



Visit
Tallahassee

LEON COUNTY **Tourist Development Council**

Thursday, June 24, 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**
 - May 6, 2021 Meeting Minutes (T1)
 - Financial Reports: Division Budget 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**
 - FY 22-24 Tourism Strategic Plan Development Launch & Schedule
 - Downs & St. Germain Research – Spring Events Aggregated Report (T4)
 - Proposed FY 22 Tourism Grant Program Funding Levels & Guidelines (T5)
 - American Rescue Plan Act Tourism Funding Plan (T6)
 - Tallahassee Sports Council Update
 - COCA Update
- VI. Executive Director’s Report – **Kerri Post** (T7)
 - Tourism Industry Hurricane Preparedness Workshop, July 28th
 - Staffing Update
 - 2022 Visitor Guide Update
 - CRA/TDT Arts Grants – TLH Arts Project Update
 - FAMU-SWAC Press Conference & Pep Rally, July 1st Cascades Park
- VII. Additional Business: “For the Good of the Cause” – **Bo Schmitz**

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



Visit
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**LEON COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING
Thursday, May 6, 2021**

The Leon County Tourist Development Council met for a regular meeting with Chairman Bo Schmitz presiding. Council members present were Mike Collins, Sam Patel, Michelle Personette, City Commissioner Curtis Richardson, City Commissioner Dianne Williams-Cox, Matt Thompson and Kathleen Spehar. County Commissioner Brian Welch, Sharon Priester and Dr. Amanda Stringer attended 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: Rachael Anglin and Mr. Isiah Lewis representing Downs & St. Germain Research, and Andy Jorishie representing the Zimmerman Agency.

- I. **CALL TO ORDER:** Chairman Schmitz called the meeting to order at 9:05 a.m.
- 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.
- IV. **ITEMS FOR CONSENT APPROVAL:**
 - March 11, 2021 Meeting Minutes
 - Financial Reports: Division Budget 2021 Year-to-Date, Tourism Development Tax Collections and Smith Travel Report
 - Advertising/PR Activity Report/Digital Activity
 - Marketing Communications, Visitor Services, Sales & Sports Staff Reports

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

V. **GENERAL BUSINESS**

Research Presentation 2020/21 Q2 Visitor Tracking Report

Ms. Rachel Anglin and Isiah Lewis, representing Downs & St. Germain Research presented the 2nd Quarter (January – March 2021) Visitor Tracking Report for fiscal year 2020/2021 and current trends in the tourism industry. Ms. Anglin and Mr. Lewis shared the Visitor Journey as well as a year-to-year comparison noting the differential due to the COVID-19 pandemic and its impact on the tourism industry.

Soul of the Southside Event Funding Request & Presentation

Kerri Post introduced a funding request for the Soul of Southside Arts & Humanities Festival to be held on May 20-21, 2021.

23 at Lake Anita Plaza at FAMU Way, an intergenerational festival that celebrates the rich and diverse history of Tallahassee's Southside as well as celebrating Emancipation Day in the amount of \$5000. She noted budget was available for the "out of cycle" event request due to cancellation of other events in the first quarter. Ms. Post commended the event planners for providing a thoughtful and well organized first year event program and proposal as well as shared her enthusiasm. She introduced founder and organizer Christic Henry who gave a brief presentation on the inaugural event. Commissioner Williams-Cox expressed her excitement and support for the program sharing that with the success of this year's event, she would like to see an increase in funding for the event in next fiscal year's grant cycle. Commissioner Welch congratulated Ms. Henry on the presentation and offered to assist with promoting the event on Tallahassee-Leon County's north side. Commissioner Richardson also expressed his thanks and encouraged participation.

Commissioner Williams-Cox moved, duly seconded by Michelle Personette, approval of the \$5,000 in grant funding support for the Soul of Southside Festival. The motion passed unanimously.

FY22 Draft Budget & Sales Plans Highlights Presentation

Chairman Schmitz introduced Tourism staff to highlight their individual FY22 Sales Plans and introduce themselves to the TDC. Staff members presented their respective Sales Plans with target goals for room nights and highlights of their programs for FY22.

Matt Thompson encouraged working with colleges and universities to continue their multi-weekend graduations, extending the economic impact of the events annually. Kerri Post noted the positive feedback received from hoteliers and the potential to work with the universities to encourage two-weekend graduation/move-in weekends in the future.

Kerri Post then presented highlights from the proposed FY2021/22 Division of Tourism/Visit Tallahassee budget and recognized Tourism staff, Downs & St. Germain Research, and the Office of Management and Budget for TDT projections during an extremely difficult year. She also expressed her reasons for optimism for the upcoming fiscal year including the biggest cross-country season to date, colleges and universities opening to full capacity in the fall, FSU football games at full capacity, and FAMU football games at full capacity as well as joining the Southwestern Athletic Conference (SWAC). She noted the conservative budget projection of a 20% increase in TDT collections over FY21 projections.

Commissioner Richardson moved, duly seconded by Commissioner Williams-Cox, approval of the proposed FY2021/22 Division of Tourism/Visit Tallahassee budget. The motion passed unanimously.

Proposed FY22 Tourism Grant Program Timeline

Kerri Post proposed moving the TDC meeting scheduled for July 15, 2021 to June 24, 2021 due to an agenda item being presented to the Board of County Commissioners at its May 11, 2021 meeting recommending the Board direct the County Administrator to implement Phase 3 of the Leon County COVID-19 Response and Re-opening Plan which will impact the current eligibility for grant funding. She also noted that scheduling the meeting earlier will allow three additional weeks in the grant cycle as the Board will have approved the Division of Tourism's budget tentatively at its June 22, 2021 budget workshop.

Commissioner Williams-Cox moved, duly seconded by Commissioner Richardson, approval of the proposed rescheduling of the July 15, 2021 TDC meeting to June 24, 2021. The motion passed unanimously.

Tourism Strategic Plan Consultant Recommendation

Kerri Post shared that a Request for Quotes (RFQ) was sent to six vendors seeking quotes for conducting the FY22-24 Tourism Strategic Plan based on direction from the TDC at its March 11, 2021 meeting. The RFQ resulted in three proposals being received: 1) The Current Agency and EW Bryant Associates, 2) DMOproz, and 3) OnStrategy. She gave a brief overview of each of the three proposals received highlighting their experience, qualifications, and quoted price. Kerri Post recommended working with The Current Agency and EW Bryant Associates in developing the FY22-24 Strategic Plan as it was the lowest bidder, possesses extensive experience in Strategic Planning, is a Minority and Women-owned businesses, and a local partnership familiar with the destination.

Commissioner Richardson moved, duly seconded by Sam Patel for staff to work with The Current Agency and EW Bryant Associates as the consultant to develop the FY 22-24 Tourism Strategic Plan. The motion passed unanimously.

Tallahassee Sports Council Update

Mike Collins provided a summary of sports events that have occurred in Leon County during the past quarter as well as his enthusiasm for future events.

COCA Update

Kathleen Spehar shared an update on Arts/Culture/History and Heritage events noting more events moving to live in-person events. She also relayed COCA continues to create and share additional social media content online. She reported that COCA is working on a new initiative with the Hyatt House to customize an “Arts Experience” with hotels and artists/galleries, etc. located near specific properties and that it hopes to expand this program to other hoteliers throughout the area.

Commissioner Williams-Cox inquired if COCA is involved with the TLH Arts project at Railroad Square. Ms. Spehar responded that COCA has provided research-based assistance and information to TLH Arts. Ms. Spehar shared that the research has noted the lack of performing arts space in Leon County. Commissioner Williams-Cox expressed her interest in COCA’s research related to a Performing Arts Center.

Commissioner Williams-Cox also shared the City of Tallahassee is a sponsor of KCCI’s “Art of the Box” project and have recently awarded additional funding to the program.

VI. Executive Director’s Report – Kerri Post

- Recognized Amanda Heidecker and shared highlights of her nearly 9-years with the Division of Tourism as she moves to Director of Parks & Recreation. Ms. Post noted that Amanda has taken the sports tourism program to national prominence during her tenure. She then presented Ms. Heidecker with a plaque in recognition of her service and dedication to the Division of Tourism/Visit Tallahassee. TDC members shared their enthusiasm and appreciation for Ms. Heidecker as well.
- Provided an update on the Visitor Guide & Meeting Planner Guide RFP. She shared that although there was interest from multiple vendors, Rowland Publishing was the only proposal submitted. She noted that after delaying the RFP due to the COVID-19 pandemic the proposal should be awarded May 15, 2021.
- Shared BOCC updates including Bid Award for Apalachee Regional Park Phase 2 Improvements, and Adoption of a Resolution Designating the Friday After Thanksgiving as “Family Day” in Leon County. Commissioner Welch shared that Leon is the first county in Florida to reframe the day after Thanksgiving as a family-oriented day working to encourage activities such as shopping, going to see a movie, etc. with family.
- Gave a brief Legislative Session Tourism Recap noting failure of a bill to expand the use of TDT funding for

flood mitigation and that VISIT FLORIDA will be fully funded at \$75 million.

- Announced that National Travel & Tourism Week will be virtual this year and the upcoming launch of the Summer Backyard Bucket List Challenge partnering with Capital City Chamber of Commerce and Tallahassee Foodies.

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

Chairman Schmitz confirmed there was no additional business.

ADJOURN

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

Attest: Bo Schmitz,
Chairman

Attest: Renee Jones,
Public Relations & Marketing Specialist

DRAFT

Leon County Tourist Development Council
Statement of Cash Flow
Period Ending May 31, 2021

4-Cents Collections

Acct # REVENUES	YTD	May	FY 2020/21	% Revenue	
	Actuals	Actuals	Budget	Received	Variance
312100 Local Option Tax (4-cents)	\$ 2,283,020.23	\$ 461,293.80	\$ 3,509,387	65%	(1,226,367)
361320 Tax Collector FS 219.075	\$ 81.40	-	-		81
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	\$ 183,318.72	2,243.10	30,481		
399900 Appropriated Fund Balance	\$ -	-	-		
Total Estimated Receipts			3,643,060		
			-		
			\$ 2,466,709.04	\$ 463,536.90	

Acct # EXPENDITURES	YTD	May	FY 2020/21	FY 2020/21	% Budget	Under/
<i>Administration (301)</i>						
51200 Salaries & Wages	\$ 155,866.92	\$ 17,715.34	\$ 231,157	\$ 231,157	67%	\$ 75,290
51250 Regular OPS Salaries & Wages	\$ 11,234.14	1,391.55	16,878	16,878	67%	5,644
51500 Special Pay	\$ -	-	1,100	1,100	0%	1,100
52100 FICA	\$ 12,362.21	1,404.63	19,255	19,255	64%	6,893
52200 Retirement Contributions	\$ 32,854.06	3,715.01	49,284	49,284	67%	16,430
52210 Deferred Compensation	\$ 317.28	37.78	766	766	41%	449
52300 Life & Health Insurance	\$ 20,908.83	2,865.24	35,533	35,533	59%	14,624
52400 Workers Compensation	\$ 279.75	30.57	535	535	52%	255
53400 Other Contractual Services	\$ 51,200.00	7,000.00	136,000	166,000	31%	114,800
54000 Travel & Per Diem	\$ -	-	5,000	5,000	0%	5,000
54100 Communications Services	\$ 1,044.01	-	480	480	218%	(564)
54101 Communications - Phone System	\$ 270.00	270.00	1,450	1,450	19%	1,180
54400 Rental & Leases	\$ 10,295.98	8,275.00	8,275	8,275	124%	(2,021)
54505 Vehicle Coverage	\$ 416.00	-	416	416	100%	-
54600 Repair & Maintenance	\$ -	-	5,000	5,000	0%	5,000
54601 Vehicle Repair	\$ 200.18	-	840	840	24%	640
54900 Other Current Charges	\$ 5,308.27	-	1,971	1,971	269%	(3,337)
55100 Office Supplies	\$ 1,058.12	126.84	1,000	1,000	106%	(58)
55200 Operating Supplies	\$ 820.78	-	3,000	3,000	27%	2,179
55210 Fuel & Oil	\$ -	-	345	345	0%	345
55400 Publications, Memberships	\$ 150.00	-	2,000	2,000	8%	1,850
55401 Training	\$ -	-	2,000	2,000	0%	2,000
<i>Advertising/Public Relations (302)</i>						
53400 Other Contractual Services	\$ 273,790.29	\$ 69,349.65	\$ 840,710	\$ 840,710	33%	\$ 566,920
<i>Marketing (303)</i>						
51200 Salaries & Wages	\$ 319,180.93	\$ 35,920.16	\$ 483,941	\$ 483,941	66%	\$ 164,760
51210 Regular OPS Salaries & Wages	\$ 11,234.28	1,391.57	16,878	16,878	67%	5,644
51500 Special Pay	\$ -	-	2,000	2,000	0%	2,000
52100 FICA	\$ 24,795.80	2,708.96	39,970	39,970	62%	15,174
52200 Retirement Contributions	\$ 32,289.56	3,658.28	50,394	50,394	64%	18,104
52210 Deferred Compensation	\$ 415.50	55.40	-	-		(416)
52300 Life & Health Insurance	\$ 29,564.54	6,367.72	56,832	56,832	52%	27,267
52400 Workers Compensation	\$ 1,015.36	107.19	1,933	1,933	53%	918
53400 Other Contractual Services	\$ 41,950.00	-	65,200	65,200	64%	23,250
54000 Travel & Per Diem	\$ 408.18	26.00	31,558	31,558	1%	31,150
54100 Communications Services	\$ 2,292.21	495.61	6,623	6,623	35%	4,331
54101 Communications - Phone system	\$ 1,090.00	1,090.00	1,090	1,090	100%	-
54200 Postage	\$ -	-	6,700	6,700	0%	6,700
54400 Rental & Leases	\$ 9,045.95	8,429.19	8,420	8,420	107%	(626)
54700 Printing	\$ 218.60	-	5,000	5,000	4%	4,781
54800 Promotional Activities	\$ 1,449.40	-	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	\$	646,937.97	18,433.25	413,029	413,029	157%	(233,909)
54948	Other Current Chrg - Amphitheater	\$	72,541.62	360.54	215,000	411,000	18%	338,458
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	May	FY 2020/21	FY 2020/21	% Budget	Under/
	<i>Administration (303)(Continued)</i>		Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
55400	Publications, Memberships	\$	3,610.85	\$ -	\$ 13,000	\$ 13,000	28%	9,389
55401	Training	\$	-	-	3,000	3,000	0%	3,000
56400	Machinery & Equipment	\$	-	-	-	-	-	-
58160	TDC Local T&E	\$	580.08	-	1,500	1,500	39%	920
58320	Sponsorship & Contributions	\$	20,000.00	10,000.00	30,000	30,000	67%	10,000
	<i>Special Events/Grants (304)</i>							
58300	Grants & Aids	\$	100,000.00	-	450,000	450,000	22%	350,000
	<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	-	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	\$	2,076,601.14	\$ 201,225.48	\$ 4,520,407	\$ 4,746,407		

1-Cent Collections

Acct #	REVENUES		YTD	May	FY 2020/21	FY 2020/21	% Revenue	Variance
			Actuals	Actuals	Adopt. Budget	Adj. Budget	Received	
312110	Local Option Resort (1 -cent)	\$	570,755.06	\$ 115,323.45	\$ 877,347	\$ 877,347	65%	306,592
361111	Pooled Interest	\$	-	-	-	-	-	-
361320	Tax Collector FS 219.075	\$	-	-	-	-	-	-
366930	Refund from Prior Years	\$	-	-	-	-	-	-
	Total Revenues		570,755.06	115,323.45	\$ 877,347	\$ 877,347		

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

NOTES TO THE FINANCIAL STATEMENT As of May 31, 2021

REVENUES

- 1 - Revenue for the 4-cent collections \$ 461,293.80
- 2 - Revenue for the 1-cent collections \$ 115,323.45
- 3 - Revenue received from CO-OP Advertising

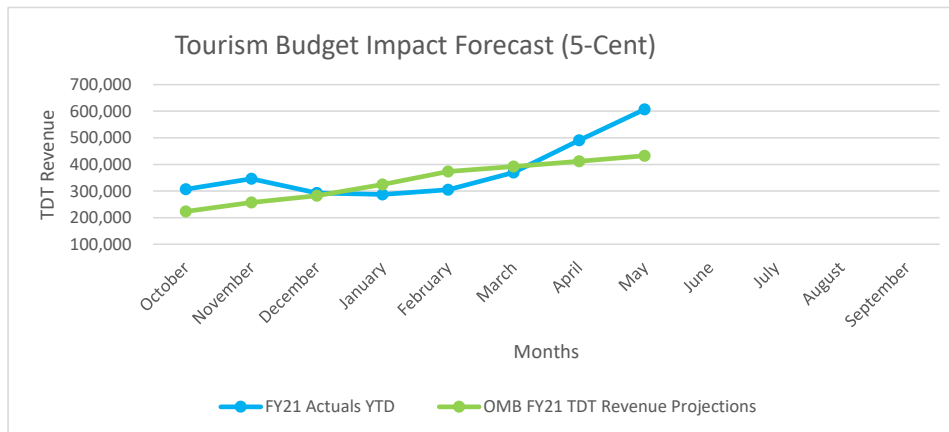
EXPENSES

Expenses related to FSU Invite, AAU, FHSAA XC Championships, FHSAA Football Championships

Tourism Budget Impact Forecast (5-Cent)

Montly \$	FY21 Actuals YTD	OMB FY21 TDT Revenue Projections
October	306,710	223,397
November	346,059	256,907
December	292,512	282,598
January	287,223	324,987
February	304,408	373,735
March	369,491	392,422
April	490,605	412,043
May	606,966	432,645
June	-	
July	-	
August	-	
September	-	
Total:	3,003,974	2,698,735
@ 95%	2,853,775	2,563,798
Visit Tallahassee	2,283,020	2,051,038
COCA 1-Cent	570,755	512,760

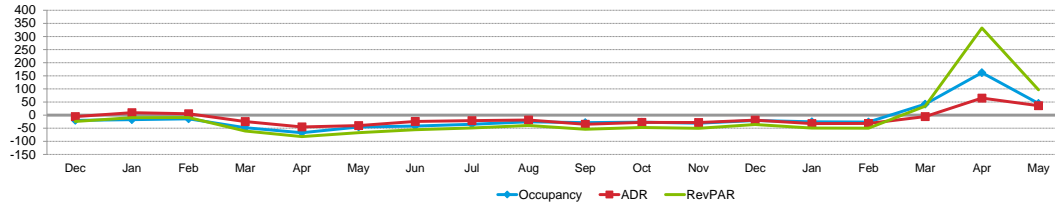
Actual vs. Budget Variance 11%



Tab 2 - Trend Leon County, FL

Visit Tallahassee
For the Month of May 2021

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2019												2020					2021				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May				
This Year	53.3	60.4	69.9	43.3	23.7	35.8	41.2	43.1	51.7	45.7	46.3	42.1	42.4	65.1	51.4	61.4	62.1	51.8				
Last Year	66.5	73.1	81.2	83.1	72.2	65.3	70.4	66.4	69.5	64.0	63.2	60.7	53.3	60.4	69.9	43.3	23.7	35.8				
Percent Change	-19.8	-17.3	-14.0	-47.9	-67.1	-45.1	-41.5	-35.1	-25.6	-28.6	-26.8	-30.6	-20.6	-25.4	-26.4	41.8	162.0	44.6				

