



Visit
Tallahassee

LEON COUNTY **Tourist Development Council**

Thursday, September 12, 2019 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**
 - Recognize Bernie Waxman for 45 Years of Service at FSU
- II. Request for Additional Agenda Items – **Bo Schmitz**
- III. Public Comment
- IV. Items for Consent Approval – **Bo Schmitz**
 - July 18, 2019 Meeting Minutes
 - Financial Reports: Division Budget July 2019 Year-to-Date, Tourism Development Tax Collections and Smith Travel Report
 - Advertising/PR Activity Report/Digital Activity
 - Direct Sales, Communications, Visitor Services, and Sports Staff Reports
- V. General Business – **Bo Schmitz**
 - Research Presentation: 3rd Quarter Visitor Tracking Report – Joseph St. Germain
 - CRA/TDT Arts Grants Update – CRA Reports
 - Presentation on Frenchtown Heritage Markers – Althemese Barnes
 - FY20 Grant Recommendations – Matt Thompson
 - Scott Carswell Presents Update – Scott Carswell
 - COCA Updates – Kathleen Spehar
 - Tallahassee Sports Council Update and FY20 Grant Recommendations– Mike Collins
- VI. Executive Director’s Report – **Kerri Post**
 - FY20 Marketing Plan Update
 - Amtrak Building – Future Home of Visitor Center/Tourism Office Update
 - NAP/Cascades - Amphitheater Support Space Update
 - Southern Living VOTE and Sid Evans, Editor-in-Chief Visit
- VII. Additional Business: “For the Good of the Cause” – **Bo Schmitz**

NEXT TDC MEETING – Thursday, November 7, 2019



**LEON COUNTY TOURIST DEVELOPMENT COUNCIL
MEETING MINUTES
July 18, 2019**

The Leon County Tourist Development Council met for a regular meeting with Chairman Bo Schmitz presiding. Council members present were City Commissioner Elaine Bryant, Mike Collins, County Commissioner Bryan Desloge, Sam Patel, Michelle Personette, Sharon Priester, Amanda Stringer, and City Commissioner Diane Williams-Cox. Council members absent: Amanda Thompson and Matt Thompson.

Tourism Staff present: Kerri Post, Aundra Bryant, Katie Gardocki, Dionte Gavin, Amanda Heidecker, Renee Jones, Katie Kole, Scott Lindeman, Terri Messler, Joseph Piotrowski; and interns David Eckmann, and Ahmari Williams.

Guests present: Phillip Downs representing Downs & St. Germain Research, Scott Carswell representing Scott Carswell Presents, and Curtis Zimmerman, Liz Paradise, Jessica Murray, Alicia Holmes, Mallory Hartline, Hannah Young, Christina Lata, and Annemarie Raskin representing Zimmerman Agency.

- I. **CALL TO ORDER** Chairman Schmitz called the meeting to order at 9:05 a.m.
- II. **REQUEST FOR ADDITIONAL AGENDA ITEMS-** *Michelle Personette made a motion to move agenda item VI CRA/TDT Arts Grants Update from the Executive Directors Report to General Business, seconded by Sharon Priester. Motion was approved 8-0.*
- III. **PUBLIC COMMENT-** Chairman Schmitz confirmed there were no speakers for public comment.
- IV. **ITEMS FOR CONSENT APPROVAL**
 - May 2, 2019 Meeting Minutes
 - Financial Reports: May 2019 Year to Date; Year-to-Date Tourism Development Tax Collections and Smith Travel Report
 - Advertising/PR Activity Report/Digital Activity
 - Direct Sales, Communications, Visitor Services, and Sports Staff Reports

Michelle Personette moved, seconded by Commissioner Desloge and Chairman Schmitz approval of the Items for Consent. The motion carried 8-0.

- V. **GENERAL BUSINESS**

Research Presentation: Spring Events Report

Phillip Downs presented the Spring Events Economic Impact Report highlighting the Direct Spending, Economic Impact, Out of Town Visitors and Total Room nights of six events in a year-over-year snapshot compared to 2018 numbers. Mr. Downs provided a summary of the reporting methodology used on-site at events to survey visitors and obtain percentages of in-county and out-of-county attendees. He discussed the method of securing attendance figures for events through the event organizer. There was considerable discussion among TDC members regarding the validity of self-reported event attendance figures. Chairman Schmitz affirmed attendance reports will always be an estimate and assured members that efforts are being made to keep reporting as accurate as possible. Ms. Post confirmed Downs & St. Germain has and will continue to help event organizers in more accurate reporting methods including a more formalized outreach and education to hotels.

Review of Recent Board of County Commissioners (BOCC) Tourism Items

Kerri Post provided a summary of four agenda items recently approved by the Board of County Commissioners; The Tourism Marketing and Advertising and Public Relations Services (PR), and Tourism Research Request for Proposals (RFP), Voluntary Collections Agreements for Tourist Development Tax with Home Sharing platforms and Status Update on Capital City Amphitheater Support Space.

Ms. Post explained the separation of the Tourism, Marketing and Advertising, and PR Services Request for Proposals (RFPs) to attract best-in-class service and increased competition of out-of-town submissions. She stated Zimmerman was the top-scoring Agency for Tourism Marketing and Advertising. She confirmed one agency filed an intent to protest but later withdrew their filing. Ms. Post affirmed a three-point difference on a 1 – 1,000 scoring scale between the top two agencies in the running for PR Services Contract, Aqua and Zimmerman. She specified the review committee unanimously recommended Zimmerman after much deliberation due to a minimal difference in points and the learning curve for a new out-of-town PR agency. She reported the BOCC approved the bid award to Zimmerman for Advertising and PR. Ms. Post stated The Tourism Research RFP received two submissions with Downs & St. Germain Research as the top-scoring agency. The BOCC approved the bid award to DSG. She confirmed these three contracts would be in place for two years with three one-year renewal options beginning October 1, 2019.

Ms. Post reported receiving the fully executed Voluntary Collections Agreement for Tourist Development Taxes (TDT) from Vrbo/HomeAway on July 17, 2019 as well as anticipating TripAdvisor's Agreement in the coming weeks and that both companies would begin remitting TDT on behalf of the host September 1, 2019. She recognized the importance of all platforms within the destination complying with remitting TDT. Ms. Post reported the Division is working with the Tax Collector's Office to provide additional reporting of Tourist Development Taxes by category for accurate reporting in the future.

Ms. Post provided background on the Update on the Status of the Amphitheater Support Space to be constructed as part of the North American Properties (NAP) redevelopment adjacent to Cascades Park. As approved by the Board of County Commissioners in October 2017, the utilization of up to \$2.75 million for the public space is being constructed as part of the NAP redevelopment to provide a greenroom overlooking the Amphitheater, equipped with dressing rooms, private restrooms with showers, a VIP lounge, and convenient access to the Amphitheater stage. She reported that approximately 13,000 square feet of operation support and event space was purchased to be developed within the building to include three distinct areas across two different floors of the building: performer support space overlooking the Amphitheater, public event space flexible for larger and small gatherings, support space dedicated to

Amphitheater operations and for the City's Parks and Recreation operations to manage the public event space and green room. She noted this area will include a County Visitor Information Center with a small ticket office.

Presentation of Creative Platform for FY20 Marketing Plan

Curtis Zimmerman, presented an overview of the creative platform for FY20 based on the findings of the 2018 Destination Positioning Study from DSG illustrating Tallahassee/Leon County's perception is a paradox/dichotomy. He summarized the creative process of creating and testing potential tag lines for Visit Tallahassee/Leon County Division of Tourism. Mr. Zimmerman concluded the overall best-received tag line of the testing group was "Pretty. Unexpected." He introduced the company's new Creative Director, Ms. Liz Paradise.

Liz Paradise presented the new creative platform/campaign by promoting the harmony of Tallahassee/Leon County with its undeniable natural beauty and surprisingly vibrant community telling the two sides to the story of our destination. Ms. Paradise shared a video to provide context to the new slogan. She noted the ability of the tagline to be evergreen and the ability for it to translate to multiple advertising platforms to increase interest in the destination.

Mr. Zimmerman relayed the exceptionally positive response received upon testing the creative shown in the video with a variety of audiences. He emphasized the vast ability to use "Pretty. Unexpected." with a veritable application of images and platforms in a multichannel digital world. Discussion ensued regarding the testing process. Mr. Zimmerman provided a precise definition of research conducted by Zimmerman based on potential travelers to Tallahassee/Leon County using discretionary income benchmarks thus having discretionary income to travel. He pointed out that taglines are created to attract visitors to Tallahassee and the platform of "Pretty. Unexpected." offers a rich landscape of storytelling to unique audiences and reflects the authenticity of what we have to offer.

CRA/TDT Arts Grants Update

Kerri Post presented a follow-up to the previous meetings discussion and gave an overview regarding three projects under Performing Arts Center CRA/TDT Arts Grants:

John G. Riley House Center/Museum

She relayed The John G. Riley House Center/Museum (Riley House) received a \$289,000 TDT grant toward the "Soul Voices" Project. She confirmed the project is moving ahead quickly with its Historic Markers in Frenchtown.

LeMoyne Arts

Ms. Post stated the Lemoyne Arts Center received a \$1 million TDT grant toward the \$3.2 million project for improvements to the education center, addition of a sculpture garden as well as an additional parking area.

TLH Arts

Ms. Post reported TLH Arts received a \$1.8 million TDT grant towards a \$5.6 million project for a multipurpose performance venue.

Ms. Post reported when the grants were approved by the TDC in July 2018, the TDC requested each project set benchmarks for fundraising and timelines for construction. The TDC recognizes the need to have

checkpoints in the process. Ms. Post stated the importance of these benchmarks and timelines in the project contracts were discussed with the former CRA director. She relayed the CRA is in the process of addressing these issues and she will present an update at the September meeting. Commissioner William-Cox confirmed she has communicated with the Interim CRA Director and he is working on a plan that addresses the benchmarks for fundraising and timelines for constructions as well to be presented at the September 12 TDC meeting. Michelle Personnette requested that Ms. Althemese Barnes of the Riley House present at a future meeting on the "Soul Voices" project. There was considerable discussion among TDC members regarding the potential lack of progress and fundraising for the TLH Arts and LeMoyne Arts projects.

Scott Carswell Presents Update

Scott Carswell gave a brief report regarding future shows and potential bookings for the Amphitheater. Mr. Carswell noted the JJ Grey concert scheduled for September 6th, will likely sell out. Mr. Carswell provided an update regarding future bookings at the Amphitheater. He spoke with enthusiasm regarding the development and construction of the Amphitheater Support Space and noted he has a marketing plan to reintroduce the site. He shared a recent upgrade to the ticketing system. Ms. Post shared the embargoed announcement of the performance of the band Third Eye Blind on Friday, November 15th.

COCA Updates

Kerri Post gave updates on COCA on behalf of Interim Director Amanda Thompson and her written update was included in the meeting packet under tab 7.

- Ms. Post relayed COCA staff updates including the announcement of Kathleen Spehar as COCA's new Executive Director.
- Ms. Post updated council members on the status of the Cultural Grant cycle
 - She relayed the COCA Board of Directors will review and approve these grants in September and forward the recommendations to the TDC to review and approve during the November meeting.

Ms. Post reported ¼ penny allocation of TDT funds for the COCA's Cultural Facilities Grant Program to COCA would return to the Division of Tourism/Visit Tallahassee for the new Legacy Event Grant Program and increased concert funding. She noted COCA's Facilities Matching Grant Program would be regranting an estimated \$500,000 in FY2019 to be paid in arrears in FY2020 that will provide significant product enhancement for our destination. She noted these grants come before the TDC and County Commission for approval. She further stated the TDC's contract with COCA expires September 30, 2019 and reported the BOCC authorized a once year contract.

Commissioner Desloge moved, seconded by Sharon Priester to have formal discussions regarding the processing of grant funding through COCA during the next fiscal year to determine if there is a more efficient way to administer grant funds to the end-user. Motion passed 8-0.

Tallahassee Sports Council (TSC) Update

Mike Collins, Tallahassee Sports Council (TSC) Chairman, provided updates on recent TSC activity. He announced Bernie Waxman's retirement from FSU Athletics and shared that his retirement recognition would be presented in September for both the TSC and TDC. He noted the establishment of the Sports Grant Review Committee and the additional \$15,000 increase in funding available to provide more

support for grantees. Mr. Collins presented one out-of-cycle \$1,500 grant request for the Florida State Championship Series for review and approval.

Commissioner Desloge moved, seconded by Michelle Personette to approve the FY2019 Sports Event Out of Cycle Grant funding recommendation in the amount of \$1500 for the 2019 Florida State Mountain Bike Championship. The motion passed 8-0.

Mr. Collins gave an update on the status of Tallahassee-Leon County application for International Mountain Biking Association (IMBA) designation. Mr. Collins confirmed the IMBA application is in the final stages of preparation. Kerri Post further clarified the process of self-assessment as a first and necessary step toward the final application and receiving IMBA designation. Mr. Collins gave an update on resurrecting the Tallahassee Sports Hall of Fame as well as an update on Cross-Country events. He shared that the TSC is working with university, city, and sports partners to create an information-sharing body before moving forward with a recommendation for the Sports Complex Feasibility Study. Ms. Post reminded the Council that a motion to conduct the aforementioned study was made during the last TDC meeting. Discussion ensued regarding the importance of meeting with all partners and other communities with success in implementing sports complexes as an essential first step before pursuing the study. Kerri Post clarified that a Bronze is the top level Tallahassee-Leon County can currently obtain based on the elevation of trails in the destination.

VI. EXECUTIVE DIRECTOR'S REPORT

- Ms. Post confirmed the members of the 2019/20 Special and Signature Grants Review Panel are Matt Thompson, Sharon Priester and Michelle Personette who were appointed at the May meeting.
- Ms. Post announced the July 30, 2019, Hurricane Readiness Industry Meeting to be held at the Holiday Inn Tallahassee E Capitol-University.
- Ms. Post provided a staff update, noting that Visit Tallahassee is now fully staffed with the return of Katie Kole as the new Senior Marketing Director. She also introduced summer interns Ahmari Williams, a Leon County Summer Youth Training Program intern from Rickards High School and David Eckmann, who is in his final semester at FSU.
- Ms. Post announced the Thomas A. Waits Distinguished Leadership Awardees presented at the National Tourism Week Luncheon for Tourism Excellence for an Organization went to Springtime Tallahassee and Kelly Dozier for Individual.
- Ms. Post announced Tallahassee's nomination for 2020 *Southern Living* Magazine's South's Best Awards for 2020 in three categories: South's Best City, South's Best College Town and South's Best Garden Shop (Tallahassee Nurseries).

VII. ADDITIONAL BUSINESS: "For the Good of the Cause"

- Kerri Post provided a sample of a Visit Tallahassee reusable straw to TDC members.
- Ms. Post shared destination development news with two new businesses openings including Tomahawks51, Tomahawk Chop Ax Adventures as well as the start of the e-Scooter "pilot" Project.

ADJOURN

There being no further business to come before the Council, the meeting was adjourned at 10:44 a.m.

