959+** total digital media impressions delivered in January - February 2021
 - Digital media accounted for 14% of website click-through traffic.
- Paid Search continued to be the strongest performing medium in terms of click-through traffic generating almost **10%** of VisitTallahassee.com's web traffic alone (2% Native, 2% Display).
- The digital display ads operated at an average of **0.48%** Click Through Rate, a very impressive improvement of an already strong Click Through Rate last quarter.
 - The display campaign also garnered an additional 483 view-through sessions mostly attributed to programmatic native and display banners.
 - The highest performing digital ads run during this period focused on Paddling area rivers, mountain biking, breweries and canopy roads.
- Paid search campaigns garnered a **13.02% CTR**, a 6% increase QoQ and well above the industry average of 9.87%.
 - Paid Search also garnered a total of 1,409 conversions (clicks to secondary pages on the site i.e. Stay, Events, Seasonal, and Email sign-up pages), operating at a good 24% conversion rate.
 - The Things to Do continued to be the top performing campaign in terms of non-brand campaigns.



MARKETING COMMUNICATIONS

JANUARY / FEBRUARY 2021

Katie Kole, Senior Marketing Director
Scott Lindeman, Marketing Communications Director
Renee Jones, PR/Marketing Specialist

AT A GLANCE



FY2021 Media Stories

Goal: 375

FY2021 Media Stories: 90

Media Stories

Jan. & Feb. = **31**



FY2021 Media Value

Goal: \$2 Million

YTD Media Value

\$1,369,258

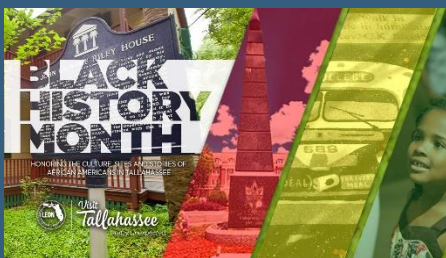
Media Value for

Jan. & Feb. = **\$887,129**



YTD Social Media

Engagements: 399,840



We honor the history, culture and strength of the Black community and the crucial role they played in shaping Florida's Capital City by highlighting:

- New Blog Posts & Photo Gallery
- Promoted Social Media Posts
- Featured Mobile App Itinerary
- Hosted Social Media Foodie The Hungry Black Man
- Distributed Black History Month Press Release to Media Outlets

MISSION STATEMENT

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

HIGHLIGHTS

- Hosted an industry Zoom Meeting with partners with virtual breakout rooms for small-group discussions providing actionable ways for industry partners to incorporate arts & culture into their businesses.
- Supported the Tallahassee Symphony Orchestra with the production of promotional videos for the virtual performances of violinist Blake Pouliot and strings trio Time For Three.
- Generated 12 new website articles featuring dedicated content promoting Black History Month including photo galleries, expanded itineraries, black artists profiles and black owned businesses and restaurants.
- For Black History Month, worked with Zimmerman and ESP Media to distribute a press-release highlighting the expansive sites, stories and sounds of Tallahassee's African-American culture.
- Provided written content and photography for an upcoming special section promoting the destination in the April/May issue of Emerald Coast Magazine.
- Executed a digital sweepstakes partner promotion featuring tickets to an FSU Basketball game, 1-night at the Four Points by Sheraton and dining and drinks at Madison Social for a lucky winner.
- Executed partner promotion with WSPA-FM radio station in Greenville, SC, leveraging a combined publicity value of \$10,000+ and 13:1 ROI.
- Completed the CARES Act marketing plan from the Fall and implemented the 2021 Marketing Plan (Jan-Sept. 2021).

ON THE HORIZON

Hosting Orlando-based social media influencer and blogger, Jennifer Hay (MyBoysAndTheirToys.com) for a 2-day trip to Tallahassee with her family. Planned activities include a visit to Wakulla Springs, dining at Andrew's and sweet treats at Lofty Pursuits.

OUT & ABOUT

Participated in a staff tour of the NEW Hyatt House Tallahassee Capitol – University Hotel. Kerri Post's dog Roxy got in on the action to show her appreciation of this new pet-friendly property located at the entrance to Railroad Square Art Park.





AT A GLANCE

Outdoor Events approved for grant funding at 1/26/21 BOCC Meeting

Legacy Events – 3

Signature/Emerging Signature Events – 4

Special Events – 9

Sports Events - 11



Visitor Information Center

Closed to Public in January and February

Services are being provided by Visitor Center staff via phone, email, and through our website.

Visitor Guide Requests: 934

Group Services and Welcome Bags: 5

Calls Received: 92

HIGHLIGHTS

- Updated grant agreement templates based on direction given at the January 26th Board of County Commission (BOCC) meeting.
- Developed and shared communication with grantees on changes to approved grant funding from the January 26th BOCC meeting. Grantees were notified as to whether their event was or was not eligible for funding.
- Developed and provided content for Board of County Commissioner Agenda Item addressing board approval for tourism funded events.
- Toured Satellite Visitor Center nearing completion at North American Properties site in Cascades Park.
- Toured new Hyatt House Hotel at Railroad Square.
- Received several new items for Gift Shop sales including Tallahassee-themed tees for adults and youth in a variety of styles and colors, TLH face masks, and Lucky Goat coffee with #IHeartTally labels.
- Provided Welcome bags with Visit Tallahassee swag for visiting media and social media influencers.

ON THE HORIZON

- Continue to plan and coordinate move to new satellite Visitor Information Center at the North American Property location adjacent to Cascades Park. Focusing on layout and design of interior space.
- New Digital Kiosk purchased and received for new Satellite Visitor Information Center at Cascades Park. Kiosk will operate with Visit Tallahassee mobile app and has other digital capabilities.





GOAL AT A GLANCE

FY 2021

**Room Nights Goal:
39,520**

YTD Room Nights: 8,500

ON THE HORIZON

Beginning March 1st, Visit Tallahassee Sports has been approved to financially support outdoor events that have been awarded grants for 2021 and have approved COVID-19 safety protocols.

OUT & ABOUT



Florida State University Athletics Staff assists the University of Tennessee Volunteers cross country coaching staff with packet pick up from the new operations building at Apalachee Regional Park.

MISSION STATEMENT

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

HIGHLIGHTS

- Planned and coordinated the 2021 Florida State University Winter Classic Cross-Country Meet. The event brought 1,000 visitors, 700 room nights and over \$300,000 in economic impact. This event included enhanced COVID-19 health and safety protocols
- Participated in the weekly Sunshine Sports Council Zoom meetings where industry happenings are discussed from a statewide view.
- Continued to serve on the Sports ETA Awards Committee by participating in monthly Awards Committee Zoom meetings.
- Worked with ASG Soccer and Florida Elite to assist with procuring dates and fields for their upcoming tournaments.
- Attended the Abuse Prevention Systems webinar hosted by USA Track and Field.
- Began coordination with USA Track and Field of the 2021 USATF Club Championships that will be hosted at Apalachee Regional Park in December of 2021.
- Participated in brainstorming program with the Marketing Department and the Zimmerman Agency on enhancing the Trailahassee program and branding.
- Began discussions with GoNuts biking to bring a regional mountain biking endurance event to Leon County.
- Began coordination of our annual softball events, including Gold Star Elite Showcase and DCB Elite's Garnet and Gold tournament.
- Continued planning for the FSU Last Chance cross country meet to be held March 5th 2021.



GOAL AT A GLANCE

FY2020

Room Nights Goal:
6,280

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

ON THE HORIZON



Global Meetings Industry Day (GMID) is a day that highlights the real impact meetings have on people, businesses and the economy. It is led by the Meetings Mean Business Coalition that brings together meetings industry advocates across six continents and more than forty countries.

For more information contact Janet Roach at Janet.Roach@VisitTallahassee.com or (850) 606-2320.

MISSION STATEMENT

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

HIGHLIGHTS

- Collaborated with the Zimmerman Agency to provide content for the Event Planners Guide in Florida Edition of *Convention South Magazine* promoting the top reasons for meeting planners to choose Tallahassee including local food finds and new meeting venues.
- Worked with the public relation department to provide responses for an upcoming *Meetings Today, Florida Supplement* article about how the destination has pivoted during COVID-19 and continued to assist meeting planners adapt meetings in Tallahassee.
- Contacted area hotel properties to monitor occupancy levels that could be an indicator of possible protesters visiting the Florida Capitol during the dates around President Biden's Inauguration.
- Maintained daily communication with hotel and venue partners to stay abreast of current COVID-19 protocols and adaptations for meetings.
- Provided supporting documentation for Leon County Commission agenda items that included how events have adapted with COVID-19, Hybrid meeting definition, and updated status of granted groups.
- Created seating capacity chart for the Amphitheater Support Space at Cascades Park for both social distanced events and traditional pre-COVID-19 spacing.
- Remain active in meeting planner associations and attended the February virtual meeting of the Society of Government Meeting Professional- Florida Capital Chapter.

LEADS DISTRIBUTED (ANTICIPATED NUMBERS)

- Sent three leads for future business accounting for approximately 810 visitors and 350 room nights.



GOAL AT A GLANCE

FY2021
Room Nights Goal:
6,733

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

ON THE HORIZON

Continue to build relationships with regional tour operators and get updates on when tours will resume.

OUT & ABOUT



Participated in a staff tour of the new Hyatt House Tallahassee Capitol – University Hotel.

MISSION STATEMENT

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

HIGHLIGHTS

- Compiled and distributed the monthly “Happenings ALL Around Town” to partners.
- Assisted the Sports Department with the FSU Winter Cross Country Invitational by securing hotel rooms, interacting with visitors, and creating itineraries.
- Continue working with the Donald L. Tucker Civic Center as a potential host city for the International Swim League in 2022.
- Met with District 850 to discuss potential group business. The new entertainment center offers numerous possibilities for private meetings, corporate events, and family gatherings.
- Assisted with the 2021 Grant process by reviewing proposals and reaching out to event managers.
- Met with Seminole Experience to discuss upcoming Spring events at Doak Campbell Stadium: Movie Night in Doak and Yoga on the Field.
- Assisted the Sports Department with securing host hotels for the 2021 Cross Country Events: FSU Invitational, Pre-State Meet, NCAA Pre-Nationals, FHSAA State Championships, and USATF Club Nationals.
- Secured a host hotel for the 2021 FHSAA Football State Championships.
- Worked with PR Department to discuss feature in Northwest Florida Weddings Magazine targeting a new trend of micro weddings that allow for in-person weddings on a smaller scale.
- Assisted the Sports Department in locating a venue for the 2021 Masters Grand Prix Awards Ceremony and the USATF Cross Country Club Championships Afterparty.
- Continuing to approve the calendar of events listings and manage the virtual events category on VisitTallahassee.com.
- Update partner contact information in iDSS.

LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

Oct – Dec 2020 Visitor Tracking Study



Visit
Tallahassee
Pretty. Unexpected.

DS downs & st. germain
RESEARCH

STUDY OBJECTIVES: VISITOR JOURNEY



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

- Visitor origin
- Party size
- Party composition
- Demographics

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

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

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



WHAT HAPPENED IN TALLAHASSEE: OCT-DEC

- » FHSAA Football Championships
- » COVID-19 Pandemic
- » Events cancelled due to COVID-19
 - » FAMU Football Season
 - » Limited Capacity and Tailgating at FSU Football games
 - » Downtown Getdown
 - » Market Days



EXECUTIVE SUMMARY



STUDY OBJECTIVES: VISITOR JOURNEY



TOURISM SNAPSHOT: OCT–DEC 2020*

	Oct – Dec 2019	Oct – Dec 2020	Percent Change
Visitors	487,700	358,900	-26.4%
Direct Expenditures**	\$155,244,600	\$116,407,000	-25.0%
Total Economic Impact***	\$245,286,500	\$180,430,900	-26.4%

	Oct – Dec 2019	Oct – Dec 2020	Percent Change
Occupancy****	59.2%	43.7%	-26.2%
Room Rates****	\$110.50	\$82.35	-25.4%
RevPAR****	\$65.80	\$35.99	-45.3%
Room Nights****	326,672	246,437	-24.5%
TDT Collections*****	\$1,725,038	\$945,281	-45.2%