Year To Date		
2019	2020	2021
74.9	46.3	54.4
68.4	74.9	46.3
9.5	-38.2	17.6

Running 12 Months		
2019	2020	2021
73.0	56.5	48.8
67.5	73.0	56.5
8.2	-22.6	-13.7

ADR	2019												2020					2021				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May				
This Year	95.61	116.00	120.42	94.17	66.47	69.44	72.14	72.52	86.92	79.99	85.85	83.78	77.48	78.48	82.21	89.05	109.75	94.37				
Last Year	101.07	105.93	114.32	124.94	120.95	115.22	95.25	91.96	106.78	123.30	119.06	116.45	95.61	116.00	120.42	94.17	66.47	69.44				
Percent Change	-5.4	9.5	5.3	-24.6	-45.0	-39.7	-24.3	-21.1	-18.6	-35.1	-27.9	-28.1	-19.0	-32.3	-31.7	-5.4	65.1	35.9				

Year To Date		
2019	2020	2021
116.49	100.52	91.89
103.49	116.49	100.52
12.6	-13.7	-8.6

Running 12 Months		
2019	2020	2021
111.57	104.65	85.73
100.71	111.57	104.65
10.8	-6.2	-18.1

RevPAR	2019												2020					2021				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May				
This Year	51.00	70.09	84.15	40.77	15.77	24.89	29.71	31.23	44.92	36.56	39.74	35.27	32.82	35.38	42.27	54.68	68.19	48.90				
Last Year	67.25	77.41	92.86	103.89	87.29	75.23	67.09	61.02	74.21	78.96	75.27	70.70	51.00	70.09	84.15	40.77	15.77	24.89				
Percent Change	-24.2	-9.5	-9.4	-60.8	-81.9	-66.9	-55.7	-48.8	-39.5	-53.7	-47.2	-50.1	-35.7	-49.5	-49.8	34.1	332.5	96.5				

Year To Date		
2019	2020	2021
87.22	46.49	49.99
70.80	87.22	46.49
23.2	-46.7	7.5

Running 12 Months		
2019	2020	2021
81.49	59.16	41.84
67.96	81.49	59.16
19.9	-27.4	-29.3

Supply	2019												2020					2021				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May				
This Year	182,900	182,900	164,724	184,388	178,440	184,388	178,440	184,388	188,821	182,730	188,821	182,730	192,789	192,789	177,492	196,416	191,820	202,988				
Last Year	180,234	180,234	162,764	180,203	174,360	180,172	174,360	180,172	174,360	180,172	174,360	180,172	177,000	182,900	164,724	184,388	178,440	184,388				
Percent Change	1.5	1.5	1.2	2.3	2.3	2.3	2.3	2.3	4.8	4.8	4.8	4.8	3.2	5.4	5.4	7.5	10.1					

Year To Date		
2019	2020	2021
877,733	894,840	961,505
835,817	877,733	894,840
5.0	1.9	7.4

Running 12 Months		
2019	2020	2021
2,096,348	2,143,976	2,260,224
1,992,695	2,096,348	2,143,976
5.2	2.3	5.4

Demand	2019												2020					2021				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May				
This Year	97,570	110,513	115,108	79,839	42,327	66,083	73,490	79,414	97,579	83,521	87,410	76,935	81,655	86,913	91,256	120,593	119,190	105,195				
Last Year	119,832	131,709	132,206	149,836	125,826	117,642	122,809	119,560	125,216	111,650	113,901	107,455	97,570	110,513	115,108	79,839	42,327	66,083				
Percent Change	-18.6	-16.1	-12.9	-46.7	-66.4	-43.8	-40.2	-33.6	-22.1	-25.2	-23.3	-28.4	-16.3	-21.4	-20.7	51.0	181.6	59.2				

Year To Date		
2019	2020	2021
657,219	413,870	523,147
571,767	657,219	413,870
14.9	-37.0	26.4

Running 12 Months		
2019	2020	2021
1,531,143	1,212,031	1,103,151
1,344,876	1,531,143	1,212,031
13.9	-20.8	-9.0

Revenue	2019												2020					2021				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May				
This Year	9,328,406	12,819,750	13,861,762	7,518,039	2,813,550	4,589,094	5,301,809	5,758,883	8,481,807	6,680,444	7,504,312	6,445,721	6,326,751	6,820,853	7,502,460	8,479,184	13,080,808	9,926,967				
Last Year	12,121,149	13,951,435	15,113,842	18,720,619	15,219,015	13,555,042	11,697,406	10,994,223	13,370,096	13,766,617	13,561,014	12,513,145	9,328,406	12,819,750	13,861,762	7,518,039	2,813,550	4,589,094				
Percent Change	-23.0	-8.1	-8.3	-59.8	-81.5	-66.1	-54.7	-47.6	-36.6	-51.5	-44.7	-48.5	-32.2	-46.8	-45.9	42.8	364.9	116.3				

Year To Date		
2019	2020	2021
76,559,952	41,602,195	48,070,272
59,172,630	76,559,952	41,602,195
29.4	-45.7	15.5

Running 12 Months		
2019	2020	2021
170,822,431	126,833,102	94,569,999
135,440,131	170,822,431	126,833,102
26.1	-25.8	-25.4

Census %	2019												2020					2021				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May				
Census Props	62	62	61	62	62	62	62	62	63	63	63	63	64	64	65	65	66	67				
Census Rooms	5900	5900	5883	5948	5948	5948	5948	5948	6091	6091	6091	6091	6219	6219	6339	6336	6394	6548				
% Rooms Participants	90.7	90.7	90.9	91.0	91.0	91.0	91.0	91.0	91.2	91.2	91.2	91.2	89.4	91.4	91.6	91.6	91.6	91.8				

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APRIL 18 - JUNE 7, 2021

Highlights

- During this period, Visit Tallahassee secured national coverage with **USA Today 10Best**, highlighting Tallahassee's extensive trail offerings - the article was also syndicated to various outlets, reaching a combined total of **20 million+** readers.
- In June, Visit Tallahassee launched the Summer Backyard Bucket List campaign - with only 1 week of the program completed, Visit Tallahassee has already received nearly **300 local entries**.
- The Backyard Bucket List announcement post on the Visit Tallahassee Instagram account is nearing **200 comments**, making this the most-commented post ever on the account.
- Time spent by consumers on the Visit Tallahassee site during FY2021 has remained strong and continues to increase month over month, averaging nearly **3 minutes** during this period.
- Below is a breakdown of the FY 2021 KPI's and specific growth for this period, note these began in October 2020 and go through June 7, 2021.

FY2021 KPIs	% REACHED	PERIOD GROWTH	YTD TOTAL
Increase traffic to VisitTallahassee.com by 7% (241,497)	31% of goal	17,676	73,854 Visitors
Increase page views on VisitTallahassee.com by 7% (506,966)	34% of goal	43,364	171,999 Page Views
Increase traffic to Trailahassee.com by 5% (40,908)	73% of goal	5,492	29,925 Visitors
Increase page views on Trailahassee.com by 5% (77,125)	67% of goal	9,187	51,682 Page Views
Increase open rate for emails to 17%	72% of goal	+73 %	12.3%% Open Rate
Improve click rate to 2%	155% of goal	-.23%	3.1% Click Rate
Increase total app users to 6,500	79% of goal	+ 1,049	5,144 Users
Increase avg. app session duration time to 4 min	43% of goal	-.17 Sec	1m 43s avg.
Increase total app sessions to 5,000	127% of goal	1,144	6,346 Sessions
Increase app page views to 30,000	87% of goal	6,457	26,142 Page Views
Increase IOS app downloads to 1000	68% of goal	218	683 Downloads
Increase Android app downloads to 300	43% of goal	47	130 Downloads
Increase Instagram engagements by 15% (209,000)	36.6% of goal	18,180	76,509 Engagements
Increase Instagram followers by 15% (19,900)	97.8% of goal	453	19,466 Followers
Increase Facebook engagements by 50% (257,600)	129.5% of goal	73,549	333,571 Engagements
Increase Facebook impressions by 100% (8.7M)	197.9% of goal	2,383,418	17,220,124 Impressions
Increase Twitter engagements by 15% (45,200)	39.5% of goal	2,285	17,858 Engagements
Increase Twitter followers by 5% (14,850)	95.3% of goal	-62	14,150 Followers
Increase #iHeartTally impressions by 15% (57,958,700)	53% of goal	6,826,937	30,714,365 Impressions
Increase PR earned media placements to 375	29% of goal	48	112 Media Placements
Increase PR impressions to 505MM	67% of goal	135M	341.1M Impressions
Increase PR publicity value to \$2MM	115% of goal	\$463,748	\$2,301,126
Increase PR media experiences to 18	105% of goal	8	19 Experiences
Increase PR radio + tv promotions to 8	88% of goal	1	7 Promotions
Increase PR in-book promotions to 1	100% of goal	0	1 Promotions



APRIL - JUNE 2021 PR **Highlights**

CENTRAL FLORIDA
LIFESTYLETM
MAGAZINE



ON YOUR RADAR

Send Mom To Tallahassee For Mother's Day

CHECK IT OUT



Tori Kelly, Rachel Platten & More Set For Christina Grimmie Tribute Concert



- Locked in national coverage with **USA Today 10Best**, highlighting Tallahassee's extensive trail offerings - the article was also syndicated to various outlets, reaching a combined total of **20 million+** readers.
- Spotlights Tallahassee's newest rooftop bar - Charlie Park - in multiple national and regional outlets such as VUE Magazine, Brit + Co and Central Florida Lifestyle.
- Supported Springtime Tallahassee through a leading radio promotion with WKSL-FM, Jacksonville's No. 1 contemporary station, valued at **\$15K at \$0-cost** to the destination, delivering a 15:1 ROI.
- Infiltrated meetings media to ultimately impact group business opportunities with ConventionSouth – targeting thousands of industry professionals in our key feeder markets.
- Delivered dedicated travel-guide coverage with Family Beautiful - the quarterly lifestyle publication with interests in Tampa, Miami, Sarasota and more focusing on travel, culture, style and entertainment.
- Leveraged local influencers to drive awareness for the Backyard Bucket List challenge, securing a total of three (3) local influencers, with a **combined reach of 25K+**, to drive awareness throughout the summer.
- Pitched and secured six attendees contributing to national outlets such as USA Today 10Best, Travel + Leisure, Southern Living, Condé Nast Traveler, Forbes and more for Visit Tallahassee's upcoming FAM.





APRIL - JUNE 2021 VT WEBSITE

Highlights

- Time on site during FY2021 has remained strong and continues to increase month over month, reaching nearly **3 minutes** during this period. This, along with our top pages, indicate consumers are engaging with our content and using our site as a resource.
- Direct is the top performing channel, driving **1,061 sessions** to the /things-to-do/ landing page.

Top Pages

Things to Do

Events

Stay

Top Markets:

Tallahassee · Orlando · Miami · Jacksonville

SESSIONS: **17,676**

AVERAGE PAGES VISITED: **2.36**

AVERAGE SESSION DURATION: **2:53**

APRIL - JUNE 2021 VT MOBILE APP

Highlights

Visit Widget & Mobile App Performance

Total users: **1,049**

Avg. Session: **2:31s**

Total Sessions: **1,144**

Page views: **6,457**

iOS Downloads: **218**

Android Downloads: **47**

Top 10 Most Popular Items

1. Edward Ball Wakulla Springs State Park
2. Outdoors & Nature
3. Harry Smith Outdoors
4. Budget Friendly Tallahassee
5. Social Distancer Itinerary
6. Lichgate on High Road
7. Challenger Learning Center
8. Beer Garden Tour
9. Beat The Heat Ice Cream Tour
10. With the Family

APRIL - JUNE 2021 TRAILAHASSEE

Highlights

- Traffic has remained steady with a few spikes during popular weekends. For example, Memorial Day May 30th peaked at **180 sessions** vs 79 sessions the prior week, indicating an excellent day to hit the trails.

Top Viewed Trails:

Miccosukee Greenway Trail

JR Alford Greenway Trails

Lafayette Heritage Trail

Top Markets:

Tallahassee · Orlando · Miami · Jacksonville

SESSIONS: **5,492**

AVERAGE PAGES VISITED: **1.67**

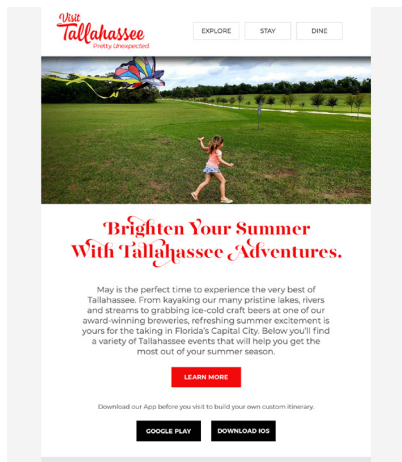
AVERAGE SESSION DURATION: **1:09**



APRIL - JUNE 2021 EMAIL **Highlights**

- Overall Open Rate is down slightly, but total open rate (meaning contacts who open our emails multiple times) is strong. This shows we are providing valued content to those who are engaged.
- Click Rate continues to be strong and above industry averages. This also speaks to our content being of interest to our audience. It also shows the layout of our emails and CTAs are effective.

- **Average Open Rate: 10%**
- **Average Click Rate: 2.4%**



APRIL - JUNE 2021 SOCIAL MEDIA **Highlights**

- With a healthy mix of content supporting National Travel and Tourism Week, Backyard Bucket List, and local events, overall organic social saw steady performance gains, and Facebook paid performance ramped up dramatically.

APRIL - JUNE 2021 SOCIAL MEDIA **Snapshot**

Total Followers	Total Reached	Total Engagements	Total Impressions	Total #iHeartTally
100,394	2,025,519	414,012	25,229,723	30,714,365



APRIL - JUNE 2021 *Instagram* HIGHLIGHTS

- Posts featuring National Travel and Tourism Week utilized stunning user-generated content that reached tens of thousands of users.
- The Backyard Bucket List announcement post is nearing **200 comments**, which is the most-commented post ever on the Instagram account.



- **NEW FOLLOWERS:**
453
- **TOTAL FOLLOWERS:**
19,795
- **ENGAGEMENTS:**
18,180

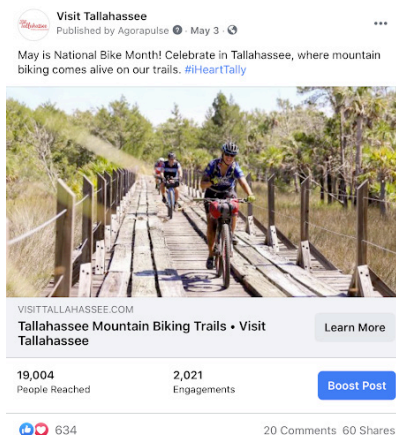
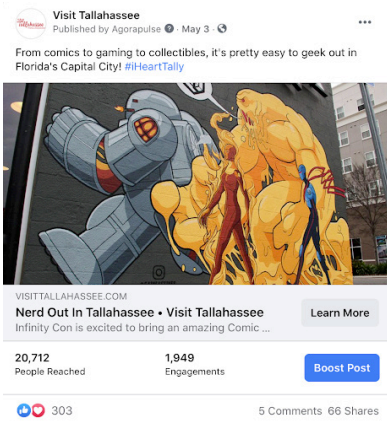


APRIL - JUNE 2021 *Facebook* HIGHLIGHTS

- Sponsored posts that included varied blog posts and assets saw notable reach, engagement, and thousands of clicks and link clicks.
- The top-performing organic posts individually earned **3,000 reach** and nearly **200 engaged users**.



- **NEW FOLLOWERS:**
78
- **TOTAL PAGE LIKES:**
66,778
- **ENGAGEMENTS:**
73,549





APRIL - JUNE 2021 *Twitter* HIGHLIGHTS



- The main highlight was the Emancipation Day post which enjoyed a boost from FAMU's account retweeting it.
- Posts about landmarks and nature resulted in the most engagement compared to other posts.



- **NEW FOLLOWERS:**
-62
- **TOTAL FOLLOWERS:**
14,150
- **ENGAGEMENTS:**
2,285

APRIL -JUNE 2021 DIGITAL MEDIA *Highlights*

- **2,800,000+** total digital media impressions delivered.
 - *Digital media accounted for 19% of website click-through traffic.*
- Paid Search continued to be the strongest performing medium in terms of click-through traffic generating almost **15%** of VisitTallahassee.com's web traffic alone (2% Native, 2% Display).
- The digital display ads operated at an average of **0.49% CTR**, well above the industry average.
 - *The display campaign also garnered an additional 523 view-through sessions.*
 - *Hiking, General Outdoors, Canopy Roads, and Mountain Biking were top performing Native creative.*
- Paid search campaigns garnered a **12.80% CTR**, which is well above the industry average of 9.87%.
 - *Paid Search also garnered a total of 1,738 conversions (clicks to secondary pages on the site i.e. Stay, Events, Seasonal, and Email sign-up pages), operating at a 30% improved conversion rate.*
 - *Things to Do continued to be the top performing campaign in terms of non-brand campaigns.*



AT A GLANCE



FY2021 Media Stories

Goal: 375

FY2021 Media Stories: 173

Media Stories

May & June = **60**



FY2021 Media Value

Goal: \$2 Million

YTD Media Value

\$2,306,792

Media Value for

May & June = **\$462,000**



YTD Social Media

Engagements: 573,147



Backyard Bucket List

Visit Tallahassee recently launched the “Tallahassee Backyard Bucket List” challenge. With over 25% of visitors coming to see friends and family, the campaign encourages residents to explore their backyard and become local ambassadors. Each month, the program features a new list of attractions, restaurants, breweries, trails, shops and museums to explore.

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

- Participated in National Travel & Tourism Week (May 2-8) with recognition of local tourism industry employees through social media posts.
- Supported the Soul of Southside Festival with the production of a digital billboard and social media advertising.
- Generated three new website articles featuring dedicated content promoting the Florida Highwaymen, Pride Month events, and an updated Memorials tour.
- Hosted Sarasota-based travel blogger Ray Collins from Family Beautiful with support from the DoubleTree Hotel, Eve on Adams, Il Lusso, Great Bicycle Shop, Andrews Downtown, Mimi's Table, and Wakulla Springs.
- Hosted Atlanta-based Southern Hospitality blogger Rhoda Hendrix. During her stay at Hotel Indigo she experienced Tallahassee Museum, Madison Social, the Grove, Backwoods Crossing and Tallahassee Nurseries.
- Attended the Black Travel Alliance virtual conference and participated in over 20 deskside meetings with African-American writers, bloggers and influencers.
- Attended the Destinations Florida Destination Marketing Summit in St. Augustine. Programs included discussions about diversity & inclusion, consumer confidence, underserved travelers, and current trends in the tourism industry.
- Launched the Backyard Bucket List challenge in partnership with the Capital City Chamber of Commerce and Tallahassee Foodies to drive business to local partners all summer long.

ON THE HORIZON

On June 24-26, Visit Tallahassee will be hosting a group media Fam Trip. Five writers representing such outlets as USA Today, Travel Pulse, South Park Magazine, and Town Magazine are scheduled to attend.

OUT & ABOUT

Keep your eyes open the next time you go for a hike at Klapp-Phipps Park and you might spot this sign. Recently relocated to a heavily trafficked spot on the trail, this sign was part of the first jump from the Red Hills International Horse Trials.





AT A GLANCE

Grant Program

Grant Agreements
Processed – 16

Events Held – 11

Post-Event Reports
Processed – 8



Visitor Information Center
Closed to Public

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

Visitor Guide Requests: 2816

Relocation Information
Requests: 5

Group Services and
Welcome Bags: 900

Calls Received: 106

HIGHLIGHTS

- Notified grantees whose events were scheduled on or after May 11, 2021, that they would now be eligible to receive reimbursement for indoor events as approved by the BOCC. Updated and sent revised grant agreements to these event coordinators.
- Distributed and processed grant agreements and post-event reports.
- Assisted in drafting agenda item to codify the grant program policies with Leon County BOCC.
- Coordinated inventory assessment for Gift Shop merchandise and promotional items. Ordered items needed to rebuild stock to be ready for the opening of the new Visitor Information Center.
- Conducted interviews and hired two Visitor Services Representatives to staff the new Satellite Visitor Information Center.
- Selected Sophia Vo, an FSU student in the Recreation, Tourism and Events Program, to conduct her six-week field work class with Visitor Services.