Attest: Bo Schmitz, Chairman

Attest: Renee Jones, Public Relations & Marketing Specialist

DRAFT

Tourist Development Council
Statement of Cash Flow
Period Ending July 31, 2019

3 3/4-Cents Collections

| Acct # REVENUES | YTD | July | FY 2018/19 | % Revenue | |
|---|------------------------|----------------------|------------------|-----------|----------|
| | Actuals | Actuals | Budget | Received | Variance |
| 312100 Local Option Tax (3 3/4-cents) | \$ 4,481,419.28 | \$ 379,095.65 | \$ 4,267,875 | 105% | 213,544 |
| 361320 Tax Collector FS 125.315 | \$ 6,173.41 | - | - | | 6,173 |
| 361111 Pooled Interest Allocation | \$ 148,799.00 | 63,426.00 | 52,250 | | |
| 362000 Rents & Royalties | \$ - | - | 10,200 | | (10,200) |
| 365000 Merchandise Sales | \$ 8,123.29 | 3,606.23 | 3,200 | | |
| 366500 Special Event Grant Reimbursements | \$ - | - | 12,500 | | |
| 366930 Other Contributions/Partnerships | \$ 1,040.00 | - | 2,400 | | |
| 361300 Interest Inc/FMV Adjustment | \$ 2,077,500.00 | - | - | | |
| 369900 Miscellaneous Revenue | \$ 10,025.00 | - | 94,341 | | |
| 399900 Appropriated Fund Balance | \$ - | - | 720,000 | | |
| Total Estimated Receipts | | | 5,162,766 | | |
| | \$ 6,733,079.98 | \$ 446,127.88 | | | |

| Acct # EXPENDITURES | YTD | July | FY 2018/19 | FY 2018/19 | % Budget | Under/ |
|---|---------------|---------------|---------------|--------------|----------|------------|
| | Actuals | Actuals | Adopt. Budget | Adj. Budget | Spent | (Over) |
| Administration (301) | | | | | | |
| 51200 Salaries & Wages | \$ 168,951.69 | \$ 17,277.34 | \$ 209,782 | \$ 209,782 | 81% | \$ 40,830 |
| 51250 Regular OPS Salaries & Wages | \$ 12,111.83 | 1,208.09 | 16,020 | 16,020 | 76% | 3,908 |
| 51500 Special Pay | \$ 45.39 | - | - | 1,130 | 4% | 1,085 |
| 52100 FICA | \$ 13,379.77 | 1,358.35 | 17,554 | 17,554 | 76% | 4,174 |
| 52200 Retirement Contributions | \$ 29,451.92 | 3,153.74 | 37,910 | 37,910 | 78% | 8,458 |
| 52210 Deferred Compensation | \$ 348.31 | 36.30 | 766 | 766 | 45% | 418 |
| 52300 Life & Health Insurance | \$ 23,226.45 | 2,721.78 | 42,998 | 42,998 | 54% | 19,772 |
| 52400 Workers Compensation | \$ 444.09 | 33.28 | 345 | 345 | 129% | (99) |
| 53400 Other Contractual Services | \$ 86,249.97 | 9,583.33 | 135,500 | 135,500 | 64% | 49,250 |
| 54000 Travel & Per Diem | \$ 4,782.13 | 428.81 | 7,500 | 7,500 | 64% | 2,718 |
| 54101 Communications - Phone System | \$ 280.00 | - | 380 | 380 | 74% | 100 |
| 54300 Utilities-160-950-591001-552 | \$ - | - | 12,270 | 12,270 | 0% | 12,270 |
| 54400 Rental & Leases | \$ 6,350.41 | 1,013.89 | 8,420 | 8,420 | 75% | 2,070 |
| 54505 Vehicle Coverage | \$ 384.00 | - | 384 | 384 | 100% | - |
| 54600 Repair & Maintenance | \$ 160.00 | - | 34,000 | 34,000 | 0% | 33,840 |
| 54601 Vehicle Repair | \$ 157.30 | - | 410 | 410 | 38% | 253 |
| 54900 Other Current Charges | \$ 1,177.28 | 138.59 | 1,971 | 1,971 | 60% | 794 |
| 55100 Office Supplies | \$ 249.75 | - | 1,000 | 1,000 | 25% | 750 |
| 55200 Operating Supplies | \$ 25.13 | - | 3,000 | 3,000 | 1% | 2,975 |
| 55210 Fuel & Oil | \$ 59.78 | - | 415 | 415 | 14% | 355 |
| 55400 Publications, Memberships | \$ 1,249.03 | 50.00 | 2,300 | 2,300 | 54% | 1,051 |
| 55401 Training | \$ 645.64 | 35.00 | 3,000 | 3,000 | 22% | 2,354 |
| Advertising/Public Relations (302) | | | | | | |
| 53400 Other Contractual Services | \$ 990,763.79 | \$ 111,637.24 | \$ 1,566,473 | \$ 1,566,473 | 63% | \$ 575,709 |
| Marketing (303) | | | | | | |
| 51200 Salaries & Wages | \$ 299,935.25 | \$ 35,027.64 | \$ 451,397 | \$ 451,397 | 66% | \$ 151,462 |
| 51210 Regular OPS Salaries & Wages | \$ 12,111.53 | 1,208.11 | 16,020 | 16,020 | 0% | 3,908 |
| 51500 Special Pay | \$ - | - | - | 2,120 | 100% | 2,120 |
| 52100 FICA | \$ 23,244.16 | 2,685.79 | 37,140 | 37,140 | 63% | 13,896 |
| 52200 Retirement Contributions | \$ 24,348.38 | 2,948.24 | 38,864 | 38,864 | 63% | 14,516 |
| 52210 Deferred Compensation | \$ - | - | - | - | | - |
| 52300 Life & Health Insurance | \$ 24,431.91 | 3,289.16 | 75,901 | 75,901 | 32% | 51,469 |
| 52400 Workers Compensation | \$ 1,091.71 | 119.68 | 1,222 | 1,222 | 89% | 130 |
| 53400 Other Contractual Services | \$ 39,092.40 | 1,733.60 | 125,500 | 125,500 | 31% | 86,408 |
| 54000 Travel & Per Diem | \$ 29,235.07 | 2,186.32 | 64,128 | 64,128 | 46% | 34,893 |
| 54100 Communications Services | \$ 2,457.44 | 36.57 | 7,823 | 7,823 | 31% | 5,366 |
| 54101 Communications - Phone system | \$ 1,225.00 | - | 1,225 | 1,225 | 100% | - |
| 54200 Postage | \$ 2,334.72 | - | 38,000 | 38,000 | 6% | 35,665 |
| 54400 Rental & Leases | \$ 1,324.65 | 154.19 | 8,420 | 8,420 | 16% | 7,095 |
| 54700 Printing | \$ 9,220.68 | 3,406.89 | 6,400 | 6,400 | 144% | (2,821) |
| 54800 Promotional Activities | \$ 32,226.61 | 7,707.30 | 53,575 | 103,575 | 31% | 71,348 |
| 54860 TDC Direct Sales Promotions | \$ 22,011.42 | 2,627.51 | 49,662 | 49,662 | 44% | 27,651 |

| | | | | | | | | |
|-------|-----------------------------------|----|------------|-----------|---------|---------|-----|---------|
| 54861 | TDC Community Relations | \$ | 9,140.89 | - | 13,300 | 15,800 | 58% | 6,659 |
| 54862 | TDC Merchandise | \$ | 2,400.00 | - | 5,000 | 5,000 | 48% | 2,600 |
| 54900 | Other Current Charges | \$ | 315,947.21 | 38,450.12 | 523,000 | 562,875 | 56% | 246,928 |
| 54948 | Other Current Chrg - Amphitheater | \$ | 70,000.00 | 30,000.00 | 100,000 | 145,000 | 48% | 75,000 |
| 55100 | Office Supplies | \$ | 1,516.86 | - | 3,700 | 3,700 | 41% | 2,183 |
| 55200 | Operating Supplies | \$ | 1,102.68 | 143.90 | 5,000 | 5,000 | 22% | 3,897 |
| 52250 | Uniforms | \$ | 805.07 | - | 4,000 | 4,000 | 20% | 3,195 |

| Acct # | EXPENDITURES | YTD | July | FY 2018/19 | FY 2018/19 | % Budget | Under/ |
|--------|--|-----------------|---------------|---------------|--------------|----------|---------|
| | | Actuals | Actuals | Adopt. Budget | Adj. Budget | Spent | (Over) |
| | Administration (303)(Continued) | | | | | | |
| 55400 | Publications, Memberships | \$ 8,400.11 | \$ 7,455.94 | \$ 21,253 | \$ 21,253 | 40% | 12,853 |
| 55401 | Training | \$ 1,506.00 | 166.00 | 7,000 | 7,000 | 22% | 5,494 |
| 56400 | Machinery & Equipment | \$ - | - | - | - | | - |
| 58160 | TDC Local T&E | \$ 693.88 | 419.76 | 1,500 | 1,500 | 46% | 806 |
| 58320 | Sponsorship & Contributions | \$ 10,042.00 | - | 26,900 | 36,900 | 27% | 26,858 |
| | Special Events/Grants (304) | \$ - | | | | | |
| 58300 | Grants & Aids | \$ 340,204.02 | 65,988.00 | 615,000 | 666,462 | 51% | 326,258 |
| | Welcome Center CIP (086065) | \$ - | | | | | |
| 56200 | Building | \$ 55,714.66 | 3,241.67 | 100,000 | 100,000 | 56% | 44,285 |
| | Countywide Automation (470) | \$ - | | | | | |
| 54110 | Com-net Communications | \$ 8,650.00 | - | 8,560 | 8,650 | 100% | - |
| 54600 | Repairs and Maintenance | \$ 2,600.00 | - | 2,600 | 2,600 | 100% | - |
| | Risk Allocations (495) | \$ - | | | | | |
| 54500 | Insurance | \$ 7,538.00 | - | 7,538 | 7,538 | 100% | - |
| | Indirect Cost (499) | \$ - | | | | | |
| 54900 | Indirect Cost Charges | \$ - | - | 235,000 | 235,000 | 0% | 235,000 |
| | Line Item Funding - (888) | \$ - | | | | | |
| 58214 | Cultural Facilities Grant Program | \$ 369,822.10 | - | 284,525 | 802,305 | 46% | 432,483 |
| 58215 | Local Arts Agency Program | \$ 1,004,488.68 | - | 1,138,100 | 1,138,100 | 88% | 133,611 |
| | Transfers (950) | \$ - | | | | | |
| 591220 | Transfer to Fund 220 | \$ - | - | - | - | 0% | - |
| 591220 | Transfer to Fund 305 | \$ - | - | - | - | 0% | - |
| | Salary Contingency (990) | \$ - | | | | | |
| 59900 | Other Non-operating Uses | \$ - | - | 50,000 | 50,000 | 0% | 50,000 |
| | Reserve for Fund Balance | \$ - | - | - | - | | - |
| | Total Expenditures | \$ 4,075,356.75 | \$ 357,672.13 | \$ 6,229,651 | \$ 6,949,608 | | |

1 1/4-Cents Collections

| Acct # | REVENUES | YTD | July | FY 2018/19 | FY 2018/19 | % Revenue | Variance |
|--------|--------------------------------|-----------------|---------------|---------------|--------------|-----------|----------|
| | | Actuals | Actuals | Adopt. Budget | Adj. Budget | Received | |
| 312110 | Local Option Tax (1 1/4-cents) | \$ 1,313,588.58 | \$ 126,365.22 | \$ 1,422,625 | \$ 1,422,625 | 92% | 109,036 |
| 361111 | Pooled Interest | \$ - | - | - | - | | - |
| 361320 | Tax Collector FS 125.315 | \$ - | - | - | - | | - |
| 366930 | Refund from Prior Years | \$ - | - | - | - | | - |
| | Total Revenues | \$ 1,313,588.58 | \$ 126,365.22 | \$ 1,422,625 | \$ 1,422,625 | | |

| Acct # | EXPENDITURES | YTD | July | FY 2018/19 | FY 2017/18 | % Budget | Under/ |
|--------|-----------------------------|---------------|---------|---------------|--------------|----------|-----------|
| | | Actuals | Actuals | Adopt. Budget | Adj. Budget | Spent | (Over) |
| 58100 | Aids to Government Agencies | \$ 189,000.00 | \$ - | \$ 5,159,196 | \$ 5,159,196 | 4% | 4,970,196 |
| | Total Expenditures | \$ 189,000.00 | \$ - | \$ 5,159,196 | \$ 5,159,196 | 4% | 4,970,196 |

NOTES TO THE FINANCIAL STATEMENT As of July 31, 2019

REVENUES

¹- Revenue for the 3 3/4-cent collections \$ 379,095.65

² - Revenue for the 1 1/4 -cent collections \$ 126,365.22

EXPENSES

Grant program payments continue for FY19 - \$65,988.00 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 |
|--------|--|----------|----------|---------|----------|-------|-------|-----|------|------|--------|-----------|--------|
| Notes: | <p>(1) Gain/Loss for month and year-to-date are percentage change comparisons to the previous year.</p> <p>(2) The collection of the 3rd Penny Bed Tax began January 1, 1994.</p> <p>(3) These figures represent the total bed taxes collected. Of the total collections, 97% is actually deposited in the Tourist Development Trust Fund.</p> <p>(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.</p> <p>(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%.</p> <p>(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.</p> <p>(7) Collection of 5th Penny began May, 2009. Collection reflected in June Tax Collection report.</p> | | | | | | | | | | | | |

Date Created: Aug 16, 2019

Visit Tallahassee

For the Month of July 2019



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industryinfo@str.com www.str.com

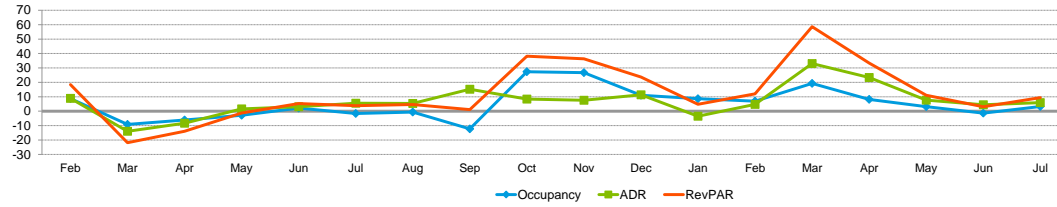
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Source: 2019 STR, Inc. / STR Global, Ltd. trading as "STR".

Tab 2 - Trend Leon County, FL

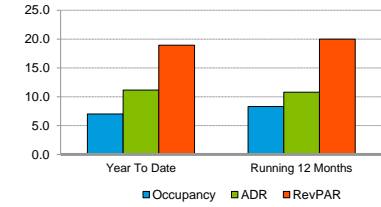
Currency: USD - US Dollar

Visit Tallahassee
For the Month of July 2019

Monthly Percent Change



Overall Percent Change



| Occupancy (%) | 2018 | | | | | | | | | | | | 2019 | | | | | |
|----------------|------|------|------|------|------|------|------|-------|------|------|------|------|------|------|------|------|------|------|
| | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul |
| This Year | 76.0 | 69.8 | 66.7 | 63.3 | 71.5 | 64.4 | 67.9 | 61.6 | 86.3 | 84.1 | 66.6 | 73.1 | 81.3 | 83.2 | 72.2 | 65.3 | 70.5 | 66.5 |
| Last Year | 69.9 | 76.8 | 71.1 | 65.2 | 70.0 | 65.4 | 68.3 | 70.2 | 67.8 | 66.4 | 59.9 | 67.3 | 76.0 | 69.8 | 66.7 | 63.3 | 71.5 | 64.4 |
| Percent Change | 8.7 | -9.2 | -6.1 | -2.8 | 2.1 | -1.6 | -0.6 | -12.2 | 27.4 | 26.7 | 11.1 | 8.6 | 6.9 | 19.2 | 8.2 | 3.1 | -1.4 | 3.3 |

| Year To Date | | |
|--------------|------|------|
| 2017 | 2018 | 2019 |
| 68.0 | 68.3 | 73.0 |
| 64.5 | 68.0 | 68.3 |
| 5.4 | 0.4 | 7.0 |

| Running 12 Months | | |
|-------------------|------|------|
| 2017 | 2018 | 2019 |
| 66.9 | 67.5 | 73.1 |
| 61.6 | 66.9 | 67.5 |
| 8.6 | 0.9 | 8.3 |

| ADR | 2018 | | | | | | | | | | | | 2019 | | | | | |
|----------------|--------|--------|--------|--------|-------|-------|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|-------|
| | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul |
| This Year | 109.36 | 94.09 | 98.28 | 107.20 | 91.28 | 86.77 | 99.80 | 119.61 | 128.60 | 120.94 | 101.15 | 106.10 | 114.55 | 125.18 | 121.22 | 115.39 | 95.40 | 91.93 |
| Last Year | 100.41 | 109.35 | 107.20 | 105.52 | 88.56 | 82.23 | 94.74 | 103.81 | 118.57 | 112.40 | 90.84 | 109.96 | 109.36 | 94.09 | 98.28 | 107.20 | 91.28 | 86.77 |
| Percent Change | 8.9 | -14.0 | -8.3 | 1.6 | 3.1 | 5.5 | 5.3 | 15.2 | 8.5 | 7.6 | 11.3 | -3.5 | 4.7 | 33.0 | 23.3 | 7.6 | 4.5 | 6.0 |

| Year To Date | | |
|--------------|-------|--------|
| 2017 | 2018 | 2019 |
| 98.30 | 99.41 | 110.50 |
| 93.75 | 98.30 | 99.41 |
| 4.8 | 1.1 | 11.2 |

| Running 12 Months | | |
|-------------------|--------|--------|
| 2017 | 2018 | 2019 |
| 100.62 | 101.37 | 112.32 |
| 96.56 | 100.62 | 101.37 |
| 4.2 | 0.7 | 10.8 |

| RevPAR | 2018 | | | | | | | | | | | | 2019 | | | | | |
|----------------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|-------|-------|-------|--------|-------|-------|-------|-------|
| | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul |
| This Year | 83.09 | 65.65 | 65.60 | 67.91 | 65.24 | 55.86 | 67.73 | 73.66 | 110.99 | 101.72 | 67.32 | 77.54 | 93.08 | 104.14 | 87.52 | 75.38 | 67.24 | 61.11 |
| Last Year | 70.17 | 84.00 | 76.23 | 68.77 | 61.98 | 53.79 | 64.71 | 72.85 | 80.35 | 74.59 | 54.44 | 73.97 | 83.09 | 65.65 | 65.60 | 67.91 | 65.24 | 55.86 |
| Percent Change | 18.4 | -21.8 | -13.9 | -1.3 | 5.3 | 3.8 | 4.7 | 1.1 | 38.1 | 36.4 | 23.7 | 4.8 | 12.0 | 58.6 | 33.4 | 11.0 | 3.1 | 9.4 |

| Year To Date | | |
|--------------|-------|-------|
| 2017 | 2018 | 2019 |
| 66.85 | 67.86 | 80.72 |
| 60.49 | 66.85 | 67.86 |
| 10.5 | 1.5 | 18.9 |

| Running 12 Months | | |
|-------------------|-------|-------|
| 2017 | 2018 | 2019 |
| 67.32 | 68.46 | 82.15 |
| 59.48 | 67.32 | 68.46 |
| 13.2 | 1.7 | 20.0 |

| Supply | 2018 | | | | | | | | | | | | 2019 | | | | | |
|----------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul |
| This Year | 150,052 | 172,329 | 169,470 | 175,119 | 169,470 | 175,119 | 175,119 | 169,470 | 175,119 | 170,790 | 179,676 | 179,676 | 162,260 | 179,645 | 173,820 | 179,614 | 173,820 | 179,614 |
| Last Year | 153,132 | 169,539 | 164,070 | 169,539 | 164,070 | 167,679 | 167,679 | 160,770 | 166,129 | 160,770 | 166,129 | 166,129 | 150,052 | 172,329 | 169,470 | 175,119 | 169,470 | 175,119 |
| Percent Change | -2.0 | 1.6 | 3.3 | 3.3 | 3.3 | 4.4 | 4.4 | 5.4 | 5.4 | 6.2 | 8.2 | 8.2 | 10.8 | 4.2 | 2.6 | 2.6 | 2.6 | 2.6 |