* Significant year-over-year differences due to COVID-19 in 2020

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

*** Multiplier for FY2021 updated to 1.55

**** From STR Report

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



STUDY OBJECTIVES: VISITOR JOURNEY

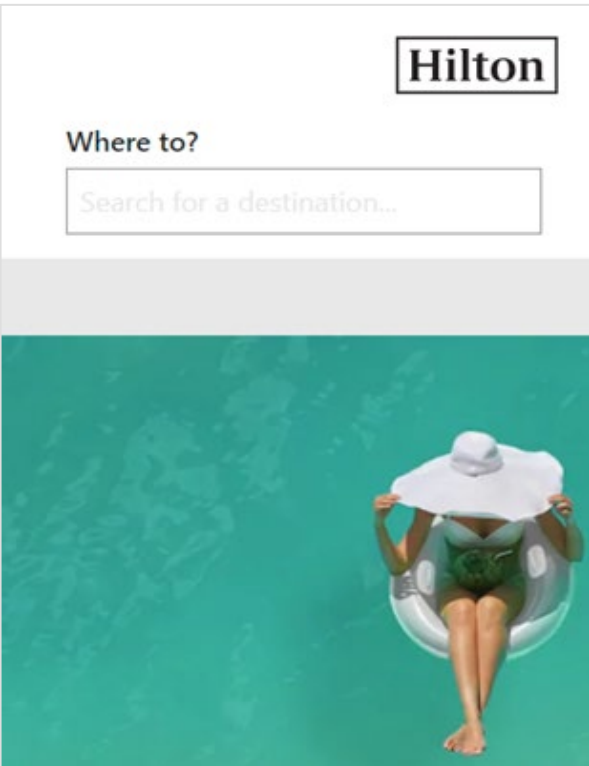


TRIP PLANNING CYCLE

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



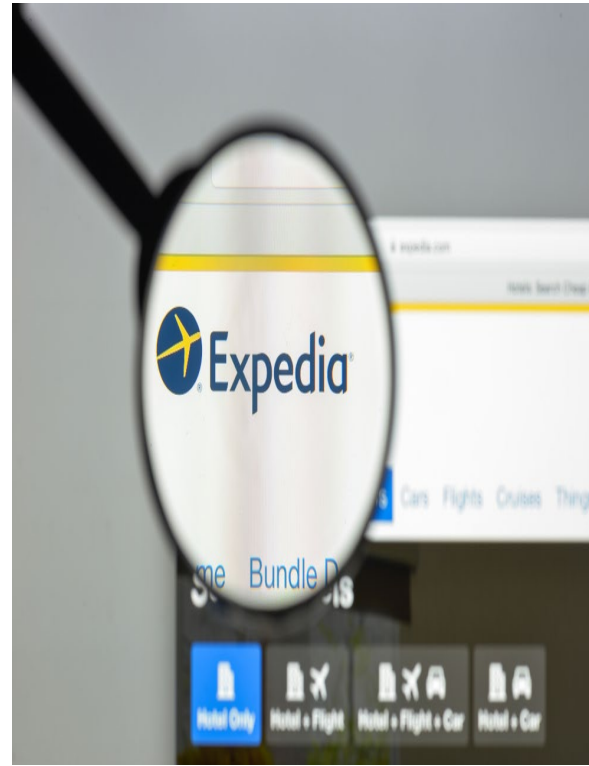
TOP TRIP PLANNING SOURCES



30% Hotel/Resort Website



30% Search on Google



20% Online Travel Agency



18% Talk to friends/family

TOP REASONS FOR VISITING



38% Visit Friends/Family



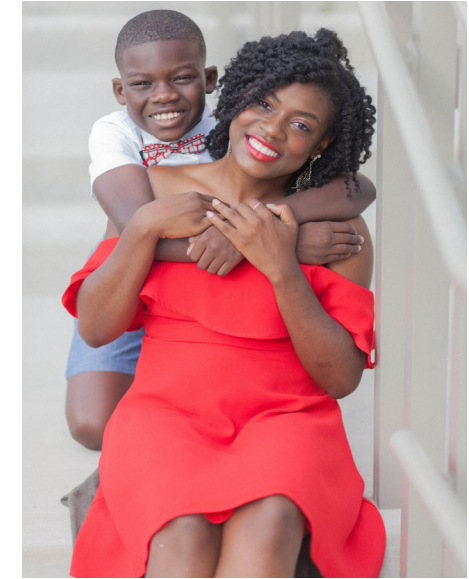
26% Business Conference/Meeting



18% Watch a Sporting event



13% Education-related



11% Family time



TRANSPORTATION

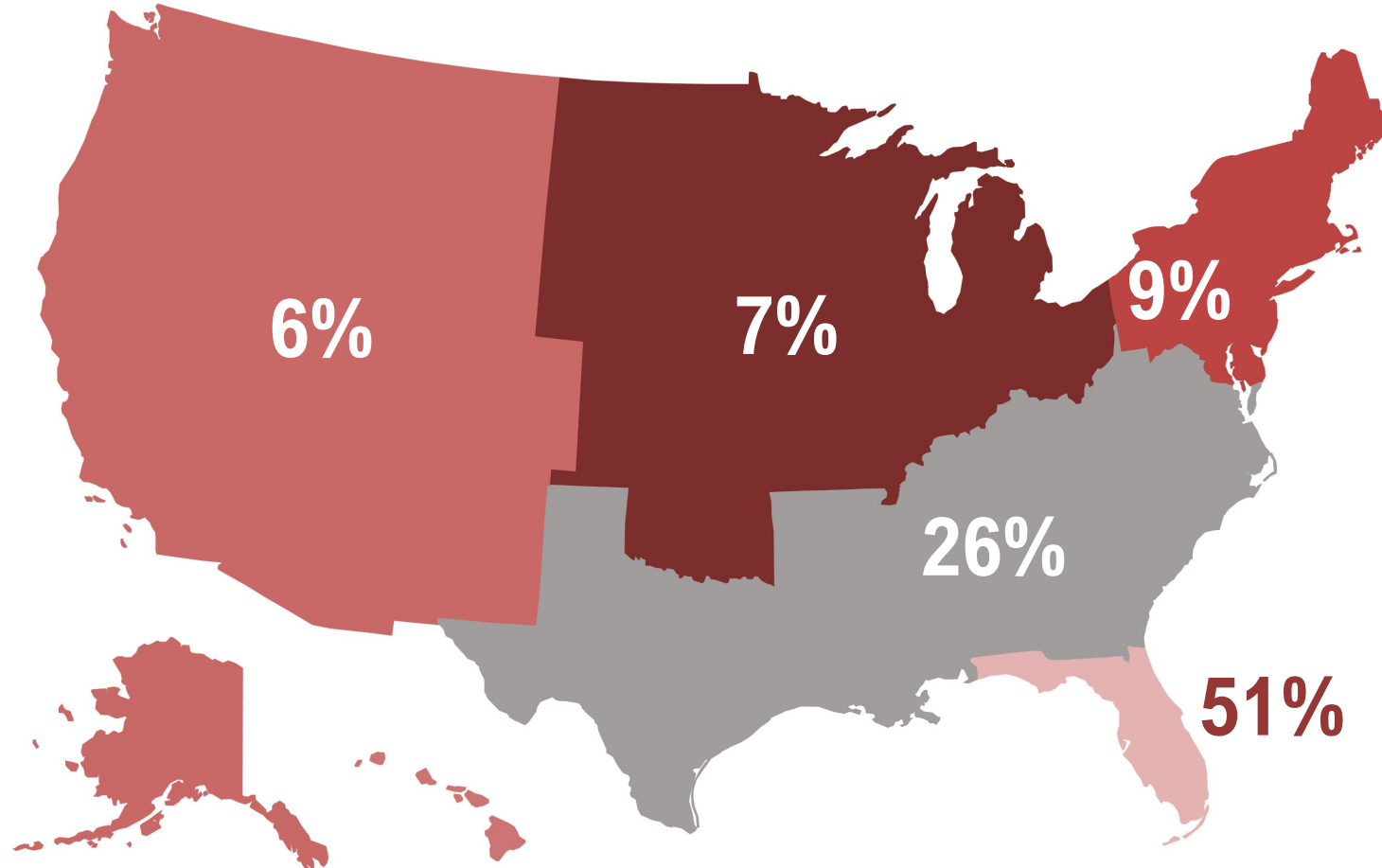
- » **82%** of visitors drove to Leon County



STUDY OBJECTIVES: VISITOR JOURNEY



REGION OF ORIGIN



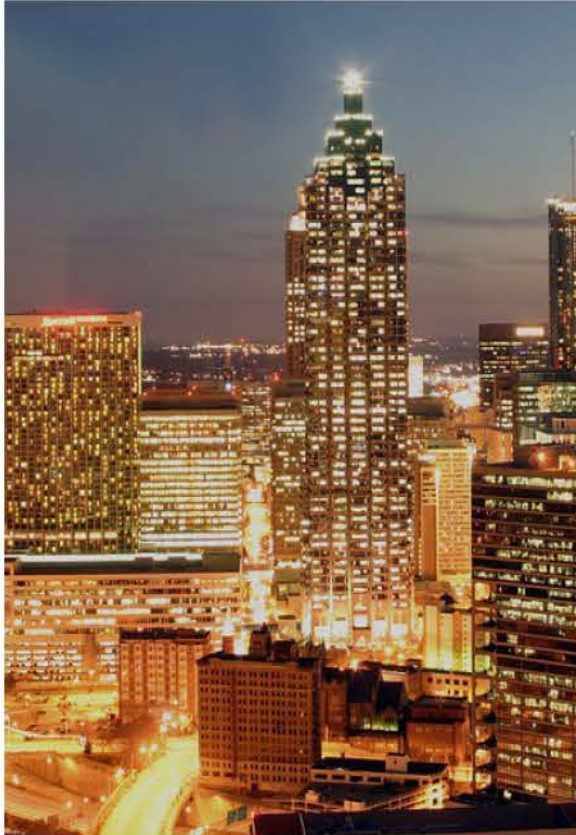
1% of visitors were from areas outside the U.S.



TOP MARKETS OF ORIGIN



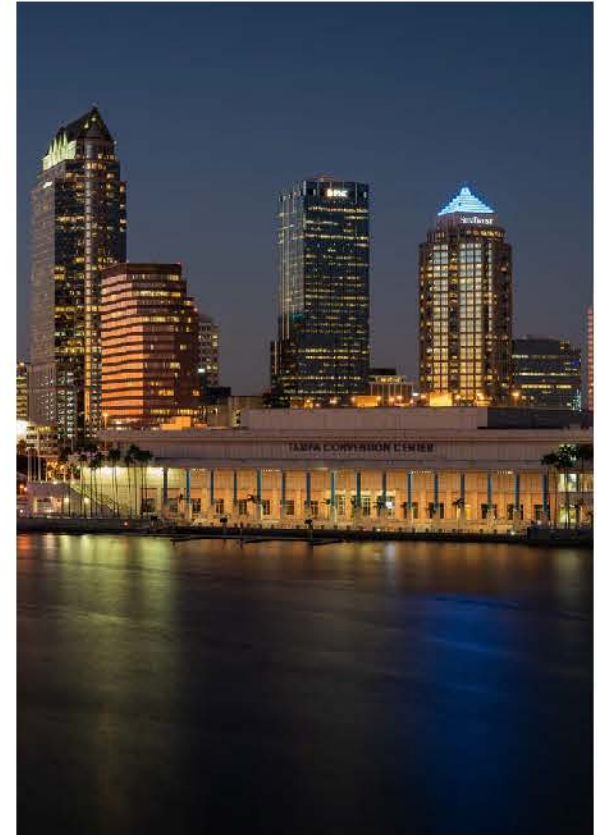
15% Miami – Ft. Lauderdale



8% Atlanta



7% Orlando



7% Tampa Bay area



TRAVEL PARTIES

The typical visitor traveled in a party composed of **2.5** people



23% traveled with at least one person under the age of 20, while **3%** traveled with children age 12 or younger



VISITOR PROFILE

- » The typical Leon County Visitor:
 - » Is **42** years old
 - » Has a household income of **\$95,800** per year
 - » Is male **(55%)**
 - » Has a college degree **(70%)**
 - » Is married **(55%)**
 - » Is Caucasian **(65%)**



STUDY OBJECTIVES: VISITOR JOURNEY



TOP ACCOMMODATIONS



52% Hotel/Motel



26% Friends'/Family home



13% Day Tripper

OVERNIGHT VISITORS

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



VISITS TO TALLAHASSEE – LEON COUNTY

- » **21%** were first time-visitors to Leon County
- » **29%** had previously visited more than 10 times



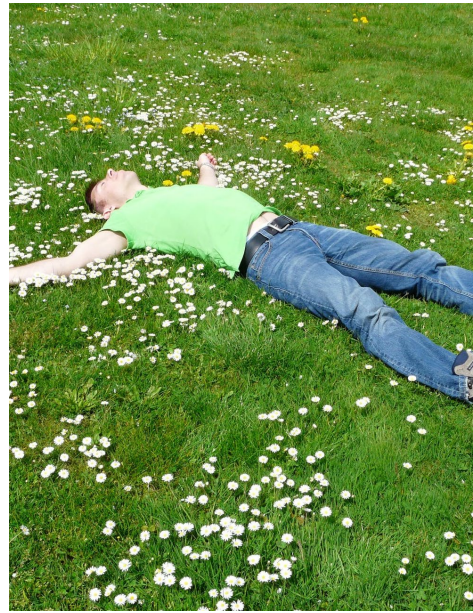
TOP ACTIVITIES DURING VISIT



55% Restaurants



36% Visit Friends/Family



35% Relax and Unwind



26% Business
conference/meeting



24% Family time

TRAVEL PARTY SPENDING

- » Travel parties spent **\$298** per day in Leon County on lodging, dining, groceries, entertainment, transportation, and other expenditures
- » Typical travel parties spent **\$1,044** over the course of their trip



FINDING THEIR WAY AROUND

- » **98%** of visitors to Leon County owned a smartphone/tablet
- » **4 in 5** visitors used their smartphone/tablet to get around Leon County and find things to do



STUDY OBJECTIVES: VISITOR JOURNEY

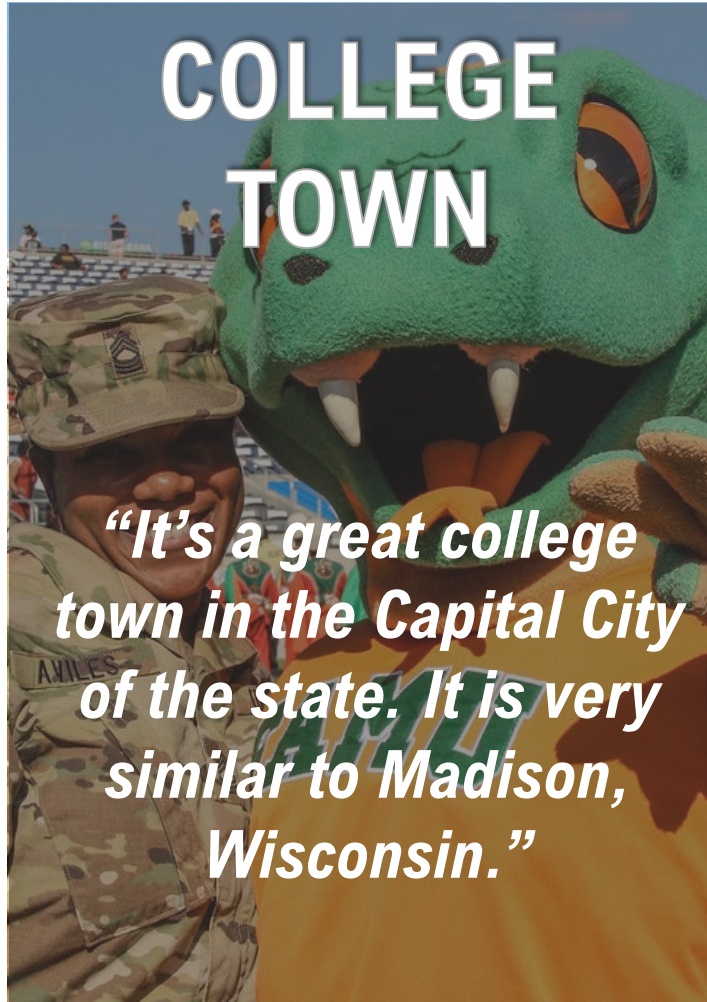


VISITOR SATISFACTION

- » Visitors gave Leon County a rating of **8.2** out of 10 as a place to visit
- » **90%** of visitors will return to Leon County