ON THE HORIZON

- FY22 grant application submission cycle projected to open late June/early July 2021. Three Grant Application Workshops will be offered in a hybrid format in July.
- "We Are Open!" campaign with downtown businesses and attractions to promote the opening of the Satellite Visitor Information Center in Cascades Park.





GOAL AT A GLANCE

FY2021
Room Nights Goal:
6,733

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

ON THE HORIZON

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

OUT & ABOUT



Attended the 2nd Annual 2021 Infinity Con Tallahassee held at the Donald L. Tucker Civic Center with just over 3,000 attendees.

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 2022 and 2024 NAIA Cross Country Championship Bid.
- Set-up and opened registration for the 2021 FSU Invitational Cross-Country Pre-State Meet.
- Assisted three weddings with room blocks for out of town guests, rehearsal dinner venues, and vendor information.
- Met with the new General Manager and Sales Manager for the Hilton Garden Inn Blainstone.
- Assisted Dream Vacations with hotel block and tour information for their visit to Tallahassee in 2022.
- Assisted Grambling State University Football team and Marching Band locate rooms for game against FAMU on Homecoming weekend.
- Met with the new Communications and Development Manager for the Challenger Learning Center.
- Assisted USA Fastpitch Softball Tournament with room blocks for out of town teams.
- Updated partner contact information for the 2021 Crisis Plan.
- Participated in multiple planning meetings with Florida State University for the 2021 NCAA Cross Country National Championships.
- Assisted Jacksonville State University Marching Band with securing rooms for the Jacksonville State vs. FSU Football game.
- Continuing to approve the calendar of events listings and manage the events category on VisitTallahassee.com.
- Updated partner contact information in iDSS.



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.)

OUT AND ABOUT



Got out to revisit and tour the Museum of Florida History to explore the current exhibits and museum updates with Scott Lindeman.



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

- Coordinated site visit of the University Center Club/Champions Club at FSU, AC Hotel, and Parkview at Cascade for Kevin Gehrke with the Office of Economic Vitality in preparation for the Mags & Motor Conference bid for February 2023.
- Met with David Fierro, Communications and Development Manager at The Challenger Learning Center to discussed meeting & group co-op opportunities
- Created a PowerPoint presentation for the Southwestern Athletic Conference about the improvements to Apalachee Regional Park Cross Country Facility.
- Continuing to update the Meeting & Group webpages and maintain partner listings that promote Tallahassee as a meetings & group destination.
- Held meeting with Kerry McElroy with the FSU Conference Center to discuss technology adaption and trends in the meetings industry as FSU gears up to fully in person classes and events in the fall.
- Resuming active participation in the Florida Society of Association Executives, Society of Government Meeting Professionals (FSAE), Society of Government Meeting Professionals (SGMP), and Meetings Professionals International (MPI) as in person events are held post COVID.
- Working in partnership with the sales team on the extensive and detailed planning for the upcoming fall high-profile cross country meets at Apalachee Regional Park.

LEADS DISTRIBUTED (ANTICIPATED NUMBERS)

- Sent two leads for future business accounting for approximately 300 visitors and 475 room nights.



GOAL AT A GLANCE

FY 2021

**Room Nights Goal:
39,520**

YTD Room Nights: 20,759

ON THE HORIZON

There are multiple youth fast pitch softball events hosted by US Fastpitch scheduled to take place in July. The Sports Department also has the opportunity to attend the virtual conference "Host City America's" which will see the virtual gathering of multiple governing bodies and sport event managers from events to be hosted throughout the Americas, including the US.

OUT & ABOUT



Winners and runners-up pose for a picture at the Visit Tallahassee Junior All-Star Championships hosted June 7th – 10th at Southwood Golf Club.

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

- Began the planning process with Florida State University Athletics for the 2021 NCAA Division I Cross Country National Championships.
- Held meetings with members of Florida A&M and the Southwestern Athletic Conference (SWAC) to recommend hosting the SWAC Cross Country Conference Championships at Apalachee Regional Park.
- Met with local members of the youth bowling community to begin discussion on bidding for the Pepsi Florida Youth Bowling Championships in 2023.
- Met with Florida State University Tennis administration to attract the ITA Summer Circuit tennis tournament 2021 to Tallahassee.
- Submitted a bid to host the National Association of Intercollegiate Athletics (NAIA) 2022 & 2024 Cross Country National Championships at Apalachee Regional Park
- Submitted "intent to bid" documentation to the World Athletic Federation in preparation to bid on the 2026 World Cross Country Championships.
- Traveled to Bentonville Arkansas, as a member of a Mountain Bike Working Group to meet with community leaders and governmental directors responsible for the sustained growth and success of the "Bike Bentonville" mountain bike community.

EVENTS HOSTED

- AJGA Visit Tallahassee Junior All Star Championships
- ASG Capital Cup, youth soccer tournament
- Gold Star Elite Summer Showcase, youth softball
- AAU Regional Track and Field Championships

LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

Economic Impact Estimate
2021 Spring Events
March 12th - May 23rd 2021



Visit
Tallahassee
Pretty. Unexpected.

DS downs & st. germain
RESEARCH

WHAT HAPPENED IN TALLAHASSEE: SPRING EVENTS

This report presents the aggregated economic impact in Leon County of the following events:

- » Red Hills Horse Trials – March 12th – March 14th
- » Florida State Invitational – March 26th – March 28th
- » Word of South – April 10th – April 11th
- » Lemoyne Chain of Parks – April 15th – April 18th
- » Southern Shakespeare – May 6th – May 9th
- » Springtime Tallahassee – May 15th
- » ASG Presidents Day Invitational – May 22nd – May 23rd



Total Economic Impact

\$4,277,200

When including indirect and induced effects¹ of direct spending, the total economic impact of people who attended a 2021 spring event who **live outside** of Leon County was \$4,277,200.²

¹Indirect effects are increased business spending resulting from tourism dollars. Induced effects are increased household spending resulting from tourism dollars.

²For accommodations, restaurants, groceries, transportation, attractions, entertainment, tickets, shopping, and “other” expenses.



Direct Spending

\$2,759,500¹

People who **live outside** of Leon County spent \$2,759,500¹ during 2021 spring events.

¹For accommodations, restaurants, groceries, transportation, attractions, entertainment, tickets, shopping, and “other” expenses.



Out-of-County Visitors

10,595¹

Including overnight visitors and day trippers, there were 10,595 individuals from outside Leon County who attended a 2021 spring event.

¹An attendance figure of 36,645 attendees was used for this report. 10,595 visitors resided outside of Leon County.



8,092 room nights

Attendees who live outside of Leon County spent **8,092 nights** in hotels, motels, etc. while attending 2021 spring events.



Demographics

- **2.1 Out-of-County visitors** per travel party
- **3.1** nights stayed in Tallahassee by **Out-of-County visitors**
- **45** years old – median age
- **53%** Female



Methodology

- The economic impact was based on data from the following sources:
 - 655 in person interviews with attendees to 2021 spring events
 - Attendance figures and ticket sales were provided by organizers of 2021 spring events and by an independent estimate by Downs & St. Germain Research
 - Leon County Division of Tourism/Visit Tallahassee Visitor Tracking Study
 - Tourism database at Downs & St. Germain Research



LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

Economic Impact Study of 2021 Spring Events

Kerri Post

Executive Director, Leon County Division of Tourism/ Visit Tallahassee
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Visit
Tallahassee
Pretty. Unexpected.

DS downs & st. germain
RESEARCH



MEMORANDUM

DATE: June 24, 2021

TO: Leon County Tourist Development Council Members (TDC)

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

SUBJECT: Proposed FY 2022 Tourism Grant Program Overview and Guidelines Review

Each year the Leon County Division of Tourism/Visit Tallahassee utilizes Tourist Development Tax (TDT) revenues to offer grant opportunities to local organizations that produce events to attract visitors to the destination and provide programming and activities which enhance the market for both residents and visitors. The County's Tourism grant programs leverage private funding for these events to the benefit of the community by attracting visitors from state, regional, national, and international markets. The brand exposure associated with some of the larger events and festivals that take place each year promotes and positions Tallahassee/Leon County as a vibrant and diverse destination.

The continued investment in the growth, stature, and participation in these events continue to generate a return on investment as demonstrated by hotel occupancy rates and visitor spending in the community. As a result, the overnight stays and visitor spending enhances TDT collections and provides additional revenues to support the Tourism grant programs and the overall growth of the market as a destination.

The COVID-19 pandemic had a severe impact on the Tourism industry, and particularly events, in Tallahassee/Leon County in 2020 and 2021. Many grant funded events that attract out-of-town visitors were either cancelled, virtual or significantly downsized to comply with CDC guidance. However in a typical year, the diverse events encompass sports, arts, culture, history, meetings, conventions and leisure travel, including the Harambee Festival, Infinity Con convention, LeMoyne Chain of Parks Art Festival, FSU Homecoming, and Warner Soccer Presidents' Day Invitational soccer tournament which all attract thousands of overnight visitors to Tallahassee/Leon County each year.

The financial impact of the COVID-19 pandemic on the Tourism industry in Tallahassee/Leon County has been devastating and although Tourism is rebounding, the industry continues to be impacted and we are not anticipating a full recovery to pre-pandemic levels until mid-to-late 2022. While Tourist Development Tax (TDT) revenue collections are experiencing solid incremental growth each month, collections are down 33% year-over-year. Accordingly, the Divisions' overall budget remains at reduced levels and the amount of funding allocated for Tourism grant programs remains at reduced levels to align with projected shortfalls. However please be assured we fully recognize the economic and quality-of-life value these events have on our community and plan to fund as many organizations as possible but with reduced amounts.

Proposed Budget Allocation for Each Grant Program

For FY22 the proposed total Grant Funding budget allocation is \$560,000, a 24% increase over FY 21 (\$450,000), yet a 27% reduction from FY 19, pre-pandemic grant program funding levels of \$765,000. The proposed FY22 funding levels allocated to the respective grant programs are as follows:

- Legacy Event Grants are for the largest events that generate the greatest ROI. In FY21 \$240,000 was awarded. For FY22, these grants are proposed at \$280,000.
- Signature Events/Emerging Signature Event grants are for large events consistently producing significant ROI. In FY21, \$110,000 was awarded. For FY22, the amount proposed is \$130,000.
- Special Event Grants are for smaller and/or newer events that either have a history of or show potential to generate overnight stays from visitors outside of Leon County/Tallahassee. In FY21, \$40,000 was awarded. For FY22, the amount proposed is \$60,000.
- Sports Event Grants are specifically for events categorized as amateur sporting events that either have a history of or show potential to generate overnight stays from visitors outside of Leon County/Tallahassee. In FY21, \$60,000 was awarded. For FY22, the amount proposed is \$90,000.

FY 2022 Proposed Grant Budget Allocation				
Program Type	FY2019/20	FY2020/21	FY2021/22	FY 21/22 % Change Y-O-Y
Legacy	\$300,000	\$240,000	\$280,000	17%
Signature/Emerging Signature	\$235,000	\$110,000	\$130,000	18%
Special	\$100,000	\$40,000	\$60,000	50%
Sports	\$130,000	\$60,000	\$90,000	50%
Total	\$765,000	\$450,000	\$560,000	24%

Overview of Revisions in Grant Guidelines

The Leon County Division of Tourism/Visit Tallahassee grant policies and procedures have been updated for FY 2022. Attached you will find the updated Grant Guidelines for Legacy Events, Signature/Emerging Signature Events, Special Events, and Sports Events for your review. An overview of the updates are noted below:

- Removal of the COVID-19 language. Language referencing CDC guidance, social distancing, wearing of masks has been removed. However, the requirement for an event health and safety plan has been retained.
- Event cancellation period – This was added last year as a result of the COVID-19 pandemic leading to full or partial reimbursement for events that were cancelled. The cancellation period was 75-days. The cancellation period was adjusted by County Administration to 30 days as conditions changed during the year. This year the cancellation period will be 60 days if community health circumstances warrant activation of this consideration.
- The format for the Grant Program Guidelines has been updated and all guidelines edited for consistency in form and layout.

Proposed Tourism Event Grant Application and Review Process Timeline

The continuing impact of COVID-19 and the emerging recovery phase has resulted in adjustments to the timing of the grant cycle. While still a compressed grant schedule from the pre-pandemic 6-week open schedule, the timeline below provides for a longer open application grant cycle over last year.

6/28/21	Grant Application Cycle Opens (30-day cycle 6/28/21-7/30/21)
Various	Mandatory Grant Application Workshop (Hybrid Format) 7/1/21 3p.m. 7/8/21 3p.m. 7/22/21 10a.m.
7/26-27/21	Orientation/Guidelines Review/System Training for Grant Reviewer Comm.
7/30/21	Application Cycle Closes
8/10/21	Scoring Completed
8/19/21	TDC Grant Review Committee (GRC) Public Meeting (Hybrid Format)
9/9/21	TDC Meeting – Consideration/Approval of GRC Award Recommendations

Leon County Division of Tourism



Visit
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LEGACY EVENTS

DRAFT FY22 GRANT PROGRAM



POLICIES & PROCEDURES
PROPOSED REVISED JUNE 24, 2021

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Leon County Division of Tourism/Visit Tallahassee

Legacy Event Grant Program

I. INTRODUCTION

The Leon County Tourist Development Council (TDC) was created pursuant to State of Florida Local Option Tourist Development Act and Leon County Ordinance #88-01. The TDC administers funds collected from a local option tourist development tax (TDT) on transient lodging sales, i.e. hotels/motels, campgrounds and condominiums. The funds are designated to promote Tallahassee/Leon County as a preferred visitor destination for meetings and conventions, group leisure travel, special events, cultural activities and amateur sporting events.

Per section 125.0104 of the Florida Statutes to be an authorized use of Tourist Development Tax revenue, an event “shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue or event to tourists.” By statute, a tourist is a “person who participates in trade or recreation activities outside of the county of his or her permanent residence, or who rents or leases transient accommodations including any living quarters or accommodations in any hotel, motel, apartment motel, resort motel, apartment, apartment hotel, rooming house, mobile home park, recreational vehicle park, condominium or timeshare resort for a term of 6 months or less.”

The Leon County Division of Tourism annually administers and budgets funds for four separate grant programs for local groups and organizations that coordinate events with a demonstrated history of or significant potential to draw visitors to the area.

The Legacy Event Grants are for events that have taken place in the community for a minimum of five years and generate the largest amount of room nights and economic impact in the community.

For FY22 event organizers will submit a proposed three-year funding plan, in addition to providing all other required grant documentation. Legacy Event grants have an award ceiling of \$100,000 in annual support for each event, however funding levels will remain at the respective FY21 funding level for FY22 and proposed increases in annual funding requests must document and demonstrate increased event out-of-market advertising and promotion, event duration and/or significant new or additional program elements that would reasonably be expected to attract an additional audience to the event. A three-year funding agreement for each Legacy Event organization will be based upon the three-year funding plan and implemented with mutually agreed upon goals and deliverables for each year and it will be reviewed annually. The contract will have financial consequences for not obtaining event goals and deliverables and will allow for variances as a result of acts of God (i.e. weather). Once all documentation has been reviewed by

staff and approved by the Tourist Development Council and the Board of County Commissioners, a three-year funding agreement will be executed.

The Division of Tourism Legacy Event grant programs are funded by the Tourist Development Tax (TDT) and are designed to support established high-producing events that draw significant visitation and economic impact to Leon County. Grant programs administered by the Council on Culture & Arts (COCA) are also funded by TDT revenue and are designed to support year-round arts and culture programming.

II. DEFINITION

A Legacy Event is:

- A. An event, festival, or tournament that has been taking place in the community for a minimum of five years and can reliably demonstrate generating a minimum average 2,000 room nights for at least three of the last five years.
- B. An event, festival, or tournament that can reliably demonstrate generating a minimum economic impact of \$1 million annually.
- C. An event that does not occur during peak visitor periods. Peak visitor periods are generally defined as FSU home football game weekends in the fall semester, FAMU homecoming weekend, FSU or FAMU graduation weekends, and Monday through Thursday during the state legislative session.
- D. Changes to the event resulting from an Act of God i.e. weather, pandemic, will be considered in annual performance review.

III. REQUIRED DOCUMENTS

The documents listed below are required as part of the Legacy Grant application process:

- A. Legacy Grant Application Form
- B. Three-Year Event Funding Plan
- C. Marketing Plan
- D. Event Budget
- E. Event Information on Protocols for Public Health and Safety

IV. STATEMENT OF POLICIES

- A. No applicant may be considered for or receive more than one Legacy Event Grant per fiscal year, with the exception of a once-a-year event that may coincidentally occur within the same fiscal year due to scheduling. An example would be an early October

- event that is scheduled for late September the following fall, both occurring the same fiscal year.
- B. Grant funds are intended to supplement the organization's budget for the event referenced in the application.
 - C. Applicant must provide a three-year funding plan for the event, including requested amount for each year, detail new marketing programs to enhance reach and/or new event elements (if any), and event goals for room nights, out-of-county visitors, and total attendance. The requested FY22 funding level will remain at the respective FY21 funding level and proposed increases in annual funding requests must document and demonstrate increased event duration and/or significant new or additional program elements or out-of-market promotional elements that would reasonably be expected to attract an additional audience to the event.
 - D. Applicant must provide an event public health and safety plan. The plan should include strategies to maintain healthy environments and operations for all event staff and attendees.
 - E. Grantee must provide a marketing/promotions plan.
 - F. Grantee must provide a detailed out-of-market promotion/marketing plan and event budget indicating matching funds.
 - G. Hotels secured for the event must be located within Leon County.
 - H. Funding does not support administrative costs or private events. Funding supports marketing and promotional efforts, venue/site rentals and costs associated with visiting artists and/or exhibits.
 - I. Grantee's budget must reflect at least a 25% dollar-for-dollar cash match (donated in-kind services will not be allowed) to the requested grant amount. Grantees will be required to identify the amount of matching funds in the event budget submitted and the amount must be verified and sourced in the Post-Event Report.
 - J. Funding shall be provided as reimbursement for approved actual expenditures upon completion of the event. Proof of payment must be provided.
 - K. If an event must be cancelled, event organizers are required to make that determination at least 60 days prior to the event's originally scheduled date. Tourism will only reimburse for allowable expenses incurred before 60 days prior to the original event date. Any expenses incurred after that date will not be reimbursed.
 - L. If an event needs to be rescheduled, the new dates must be between October 1 and September 30 of the current fiscal year to be eligible for reimbursement or will forfeit award for that fiscal year.
 - M. Leon County Tourism staff will direct the County's marketing research firm of record to conduct an economic impact study of an event receiving Legacy Event grant funding. Event organizers must allow for face-to-face interviews with spectators and participants in order to be eligible

- N. Each year's performance will be evaluated against the established criteria and mutually agreed upon goals and deliverables for each year.
- O. To be eligible for payment, a completed Post-Event Report must be submitted. The report must include a recap of the event and how the event promoters measured the success/failure of the event. Failure to submit a complete Post-Event Report will result in disqualification for support. Requests for reimbursement must be received by September 30.
- P. Any funds granted will be subject to audit by the Leon County Auditor.
- Q. Indemnification: Grantee shall indemnify Leon County, Florida, a charter county and political subdivision of the State of Florida (the "County"), to the extent provided as follows:
 - 1. Except as otherwise provided herein below, the Grantee shall indemnify, save and hold the County, its officials, officers and employees harmless from any and all actions, obligations, claims, damages, expenses, costs of any kind, debts, negligence, and liabilities arising from, or in any way related to, acts or omissions of the Grantee, its employees, volunteers, subcontractors, employees of subcontractors, or clientele, in the performance of, or failure to perform under, this event for which the Grant was approved. Should the County, as a result of the performance or lack thereof by or on behalf of the Grantee, be required to reimburse any sums to any organization, or reimburse funds to any Federal, State or local governmental entity, contribute funds to the performance of this event for which the Grant was approved, or expend County funds to complete or correct such performance, the Grantee, upon demand by the County, shall refund and reimburse the County for all sums so reimbursed or expended by the County.
 - 2. If the grantee is a governmental entity or other such organization to which the protection of sovereign immunity is applicable, the indemnification requirements set forth in subparagraph (a) above shall apply to such Grantee only to the extent as allowed in Section 768.28, Florida Statutes, and nothing herein shall be deemed to be a waiver of such Grantee's sovereign immunity beyond those statutory limits as provided therein.
 - 3. If the event for which the Grant was approved is to take place on property owned by the County and/or is sponsored by the County, the Grantee shall, in addition to these indemnification requirements, be required to provide to the County a certificate of insurance showing that that the Grantee has procured insurance against claims for injuries to persons or damages to property which may arise from, or in connection with, the performance by the Grantee, its employees, volunteers, subcontractors, employees of subcontractors, or clientele, of this event for which the Grant was approved, in the minimum coverage and amounts as follows, and that the County has been named as an additional insured:

- i. commercial general liability insurance coverage with combined single limits for bodily injury, personal injury, and property damage of no less than \$1,000,000 per occurrence and a \$2,000,000 annual aggregate; and
 - ii. if applicable, workers' compensation insurance covering all employees meeting statutory limits in compliance with all applicable state and federal laws.
- R. The combined Leon County/Visit Tallahassee logo must be included on all printed and online advertisements and promotional materials for the event. Promotional materials include: banners, signs, t-shirts, programs, brochures, event website, social media posts, etc. Online material developed for the event must include a link to the VisitTallahassee.com website. Before these materials are produced, a draft or design proof **MUST BE SUBMITTED AND APPROVED** by the Leon County Division of Tourism/Visit Tallahassee to assure that the combined Leon County/Visit Tallahassee logo appears properly. Leon County Division of Tourism/Visit Tallahassee is dedicated to supporting worthwhile local events through our grant programs and other promotional opportunities but reserves the right to reduce or eliminate grant funding for organizations that do not receive prior approval for correct logo use.



