



Visit
Tallahassee

LEON COUNTY **Tourist Development Council**

Thursday, May 2, 2019 9:00 a.m.
County Commission Chambers - Leon County Courthouse, Fifth Floor
301 South Monroe Street, Tallahassee FL 32301

MEETING AGENDA

- I. Call to Order – **Bo Schmitz, Chairman**
- II. Request for Additional Agenda Items – **Bo Schmitz**
- III. Public Comment
- IV. Items for Consent Approval – **Bo Schmitz**
 - March 7, 2019 Meeting Minutes
 - Financial Reports: Division Budget March 2019 Year-to-Date, Tourism Development Tax Collections and Smith Travel Report
 - Advertising/PR Activity Report/Digital Activity
 - Direct Sales, Communications, Visitor Services, and Sports Staff Reports
- V. General Business – **Bo Schmitz**
 - Research Presentation: 2nd Quarter Visitor Tracking Report – Phillip Downs
 - CRA/TDT Arts Grants Update – Rick McCraw
 - FY2020 Draft Tourism Grants Guidelines Review – Kerri Post
 - FY2020 Draft Sales Plans Highlights & Budget Review – Kerri Post
 - Scott Carswell Presents Update – Scott Carswell
 - COCA Updates – Amanda Thompson
 - Tallahassee Sports Council Update – Mike Collins
- VI. Executive Director's Report – **Kerri Post**
 - Take-Aways from Greenville, SC Trip
 - Marketing/Advertising, Public Relations, and Research RFPs Update
 - Downtown Improvement Authority (DIA) Summer Concert Series
 - National Travel & Tourism Week Luncheon – May 9, 2019 at Goodwood Museum and FY18/19 "Tommy" Award Winners
 - FHSAA Florida High School Football State Championships
 - May 15, 2019 *Women Wednesday* @ Domi – Tourism & OEV Presentation
- VII. Additional Business: "For the Good of the Cause" – **Bo Schmitz**

Next TDC Meeting – July 18, 2019

9:00 a.m. County Commission Chambers
Leon County Courthouse, Fifth Floor



**LEON COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING MINUTES
March 7, 2019**

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

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

Guests present included: Ms. Rachael Anglin representing Downs & St. Germain Research, Mr. Scott Carswell representing Scott Carswell Productions, and Mr. Curtis Zimmerman, Ms. Alicia Holmes, Ms. Hanna Young, Ms. Amanda Lewis, and Ms. Annemarie Raskin representing Zimmerman Agency.

I. CALL TO ORDER Chairman Schmitz called the meeting to order at 9:01 a.m.

- Welcome New TDC Members

Chairman Schmitz welcomed new TDC members Amanda Stringer, Tallahassee Symphony Orchestra Executive Director, COCA Interim Director Amanda Thompson, City Commissioner Williams-Cox and City Commissioner Bryant and asked that each give an introduction and describe one thing about themselves.

II. REQUEST FOR ADDITIONAL AGENDA ITEMS- Chairman Schmitz confirmed there were no requests for additional agenda items added to this meeting.

III. PUBLIC COMMENT- Chairman Schmitz confirmed there were no speakers for public comment.

IV. ITEMS FOR CONSENT APPROVAL

- November 8, 2018 Meeting Minutes
- Financial Reports: October 2018/November 2018/December 2018; Year-to-Date Tourism Development Tax Collections and Smith Travel Report
- Advertising/PR Activity Report/Digital Activity

- Direct Sales, Communications, Visitor Services, and Sports Staff Reports

Commissioner Desloge moved, duly seconded by Commissioner Bryant approval of the Items for Consent. The motion carried unanimously.

V. GENERAL BUSINESS

Research Presentation: FY18 Annual Economic Impact Report and FY19 First Quarter Visitor Tracking Report-Rachael Anglin (Downs & St. Germain Research)

Rachael Anglin, representing Downs and St. Germain Research gave a detailed presentation on the FY2018 Annual Economic Impact of Tourism (October 2017-September 2018) and the FY19 First Quarter Visitor Tracking Report. Ms. Anglin presented highlights from the Annual Economic Report: economic impact, number of visitors to Leon County, jobs and wages, TDT collections for FY2013-FY2018, yearly comparisons, direct spending, and key performance indicators. She concluded her presentation by explaining Downs and St. Germain's Research Methodology. Commissioner Desloge confirmed with Ms. Anglin the \$910,236,600 economic impact in Leon County for FY2018 and noted bird hunting has a \$200,000,000 economic impact in the region. Ms. Stringer established with Ms. Anglin that visitors from the top visitor origin market: Miami-Ft. Lauderdale come for a variety of reasons including but not limited to the legislative session and football games. Commissioner Williams-Cox inquired how the research is conducted as it relates to county (unincorporated) versus city limits. Ms. Post responded that visitors come to Tallahassee for an experience and they do not have knowledge or interest in city limits or county lines. Commissioner Bryant requested more information in the future on the methodology and research.

Ms. Anglin then presented to the Council the 1st Quarter Visitor Tracking Report for FY19. She noted the increase in each of the categories of the Visitor and Lodging Statistics percent change year-over-year in comparison to the 1st Quarter of FY18. Ms. Anglin expressed that significant increases in the statistics may be due to Hurricane Michael, and those displaced as well as workers who were supporting recovery efforts. She discussed and highlighted from the report: origin of visitors, travel parties, length of stay, transportation, visitation, visitor satisfaction, reasons for visiting, top activities, visitor spending, trip planning, finding their way around, and perceptions of Leon County. Ms. Anglin also relayed the demographics of the typical Leon County Visitor. She concluded the presentation by highlighting Downs & St. Germain Research Methodology which includes: Internet Survey and In-Person Interviews, 511 Sample Size Surveys, and data collection during October 2018-November 2018. Chairman Schmitz remarked on the statistics and how Hurricane Michael contributed to the increase in occupancy rates during FY19's 1st quarter. Commissioner Bryant stated she would follow-up with the Downs & St. Germain staff to better understand how the data is collected.

New Legacy Event Grant Program Outline-Kerri Post

Ms. Post reported on the creation of new Legacy Event Grant Category and gave a brief background on how the concept was established as an outgrowth of the Signature Event grant process last fiscal year. Ms. Post noted the creation of the Emerging/Signature Event Grant Category during the previous fiscal year resulted in some of the longstanding and highest producing events receiving less funding. She emphasized due to those unintended consequences the Board of County Commissioners (BOCC) tasked the TDC and Tourism staff with addressing the issue. Ms. Post shared the Board approved the concept of creating the new Legacy Event Grant program at its October 23, 2018 meeting to ensure the continued success of long-standing high-producing events. She highlighted and advised that three events met the criteria to qualify for a Legacy Event Grant. She acknowledged these three events will be removed from the Emerging/Signature Events Grant category and have an opportunity to enter a three-year funding agreement. Ms. Post noted the agreement will be reviewed annually for performance and confirm the events continue an upward trajectory with the understanding that there may be years with an unforeseen negative impact (i.e. bad weather) on the event. She then provided the Guidelines included in the memo, to qualify for a Legacy Event. She emphasized the Board has requested the discussion of the Legacy Event Grant Program in its upcoming FY20 budget process as this will impact the grant funding categories. Ms. Post shared that each event would be eligible to receive up to \$100,000 in annual financial support if additional features are added to existing events to justify an increase in funding. The budget allocation for Signature and Emerging/Signature Event Grants will be adjusted with the reduction of the three Legacy Events and staff are currently in the process of conducting an analysis to determine the impact to the grants budget. Considerable discussion ensued regarding the TDC's advisory role to the BOCC about the grant funding process.

Marketing/Advertising, Public Relations, and Research RFPs Update-Kerri Post

Ms. Post introduced the item and provided an update for the Tourism Marketing/Advertising RFP and Tourism Public Relations (PR) Services RFP. She advised that both firms of record are in the last year of their five-year contracts. She noted historically these services have been combined into one RFP. She stated that while one agency could still bid on both services, she proposed that these services be separated into two as an opportunity to explore all models of service and seek the best in class agencies doing best in class to market the destination. Ms. Post reported the Pre-Proposal Meetings took place on March 6, 2019. She highlighted the full Schedule of Events provided under Tab 7 of the Board packet. Ms. Post noted, per County policy, the RFP review committees are appointed by the County Administrator. Commissioner Williams-Cox asked if there was an option of having representation from the City on the review committee. Ms. Post responded that she would relay the request to the County Administrator.

Scott Carswell Presents Update-Scott Carswell

Mr. Carswell began his update with a brief overview of his role to the TDC which include his responsibility to facilitate the procurement of entertainment for ticketed events at the Amphitheater. He reported on the events held at the Amphitheater over the past five years, including the most recent headliner for the 2019 Word of South Festival, Shakey Graves. He elaborated on his continuing efforts to recruit talent and shared that his recent efforts have been unsuccessful for several reasons ranging from artists financial demands to scheduling conflicts. Mr. Carswell discussed his efforts for procuring future artists. There was then considerable discussion on the industry challenges of attracting talent and performance acts. Commissioner Williams-Cox asked Ms. Post if additional revenue not anticipated due to Hurricane Michael could be allocated to assisting Mr. Carswell in this effort to which Ms. Post responded that she would be working with Mr. Carswell to determine the amount of funding he anticipates needing based on his industry knowledge to attract the right talent.

FY2020 Budget Schedule-Kerri Post

Ms. Post introduced the item and reported staff is in the beginning phases of crafting the budget for FY20. She highlighted the BOCC's Detailed Budget Schedule provided under Tab 8 in the Board Packet. She noted a preliminary budget would be submitted to the County on Friday, March 15, 2019 and advised that the final draft budget will come before the TDC for review and approval at the May 2, 2019 meeting.

COCA Updates- Amanda Thompson (Interim Director)

Ms. Thompson provided numerous updates to the TDC on COCA. She articulated on the leadership changes at COCA and provided information on current recruitment efforts. She projected the timeline for the hiring of an Executive Director is June 2019. She voiced her enthusiasm for the next chapter at COCA. Ms. Thompson reported the City's recent appointment of Commissioner Matlow as the City's Ex-Officio member to COCA's Board of Directors.

She then provided an update on the Cultural Grants Program and acknowledged possible revisions to the guidelines as well as the formation of a subcommittee to review the revisions. Ms. Thompson stated that the public, grant applicants, and other community stakeholders were invited to give input and feedback and COCA is now analyzing that information to make certain the recommendations to the subcommittee and COCA Board of Directors are sustainable and address the community's needs. Ms. Thompson relayed she will be presenting at the BOCC's March 12, 2019 regular meeting on each of COCA's grant programs. She requested Council review and approval of the 2018 Capital Facilities Matching Grant (CFMG) Award recommendations. Commissioner Bryant requested and received clarification on the grant guidelines and application process for the CFMG recommendations. Commissioner Bryant then requested additional clarification on the CFMG program funding. Ms. Thompson responded the program has a cap on the amount to be awarded to recipients and noted the program is a 1-to-1 match. Ms. Thompson also relayed that the CFMG program funding is made up of the ¼ penny and the amount of

funding changes based on the collections. Commissioner Williams-Cox confirmed with Ms. Thompson the number of applicants for the 2018 cycle.

Commissioner Williams-Cox moved, duly seconded by Ms. Priester acceptance of COCA's 2018 Capital Facilities Matching Grant Program recommendations. The motion carried unanimously.

Mr. Thompson spoke on the need for the consideration for allocating funding in the FY20 budget for a feasibility study for a Sports Facility/Complex and considerable discussion ensued. Ms. Post advised that she will be working with the Tourism Sports staff along with Mr. Collins to include this as a part of the budget discussions for FY20.

Tallahassee Sports Council Update-ADDED ON: Mr. Mike Collins, Chair of the Tallahassee Sports Council (TSC) provided an overview of the role of the TSC and its responsibilities. He emphasized the TSC's goal of promoting Tallahassee-Leon County as a sports destination. He presented the TDC the FY2019 Sports Event 2nd Cycle Grant funding recommendations for review and approval. He noted that after carefully considering five event applications and their ability to generate room nights, the TSC recommended funding six events totaling \$8,350. As requested, Mr. Collins provided additional clarification on the TSC members and grant process. Ms. Post stated she would provide the council with a list of members on the TSC. Mr. Collins also announced the Division of Tourism had recently won the bids to host both the Florida High School (FHSA) Cross Country Championship for 2019-2021 with the possibility of an additional three-year extension and Football Championship 2019-2021 with the possibility of a one-year extension.

Mr. Thompson moved, duly seconded by Commissioner Williams-Cox approval of the FY2019 Sports Event 2nd Cycle Grant funding recommendations. The motion carried unanimously.

Mr. Thompson requested that an update from the Tallahassee Soccer Club be provided at the July 18, 2019 regular meeting.

VI. EXECUTIVE DIRECTOR'S REPORT

- Ms. Post provided a staff update including new staff introductions and brief backgrounds. She voiced her excitement for the talent and expertise of the staff. She reported the Senior Marketing Director's position is in the process of being advertised.
- Ms. Post announced that Florida Tourism Day would be held on March 13, 2019. This is a day in which the Tourism industry emphasizes the value of tourism in Florida to the legislature.
- Ms. Post shared National Travel and Tourism Week is May 5-11, 2019. She reported for the first time the Division of Tourism will host a Tourism Week luncheon which will highlight best practices and successes in the community as it relates to the tourism and travel industry.
- Ms. Post gave a brief legislative update. She reported that VISIT FLORIDA and other direct support organizations would sunset if not repealed by October 1, 2019. She indicated that direct support organizations must be specifically named in a bill to be

exempt from being repealed. She noted a Senate bill has been filed to repeal VISIT FLORIDA sunset, yet a bill has not been filed in the House. She expressed encouragement that VISIT FLORIDA will continue to exist. Ms. Post also shared there are five bills filed as it pertains to vacations rentals (Airbnb, VRBO/HomeAway). She relayed the County has a Voluntary Collection contract with Airbnb for remittance of TDT and staff is working with the Tax Collector's Office on refining a report to cross-check TDT collections by category to correlate the impact on the market. She also indicated the County will be pursuing similar contracts for TDT remittance with VRBO/HomeAway during the FY20 budget process. Ms. Post confirmed that by law it is the responsibility of the homeowner to remit TDT if the 3rd party platform being used does not do so.

- Ms. Post provided an update on the 106 E. Jefferson St. Building sale. She reported the proceeds of the sale will be used to restore and renovate the historic Amtrak Building as the new permanent home for the Visitor's Center and Tourism Staff. In the interim, Tourism staff will be located in the Leon County Government Annex Building (aka Bank of America Building) on South Calhoun Street as renovations are made to the Amtrak Building. Ms. Post articulated for continuity of services the Visitors Center will remain at the 106 E. Jefferson location leasing the space from the new owner.

VII. ADDITIONAL BUSINESS: "For the Good of the Cause": Chairman Schmitz asked if there was additional business for the good of the cause.

- Commissioner Desloge established with Ms. Thompson that she is the COCA board's representative on the Council until a permanent Executive Director is hired.

ADJOURN:

There being no further business to come before the Council, the meeting was adjourned at 10:41 a.m.