PERCEPTIONS OF TALLAHASSEE – LEON COUNTY



DETAILED FINDINGS



STUDY OBJECTIVES: VISITOR JOURNEY



TRIP PLANNING CYCLE



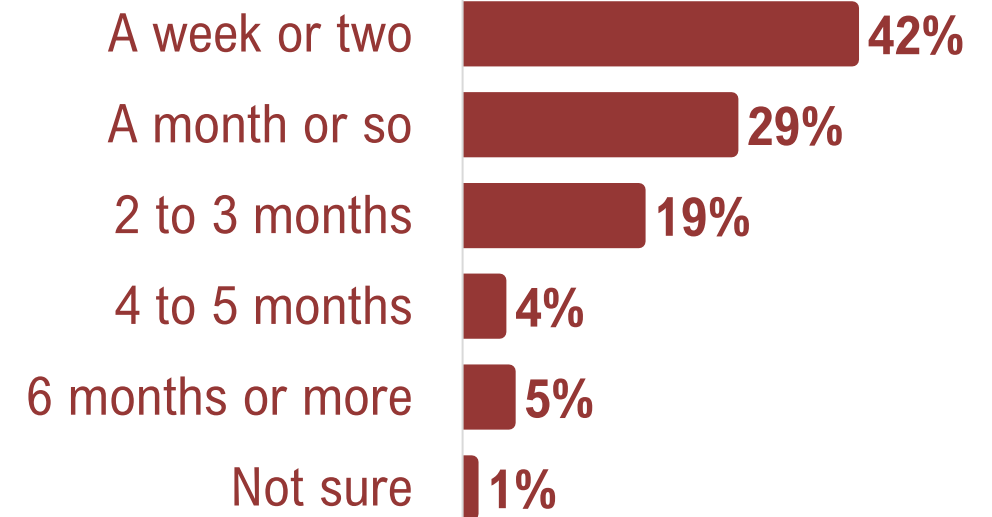
Tallahassee is an impulse destination for **7 in 10** visitors whose planning windows are a **month or less**



Only 1 in 10 visitors take **longer than 3 months** to plan their trips to Leon County



Tallahassee was **84%** of visitors' primary destination



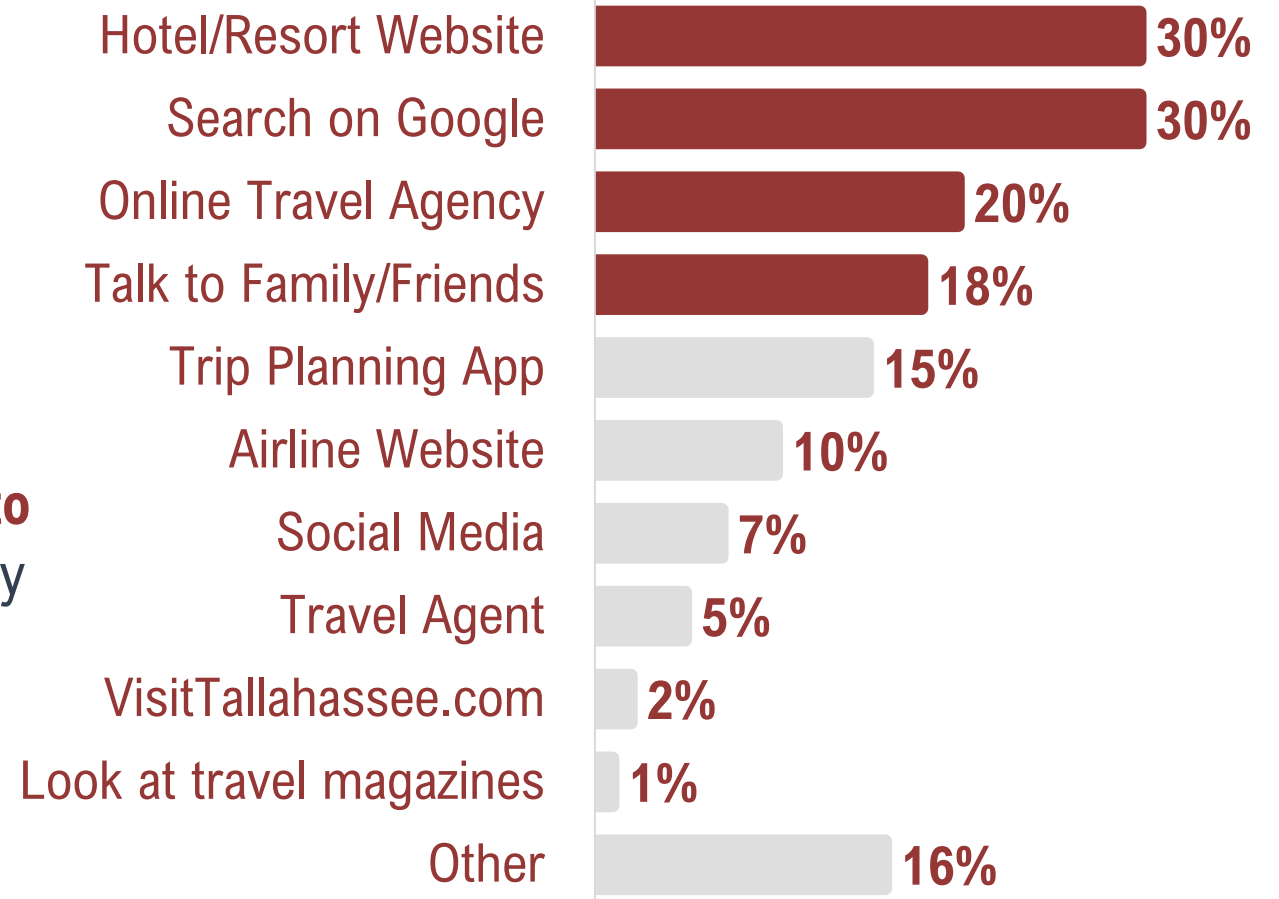
TRIP PLANNING SOURCES*



Almost 3 in 10 visitors used a hotel/resort website or online searches to plan their trips to Leon County



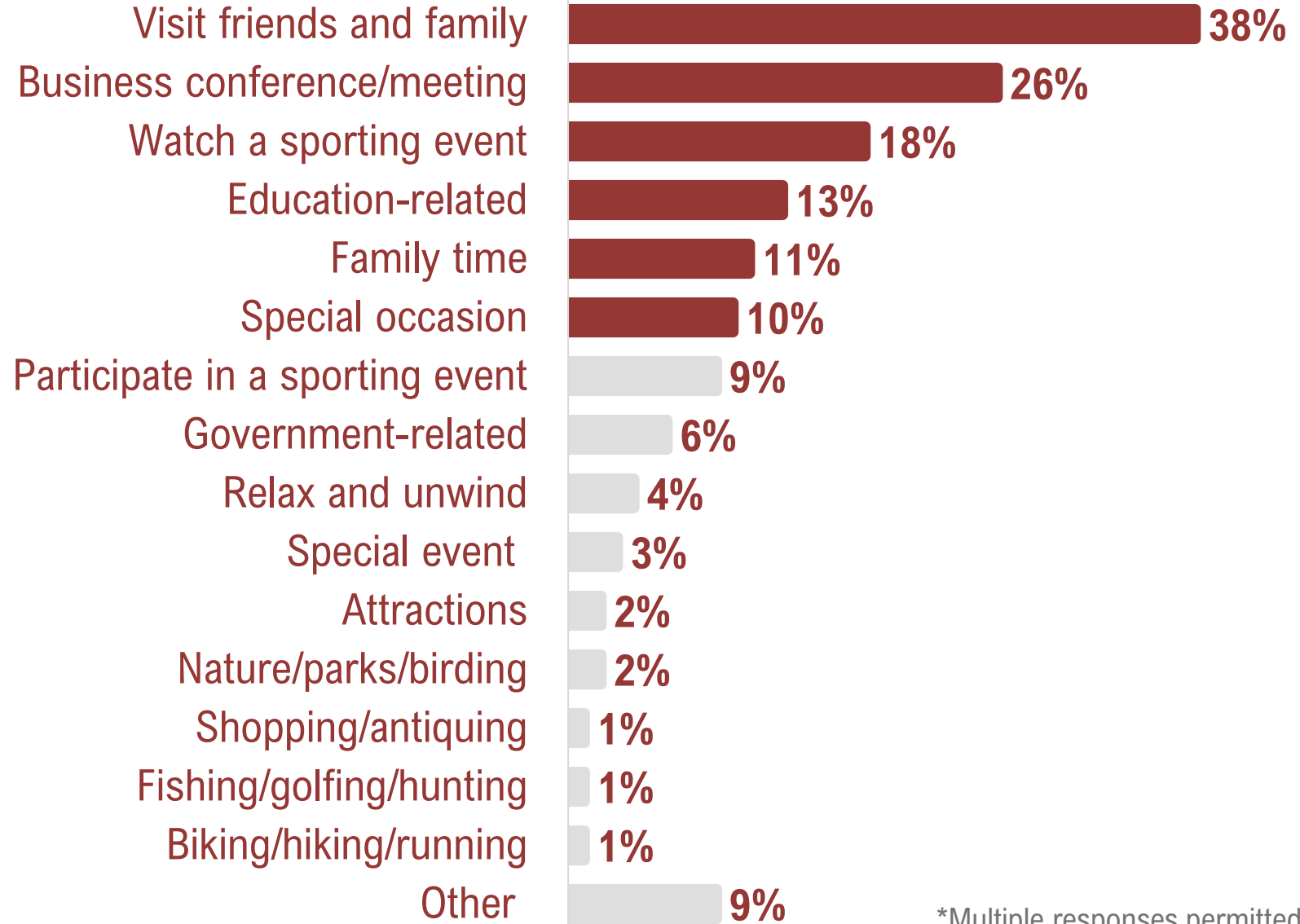
Online travel agencies and **talking to friends and family** were also used by about 1 in 5 visitors



REASONS FOR VISITING*



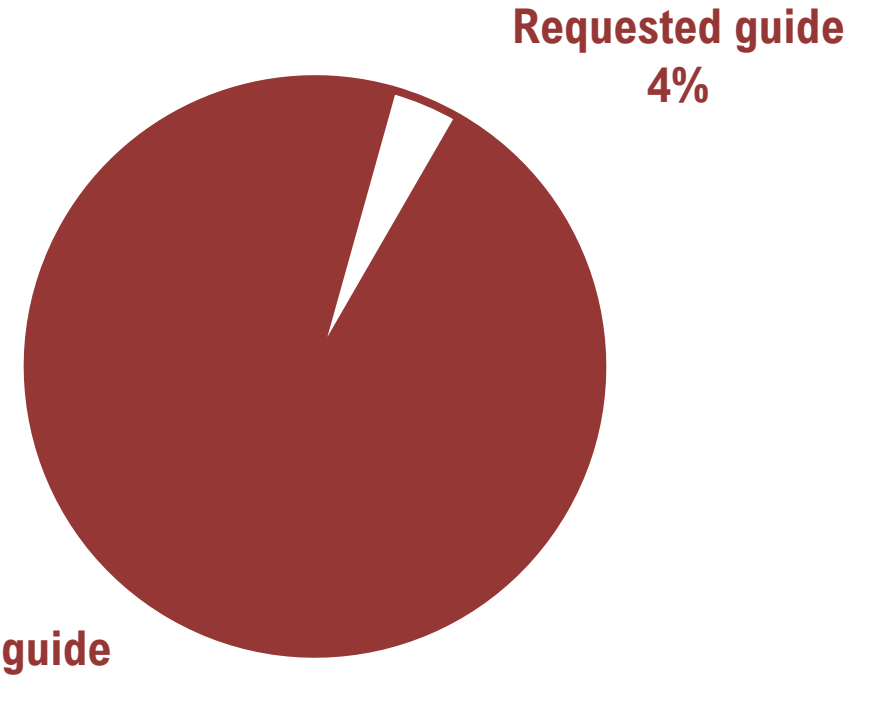
38% of visitors came to Leon County to visit their friends and family