- S. Grantee is required to coordinate public announcements of the event including the entertainment and/or performing acts, news releases, social media posts, or broadcasts associated as part of the event with Leon County Tourism/Visit Tallahassee.
- T. Allowable expenses shall include:
 - 1. Promotion, marketing and paid media advertising that reaches outside Leon County to in-state metro markets and the Southeast, at a minimum, with potential to drive overnight visitation.
 - 2. Event production and technical expenses, site fees/costs (contract help, rentals, insurance) rights fees, sanction fees, and travel expenses including lodging.
 - 3. Grantees are required to describe how the grant funds will be used. Any changes to the items submitted in the application **MUST** be submitted in writing to Leon County Tourism/Visit Tallahassee and will not be allowed without written approval from staff **PRIOR** to the event.

U. Unallowable expenses include:

1. General and administrative expenses.
2. Building, renovating and/or remodeling expenses.
3. Permanent equipment purchases.
4. Debts incurred prior to grant period.
5. Programs which solicit advertising or sponsorships.
6. Hospitality or social functions.
7. Advertising that primarily reaches Leon County and its residents.
8. Sleeping room expenses for attendees.

V. PROCEDURES

- A. Funding for the Legacy Event Grant Program will be included as part of the Division of Tourism's normal budget process.
- B. Funds will be primarily used to market the Legacy Event but may be used for other purposes as authorized by section 125.0104, Florida Statutes, such as programming and production expenses as long as the main focus is the promotion of the event to visitors.
- C. Funds will be provided to the recipient on a reimbursement basis upon receipt and approval of a post-event report demonstrating proof that the funds were spent as agreed upon.
- D. Each grant application will be reviewed by Leon County Tourism staff to ensure all required materials have been supplied. Failure to supply all of the required materials may result in disqualification. Following staff review, a meeting with the event organizer will be conducted to mutually determine the specific three-year contract outlining agreed upon deliverables will be developed. The draft contract will be presented for the TDC's review and subsequently to the Board of County Commissioners (BOCC) for approval.
- E. Once approved by the BOCC, staff will issue an award letter to the grant recipient outlining the amount and final contract agreement authorizing the uses of the funds and will include a scope of work, deliverables, and required documentation. Signed contracts must be received by Leon County Tourism within 30 days of receipt of award letter.
- F. Upon receipt and approval of a standardized post-event report, staff will process the grant invoice for payment.

VI. POST-EVENT REPORT

Leon County Tourism will instruct its marketing research firm of record to conduct a statistically reliable number of spectator and participant surveys at the event to develop an economic impact study that shows the number of attendees, out of town guests, room nights generated and total economic impact from the event.

It is the responsibility of the event organizer to provide post-event information including:

- A. The names of contracted hotels used for participants and spectators.
- B. Room pick-ups (number of rooms secured, number of days, and the number of guests staying in each room) from each contracted hotel.
- C. A written report on how the event measured its success or failure; what were the event goals and what was accomplished.
- D. Leon County reserves the right to conduct a post-audit of information presented on the accommodations listed.
- E. Post-event budget showing revenues and expenses.
- F. Upon receipt and approval of the post-event report, Leon County Tourism will process the check request for the approved grant amount.

VII. CONCLUSION

Applicants are asked not to contact members of the TDC Grant Review Committee. The event director, fiscal administrator or other contact person may be called upon by any one of these groups or their staff at any time during the review process.

For questions or additional information, please contact:

Terri Messler (850) 606-2331 Terri.Messler@VisitTallahassee.com

Leon County Division of Tourism



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SIGNATURE & EMERGING SIGNATURE EVENTS

DRAFT FY22 GRANT PROGRAM



POLICIES & PROCEDURES
PROPOSED REVISED JUNE 24, 2021

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**Leon County Division of Tourism/Visit Tallahassee
Signature/Emerging Signature Event Grant Program**

I. INTRODUCTION

The Leon Country Tourist Development Council (TDC) was created pursuant to the State of Florida Local Option Tourist Development Act and Leon County Ordinance #88-01. The TDC administers funds collected from a local option tourist development tax (TDT) on transient lodging sales, i.e. hotels/motels, campgrounds and condominiums. The funds are designated to promote Tallahassee/Leon County as a preferred visitor destination for meetings and conventions, group leisure travel, special events, cultural activities and amateur sporting events.

Per section 125.0104 of the Florida Statutes to be an authorized use of Tourist Development Tax revenue, an event “shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue or event to tourists.” By statute, a tourist is a “person who participates in trade or recreation activities outside of the county of his or her permanent residence, or who rents or leases transient accommodations including any living quarters or accommodations in any hotel, motel, apartment motel, resort motel, apartment, apartment hotel, rooming house, mobile home park, recreational vehicle park, condominium or timeshare resort for a term of 6 months or less.”

The Leon County Division of Tourism annually allocates funds to four separate grant programs for local groups and organizations that coordinate events with a demonstrated history of or significant potential to draw visitors to the area. The Special Events Grants and Signature/Emerging Signature Grants are reviewed by the TDC Grant Review Committee and Sports Events Grants are reviewed by the Tallahassee Sports Council (TSC). The TDC Grant Review Committee is comprised of TDC members which may include tourism and hospitality leaders and marketing professionals. Legacy Event grants are approved by the TDC and the Leon County Board of County of Commissioners (BOCC). Legacy and Signature/Emerging Signature Event Grants are for festivals and events that can demonstrate the potential to bring a significant number of room nights and economic impact to the community.

The Leon County Division of Tourism grants programs are funded by the Tourist Development Tax (TDT) which is generated from hotel room nights. Grant programs administered by the Council on Culture & Arts (COCA) are also funded by the TDT revenue and are designed to support year-round arts and culture programming.

II. DEFINITIONS

A Signature Event is:

- A. One that offers programming for the public over one or more days while demonstrating the potential to generate a minimum of 1,500 hotel room nights; Multiple day events, because of their broader economic impact to all aspects of the local economy, are preferred.
- B. An event that does not occur during peak visitor periods. Peak visitor periods are generally defined as FSU home football game weekends in the fall semester, FAMU homecoming weekend, FSU or FAMU graduation weekends, and Monday through Thursday during the state legislative session.
- C. An event that significantly distinguishes and elevates the appeal of Tallahassee/Leon County and has the potential to generate state, national and international media exposure.
- D. An event that has broad visitor and public appeal for motivating travel.
- E. One that has an established organizational structure to fully plan, market and produce the event.
- F. An annual event.

An Emerging Signature Event is:

- A. When an existing event meets the definition of a Signature Event, yet only estimates generating between 1,250 – 1,499 hotel room nights, and historically generates near that amount, the event may apply to be considered to be designated as an Emerging Signature Event – that may be eligible for increased funding and marketing support from the Leon County Division of Tourism/Visit Tallahassee.
- B. An Emerging Signature Event is an existing event with a record of growing attendance of and room nights that is interested, willing and able to grow their event to generate at least 1,500 room nights.
- C. Organizations must work with Leon County Division of Tourism/Visit Tallahassee staff to identify event enhancements and marketing opportunities to transition to Emerging Signature event grant status and funding levels.
- D. Organizations must be able to identify and document in their grant application what new features or aspects will be added to help grow the event, i.e. add another day of activities.
- E. Organizations must also agree and allow Leon County Division of Tourism/Visit Tallahassee's Research firm of record to conduct an economic impact study of the event to substantiate/verify the event generated at or around 1,250 hotel room nights. If the initial study indicates the room nights generated did not reach the

1,250 target for hotel room nights, the organization will move back into the Special Event grant program for one year before they may reapply for the Emerging Signature Event status again.

- F. An event that does not occur during peak visitor periods. Peak visitor periods are generally defined as FSU home football game weekends in the fall semester, FAMU homecoming weekend, FSU or FAMU graduation weekends, and Monday through Thursday during the state legislative session.

III. STATEMENT OF POLICIES

- A. No applicant may be considered for or receive more than one Signature/Emerging Signature Event Grant per fiscal year, with the exception of a once-a-year event that may coincidentally occur within the same fiscal year due to scheduling. An example would be an early October event that is scheduled for late September the following fall, both occurring the same fiscal year.
- B. Grant funds are intended to supplement the organization's budget for the event referenced in the application.
- C. An event occurring during peak visitor periods will not be considered for funding. Peak visitor periods are generally defined as FSU home football game weekends in the fall semester, FAMU homecoming weekend, FSU or FAMU graduation weekends, and Monday through Thursday during the state legislative session.
- D. Signature/Emerging Signature events must meet community standards and align with the County's Tourism marketing objectives and positioning.
- E. Signature/Emerging Signature events should not receive support from County general revenue through the BOCC or the Council on Culture and Arts (COCA) with the exception of in-kind support. No other funds from the BOCC can be used for the match requirement.
- F. Each application will be evaluated against established criteria, past performance and historic precedent.
- G. Applicant must provide a statement of sustainability and growth for the event (i.e. How do you define success for the event and what is your long-term plan to sustain and grown the event over the next five years?).
- H. Applicant must provide an event public health and safety plan. The plan should include strategies to maintain healthy environments and operations for all event staff and attendees.
- I. Applicant must provide a statement of need for grant funding.
- J. For new events that demonstrate the potential to generate the minimum 1,500 hotel room nights, the TDC has the option to fund the event through a Signature Event grant in its initial three (3) years.

- K. Funding does not support administrative costs or private events. Funding supports marketing and promotional efforts, venue/site rentals and costs associated with visiting artists and/or exhibits.
- L. Hotels secured for the event must be located within Leon County.
- M. Applicant's budget must reflect at least a 25% dollar-for-dollar match (donated in-kind services will not be allowed). Applicants will be required to identify the amount of matching funds in the event budget submitted and the amount must be verified and sourced in the Post-Event Report.
- N. Funding shall be provided as reimbursement for approved actual expenditures upon completion of the event. Proof of payment must be provided. Proof of payment may be submitted in the form of a vendor receipt and front and back copy of cleared check, credit card receipt, bank or credit card statement, ACH transfer or digital wallet receipts. Cash receipts can be accepted for reimbursements. However, using a check or credit card is preferred. Written confirmation from vendor that expenditure has a paid in full is necessary for if only a copy of the front of the cleared check is provided.
- O. If an event must be cancelled, event organizers are required to make that determination at least 60 days prior to the event's originally scheduled date. Tourism will only reimburse for allowable expenses incurred before 60 days prior to the original event date. Any expenses incurred after that date will not be reimbursed.
- P. If an event needs to be rescheduled, the new dates must be between October 1 and September 30 of the current fiscal year to be eligible for reimbursement.
- Q. Leon County Division of Tourism/Visit Tallahassee staff will direct the County's marketing research firm of record to conduct an economic impact study of an event receiving Signature/Emerging Signature Event grant funding. Event organizers must allow for face-to-face interviews with spectators and participants in order to be eligible.
- R. It is the intent of the TDC to discourage the support of two competing Signature/Emerging Signature events. This includes events that take place during the same week/weekend or similarly-themed concerts or festivals.
- S. To be an eligible for payment, a completed Post-Event Report must be submitted within 60 days after the event has taken place. The Report must include tracking statistics regarding out-of-town visitors and their use of transient lodging facilities and occupancy. Failure to submit a complete Post-Event Report will result in disqualification for support. If the event occurs near the end of the fiscal year, requests for reimbursement must be received by September 30.
- T. Any funds granted will be subject to audit by the Leon County Auditor.
- U. Indemnification: By submitting this Grant application, the applicant agrees that upon final approval of the Grant the applicant shall indemnify Leon County Florida, a

charter county and political subdivision of the State of Florida (the “County”), to the extent provided as follows:

1. Except as otherwise provided herein below, the applicant shall indemnify, save and hold the County, its officials, officers and employees harmless from any and all actions, obligations, claims, damages, expenses, costs of any kind, debts, negligence, and liabilities arising from, or in any way related to, acts or omissions of the applicant, its employees, volunteers, subcontractors, employees of subcontractors, or clientele, in the performance of, or failure to perform under, this event for which the Grant was approved. Should the County, as a result of the performance or lack thereof by or on behalf of the applicant, be required to reimburse any sums to any local government entity, contribute funds to the performance of this event for which the Grant was approved, or expend County funds to complete or correct such performance, the applicant, upon demand by the County, shall refund and reimburse the County for all sums so reimbursed or expended by the County.
 2. If the applicant is a governmental entity or other such organization to which the protection of sovereign immunity is applicable, the indemnification requirements set forth in subparagraph (1) above shall apply to such applicant only to the extent as allowed in Section 768.28. Florida Statutes and nothing herein shall be deemed to be a waiver of such applicant’s sovereign immunity beyond those statutory limits provided therein.
 3. If the event for which the Grant was approved is to take place on property owned by the County and/or is sponsored by the County, the applicant shall, in addition to these indemnification requirements, be required to provide to the County a certificate of insurance showing that that the applicant has procured insurance against claims for injuries to persons or damages to property which may arise from, or in connection with, the performance by the applicant, its employees, volunteers, subcontractors, employees of subcontractors, or clientele, of this event for which the Grant was approved, in the minimum coverage and amounts as follows, and that the County has been named as an additional insured:
 - i. Commercial general liability insurance coverage with combined single limits for the bodily injury, personal injury, and property damage of no less than \$1,000,000 per occurrence and a \$2,000,000 annual aggregate; and
 - ii. If applicable, workers’ compensation insurance covering all employees meeting statutory limits in compliance with all applicable state and federal laws.
- V. The combined Leon County/Visit Tallahassee Logo must be included on all printed and online advertisements and promotional materials for the event. Promotional

materials include: banners, signs, t-shirts, programs, brochures, event website, social media posts, etc. Online material developed for the event must include a link to the VisitTallahassee.com website. Before these materials are produced, a draft or design proof **MUST BE SUBMITTED AND APPROVED** by the Leon County Division of Tourism/Visit Tallahassee to assure that the combined Leon County /Visit Tallahassee Logo appears properly. Leon County Division of Tourism/Visit Tallahassee is dedicated to supporting worthwhile local events through our grant programs and other promotional opportunities but reserves the right to reduce or eliminate grant funding for organizations that do not receive prior approval for the correct logo use.



W. Grantee is required to coordinate public announcements of the event including the entertainment and/or performing acts, news releases, social media posts, or broadcasts associated as part of the event with Leon County Division of Tourism/Visit Tallahassee.

X. Allowable expenses shall include:

1. Promotion, marketing and paid advertising/media buys that reach outside Tallahassee/Leon County with potential to drive overnight visitation
2. Event production and technical expenses, site fees/costs (contract help, rentals, insurance) rights fees, sanction fees, non-monetary awards and travel expenses including lodging.

Note: The applicants are required to describe how the grant funds will be used. Any changes to the items submitted in the application **MUST** be submitted in writing to the Leon County Division of Tourism/Visit Tallahassee office and will not be allowed without written approval from staff **PRIOR** to event.

Y. Unallowable expenses include:

1. General and administrative expenses,
2. Building, renovating and/or remodeling expenses,
3. Permanent equipment purchases,
4. Debts incurred prior to grant requests,
5. Programs which solicit advertising or sponsorships,

6. Hospitality or social functions,
7. Advertising that primarily reaches only Tallahassee/Leon County and its residents.
8. Sleeping room expenses for attendees

IV. PROCEDURES

Funding for the Tourism Signature/Emerging Signature Event Grant Program will be included as part of the Division of Tourism operating budget.

Funds will primarily be used to market the Signature/Emerging Signature event but may be used for other purposes as authorized by Section 125.0104, Florida Statutes, such as programming and production expenses as long as the main focus is the promotion of the event to visitors.

Funds will be provided to the recipient on a reimbursement basis upon receipt of a post event report demonstrating proof that the funds were spent as agreed upon.

Each grant application will be reviewed by Leon County Division of Tourism/Visit Tallahassee staff to ensure that all required materials have been supplied. Failure to supply all the required materials will result in disqualification. Following staff review, the applications will be provided to the TDC's Grant Review Committee for scoring. The committee will score each application on a 100-point scale based on the following:



Grant Review Score Sheet

Name of Event: _____ Signature/Emerging Signature Event
 Event Date: _____ Grant Reviewer: _____

Rating Criteria		Scores	
Room Night Generation and Visitor Appeal	Event dates coincide with shoulder seasons or periods of low-occupancy and have potential of generating visitation to Tallahassee/Leon County overnight lodging. Event does not occur during peak visitor periods as defined in the grant policies. (30 points)	30	
	Event Proposal includes detailed plan for documenting overnight hotel stays. (15 points)	15	
	Event distinguishes the destination and elevates the appeal of Leon County. (10 points)	10	
Description, Sustainability, and Public Health/Safety Plan	Event description includes goals for event and a statement of sustainability and growth. (10 points)	10	
	Event plan to address public health/safety is included and includes strategies to maintain healthy environments and operation for all event staff and attendees. (10 points)	10	
Event Funding Need and Budget	An appropriate statement of need for funding and a complete budget are included for the event. (10 points)	10	
Marketing Plan	Marketing Plan strategies for attracting out-of-county visitors are well defined and the overall marketing plan is thorough and realistic. (15 points)	15	
Total possible points:		100	

Anticipated Room Nights: _____

Funding Amount Requested: _____

Reviewer Proposed Amount: _____

Grant Request Funding Level Guidelines

Room Nights	Recommended Tourism Signature/Emerging Signature Event Funding Levels
1,250 – 1,499	\$10,000 – 14,999
1,500 – 1,999	\$15,000 – 25,999
2,000 – 2,999	\$26,000 – 37,999
3,000 – 3,999	\$38,000 – 49,999
4,000 – 5,000	\$50,000 – 59,999

Organizations are eligible for funding above \$60,000, however once recommended by the TDC it would need to be approved by the Leon County Board of County Commissioners.