| Year To Date | | |
|--------------|-----------|-----------|
| 2017 | 2018 | 2019 |
| 1,157,568 | 1,177,688 | 1,228,449 |
| 1,160,307 | 1,157,568 | 1,177,688 |
| -0.2 | 1.7 | 4.3 |

| Running 12 Months | | |
|-------------------|-----------|-----------|
| 2017 | 2018 | 2019 |
| 1,994,693 | 1,999,165 | 2,098,623 |
| 1,998,741 | 1,994,693 | 1,999,165 |
| -0.2 | 0.2 | 5.0 |

| Demand | 2018 | | | | | | | | | | | | 2019 | | | | | |
|----------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul |
| This Year | 114,013 | 120,241 | 113,121 | 110,932 | 121,132 | 112,736 | 118,844 | 104,371 | 151,144 | 143,639 | 119,583 | 131,315 | 131,849 | 149,449 | 125,497 | 117,336 | 122,510 | 119,394 |
| Last Year | 107,014 | 130,239 | 116,673 | 110,499 | 114,820 | 109,674 | 114,528 | 112,831 | 112,576 | 106,886 | 99,561 | 111,751 | 114,013 | 120,241 | 113,121 | 110,932 | 121,132 | 112,736 |
| Percent Change | 6.5 | -7.7 | -3.0 | 0.4 | 5.5 | 2.8 | 3.8 | -7.5 | 34.3 | 34.6 | 20.1 | 17.5 | 15.6 | 24.3 | 10.9 | 5.8 | 1.1 | 5.9 |

| Year To Date | | |
|--------------|---------|---------|
| 2017 | 2018 | 2019 |
| 787,231 | 803,926 | 897,350 |
| 787,231 | 803,926 | 897,350 |
| 5.2 | 2.1 | 11.6 |

| Running 12 Months | | |
|-------------------|-----------|-----------|
| 2017 | 2018 | 2019 |
| 1,334,541 | 1,350,108 | 1,534,931 |
| 1,231,165 | 1,334,541 | 1,350,108 |
| 8.4 | 1.2 | 13.7 |

| Revenue | 2018 | | | | | | | | | | | | 2019 | | | | | |
|----------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul |
| This Year | 12,468,178 | 11,313,515 | 11,117,949 | 11,892,133 | 11,057,012 | 9,781,574 | 11,860,602 | 12,483,856 | 19,436,995 | 17,371,918 | 12,096,103 | 13,932,750 | 15,103,204 | 18,707,564 | 15,212,739 | 13,539,849 | 11,687,317 | 10,976,324 |
| Last Year | 10,745,310 | 14,241,843 | 12,507,133 | 11,659,475 | 10,168,737 | 9,019,039 | 10,850,258 | 11,712,885 | 13,348,246 | 11,991,909 | 9,044,556 | 12,288,057 | 12,468,178 | 11,313,515 | 11,117,949 | 11,892,133 | 11,057,012 | 9,781,574 |
| Percent Change | 16.0 | -20.6 | -11.1 | 2.0 | 8.7 | 8.5 | 9.3 | 6.6 | 45.6 | 44.9 | 33.7 | 13.4 | 21.1 | 65.4 | 36.8 | 13.9 | 5.7 | 12.2 |

| Year To Date | | |
|--------------|------------|------------|
| 2017 | 2018 | 2019 |
| 77,384,674 | 79,918,417 | 99,159,748 |
| 70,181,650 | 77,384,674 | 79,918,417 |
| 10.3 | 3.3 | 24.1 |

| Running 12 Months | | |
|-------------------|-------------|-------------|
| 2017 | 2018 | 2019 |
| 134,282,871 | 136,866,271 | 172,409,221 |
| 118,879,591 | 134,282,871 | 136,866,271 |
| 13.0 | 1.9 | 26.0 |

| Census % | 2018 | | | | | | | | | | | | 2019 | | | | | |
|----------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul |
| Census Props | 57 | 59 | 60 | 60 | 60 | 60 | 60 | 60 | 60 | 60 | 61 | 61 | 61 | 61 | 61 | 61 | 61 | 61 |
| Census Rooms | 5359 | 5559 | 5649 | 5649 | 5649 | 5649 | 5649 | 5649 | 5649 | 5693 | 5796 | 5796 | 5795 | 5795 | 5794 | 5794 | 5794 | 5794 |
| % Rooms Participants | 90.4 | 90.7 | 90.9 | 90.9 | 90.9 | 90.9 | 90.9 | 89.3 | 89.3 | 89.4 | 89.5 | 89.5 | 89.5 | 89.5 | 89.5 | 89.5 | 89.5 | 89.5 |

A blank row indicates insufficient data.

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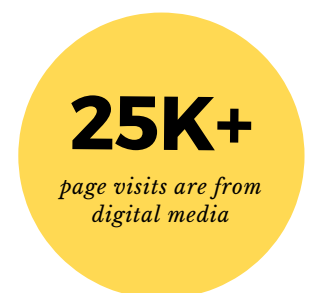
JUNE 2019 - JULY 2019 HIGHLIGHTS

- The Seasoned Local newsfeed ad campaign generated a 16.98% ad recall lift rate.
- The Experience Tallahassee Sweepstakes promoted a summer getaway focusing on the outdoors and waterways in the area.
 - This promotion resulted in over 4,000 entries and was the second best performing sweepstakes this year.

| 2018 - 2019 KPIS: | % TO GOAL (AS OF JULY 2019) | MoM | YTD |
|--|--------------------------------------|-----|-----|
| Increase website traffic by 20% (Goal: 756,606 sessions) | 547,766 (72.40% to goal) | ↑ | ↓ |
| Increase average time on the website to exceed three minutes | 2:08 (69.03% to goal) | ↑ | ↓ |
| Increase story placements in national, regional, niche magazines, newspapers, online and broadcast in identified DMAs by 10% (158 YTD) | 104 placements (65.82% to goal) | ↑ | ↓ |
| Achieve 20% in Trailahassee.com website traffic (30,428 sessions) | 26,522 (87.16% to goal) | ↑ | ↑ |
| Increase Facebook engagement by 15% (Goal: 451,970) | 238,490 engagements (52% to goal) | ↑ | ↓ |
| Increase Twitter engagement by 15% (Goal: 94,041) | 15,247 engagements (35% to goal) | ↑ | ↓ |
| Increase Instagram engagement by 15% (Goal: 94,041) | 230,021 engagements (244% to goal) | ↑ | ↑ |
| Increase the use of #iHeartTally by 15% across social platforms | 52,270,664 impressions (19% to goal) | ↑ | ↓ |
| 20% increase in the consumer database opt-ins | 169,904 (102.13% to goal) | ↑ | ↑ |
| Public Relations Impressions (Goal: 85M) | 124,384,456 (146.33% to goal) | ↑ | ↑ |
| Public Relations Publicity Value (Goal: \$475,000) | \$1,049,357 (220.92% to goal) | ↑ | ↑ |
| Public Relations Media Experiences (Goal: 16-24) | 4 (25% to goal) | → | ↓ |
| Public Relations Radio Promotions (Goal: 8) | 7 (87.5% to goal) | ↑ | ↓ |
| Public Relations Co-op Promotions (Goal: 2) | 1 (50% to goal) | → | ↓ |

MEDIA HIGHLIGHTS: JUN 2019 - JUL 2019

- Digital media has driven 25,599 page visits to the site
- 5,866,678 Million Digital Media Impressions
- Paid Search made up 14.80% of total site traffic and totaled 11,187 conversions which is a 33% increase over previous period





WEBSITE: JUN 2019 - JUL 2019

- VisitTallahassee.com had 199,910 total page views
- Top locations for site visits included: Florida at 52%, Georgia at 12% and Virginia at 3.7%
- While total sessions dropped in the summer as we typically see due to seasonality, pages per visit and average time on site were up compared April and May.

14%

increase in average time on site

60%

of web traffic was via mobile devices

SOCIAL MEDIA: JUN 2019 - JUL 2019

- Garnered 1,417 new followers. Contributing to 10% of the percentage to goal.
- The Experience Tallahassee Sweepstakes garnered 442K+ Impressions. Contributing 33% of the month's overall impressions.



230,000+

Engagements in June & July 2019



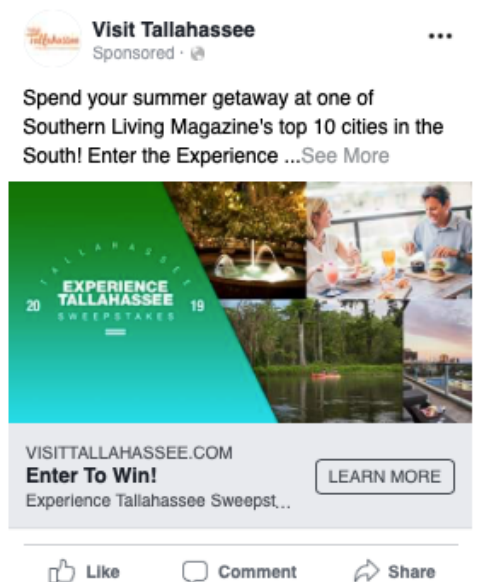
15,200+

Engagements in June & July 2019



16,900+

Engagements in June & July 2019



PR HIGHLIGHTS: JUN 2019 - JUL 2019

- Coming out of the media mission in Birmingham, Bradley's Country Store was featured in Southern Living which reached an audience of over 3.1 million
- Engaged local influencer 30Something&Thiving to promote our Seasoned Local campaign, reaching her audience of over 12k Instagram followers
- The June issue of Upscale Magazine featured Nefetari's Fine Cuisine & Spirits in a round-up of black vegan and vegetarian restaurants in the South.





GOAL AT A GLANCE

FY2019

**Room Nights Goal:
38,370**

YTD Room Nights: 35,314

**Room Nights for
June & July: 4,136**

ON THE HORIZON

- Finalizing site plans for construction at Apalachee Regional Park of enhancements of the awards stage and finish line.
- New Sports micro-website is expected to launch in September.

OUT & ABOUT



TLH Soccer Club during their inaugural season. The Battle Lions would go on to win the east division championship!

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

- Developed plans for the 2019 cross country events and FHSAA Football Championships.
- Conducted a site visit at Gene Cox Stadium with Leon County Schools staff to identify event setup needs for the FHSAA Football Championships.
- Compiled the information needed to complete the International Mountain Bike Associations self-assessment for the future community designation.
- Assisted individuals and organizations submitting applications for the Leon County Sports Event Grant Program. Reviewed, assembled, organized books for the review and scoring by the review committee.
- Worked with Visitor Services to develop a plan for promotional items to distribute at targeted sports events.

EVENTS HOSTED (ANTICIPATED NUMBERS)

- AAU Track & Field Regional Qualifier (June 20-23), Capital City Challenge Session (July 27-28), Ernie Sims Track Invitational (July 13), Jacksonville Storm Fast Pitch Softball Showcase (July 5-7), Comets Big Bend Showdown (July 26-28), and Gold Star Elite Invitational (June 21-23).
- Hosted six events for an estimated total of 5,648 visitors, 4,136 room nights and \$2,461,311 in direct spending.

LEADS DISTRIBUTED (ANTICIPATED NUMBERS)

- Sent five leads accounting for 7,682 visitors, 2,252 room nights and an estimated \$1,654,321 in direct spending.



GOAL AT A GLANCE

FY2019

**Room Nights Goal:
9,613**

YTD Room Nights: 9,045

**Room Nights for
June & July: 95**

ON THE HORIZON

- Working with the Tallahassee Mountain Bike Association to host the inaugural Tallahassee Mountain Bike Festival slated for March 2020.

OUT & ABOUT



Leisure Sales Director, Katie Gardocki hands out treats to visiting athletes participating at the AAU Track & Field Regional Qualifiers in June.

MISSION STATEMENT

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

HIGHLIGHTS

- Compiled and distributed bi-weekly "Happenings ALL Around Town" to partners.
- Assisted event coordinators with grant applications and reviewed multiple post-event grant forms.
- Assisted the Roulhac Family with venue and hotel options for the 2020 Roulhac Family Reunion.
- Met with Jessica Rooney with Complex Sports and Entertainment at FSU to discuss the new Seminole Experience Tour.
- Attended the Tallahassee Mountain Bike Association planning meeting for the Tallahassee Mountain Bike Festival and SORBA Conference in March 2020.
- Provided High School Cross Country Coaches with registration information for the 2019 FSU Invitational / Pre-State Cross Country Meet.
- Secured staff and official hotel rooms for 2019 FSU Invitational/Pre-State Meet, FHSAA Cross Country State Championships and the USATF Junior Olympic Cross Country Regional Championships.

LEADS DISTRIBUTED (ANTICIPATED NUMBERS)

- Roulhac Family Reunion – with an estimated 125 room nights and 50 out of town visitors.
- Market Days – with an estimated 5,000 room nights and 6,000 out of town visitors.



GOAL AT A GLANCE

FY2019

**Room Nights Goal:
8,702**

YTD Room Nights: 8,158

**Room Nights for
June & July: 300**

ON THE HORIZON

- Visit Tallahassee will be exhibiting at the Florida Society of Association Executives (FSAE) Education Expo-Tallahassee, October 2 that includes four partners.

OUT & ABOUT



Meetings & Conventions Director, Janet Roach attends the July FSAE annual conference in Jacksonville.

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

- Assisted Florida A&M University regarding the hiring a meeting planner for the National Oceanic and Atmospheric Administrative Center for Coastal and Marine Systems Ecosystems Conference that will be held in Tallahassee, March 29-April 1.
- Attended the Florida Society of Association Executives (FSAE) Annual Conference in Jacksonville, FL and met with attendees to promote Tallahassee as a vibrant and emerging city for association meetings.
- Attended and exhibited at the Society of Government Meeting Professional (SGMP) Central Florida Education Day in Gainesville.
- Hosted the Society of Government Meeting Professionals (SGMP) Florida Capital Chapter July monthly meeting with partner Four Points by Sheraton and showcased Bricks and Brass as a meeting/event venue.

EVENTS HOSTED (ANTICIPATED NUMBERS)

- Hosted Desert of Florida (June 1-2, 2019) with 300 visitors, 300 room nights and an estimated \$1,084,736 in direct spending.

LEADS DISTRIBUTED (ANTICIPATED NUMBERS)

- Mu Alpha Theta State Championship (January 10-11, 2020), Florida Independent Automobile Dealers Association (January 21-23, 2020), Signatur Equipovision (February 2020), and Southern Mountain Bike Summit (March 19-21, 2020)
- Estimated combined total of 1,768 room nights, 5,155 visitors, and \$1,219,253 in direct spending.



GOALS AT A GLANCE



YTD Media Stories: 224
Media Stories
June & July: **47**



YTD Media Value
\$2,389,288

Media Value for
June & July: **\$969,572**



YTD Social Media
Engagements: 339,000

Facebook Followers: 64,571
Instagram Followers: 13,800
Twitter Followers: 13,500



"Experience Tallahassee"
Sweepstakes

Entries: 4,281
Emails Sent: 271,000
Digital Impressions: 442,000

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

- Staffing update: Katie Kole joined us as Senior Marketing Director on July 1.
- Joined Matt Thompson & Eric Pounders on "For the Table" podcast to promote the Seasoned Local program.
- Hosted the Emergency Readiness industry forum on July 30 with approximately 40 partners in attendance, along with Mathieu Cavell of CMR, Cristina Paredes of OEV, and Kevin Peters of Emergency Management.
- Coordinated interviews for Kerri Post with WCTV, WFSU, and Live! In Tallahassee regarding Tallahassee's three nominations for Southern Living Magazine's Best of South Awards.
- Executed the "Experience Tallahassee" sweepstakes with a giveaway of a trip for two to Tallahassee including hotel, meals, and experiences.
- Assisted journalist Nancy Moreland with content for a Chicago Tribune story that will run in January 2020
- Attended the Public Relations Society of America's Travel and Tourism Conference in Philadelphia, PA.
- Attended the Travel Media Showcase in Atlanta, GA, and met with 30 travel journalists for desk-side meeting.

ON THE HORIZON

- Working with The Zimmerman Agency to develop a comprehensive marketing plan and creative materials for the upcoming advertising campaign due to launch in October.
- Development of the Visit Tallahassee mobile app has started.
- Hosting several social media influencers on a FAM trip to Tallahassee in September.

OUT & ABOUT



Watch for the Visit Tallahassee van with new graphics wrap!



AT A GLANCE

FY2020 Grant Applications Processed

Signature = 3
Emerging Signature = 2
Special = 24
Sports = 56 (1st Cycle)

FY2019 Post Event Reports Processed

Signature = 8 of 8
Emerging Signature = 2 of 2
Special = 16 of 24
Sports = 30 of 63



YTD Welcome Packs Distributed: 26,583

Welcome Packs Distributed June & July: 5,228



YTD Walk-Ins at Visitor Center: 1,967

Visitors for June & July: 489



YTD Gift Shop Sales: \$8,123.29

Gift Shop Sales for June & July: \$1,965.19

MISSION STATEMENT

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

HIGHLIGHTS

- Hosted two 2019/20 Leon County Tourism Grant Cycle application workshops and public review meeting, held June 11 and July 9 at the Leroy Collins Leon County Public Library.
- Oversaw the Signature, Special and Sports grant programs through the review, processing, tracking and organization of grant contracts and post event reports.
- Welcomed Barbara Dombrowski to the team as a Visitor Information Center part-time receptionist and supervised summer intern Ahmari Williams
- Assisted Sports and Sales Departments by ordering promotional items for upcoming groups and events.
- Added new inventory to Visitor Center Gift Shop in response to increased demand for Tallahassee branded merchandise.
- Worked with Marketing Department to distribute items to participants of the Seasoned Local Campaign.
- Produced a sidewalk-sign to attract more foot-traffic attention to the Gift Shop.