VISITORS GUIDE



4% of visitors requested a Visitors Guide prior to their trip to Leon County



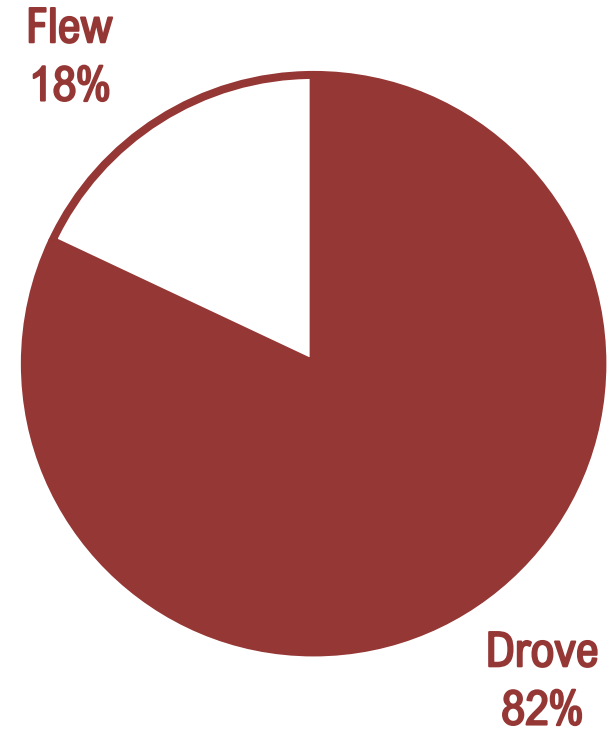
TRANSPORTATION



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



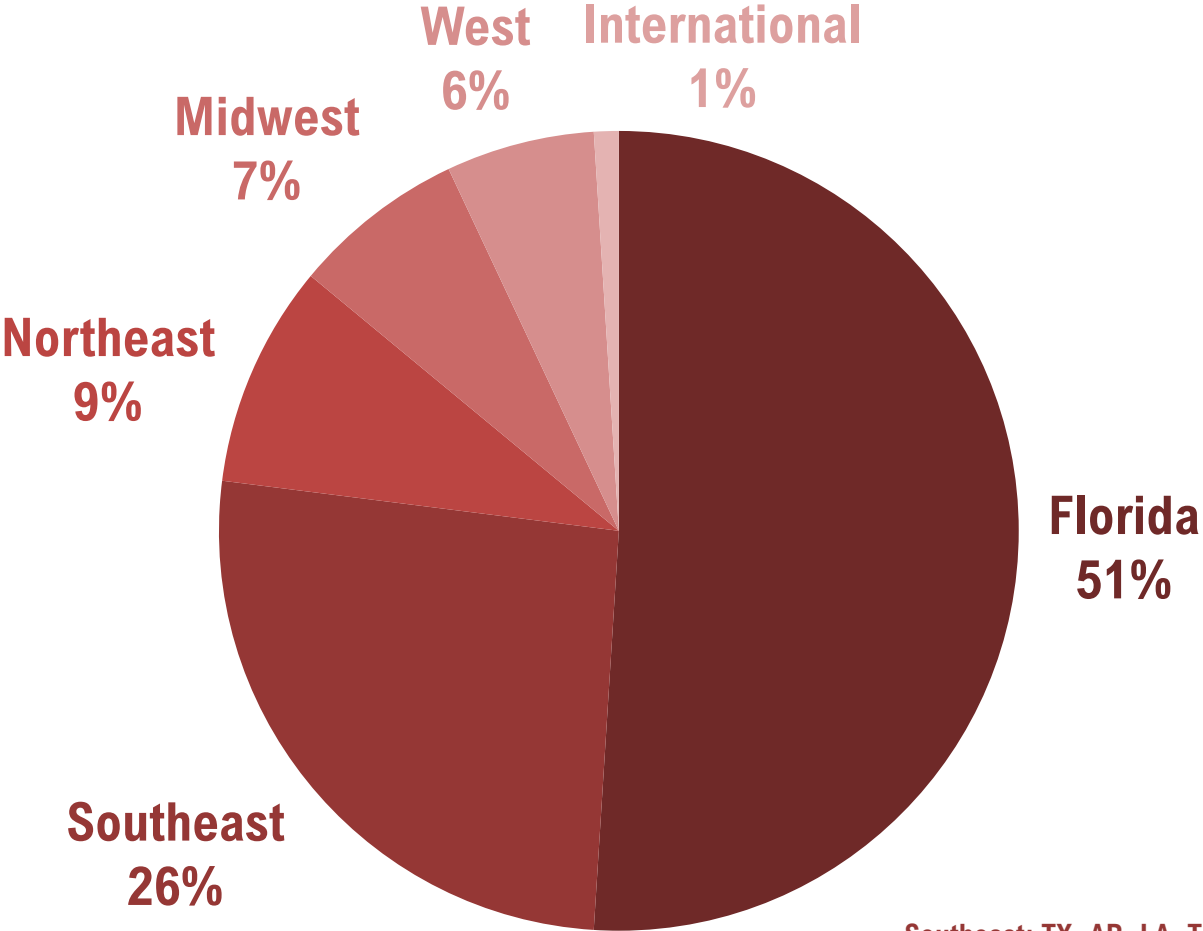
82% of visitors drove to Leon County for their trip **(+7% from 2019)**



STUDY OBJECTIVES: VISITOR JOURNEY



REGION OF ORIGIN



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



TOP MARKETS OF ORIGIN



54% of Leon County visitors lived in **9** markets

Market	Oct–Dec 2019	Oct–Dec 2020
Miami - Ft. Lauderdale	12%	15%
Atlanta	10%	8%
Orlando	6%	7%
Tampa Bay area	6%	7%
Jacksonville	5%	5%
Surrounding areas	6%	4%
Pensacola - Mobile	2%	3%
Gainesville	1%	3%
Panama City - Destin	4%	2%



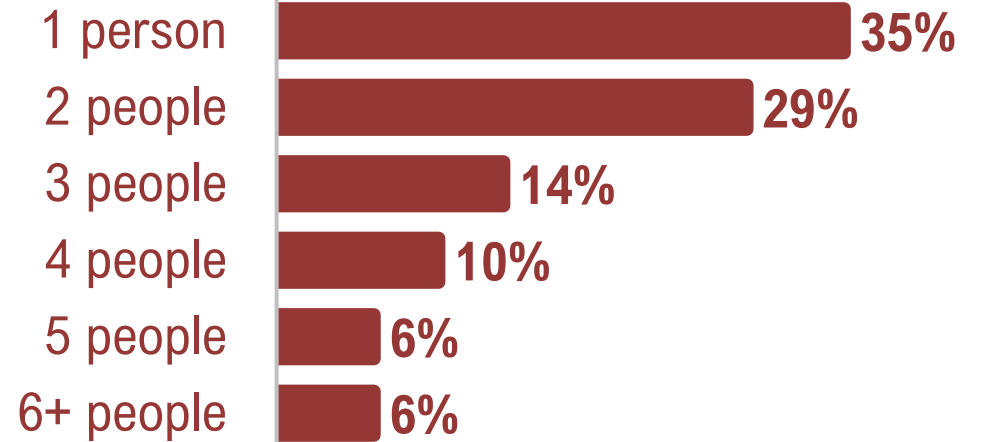
TRAVEL PARTIES

Typical visitors traveled in a party of **2.5** people

23% of visitors traveled with children age 20 or younger, while **3%** traveled with children age 12 or younger

Compared to most other Florida destinations, comparatively more visitors to Leon County come alone

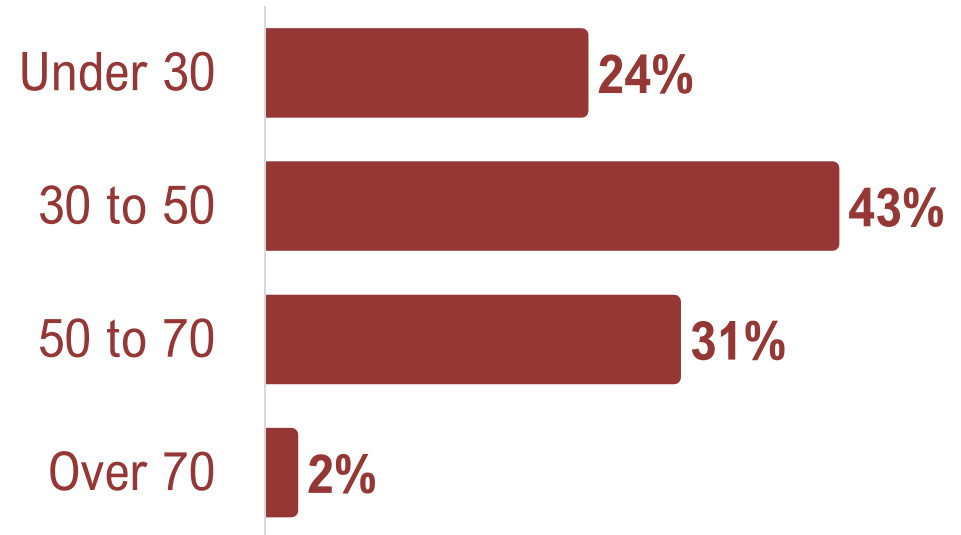
Travel Party Size



AGE OF VISITORS



Typical visitors to Leon County were **42** years old



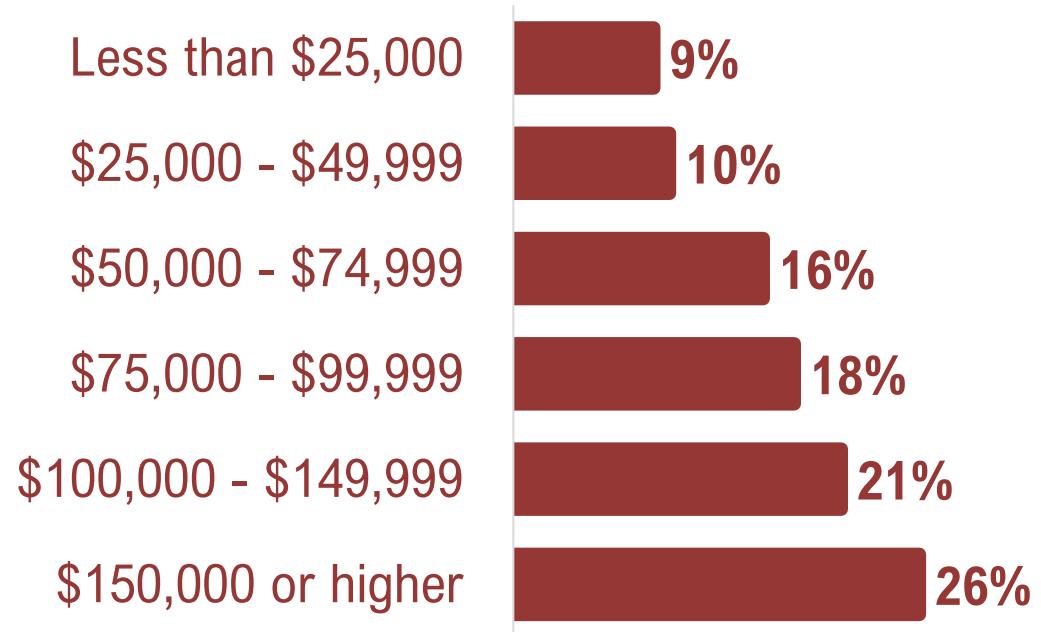
HOUSEHOLD INCOME OF VISITORS



Typical visitors to Leon County had a household income of **\$95,800** per year



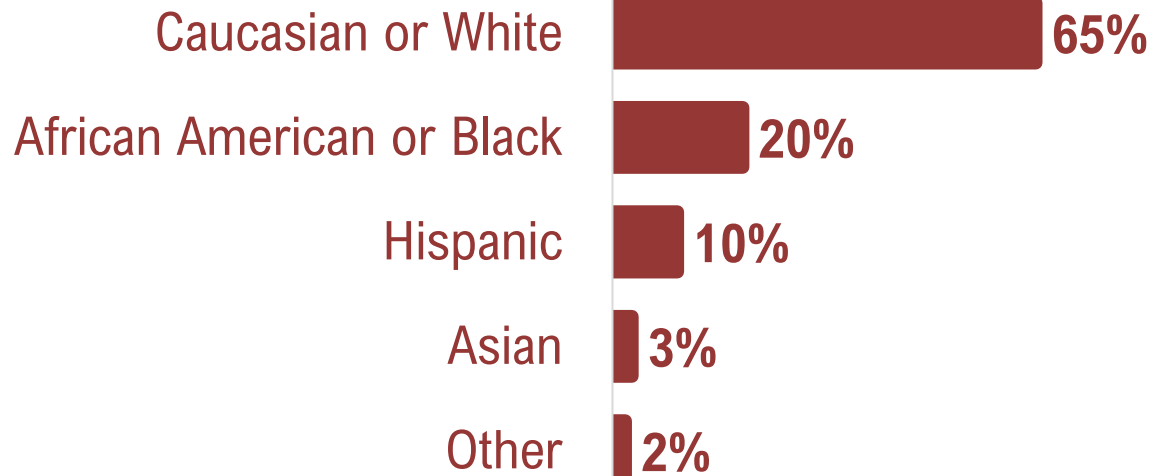
Nearly half of visitors earn over \$100,000



RACE/ETHNICITY OF VISITORS



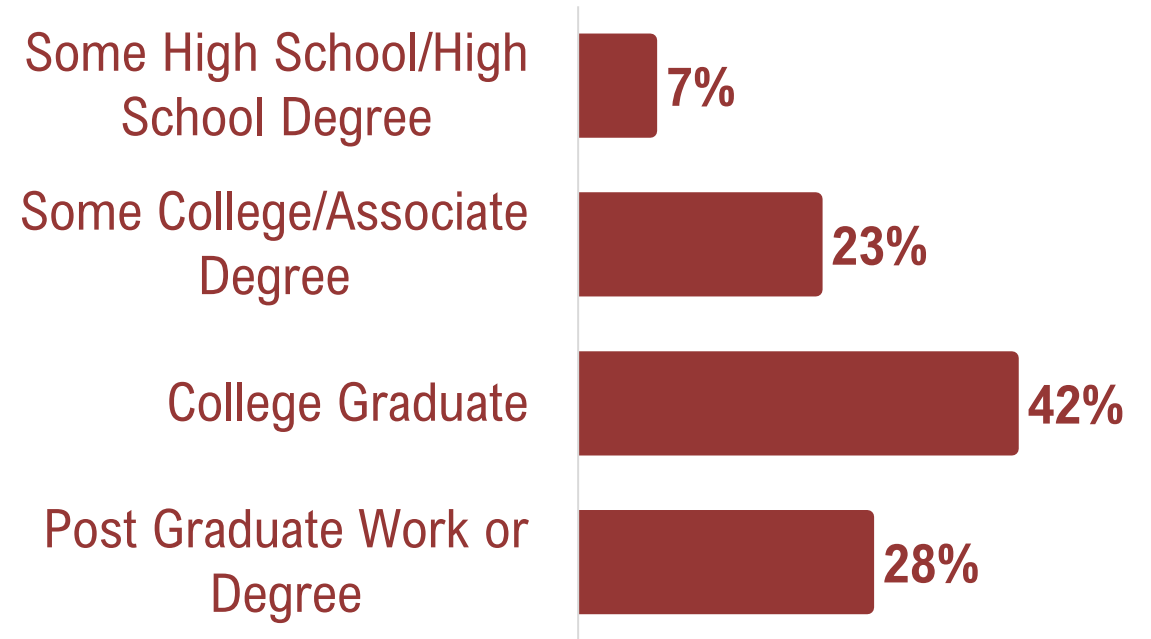
2 in 3 visitors to Leon County were Caucasian or white