Attest: Bo Schmitz, Chairman



Attest: Dionte Gavin, Sr. Operations Manager

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

3 3/4-Cents Collections

Acct # REVENUES	YTD	March	FY 2018/19	% Revenue	
	Actuals	Actuals	Budget	Received	Variance
312100 Local Option Tax (3 3/4-cents)	\$ 2,686,445.72	\$ 443,502.41	\$ 4,267,875	63%	(1,581,429)
361320 Tax Collector FS 125.315	\$ 3,153.88	-	-		3,154
361111 Pooled Interest Allocation	\$ 24,205.00	-	52,250		
362000 Rents & Royalties	\$ -	-	10,200		(10,200)
365000 Merchandise Sales	\$ 2,328.97	678.01	3,200		
366500 Special Event Grant Reimbursements	\$ -	-	12,500		
366930 Other Contributions/Partnerships	\$ -	-	2,400		
361300 Interest Inc/FMV Adjustment	\$ 2,077,500.00	-	-		
369900 Miscellaneous Revenue	\$ 5,000.00	-	94,341		
399900 Appropriated Fund Balance	\$ -	-	720,000		
Total Estimated Receipts			5,162,766		
	\$ 4,798,633.57	\$ 444,180.42			

Acct # EXPENDITURES	YTD	March	FY 2018/19	FY 2018/19	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
Administration (301)						
51200 Salaries & Wages	\$ 117,119.67	\$ 25,915.99	\$ 209,782	\$ 209,782	56%	\$ 92,662
51250 Regular OPS Salaries & Wages	\$ 8,364.80	1,909.95	16,020	16,020	52%	7,655
51500 Special Pay	\$ 45.39	-	-	1,130	4%	1,085
52100 FICA	\$ 9,272.76	2,046.80	17,554	17,554	53%	8,281
52200 Retirement Contributions	\$ 20,267.44	4,516.22	37,910	37,910	53%	17,643
52210 Deferred Compensation	\$ 239.41	54.45	766	766	31%	527
52300 Life & Health Insurance	\$ 16,530.68	4,191.35	42,998	42,998	38%	26,467
52400 Workers Compensation	\$ 344.05	57.50	345	345	100%	1
53400 Other Contractual Services	\$ 57,499.98	9,583.33	135,500	135,500	42%	78,000
54000 Travel & Per Diem	\$ 3,031.89	-	7,500	7,500	40%	4,468
54101 Communications - Phone System	\$ -	-	380	380	0%	380
54300 Utilities-160-950-591001-552	\$ -	-	12,270	12,270	0%	12,270
54400 Rental & Leases	\$ 1,656.79	689.29	8,420	8,420	20%	6,763
54505 Vehicle Coverage	\$ 384.00	-	384	384	100%	-
54600 Repair & Maintenance	\$ 40.00	-	34,000	34,000	0%	33,960
54601 Vehicle Repair	\$ 129.35	27.95	410	410	32%	281
54900 Other Current Charges	\$ 657.45	-	1,971	1,971	33%	1,314
55100 Office Supplies	\$ 140.96	-	1,000	1,000	14%	859
55200 Operating Supplies	\$ 25.13	-	3,000	3,000	1%	2,975
55210 Fuel & Oil	\$ 37.64	-	415	415	9%	377
55400 Publications, Memberships	\$ 899.03	-	2,300	2,300	39%	1,401
55401 Training	\$ 595.64	310.00	3,000	3,000	20%	2,404
Advertising/Public Relations (302)						
53400 Other Contractual Services	\$ 520,934.71	\$ 287,545.11	\$ 1,566,473	\$ 1,566,473	33%	\$ 1,045,538
Marketing (303)						
51200 Salaries & Wages	\$ 205,306.89	\$ 44,701.08	\$ 451,397	\$ 451,397	45%	\$ 246,090
51210 Regular OPS Salaries & Wages	\$ 8,364.84	1,909.95	16,020	16,020	0%	7,655
51500 Special Pay	\$ -	-	-	2,120	100%	2,120
52100 FICA	\$ 15,939.44	3,435.78	37,140	37,140	43%	21,201
52200 Retirement Contributions	\$ 16,463.50	3,695.61	38,864	38,864	42%	22,401
52210 Deferred Compensation	\$ -	-	-	-		-
52300 Life & Health Insurance	\$ 16,539.47	4,992.76	75,901	75,901	22%	59,362
52400 Workers Compensation	\$ 772.17	162.31	1,222	1,222	63%	450
53400 Other Contractual Services	\$ 25,594.80	2,777.80	125,500	125,500	20%	99,905
54000 Travel & Per Diem	\$ 14,411.09	2,503.49	64,128	64,128	22%	49,717
54100 Communications Services	\$ 1,557.93	-	7,823	7,823	20%	6,265
54101 Communications - Phone system	\$ -	-	1,225	1,225	0%	1,225
54200 Postage	\$ 1,894.82	12.60	38,000	38,000	5%	36,105
54400 Rental & Leases	\$ 626.08	-	8,420	8,420	7%	7,794
54700 Printing	\$ 3,112.50	689.28	6,400	6,400	49%	3,288
54800 Promotional Activities	\$ 12,766.51	-	53,575	103,575	12%	90,808
54860 TDC Direct Sales Promotions	\$ 6,879.91	211.36	49,662	49,662	14%	42,782

54861	TDC Community Relations	\$	3,895.00	-	13,300	15,800	25%	11,905
54862	TDC Merchandise	\$	1,549.20	-	5,000	5,000	31%	3,451
54900	Other Current Charges	\$	208,004.86	287.99	523,000	562,875	37%	354,870
54948	Other Current Chrg - Amphitheater	\$	-	-	100,000	145,000	0%	145,000
55100	Office Supplies	\$	1,494.44	-	3,700	3,700	40%	2,206
55200	Operating Supplies	\$	586.42	-	5,000	5,000	12%	4,414
52250	Uniforms	\$	406.22	-	4,000	4,000	10%	3,594

Acct #	EXPENDITURES	YTD	March	FY 2018/19	FY 2018/19	% Budget	Under/
		Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
	Administration (303)(Continued)						
55400	Publications, Memberships	\$ 919.98	\$ 9.99	\$ 21,253	\$ 21,253	4%	20,333
55401	Training	\$ -	-	7,000	7,000	0%	7,000
56400	Machinery & Equipment	\$ -	-	-	-		-
58160	TDC Local T&E	\$ 274.12	-	1,500	1,500	18%	1,226
58320	Sponsorship & Contributions	\$ 10,042.00	7,500.00	26,900	36,900	27%	26,858
	Special Events/Grants (304)	\$ -					
58300	Grants & Aids	\$ 17,899.02	15,961.00	615,000	666,462	3%	648,563
	Welcome Center CIP (086065)	\$ -					
56200	Building	\$ 43,889.99	16,689.59	100,000	100,000	44%	56,110
	Countywide Automation (470)	\$ -					
54110	Com-net Communications	\$ -	-	8,560	8,650	0%	8,650
54600	Repairs and Maintenance	\$ -	-	2,600	2,600	0%	2,600
	Risk Allocations (495)	\$ -					
54500	Insurance	\$ 7,538.00	-	7,538	7,538	100%	-
	Indirect Cost (499)	\$ -					
54900	Indirect Cost Charges	\$ -	-	235,000	235,000	0%	235,000
	Line Item Funding - (888)	\$ -					
58214	Cultural Facilities Grant Program	\$ 369,822.10	-	284,525	802,305	46%	432,483
58215	Local Arts Agency Program	\$ 680,691.67	392,588.51	1,138,100	1,138,100	60%	457,408
	Transfers (950)	\$ -					
591220	Transfer to Fund 220	\$ -	-	-	-	0%	-
591220	Transfer to Fund 305	\$ -	-	-	-	0%	-
	Salary Contingency (990)	\$ -					
59900	Other Non-operating Uses	\$ -	-	50,000	50,000	0%	50,000
	Reserve for Fund Balance	\$ -	-	-	-		-
	Total Expenditures	\$ 2,435,459.74	\$ 834,977.04	\$ 6,229,651	\$ 6,949,608		

1 1/4-Cents Collections

Acct #	REVENUES	YTD	March	FY 2018/19	FY 2018/19	% Revenue	Variance
		Actuals	Actuals	Adopt. Budget	Adj. Budget	Received	
312110	Local Option Tax (1 1/4-cents) ²	\$ 895,481.91	\$ 147,834.14	\$ 1,422,625	\$ 1,422,625	63%	527,143
361111	Pooled Interest	\$ -	-	-	-		
361320	Tax Collector FS 125.315	\$ -	-	-	-		
366930	Refund from Prior Years	\$ -	-	-	-		
	Total Revenues	\$ 895,481.91	\$ 147,834.14	\$ 1,422,625	\$ 1,422,625		

Acct #	EXPENDITURES	YTD	March	FY 2018/19	FY 2017/18	% Budget	Under/
		Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
58100	Aids to Government Agencies	\$ -	\$ -	\$ 5,159,196	\$ 5,159,196	0%	5,159,196
	Total Expenditures	\$ -	\$ -	\$ 5,159,196	\$ 5,159,196	0%	5,159,196

NOTES TO THE FINANCIAL STATEMENT As of March 31, 2019

REVENUES

- Revenue for the 3 3/4-cent collections \$443,502.41
- Revenue for the 1 1/4 -cent collections \$147, 834.14

EXPENSES

Grant program payments continue for FY19 - \$15,961 during this period.

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

	October	November	December	January	February	March	April	May	June	July	August	September	Totals
Notes:	<p>(1) Gain/Loss for month and year-to-date are percentage change comparisons to the previous year.</p> <p>(2) The collection of the 3rd Penny Bed Tax began January 1, 1994.</p> <p>(3) These figures represent the total bed taxes collected. Of the total collections, 97% is actually deposited in the Tourist Development Trust Fund.</p> <p>(4) The collection of the 4th Penny Bed Tax began November, 2004 (Revenues reported for December, 2004) and are designated for the proposed Performing Arts Center.</p> <p>(5) The Tourist Tax collection percentages may fluctuate greatly for the 1st quarter of the fiscal year. The fluctuations usually "true-up" after the end of the 2nd quarter of the fiscal year. Example: FY2006/2007: 1st quarter, Gain/Loss - YTD: 3-cent is 17%. 2nd quarter, Gain/Loss -YTD: 3-cent is 6%.</p> <p>(6) Due to holiday schedule, \$105,864.94 of December 2007 total collections were not included in the December 2007 Tax Collectors Report. The \$105,864.94 will be included in the January 2008 Tax Collectors Report.</p> <p>(7) Collection of 5th Penny began May, 2009. Collection reflected in June Tax Collection report.</p>												

Date Created: Apr 18, 2019

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For the Month of March 2019



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735 East Main Street, Hendersonville, TN 37075 USA
T : +1 615 824 8664
destininfo@str.com www.str.com

Blue Fin Building, 110 Southwark Street, London SE1 0TA
T : +44 (0)20 7922 1930
industryinfo@str.com www.str.com

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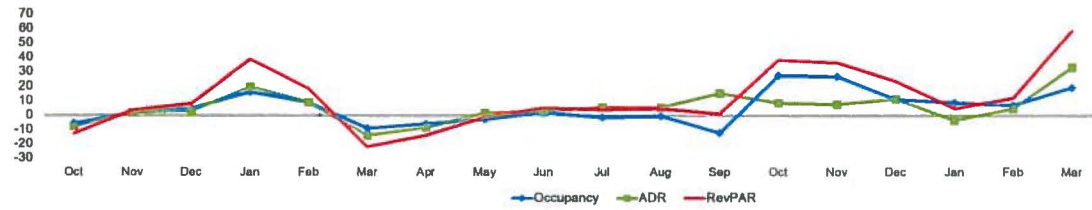
Tab 2 - Trend Leon County, FL

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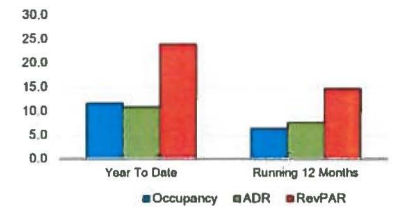
For the Month of March 2019

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



	2017			2018												2019		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Occupancy (%)																		
This Year	87.8	86.3	59.9	87.3	76.0	69.8	86.8	83.3	71.5	64.4	67.9	61.8	86.3	84.1	66.5	73.1	81.2	83.2
Last Year	71.8	65.2	57.2	58.0	69.9	76.8	71.1	65.2	70.0	65.4	68.3	70.2	67.8	66.3	59.9	67.3	76.0	69.8
Percent Change	-5.6	1.8	4.8	16.0	8.7	-9.2	-6.0	-2.8	2.1	-1.6	-0.6	-12.2	27.4	26.7	11.1	8.6	6.9	19.2
ADR																		
This Year	118.57	112.40	90.84	109.96	109.36	84.06	98.14	107.20	91.27	86.78	99.80	118.81	128.60	120.94	101.15	106.10	114.55	125.17
Last Year	128.41	119.36	88.17	91.96	100.41	100.36	107.20	105.52	86.57	82.24	84.74	103.81	118.57	112.40	90.84	100.86	109.36	94.09
Percent Change	-7.7	1.8	3.0	19.5	8.9	-14.0	-8.5	1.6	3.1	5.5	5.3	15.2	8.5	7.6	11.3	-3.5	4.7	33.0
RevPAR																		
This Year	80.33	74.56	54.43	73.95	83.08	85.64	85.60	67.90	85.23	55.94	67.72	73.65	110.97	101.70	67.31	77.53	93.06	104.12
Last Year	82.14	71.84	50.41	53.33	70.16	83.99	76.23	84.77	61.87	53.77	64.70	72.84	80.33	74.58	54.43	73.95	83.08	65.64
Percent Change	-12.8	3.7	8.0	38.7	18.4	-21.8	-13.9	-1.3	5.3	3.8	4.7	1.1	38.1	36.4	23.7	4.8	12.0	58.8
Supply																		
This Year	166,160	160,600	160,160	166,160	150,080	172,360	169,500	175,150	168,500	175,150	175,150	169,500	175,150	170,820	179,707	179,707	182,288	179,676
Last Year	166,094	164,100	169,570	166,570	163,160	169,570	164,100	169,570	164,100	167,710	167,710	169,800	166,160	160,800	166,160	166,160	150,080	172,360
Percent Change	-2.1	-2.0	-2.0	-2.0	-2.0	1.6	3.3	3.3	3.3	4.4	4.4	5.4	5.4	6.2	8.2	8.2	8.1	4.2
Demand																		
This Year	112,576	106,686	99,561	111,751	114,013	120,241	113,305	110,935	121,138	112,740	118,844	104,371	151,144	143,839	119,583	131,315	131,849	149,460
Last Year	121,757	106,945	96,950	98,312	107,014	130,239	116,894	110,503	114,818	109,656	114,528	112,831	112,576	106,886	99,561	111,751	114,013	120,241
Percent Change	-7.5	-0.2	2.7	13.7	6.5	-7.7	-2.9	0.4	5.5	2.8	3.8	-7.5	34.3	34.6	20.1	17.5	15.6	24.3
Revenue																		
This Year	13,348,246	11,991,909	9,044,556	12,289,057	12,468,178	11,313,515	11,119,469	11,050,293	9,781,028	11,860,562	12,483,856	18,436,995	17,371,918	12,066,103	13,832,750	15,103,204	16,707,574	
Last Year	15,834,785	11,806,667	6,548,346	9,043,137	10,745,310	14,241,843	12,508,732	11,690,712	10,189,215	9,018,540	10,850,258	11,712,885	13,348,246	11,991,909	9,044,556	12,289,057	12,468,178	
Percent Change	-14.6	1.8	5.5	35.9	16.0	-20.6	-11.1	2.0	8.7	8.5	9.3	6.6	45.6	44.9	33.7	13.4	21.1	
Census %																		
Census Props	57	57	57	57	57	59	60	60	60	60	60	60	60	60	61	61	61	61
Census Rooms	5380	5360	5360	5360	5360	5560	5650	5650	5650	5650	5650	5650	5650	5650	5694	5797	5790	5706
% Rooms Participants	90.4	90.4	90.4	90.4	90.4	90.7	90.9	90.9	90.9	90.9	90.9	89.3	89.3	89.4	89.5	89.5	89.5	89.5

	Year To Date			Running 12 Months		
	2017	2018	2019	2017	2018	2019
Occupancy (%)	68.2	70.8	79.1	65.6	68.0	72.5
ADR	65.3	68.2	70.8	61.8	65.6	68.0
RevPAR	4.4	3.9	11.7	6.0	3.7	8.5
Supply	492,300	488,600	521,671	1,997,406	1,875,710	2,081,298
Demand	321,770	335,565	346,006	1,231,334	1,309,678	1,343,856
Revenue	34,036,290	36,069,749	47,743,529	129,269,506	136,375,802	164,841,617
Census %	89	90	92.4	89	89	89.5

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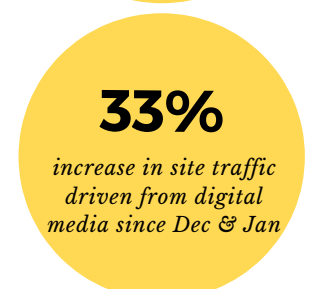
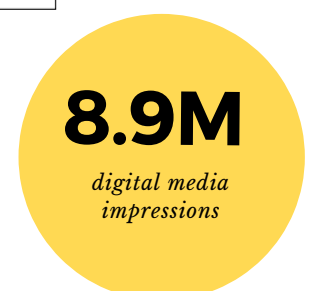
FEBRUARY 2019 - MARCH 2019 HIGHLIGHTS

- Coming out of February and March, VisitTallahassee.com had 120,751 sessions growing 3.92% since last year and 25% since December and January.
- Paid Search made up 12.2% of site traffic, with a 17% decrease in bounce rate YoY indicating we are reaching more qualified users
- Successfully executed Tampa and Orlando in-market media missions, boasting 11 meetings (exceeding total goal of 7) with a blend of diverse regional lifestyle publications, targeted freelancers and in-market news resources.

2018 - 2019 KPIS:	% TO GOAL (AS OF MAR 2019)	
Increase website traffic by 20% (Goal: 756,606 sessions)	296,049 sessions (39.12% to goal)	↑
Increase average time on the website to exceed three minutes.	02:01 (67.2% to goal)	↑
Increase story placements in national, regional, niche magazines, newspapers, online and broadcast in identified DMAs by 10% (158 Y2D)	50 placements (31.65% to goal)	↑
Achieve 20% in Trailahassee.com website traffic (30,428 sessions)	16,479 sessions (54.2% to goal)	↑
Increase Facebook engagement by 15% (Goal: 451,970)	199,780 engagements (44.20% to goal)	↑
Increase Twitter engagement by 15% (Goal: 42,560)	8,557 engagements (27.3% to goal)	→
Increase Instagram engagement by 15% (Goal: 94,041)	80,417 engagements (85.51% to goal)	↑
Increase the use of #iHeartTally by 15% across social platforms.	1,918 impressions (73% to goal)	↑
20% increase in the consumer database opt-ins.	169,031 (101% to goal)	↑
Public Relations Impressions (Goal: 85M)	58,464,388 (68.78% to goal)	↑
Public Relations Publicity Value (Goal: \$475,000)	\$534,350 (112.49% to goal)	↑
Public Relations Media Experiences (Goal: 16-24)	4 (25% to goal)	→
Public Relations Radio Promotions (Goal: 8)	4 (50% to goal)	↑
Public Relations Co-op Promotions (Goal: 2)	1 (50% to goal)	↑

MEDIA HIGHLIGHTS: FEB 2019 - MAR 2019

- 8,904,653 total digital media impressions
- Digital media has continued to optimize and driven 30,712 quality visits to the site, a growth of 33% over the last period
- Paid search campaign generated 10,639 conversions, a growth of 18% over the last period





WEBSITE: FEB 2019 - MAR 2019

- VisitTallahassee.com has 120,751 sessions in Feb and Mar growing 3.92% since last year and 25% since Dec and Jan
- Trailahassee.com had 6,194 sessions which is a 115% increase from last year. This is due to increases in organic, display, and email

25%

growth in traffic YOY

33%

increase in visits on Trailahassee.com since Dec & Jan

SOCIAL MEDIA: FEB 2019 - MAR 2019

- Garnered 1,280+ new followers
- Garnered 1,320+ new email leads via social giveaways



37,000+

Engagements as of Mar 2019



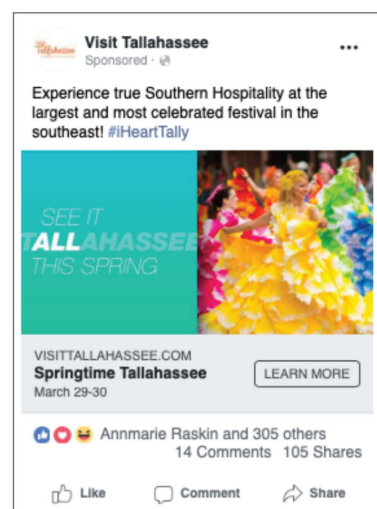
2,300+

Engagements as of Mar 2019



71,200+

Engagements as of Mar 2019



PR HIGHLIGHTS: FEB 2019 - MAR 2019

- Developed amplification strategy for Tallahassee's recent Southern Living South's Best accolade and secured supporting broadcast coverage with WTXL's "Second Cup."
- In support of seasonal offerings, secured and executed radio promotion with Jacksonville's No. 1 Adult Hits radio station, 107.3 The River, leveraging a 27:1 ROI and reaching more than 42,000 listeners.
- Hosted syndicated newspaper travel journalist for a rounded media experience, with more than 145 daily newspapers in the portfolio, the resulting coverage could reach upwards of 23 million readers nationwide.