ON THE HORIZON

- Grantee notifications will be distributed pending approval of amounts, allowing recipients to begin planning their events.

OUT & ABOUT

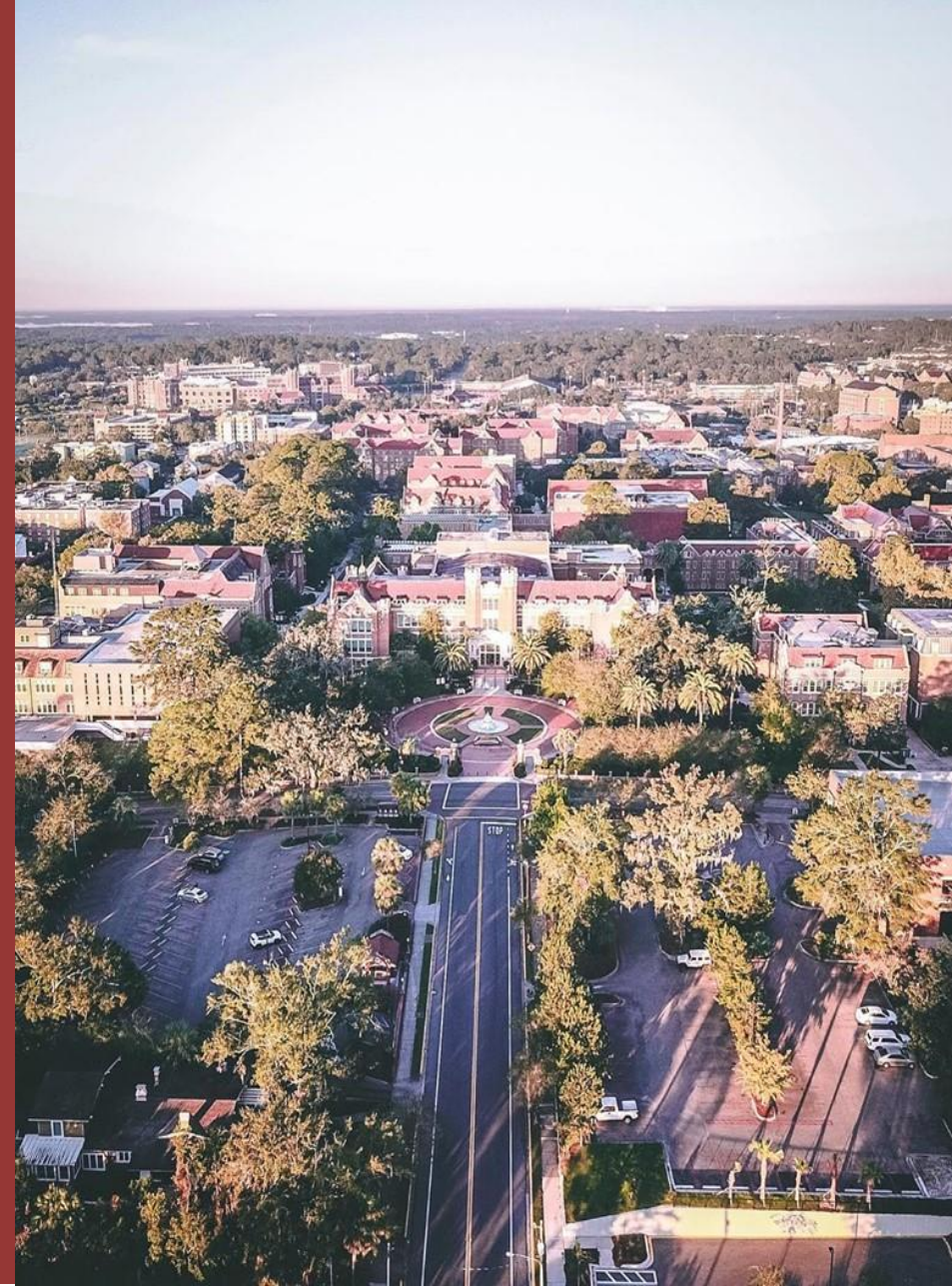


#iHeartTally branded re-usable drinking straws for sale at the Visitor Information Center Gift Shop.

LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

April – June 2019 Visitor Tracking Study

Phillip Downs, Ph.D.
Joseph St. Germain, Ph.D.
Rachael Anglin
Isiah Lewis
Glencora Haskins



Visit
Tallahassee
A Division of Leon County

DS downs & st. germain
RESEARCH

STUDY OBJECTIVES: VISITOR JOURNEY

Pre-Visit

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

Travel Party Profile

- Visitor origin
- Party size
- Party composition
- Demographics

Trip Experience

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

Post Trip Evaluation

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

Economic Impact on Destination

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

METHODOLOGY

Visitor Tracking Study

- Visitor tracking is completed through the use of internet surveys and in-person interviewing in areas throughout Leon County, including hotels, parks, and events. Tracking data is derived from 675 completed interviews of visitors to Leon County.

Data Collection

- Quarterly visitor tracking is performed in Leon County to render visitor profiles. This report is based on visitors who came to Leon County between April 1st, 2019 and June 30th, 2019.

EXECUTIVE SUMMARY



STUDY OBJECTIVES: VISITOR JOURNEY



TOURISM SNAPSHOT: APRIL – JUNE 2019

| | April – June 2018 | April – June 2019 | Percent Change |
|-----------------------|-------------------|-------------------|----------------|
| Visitors | 613,300 | 629,614 | +2.7% |
| Direct Expenditures* | \$136,279,300 | \$155,482,700 | +14.1% |
| Total Economic Impact | \$215,321,300 | \$245,662,700 | +14.1% |

| | April – June 2018 | April – June 2019 | Percent Change |
|--------------------|-------------------|-------------------|----------------|
| Occupancy** | 67.2% | 69.3% | +3.1% |
| Room Rates** | \$98.56 | \$110.68 | +12.3% |
| RevPAR** | \$66.23 | \$76.70 | +15.8% |
| Room Nights | 347,955 | 374,468 | +7.6% |
| TDT Collections*** | \$1,490,104 | \$1,946,224 | +30.6% |

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

** From STR Report

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



STUDY OBJECTIVES: VISITOR JOURNEY



TRIP PLANNING CYCLE

- » **64%** of visitors planned their trip to Leon County a month or less in advance
- » Tallahassee was **92%** of visitors' primary destination.



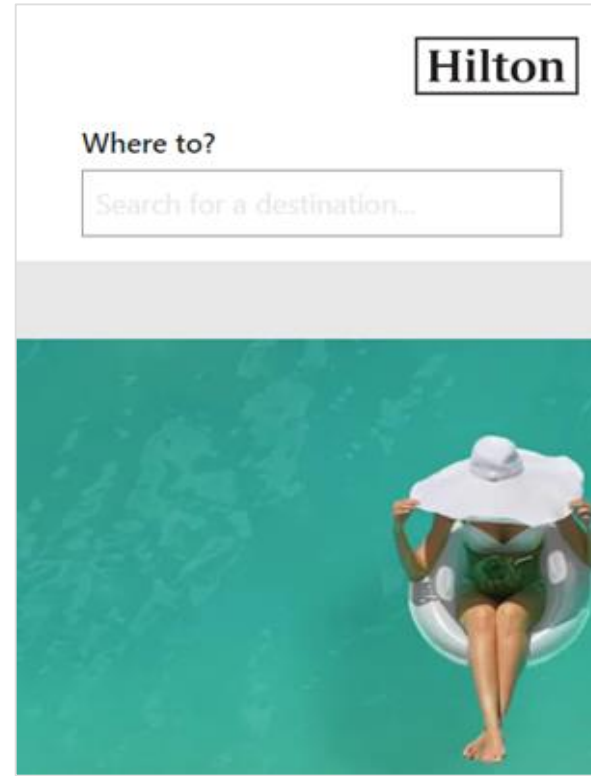
TRIP PLANNING SOURCES



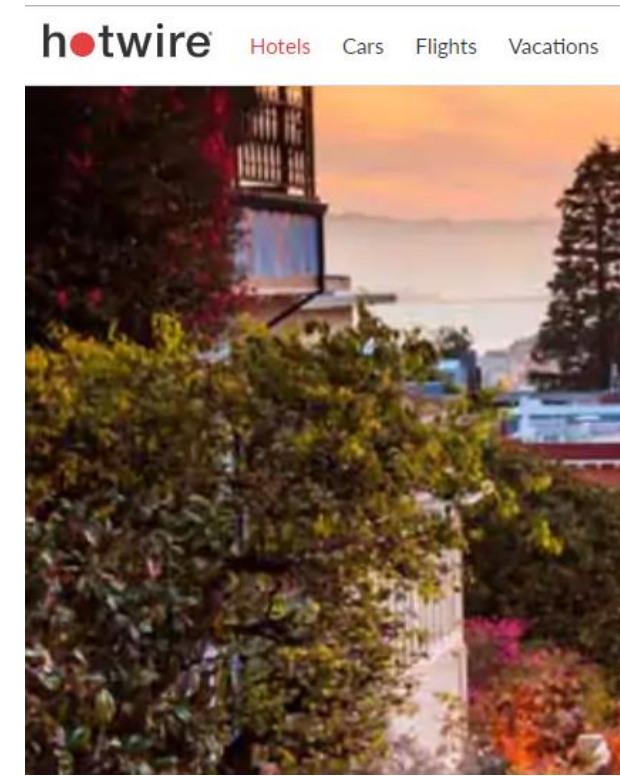
38% Search on Google



29% Talk to friends/family



23% Hotel/resort website



16% Online travel agency

TOP REASONS FOR VISITING



30% Visit friends/family



22% Conference/meeting



17% Education-related



14% Special event

TRANSPORTATION

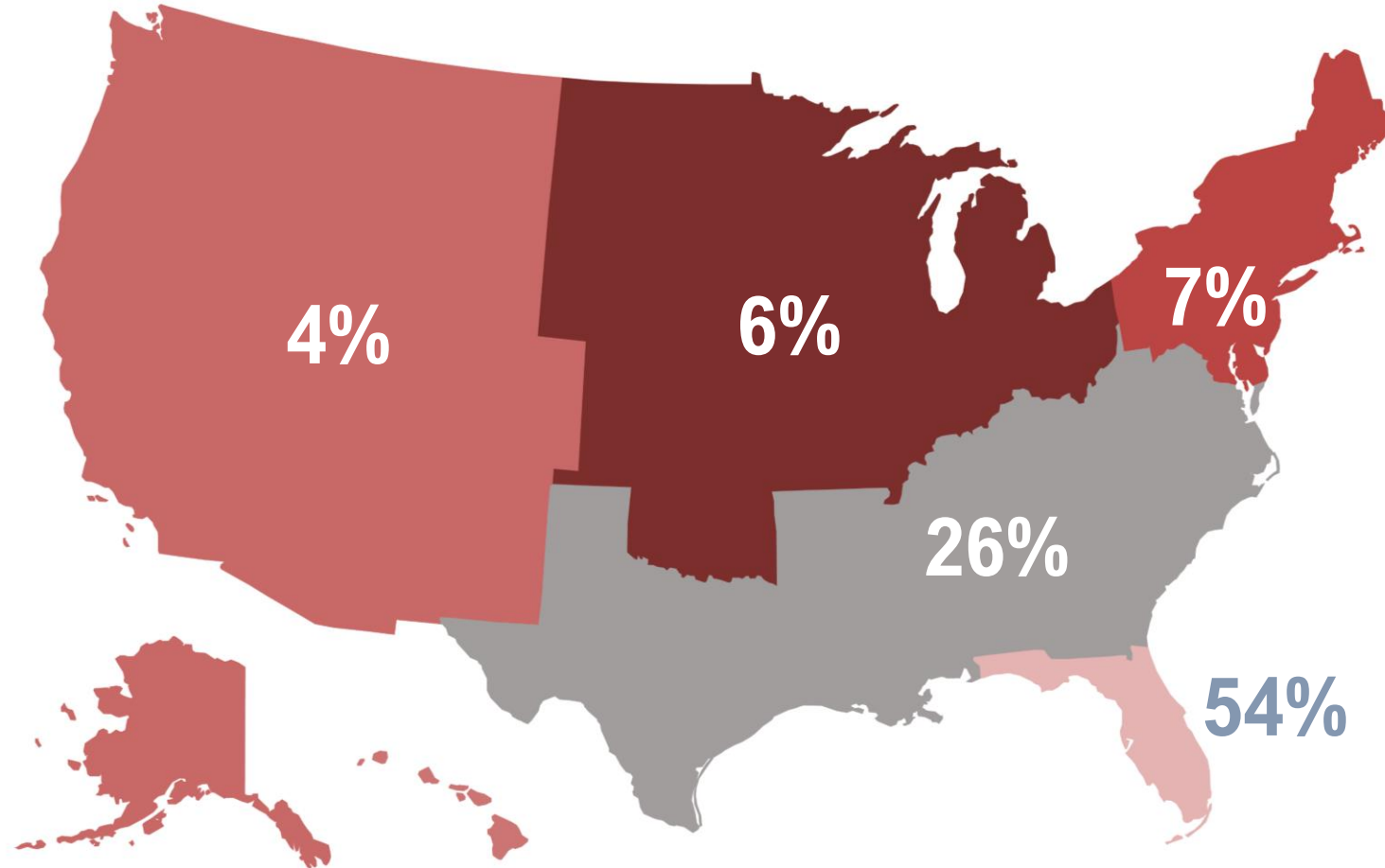
- » **82%** of visitors drove to Leon County
- » Leon County was the primary destination for **89%** of visitors



STUDY OBJECTIVES: VISITOR JOURNEY



REGION OF ORIGIN



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

TOP MARKETS OF ORIGIN



17% Miami – Ft. Lauderdale



10% Atlanta



6% Tampa Bay area



6% Orlando



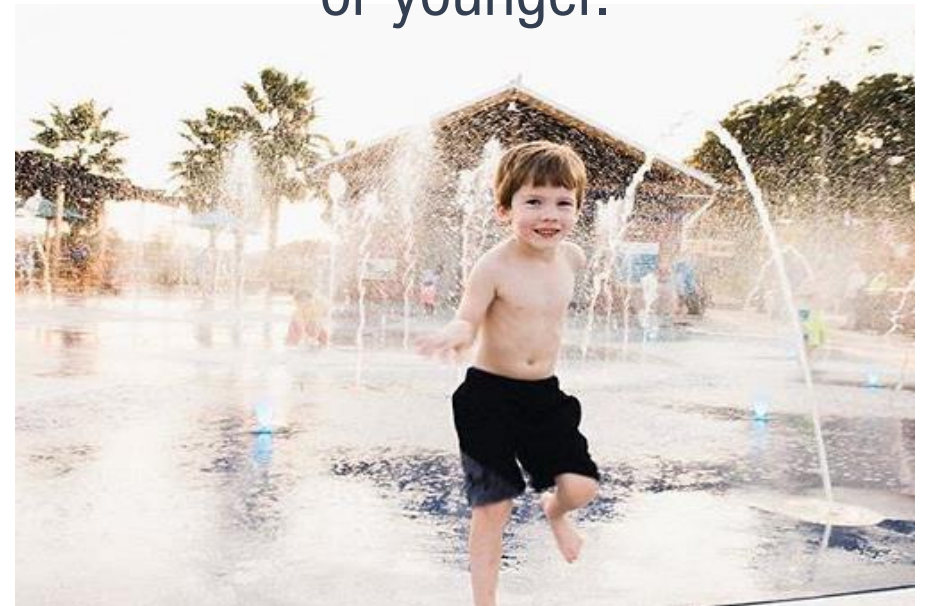
5% Jacksonville

TRAVEL PARTIES

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



21% traveled with at least one person under the age of 20, while **10%** traveled with children age 12 or younger.