EDUCATIONAL ATTAINMENT OF VISITORS



7 in 10 visitors to Leon County had a college degree

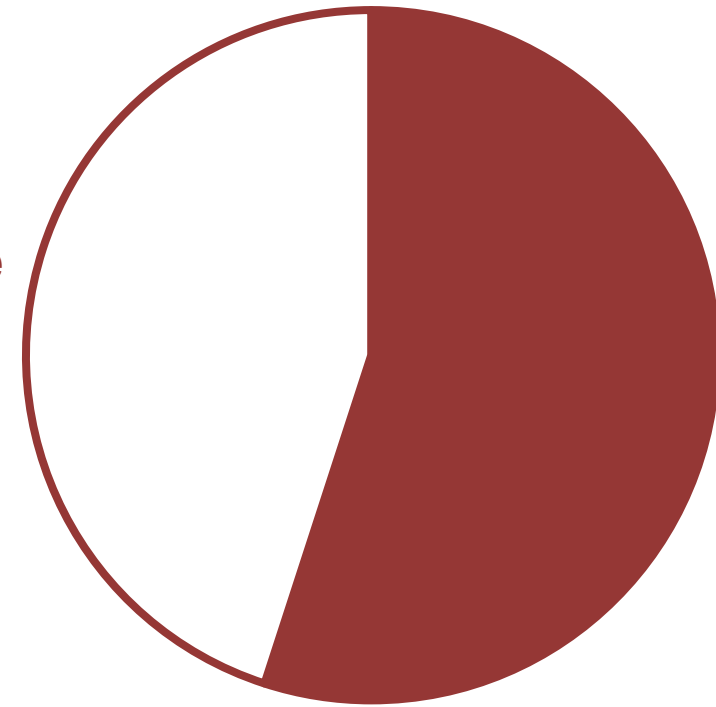


MARITAL STATUS OF VISITORS



Over half of visitors to Leon County were married

Single
45%



Married
55%

GENDER OF VISITORS



55% of visitors to Leon County were male

Female
45%



Male
55%

STUDY OBJECTIVES: VISITOR JOURNEY



ACCOMMODATIONS



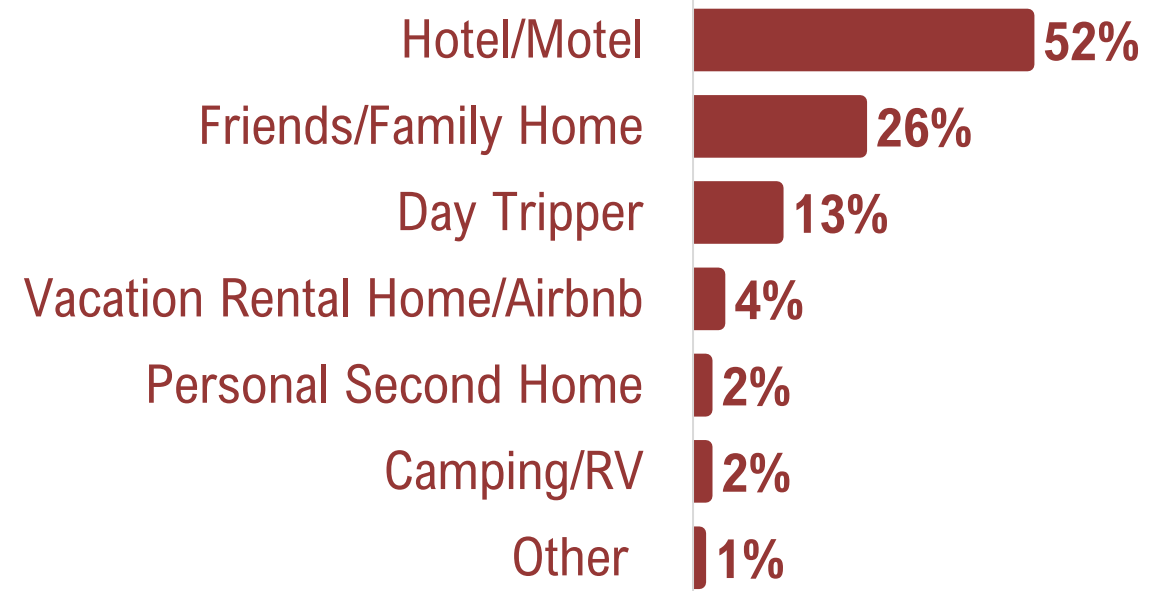
1 in 2 visitors stayed in a hotel/motel



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



13% of visitors to the area came just for the day



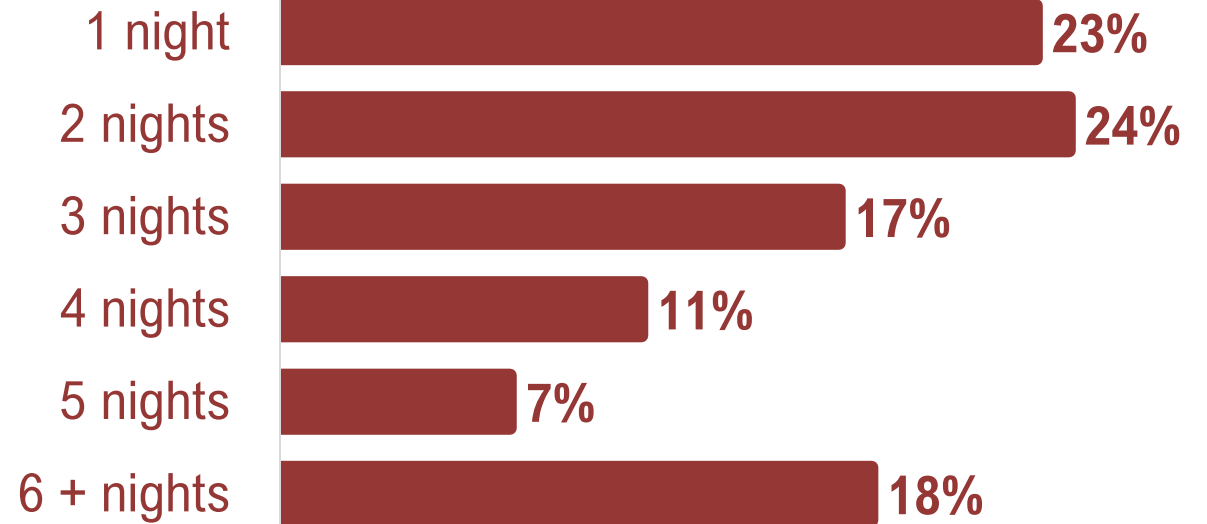
OVERNIGHT VISITORS




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



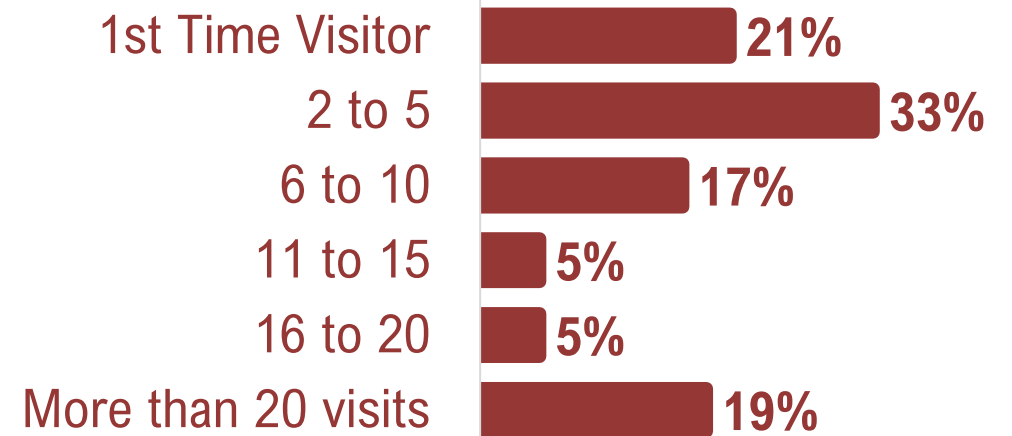
Almost 1 in 2 overnight visitors stayed 1 or 2 nights in Leon County, while **1 in 5** stayed 6 nights or more



VISITS TO TALLAHASSEE – LEON COUNTY

 **1 in 5** visitors were visiting Leon County for the first time

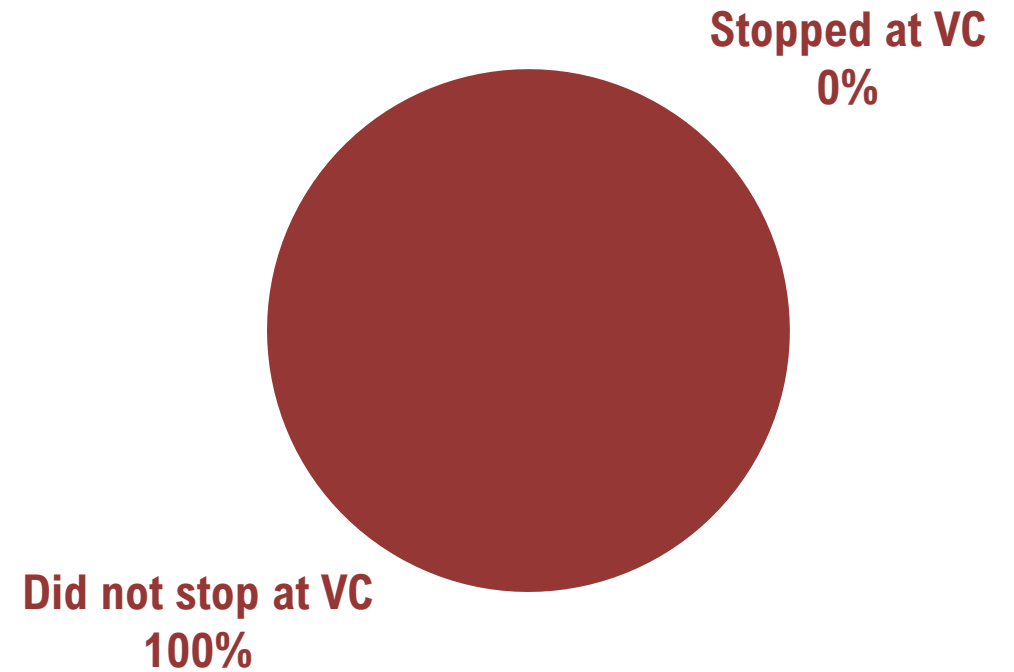
 Tallahassee has a loyal visitor segment, as **3 in 10** visitors have previously visited more than ten times



VISITORS CENTER*



No one stopped at the Visitors Center as it was closed this quarter due to COVID-19



ACTIVITIES DURING VISIT*



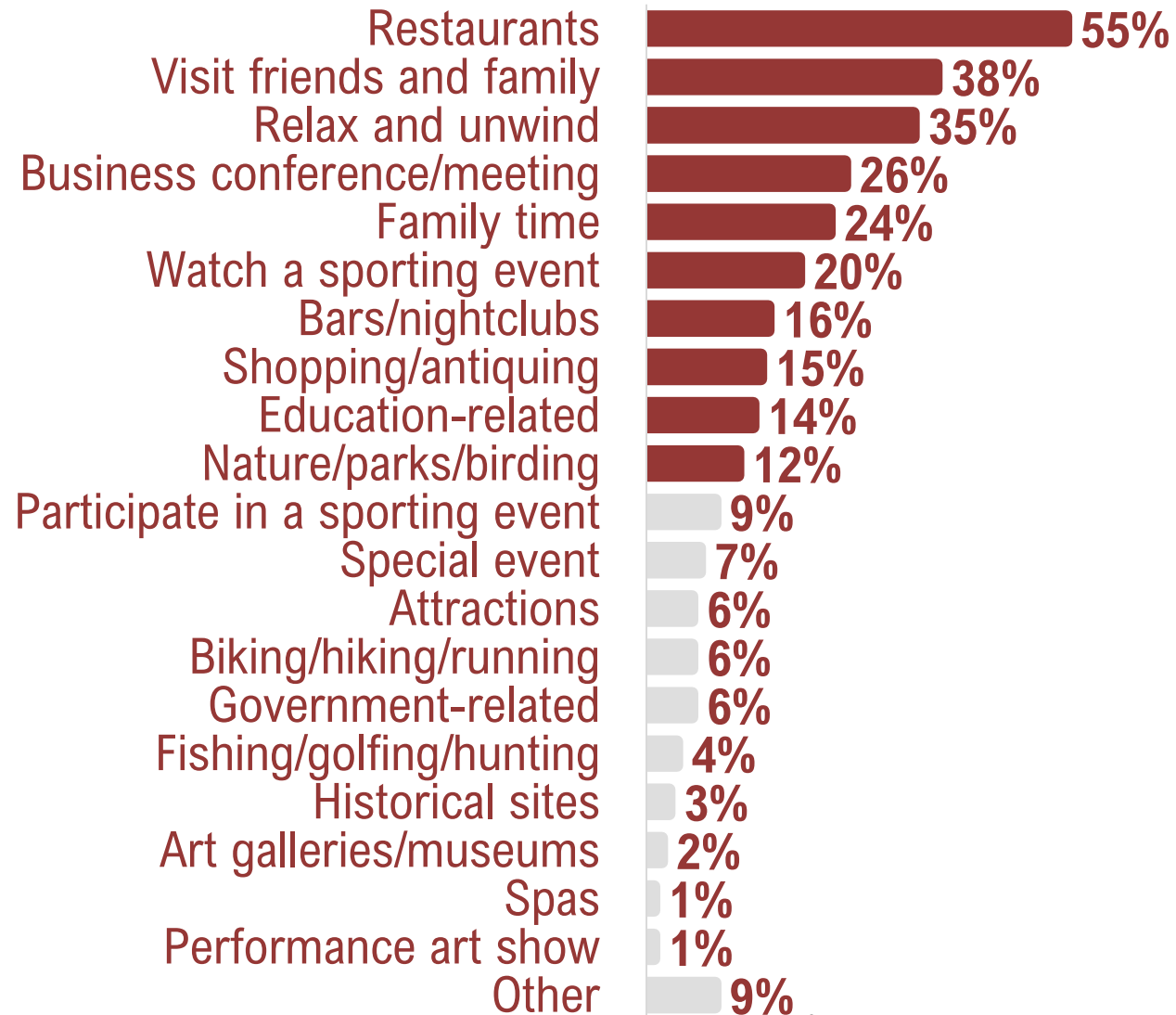
1 in 2 visitors dined out at restaurants during their trip