Once approved by the TDC, and the Leon County Board of County Commissioners as appropriate, staff will issue an award letter to the grant recipient outlining the amount with a contract agreement authorizing the uses of the funds. The contract agreement will include a scope of work, deliverables, and required documentation. Signed contracts must be received by Leon County Division of Tourism/Visit Tallahassee within 30 days of receipt of award letter.

Upon receipt and approval of a standardized post event report, staff will process the grant invoice for payment.

V. FUNDING ELIGIBILITY

The intent of the Signature/Emerging Signature Event Grant Program is to provide funding assistance for events that attract overnight visitors to Tallahassee/Leon County and create business for the commercial lodging industry, (hotels/motels, campgrounds, condominiums, short-term vacation rentals), as well as restaurants, retail establishments and other businesses. To be considered for funding, the following criteria have been established:

- A. Each application must include a signed Certification and Compliance page.
- B. Event must take place between October 1 and September 30 of the upcoming fiscal year.
- C. The event must have the potential to bring-out-of-town visitors that use commercial lodging establishments in Tallahassee/Leon County.
- D. Applicant must provide a marketing/promotional plan.
- E. Applicant must provide a detailed event budget including matching funds.

VI. FUNDING LEVELS AND SCORING CRITERIA

The TDC recommended funding levels table takes into account that other segments of the local economy such as restaurants and retail will benefit from an increase in visitation along with hotels, motels, and other tourism related businesses. In addition, the State and Tallahassee/Leon County will benefit from the increased direct spending thereby enhancing sales and gas tax collections. Therefore, the recommended funding guidelines do not require a 1:1 return on investment with regard to the TDT. Instead, the proposed funding model is based on an approximate 1:3 formula based on a much smaller scale.

The Division of Tourism will direct the County's marketing research firm of record to conduct an economic impact study of each event funded under the Signature/Emerging Signature Event Grant Program. This will show the number of room nights generated

and the economic impact of any event receiving funding under this category. This study will be used as a benchmark for consideration of future funding request.

A strong application will include information on similar events in similar markets as a basis for comparison.

Room Nights	Recommended Tourism Signature/Emerging Signature Event Funding Levels
1,250 – 1,499	\$10,000 – 14,999
1,500 – 1,999	\$15,000 – 25,999
2,000 – 2,999	\$26,000 – 37,999
3,000 – 3,999	\$38,000 – 49,999
4,000 – 5,000	\$50,000 – 59,999

The following formula will be used to determine the final grant amounts:

- A. The average score of the panel will be determined for each application based on the maximum of 100 points as outlined above.
- B. Applications scoring above the minimum threshold of 70% will be considered for funding based on the formula outline below.
- C. The average score for each application will first be converted into a percentage of the 100 maximum points possible. As an example, if Application #1 scored 90 – 100, the percentage for Application #1 would be 90%.
- D. The grant requested amount will then be multiplied by the percentage attained to determine the initial award based on the categories above. As an example, if Application #1 scored a 90% and requested \$50,000, the initial award would be \$45,000.
- E. The same process will be followed for each application and the total initial awards will be added.
- F. If this total amount exceeds the total budgeted for all grants, then staff will adjust the initial scores of all recipients by a percentage. All initial grants will be adjusted by the same percentage to determine the final grant score and award.
- G. Additional adjustments will be made, if necessary, to reach the total amount in the budget.
- H. The final funding recommendation will be based on the TDC Grant Review Committee’s discretion and the funding available. The Review Committee has the authority to adjust recommended and final award amounts.

VII. SIGNATURE/EMERGING SIGNATURE EVENTS ANNUAL GRANT TIMELINE

June 28 – July 30 Grant Application 30-day cycle opens

July 30 – Grant cycle closes

August – Public Meeting of TDC Grant Review Committee

September TDC review/approval of grant funding recommendations

September / October Award letters and Contracts sent to grantees

Applicants are required to attend at least one Grant Application Workshop either in person or online/virtually.

It is strongly encouraged for applicants to be in attendance or send a representative to the Grant Review Committee meeting.

VIII. POST EVENT REPORT

Leon County Division of Tourism/Visit Tallahassee will instruct its marketing research firm of record to conduct a statistically reliable number of spectator and participant surveys at the event to develop an economic impact study that shows the number of attendees, out-of-town guests, room nights generated and total economic impact from the event.

It is the responsibility of the grant organizer to provide post event information including:

- A. The names of contracted hotels used for participants and spectators.
- B. Room pick-ups (number of rooms secured, number of days, and the number of guests staying in each room) from each contracted hotel.
- C. A written report on how the event measured its success or failure; what were the event goals and what was accomplished.
- D. Leon County reserves the right to conduct a post-audit of information presented on the accommodations listed. All properties listed will be contacted to confirm the number of room nights generated for the event. **Any misleading or false information presented can and will adversely affect future grant awards.**
- E. A post event budget showing revenues and expenses.
- F. Upon receipt and approval of the post event report, Leon County Division of Tourism/Visit Tallahassee will process the reimbursement request for the verified expenses.

IX. CONCLUSION

Applicants are asked not to contact members of the TDC Grant Review Committee. The event director, fiscal administrator or other contact person may be called upon by any one of these groups or their staff at any time during the review process.

For questions or additional information, please contact:

Terri Messler (850) 606-2331 Terri.Messler@VisitTallahassee.com

For Gadsden, Jefferson, Franklin, Wakulla, and Thomas (GA) County Events

To qualify, event must:

1. Utilize or demonstrate the potential to utilize Tallahassee/Leon Country lodging establishments.
2. Have secured a funding commitment from the same county of Tourism Development Councils.

Leon County Division of Tourism



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SPECIAL EVENTS

DRAFT FY22 GRANT PROGRAM



POLICIES & PROCEDURES
PROPOSED REVISED JUNE 24, 2021

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**Leon County Division of Tourism/Visit Tallahassee
Special Events Grant Program**

I. INTRODUCTION

The Leon Country Tourist Development Council (TDC) was created pursuant to the State of Florida Local Option Tourist Development Act and Leon County Ordinance #88-01. The TDC administers funds collected from a local option tourist development tax (TDT) on transient lodging sales, i.e. hotels/motels, campgrounds and condominiums. The funds are designated to promote Tallahassee/Leon County as a preferred visitor destination for meetings and conventions, group leisure travel, special events, cultural activities and amateur sporting events.

Per section 125.0104 of the Florida Statutes to be an authorized use of Tourist Development Tax revenue, an event “shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue or event to tourists.” By statute, a tourist is a “person who participates in trade or recreation activities outside of the county of his or her permanent residence, or who rents or leases transient accommodations including any living quarters or accommodations in any hotel, motel, apartment motel, resort motel, apartment, apartment hotel, rooming house, mobile home park, recreational vehicle park, condominium or timeshare resort for a term of 6 months or less.”

The Leon County Division of Tourism annually allocates funds to four separate grant programs for local groups and organizations that coordinate events with a demonstrated history of or significant potential to draw visitors to the area. The Special Events Grants and Signature/Emerging Signature Grants are reviewed by the TDC Grant Review Committee and Sports Events Grants are reviewed by the Tallahassee Sports Council (TSC). The TDC Grant Review Committee is comprised of TDC members which may include tourism and hospitality leaders and marketing professionals. Legacy Event grants are approved by the TDC and the Leon County Board of County of Commissioners (BOCC). Legacy and Signature/Emerging Signature Event Grants are for festivals and events that can demonstrate the potential to bring a significant number of room nights and economic impact to the community.

The Leon County Division of Tourism grants programs are funded by the Tourist Development Tax (TDT) which is generated from hotel room nights. Grant programs administered by the Council on Culture & Arts (COCA) are also funded by the TDT revenue and are designed to support year-round arts and culture programming.

Each application will be evaluated against established criteria and historic precedent. The number and extent of these grants will depend upon the availability of designated funds and specific allocations. Ideally, the funds allocated by the TDC will eventually be

returned through increased transient lodging sales resulting from these special events and the tourist development tax generated from those sales.

II. DEFINITION

A “Special Event” is defined as “a new or existing organized concert, exhibition, festival, fair, conference or celebration which is conducted according to a prearranged schedule and of interest to the general public. For the purpose of this grant program, the public interest should extend to Tallahassee/Leon County residents and to those living outside Tallahassee/Leon County who would visit the destination and stay overnight to observe or participate.

III. STATEMENT OF POLICIES

- A. Grant funds are intended to supplement the organization’s budget for the event referenced in the application.
- B. Applicant must provide a statement of sustainability and growth for the event (i.e. How do you define success for the event and what is your long-term plan to sustain and grown the event over the next five years?).
- C. Applicant must provide an event public health and safety plan. The plan should include strategies to maintain healthy environments and operations for all event staff and attendees.
- D. Application must provide a statement of need for grant funding.
- E. Hotels secured for the event must be located within Leon Country.
- F. Funding does not support administrative costs or private events. Funding supports marketing and promotional efforts, venue/site rentals and costs associated with visiting artists and/or exhibits.
- G. Grant applications will only be received during the advertised cycle. One application will be accepted per event, per fiscal year with the exception of a once-a-year event that may coincidentally occur within the same fiscal year due to scheduling. An example would be an early October event that is scheduled for late September the following fall, both occurring the same fiscal year. Applicants receiving grant funds from the Council on Culture & Arts (COCA) may not receive grant funding for the same event through the TDC. Applicants may make requests to the TDC and COCA, but these must be for a different event or activity.
- H. Events will not be considered for funding if the event occurs during peak visitor periods. Peak Visitor periods are generally defined as FSU home football game weekends in the fall semester, FAMU homecoming weekend, FSU or FAMU graduation weekends, and Monday through Thursday during the state legislative session.

- I. If the requested grant amount exceeds \$10,000, applicant's budget must reflect at least a 25% dollar-for-dollar match (in-kinds services will not be allowed). Applicants will be required to identify the amount of matching funds in the event budget submitted and the amount must be verified and sourced in the Post-Event Report. The grant award amount may be reduced for the next cycle proportionately to the shortfall of funds raised if the 25% matching funds were not received.
- J. Funding shall be provided as reimbursement for the approved actual expenditures upon completion of the event. Proof of payment must be provided. Proof of payment may be submitted in the form of a vendor receipt and front and back copy of cleared check, credit card receipt, bank or credit card statement, ACH transfer or digital wallet receipts. Cash receipts can be accepted for reimbursements. However, using a check or credit card is preferred. Written confirmation from vendor that expenditure has a paid in full is necessary for if only a copy of the front of the cleared check so provided.
- K. If an event must be cancelled, event organizers are required to make that determination at least 60 days prior to the event's originally scheduled date. Tourism will only reimburse for allowable expenses incurred before 60 days prior to the original event date. Any expenses incurred after that date will not be reimbursed.
- L. If an event needs to be rescheduled, the new dates must be between October 1 and September 30 of the current fiscal year to be eligible for reimbursement.
- M. To be eligible for payment, a completed Post-Event Report must be submitted within 60 days after the event has taken place. The Report must include tracking statistics regarding out-of-town visitors and their use of transient lodging facilities and occupancy. Failure to submit a complete Post-Event Report will result in disqualification for support. If the event occurs near the end of the fiscal year, requests for reimbursement must be received by September 30.
- N. Any funds granted will be subject to audit by the Leon County Auditor.
- O. Indemnification: By submitting this Grant application, the applicant agrees that upon final approval of the Grant the applicant shall indemnify Leon County Florida, a charter county and political subdivision of the State of Florida (the "County"), to the extent provided as follows:
 - 1. Except as otherwise provided herein below, the applicant shall indemnify, save and hold the County, its officials, officers and employees harmless from any and all actions, obligations, claims, damages, expenses, costs of any kind, debts, negligence, and liabilities arising from, or in any way related to, acts or omissions of the applicant, its employees, volunteers, subcontractors, employees of subcontractors, or clientele, in the performance of, or failure to perform under, this event for which the Grant was approved. Should the County, as a result of the performance or lack thereof by or on behalf of the

applicant, be required to reimburse any sums to any local government entity, contribute funds to the performance of this event for which the Grant was approved, or expend County funds to complete or correct such performance, the applicant, upon demand by the County, shall refund and reimburse the County for all sums so reimbursed or expended by the County.

2. If the applicant is a governmental entity or other such organization to which the protection of sovereign immunity is applicable, the indemnification requirements set forth in subparagraph (1) above shall apply to such applicant only to the extent as allowed in Section 768.28, Florida Statutes and nothing herein shall be deemed to be a waiver of such applicant's sovereign immunity beyond those statutory limits provided therein.
 3. If the event for which the Grant was approved is to take place on property owned by the County and/or is sponsored by the County, the applicant shall, in addition to these indemnification requirements, be required to provide to the County a certificate of insurance showing that the applicant has procured insurance against claims for injuries to persons or damages to property which may arise from, or in connection with, the performance by the applicant, its employees, volunteers, subcontractors, employees of subcontractors, or clientele, of this event for which the Grant was approved, in the minimum coverage and amounts as follows, and that the County has been named as an additional insured:
 - i. Commercial general liability insurance coverage with combined single limits for the bodily injury, personal injury, and property damage of no less than \$1,000,000 per occurrence and a \$2,000,000 annual aggregate; and
 - ii. If applicable, workers' compensation insurance covering all employees meeting statutory limits in compliance with all applicable state and federal laws.
- P. The combined Leon County/Visit Tallahassee Logo must be included on all printed and online advertisements and promotional materials for the event. Promotional materials include: banners, signs, t-shirts, programs, brochures, event website, social media posts, etc. Online material developed for the event must include a link to the VisitTallahassee.com website. Before these materials are produced, a draft or design proof **MUST BE SUBMITTED AND APPROVED** by the Leon County Division of Tourism/Visit Tallahassee to assure that the combined Leon County /Visit Tallahassee Logo appears properly.

- Q. Leon County Division of Tourism/Visit Tallahassee is dedicated to supporting worthwhile local events through our grant programs and other promotional opportunities but reserves the right to reduce or eliminate grant funding for organizations that do not receive prior approval for the correct logo use.



R. Allowable expenses include:

1. Promotion, marketing and paid advertising/media buys that reach outside Tallahassee/Leon County with potential to drive overnight visitation
2. Event production and technical expenses, site fees/costs (contract help, rentals, insurance) rights fees, sanction fees, non-monetary awards and travel expenses including lodging.

Note: The applicants are required to describe how the grant funds will be used. Any changes to the items submitted in the application MUST be submitted in writing to the Leon County Division of Tourism/Visit Tallahassee office and will not be allowed without written approval from staff PRIOR to event.

S. Unallowable expenses include:

1. General and administrative expenses,
2. Building, renovating and/or remodeling expenses,
3. Permanent equipment purchases,
4. Debts incurred prior to grant requests,
5. Programs which solicit advertising or sponsorships,
6. Hospitality or social functions,
7. Advertising that primarily reaches only Tallahassee/Leon County and its residents.
8. Sleeping room expenses for attendees

IV. RATING CRITERIA AND SCORING PROCESS

Each grant application will be reviewed by Leon County Division of Tourism/Visit Tallahassee staff to ensure that all required materials have been supplied. Failure to supply all the required materials will result in disqualification. Following staff review, the applications will be provided to the TDC's Grant Review Committee for scoring. The committee will score each application on a 100-point scale based on the following:



Grant Review Score Sheet

Name of Event: _____

Signature/Emerging Signature Event

Event Date: _____

Grant Reviewer: _____

Rating Criteria		Scores	
Room Night Generation and Visitor Appeal	Event dates coincide with shoulder seasons or periods of low-occupancy and have potential of generating visitation to Tallahassee/Leon County overnight lodging. Event does not occur during peak visitor periods as defined in the grant policies. (30 points)	30	
	Event Proposal includes detailed plan for documenting overnight hotel stays. (15 points)	15	
	Event distinguishes the destination and elevates the appeal of Leon County. (10 points)	10	
Description, Sustainability, and Public Health/Safety Plan	Event description includes goals for event and a statement of sustainability and growth. (10 points)	10	
	Event plan to address public health/safety is included and includes strategies to maintain healthy environments and operation for all event staff and attendees. (10 points)	10	
Event Funding Need and Budget	An appropriate statement of need for funding and a complete budget are included for the event. (10 points)	10	
Marketing Plan	Marketing Plan strategies for attracting out-of-county visitors are well defined and the overall marketing plan is thorough and realistic. (15 points)	15	
Total possible points:		100	

Anticipated Room Nights: _____

Funding Amount Requested: _____

Reviewer Proposed Amount: _____

Grant Request Funding Level Guidelines

Room Nights	Recommended Tourism Special Event Funding Levels
Less than 100	\$0 – 1,499
100 – 199	\$1,500 – 2,999
200 – 499	\$3,000 – 5,999
500 – 1,000	\$6,000 – 9,999
1,001 – 1,499	\$10,000 – 14,999

Organizations are eligible for funding above \$60,000, however once recommended by the TDC it would need to be approved by the Leon County Board of County Commissioners.

V. FUNDING ELIGIBILITY

The intent of the Special Event Grant Program is to provide funding assistance for events that attract overnight visitors to Tallahassee/Leon County and create business for the commercial lodging industry, (hotels/motels, campgrounds, condominiums, short-term vacation rentals), as well as restaurants, retail establishments and other businesses. To be considered for funding, the following criteria have been established:

- A. Each application must include a signed Certification and Compliance page.
- B. Event must take place between October 1 and September 30 of the upcoming fiscal year.
- C. The event must have the potential to bring-out-of-town visitors that use commercial lodging establishments in Tallahassee/Leon County.
- D. Applicant must provide a marketing/promotional plan.
- E. Applicant must provide a detailed event budget.

VI. GUIDELINES FOR GRANT REQUEST FUNDING LEVELS

The following table reflects the funding level possible based on the event’s estimated number of hotel room nights. **The estimated number of hotel room does not guarantee the level of funding at which the event may be approved. The final funding recommendation will be based on the Review Committee’s discretion and the funding available. As an example, if the Grant Review Committee believes the event has overstated the potential room nights, the Committee has the authority to place the application in a lower funding category.**

Room Nights	Recommended Tourism Special Event Funding Levels
Less than 100	\$0 - \$1,499
100 – 199	\$1,500 - \$2,999
200 – 499	\$3,000 - \$5,999
500 – 1,000	\$6,000 - \$9,999
1,001 – 1,499	\$10,000 - \$14,999

The following formula will be used to determine the final grant amounts:

- A. The average score of the panel will be determined for each application based on the maximum of 100 points as outlined above.
- B. Applications scoring above the minimum threshold of %70 will be considered for funding based on the formula outline below.

- C. The average score for each application will first be converted into a percentage of the 100 maximum points possible. As an example, if Application #1 scored 90 – 100, the percentage for Application #1 would be 90%.
- D. The grant requested amount will then be multiplied by the percentage attained to determine the initial award based on the categories above. As an example, if Application #1 scored a 90% and requested \$5,000, the initial award would be \$4,500.
- E. The same process will be followed for each application and the total initial awards will be added.
- F. If this total amount exceeds the total budgeted for all grants, then staff will adjust the initial scores of all recipients by a percentage. All initial grants will be adjusted by the same percentage to determine the final grant score and award.
- G. Additional adjustments will be made if necessary, to reach the total amount in the budget.
- H. The Tourist Development Council Special Event Grant Committee reserves the right to adjust the minimum threshold, if necessary, to ensure funding for the highest scoring applications.
- I. Applications for grants \$5,000 and more must itemize the amount requested on the application.

VII. SPECIAL EVENT ANNUAL GRANT TIMELINE

June 28 – July 30 Grant Application 30-day cycle open

July 30 – Grant cycle closes

August – Public Meeting of TDC Grant Review Committee

September TDC review/approval of grant funding recommendations

September / October Award letters and Contracts sent to grantees

Applicants are required to attend at least one Grant Application Workshop either in person or online/virtually.