VISITOR PROFILE

- » The typical Leon County Visitor:
 - » Is **44** years old
 - » Earns **\$91,000** per year
 - » Is male **(51%)**
 - » Has a college degree **(77%)**
 - » Is married **(66%)**
 - » Is Caucasian **(68%)**



STUDY OBJECTIVES: VISITOR JOURNEY



OVERNIGHT ACCOMMODATIONS



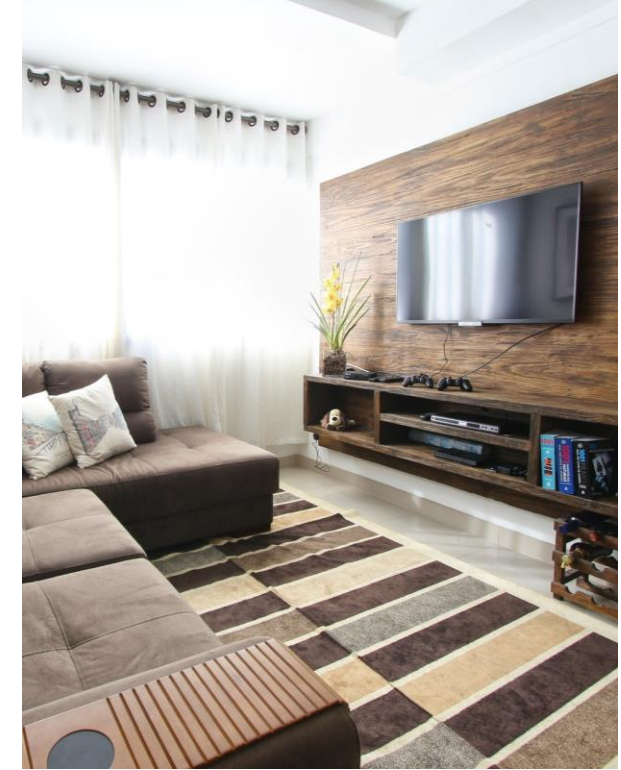
69% Hotel/motel



21% Friends/family home



4% Personal second home



2% Vacation rental home

OVERNIGHT VISITORS

» Typical visitors spent **3.1** nights in Leon County



VISITS TO TALLAHASSEE – LEON COUNTY

- » **25%** were first time-visitors to Leon County
- » **22%** had previously visited more than 10 times



ACTIVITIES DURING VISIT



61% Restaurants



36% Visit friends/family



27% Relax/unwind



25% Family time

VISITOR SPENDING

- » Visitors spent **\$251** per day in Leon County on lodging, dining, groceries, entertainment, transportation, and other expenditures
- » Typical visitors spent **\$778** over the course of their trip



FINDING THEIR WAY AROUND

- » **99%** of visitors to Leon County owned a smartphone/tablet
- » **2 in 3** visitors used their smartphone/tablet to get around Leon County and find things to do



STUDY OBJECTIVES: VISITOR JOURNEY

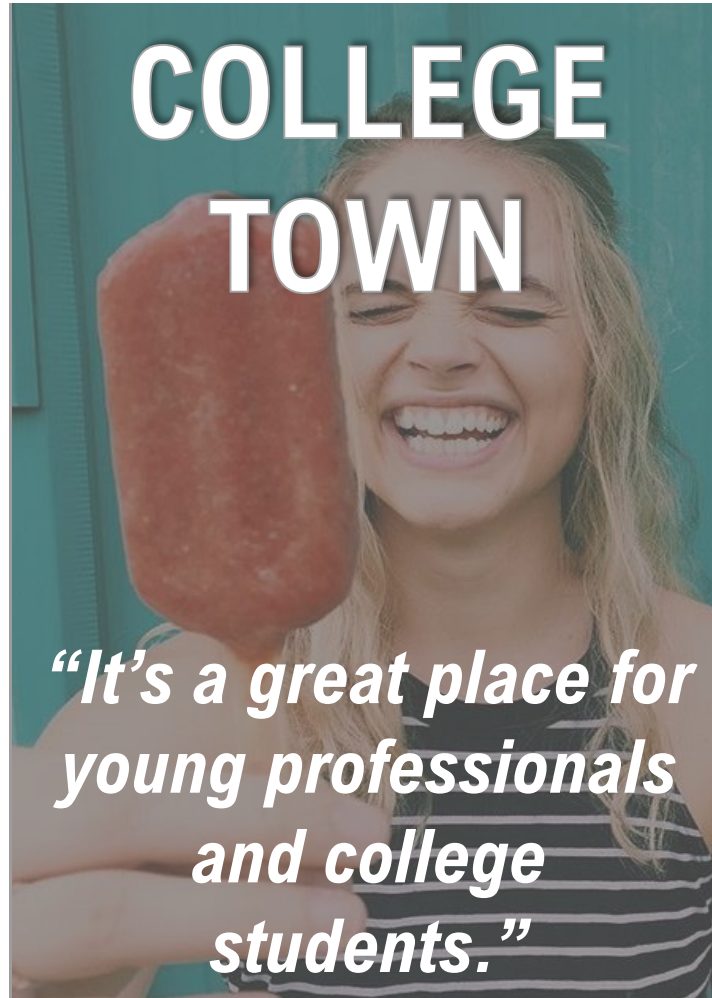


VISITOR SATISFACTION

- » Visitors gave Leon County a rating of **7.8** out of 10 as a place to visit
- » **88%** of visitors will return to Leon County



PERCEPTIONS OF TALLAHASSEE – LEON COUNTY



DETAILED FINDINGS



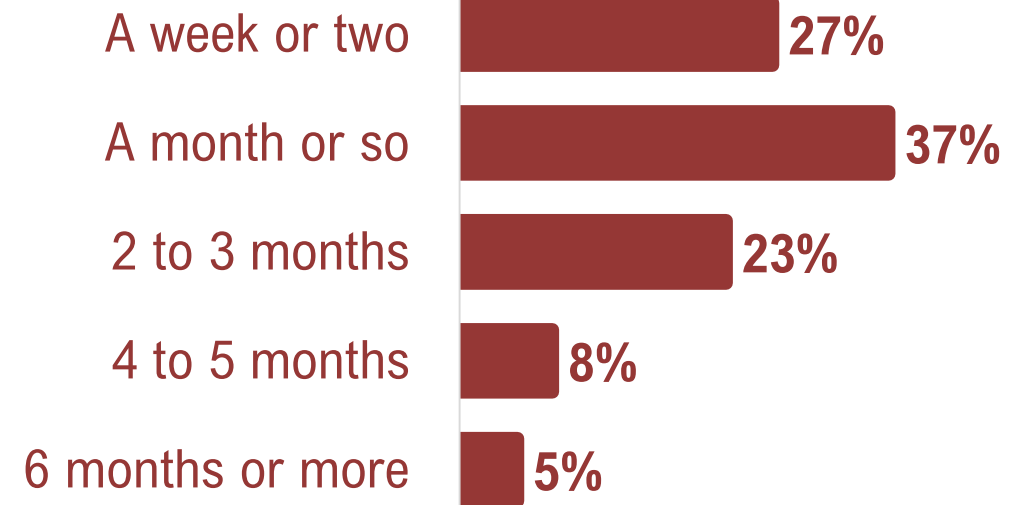
STUDY OBJECTIVES: VISITOR JOURNEY



TRIP PLANNING CYCLE



2 in 3 visitors planned their trip to Leon County a month or less in advance



TRIP PLANNING SOURCES*



2 in 5 visitors planned their trip to Leon County by searching on Google



*Multiple responses permitted.

REASONS FOR VISITING*



30% of visitors came to Leon County to visit friends and family

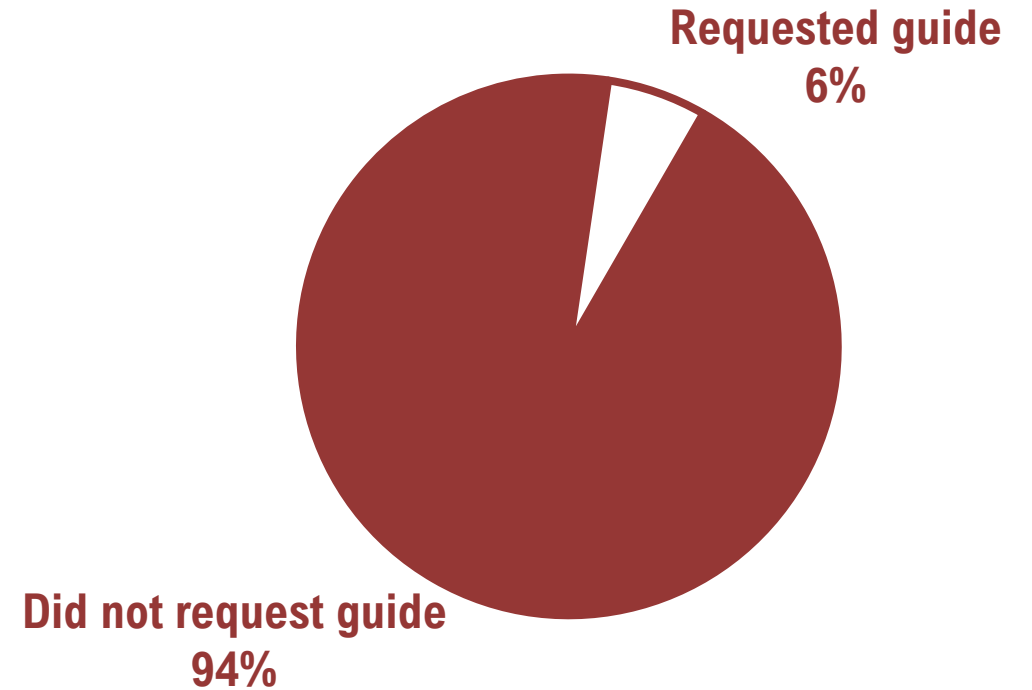


*Multiple responses permitted.

VISITORS GUIDE



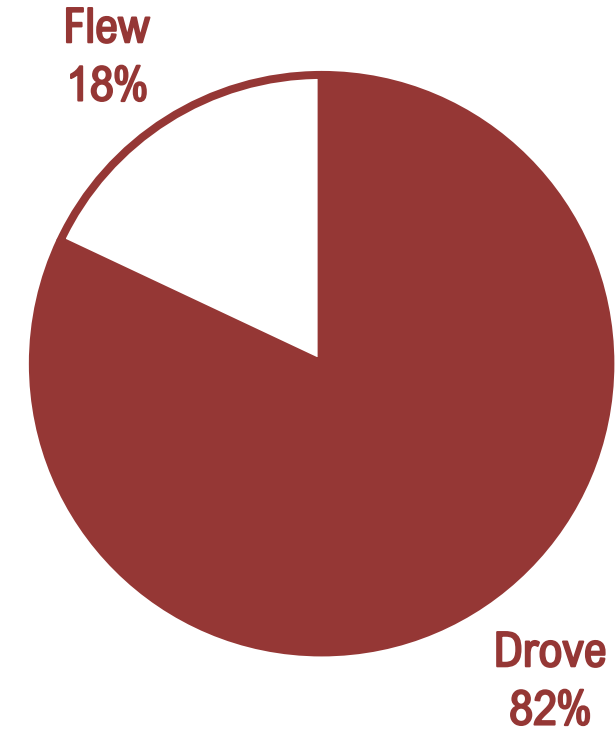
6% of visitors requested a Visitors Guide prior to their trip to Leon County



TRANSPORTATION

»»» **9 in 10** visitors indicated that Leon County was the primary destination for their trip

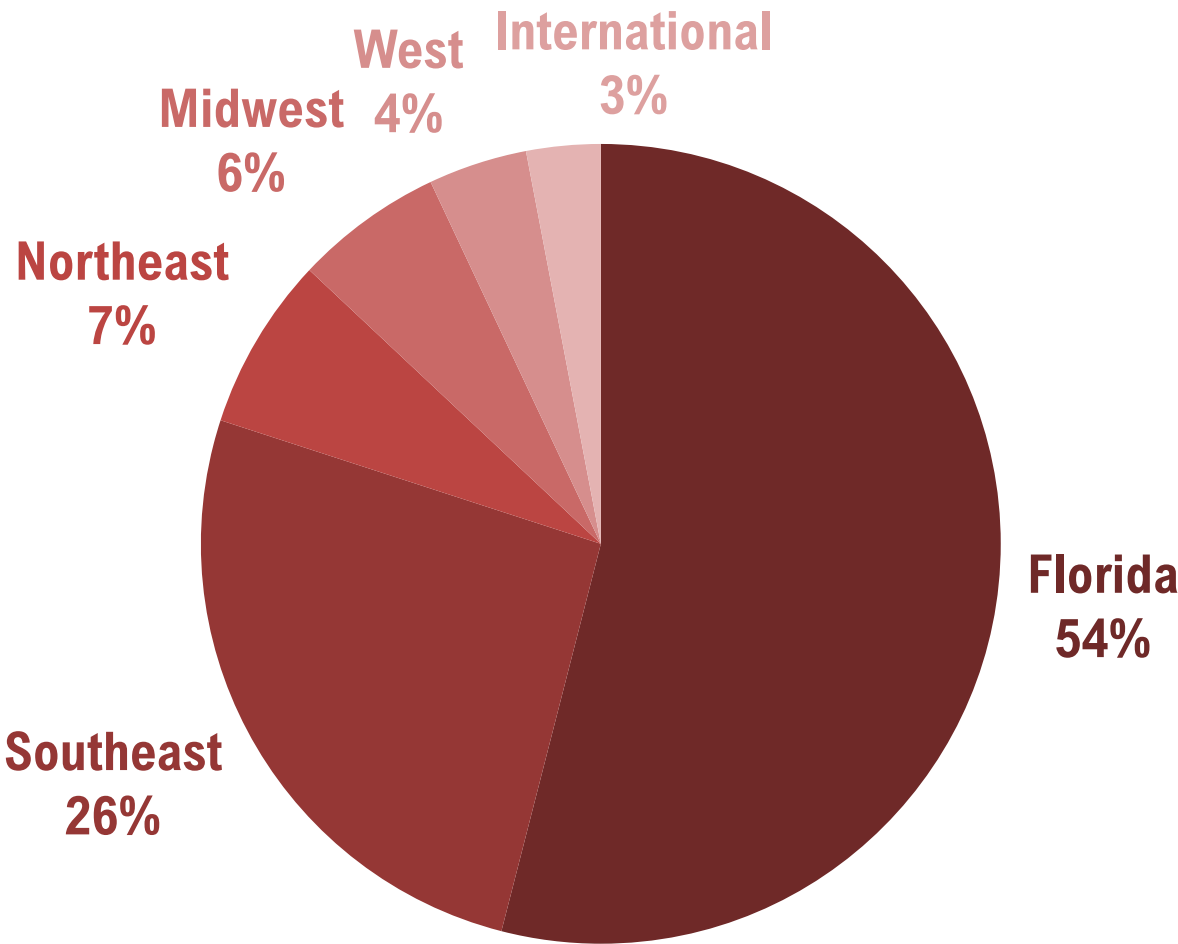
»»» **82%** of visitors drove to Leon County for their trip



STUDY OBJECTIVES: VISITOR JOURNEY



REGION OF ORIGIN



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

TOP MARKETS OF ORIGIN



57% of Leon County visitors lived in **10** markets

| Market | April – June 2018 | April – June 2019 |
|------------------------|-------------------|-------------------|
| Miami - Ft. Lauderdale | 22% | 17% |
| Atlanta | 11% | 10% |
| Orlando | 4% | 6% |
| Tampa Bay area | 5% | 6% |
| Jacksonville | 6% | 5% |
| Surrounding areas | 4% | 4% |
| Pensacola - Mobile | 3% | 3% |
| Naples - Ft. Myers | 2% | 2% |
| Panama City - Destin | 3% | 2% |
| Dallas - Ft. Worth | 1% | 2% |

TRAVEL PARTIES

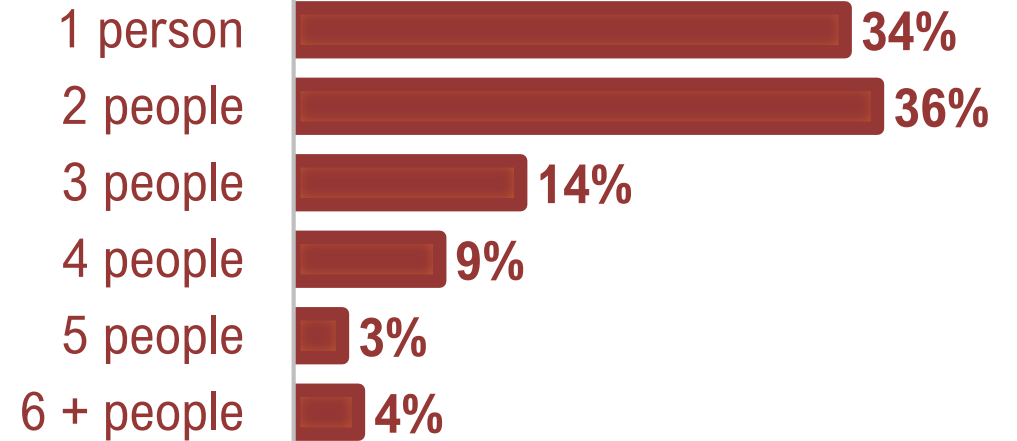


Typical visitors traveled in a party of **2.5** people



21% of visitors traveled with children age 20 or younger, while **10%** traveled with children age 12 or younger.