Tallahassee is a family and friends-oriented destination, **nearly 2 in 5** visitors visited friends and family



Compared to other destinations in Florida, comparatively more visitors come to transact business

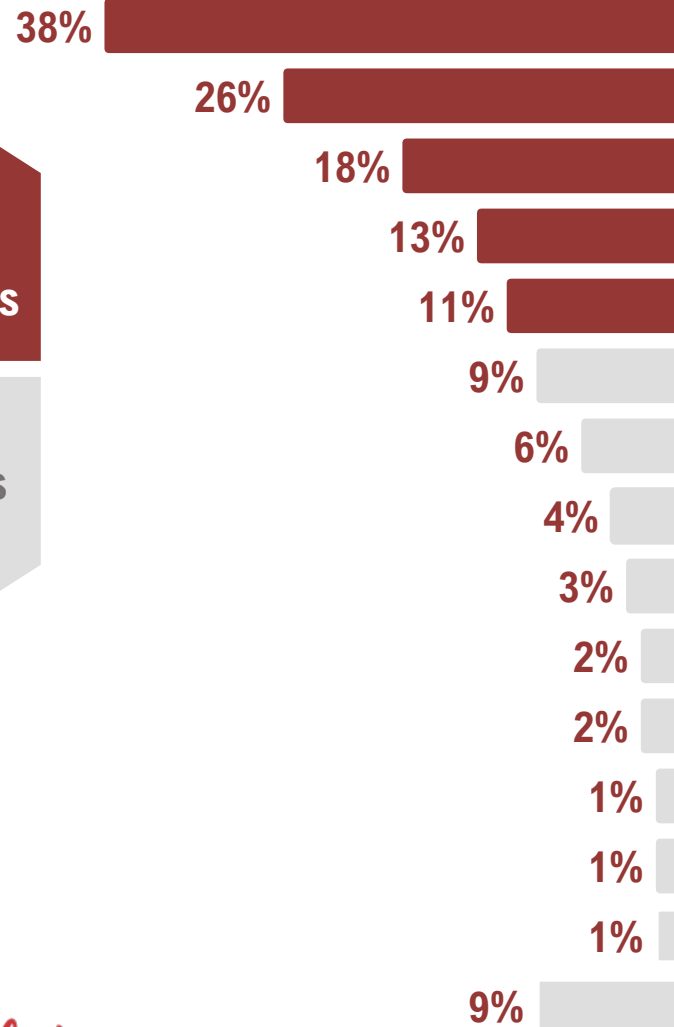


*Multiple responses permitted.

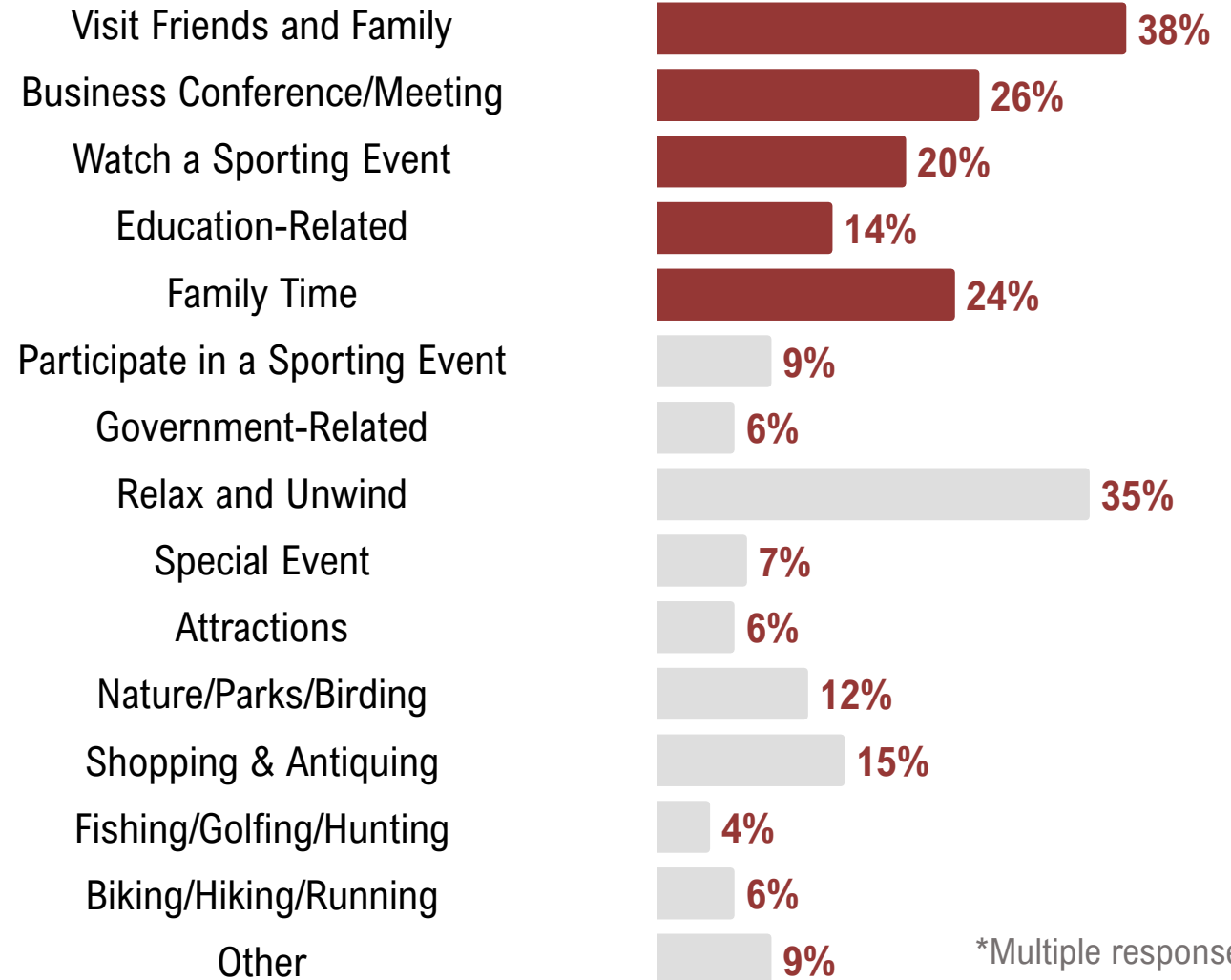


REASONS FOR VISITING VS. VISITOR ACTIVITIES

Reasons for Visiting*



Visitor Activities*



VISITOR SPENDING

	Spending per Day	Spending per Trip
Lodging	\$120	\$420
Restaurants	\$51	\$179
Groceries	\$20	\$70
Shopping	\$40	\$140
Entertainment	\$24	\$84
Transportation	\$29	\$102
Other	\$14	\$49
Total	\$298	\$1,044



FINDING THEIR WAY AROUND

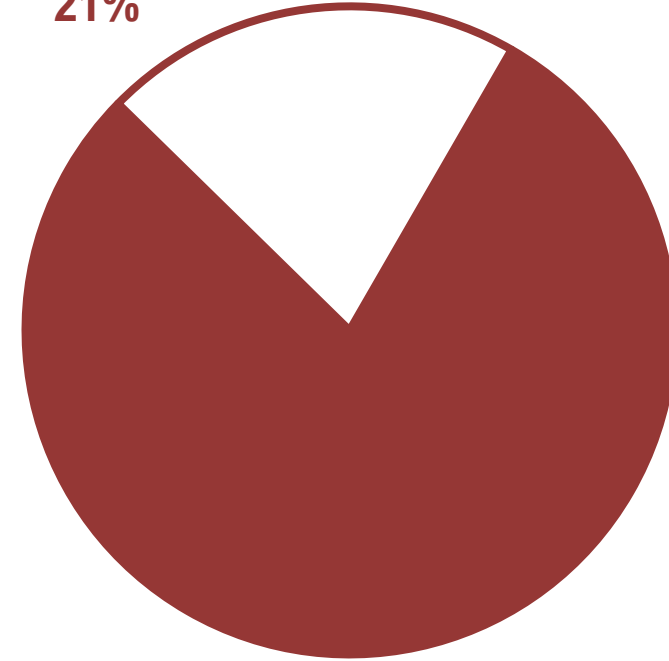


98% of visitors have a smartphone or tablet



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

Did not use smartphone
21%



Used smartphone
79%

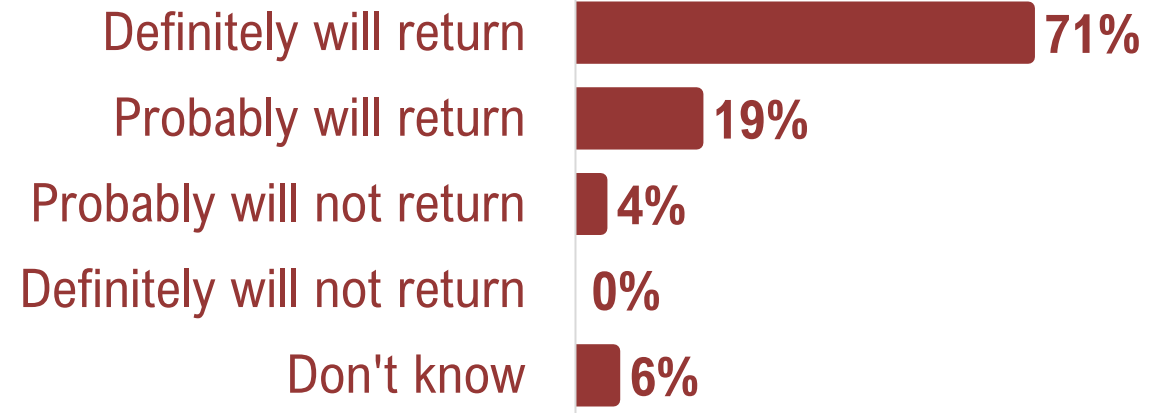
STUDY OBJECTIVES: VISITOR JOURNEY



VISITOR SATISFACTION

 Visitors gave Leon County an average rating of **8.2** as a place to visit

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



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

- 1) Event/occasion for visit is over
- 2) Prefer other areas
- 3) Too crowded

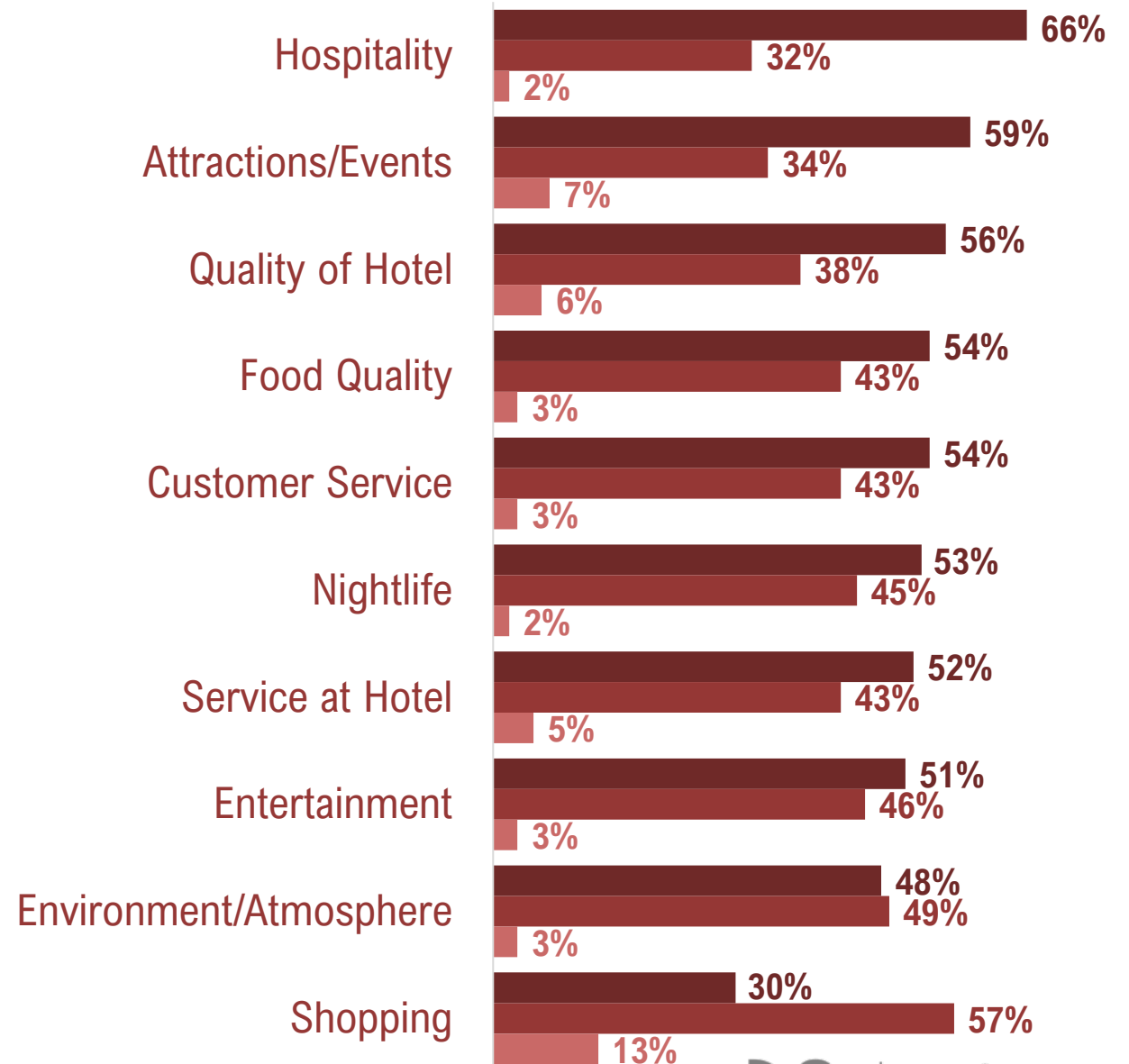
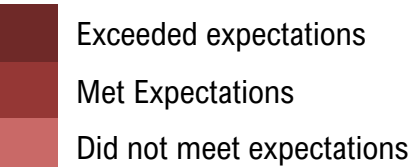
RATING EXPERIENCES IN TALLAHASSEE



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



Shopping options in Leon County were rated comparatively low by visitors, in general