It is strongly encouraged that applicants be in attendance or send a representative to the Grant Review Committee meeting.

VIII. VISITOR TRACKING

- A. To assess the impact of each event on the Tallahassee/Leon County transient lodging industry, the TDC emphasizes the importance of tracking the number of overnight visitors attending the event.
 - 1. Room block reports from hotels are the preferred method of reporting room data. The information will be used to help track the number of visitors attending the event. Furthermore, this information helps determine the growth of a particular event. Subsequently, an event's growth can impact the future funding level of the grant awarded to the organization.
 - 2. If your event uses an advanced registration procedure, utilize the **Visitor Tracking Form** to gather the requested information. Each participant/group should sign his or her name, hotel in which they are residing, number of rooms secured, number of days, and the number of guests staying in each room.
 - 3. If either of the above (advanced registration or hotel room blocks) is not used, a third option requires 100 completed five-question surveys of event attendees. Tourism will provide questions and assist with analysis.
- B. The County reserves the right to conduct a post-audit of information presented on the **Post-Event Report**. All lodging accommodations listed will be contacted to confirm the number of room nights generated for the event. **ANY MISLEADING OR FALSE INFORMATION PRESENTED CAN AND WILL ADVERSLEY AFFECT FUTURE GRANT AWARDS.**

IX. POST EVENT REPORT

It is the responsibility of the grant organizer to provide post event information including:

- A. An invoice from the awarded organization to the Leon County Division of Tourism/Visit Tallahassee for payment of the awarded grant amount. This invoice must have an invoice number.
- B. Valid invoices for allowable expenses.
- C. Copy of proof of payments such as cleared checks, or detailed credit card receipts. For all media buys, provide tears sheets, copies of advertisements, schedules, and signed station affidavits. Proof of payment must match invoices submitted.
- D. Visitor Documentation as listed in Section VIII.
- E. Room Nights Documentation as listed in Section VIII.
- F. Copies of marketing or advertising materials, and social media showing Leon County Tourism/Visit Tallahassee logo usage.

X. CONCLUSION

Applicants are asked not to contact members of the TDC Grant Review Committee. The event director, fiscal administrator or other contact person may be called upon by any one of these groups or their staff at any time during the review process.

For questions or additional information, please contact:

Terri Messler (850) 606-2331 Terri.Messler@VisitTallahassee.com

For Gadsden, Jefferson, Franklin, Wakulla, and Thomas (GA) County Events

To qualify, event must:

1. Utilize or demonstrate the potential to utilize Tallahassee/Leon Country lodging establishments.
2. Have secured a funding commitment from the same county of Tourism Development Councils.

Leon County Division of Tourism



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SPORTS EVENTS

DRAFT FY22 GRANT PROGRAM



POLICIES & PROCEDURES
PROPOSED REVISED JUNE 24, 2021

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**Leon County Division of Tourism/Visit Tallahassee
Sports Event Grant Program**

I. INTRODUCTION

The Leon Country Tourist Development Council (TDC) was created pursuant to the State of Florida Local Option Tourist Development Act and Leon County Ordinance #88-01. The TDC administers funds collected from a local option tourist development tax (TDT) on transient lodging sales, i.e. hotels/motels, campgrounds and condominiums. The funds are designated to promote Tallahassee/Leon County as a preferred visitor destination for meetings and conventions, group leisure travel, special events, cultural activities and amateur sporting events.

Per section 125.0104 of the Florida Statutes to be an authorized use of Tourist Development Tax revenue, an event “shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue or event to tourists.” By statute, a tourist is a “person who participates in trade or recreation activities outside of the county of his or her permanent residence, or who rents or leases transient accommodations including any living quarters or accommodations in any hotel, motel, apartment motel, resort motel, apartment, apartment hotel, rooming house, mobile home park, recreational vehicle park, condominium or timeshare resort for a term of 6 months or less.”

The Leon County Division of Tourism annually allocates funds to four separate grant programs for local groups and organizations that coordinate events with a demonstrated history of or significant potential to draw visitors to the area. The Special Events Grants and Signature/Emerging Signature Grants are reviewed by the TDC Grant Review Committee and Sports Events Grants are reviewed by the Tallahassee Sports Council (TSC). The TDC Grant Review Committee is comprised of TDC members which include tourism and hospitality leaders and marketing professionals. Legacy Event grants are approved by the TDC and the Leon County Board of County of Commissioners (BOCC). Legacy and Signature/Emerging Signature Event Grants are for festivals and events that can demonstrate the potential to bring a significant number of room nights and economic impact to the community.

The Leon County Division of Tourism grants programs are funded by the Tourist Development Tax (TDT) which is generated from hotel room nights. Grant programs administered by the Council on Culture & Arts (COCA) are also funded by the TDT revenue and are designed to support year-round arts and culture programming.

Each application will be evaluated against established criteria and historic precedent. The number and extent of these grants will depend upon the availability of designated funds and specific allocations. Ideally, the funds allocated by the TDC will eventually be

returned through increased transient lodging sales resulting from these sporting events and the tourist development tax generated from those sales.

II. DEFINITIONS

A Sports Event is defined as “a new or existing sporting event, exhibition, competition, team training, conference or celebration which is conducted according to a prearranged schedule and of interest to the general public. For the purpose of this grant program, the public interest should extend to Tallahassee/Leon County residents and to those living outside Tallahassee/Leon County who would visit the destination and stay overnight to observe or participate.

III. STATEMENT OF POLICIES

- A. Grant funds are intended to supplement the organization’s budget for the event referenced in the application.
- B. Applicant must provide a statement of sustainability and growth for the event (i.e. How do you define success for the event and what is your long-term plan to sustain and grown the event over the next five years?).
- C. Applicant must provide an event public health and safety plan. The plan should include strategies to maintain healthy environments and operations for all event staff and attendees.
- D. Applicant must provide a statement of need for grant funding.
- E. Hotels secured for the event must be located within Leon Country.
- F. Funding does not support administrative costs or private events. Funding supports marketing and promotional efforts, venue/site rentals and costs associated with visiting artists and/or exhibits.
- G. Grant applications will only be received during the advertised cycle. One application will be accepted per event, per fiscal year with the exception of a once-a-year event that may coincidentally occur within the same fiscal year due to scheduling. An example would be an early October event that is scheduled for late September the following fall, both occurring the same fiscal year. Applicants receiving grant funds from the Council on Culture & Arts (COCA) may not receive grant funding for the same event through the TDC.
- H. Events will not be considered for funding if the event occurs during peak visitor periods. Peak Visitor periods are generally defined as FSU home football game weekends in the fall semester, FAMU homecoming weekend, FSU or FAMU graduation weekends, and Monday through Thursday during the state legislative session.
- I. If the requested grant amount exceeds \$10,000, applicant’s budget must reflect at least a 25% dollar-for-dollar match (in-kinds services will not be allowed). Applicants

will be required to identify the amount of matching funds in the event budget submitted and the amount must be verified and sourced in the Post-Event Report. The grant award amount may be reduced for the next cycle proportionately to the shortfall of funds raised if the 25% matching funds were not received.

- J. Funding shall be provided as reimbursement for the approved actual expenditures upon completion of the event. Proof of payment must be provided. Proof of payment may be submitted in the form of a vendor receipt and front and back copy of cleared check, credit card receipt, bank or credit card statement, ACH transfer or digital wallet receipts. Cash receipts can be accepted for reimbursements. However, using a check or credit card is preferred. Written confirmation from vendor that expenditure was paid in full is necessary for if only a copy of the front of the cleared check so provided.
- K. If an event must be cancelled, event organizers are required to make that determination at least 60 days prior to the event's originally scheduled date. Tourism will only reimburse for allowable expenses incurred before 60 days prior to the original event date. Any expenses incurred after that date will not be reimbursed.
- L. If an event needs to be rescheduled, the new dates must be between October 1 and September 30 of the current fiscal year to be eligible for reimbursement.
- M. To be an eligible for payment, a completed Post-Event Report must be submitted within 60 days after the event has taken place. The Report must include tracking statistics regarding out-of-town visitors and their use of transient lodging facilities and occupancy. Failure to submit a complete Post-Event Report will result in disqualification for support. If the event occurs near the end of the fiscal year, requests for reimbursement must be received by September 30.
- N. Any funds granted will be subject to audit by the Leon County Auditor.
- O. Indemnification: By submitting this Grant application, the applicant agrees that upon final approval of the Grant the applicant shall indemnify Leon County Florida, a charter county and political subdivision of the State of Florida (the "County"), to the extent provided as follows:
 - 1. Except as otherwise provided herein below, the applicant shall indemnify, save and hold the County, its officials, officers and employees harmless from any and all actions, obligations, claims, damages, expenses, costs of any kind, debts, negligence, and liabilities arising from, or in any way related to, acts or omissions of the applicant, its employees, volunteers, subcontractors, employees of subcontractors, or clientele, in the performance of, or failure to perform under, this event for which the Grant was approved. Should the County, as a result of the performance or lack thereof by or on behalf of the applicant, be required to reimburse any sums to any local government entity, contribute funds to the performance of this event for which the Grant was approved, or expend County funds to complete or correct such performance, the applicant, upon demand by

the County, shall refund and reimburse the County for all sums so reimbursed or expended by the County.

2. If the applicant is a governmental entity or other such organization to which the protection of sovereign immunity is applicable, the indemnification requirements set forth in subparagraph (1) above shall apply to such applicant only to the extent as allowed in Section 768.28. Florida Statutes and nothing herein shall be deemed to be a waiver of such applicant's sovereign immunity beyond those statutory limits provided therein.
 3. If the event for which the Grant was approved is to take place on property owned by the County and/or is sponsored by the County, the applicant shall, in addition to these indemnification requirements, be required to provide to the County a certificate of insurance showing that that the applicant has procured insurance against claims for injuries to persons or damages to property which may arise from, or in connection with, the performance by the applicant, its employees, volunteers, subcontractors, employees of subcontractors, or clientele, of this event for which the Grant was approved, in the minimum coverage and amounts as follows, and that the County has been named as an additional insured:
 - i. Commercial general liability insurance coverage with combined single limits for the bodily injury, personal injury, and property damage of no less than \$1,000,000 per occurrence and a \$2,000,000 annual aggregate; and
 - ii. If applicable, workers' compensation insurance covering all employees meeting statutory limits in compliance with all applicable state and federal laws.
- P. The combined Leon County/Visit Tallahassee Logo must be included on all printed and online advertisements and promotional materials for the event. Promotional materials include: banners, signs, t-shirts, programs, brochures, event website, social media posts, etc. Online material developed for the event must include a link to the VisitTallahassee.com website. Before these materials are produced, a draft or design proof **MUST BE SUBMITTED AND APPROVED** by the Leon County Division of Tourism/Visit Tallahassee to assure that the combined Leon County /Visit Tallahassee Logo appears properly.
- Q. Leon County Division of Tourism/Visit Tallahassee is dedicated to supporting worthwhile local events through our grant programs and other promotional opportunities but reserves the right to reduce or eliminate grant funding for organizations that do not receive prior approval for the correct logo use.



R. Allowable expenses shall include:

1. Promotion, marketing and paid advertising/media buys that reach outside Tallahassee/Leon County with potential to drive overnight visitation
2. Event production and technical expenses, site fees/costs (contract help, rentals, insurance) rights fees, sanction fees, non-monetary awards and travel expenses including lodging.

Note: The applicants are required to describe how the grant funds will be used. Any changes to the items submitted in the application MUST be submitted in writing to the Leon County Division of Tourism/Visit Tallahassee office and will not be allowed without written approval from staff PRIOR to event.

S. Unallowable expenses include:

1. General and administrative expenses,
2. Building, renovating and/or remodeling expenses,
3. Permanent equipment purchases,
4. Debts incurred prior to grant requests,
5. Programs which solicit advertising or sponsorships,
6. Hospitality or social functions,
7. Advertising that primarily reaches only Tallahassee/Leon County and its residents.
8. Sleeping room expenses for attendees

IV. RATING CRITERIA AND SCORING PROCESS

Each grant application will be reviewed by Leon County Division of Tourism/Visit Tallahassee staff to ensure that all required materials have been supplied. Failure to supply all the required materials will result in disqualification. Following staff review, the applications will be provided to the TDC's Grant Review Committee for scoring. The committee will score each application on a 100-point scale based on the following:



Grant Review Score Sheet

Name of Event: _____ Sport Event
 Event Date: _____ Grant Reviewer: _____

Rating Criteria		Scores	
Room Night Generation and Visitor Appeal	Event dates coincide with shoulder seasons or periods of low-occupancy and have potential of generating visitation to Tallahassee/Leon County overnight lodging. Event does not occur during peak visitor periods as defined in the grant policies. (30 points)	30	
	Event Proposal includes detailed plan for documenting overnight hotel stays. (15 points)	15	
	Event distinguishes the destination and elevates the appeal of Leon County. (10 points)	10	
Description, Sustainability, and Public Health/Safety Plan	Event description includes goals for event and a statement of sustainability and growth. (10 points)	10	
	Event plan to address public health/safety is included and includes strategies to maintain healthy environments and operation for all event staff and attendees. (10 points)	10	
Event Funding Need and Budget	An appropriate statement of need for funding and a complete budget are included for the event. (10 points)	10	
Marketing Plan	Marketing Plan strategies for attracting out-of-county visitors are well defined and the overall marketing plan is thorough and realistic. (15 points)	15	
Total possible points:		100	

Anticipated Room Nights: _____ Funding Amount Requested: _____
 Reviewer Proposed Amount: _____

Grant Request Funding Level Guidelines

Room Nights	Recommended Tourism Special Event Funding Levels
Less than 100	\$0 – 1,499
100 – 199	\$1,500 – 2,999
200 – 499	\$3,000 – 5,999
500 – 1,000	\$6,000 – 9,999
1,001 – 1,499	\$10,000 – 14,999

Organizations are eligible for funding above \$60,000, however once recommended by the TDC it would need to be approved by the Leon County Board of County Commissioners.

V. FUNDING ELIGIBILITY

The intent of the Sports Event Grant Program is to provide funding assistance for events that attract overnight visitors to Tallahassee/Leon County and create business for the commercial lodging industry, (hotels/motels, campgrounds, condominiums, short-term vacation rentals), as well as restaurants, retail establishments and other businesses. To be considered for funding, the following criteria have been established:

- A. Each application must include a signed Certification and Compliance page.
- B. Event must take place between October 1 and September 30 of the upcoming fiscal year.
- C. The event must have the potential to bring-out-of-town visitors that use commercial lodging establishments in Tallahassee/Leon County.
- D. Applicant must provide a marketing/promotional plan.
- E. Applicant must provide a detailed event budget.

VI. GUIDELINES FOR GRANT REQUEST FUNDING LEVELS

The following table reflects the funding level possible based on the event’s estimated number of hotel room nights. **The estimated number of hotel room does not guarantee the level of funding at which the event may be approved. The final funding recommendation will be based on the Review Committee’s discretion and the funding available. As an example, if the Grant Review Committee believes the event has overstated the potential room nights, the Committee has the authority to place the application in a lower funding category.**

Room Nights	Recommended Tourism Sports Event Funding Levels
Less than 100	\$0 - \$1,499
100 – 199	\$1,500 - \$2,999
200 – 499	\$3,000 - \$5,999
500 – 1,000	\$6,000 - \$9,999
1,001 – 1,499	\$10,000 - \$14,999

The following formula will be used to determine the final grant amounts:

- A. The average score of the panel will be determined for each application based on the maximum of 100 points as outlined above.
- B. Applications scoring above the minimum threshold of 70% will be considered for funding based on the formula outline below.

- C. The average score for each application will first be converted into a percentage of the 100 maximum points possible. As an example, if Application #1 scored 90 – 100, the percentage for Application #1 would be 90%.
- D. The grant requested amount will then be multiplied by the percentage attained to determine the initial award based on the categories above. As an example, if Application #1 scored a 90% and requested \$5,000, the initial award would be \$4,500.
- E. The same process will be followed for each application and the total initial awards will be added.
- F. If this total amount exceeds the total budgeted for all grants, then staff will adjust the initial scores of all recipients by a percentage. All initial grants will be adjusted by the same percentage to determine the final grant score and award.
- G. Additional adjustments will be made if necessary, to reach the total amount in the budget.
- H. The Tourist Development Council Special Event Grant Committee reserves the right to adjust the minimum threshold, if necessary, to ensure funding for the highest scoring applications.
- I. Applications for grants \$5,000 and more must itemize the amount requested on the application.

VII. SPORTS EVENTS GRANTS ANNUAL TIMELINE

June 28 – July 30 Grant Application 30-day cycle opens

July 30 – Grant cycle closes

August –TSC Grant Review Committee

September TDC review/approval of grant funding recommendations

September / October Award letters and Contracts sent to grantees

Applicants are required to attend at least one Grant Application Workshop either in person or online/virtually.

Second Cycle Process – If funding is available, the second cycle sports grant process will open the first Monday of January and close on the third Monday of February.

VIII. VISITOR TRACKING

- A. To assess the impact of each event on the Tallahassee/Leon County transient lodging industry, the TDC emphasizes the importance of tracking the number OF overnight visitors attending the event.
 1. Room block reports from hotels are the preferred method of reporting room data. The information will be used to help track the number of visitors attending the event. Furthermore, this information helps determine the growth of a particular event. Subsequently, an event's growth can impact the future funding level of the grant awarded to the organization.
 2. If your event uses an advanced registration procedure, utilize the **Visitor Tracking Form** to gather the requested information. Each participant/group should sign his or her name, hotel in which they are residing, number of rooms secured, number of days, and the number of guests staying in each room.
 3. If either of the above (advanced registration or hotel room blocks) is not used, a third option requires 100 completed five-question surveys of event attendees. Tourism will provide questions and assist with analysis.

The County reserves the right to conduct a post-audit of information presented on the **Post-Event Report**. All lodging accommodations listed will be contacted to confirm the number of room nights generated for the event. **ANY MISLEADING OR FALSE INFORMATION PRESENTED CAN AND WILL ADVERSELY AFFECT FUTURE GRANT AWARDS.**

IX. POST EVENT REPORT

It is the responsibility of the grant organizer to provide post event information including:

- A. An invoice from the awarded organization to the Leon County Division of Tourism/Visit Tallahassee for payment of the awarded grant amount. This invoice must have an invoice number.
- B. Valid invoices for allowable expenses.
- C. Copy of proof of payments such as cleared checks, or detailed credit card receipts. For all media buys, provide tears sheets, copies of advertisements, schedules, and signed station affidavits. Proof of payment must match invoices submitted.
- D. Visitor Documentation as listed in Section VIII.
- E. Room Nights Documentation as listed in Section VIII.
- F. Copies of marketing or advertising materials, and social media showing Leon County Tourism/Visit Tallahassee logo usage.

X. CONCLUSION

Applicants are asked not to contact members of the TDC Grant Review Committee. The event director, fiscal administrator or other contact person may be called upon by any one of these groups or their staff at any time during the review process.

For questions or additional information, please contact:

Terri Messler (850) 606-2331 Terri.Messler@VisitTallahassee.com

For Gadsden, Jefferson, Franklin, Wakulla, and Thomas (GA) County Events

To qualify, event must:

1. Utilize or demonstrate the potential to utilize Tallahassee/Leon Country lodging establishments.
2. Have secured a funding commitment from the same county of Tourism Development Councils.



MEMORANDUM

DATE: June 24, 2021

TO: Leon County Tourist Development Council Members (TDC)

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

SUBJECT: Plan for \$750,000 American Rescue Plan Act (ARPA) Funding

The financial impact of the COVID-19 pandemic on the Tourism industry in Tallahassee/Leon County has been devastating and although Tourism is slowly coming back, the industry continues to be impacted and we are not anticipating a full recovery to pre-pandemic levels until mid-to-late 2022. While Tourist Development Tax (TDT) revenue collections continue to trend in the right direction, collections are down 33% year-over-year and have not yet made a full recovery. As a result, the marketing/advertising budget was drastically reduced by 48% in FY21 and is still recommended to be down by 41% in FY22 compared with pre-pandemic funding levels to align with projected shortfalls.