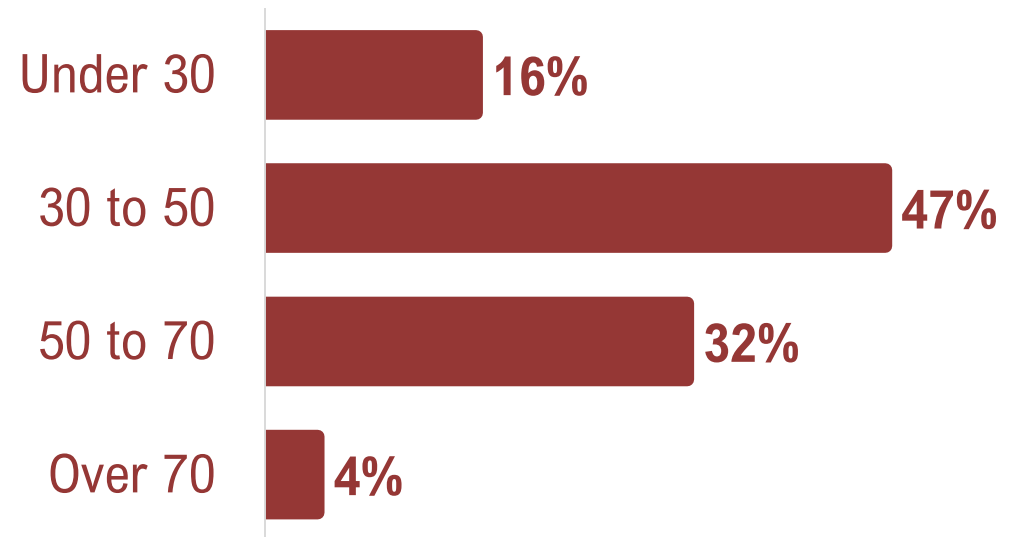
Travel Party Size



AGE OF VISITORS



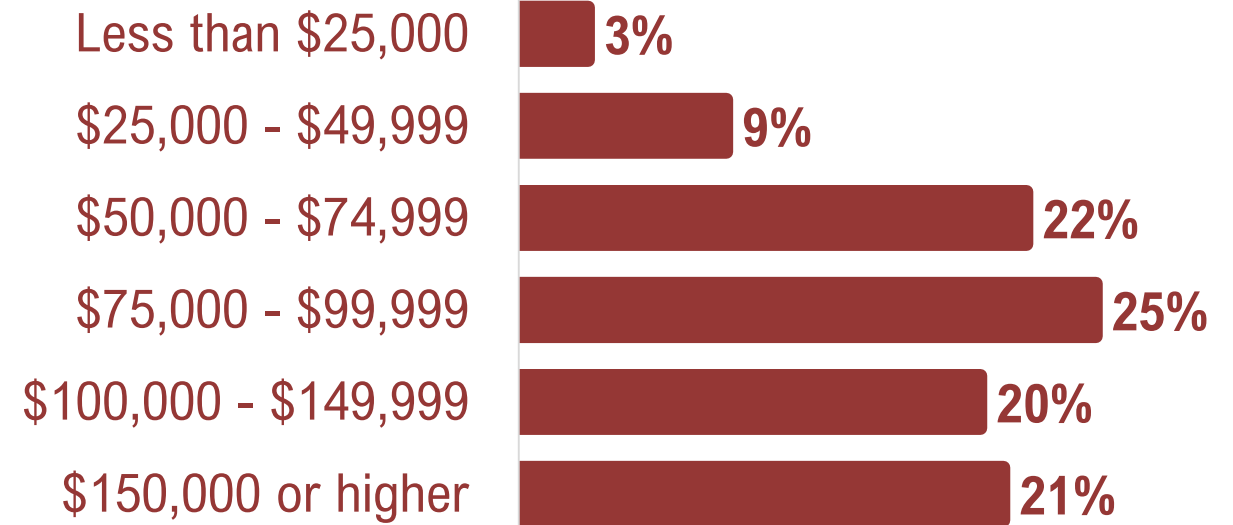
Typical visitors to Leon County were **44** years old



HOUSEHOLD INCOME OF VISITORS



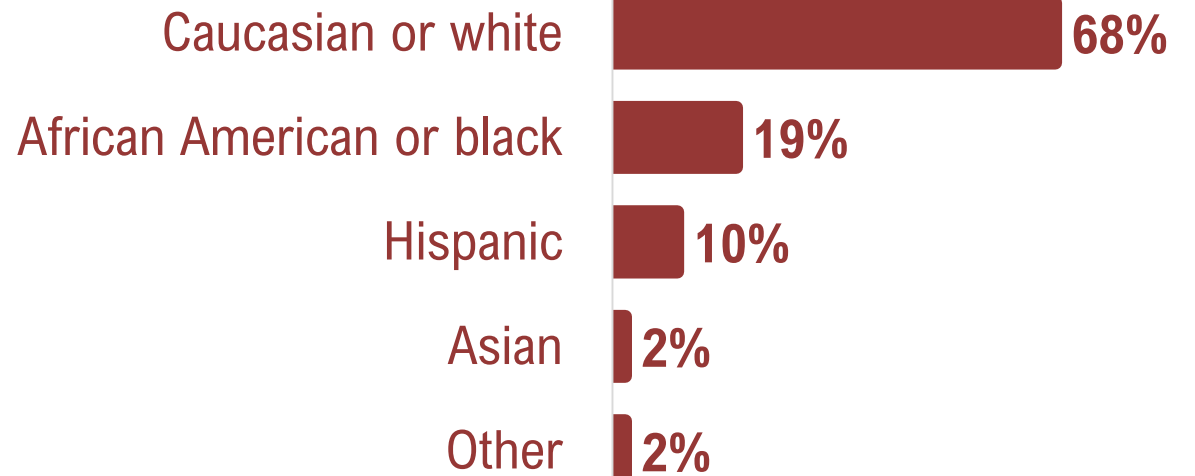
Typical visitors to Leon County earned **\$91,000** per year



RACE/ETHNICITY OF VISITORS



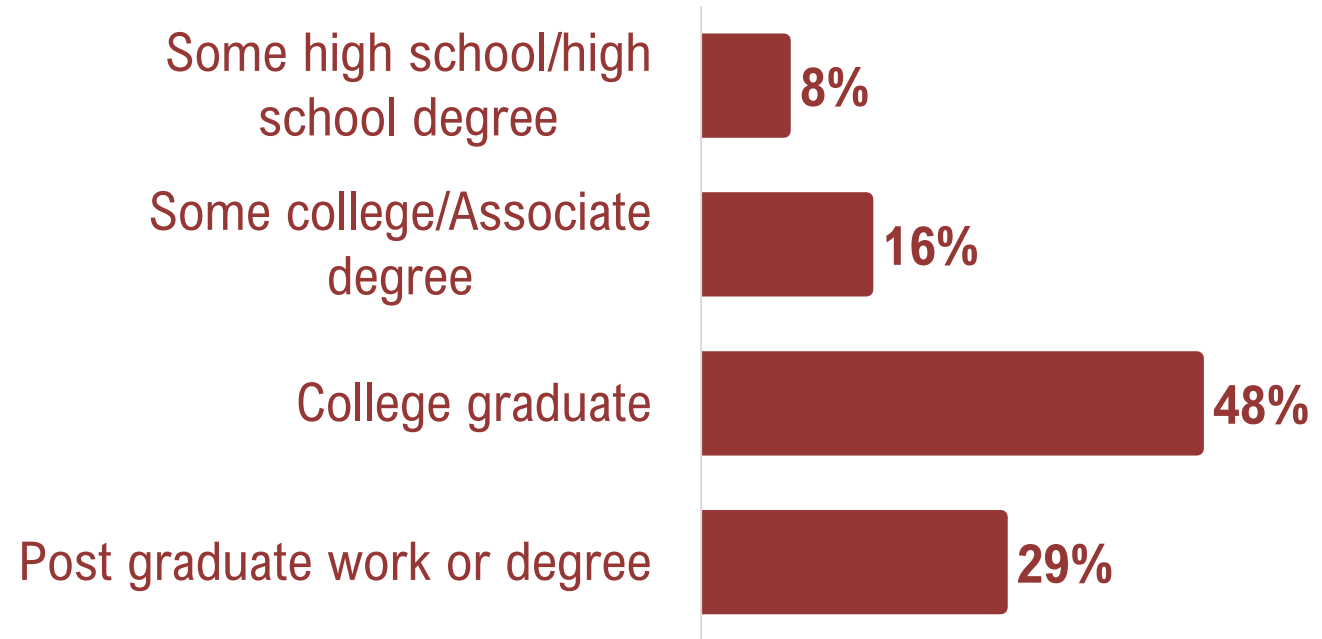
2 in 3 visitors to Leon County were Caucasian or white



EDUCATIONAL ATTAINMENT OF VISITORS



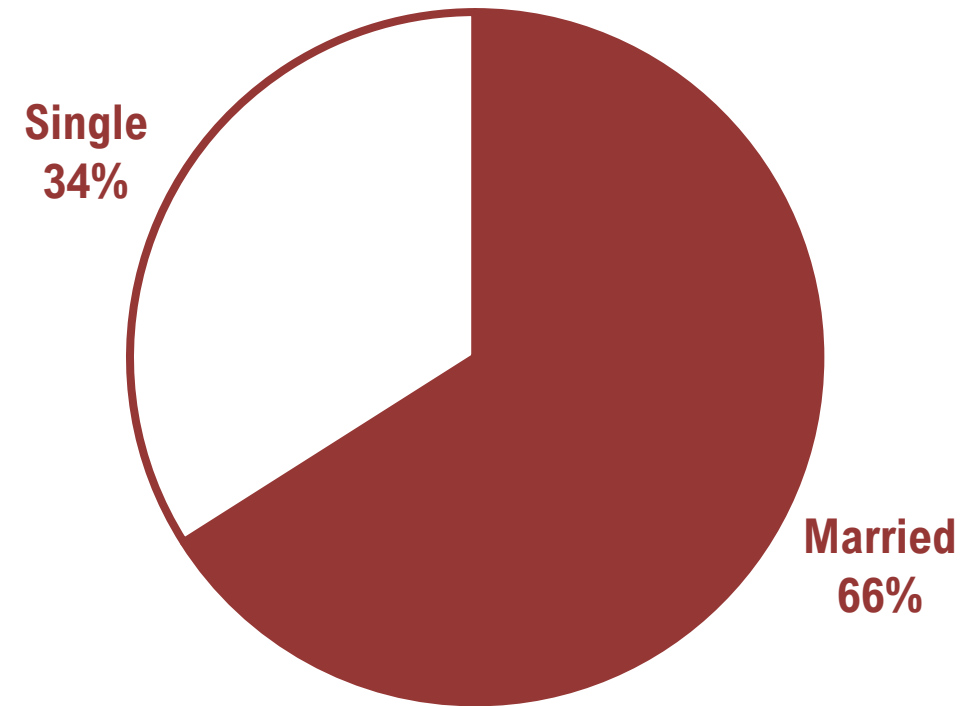
3 in 4 visitors to Leon County had a college degree



MARITAL STATUS OF VISITORS



2 in 3 visitors to Leon County were married

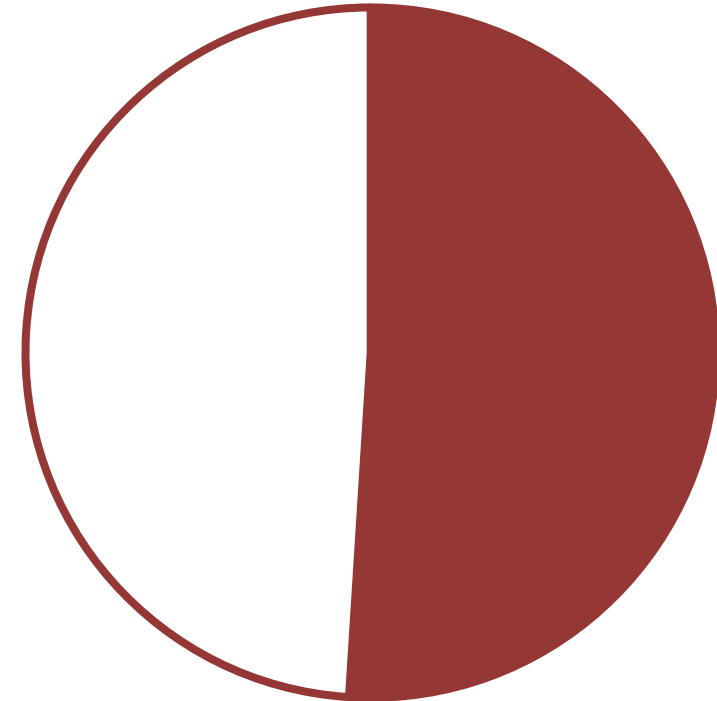


GENDER OF VISITORS



51% of visitors to Leon County were male

Female
49%



Male
51%

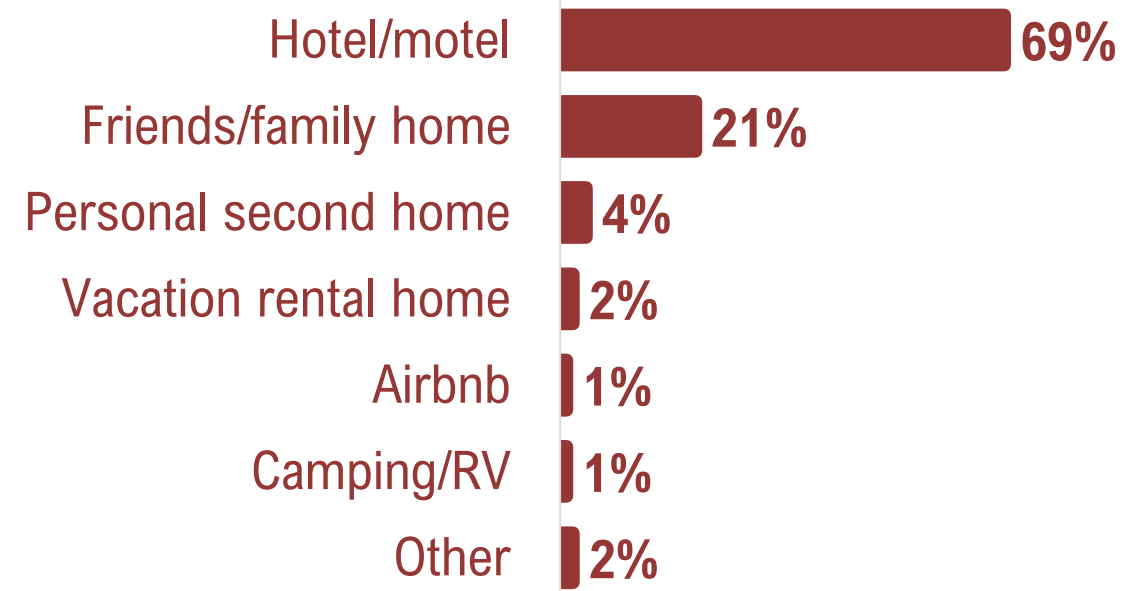
STUDY OBJECTIVES: VISITOR JOURNEY



OVERNIGHT ACCOMMODATIONS



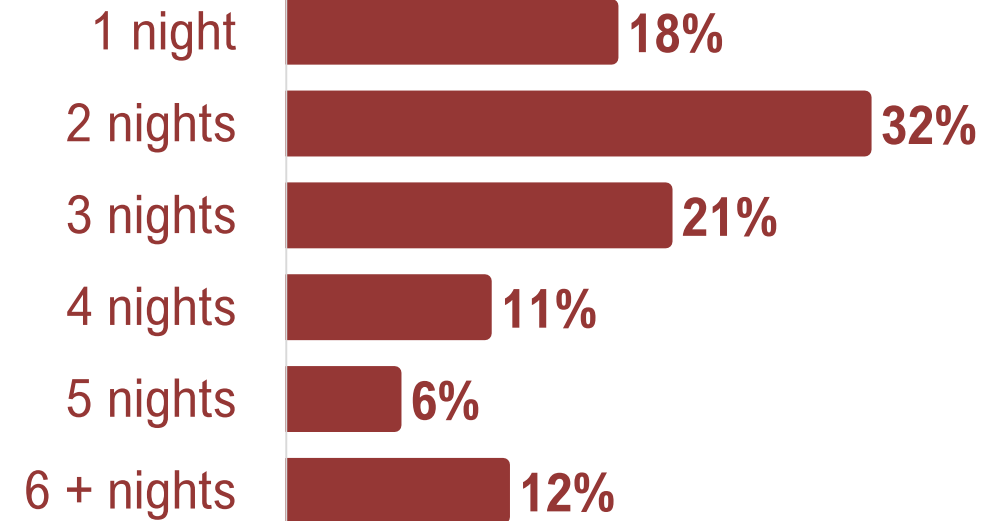
7 in 10 overnight visitors stayed in a hotel/motel




OVERNIGHT VISITORS


 Typical visitors stayed **3.1** nights in Leon County

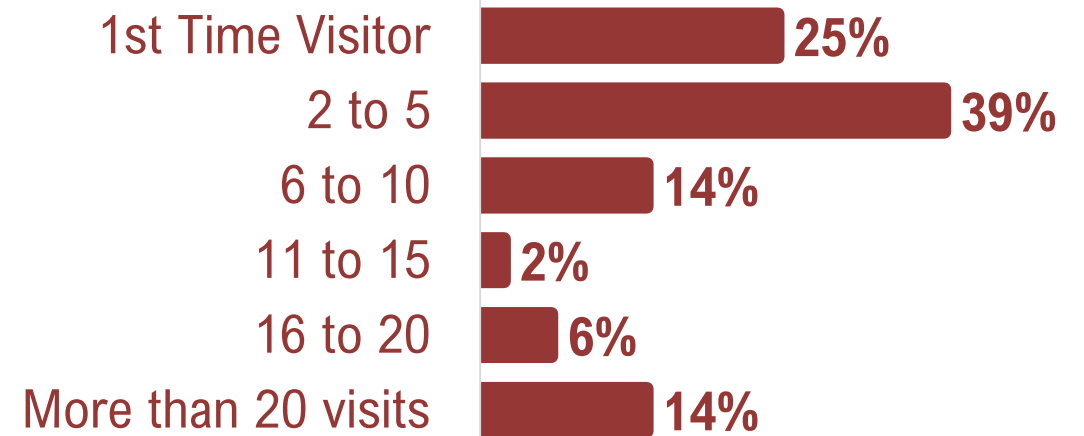
 **50%** of visitors stayed 1 or 2 nights in Leon County