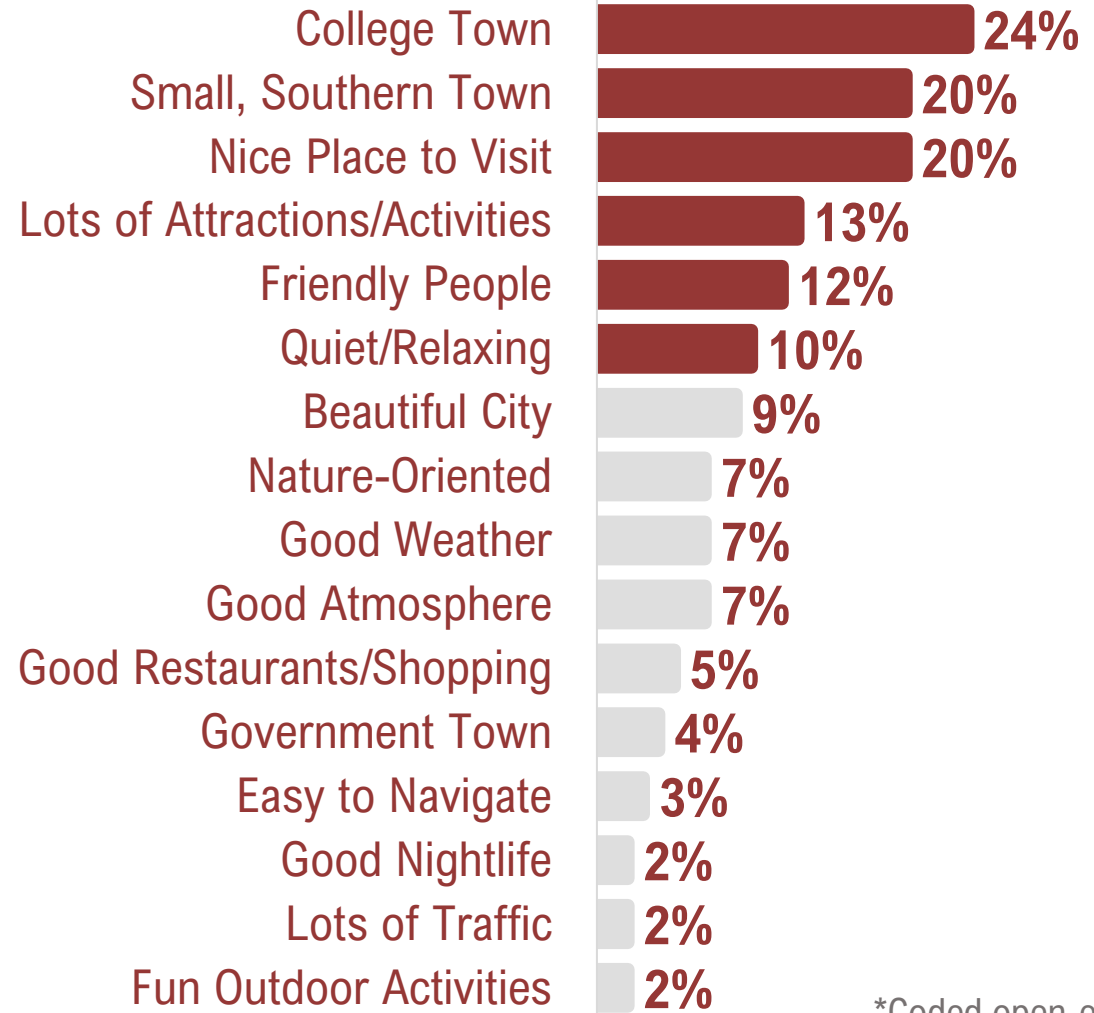
PERCEPTIONS OF TALLAHASSEE – LEON COUNTY*



A plurality of visitors describe Leon County as a “**College Town**”



Almost all **descriptors** of Leon County as a destination were **positive**



*Coded open-ended responses.
Multiple responses permitted.



PERCEPTIONS: “COLLEGE TOWN”



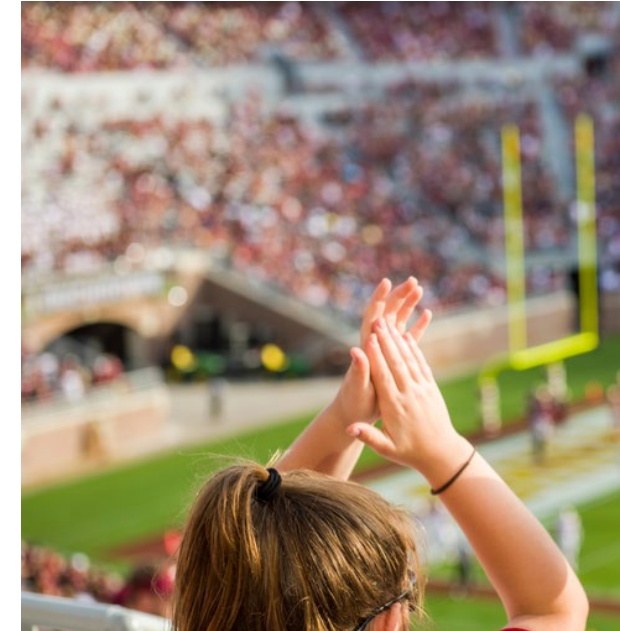
“It’s a great college town in the Capital City of the state. It is very similar to Madison, Wisconsin.”



“Tallahassee is a fun college town, especially if you have friends and family to visit here!”



“Tallahassee is the definition of a college town. Being a young adult here would be so much fun.”



“It’s a pretty college town with a very hometown feel to it. I visit every year!”



PERCEPTIONS: “SMALL SOUTHERN TOWN”



“Tallahassee is basically the backyard or back porch of Florida. It’s a cute southern small town.”



“It’s great for city life but still small enough to enjoy the country life close by.”



“Tallahassee is my happy place! It’s a small town that is very friendly.”



“Tallahassee is different from the rest of Florida. It’s a small cozy little town.”



PERCEPTIONS: “NICE PLACE TO VISIT”



“Tallahassee is different in a good way. It’s a wonderful place honestly. I will definitely come back!”



“It’s such a classy city! Tallahassee is pretty and so well kept.”



“Tallahassee is nice. The weather was great and the people were cool and calm.”



“I would definitely tell anyone who asked to come to Tallahassee! It’s such a nice town.”



YEAR-TO-YEAR COMPARISONS



YEAR-TO-YEAR COMPARISONS

Trip Planning Cycle	Oct – Dec 2019	Oct – Dec 2020
Tallahassee was Primary Destination	88%	84%
A week or two in advance	30%	42%
A month or so in advance	31%	29%
2 to 3 months in advance	22%	19%
4 to 5 months in advance	6%	4%
6 months of more in advance	9%	5%

Top Trip Planning Sources	Oct – Dec 2019	Oct – Dec 2020
Hotel/Resort Website	23%	30%
Search on Google	39%	30%
Online Travel Agency	21%	20%
Talk to Family/Friends	18%	18%



YEAR-TO-YEAR COMPARISONS

Top Reasons for Visiting	Oct – Dec 2019	Oct – Dec 2020
Visit friends and family	24%	38%
Business conference/meeting	28%	26%
Watch a sporting event	22%	18%
Education related	16%	13%
Family time	5%	11%
Special occasion	5%	10%

Pre-Visit	Oct – Dec 2019	Oct – Dec 2020
Requested a Visitors Guide	2%	4%
Drove to Leon County	75%	82%
Flew to Leon County	25%	18%



YEAR-TO-YEAR COMPARISONS

Market of Origin	Oct – Dec 2019	Oct – Dec 2020
Miami – Ft. Lauderdale	12%	15%
Atlanta	10%	8%
Orlando	6%	7%
Tampa Bay area	6%	7%
Jacksonville	5%	5%

Region of Origin	Oct – Dec 2019	Oct – Dec 2020
Southeast	74%	77%
Northeast	11%	9%
Midwest	7%	7%
West	5%	6%
International	3%	1%



YEAR-TO-YEAR COMPARISONS

Travel Parties	Oct – Dec 2019	Oct – Dec 2020
Travel Party Size	2.7	2.5
Traveled with Other Visitors	74%	65%
Traveled with Children	23%	23%
Traveled with Children under 12	9%	3%

Visitor Profile	Oct – Dec 2019	Oct – Dec 2020
Median Age	46	42
Gender (Male)	49%	55%
Median Household Income	\$98,500	\$95,800
College Degree or Higher	74%	70%
White/Caucasian	69%	65%
African American	15%	20%
Married	61%	55%



YEAR-TO-YEAR COMPARISONS

Accommodations	Oct – Dec 2019	Oct – Dec 2020
Hotel/Motel	58%	52%
Friends/Family Home	18%	26%
Day Tripper	13%	13%
Vacation Rental Home/Airbnb	4%	4%
Personal Second Home	4%	2%
Camping/RV	2%	2%

Trips Experience	Oct – Dec 2019	Oct – Dec 2020
Average nights stayed	3.4	3.5
1 st Time Visitor	21%	21%
10+ Prior Visits to Leon County	31%	29%
Stopped at Visitor Center*	3%	0%
Used a smartphone to get around	75%	79%

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



YEAR-TO-YEAR COMPARISONS

Top Activities	Oct – Dec 2019	Oct – Dec 2020
Restaurants	61%	55%
Visit friends and family	29%	38%
Relax and unwind	26%	35%
Business conference/meeting	28%	26%
Family time	17%	24%
Watch a sporting event	27%	20%
Bars/nightclubs	20%	16%
Shopping/antiquing	18%	15%
Education-related	16%	14%
Nature/parks/birding	10%	12%



YEAR-TO-YEAR COMPARISONS

Average Daily Spending	Oct – Dec 2019	Oct – Dec 2020
Accommodations	\$114	\$120
Restaurants	\$61	\$51
Groceries	\$15	\$20
Shopping	\$50	\$40
Entertainment	\$24	\$24
Transportation	\$32	\$29
Other	\$15	\$14
Total	\$311	\$298

Average Total Trip Spending	Oct – Dec 2019	Oct – Dec 2020
Accommodations	\$388	\$420
Restaurants	\$207	\$179
Groceries	\$51	\$70
Shopping	\$170	\$140
Entertainment	\$81	\$84
Transportation	\$109	\$102
Other	\$51	\$49
Total	\$1,057	\$1,044



YEAR-TO-YEAR COMPARISONS

Post Trip Evaluation	Oct – Dec 2019	Oct – Dec 2020
Overall Rating	8.2	8.2
Will return to Leon County	85%	90%
Perceptions: College town	22%	24%
Perceptions: Small, Southern Town	14%	20%
Perceptions: Nice Place to Visit	21%	20%
Perceptions: Lots of Attractions/Activities	11%	13%
Perceptions: Friendly People	12%	12%
Perceptions: Quiet/Relaxing	9%	10%





Visitor Tracking Study

- » Interviews were completed in person and online with **667 visitors** at local hotels, the airport, parks, and attractions between **October 1st 2020 and December 31st 2020**

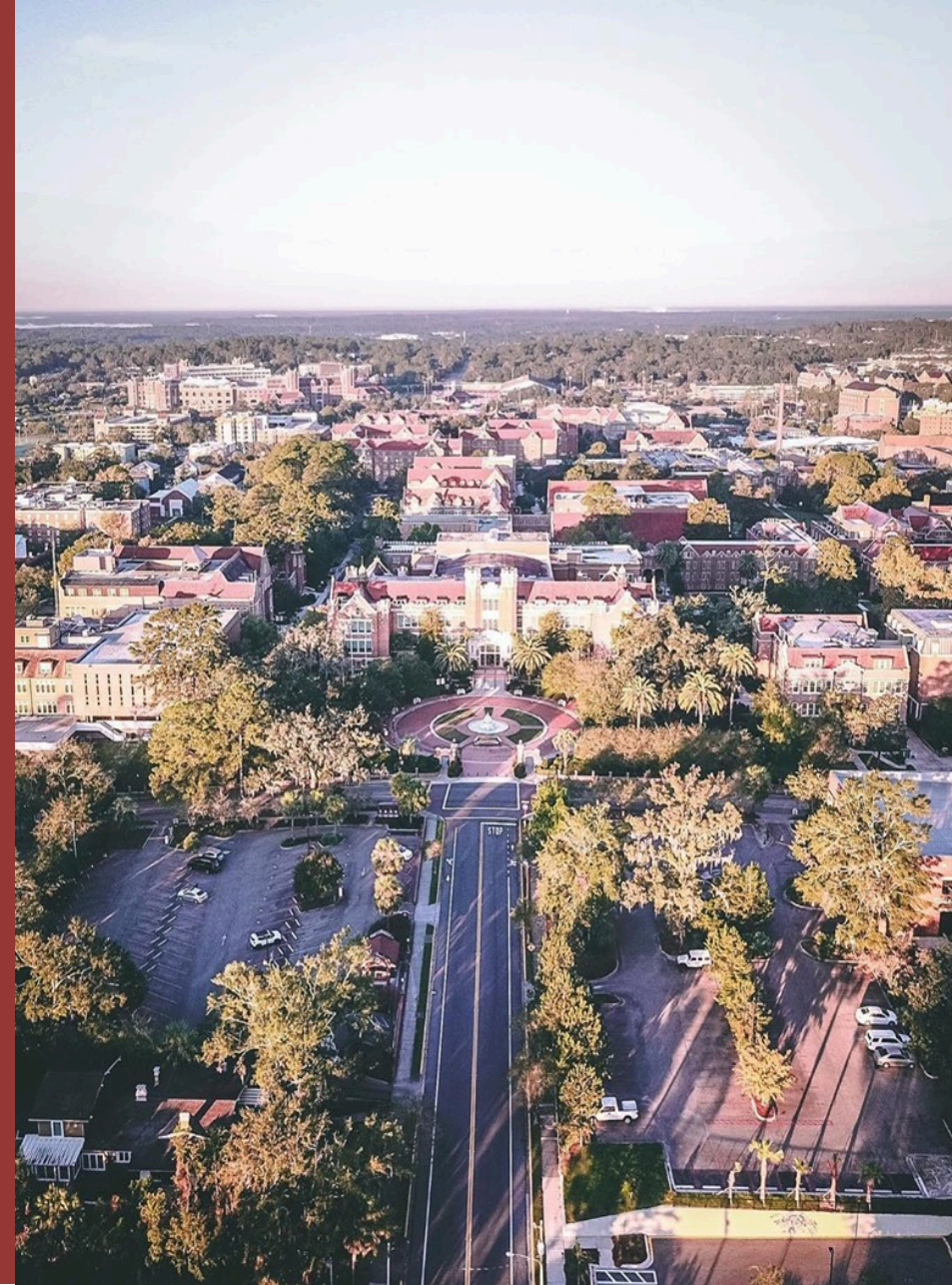
LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

Oct – Dec 2020 Visitor Tracking Study

Kerri Post

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

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Erin Dinkel, Senior Project Director
Isiah Lewis, Project Director
Glencora Haskins, Project Director
Downs & St. Germain Research
850-906-3111 | www.dsg-research.com



Visit
Tallahassee
Pretty. Unexpected.