Use of \$750,000 ARPA revenue replacement funding is vitally important and will augment the marketing/advertising budget by aggressively targeting drive-market travelers showcasing Tallahassee/Leon County as a naturally scenic mid-sized community in Florida that is not saturated with large crowds and has an abundance of parks, greenways, inspirational art, safe events, incredible dining options, a favorable business climate and outdoor recreation including more than 700 miles of trails for biking, hiking, paddling, and equestrian activities.

To efficiently and effectively reach the target audiences, the plan outlined attached will heavily utilize media/advertising, sports events and bids, concerts, creative asset development and influential members of the travel media to convey the undeniable beauty of the area and the unexpected nature of our community is better than ever.



AMERICAN RESCUE PLAN ACT (ARPA) TOURISM FUNDING PLAN TOTAL SPEND: \$750,000

Media/Advertising (\$400,000 total)

- **Digital Advertising/Paid Social** – Allocate \$200,000 to heavily utilize digital display banner ads, Google search ads, social media and online videos to aggressively targeting couples, families and outdoor enthusiasts in both drive-markets and fly-markets showcasing Tallahassee as a naturally scenic mid-sized community in Florida that is not saturated with crowds of people and is blessed with an abundance of parks, greenways, inspirational art, incredible dining options, and outdoor recreation including more than 700 miles of trails for biking, hiking, paddling, and equestrian activities.
- **Visit Florida Partnership** – Allocate \$25,000 for In-State Streaming TV Program with VISIT FLORIDA matching our spend at 80% for a \$125,000 media buy reaching an estimated 3.2 million individuals.
- **Expedia Partnership** – Utilize \$40,000 to implement a four-month partnership with Expedia in the Fall to drive bookings and visitation to Tallahassee.
- **Mountain Bike Program** – Utilize \$10,000 to implement a media campaign highlighting Tallahassee's mountain biking trails.
- **Trailahassee Media Campaign** - Utilize \$5,000 to implement a media campaign highlighting Tallahassee's outdoor experience. The campaign will consist of media buys and content development.
- **Paid Partnerships** – Utilize \$120,000 to activate a partnership with FSU Athletics and FAMU Athletics to reach Seminole and Rattler Fans in key feeder markets.

Sports Bids & Events (\$175,000 total)

- Allocate \$175,000 to target and bid on additional state, regional and national championship events and support the five (5) major cross country national, regional and state events scheduled this fall being the biggest cross-country season to date.

Concerts (\$100,000 total)

- Utilize \$100,000 to secure at least three additional concerts over the next 9 months.

Creative Asset Development/Content Creation (\$50,000 total)

- Utilize \$30,000 to develop new video/photography content and produce a series of 6-10 new 1-3 minutes videos highlighting the destination's primary visitor assets including dining/breweries, outdoors, art/culture, history/heritage, mountain biking, museums, etc. and one 3-5 minute destination overview video. With more and more video content being watched now than ever it is imperative we utilize multi-media to effectively reach consumers. Much of this content can also be utilized by OEV.
- Utilize \$10,000 to partner with professional writers to generate content about the area. Specific need for content includes African American, LGBTQ+, outdoor recreation (Running/Biking/Hiking/Paddling).
- Utilize \$10,000 to create narrated walking tours through the Visit Tallahassee mobile app and other sources of entertainment and business districts throughout Leon County.
-

Media Relations/FAMS (\$25,000 total)

- Utilize \$25,000 to host media for individual media stays and group familiarization tours to generate media coverage and positive exposure for the destination in targeted media outlets.



HOTEL
INDIGO

OEV Stakeholders Presentation Tourism Update

Leon County Division of Tourism / Visit Tallahassee

Tallahassee is Fully Open for Visitors

- All Museums Now Open
- Conferences/Meetings/Weddings/Groups RFPs up 35%
- Events, Concerts, Football (FSU, FAMU-SWAC) are back
- Website traffic and Visitor Guides requests up 30%
- Largest/most prestigious Cross Country Season to date
 - NCAA Div. 1 Men/Women Cross-Country National Championships
 - USA Track & Field Club Cross Country National Championships
 - AAU Cross Country National Championships
 - Plus 3 more state and regional championship XC events



JJ Grey & Mofro return to Capital City Amphitheater on Sept. 10, 2021



6 New Hotels Increase Room Inventory by 10%

- Hotel Indigo Tallahassee-CollegeTown
- Springhill Suites by Marriott Tallahassee North
- Hyatt House Tallahassee Capitol – University
- AC Hotel Tallahassee Universities Capitol
- Holiday Inn Express Tallahassee-University Central (Tennessee)
- Holiday Inn Capital-University East Parkway)*

* opened a couple of months before the pandemic



Custom artwork welcomes guests at the Hyatt House Tallahassee Capitol-University

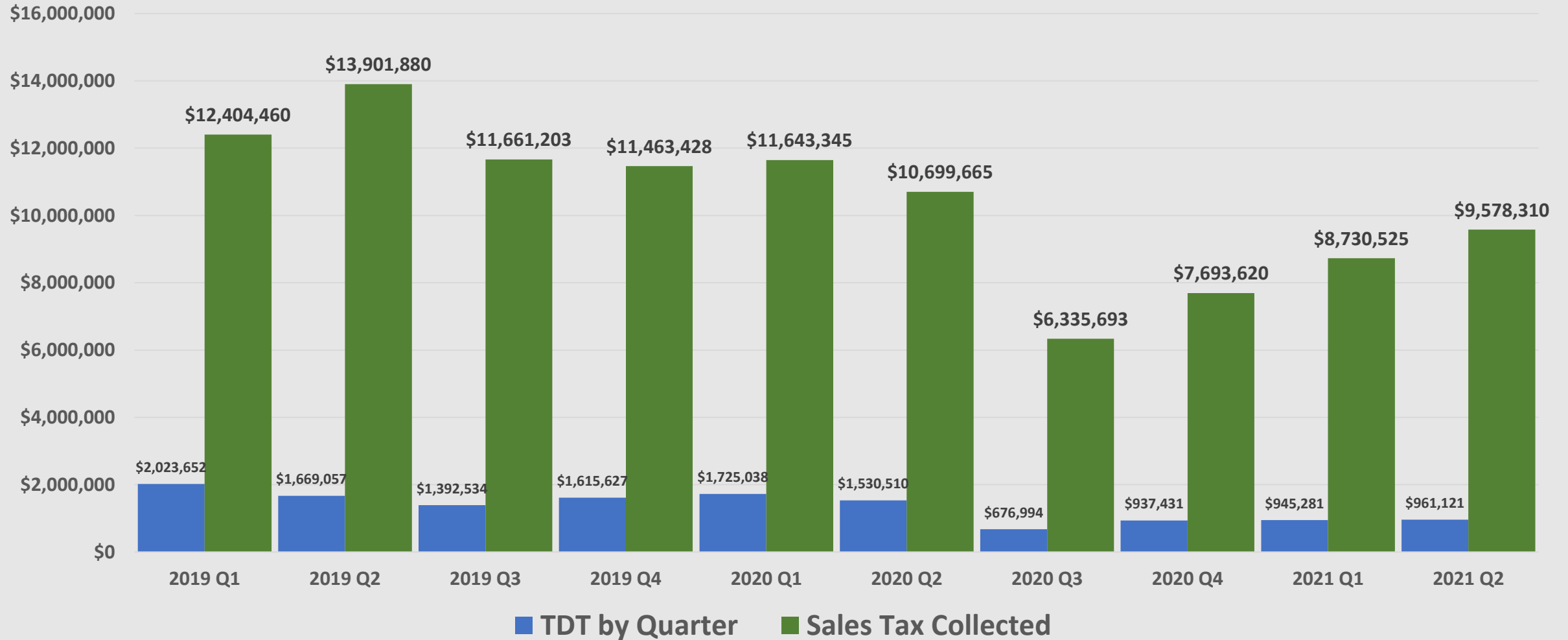


Tourism Impact for Leon County (2019-2021)

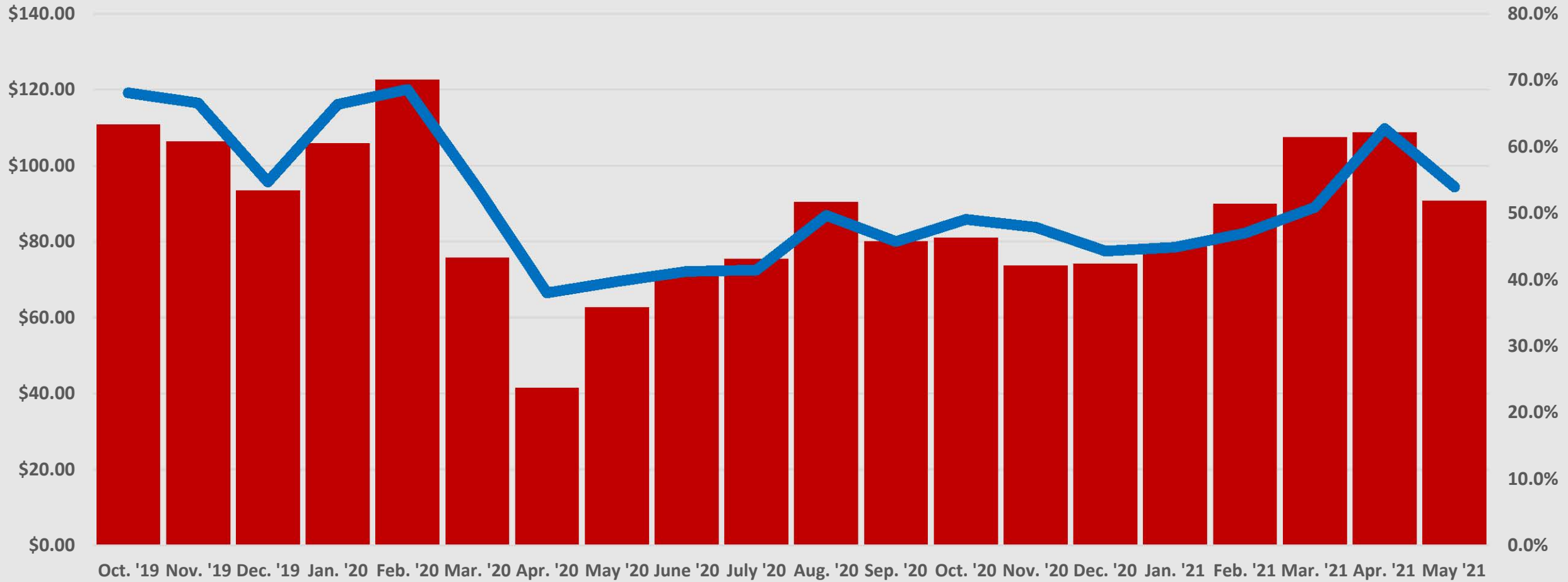
	Visitors to Leon County	Tourism Related Jobs	Lodging Occupancy Rate	Average Daily Rate (ADR)	Tourism Development Tax (TDT) Collections	Sales Tax Generated from Tourism Direct Spending	Economic Impact to Leon County
2019	2.44M	16,150	73.6%	\$112.48	\$7.25M	\$49.4M	\$1.04B
2020	1.68M	11,943	49.4%	\$92.43	\$4.86M	\$36.3M	\$766M
2021 6 Months	750K	Employment Figures Available at End of Year	48.1%	\$87.62 ADR Through May '21	\$3.0M TDT Collections Through May '21	\$18.3M	\$382M



Tourism Development Tax (TDT) & Sales Tax Generated



Lodging Occupancy and ADR (2020-2021)



■ Occupancy (%) — ADR



Visit Tallahassee
Pretty Unexpected.

Looking Ahead



- Florida currently experiencing “Displacement Tourism”
- Beach destinations past normal, setting records – soon moving from spiking, to a dip, to more normal incremental growth
- Inland destinations experiencing steady incremental growth
- Destination Marketing like the “Hunger Games” right now



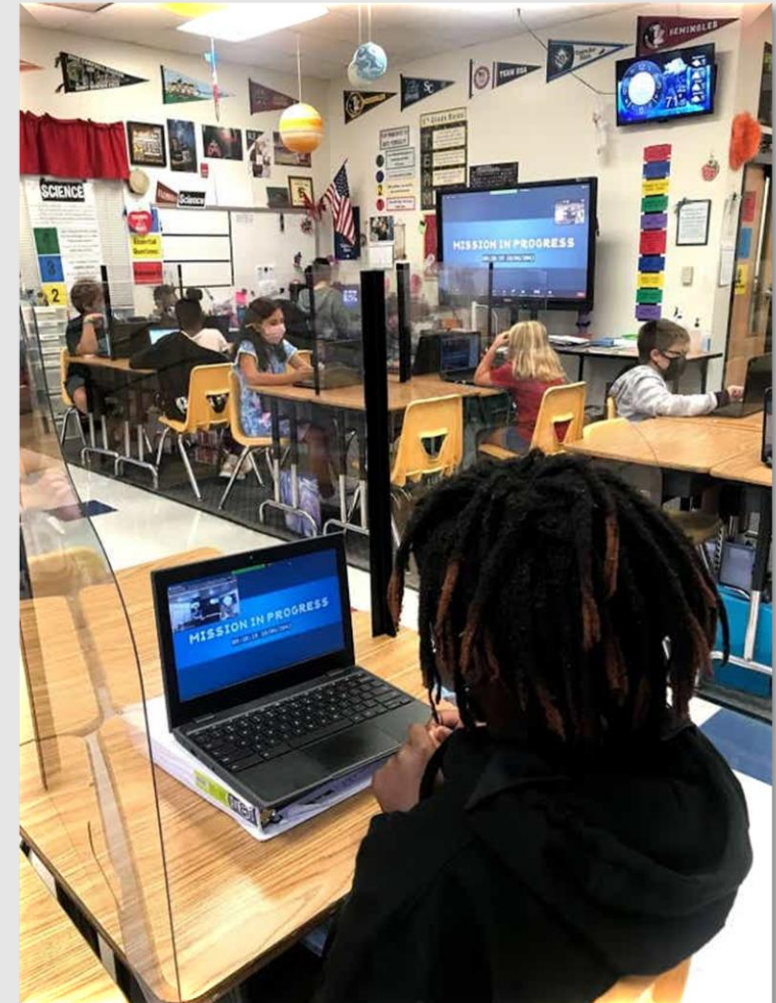


Challenger Learning Center

Michelle Personette, Executive Director

Challenger Learning Center

- March 2020 – Spring Programs Cancelled
- April 2020 – Summer Programs Cancelled
- Museum Industry Leaders Unite
- Our “Pivot” Story
 - Virtual Summer Camps
 - Europa Encounter
 - CLC2You
 - Exclusive Visits



*Student “flying” virtual mission
Europa Encounter*



Challenger Learning Center



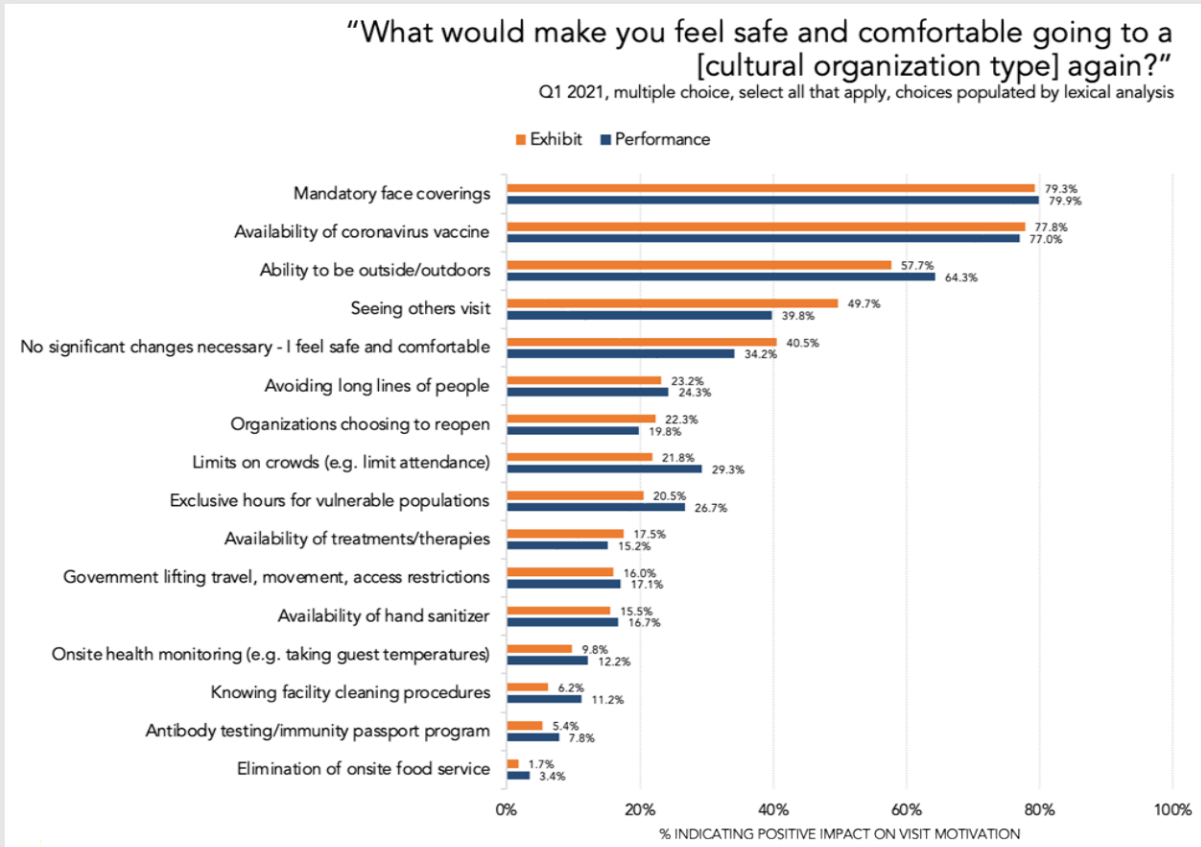
- Financial Effects
- Personnel Effects
- Facility Effects
- Recovery Efforts

Mission patches designed by students, image published by Tallahassee Democrat, courtesy of Amanda Karioth Thompson – Tallahassee/Leon County Council on Culture & Arts



Visit
Tallahassee
Pretty. Unexpected.

Challenger Learning Center



- Industry Changes
 - Museums & Performances
 - Theatres
- Following the Data
 - Test, Succeed/Fail, Adjust

IMPACTS data tracking on how the COVID-19 pandemic is influencing perceptions and intentions to visit cultural entities. Data collected from National Awareness, Attitudes, and Usage Study; 224 cultural institution reporting, and partner organizations. Data analyzed and presented by Colleen Dilenschneider – Know Your Own Bone. <https://www.colleendilen.com/category/covid-19-updates/>.



Visit
Tallahassee
Pretty. Unexpected.



For The Table Hospitality

Matt Thompson, Founder & Managing Partner

FOR THE
TABLE
HOSPITALITY™

TOWNSHIP
CHARLIE PARK
SOCIAL KITCHEN
MADISON SOCIAL
SODOUGH BAKING CO.
SOCIAL CATERING AND EVENTS

2021 TO DATE

- Strong January followed by an abnormally low February
- Lack of attendance for sporting events hurt
- Two graduation weekends = tremendously helpful
- Businesses at a glance, first five months of 2021:
 - Madison Social: Down 5% from 2019
 - Township: Down 10% from 2019
 - SoDOUGH: Up 30%
 - Social Catering: Up 5%

CONTINUED CHALLENGES

- Front of house (FOH) hiring further away from campus
- Back of house (BOH) hiring— always has been a challenge
- Salaried position hiring

CHARLIE PARK

- Opened Memorial Day weekend (delayed from January 2021)
- 9 days = 12% of year goal
- Event inquiries rival Madison Social in 2013



SOCIAL KITCHEN

- Allows For The Table to have a “convenience brand”
- Operates in Premier Fitness, Maclay School, TCC
- Continued family meals program post pandemic

The logo for Social Kitchen is displayed on a light gray rectangular background. The word "SOCIAL" is written in a large, white, sans-serif font, with each letter spaced out. Below it, the word "KITCHEN" is written in a smaller, dark gray, sans-serif font, also with spaced-out letters.