WTXL
TALLAHASSEE

Visit Tallahassee
PROGRAM HIGHLIGHTS
February 2019/March 2019

I. Marketing Communications

Development Activities:

- Hosted individual media visit for social media travel & lifestyle influencer Joelle Friend (208k followers).
- Worked with VISIT FLORIDA to coordinate a group familiarity tour for five travel influences and bloggers from China with a combined social media following of over 8 million people.
- Obtained media coverage from WTXL, WCTV, and the Tallahassee Democrat for the USA Track & Field Cross Country National Championships.
- Held quarterly industry meeting to obtain face-to-face input from over 50 local partners regarding our upcoming marketing efforts for 2019-20.
- Executed a promotional giveaway for a “Romantic Weekend” getaway. Winner won a 2-day hotel stay, meals and passes for the Red Hills Horse Trials.
- Wrote, edited and coordinated distribution of news releases for Southern Living Magazine naming Tallahassee as the South’s #9 “Best Cities” for 2019.
- Developed press releases for Signature Spring Events and the announcement of the Florida High School Athletics Association Cross Country returning to Tallahassee for the next 3 years.
- Toured the new Proof Brewing Co. (production, retail and private meeting space). Worked with their marketing team to coordinate future events, promotions and new ways to attract visitors to the revitalized South Monroe district.
- Executed the in-market Tampa activation initiative by 1) sponsoring the Florida Brewers Guild Craft Beer Festival and promoting Tallahassee tourism to consumers attending the event as well as a regional radio and digital media blitz encouraging travel to Tallahassee, and 2) conducting deskside appointments with freelance writer Paul Abercrombie, *Tampa Bay Metro*, *Tampa Bay Magazine*, *Accent on Tampa Bay*, *Sarasota Herald-Tribune*, and *Sarasota Magazine*.
- Executed in-market Orlando media mission; held meetings with *FOUR Magazine*, *Orlando Magazine*, *Onyx Magazine*, and freelance writers Holly V. Kapheer and Simon Veness.
- Reviewed and edited content of the 2019 Meetings & Conventions Guide with Rowland Publishing.

- Held meetings with Signature Event grant recipients Springtime Tallahassee, Red Hills Horse Trials, LeMoyne Chain of Parks Art Festival, and Word of South to discuss marketing support provided by Leon County.
- Displayed the “#iHeartTally” letters prominently at Red Hills Horse Trials, Springtime Tallahassee Music Fest, and the Florida State Invitational soccer tournament.
- Met and discussed potential cross-promotional marketing opportunities with COCA.
- Executed redesign and distribution of new tourism staff business cards.
- Attended VISIT FLORIDA Tourism Day events to show local support for the critical importance of statewide tourism.
- Assisted Sara Pratt of CMR to staff the Leon County booth at Springtime Tallahassee Jubilee.
- Provided a Visit Tallahassee branded promotional video to Meetings & Conventions for upcoming Gideons meeting.
- Kept website updated with graphics and information promoting spring events.

Performance Measures:

- Reviewed, edited, approved social media posts for Facebook, Twitter, Instagram, and LinkedIn.
- Monitored website analytics & data from Google and Zimmerman.
- Updated content on VisitTallahassee.com, Trailahassee.com and CapitalCityAmphitheater.com
- Developed and distributed industry newsletters showcasing upcoming events, partnership opportunities, Division activities, sales and sports news.

II. Meetings & Conventions

Development Activities:

- Coordinated packet pick up for the USA Track & Field National Championships and assisted with event day execution.
- Held 22 one-on-one appointments with Atlanta based meeting planners at Plan Your Meetings (PYM) Live Atlanta.

- Actively serving on the Florida Society of Association Executives Auction Committee and the Society of Government Meeting Professionals Nominations and Elections Committee.
- Developed 2019-20 fiscal year sales plan and budget for meetings and conventions department.
- Worked with hotel partners to submit a bid to host the FAMU Alumni Association Conference in Spring/Summer 2020.
- Conducted 15 face-to-face meetings and networked at the XSITE Tradeshow as well as assisting the group with finding registration staff.
- Assisted Florida History Day with compiling hotel rates and gathering booking links.
- Coordinated meeting space for three Partner-Hotel Roundtables held on February 21, February 26 and March 4.
- Organized meeting space and menu for February 19 Visit Tallahassee Industry Forum held at Aloft Tallahassee Downtown.

Performance Measures:

- Sent three leads with 320 visitors, 930 room nights and an estimated \$338,838 in direct spending.

Events Hosted (Anticipated numbers):

- Florida Coordinating Council for the Deaf and Hard of Hearing (FCCDHH) Legislative Meeting (February 6-7, 2019) with 20 visitors, 40 room nights and an estimated \$12,421 in direct spending.
- Florida Educational Negotiators Board Meeting (February 26, 2019) with 15 visitors and 15 room nights and an estimated \$4,696 in direct spending.
- Clay County Days 2019 (March 13-14, 2019) with 35 visitors, 35 room nights and an estimated \$14,805 in direct spending.
- 5th Annual Women's Legislative Educational Summit (March 20-22, 2019) with 200 visitors and 63 room nights and an estimated \$124,214 in direct spending.
- Children's Week (March 24-29, 2019) with an estimated 2,500 visitors, 1,000 room nights and \$2,576,538 in direct spending.
- Florida Seaport Transportation & Economic Development (FSTED) Council Board Meeting (March 25-26, 2019) with 20 visitors and 30 room nights and an estimated \$10,330 in direct spending.
- Senior Day (March 26-27, 2019) with an estimated 1,250 visitors, 600 room nights and \$543,691 in direct spending.

III. Leisure Sales

Development Activities:

- Maintained VisitTallahassee.com calendar of events and updated partner listing as necessary.
- Compiled and distributed bi-weekly “Happenings ALL Around Town” to partners.
- Participated in a site visit of the new Proof building.
- Attended the Visit Tallahassee quarterly industry partner meeting at Aloft Downtown.
- Assisted local Airbnbs with venue options for quarterly meeting.
- Hosted three Hotel Roundtables with Visit Tallahassee Sales Team.
- Exhibited at the 2019 Florida Brewers Guild Festival in Tampa, FL.
- Met with David Heringer of Infinity Con to discuss future events, hotel, and sponsorship opportunities in Tallahassee.
- Compiled a list of the top bike trails in Tallahassee for an upcoming Bike Trail brochure.
- Met with Beth LaCivita to discuss Guided in Florida’s Capital & The Forgotten Coast Tours.
- Assisted Southeastern University school group with a hotel and itinerary options.
- Attended the 2019 Santos Fat Tire Festival Expo in Ocala to promote mountain biking in Tallahassee.
- Assisted the Gamma Sigma Sigma National Service Sorority with hotel and venue options for their 50th reunion.
- Travel to three Information Travel & Ticketing tradeshow at the Marine Corp Logistic Base in Albany, GA, the Robins Air Force Base in Warner Robins, GA, and the Moody Air Force Base in Valdosta, GA.
- Attended the 2019 Florida Tourism Day presented by VISIT FLORIDA, Florida Restaurant & Lodging Association (FRLZ), Florida Attractions Association (FAA), Florida Association of RV Parks and Campgrounds, and Florida Association of Destination Marketing Organizations (FADMO).
- Assisted FSU Circus Home Show Series with hotel options.
- Supported the Sports Department during the 2019 USA Track & Field Cross Country National Championships, by assisting with packet pick up.

Performance Measures:

- Sent four leads and booked four groups with 2,600 visitors and 750 room nights.

Events Hosted (Anticipated Numbers):

- ArtiGras (February 15-16, 2019) – with 125 visitors and 100 room nights.
- AKC Dog Show – North Florida Cluster (February 18-24, 2019) – with 3,000 visitors and 1,280 room nights.
- 154th Anniversary and 42nd Annual Reenactment Battle of Natural Bridge (March 1-3, 2019) with 900 visitors and 300 room nights.

IV Sports Marketing

Development Activities:

- Successfully executed the USA Track & Field Club Cross Country National Championships on February 2 at Apalachee Regional Park.
- In conjunction with Leon County Schools, we coordinated a site visit for Florida High School Athletic Association (FHSAA) Staff at Gene Cox Stadium for the opportunity to host the FHSAA 1A, 2A & 3A Football State Championships. The site visit was a huge success and Tallahassee was awarded the 2019-2021 1A-3A Football Championships.
- Participated in the February Visit Tallahassee Industry Meeting hosted at the Aloft hotel.
- Hosted three roundtable discussions with our hotel partners to promote and strengthen our relationship within the industry.
- Researched and selected our preferred appointments for the National Association of Sports Commissions Annual Symposium in Knoxville, TN.
- Guest lectured at Florida State University for a Sports Management Department class and the Sports Management Student Association February monthly meeting.
- Met with Florida State University Tennis Coach Trey Jones to discuss the future of the Tallahassee Futures event and the possibility of using the Indoor Practice Facility for other sports tournaments.
- Attended the Florida Sports Foundation quarterly roundtable luncheon.
- Took part in Florida Tourism Day at the Capitol.
- Attended the Florida Sports Foundation quarterly board meeting hosted at the FSU Champions Club.

- Partnered with Florida Sports Foundation to host a Florida Sports Commission gathering at Proof Brewing Company welcoming FSF board members and Sports Commission from around the state to Tallahassee.
- Attended the Leon County Summer Youth Supervisor Workshop.
- Represented Visit Tallahassee as a sponsor representative at the American Junior Golf Associations “Visit Tallahassee Preview” golf tournament at Southwood.
- Attended the Tallahassee Soccer Club inaugural players meeting at the Tallahassee City Hall and unveiled the road uniforms featuring the Visit Tallahassee logo.

Performance Measures:

Leads Distributed (Anticipated numbers)

- Sent 7 leads with 6,700 visitors, 4,850 room nights and an estimated \$1,506,445 in direct spending.

Events Booked (Anticipated numbers)

- Booked 3 groups with 4,290 visitors, 1,588 room nights and an estimated \$6,428,571 in direct spending.

Events Hosted (Anticipated numbers):

- Florida State Men’s Golf Seminole Intercollegiate (February 22-24) 90 visitors, 195 room nights and an estimated direct visitor spending of \$51,785.
- FSU Equestrian Western Show (February 23-24) 150 visitors, 50 room nights and an estimated direct visitor spending \$31,230.
- Tallahassee Marathon (February 2-3) 1,200 visitors, 468 room nights and an estimated direct visitor spending of \$241,071.
- FHSAA 2A Region 1 Wrestling (March 9-10) 1,200 visitors, 600 room nights and an estimated direct visitor spending of \$410,592.
- ProStyle Volleyball Tallahassee Invitational (February 2-3) 5,000 visitors, 1,500 room nights and an estimated direct visitor spending of \$1,579,200.
- Trousdell Gymnastics Capitol City Cup (February 9-10) 750 visitors, 50 room nights and an estimated direct visitor spending of \$233,418.
- USA Track & Field Cross Country National Championship (February 1-2) 750 visitors, 500 room nights and an estimated direct visitor spending \$276,700.

- Champions Ride Tallahassee (February 16-17) 50 visitors, 50 room night and an estimated direct spending of \$18,265.
- Men's Ultimate Tally Classic (March 16-17) 800 visitors, 300 room nights and an estimated direct visitor spending \$252,672.
- FSU Relays (March 22-23) 2,500 visitors, 1,000 room night and an estimated direct spending of \$851,962.

IV. Visitor Services

Development Activities:

- Assisted with USA Track & Field Cross Country National Championships.
- Attended the Visit Tallahassee industry partner meeting at Aloft Downtown.
- Participated in the VISIT FLORIDA webinar on Welcome Centers and Visitor Services.
- Supervised winter visitor services intern.
- Coordinated assembly and distribution of group service request items.
- Communicated with grantees concerning fiscal year 2019 post event grant reports
- Reviewed and processed completed post event grant reports.
- Participated in Tallahassee Sports Council grant committee review of 2nd Cycle Sports Grants.
- Reviewed, distributed, and processed 2nd Cycle Sports grant agreements.
- Attended a Tallahassee Sports Council Meeting.
- Developed information for upcoming Signature Event, Special Event, and Sports grant submission cycle for dissemination. Reviewed grant agreements and grant application workshop materials.
- Processed Visitor Information Center Gift Shop consignment agreement reports and payments.
- Procured new items for Visitor Information Center (VIC) Gift Shop. Coordinated Gift Shop window dressing and redesign.
- Worked with Marketing and Sports departments in designing and ordering promotional items.
- Assisted Sales department by ordering promotional items for upcoming groups and events.
- Completed monthly sales report and deposits for VIC Gift Shop.

- Monitored and responded to contact requests through VisitTallahassee.com.
- Oversaw distribution of the 2019 Visitor Guide and Local Maps to area partners and out-of-market distribution centers.
- Oversaw daily operations of the VIC and staff.
- Provided ongoing training for VIC staff members.
- Took part in Florida Tourism Day.
- Participated in meetings with Purchasing to discuss the potential of releasing a bid for promotional items and banners.
- Updated Visitor Services Budget and Sales Plan for 2019-2020
- Participated in a site visit of the new Proof Brewing Co.

Performance Measures:

Downtown Visitor Center Walk-In Traffic

- February: Provided services to 245 walk-in visitors (185 domestic and 60 international)
- March: Provided services to 309 walk-in visitors (257 domestic and 52 international)

Telephone Visitor Services

- February: Fulfilled 124 telephone inquiries (124 domestic, 0 international)
- March: Fulfilled 103 telephone inquiries (102 domestic, 1 international)

Visitor Gift Store Sales

- February: \$665.25 in total sales
- March: \$549.11 in total sales

V. Group Services (Visitor Inquiries/Fulfillment)

Performance Measures:

Visitor Guide Fulfillment

- Phone and mail requests: February = 3 March = 6
- Website requests for visitor guides: February = 30 March = 87
- Provided to Visitor Center guests: February = 127 March = 137
- Distributed to area partners: February = 21 March = 0
- In-Market: February = 255 March = 700

- Out of Market: February = 1,020 March = 300
- TOTAL: February = 1,456 March = 1,230

Group Services Requests:

- Distributed 2,713 Visitor Guides and other materials, including Spring Events rack card, to the following groups and events:

Hosting Organization, Event Name

HOSTING ORGANIZATION	EVENT
FSU Family & Child Sciences	PhD Interviews
FSU Criminology Dept	PhD Candidates
FAMU	Southern Conference of African American Studies
FSU College of Medicine	New Student Orientation
Eastern Star	Annual Visitation
K. Farmer	Farmer Weeks Wedding
FL Council Against Sexual Violence	Training
FSU College of Communication	Debate Team Reunion
Florida Brewers Guild	FL Brewer's Guild Beer Festival
City of Tallahassee	Capital City Senior Games
FSU	FSU Men's Golf Tournament
FSU Dept Of Art History	Graduate Symposium
Joanne Gooding	Latreze Gooding Wedding
FSU College of Medicine	Prospective Students
FSU Dept Of Fine Arts	MFA Prospective Visits
FSU	US CLIVAR
Leadership Florida	Education Class Session
Bethel AME	Bus Tour to DC
Eden And Company Real Estate	Prospective New Residents
Tallahassee RV Park	RV Travelers
Tallahassee Junior League	Junior League State Conference
Tallahassee Symphony / Leon County BOCC	Morehouse College Glee Club Performance
LCSSO	Sheriff's Day at the Capitol
FSU Track	FSU Relays
Tomahawk Diving	Diving Meet
FSU Varsity Club	Celebrity Golf Classic
Tallahassee Museum	National Leaders FL Event
Delta Sigma Theta Sorority	Florida Delta Days