DS downs & st. germain
RESEARCH



MEMORANDUM

DATE: March 11, 2021

TO: Leon County Tourist Development Council Members (TDC)

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

SUBJECT: Proposed FY 22-24 Strategic Plan Development Timeline & Draft Request for Quotes

Outlined below is the proposed timeline for the new FY22-24 Tourism Strategic Plan development for your consideration:

April 2021 - Release RFQ (draft attached)

May 2021 - Review and select professional services of Facilitator from responses

June 2021 – Public meetings and online Tourism Industry surveys

July 2021 – Public meetings and online Tourism Industry surveys

September 2021 – TDC workshop/retreat to present overview of findings, review public/industry input, establish priorities, outline bones of the plan, etc.

October 2021 – Finalize draft Tourism Strategic Plan

November 2021 – Facilitator to present draft Tourism Strategic Plan to TDC

December 2021 – Identify key performance goals and strategic initiatives in draft Tourism Strategic Plan to recommend incorporating in new Leon County Strategic Plan

January 2022 – County Commission Retreat - New 5-year Leon County Strategic Plan development (new strategic initiatives may be added)

February 2022 – Staff to present final FY22-24 Tourism Strategic Plan to TDC

February 2022 – Facilitator to present final FY22-24 Tourism Strategic Plan to BOCC



MEMORANDUM

DATE: Wednesday, March 3, 2021

TO: Kerri L. Post, Executive Director, Leon County Division of Tourism
Leon County Tourism Development Council Members

FROM: Kathleen Spehar, Executive Director, Council on Culture & Arts (COCA)

SUBJECT: FY21 COCA Cultural Tourism Marketing Grant recommendations

FY21 CULTURAL TOURISM MARKETING GRANT PROGRAM

On November 6th, 2020, a panel of three (3) qualified experts from the community discussed, evaluated, and scored the thirty-three (34) cultural tourism marketing grant applications. Funding was assigned based on the formula from the guidelines. Recommendations were forwarded to the COCA Board of Directors for discussion and approved at their next meeting on January 21st, 2021.

Two recommended applicants, the Millstone Institute and The Sharing Tree, are recommended contingent on additional review and approvals from both entities.

On behalf of the COCA Board of Directors, I respectfully present the thirty-four (34) grant recommendations for the FY21 Cultural Tourism Marketing Grant program.

FY21 GRANT PROGRAMS SUMMARY

Since March 2020, the impact of COVID-19 on the arts and culture community and COCA grants program has been tracked and discussed. In FY20, the greatest impact on the grant program included at least a 50% reduction in tourism development tax (TDT) collection. Despite this financial loss, COCA used \$424,000 of its FY21 carry-forward to complete payouts from the TCD-approved recommendations to the FY20 Cultural Grantees.

This investment warranted a review and adjustment of COCA's FY21 grants programs, to determine if there were enough resources available for the programs to continue. The COCA grant programs sub-committee held five (5) public virtual meetings and discussed a variety of options, including pausing the program for a year; more equitably distributing funds to support the entire community; planning for a greatly reduced pool of funding, and supporting both current FY20 grantees who are key to our cultural community and potential new applicants who qualify.

From this committee work, the board of directors approved a plan for FY21, which included a new cultural tourism marketing grant round. The estimated funding pool for FY21 was based on data from actual collections from the last half of FY20. The programs were launched in July, with applications due in September.

FY21 CULTURAL TOURISM MARKETING GRANT RECOMMENDATIONS

The COCA Cultural Tourism Marketing Grant Program Purpose

From the FY21 Cultural Tourism Marketing Grant Guidelines

The Cultural Tourism Marketing Grant Program is designed to increase the visibility and awareness of arts and cultural organizations and their programming in Leon County. Marketing initiatives should highlight our vibrant and diverse cultural community and attract visitors as part of an overall promotional plan.

Marketing and promotional initiatives should use media outlets and strategies that are not primarily focused on the local Tallahassee/Leon County market and should raise the overall awareness of Leon County as a branded destination.

Applicants must establish quantifiable objectives and conduct a program evaluation to assess the effectiveness of the program.

How can the grant funding be spent?

Funding must be spent to promote and advertise arts or cultural events in Leon County to increase tourism.

Examples of eligible opportunities may include, but are not limited to: • media placement and production (print, online, broadcast, & radio) • printed materials • tradeshow registration fees and booth rentals • video/CD-ROM/DVD production • public relations/media communications • promotional items • website development • graphic design

Some examples of eligible advertising and promotional mediums include:

- Regional radio, newspaper or magazine advertisements that will reach outside Leon
- County outdoor billboard ads (outside Leon County)
- Online advertisements and/or promoted posts on social media platforms with a broad reach
- Advertisements in trade publications or journals
- Website development or enhancement
- Flyers and/or brochures (for distribution outside Leon County or to visitors)



COUNCIL ON CULTURE & ARTS | TALLAHASSEE/LEON COUNTY

FY21 Cultural Tourism Marketing Grant Program Funding Recommendations

Application #	Organization	Project Summary	Request Amount	Final Funding Amount (Recommended)
CTMG2021-1	621 Gallery, Inc.	621 Gallery will utilize awarded funds for marketing endeavors focused on online national and international advertising campaign opportunity for the 2021/2022 Exhibition Season.	\$2,000	\$2,000
CTMG2021-2	The Artist Series of Tallahassee	Support from the Tourism Marketing Grant will be used to expand our marketing efforts through radio and facebook ads and improve targeting of out-of-market ticket buyers beyond Leon County and the city of Tallahassee.	\$2,000	\$2,000
CTMG2021-3	Arts and Cultural Experiences at Railroad Square	Funds would be spent on videography, social media advertising, flyers for distribution in hotels, and travel bloggers to promote the monthly First Friday festival.	\$2,000	\$1,800
CTMG2021-4	Asian Coalition of Tallahassee	Grow our online presence through video content, social media ads, and billboards to reach outside Tallahassee to promote Fusion World Dance & Music Concert III.	\$2,000	\$2,000
CTMG2021-5	Cat Family Records	Expand Cat Family TV and specifically promote our two latest endeavors, the Tallahassee Studio Coalition (TSC) (and other workshop series), and Cat Fest 5, a virtual version of our annual music festival.	\$2,000	\$1,800
CTMG2021-6	Choice Impact Community Development Corporation	Assist with the online marketing of our new virtual streaming performance platform while continuing to brand and expand the scope and reach of the Arts-In-The-Heart series.	\$2,000	\$1,800
CTMG2021-7	Florida Litfest dba Word of South Festival of Literature & Music	Word of South's marketing firm, BowStern, will design and launch social media ads targeted to potential tourists in counties a radius of 400 miles or less from Tallahassee.	\$2,000	\$2,000
CTMG2021-8	Florida State University dba Challenger Learning Center of Tallahassee	Fund digital marketing campaigns, purchase search engine marketing (SEM) advertisements and work with a professional marketing consultant to drive traffic to our website through search engine optimization (SEO) through both paid and organic searches.	\$2,000	\$2,000
CTMG2021-9	Florida State University Museum of Fine Arts	Production expenses for custom digital content in the form of professional website design, digital videography, and video editing for website-based distribution and media placement and social media "boosting" expenses on MoFA's Facebook and Instagram pages.	\$2,000	\$2,000
CTMG2021-10	Goodwood Museum and Gardens, Inc.	Goodwood will use Cultural Tourism Marketing Grant funds to purchase print and digital advertising in the next edition of Visit Tallahassee: the Official Guide to Florida's Capital Region.	\$2,000	\$2,000
CTMG2021-11	Irish Repertory Theatre, Inc.	IRT is seeking funds to promote The First Annual Bloomsday Festival through regional print and radio advertising.	\$2,000	\$2,000
CTMG2021-12	John Gilmore Riley Center/Museum, Inc.	Elevate awareness of JGRCM's outreach, event sponsorships, community partnerships, and the activities provided by the organization. Various social and digital media outlets, which include a branding content, will be supported.	\$2,000	\$1,800
CTMG2021-13	LeMoyne Arts	Funds will be used for print advertising in Emerald Coast and for updated rack cards that will be distributed to Florida Welcome Centers.	\$2,000	\$2,000
CTMG2021-14	Making Light Productions	Making Light's tourism marketing plan for upcoming productions will include news outlets, targeted online advertising, and advertising partnerships with theater venues in neighboring counties.	\$2,000	\$2,000
CTMG2021-15	Mary's Visions Folk Art Museum and Gallery, Inc.	The funds will be used to update our website, advertisements through radio, TV, FB, Instagram, Twitter, and Tallahassee Democrat.	\$2,000	\$1,700
CTMG2021-16	Mickee Faust Alternative Performance Club, Inc.	These grant funds will be used for the development and implementation of a more systematic online and social media marketing/branding/outreach plan and the launching of a new, more dynamic website.	\$2,000	\$1,800
*CTMG2021-17	Millstone Institute	Millstone will prepare and distribute marketing materials for the Winter Moon Festival including promotional and directional signage, flyers, posters and target mailers.	\$1,995	\$1,800
CTMG2021-18	Opening Nights at Florida State University	Grant funds to pay for advertising in The Emerald Coast Magazine, EmeraldCoastMagazine.com, 850BusinessMagazine.com, and several far-reaching Tallahassee-based publications.	\$2,000	\$2,000
*CTMG2021-19	The Sharing Tree	Enhance our marketing plan within Tallahassee and the Southeast region through the purchase of print magazine advertisement, digital advertisement, signage, brochures for distribution in high traffic tourist areas, Facebook ads and digital software tools.	\$2,000	\$1,800

*approval contingent on additional review and approvals from both entities



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Application #	Organization	Project Summary	Request Amount	Final Funding Amount (Recommended)
CTMG2021-20	Southern Shakespeare Company, Inc.	Grant funds will be used for marketing efforts into the Florida Panhandle, Alabama, and Georgia attracting visitors by way of website and social media promotions and live streaming, radio and television ads, and mail-outs.	\$2,000	\$2,000
CTMG2021-21	The Tallahassee Bach Parley, Inc.	Funds would be spent on Facebook promoted events and posts, print and online national advertising with Early Music America, radio advertising, and email communication.	\$2,000	\$2,000
CTMG2021-22	The Tallahassee Ballet, Inc.	TTB will use the grant to market our 2020-2021 virtual season through the design and production of digital marketing promotions to send out via email, social media and through our website to target people who live 100 miles outside of the Leon County area.	\$2,000	\$1,800
CTMG2021-23	Tallahassee Chapter, Barbershop Harmony Society	Boost social media promotional posts for our concerts, purchase software to link our social media platforms, produce and mail two issues of our newsletter, and purchase print advertising to promote upcoming events, past performances and new member events.	\$2,000	\$1,800
CTMG2021-24	Tallahassee Civic Chorale	Print advertising, direct mail, and spending for Facebook and allied social media marketing the 2020/2021 season. spending for Tallahassee.com, COCA, and primary online or virtual outlets.	\$2,000	\$1,700
CTMG2021-25	The Tallahassee Community Chorus	Promotion of our digital content, which will reach targeted audiences throughout the North Florida, South Georgia, and South Alabama	\$2,000	\$2,000
CTMG2021-26	Tallahassee Film Society, Inc.	Funding will purchase long-term radio advertising on public stations WFSU-FM and WFSQ-FM.	\$2,000	\$2,000
CTMG2021-27	Tallahassee Hispanic Theatre	Funding will purchase advertising for print in regional bilingual and English language newspapers, radio, online, and posters and flyers.	\$2,000	\$1,800
CTMG2021-28	Tallahassee Live Music Community Group	Marketing plans with grant funding include using established relationship with videographer to create a commercial to air on WCTV, social media ads targeting areas outside Leon County, and partnership ads with Visit Florida	\$2,000	\$1,800
CTMG2021-29	Tallahassee Museum	The 31st Annual Tallahassee Jazz and Blues Festival will be promoted throughout the region using traditional and digital advertising platforms and targeted social media ads including South Georgia, Alabama, and Florida (outside of Leon County) in addition to direct mail, fliers, digital newspapers, out of market billboards and radio.	\$2,000	\$2,000
CTMG2021-30	Tallahassee Symphony Orchestra	Purchase advertisements on social media platforms that will target audiences outside Leon County. We have engaged Bow Stern Marketing to develop and place these ad campaigns for us.	\$2,000	\$1,800
CTMG2021-31	Theatre Tallahassee	The grant funds will be used for TV commercials and social media advertising reaching into Central Florida and South Georgia and Alabama.	\$2,000	\$1,800
CTMG2021-32	Theater With a Mission	Promote programming targeting Hispanic tourists through regional advertising on WFSU media, social media through Cultura Latina Magazine and Conexión Media Group, as well as website upgrades.	\$2,000	\$2,000
CTMG2021-33	Tallahassee Youth Orchestras	Grant funds would be used to purchase advertisements in media, WFSU and social media with a regional audience designated, print posters and flyers for distribution in neighboring counties and South Georgia and Alabama, upgrading our TYO web page to make space for additional videos.	\$2,000	\$1,800
CTMG2021-34	Young Actors Theatre	Grant funds will be used on regional marketing of the 45th season of shows using social media, tv, and radio advertising.	\$2,000	\$1,800
GRAND TOTAL FOR ALL FY21 CULTURAL TOURISM MARKETING GRANTEEES				\$64,400