VISITS TO TALLAHASSEE – LEON COUNTY

 **1 in 4** visitors were visiting Leon County for the first time

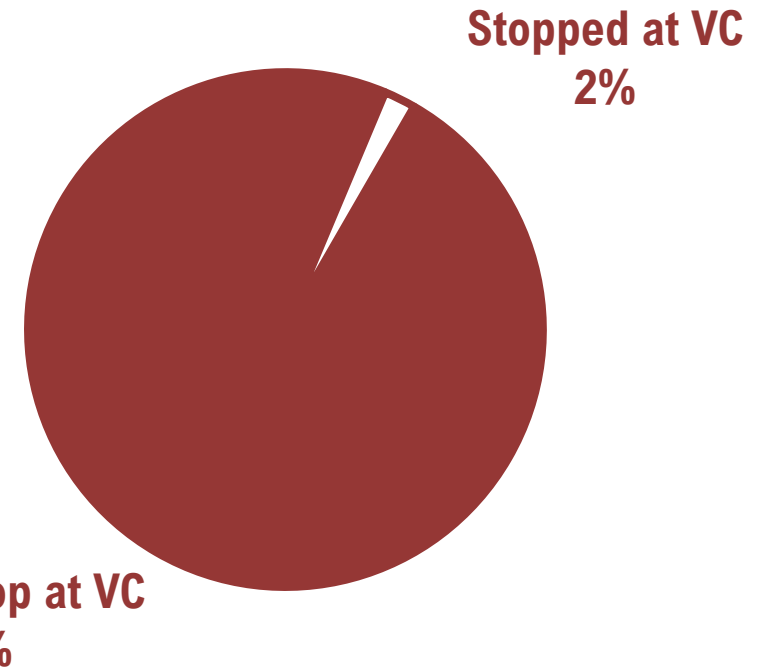
 **22%** of visitors had previously visited Leon County more than ten times



VISITORS CENTER



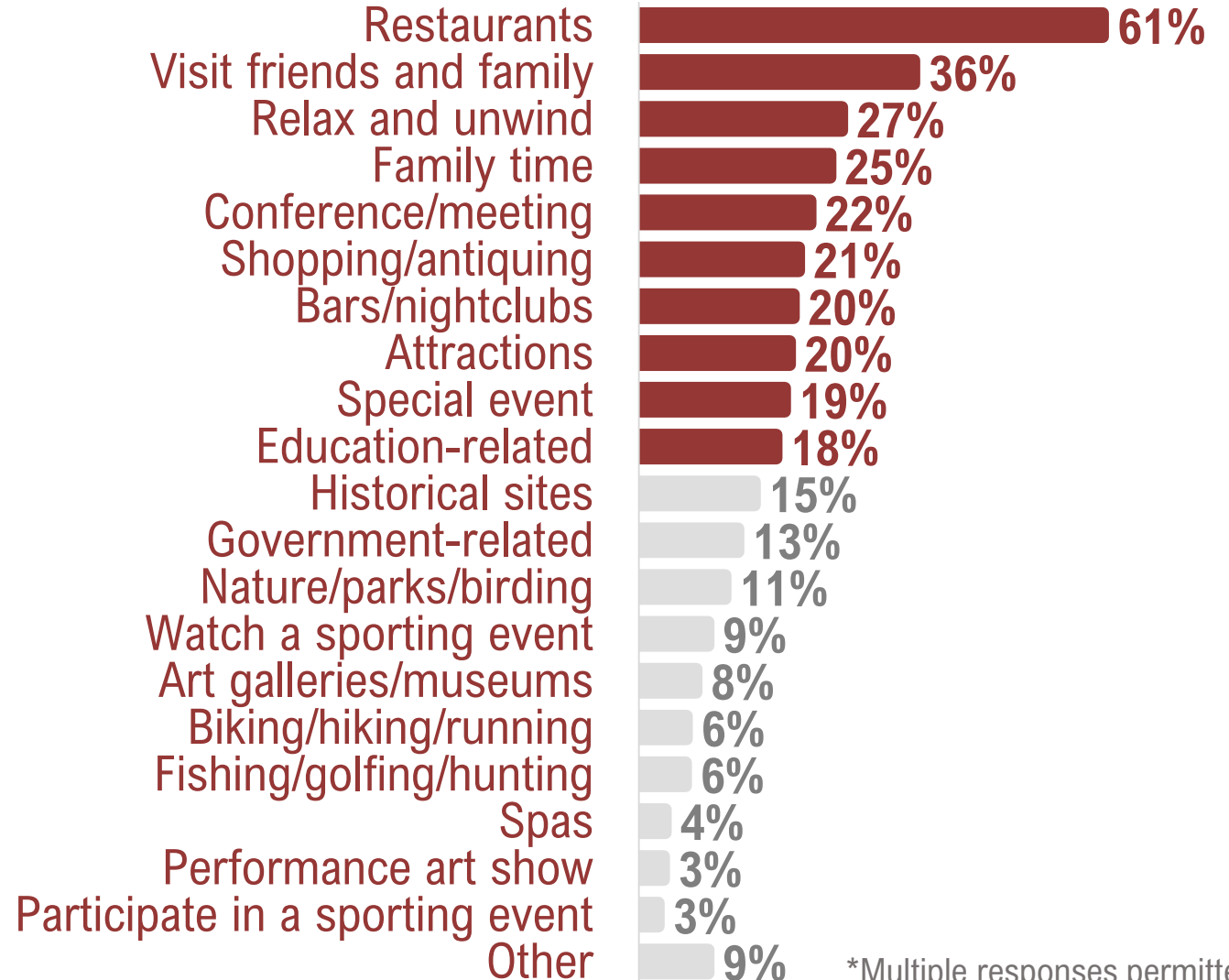
2% of visitors stopped at the Visitors Center during their trip to Leon County



ACTIVITIES DURING VISIT*



3 in 5 visitors dined out at restaurants during their trip

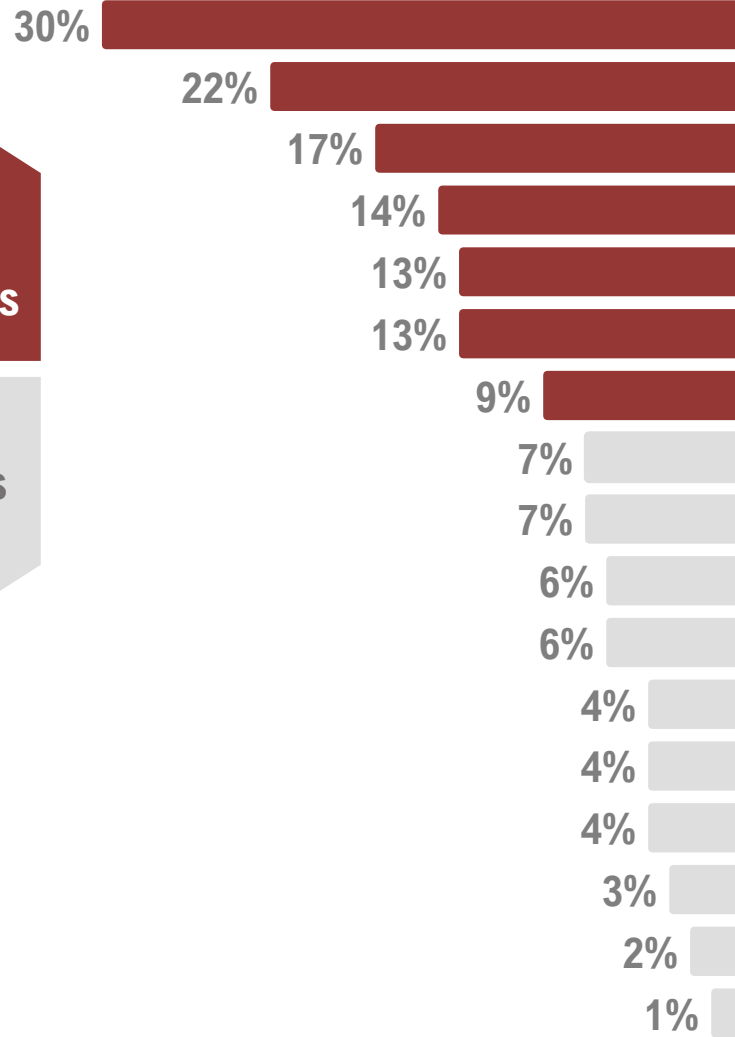


*Multiple responses permitted.

REASONS FOR VISITING VS. VISITOR ACTIVITIES

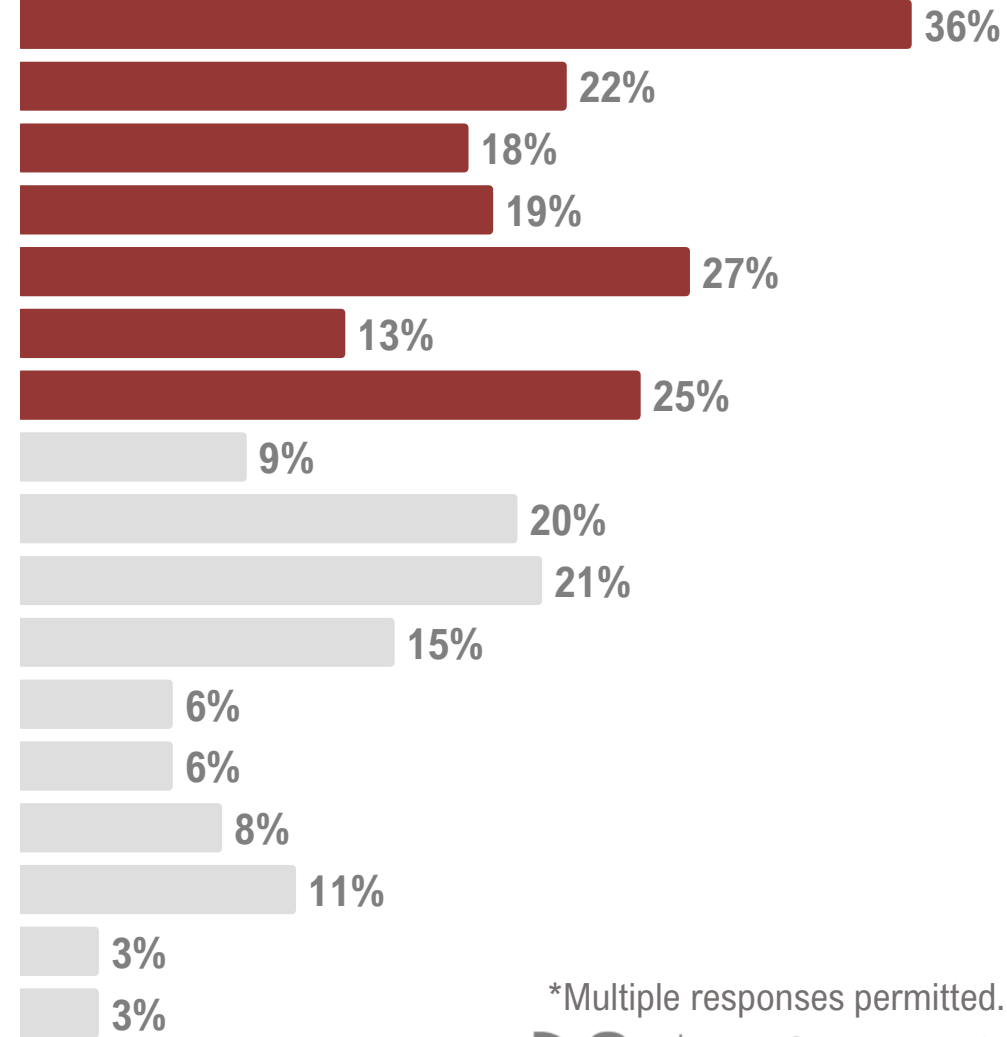


Reasons for Visiting*



- Visit friends and family
- Conference/meeting
- Education-related
- Special event
- Relax and unwind
- Government-related
- Family vacation
- Watch a sporting event
- Attractions
- Shopping/antiquing
- Historical sites
- Fishing/golfing/hunting
- Biking/hiking/running
- Art galleries/museums
- Nature/parks/birding
- Participate in a sporting event
- Performance art show

Visitor Activities*



*Multiple responses permitted.

VISITOR SPENDING

| | Spending per Day | Spending per Trip |
|----------------|------------------|-------------------|
| Lodging | \$97 | \$301 |
| Restaurants | \$45 | \$140 |
| Groceries | \$14 | \$43 |
| Shopping | \$33 | \$102 |
| Entertainment | \$21 | \$65 |
| Transportation | \$31 | \$96 |
| Other | \$10 | \$31 |
| | \$251 | \$778 |



FINDING THEIR WAY AROUND

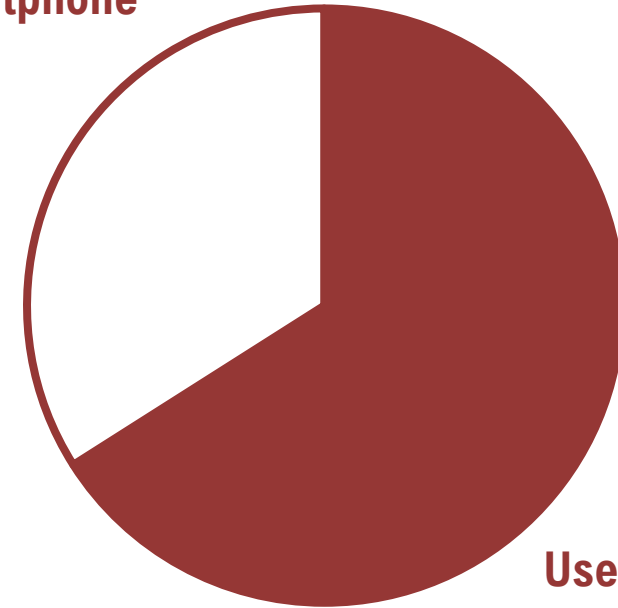


99% of visitors have a smartphone or tablet



2 in 3 visitors used their smartphone or tablet to get around Leon County

Did not use smartphone
34%



Used smartphone
66%

STUDY OBJECTIVES: VISITOR JOURNEY



VISITOR SATISFACTION



Visitors gave Leon County an average rating of **7.8** as a place to visit



88% of visitors will return to Leon County for a future visit or vacation*



*2% of visitors will not return for the following reasons:

- 1) Not enough to do at night
- 2) Event/ occasion for visit is over
- 3) Prefer other areas
- 4) Not enough to do during the day
- 5) Prefer variety in vacation spots
- 6) Limited shopping, restaurants



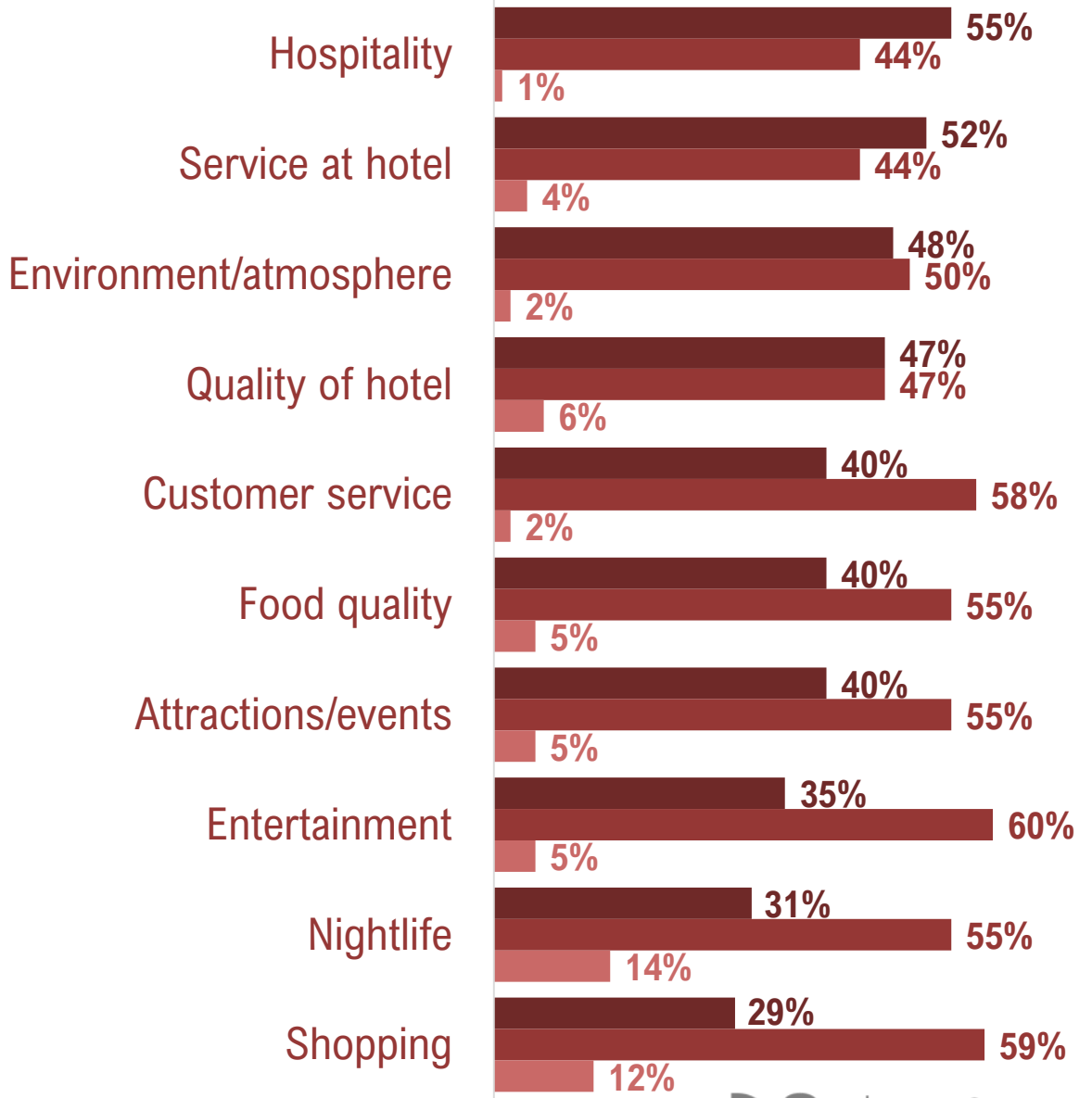
RATING EXPERIENCES IN TALLAHASSEE



Leon County's hospitality exceeded the expectations of **55%** of visitors



Shopping and nightlife in Leon County were more likely than other experiences to not meet expectations



Exceeded expectations
Met Expectations
Did not meet expectations



Visit Tallahassee
A Division of Leon County

PERCEPTIONS OF TALLAHASSEE – LEON COUNTY*



A plurality of visitors describe Leon County as a **“nice place to visit”**



*Coded open-ended responses.
Multiple responses permitted.