Leon County Division of Tourism/ Visit Tallahassee

2nd Quarter Visitor Tracking Report
January – March 2019



Visit
Tallahassee
A Division of Leon County

DS downs & st. germain
RESEARCH

Study Objectives

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



Methodology

- Internet survey and in-person interviews
- Sample size – 508 completed surveys
- Second quarter* FY 2019 visitors to Tallahassee
- Data collection: January 2019 – March 2019

*January, February, & March 2019



Executive Summary



Visit
Tallahassee
A Division of Leon County

Tourism Snapshot: Jan - Mar 2019

Visitor Statistics	2 nd Qtr 2018	2 nd Qtr 2019	% Change
Visitors	700,200	713,200	+1.9%
Direct Expenditures*	\$168,613,200	\$185,358,400	+9.9%
Total Economic Impact	\$266,408,900	\$292,866,300	+9.9%
Lodging Statistics	2 nd Qtr 2018	2 nd Qtr 2019	% Change
Occupancy**	71.1%	79.2%	+11.4%
Room Rates**	\$104.36	\$115.27	+10.5%
RevPAR**	\$74.20	\$91.29	+23.0%
Room Nights***	366,087	412,624	+12.7%
TDT Collections****	\$1,419,472	\$1,669,057	+17.6%

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

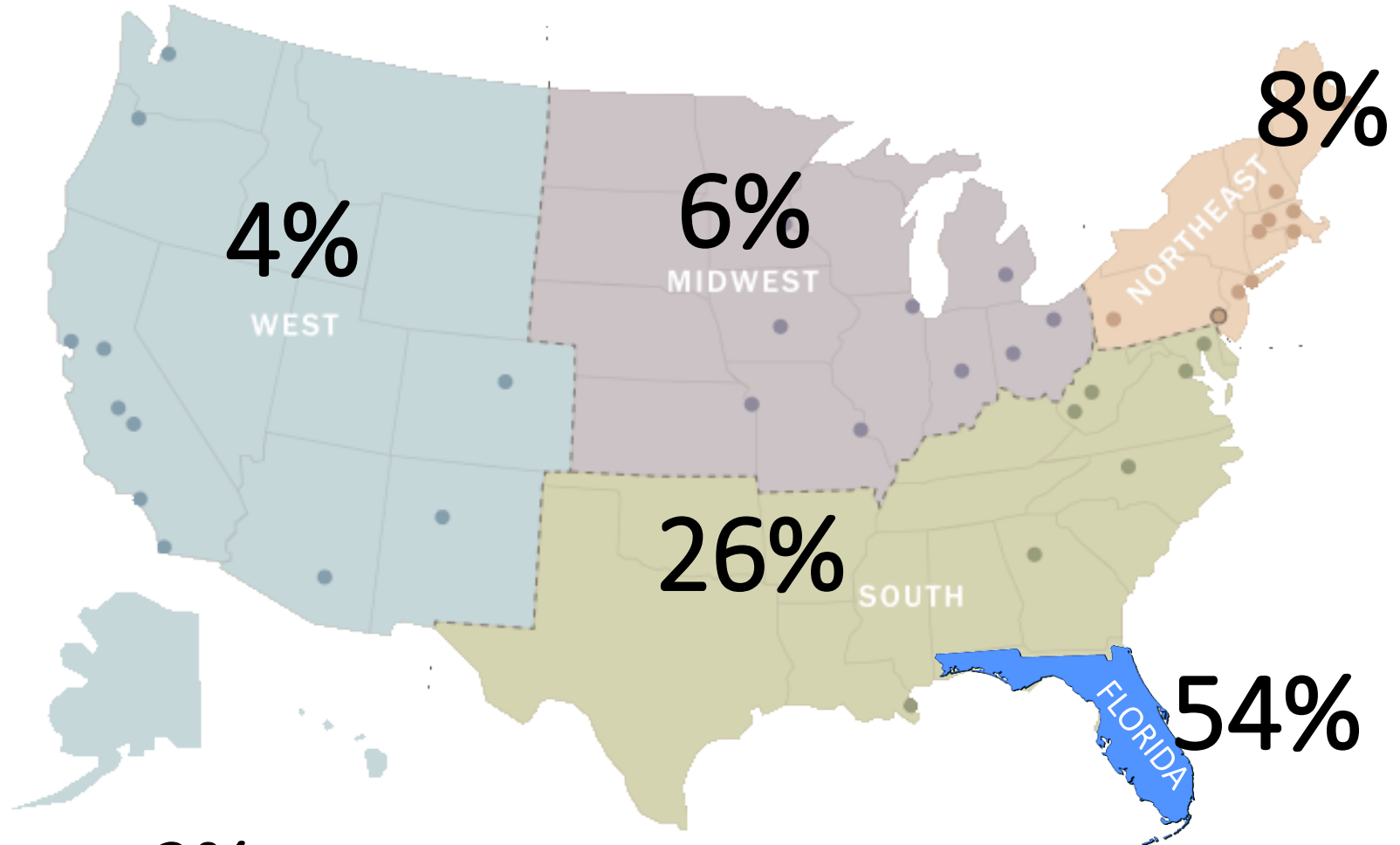
** From STR Report

*** Reflects a year-over-year decrease in hotel inventory

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



Origin of Visitors

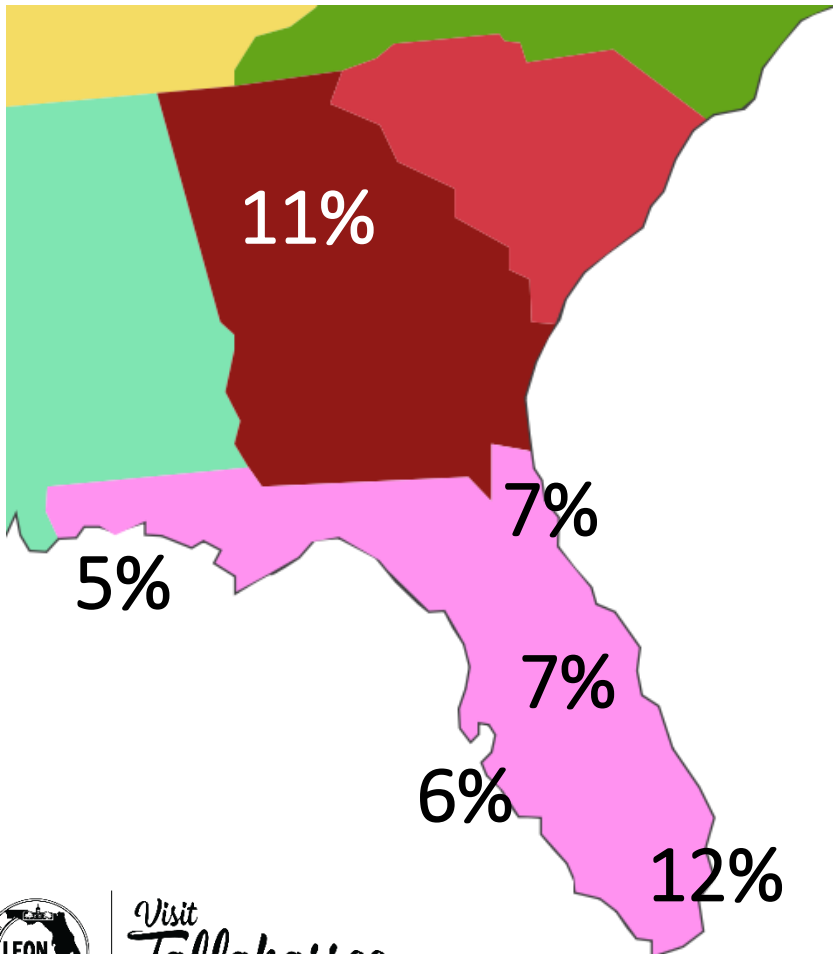


2% of visitors were from areas outside the U.S.



Origin of Visitors

48% of visitors were from 6 U.S. markets



Top 6 Markets
Miami-Ft. Lauderdale
Atlanta
Jacksonville
Orlando
Tampa-Clearwater-St. Pete
Pensacola-Mobile



Travel Parties

The typical visitor traveled in a party composed of **3.1** people

29% traveled with at least one person under the age of 20 in their travel party



Length of Stay

- Visitors spent **3.3** nights in Leon County
- **73%** of visitors who stayed overnight booked a hotel



Transportation

- **78%** of visitors drove to Leon County



Visitation

- 27% were first time visitors
- 21% have visited more than 10 times



Visitor Satisfaction

- Visitors gave Leon County a rating of **8.0 out of 10¹** as a place to visit
- **88%** of visitors will return to Leon County



¹ 10 = Excellent; 1 = Poor



Visit
Tallahassee
A Division of Leon County

Top Reasons for Visiting

Business



Visit friends & relatives



Watch a sporting event



Government



Participate in a sporting event



Top Activities During Visit

Restaurants



Visit friends & relatives



Business



Watch sporting event



Relax and unwind



Bars, nightclubs



Shopping



Family time



Visitor Spending

- Visitors spent **\$327** a day
- Visitors spent **\$1,079** on their trip



Trip Planning

- **56%** of visitors planned their trip within a month of travel
- Top trip planning sources:

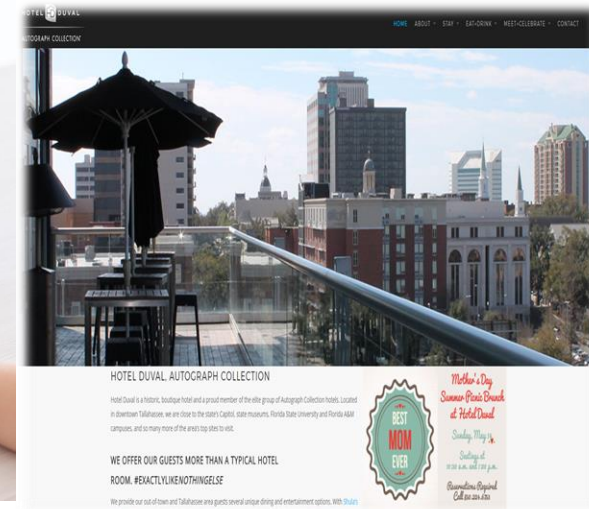
Talking to friends



Search on Google,
etc.



Go to a hotel
website



Finding Their Way Around

- **92%** of visitors have smartphones/tablets
- **4 in 10** use their smartphone to plan their trip or learn how to get around while they are here.



Perceptions of Leon County



Nice place to visit

“The city is modern, but peaceful.”



Friendly people & good hospitality

“I would tell a friend that Tallahassee is very fresh and really diverse. The love and hospitality here is very genuine.”



Small, southern town

“It is a great combination of fast life and countryside!”



Demographics

- The typical Leon County Visitor:
 - Is 44 years old
 - Has a median household income of \$88,100
 - Is Caucasian (71%)
 - Is a college graduate (69%)
 - Is married (62%)
 - Is female (53%)



Detailed Findings



Visitors' Expenditures

- Visiting parties spent **\$327** a day and **\$1,079** on their trip.

	Average Daily Expenditure Q2 2018	Total Trip Expenditure Q2 2018	Average Daily Expenditure Q2 2019	Total Trip Expenditure Q2 2019
Accommodations	\$135	\$392	\$128	\$422
Restaurants	\$66	\$191	\$60	\$198
Groceries	\$13	\$38	\$21	\$69
Shopping	\$46	\$133	\$45	\$149
Entertainment	\$35	\$102	\$23	\$76
Transportation	\$31	\$90	\$35	\$115
Other	\$8	\$23	\$15	\$50
Total	\$334	\$969	\$327	\$1,079



2018 – 2019 Comparisons

	January – March FY 2018	January – March FY 2019
Age	51	44
Gender (Female)	51%	53%
Household income	\$102,000	\$88,100
From Florida	52%	54%
From the Southeast	75%	80%
Travel party	2.8 people	3.1 people
Drove to Tallahassee	76%	78%
Nights spent	2.9	3.3
Stayed hotel/motel	75%	73%



2018 – 2019 Comparisons

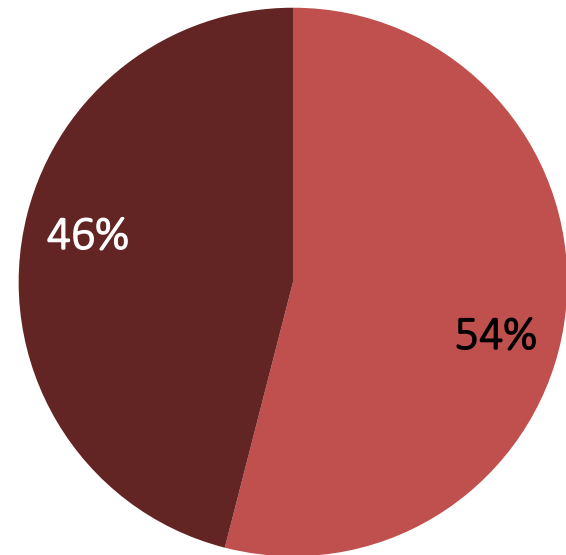
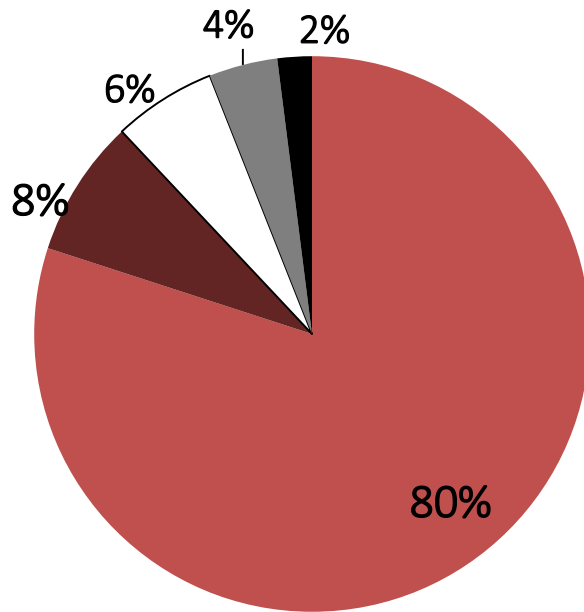
	January – March FY 2018	January – March FY 2018
Traveled with at least 1 other person	67%	70%
Traveled with people under the age of 20	30%	29%
Tallahassee was primary destination	85%	92%
Definitely/probably will return	86%	88%
Rating of their experience	7.9 ¹	8.0 ¹
Spending per trip	\$969	\$1,079
1st time visitors	28%	27%
Visited Tallahassee more than 10 times	24%	21%

¹On a 10-point scale.



Origin of Tallahassee Visitors

1 out of 2 visitors were from Florida.



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

- Florida
- Other

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

Northeast: VA, MD, DE, PA, NJ, NY, CT, RI, MA, VT, NH, ME

Midwest: WV, KY, OH, IN, MI, WI, IL, MN, IA, MO, ND, SD, NE, KS, OK

West: WA, OR, CA, NV, ID, MT, WY, CO, UT, AZ, NM, AK, HI



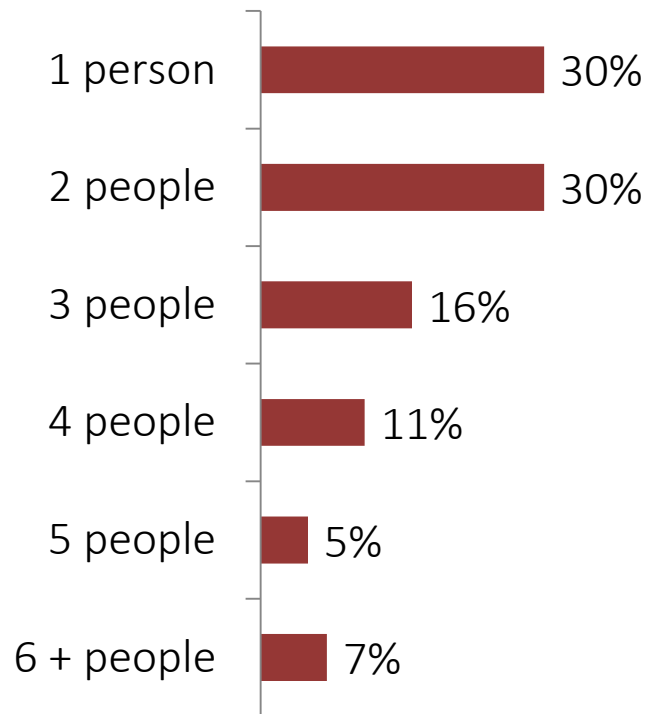
Top Visitor Origin Markets

	Jan – Mar FY 2018	Jan – Mar FY 2019
Miami-Ft. Lauderdale	14%	12%
Atlanta	9%	11%
Orlando	6%	7%
Jacksonville	5%	7%
Tampa-Clearwater-St. Petersburg	6%	6%
Pensacola-Mobile	3%	5%
Naples-Ft. Myers	3%	3%
Panama City-Destin	2%	3%
Lakeland	2%	2%
Washington DC-Baltimore	3%	1%



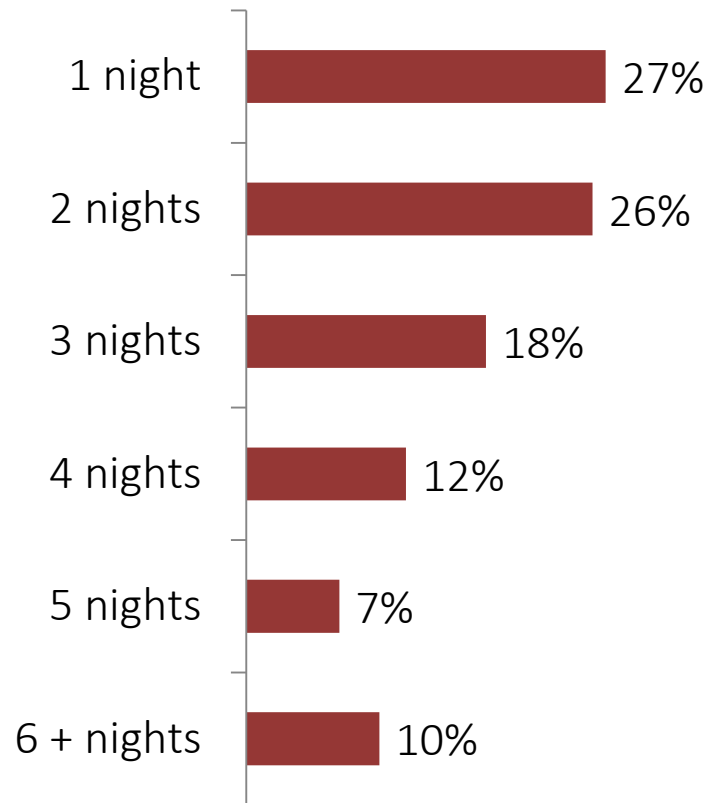
Travel Party

- Traveled in a party composed of **3.1** people.
- **29%** traveled with people under the age of 20.
- **13%** traveled with kids 12 and under.
- **70%** traveled with at least one other person.