S O C I A L
K I T C H E N

TALLAHASSEE PRESENTATION

MICHELLE WILSON

Area Sales Executive

LOCAL UPDATE:

Occupancy is up 50% YTD

Business segment slated to slowly return Q4 2021 in Leon County, Nationwide return by end of 2022, from originally predicted 2023

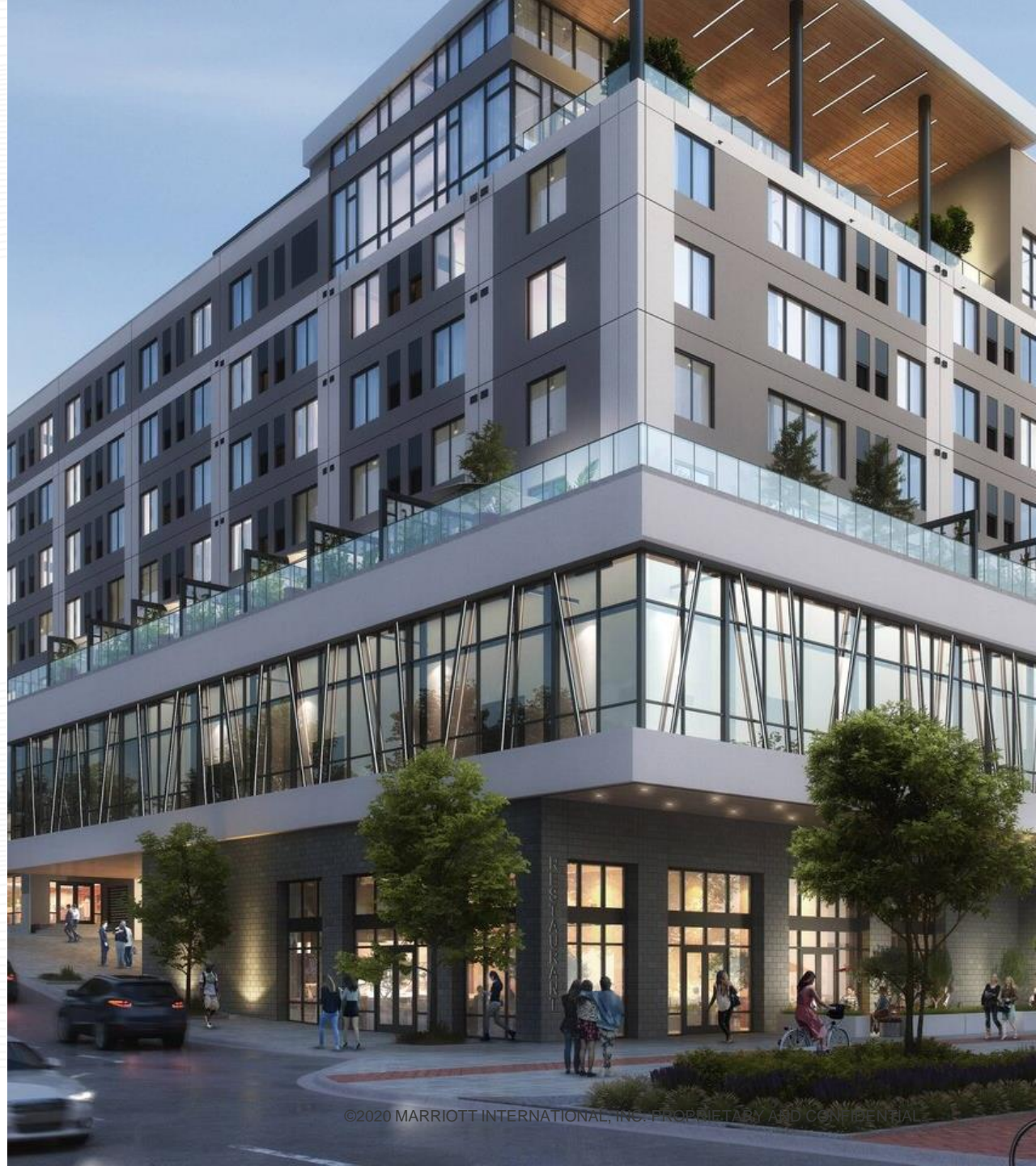
Leisure segment has exceeded 2019 YTD

Sports and bridal segment top producing segment in Leon County

600 new rooms in market since 2020



- The AC Tallahassee will offer guests a tranquil retreat at the heart of a local hot spot, featuring 154 rooms, more than 5,500 square feet of flexible meeting space, a rooftop bar, and an observation deck overlooking the park. The AC Tallahassee is on schedule to open in April 2021.





- Connect with colleagues across 5,500 square feet of flexible meeting space offering modern conveniences, cutting-edge technology and views overlooking the park.





Hotel details:

154 guest rooms and suites

5500 sq ft indoor meeting space

25,000 sq ft outdoor space

Charlie Park rooftop bar

Pet Friendly

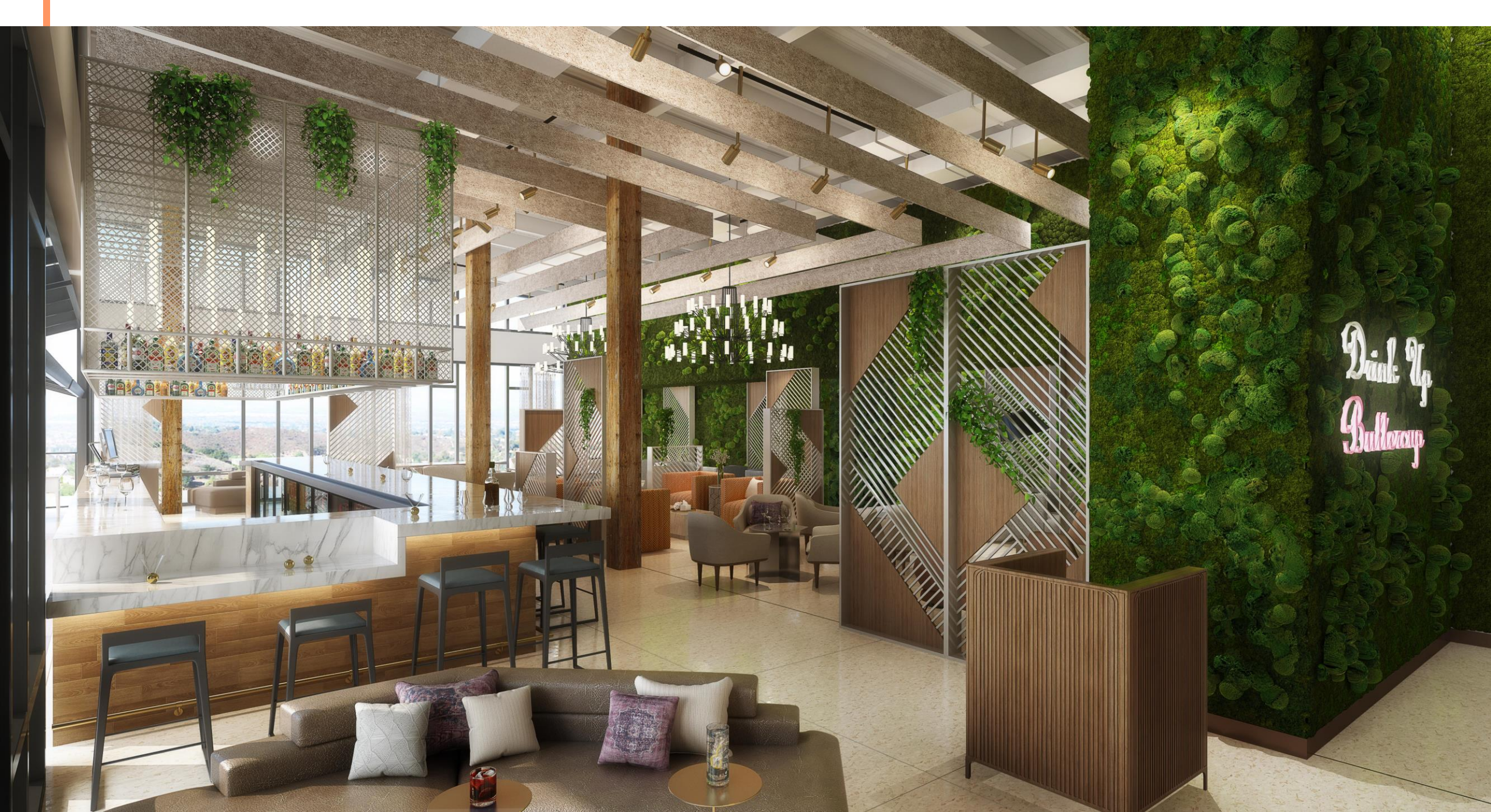
Valet Parking

AC Lounge

AC Kitchen



- Enjoy spacious guest rooms flooded in natural light offering a sleek work-station and a comfortable sofa including access to a variety of on property amenities and services.



Drink Up
Bullseye



A photograph of two young women smiling and taking a selfie. The woman on the left has long blonde hair and is wearing a dark green sweater. The woman on the right has long dark hair and is wearing a black sweater. They are holding a smartphone together. The background is a vibrant mural with blue, green, and red circular patterns and palm tree motifs. A string of colorful triangular flags hangs across the top of the scene.

✓ Summer Backyard Bucket List

Visit [Tallahassee.com/BackyardBucketList/](https://www.visittallahassee.com/BackyardBucketList/)

[Back](#)
[Print](#)

**Leon County
Board of County Commissioners
Agenda Item#25**

June 8, 2021

To:	Honorable Chairman and Members of the Board
From:	Vincent S. Long, County Administrator
Title:	Approval of the Tallahassee Community Redevelopment Agency's Recommendation to Award Arts, Cultural and Heritage Grant Program Funds for the Revised TLH Arts, Inc. "Performance and Rehearsal Space" Project in Railroad Square

Review and Approval:	Vincent S. Long, County Administrator
Department/Division Review and Approval:	Alan Rosenzweig, Deputy County Administrator Ken Morris, Assistant County Administrator Kerri L. Post, Director, Division of Tourism
Lead Staff/ Project Team:	Nicki Paden, Management Analyst

Statement of Issue:

This item provides a status update on the Community Redevelopment Agency's (CRA) recent actions related to the Arts, Culture, and Heritage Grant Program and seeks Board approval to award \$1.8 million for the revised TLH Arts, Inc. "Performance and Rehearsal Space" project at a new location in the Railroad Square Arts District. In accordance with section 125.0104,

Florida Statutes which requires the proposed multi-purpose assembly and performance venue to be publicly owned in order to use Tourist Development Tax funds for construction, this item also recommends the City take ownership of the property being donated for this project.

Fiscal Impact:

This item has a fiscal impact. Adequate Tourist Development Tax funds are available for the TLH Arts, Inc. "Performance and Rehearsal Space" project in the amount of \$1.8 million.

Staff Recommendation:

Option #1: Accept the status report on the Community Redevelopment Agency's recent actions related to the Arts, Cultural and Heritage Grant Program.

Option #2: Approve the revised TLH Arts, Inc. "Performance and Rehearsal Space" project for \$1.8 million to be awarded from Tourist Development Tax funds subject to the City taking ownership of the property donated for this project.

Report and Discussion

Background:

This item provides a status update on the CRA Board's recent actions related to the Arts, Culture, and Heritage Grant (ACHG) Program and seeks County Commission approval to award \$1.8 million for the revised TLH Arts, Inc. "Performance and Rehearsal Space" project at a new location in the Railroad Square Arts District. As required by the CRA Interlocal Agreement, the governing bodies of the County, City, and CRA must each approve the awarding of funds under the ACHG Program. In accordance with section 125.0104, Florida Statutes, which requires the proposed multi-purpose assembly and performance venue to be publicly owned in order to use Tourist Development Tax (TDT) funds for construction, this item recommends the City take ownership of the property being donated for the TLH Arts, Inc. "Performance and Rehearsal Space" project (Attachment #1).

Given that the Van Buren Street project site is no longer available to serve as a performing arts space, TLH Arts, Inc. has modified its project plans to have the donated property in Railroad Square serve as the new project site. On May 13, 2021 the CRA Board recommended approval of the changes to the "Performance and Rehearsal Space" project at the original funding level of \$1.8 million (Attachment #2). On May 14, 2021, the County received a letter from the CRA's Interim Director summarizing the CRA Board's recommendation to fund the project (Attachment #3).

Overview of the Arts, Culture, and Heritage Grant Program

On May 25, 2017, the CRA created the ACHG Program and review committee to award grant funds for cultural projects, programs, and expenses in either of the CRA Districts. The funding source was the remaining \$3 million of TDT funds once dedicated to the performing arts center. While the County's participation in the CRA has since been restructured, the CRA's utilization of the funds remains subject to final approval by both the County and City Commissions as provided in the CRA Interlocal Agreement.

Accordingly, at their respective meetings in July 2018, the County, CRA Board, and City each approved the allocation of the approximately \$3 million of TDT funds through the CRA's ACHG Program to the following projects:

- John G. Riley House Museum "Soul Voices – Frenchtown Heritage Kiosk" (\$189,000)
- LeMoyne Arts "Art for Always" Project (\$1 million)
- TLH Arts, Inc. "Performance and Rehearsal Venue Renovation" (\$1.8 million)

Following the approval of the funding awards in July 2018, the CRA worked with the applicants to develop implementation agreements determining how funding would be disbursed and monitored. Since that time, only the John G. Riley House Museum "Soul Voices" project has been completed.

Recent Actions

On January 28, 2021, the CRA Board received a status report on the remaining two projects including the lack of progress made on the TLH Arts, Inc. project and a request from LeMoyne Arts, Inc. to modify the scope of its project and seek additional funding. Since that time, the County, City, and CRA have coalesced in support of the revisions to the LeMoyne Arts, Inc. "Arts for Always" project in the amount of \$1 million. On April 13, 2021, the County approved the CRA's recommendation to award the \$1 million in TDT to LeMoyne Arts, Inc.

Given the inability to utilize the original project site planned for TLH Arts, Inc.'s "Performance and Rehearsal Space," the CRA Board sought to reallocate the \$1.8 million of TDT to other projects. On February 16, 2021, the County Commission considered the CRA Board's recommended reallocations of the \$1.8 million but concluded that the CRA Board should give TLH Arts, Inc. an opportunity to identify a new location and revise its proposal. At that meeting, Commissioners had extensive discussion about the CRA Board's process to identify and consider other project opportunities, and emphasized the importance of fairness and due process with regard to the allocation of public funds. The County Commission voted not to approve the CRA Board's recommendations for the reallocation of the \$1.8 million of TDT and directed the County Administrator to write a letter to the CRA Board requesting it seek a revised proposal from TLH Arts, Inc. for a performance and rehearsal venue. As detailed in the letter to the CRA Board (Attachment #4), the County Commission requested the CRA provide TLH Arts, Inc. the same opportunity provided to LeMoyne Arts, Inc. to modify the scope of its original project prior to rescinding and reallocating the grant funds. Subsequently on March 25, 2021, the CRA Board approved extending the deadline in order for TLH Arts, Inc. to provide an updated proposal at the May 13, 2021, CRA meeting.

This item provides an update on the recent action taken by the CRA Board related to the ACHG Program at its May 13, 2021 meeting, and seeks approval to award \$1.8 million for the revised TLH Arts, Inc. "Performance and Rehearsal Space" project at a new location in the Railroad Square Arts District, subject to the City taking ownership of the property to be donated for this project.

Analysis:

Consistent with the County Commission's previous request, on May 13, 2021 the CRA Board considered the revised proposal for the TLH Arts, Inc. "Performance and Rehearsal Space" project. As presented in its revised project plan, TLH Arts, Inc. is seeking to convert an existing building at the entryway of the Railroad Square Arts District into a multi-purpose assembly and performance venue. The revised project will include a main studio with dressing rooms, a green room, performer and public restrooms, and a lobby with space for pop-up food and wares sales. The main studio will also include a 300+ seat black box theatre with commercial movie projection, recording/audio-visual capabilities, and an operable screen/wall to divide the studio into two spaces. In addition, the revised plan proposes repurposing the adjoining building at the site into an arts-specific incubator and coworking space to provide entrepreneurial support and resources for local artists pursuing art-related business ventures as well as provide additional space to offer educational opportunities for community youth.

The total estimated cost to complete the site renovation is \$3.2 million. If approved, the proposed \$1.8 million ACHG award would require TLH Arts, Inc. to fundraise the remaining \$1.4 million. TLH Arts, Inc.'s revised proposal indicates that the owners of the new location have offered to donate the site for conversion into a performing arts theater space for public use. However, the ownership would have to be transferred to a public entity in order to meet the requirements set forth in section 125.0104, Florida Statutes related to the use of TDT funds for construction. The CRA Board discussed the public ownership requirement and acknowledged that the City or County would have to assume ownership of the property but did not take action for the City to assert ownership.

The original site identified by TLH Arts, Inc. was eligible for TDT funding as it was owned by the Florida Department of Transportation and, at that time, leased by the City of Tallahassee. Given the role of the CRA in managing the ACHG Program by entering into funding agreements with grant awardees for oversight of public funding and the City's previous commitment to sublease a building to TLH Arts, Inc. for this project, this item recommends the City take ownership of the property being donated for the TLH Arts, Inc. "Performance and Rehearsal Space" project. Following the transfer of the project site to a public entity, TLH Arts, Inc. anticipates raising the remaining project funds within nine months and completing construction in approximately two years.

Under the CRA Interlocal Agreement and ACHG Program, all projects and funding allocations require the approval of the CRA Board and the County and City Commissions. The original ACHG Program Guidelines from 2018 allowed for TDT funds to be spent on the acquisition of new property and improvements to leased property with certain conditions to ensure compliance with Florida Statutes and an ongoing public benefit that is reflective of the public investment. These provisions were included in the grant guidelines to encourage capital investment within the CRA Districts while also protecting the public investment to ensure the properties improved with TDT funds maintain their intended use.

This item recommends Board approval for the revised TLH Arts, Inc. "Performance and Rehearsal Space" project to convert the donated site in the Railroad Square Arts District into a multi-purpose assembly and performance venue subject to the City taking ownership of the site. The disbursement of County TDT funds would be contingent upon the execution of a formal project and funding agreement between the CRA and TLH Arts, Inc. Should the Board

approve the revised TLH Arts, Inc. project in the amount of \$1.8 million, the City Commission is expected to take up this issue at its meeting on July 7th.

Options:

1. Accept the status report on the Community Redevelopment Agency's recent actions related to the Arts, Cultural and Heritage Grant Program.
2. Approve the revised TLH Arts, Inc. "Performance and Rehearsal Space" project for \$1.8 million to be awarded from Tourist Development Tax funds subject to the City taking ownership of the building property for this project.
3. Do not approve the revised TLH Arts, Inc. "Performance and Rehearsal Space" project.
4. Board direction.

Recommendation:

Options #1 and #2

Attachments:

1. [TLH Arts, Inc. Revised "Performance and Rehearsal Space" Project Overview](#)
2. [May 13, 2021 CRA Item on the Revised TLH Arts, Inc. Proposal](#)
3. [Letter from the CRA's Interim Director Summarizing the CRA Board's Recent Actions](#)
4. [County Administrator's Letter to the CRA Board Regarding the County Commissions Recent Action](#)

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