PERCEPTIONS: “NICE PLACE TO VISIT”



“I enjoy Tallahassee very much. I would recommend it to anyone looking for a lovely place to visit.”



“I have a blast every time I come to Tallahassee! I would definitely recommend it.”



“I’m surprised by the changes since my last visit. There has been some really good growth.”



“If you're coming here on vacation, I think it's definitely worth the visit.”

PERCEPTIONS: “COLLEGE TOWN”



“A college town, with beautiful oak trees and nice beaches near by.”



“It’s a very family- and college-oriented town, but there is still a lot to explore and see!”



“Tallahassee has a college town environment with lots of parks and nature walk activities to visit.”



“It’s a great place for young professionals and college students.”

PERCEPTIONS: “FRIENDLY PEOPLE”



“Family-oriented and peaceful environment. Lots of family events and activities to participate in.”



“I like it a lot. It's extremely family-oriented and everyone seems so kind and loving!”



“Tallahassee is a feel-good city. It's always bright and people are always so nice!”



“Welcoming and family-friendly. The people here are very social and slow-paced.”

YEAR – TO – YEAR COMPARISONS



YEAR – TO – YEAR COMPARISONS

| Average Daily Spending | April – June 2018 | April – June 2019 |
|------------------------|-------------------|-------------------|
| Accommodations | \$93 | \$97 |
| Restaurants | \$53 | \$45 |
| Groceries | \$11 | \$14 |
| Shopping | \$23 | \$33 |
| Entertainment | \$25 | \$21 |
| Transportation | \$26 | \$31 |
| Other | \$11 | \$10 |
| Total | \$242 | \$251 |

| Average Total Trip Spending | April – June 2018 | April – June 2019 |
|-----------------------------|-------------------|-------------------|
| Accommodations | \$215 | \$301 |
| Restaurants | \$143 | \$140 |
| Groceries | \$30 | \$43 |
| Shopping | \$62 | \$102 |
| Entertainment | \$68 | \$65 |
| Transportation | \$70 | \$96 |
| Other | \$30 | \$31 |
| Total | \$618 | \$778 |



YEAR – TO – YEAR COMPARISONS

| Travel Parties | April – June 2018 | April – June 2019 |
|------------------------------|-------------------|-------------------|
| Travel Party Size | 2.6 | 2.5 |
| Traveled with Other Visitors | 69% | 66% |
| Traveled with Children | 22% | 21% |
| Drove to Leon County | 94% | 82% |
| Nights Stayed | 2.7 | 3.1 |

| Trips to Tallahassee - Leon County | April – June 2018 | April – June 2019 |
|-------------------------------------|-------------------|-------------------|
| Tallahassee was Primary Destination | 92% | 92% |
| Definitely/probably will return | 76% | 88% |
| Rating of Overall Experience | 8.1 | 7.8 |
| 1 st Time Visitor | 32% | 25% |
| 10+ Prior Visits to Leon County | 27% | 22% |



YEAR – TO – YEAR COMPARISONS

| Visitor Profile | April – June 2018 | April – June 2019 |
|--------------------------|-------------------|-------------------|
| Median Age | 41 | 44 |
| Gender (Male) | 51% | 51% |
| Household Income | \$99,100 | \$91,000 |
| College Degree or Higher | 70% | 77% |
| White/Caucasian | 69% | 68% |
| Married | 70% | 66% |

| Region of Origin | April – June 2018 | April – June 2019 |
|------------------|-------------------|-------------------|
| Southeast | 82% | 80% |
| Northeast | 7% | 7% |
| Midwest | 5% | 6% |
| West | 3% | 4% |
| International | 3% | 3% |



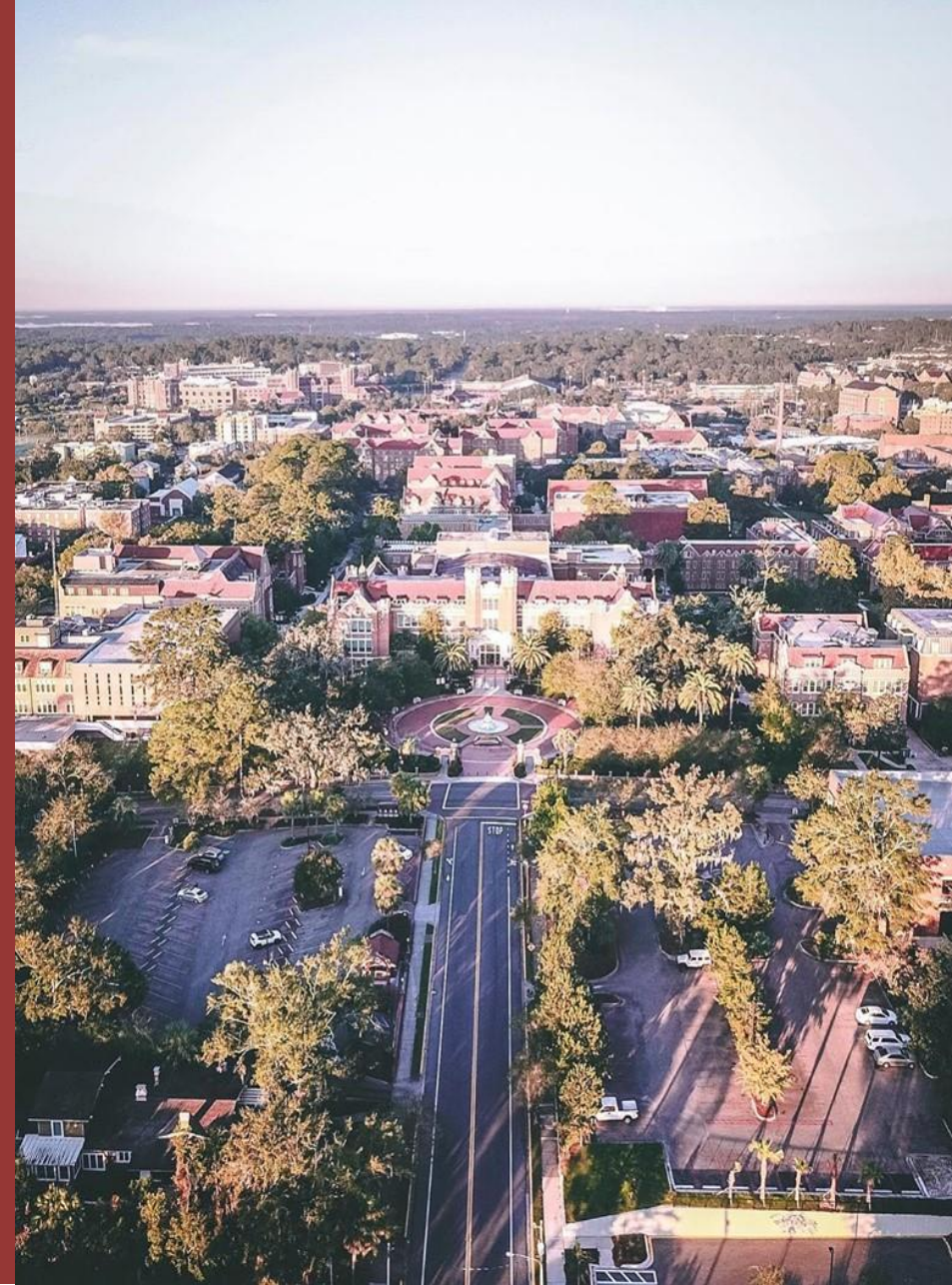
LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

April – June 2019 Visitor Tracking Study

Kerri Post

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

Joseph St. Germain, Ph.D., President
Phillip Downs, Ph.D., Senior Partner
Rachael Anglin, Senior Project Director
Isiah Lewis, Project Director
Glencora Haskins, Project Director
Downs & St. Germain Research
850-906-3111 | www.dsg-research.com



Visit
Tallahassee
A Division of Leon County

DS downs & st. germain
RESEARCH



August 13, 2019

Donald Gray, Jr.
Director
TLH Arts, Inc.
914 Railroad Avenue
Tallahassee, FL 32310

Dear Donald Gray, Jr.:

On July 9, 2018, the CRA Board approved \$1.8 million in grant funding for TLH Arts, Inc. for the renovation of a 10,000 square foot building into a multi-purpose assembly and performance venue. The grant funds are part of the Arts, Culture & Heritage Program funded by Tourist Development Tax (TDT) dollars.

Given the grant award was less than the requested amount of \$3.0 million, we anticipated a need for grantees to raise funds for the difference. It has been a year since the funds were awarded and we have heard very little regarding the timeframes for getting the project under construction and completed. Please provide us with a current timeline for the project no later than September 5, 2019. The timeline should include commencement and completion of fundraising, design, permitting and actual construction. For activities related to the grant which are currently underway, e.g. fundraising, we would appreciate information on the current status.

We intend to provide the CRA Board with an update on the projects that were awarded TDT funds through the Arts, Culture & Heritage Program at their September 26, 2019 meeting. This update will comprise of the project's timeline for completion with fundraising schedule and activities. We will be asking the CRA Board to direct staff to develop funding agreements for those projects that can begin construction within two years of the original funding approval.

Please let me know if you have any questions or concerns regarding this matter.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Wayne Tedder', is written over a light blue horizontal line.

Wayne Tedder,
Interim CRA Executive Director

cc: Rick McCraw, CRA Program Director



August 13, 2019

Kelly Dozier
President
LeMoyne Art Foundation, Inc.
125 North Gadsden Street
Tallahassee, FL 32301

Dear Kelly Dozier:

On July 9, 2018, the CRA Board approved \$1.0 million in grant funding for LeMoyne Art Foundation d/b/a LeMoyne Arts for the renovation and construction of a new education center, sculpture garden and parking. The grant funds are part of the Arts, Culture & Heritage Program funded by Tourist Development Tax (TDT) dollars.

Given the grant award was less than the requested amount of \$3.0 million, we anticipated a need to raise funds for the difference. It has been a year since the funds were awarded and we have heard very little regarding the timeframes for getting the project under construction and completed. Please provide us with a current timeline for the project no later than September 5, 2019. The timeline should include commencement and completion of fundraising, design, permitting and actual construction. For activities related to the grant which are currently underway, e.g. fundraising, we would appreciate information on the current status.

We intend to provide the CRA Board with an update on the projects that were awarded TDT funds through the Arts, Culture & Heritage Program at their September 5, 2019 meeting. This update will comprise of the project's timeline for completion with fundraising schedule and activities. We will be asking the CRA Board to direct staff to develop funding agreements for those projects that can begin construction within two years of the original funding approval.

Please let me know if you have any questions or concerns regarding this matter.

Sincerely,

A handwritten signature in blue ink, appearing to read "Wayne Tedder", is written over a light blue horizontal line.

Wayne Tedder,
Interim CRA Executive Director

cc: Rick McCraw, CRA Program Director



MEMORANDUM

DATE: 09/12/2019

TO: Leon County Tourist Development Council Members

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

SUBJECT: FY2020 Special Event Grant Funding Recommendations

The Tourist Development Grant Review Committee (TDGRC) for the Leon County Special Event Grant Program FY2019-20 comprised of Matt Thompson (Chair)-For The Table/Madison Social, Michelle Personette – Challenger Learning Center, and Sharon Priester- Hampton Inn & Suites/Hilton Garden Inn respectfully presents the funding recommendation for twenty-four (24) Special Events.

The TDGRC conducted their meeting on August 21, 2019 at the Leon County Office of Resource Stewardship Gathering Room and the meeting was well attended by the Special Events grant applicants. After carefully considering 24 event applications and their ability to generate room nights for our community, especially in the non-peak times and shoulder seasons, the TDGRC is recommending funding 23 events for a total amount of \$89,999 of the \$100,000 allocated in the Special Event Grant budget. Attached you will find the listing of events summarizing the TDGRC's recommendations.



FY 20- TOURIST DEVELOPMENT COUNCIL: Special Event Grants

| | Event | Organization | Recommended Funding |
|----|---|---|---------------------|
| 1 | FAMU 2019 Homecoming Game and Rattler Reunion | Florida A&M University | \$5,500 |
| 2 | The Reelback Film Summit | 7 Hillz | \$817 |
| 3 | Frenchtown Get Down | Mount Olive Housing & Community Development Corp. | \$9,417 |
| 4 | Asian Coalition of Tallahassee | Asian Coalition of Tallahassee | \$3,000 |
| 5 | Moon Over Maclay | Friends of Maclay Gardens, Inc. | \$1,499 |
| 6 | Florida State University Homecoming Parade | FSU Student Alumni Association | \$1,000 |
| 7 | Camellia Christmas | Friends of Maclay Gardens, Inc. | \$1,499 |
| 8 | Mission San Luis Native American Festival | Mission San Luis Living History Museum | \$3,000 |
| 9 | New Year's Eve Celebration | Downtown Improvement Authority | \$5,000 |
| 10 | Chiles Mu Alpha Theta Statewide Competition | Lawton Chiles Mu Alpha Theta Honor Society | \$2,500 |
| 11 | Tallahassee Beer Festival | United Partners for Human Service | \$1,499 |
| 12 | Tallahassee African Fashion Week | Kuumba Creations, LLC | \$0 |
| 13 | AKC Dog Show - 2020 North Florida Classic Cluster | Ochlockonee River Kennel Club | \$15,000 |
| 14 | 155th Anniversary and 44th Annual Reenactment of the Battle of Natural Bridge | Natural Bridge Historical Society, Inc - Citizen Support Organization | \$2,062 |
| 15 | ArtiGras! A Family Festival | Cross Cultural Coalition of South Side Tallahassee, Inc. (CCC) | \$1,473 |
| 16 | The 4th Annual Tallahassee Wine Mixer | Centrale Italian Parlour | \$4,000 |
| 17 | FSU Flying High Circus Home Show Series 2020 | FSU Flying High Circus | \$7,500 |
| 18 | Railroad Square Art and Smooth Jazz Festival | Mary's Visions Folk Art Museum and Gallery Inc. | \$2,973 |



| | | | |
|----|--|--|-----------------|
| 19 | 2020 PeaceJam Southeast Nobel Laureate Public Talk & Regional Conference | FSU Center for Leadership & Social Change | \$4,306 |
| 20 | Florida History Day State Competition | Friends of the Museums of Florida History | \$8,900 |
| 21 | 2nd Annual Sankofa Concert at Cascades | Cross-Cultural Coalition of South Side Tallahassee, Inc. (CCC) | \$2,306 |
| 22 | Tour of Gardens | Friends of Maclay Gardens, Inc. | \$1,499 |
| 23 | Florida African American Heritage Preservation Network Conference and "Connecting the Dots" Tour | John Gilmore Riley Center / Museum | \$3,750 |
| 24 | Loco for Love Festival | Theater with a Mission, Inc. | \$1,499 |
| | | TOTAL | \$89,999 |



MEMORANDUM

DATE: 09/12/2019

TO: Leon County Tourist Development Council Members

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

SUBJECT: FY2020 Signature Event / Emerging Signature Event Grant Funding Recommendations

The Tourist Development Grant Review Committee (TDGRC) for the Leon County Signature Event and Emerging Signature Event Grant Program FY2019-20 comprised of Matt Thompson (Chair)-For The Table/Madison Social, Michelle Personette – Challenger Learning Center, and Sharon Priester- Hampton Inn & Suites/Hilton Garden Inn respectfully presents the funding recommendation for eleven (11) Signature Events and Emerging Signature Events.

The TDGRC conducted their meeting on August 21, 2019 at the Leon County Office of Resource Stewardship Gathering Room and the meeting was well attended by the Signature Events grant applicants. After carefully considering five event applications and their ability to generate room nights and economic impact for the community, especially during non-peak times and shoulder seasons, the TDGRC is recommending funding for all five events. The TDGRC recommended a total amount of \$166,500 of the \$235,000 allocated in the Signature Event / Emerging Signature Event Grant budget. Attached you will find the listing of events summarizing the TDGRC's recommendations.

This year there are funds remaining due to four Signature Events moving into the new Legacy Event category. The remaining three Signature and two Emerging Signature events were funded at levels above last year.



FY 20- TOURIST DEVELOPMENT COUNCIL Emerging and Signature Event Grants

| | Event | Organization | Recommended Funding |
|----------------------------------|---|---------------------------------------|---------------------|
| Emerging Signature Events | | | |
| 1 | Warner Soccer | ASG Presidential Invitational | \$24,000 |
| 2 | Southern Shakespeare Company | Southern Shakespeare Festival | \$30,000 |
| Signature Events | | | |
| 1 | Florida State Athletics | Doak After Dark 7 | \$35,000 |
| 2 | Florida Litfest, Inc. | Word of South | \$45,000 |
| 3 | Tallahassee Tottenham Hotspur Futbol Club, Inc. | Florida State Invitational Tournament | \$32,500 |
| | | Total Grant Funds: | \$166,500 |