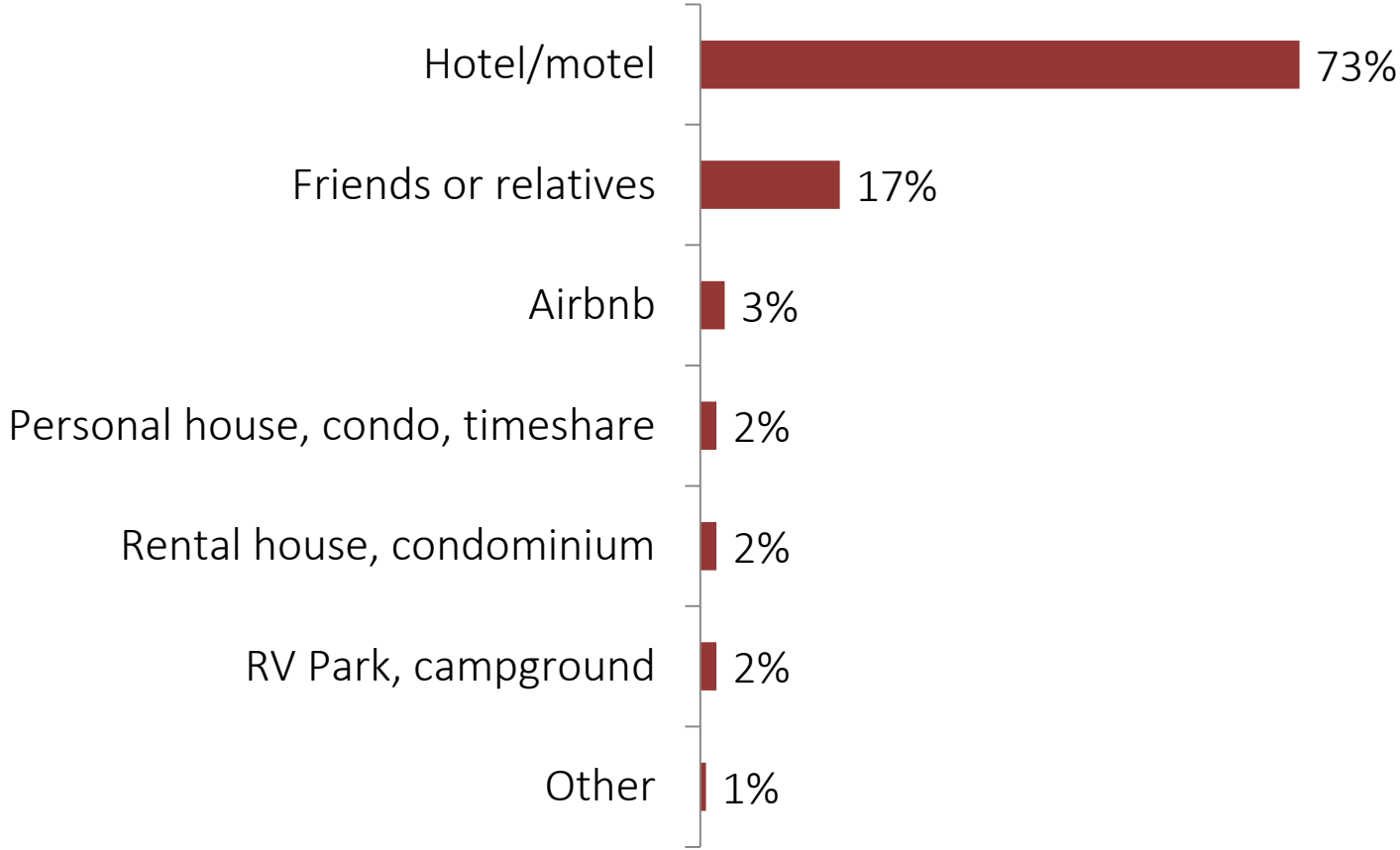
Length of Stay for Overnight Visitors

- Spent **3.3** nights in Leon County.
- **73%** stayed 2 nights or more:



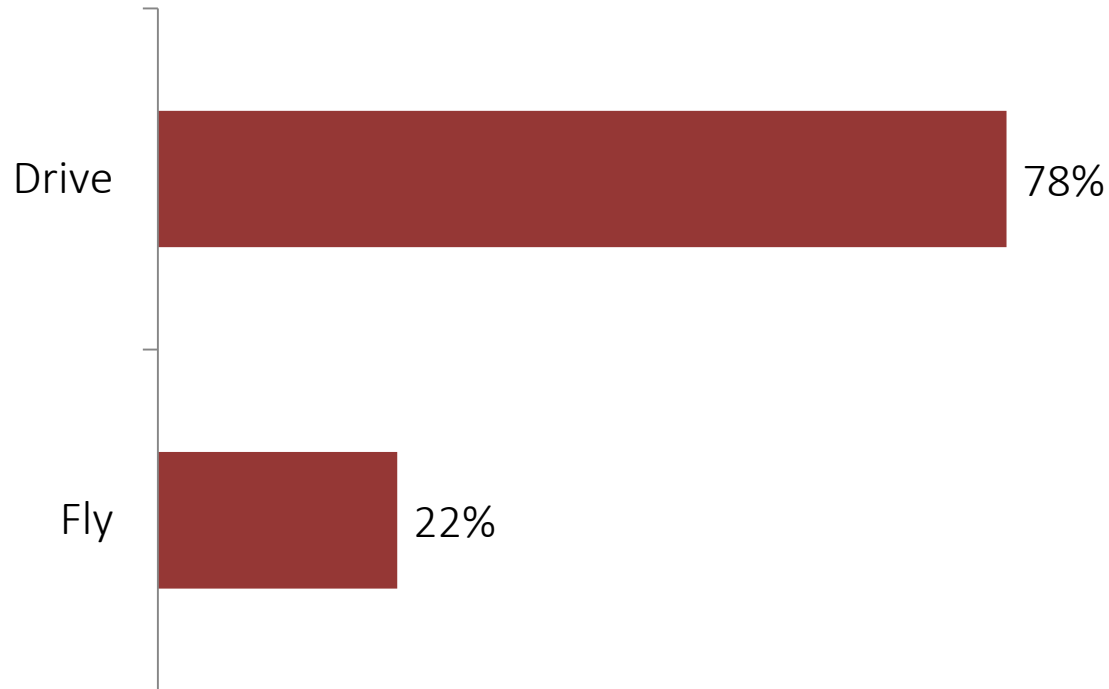
Accommodations for Overnight Visitors

- Almost 3 out of 4 visitors (73%) who stayed overnight booked a hotel.



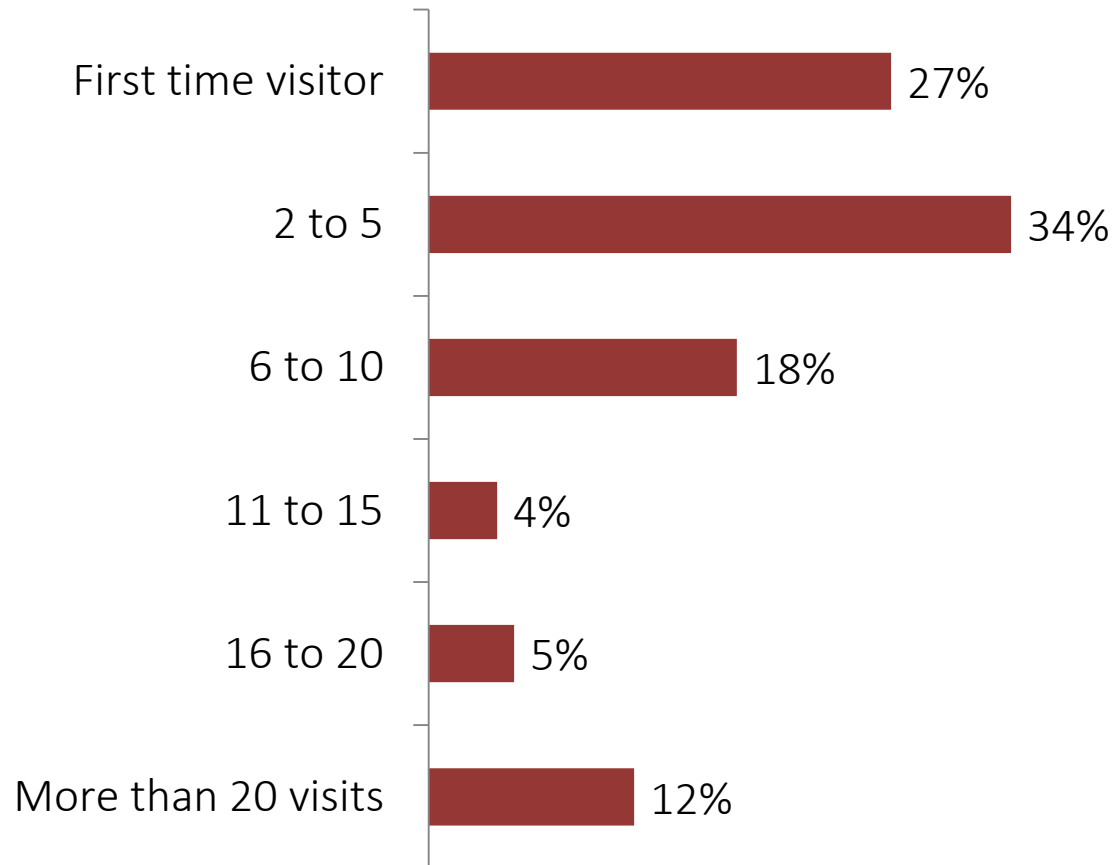
Trip to Tallahassee

- **92%** indicated that Leon County was the primary destination for their trip.
- **78%** drove to Leon County.



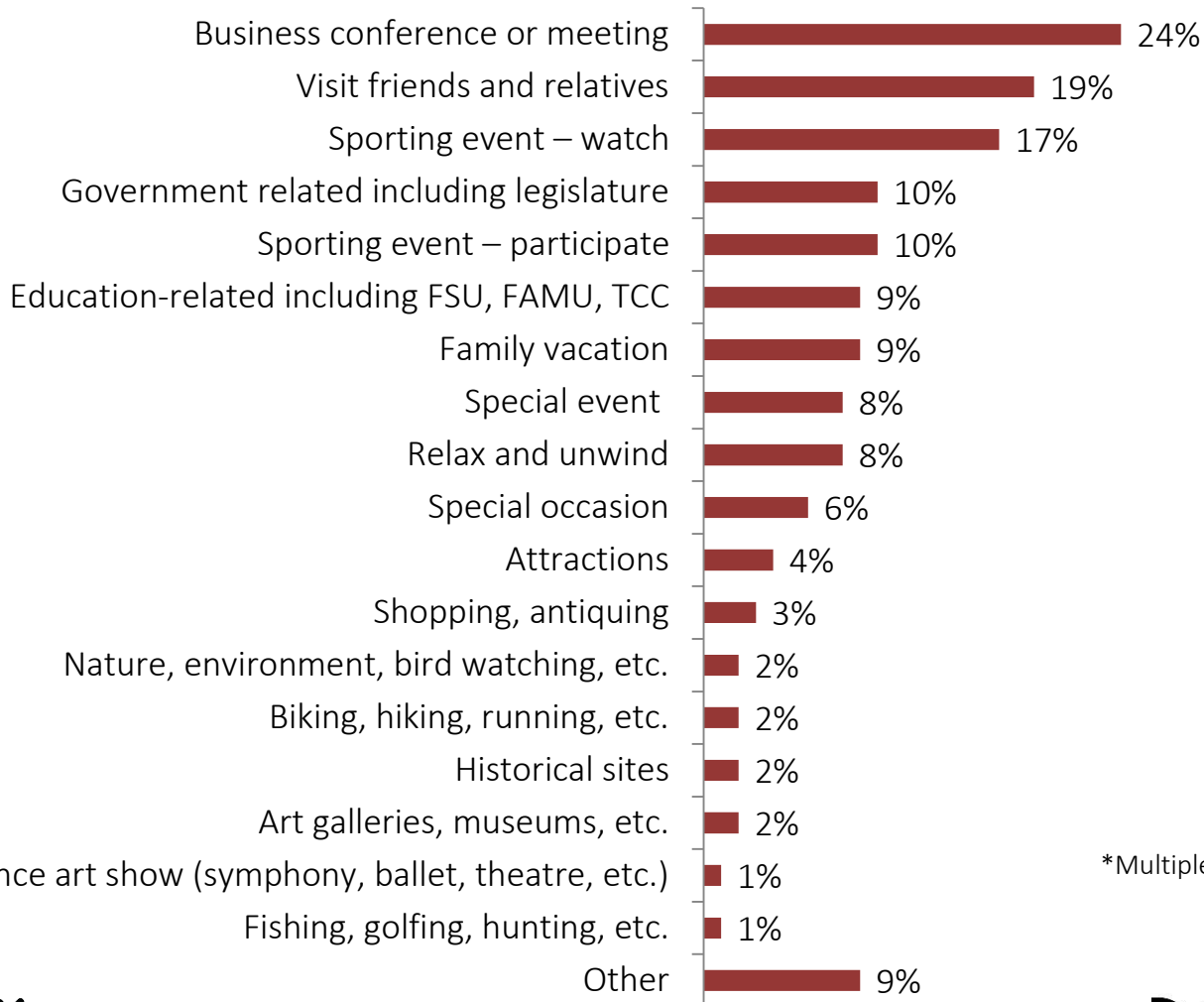
Experience with Tallahassee

- **27%** were first time visitors.
- **21%** have visited Tallahassee more than 10 times.



Reasons for Visiting

- 1 in 4 visitors (**24%**) came for a business conference or meeting.*

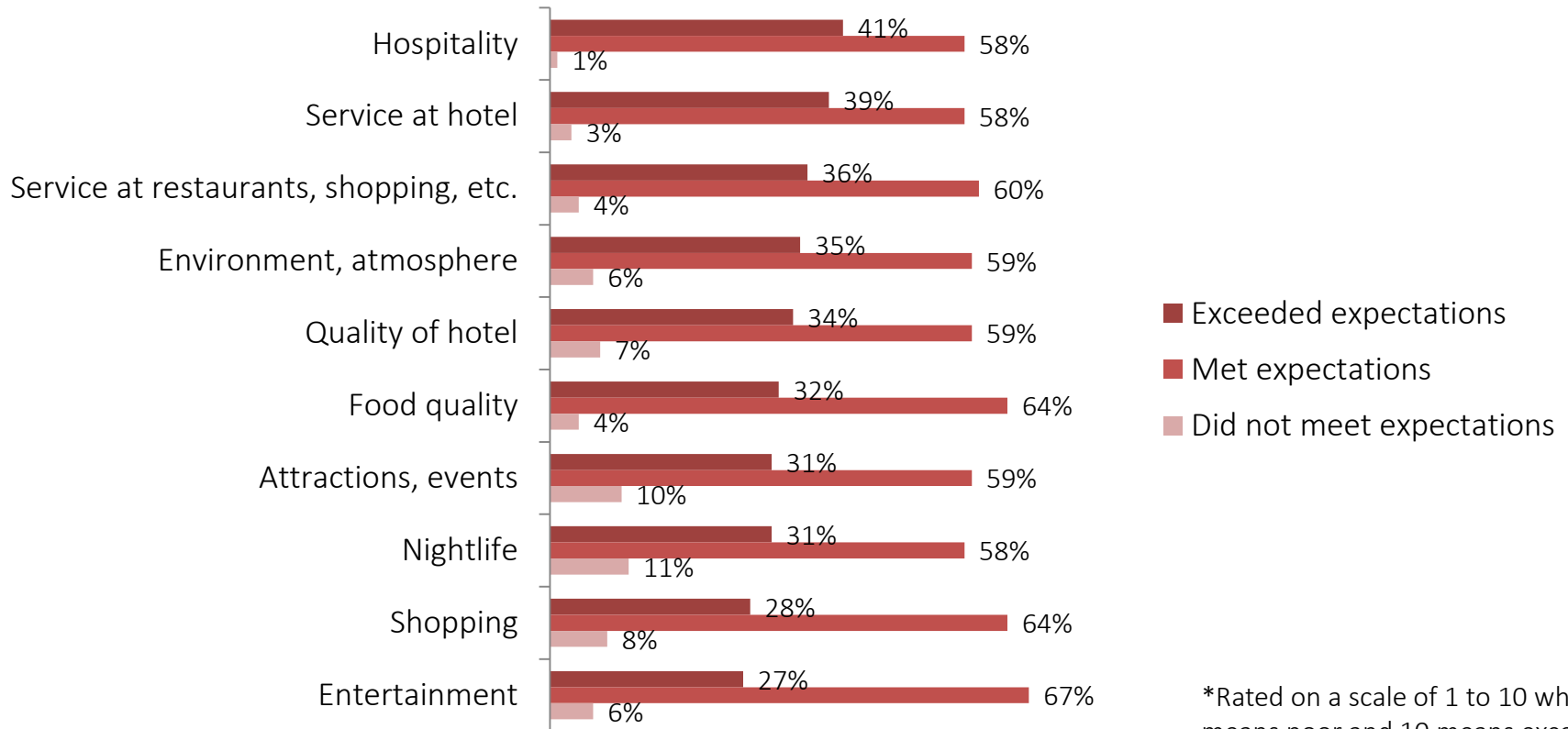


*Multiple responses permitted



Rating Experiences in Tallahassee

- Visitors gave Leon County a rating of **8.0 out of 10** as a place to visit.*
- Visitors' ratings of their stay along various attributes:

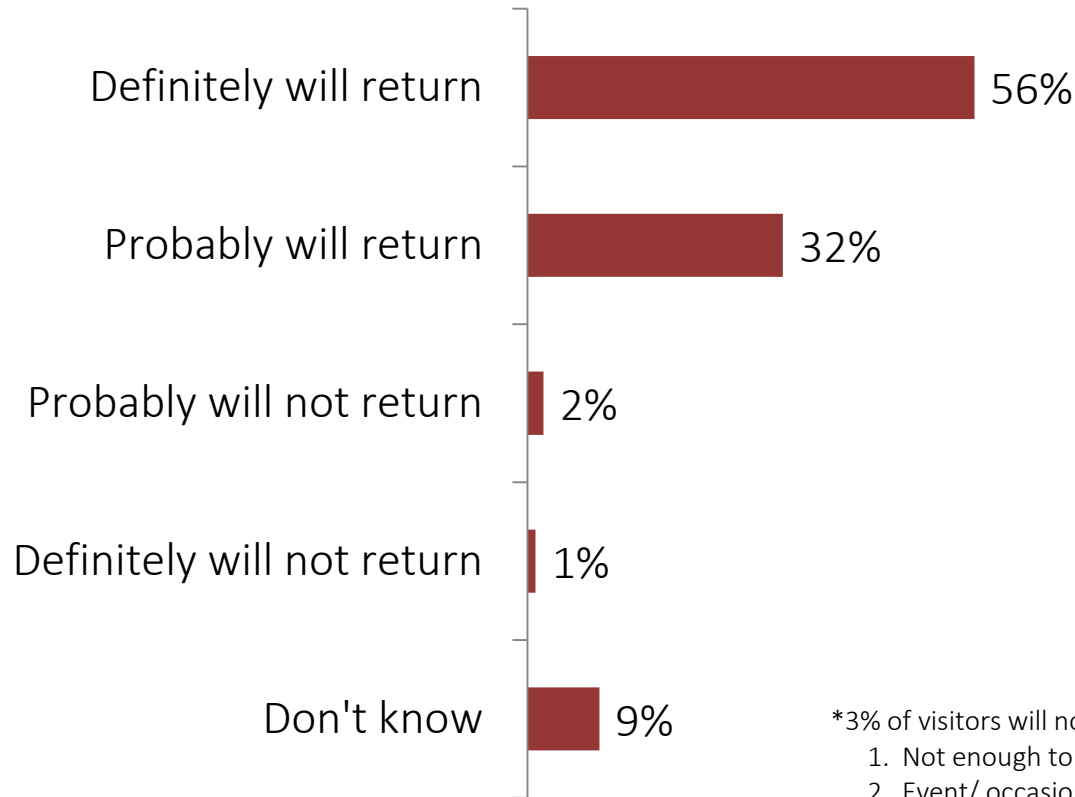


*Rated on a scale of 1 to 10 where 1 means poor and 10 means excellent.



Likelihood of Returning

•88% of visitors will return to Leon County.*



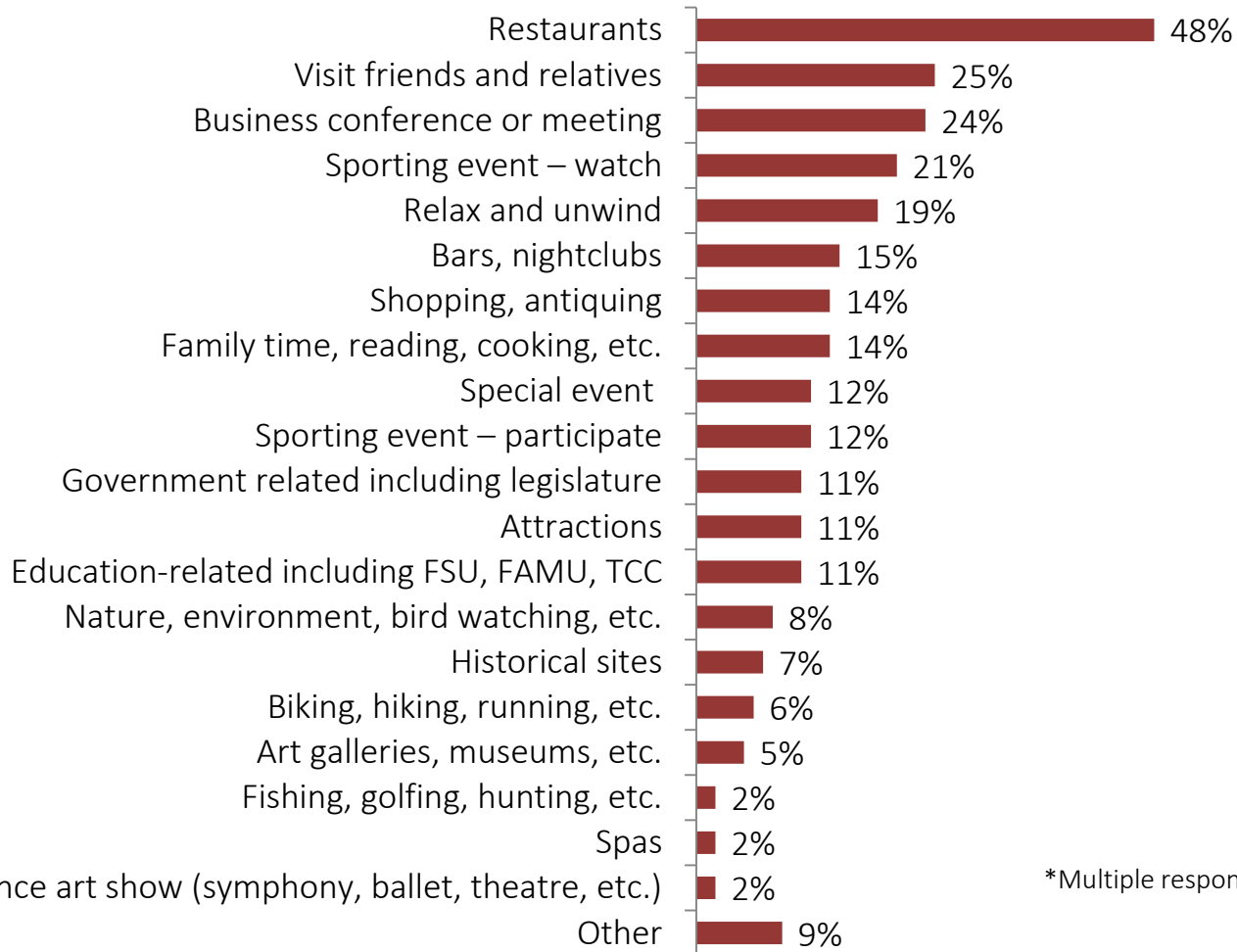
*3% of visitors will not return for the following reasons:

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



Visitors' Activities

- Nearly 5 in 10 visitors (**48%**) ate in area restaurants:*



*Multiple responses permitted

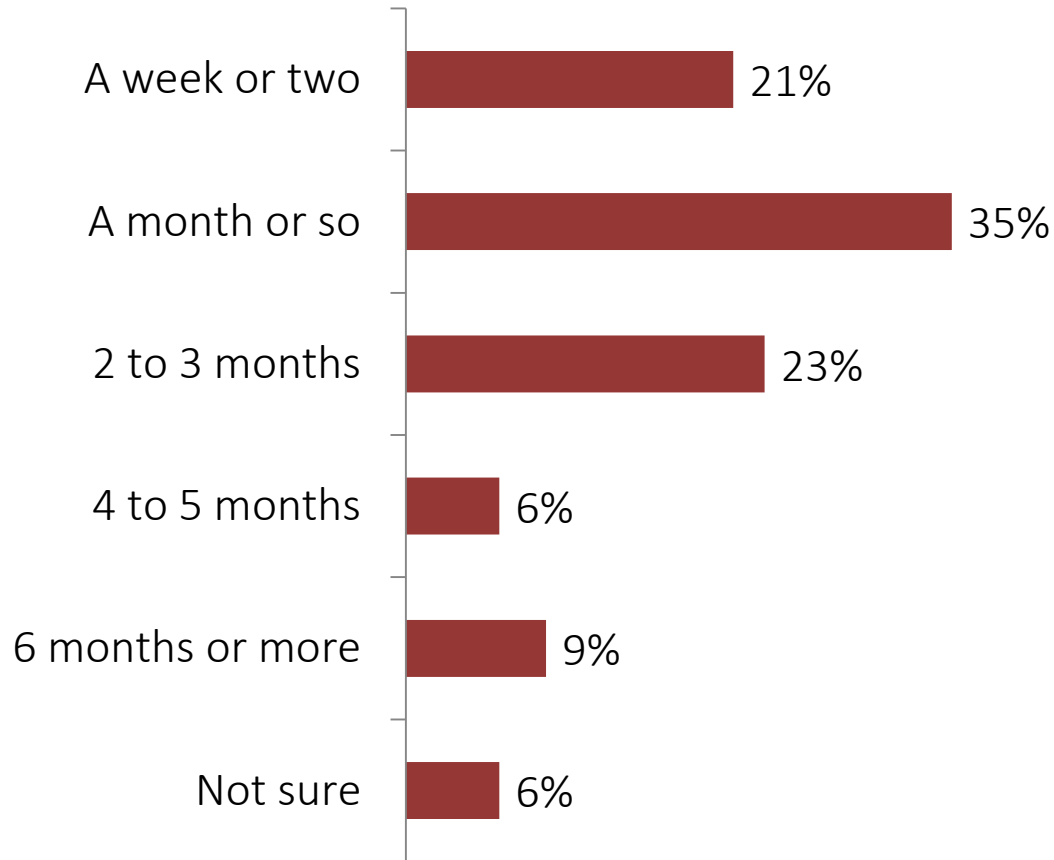


Reasons for Visiting vs. Visitor Activities



Trip Planning

- Over 1 in 2 visitors (56%) planned their trip within a month of travel.



Sources of Information

- Information from friends was used most frequently to plan trips to Tallahassee.*



*Multiple responses permitted



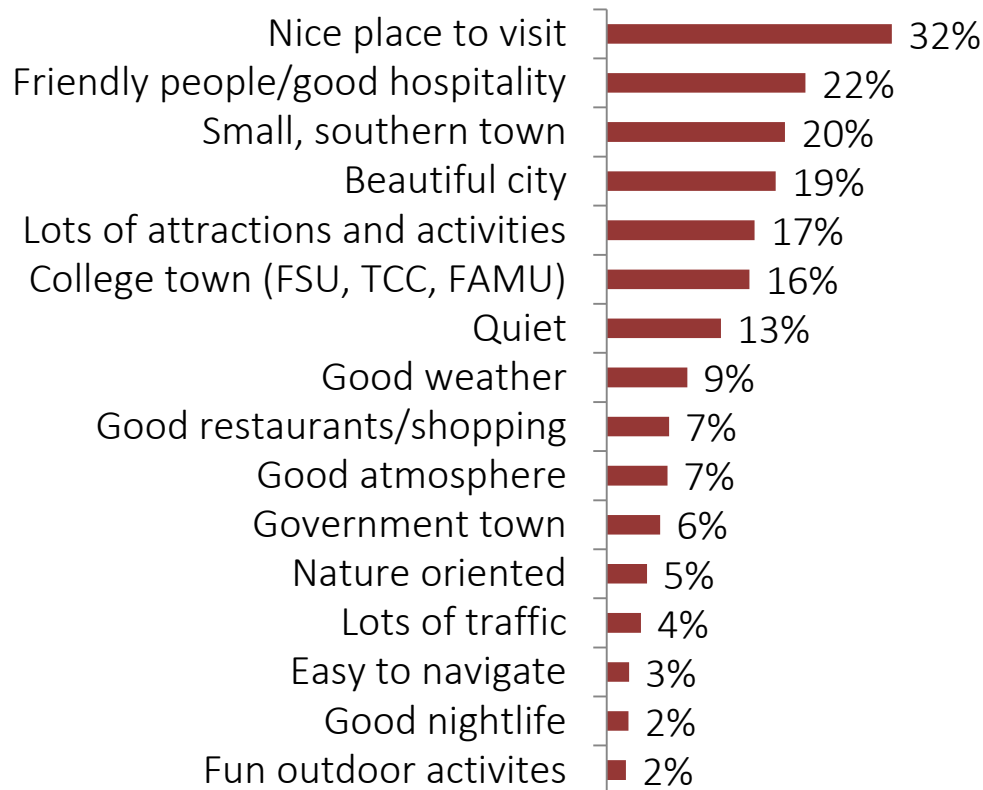
Finding Their Way Around

- Nearly all visitors have smartphones/tablets (92%).
- 41% use their smartphone to plan their trip or to learn how to get around while they are in Leon County.
- 2% of visitors requested a Visitors Guide prior to their visit to Leon County.
- 2% of visitors stopped at the Visitors Center during their visit to Leon County.



Perceptions of Leon County*

- Visitors describe Leon County as a nice place to visit with friendly people.



*Open-ended responses, multiple responses permitted



Comments from Visitors

- From visitors who describe Leon County as a **nice place to visit:**

“It’s really nice, there are a lot of activities and nice parks.”

“It is a wonderful place. The weather is warm and the beer is good.”

“It’s a nice place. Good food and people.”

“The city is modern, but peaceful.”

“Tallahassee is a place to see if you haven’t been.”



Comments from Visitors

- From visitors who describe Leon County as having **friendly people & good hospitality**:

“Well I visit up here all the time, so I would tell my friends that the town is great and filled with friendly people.”

“Well the last time I visited I enjoyed myself! The food is great and so are the people that stay here.”

“Friendly, climate is fabulous, and people are very nice.”

“I would tell a friend that Tallahassee is very fresh and really diverse. The love and hospitality here is very genuine.”



Comments from Visitors

- From visitors who describe Leon County as a **small, southern town**:

“Southern charm, beautiful, with a strong sense of community, great food.”

“Small country town. Great people that were very friendly and helpful.”

“It is a very pretty part of the state with lots of trees. It feels like a home town.”

“It’s smaller than I expected but it’s nice!”

“It is a great combination of fast life and countryside!”



Comments from Visitors

- From visitors who describe Leon County as a **beautiful city**:

“Beautiful town with lots of hills, oak trees and Spanish moss.”

“Beautiful and it is up and coming.”

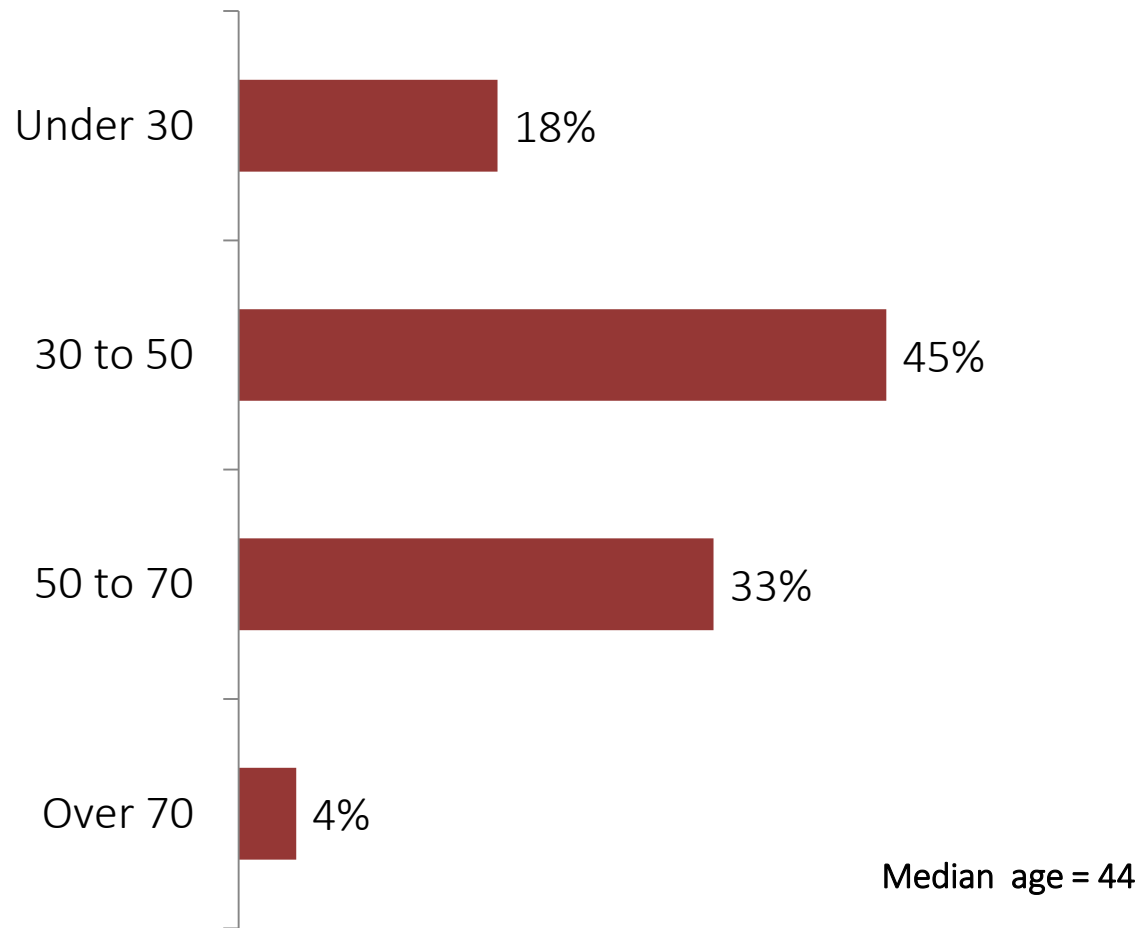
“The perfect place to get married.”

“The scenery is beautiful!”

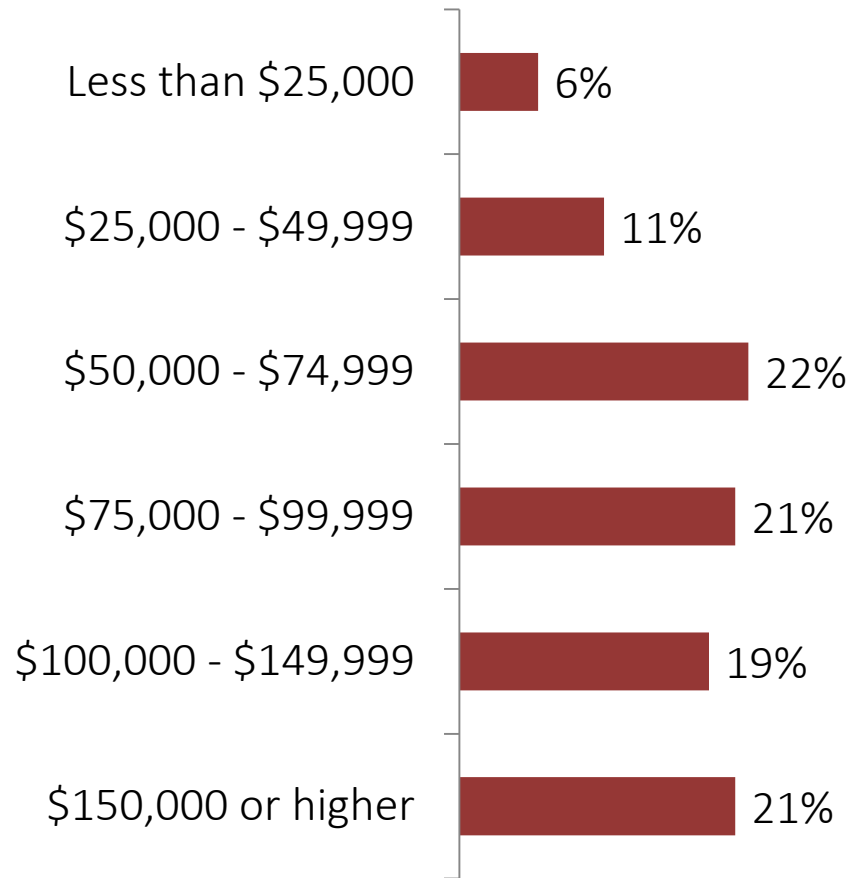
“There are lots of trees, it is sunny, and easy to get around with some nice people.”



Age of Visitors



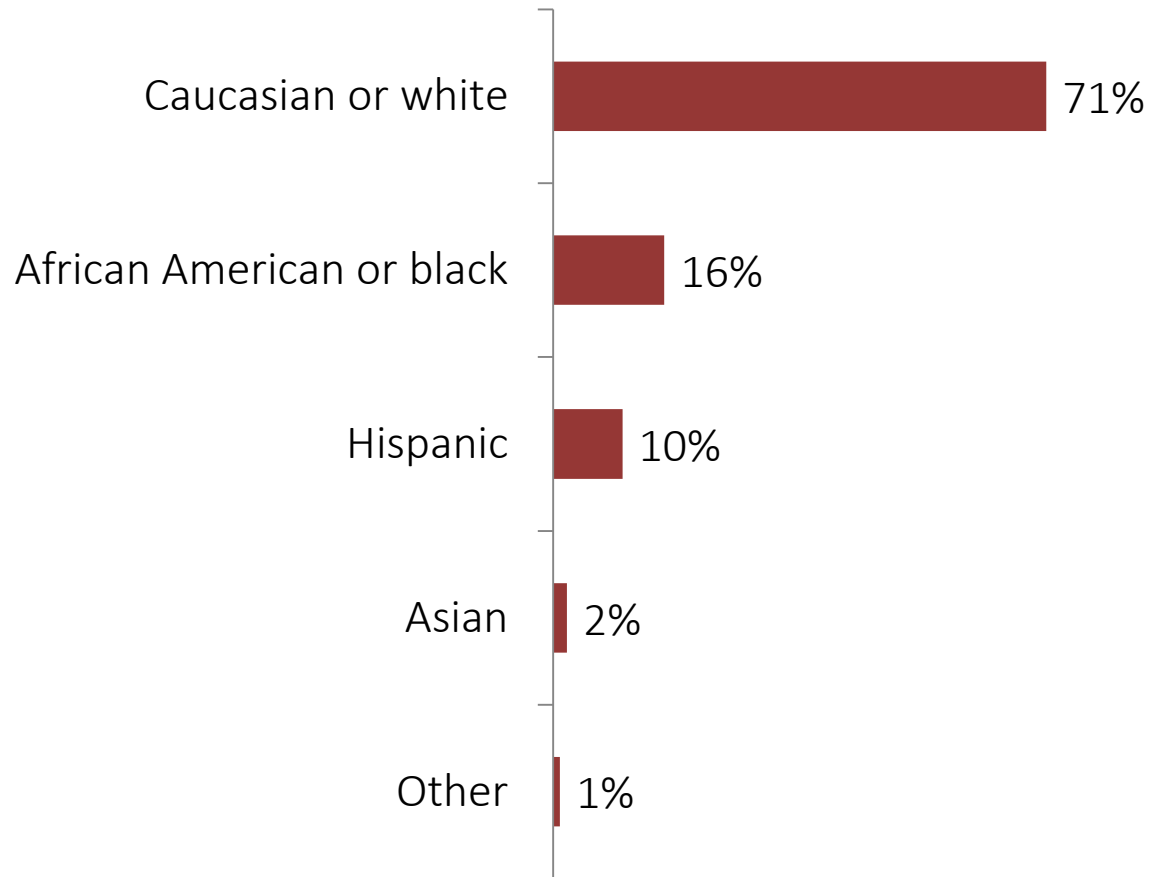
Visitors' Total Household Income



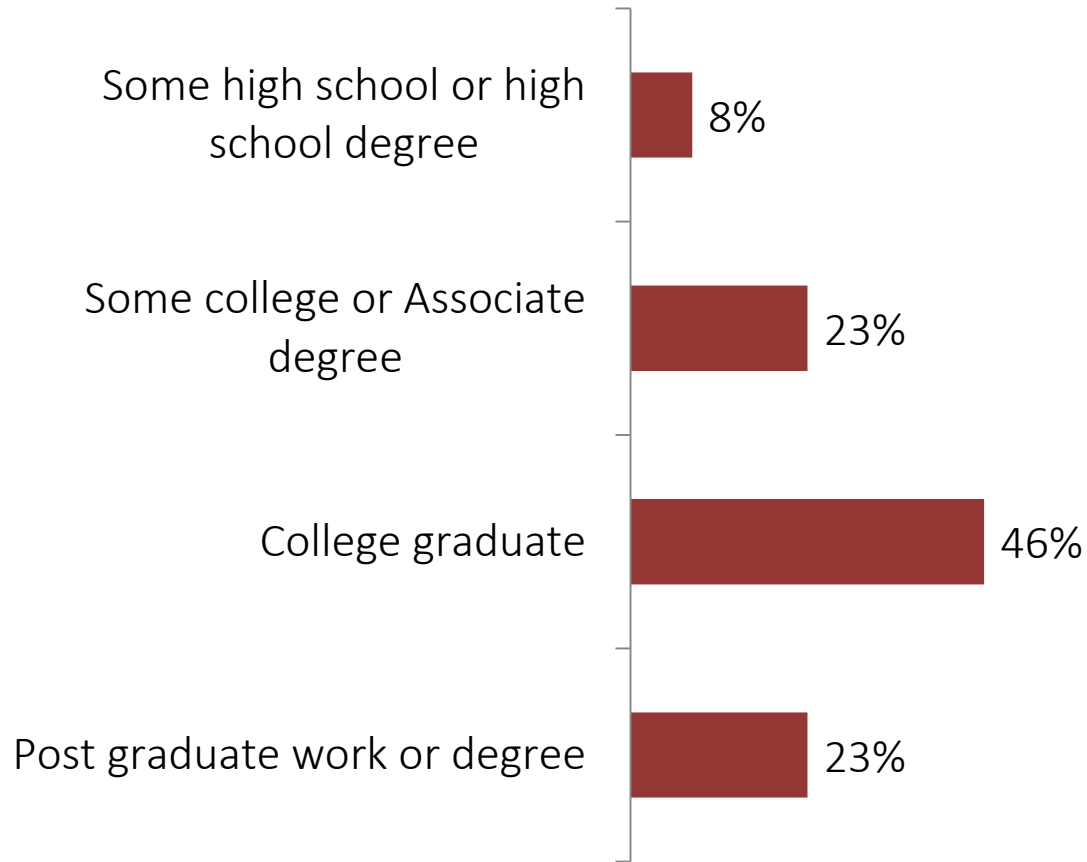
Median HHI = \$88,100



Race/Ethnicity of Visitors

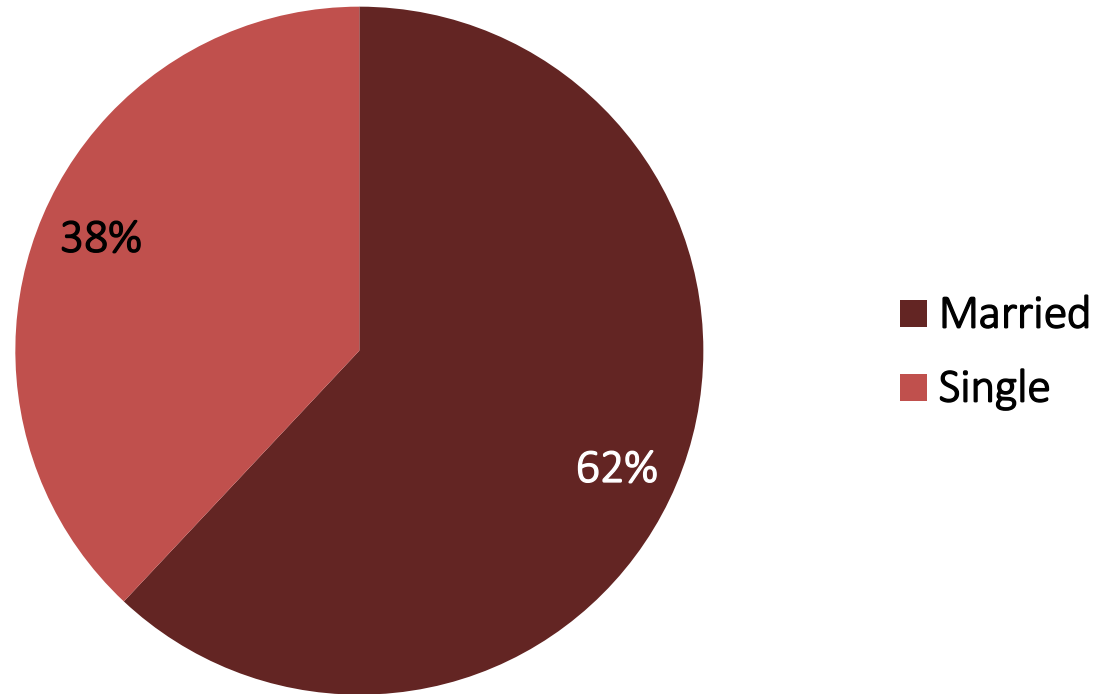


Education

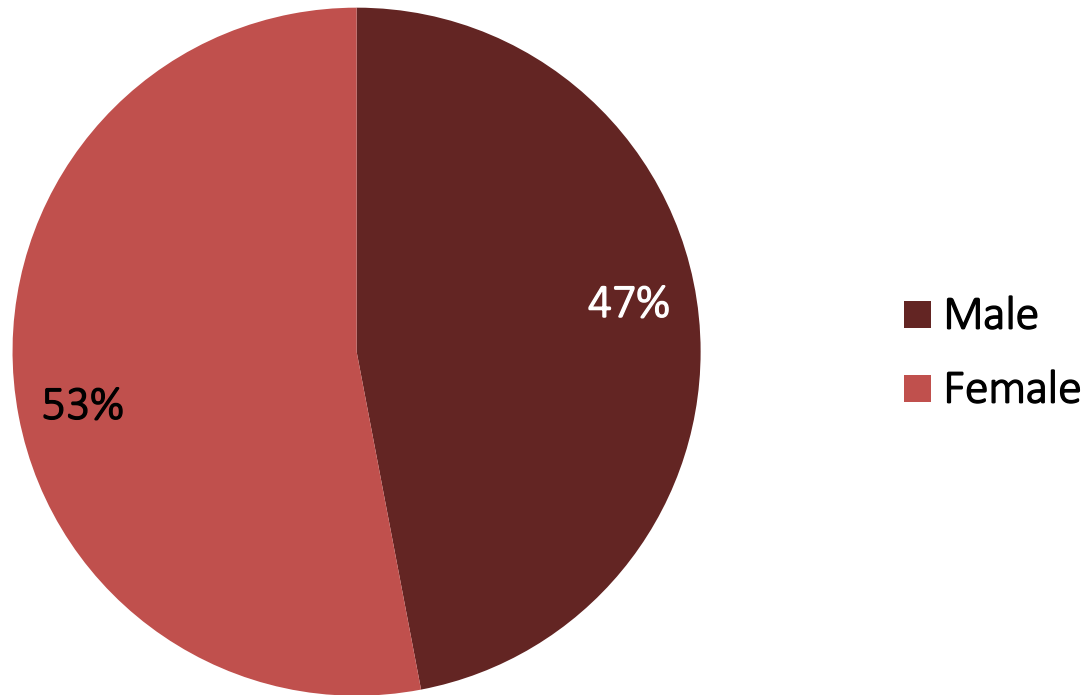


Marital Status

6 in 10 visitors were married.



Gender



Jan – Mar 2019 Visitor Tracking Report

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

Joseph St. Germain, Ph.D., President, joseph@dsg-research.com
Phillip Downs, Ph.D., Senior Partner, pd@dsg-research.com
Rachael Anglin, Senior Project Director, rachael@dsg-research.com
Isiah Lewis, Project Director, isiah@dsg-research.com
Glencora Haskins, Project Director, glencora@dsg-research.com
Downs & St. Germain Research
850-906-3111: www.dsg-research.com





Leon County Division of Tourism/ Visit Tallahassee

2nd Quarter Visitor Tracking Report
January – March 2019



Visit
Tallahassee
A Division of Leon County

DS downs & st. germain
RESEARCH



MEMORANDUM

DATE: April 26, 2019

TO: Tourist Development Council Members

FROM: Kerri Post, Executive Director
Leon County Tourism/Visit Tallahassee

SUBJECT: Grant Policy and Application Revisions

The policies for the Division of Tourism/Visit Tallahassee Signature, Special, and Sports Grant programs have been revised to reflect input from the September 2018 TDC meeting and reviewed for clarity and consistency. Updates were made in the following areas:
Signature Event/Emerging Signature Event Policies

- Added language stating no applicant may be considered for or receive more than one Signature Event or Emerging Signature Event grant per fiscal year.
- Strengthened language for consistency on policy addressing when Signature Event and Emerging Signature Event applications should not be considered for funding during periods of peak hotel occupancy.

Signature Event/Emerging Signature, Special, and Sports Event Policies

- Compared all three sets of policies. Adjusted for consistency in content and format.
- Clarified language addressing the Grant Review Committee's ability to use their discretion in adjusting recommended award amounts and final award amounts.
- Edited for clarity and grammar.
- Add item to application requiring applicant provide a statement of need for grant funding.
- Add item to application to provide a statement of stability 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 grow the event over the next five years?).

KP/tm

Leon County Division of Tourism



Visit
Tallahassee
A Division of Leon County

**FY 2020 Signature Event
Grant Program**
(Policies & Application)

Table of Contents

- I. Introduction
- II. Objectives
- III. Definition
- IV. Statement of Policies
- V. Procedures
- VI. Funding Eligibility
- VII. Funding Levels and Scoring
- VIII. Post Event Report
- IX. Conclusion

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

I. INTRODUCTION

The Leon County 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.

The Board of County Commissioners (BOCC) approved the establishment of a Signature Event Grant Program in FY 2014 to compliment other grant programs operated by the TDC.

The definition of an “event” per section 125.0104, 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 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 residence, or who rents transient accommodations including any living quarters or accommodations in any hotel, 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.”

Currently, the TDC annually allocates funds to three 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 Event Grant Fund is administered by the TDC with recommendations from the Grant Review Committee. There is a separate grant program for sporting events that is administered by the Tallahassee Sports Council. Signature Event Grants are for festivals and events that can demonstrate the potential to bring a significant number of room nights to the community. Signature Event Grants are also reviewed by the Grant Review Committee and presented to the TDC for approval. The Grant Review Committee is made up of TDC members, tourism and hospitality leaders and marketing professionals.

For clarification, TDC grant programs are funded by the Tourist Development Tax (TDT) which is generated from hotel room nights and designed to draw visitors to Tallahassee/Leon County. Grant programs administered by the Council on Culture & Arts (COCA) are also funded by TDT revenue and designed to support year-round arts and culture programming.

II. OBJECTIVES

1. Support large-scale event(s) that are/will be recognized as synonymous with the destination.
2. Increase the visibility of the destination in state, regional, national and even international media and elevates awareness of tourism's contribution to the local economy with the local media.
3. Help establish Tallahassee/Leon County as a destination for the planned event and other opportunities.
4. Generate a minimum of 1,500 hotel room nights for Tallahassee/Leon County commercial lodging properties during traditionally low times of hotel occupancy.
5. Generate a significant economic impact for other hospitality related businesses such as restaurants and retail establishments.
6. Regenerate the investment of the Tourist Development Tax funds and also increase local sales tax collections.

III. DEFINITION

1. 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 occurs during *shoulder seasons or periods of* traditionally low hotel occupancy.
- 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. An existing event that either expands, collaborates or merges, with other events taking place the same time, or an entirely new event.
- f. A cultural, historic, heritage, literary, music festival or sporting event.
- g. One that has an existing organizational structure to fully plan, market and produce the event, i.e. a turn-key event.
- h. An annual, rotational or single-year event; (annual events are preferred).

2. NEW – An “Emerging Signature Event” is:

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 for designation as an “Emerging Signature

Event” - that may be eligible for increased funding and marketing support from the Leon County Division of Tourism/ Visit Tallahassee.

An Emerging Signature Event is an existing event with a record of growing attendance and room nights whose coordinating organization is interested, willing and able to grow their event to generate at least 1,500 room nights.

Organizations must work with Leon County Division of Tourism /Visit Tallahassee staff to identify event enhancements and marketing opportunities to transition to signature event grant status and funding levels.

Organizations must be able to identify and document what new features or aspects will be added to expand the event, i.e. add another day of activities or add a concert with headlining act(s), etc. in their grant application.

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.

IV. STATEMENT OF POLICIES

1. Grant funds are intended to supplement the organization's budget.
2. No applicant may be considered for or receive more than one Signature Event or Emerging Signature Event Grant per fiscal year.
3. An event scheduled during Florida State University football home games or Florida A&M University football Homecoming weekends, university graduation weekends, or during midweek (Tuesday through Thursday) of legislative session should not be considered for funding unless extenuating conditions merit consideration.
4. Applicant must provide a statement of need for grant funding.
5. Signature events must meet community standards and align with the County’s tourism marketing objectives and positioning.
6. Signature events should not receive support from County general revenue through the BOCC or the Council on Culture & Arts (COCA) with the exception of in-kind support. No other funds from the BOCC can be used for the match requirement.
7. Each application will be evaluated against established criteria, *past performance* and historic precedent.
8. Applicant must provide a statement of stability 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 grow the event over the next five years?).
9. 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.

10. 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.
11. Hotels secured for the event must be located within Leon County.
12. Applicant's budget must reflect at least a 25% dollar-for-dollar match (donated in-kind services will not be allowed) to the requested grant amount. 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 are not received.
11. 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 a front & back copy of cleared check, or a credit card receipt. Cash receipts can be accepted for reimbursements; however using a check or credit card is preferred. Written confirmation from vendor that expenditure has been paid in full is necessary if only a copy of the front of the cleared check is provided.
12. 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 Event Grant funding. Event organizers must allow for face-to-face interviews with spectators and participants in order to be eligible.
13. It is the intent of the TDC to discourage the support of two competing signature events. This includes events that take place during the same week/weekend or similarly themed concerts and festivals.
14. 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.
15. Any funds granted will be subject to audit by the Leon County Auditor.
16. 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:
 - (a) 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 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 applicant, upon demand by the County, shall refund and reimburse the County for all sums so reimbursed or expended by the County.

(b) 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 as provided therein.

(c) 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 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.

17. 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, etc. Online material developed for the event must include a link to the VisitTallahassee.com website. Before these materials are produced, they **MUST BE SUBMITTED AND APPROVED** by the Leon County Division of Tourism/Visit Tallahassee **PRIOR to distribution** to ensure 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 did not receive prior approval for correct logo use.



18. 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.
19. Allowable expenses shall include:
 - Promotion, marketing and paid advertising/media placed outside of Tallahassee/Leon County which attracts attendees that will stay overnight and use Tallahassee/Leon County hotels or short-term lodging.
 - 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: On page 7 of the Application 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 the event.
20. Unallowable expenses include:
 - General and administrative expenses.
 - Building, renovating and/or remodeling expenses.
 - Permanent equipment purchases.
 - Debts incurred prior to grant period.
 - Programs which solicit advertising or sponsorships.
 - Hospitality or social functions.
 - Advertising that primarily reaches Tallahassee/Leon County and its residents.
 - Sleeping room expenses for attendees.

V. PROCEDURES

1. Funding for the Tourism Signature Event Grant Program will be included as part of the Division of Tourism operating budget.
2. Leon County Division of Tourism/Visit Tallahassee will proactively solicit existing events or new events for use of these funds. Staff will be open to new ideas and give consideration to works in progress.
3. Funds will be primarily used to market the 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.

4. 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.
5. Each grant application will be reviewed by Leon County Division of Tourism/Visit Tallahassee staff to ensure all required materials have been supplied. Failure to supply the required materials may 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 established scoring criteria in Section VII.
6. 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.
7. Upon receipt of a standardized post event report, staff will process the grant invoice for payment.

SIGNATURE EVENT GRANT TIMELINE

	<u>Process</u>	<u>Date</u>
1.	Advertise Grant Cycle Opening/Applications Available	May 14, 2019
2.	Workshop for Grant Applicants	May 7, June 11, July 9
3.	Deadline for Applications Submittal	July 12, 2019
4.	Review and scoring by TDC Grants Committee	TBA
5.	Review & Final Approval by LCTDC	First Thursday in September
6.	Funds Available – Must provide proof of paid expenses and room night/visitor report .	Approximately 2 weeks following submittal and approval of Post-Event Report

Please note the grant application submission time is no longer 90 days it is only 60 days. It is strongly encouraged for applicants to be in attendance or send a representative to the Grant Review Committee meeting.

VI. FUNDING ELIGIBILITY

The intent of the 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) as well as restaurants, retail establishments and other businesses. To be considered for funding, the following criteria have been established:

1. Each application must include a signed Certification and Compliance page
2. Event must take place between October 1, and September 30, of the upcoming fiscal year.
3. The event must have the potential to bring out-of-town visitors that use commercial lodging establishments in Tallahassee/Leon County.
4. Applicant must provide a marketing/promotions plan.
5. Applicant must provide a detailed event budget indicating matching funds.

VII. FUNDING LEVELS AND SCORING

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 return of TDT given the anticipated direct economic impact of signature events. The current TDC special events grant program also uses an approximate 1:3 formula based on a much smaller scale.

For first year events and existing events that are planning for expansion, the number of hotel room nights generated would be an estimate at the time of application. 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 Event Grant Program. This would show the actual number of room nights generated and the economic impact of any event receiving funding under this category. This study would be used as a benchmark for consideration of future funding requests.

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

Room Nights	Recommended Tourism Signature Event Funding Levels
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.

SCORING CRITERIA

Tourism Development	Proposal coincides with shoulder seasons or periods of low-occupancy, and has potential of generating visitation to Tallahassee/Leon County that includes overnight stays in Tallahassee/Leon County commercial lodging (30 points)	30
	Proposal distinguishes the destination and elevates the appeal of Tallahassee/Leon County. (15 points)	15
Marketing	Proposal includes strategies for attracting visitors from in-state metro markets and the Southeast at minimum. Marketing plan is well-defined, thorough and realistic (20 points)	20
Event Evaluation	Budget is appropriate for the event and demonstrates match funding support. (10 points)	10
	Proposal includes goals for event and method for measuring and evaluating outcome of event. (10 points)	10
Technical	Proposal includes detailed plan for documenting overnight hotel stays (10 points)	10
	Quality of the grant application and all required documents are submitted. (5 points)	5
		Total Possible Points: 100

**Performance of prior event grants may impact your recommended funding level. This includes room nights generated, private funds raised, and proper logo use.*

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

1. The average score of the panel will be determined for each application based on the maximum of 100 points as outlined above.
2. Applications scoring above the minimum threshold of 70% will be considered for funding based on the formula outlined below.
3. 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 out of 100, the percentage for Application #1 would be funded at a 90% level.
4. The grant amount allowable under the projected room nights listed in the Recommended Funding Level Table 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 90% and was eligible for \$50,000, the award would be for \$45,000.
5. The same process will be followed for each application and the total initial awards will be added.

6. If this recommended total amount exceeds the total budgeted for all grants, then adjustments may be made to the initial scores of all recipients on a pro-rata basis. All initial grants will be adjusted by the same pro-rata basis to determine the final grant score and award.
7. The final funding recommendation will be based on the Review Committee's discretion and the funding available. The Review Committee has the authority to adjust recommended and final award amounts.

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 event organizer to provide post event information (Appendix B) including:

1. The names of contracted hotels used for participants and spectators
2. Room pick-ups from each contracted hotel
3. If your event uses an advanced registration procedure, utilize the attached **Visitor Tracking Form** (Appendix C) 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.
4. A written report on how the event measured its success or failure; what were the event goals and what was accomplished.
5. 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.**
6. A post event budget showing revenues and expenses.
7. Upon receipt of the post event report, Leon County Division of Tourism/Visit Tallahassee will process the check request for the awarded grant amount.

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 our office:

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

Leon County Division of Tourism



Visit
Tallahassee
A Division of Leon County

**Special Event
Grant Program**
(Policies & Application)

Draft Amended Version April 26, 2019

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Leon County Division of Tourism/Visit Tallahassee Special Event Grant Program

I. INTRODUCTION AND DEFINITION

The Leon County 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.

The definition of an “event” per section 125.0104, 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 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 residence, or who rents transient accommodations including any living quarters or accommodations in any hotel, 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.”

Currently, the TDC annually allocates funds to three 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 Event Grant Fund is administered by the TDC with recommendations from the Grant Review Committee. There is a separate grant program for sporting events that is administered by the Tallahassee Sports Council. Signature Event Grants are for festivals and events that can demonstrate the potential to bring a significant number of room nights to the community. The Grant Review Committee is made up of TDC members, tourism and hospitality leaders and marketing professionals. There is a separate grant program for sporting events that is administered by the Tallahassee Sports Council.

For clarification, TDC grant 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 TDT revenue and designed to support year-round arts and culture programming.

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.”

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. STATEMENT OF POLICIES

- A. Grant funds are intended to supplement the organization's budget.
- B. Applicant must provide a statement of need for grant funding.
- C. Applicant must provide a statement of stability 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 grow the event over the next five years?).
- D. 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.
- E. Grant applications will only be received during the advertised cycle. One application will be accepted per event, per 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.
- F. Hotels secured for the event must be located within Tallahassee/Leon County.
- G. If the requested grant amount exceeds \$10,000, applicant's budget must reflect at least a 25% dollar-for-dollar match (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. 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.
- H. 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 a front & back copy of cleared check, or a credit card receipt. Cash receipts can be accepted for reimbursements; using a check or credit card is preferred. Written confirmation from vendor that expenditure has been paid in full is necessary if only a copy of the front of the cleared check is provided.
- I. To be eligible for payment, a completed Post-Event Report must be submitted. 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. Requests for reimbursement must be received by September 30.
- J. Any funds granted will be subject to audit by the Leon County Auditor.
- K. 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 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 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 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 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 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.

- L. 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, etc. Online material developed for the event must include a link to the VisitTallahassee.com website. Before these materials are produced, they **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.



M. Allowable expenses shall include:

- Promotion, marketing and paid advertising/media buys that reach outside Tallahassee/Leon County with potential to drive overnight visitation
- 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: On page 7 of the Application 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.

N. Unallowable expenses include:

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

III. **RATING CRITERIA AND PROCESS**

Each grant application will be reviewed by TDC 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:

Tourism Development	Proposal coincides with shoulder seasons or periods of low occupancy with potential to generate visitation that includes overnight stays in Tallahassee/Leon County commercial lodging (30 points)	30
	Proposal distinguishes the destination and elevates the appeal of Tallahassee/Leon County. (15 points)	15
Marketing	Proposal includes strategies for attracting visitors from in-state and the Southeast. Marketing plan is well-defined, thorough and realistic (20 points)	20
Event Evaluation	Budget is appropriate for the event. (10 points)	10
	Proposal includes goals for event and method for measuring and evaluating outcome of event. (10 points)	10
	Proposal includes detailed plan for documenting overnight hotel stays (10 points)	10
Technical	Quality of the grant application and all required documents submitted. (5 points)	5
		Total Possible Points: 100

**Performance of prior event grants may impact your recommended funding level. This includes room nights generated, private funds raised, and proper logo use.*

IV. 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) as well as restaurants, retail establishments and other businesses. To be considered for funding, the following criteria have been established:

1. Each application must include a signed Certification and Compliance page
2. Event must take place between Oct. 1, and Sept. 30, of the upcoming fiscal year.
3. The event must have the potential to bring out-of-town visitors that use commercial lodging establishments in Tallahassee/Leon County.
4. Applicant must provide a marketing/promotions plan.
5. Applicant must provide a detailed event budget.

V. 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 nights does not guarantee the level of funding at which the event may be approved. The final funding recommendation will be based on the committee's discretion and the**

funding available. As an example, if the committee believes the event has overstated the potential room nights, the committee has the right to place the application in a lower funding category.

Room Nights	Recommended Tourism Special Event Funding Levels
1,001 – 1,499	\$10,000 – \$15,000
500 – 1,000	\$6,000 – \$9,999
200 – 499	\$3,000 – \$5,999
Less than 100	\$0 – \$1,499

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

1. The average score of the panel will be determined for each application based on the maximum of 100 points as outlined above.
2. Applications scoring above the minimum threshold of 70% will be considered for funding based on the formula outlined below.
3. 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 out of 100, the percentage for Application #1 would be 90%.
4. 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 90% and requested \$5,000, the initial award would be \$4,500.
5. The same process will be followed for each application and the total initial awards will be added.
6. 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.
7. Additional adjustments will be made if necessary to reach the total amount in the budget.
8. 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.
9. Applications for grants \$5,000 and more must itemize the amount requested on the application.

VI An “Emerging Signature Event” is:

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.

An Emerging Signature Event is an existing event with a record of growing attendance and room nights that is interested, willing and able to grow their event to generate at least 1,500 room nights.

Organizations must work with Leon County Division of Tourism /Visit Tallahassee staff to identify event enhancements and marketing opportunities to transition to signature event grant status and funding levels.

Organizations must be able to identify and document what new features or aspects will be added to expand the event, i.e. add another day of activities or add a concert with headlining act(s), etc. in their grant application.

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 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.

1. An event scheduled during Florida State University football home games or Florida A&M University football Homecoming weekends, university graduation weekends, or during midweek (Tuesday through Thursday) of legislative session should not be considered for funding unless extenuating conditions merit consideration.
2. Signature events must meet community standards and align with the County’s tourism marketing objectives and positioning.
3. Signature events should not receive support from County general revenue through the BOCC or the Council on Culture & Arts (COCA) with the exception of in-kind support. No other funds from the BOCC can be used for the match requirement.

Each application will be evaluated against established criteria, *past performance* and historic precedent.

VII. SPECIAL EVENT GRANT TIMELINE

	<u>Process</u>	<u>Date</u>
1.	Advertise Grant Cycle Opening/Applications Available	May 14, 2019
2.	Workshop for Grant Applicants	May 7, June 11, July 9
3.	Deadline for Applications Submittal	July 12, 2019
4.	Review by Advisory Committees -TDC Grant Review Committee	TBA
5.	Review & Final Approval by LCTDC	First Thursday in September

6.	Funds Available – Must provide proof of paid expenses and room night/ Visitor report .	Approximately 2 weeks following submittal and approval of Post-Event Report
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* Please note the grant application submission time is no longer 90 days it is only 60 days. * It is strongly encouraged for applicants to be in attendance or send a representative to the Grant Review Committee meeting.

VIII. VISITOR TRACKING

To assess the impact of each event on the Tallahassee-Tallahassee/Leon County transient lodging industry, the TDC emphasizes the importance of tracking the number of overnight visitors attending the event.

- Room block reports from hotels are the preferred method of reporting room data. This 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.
- If your event uses an advanced registration procedure, utilize the attached **Visitor Tracking Form** (Appendix C) 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.
- 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. The TDC will provide questions and assist with analysis.

The TDC reserves the right to conduct a post-audit of information presented on the **Post-Event Report** (Appendix B). 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. 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 our office at:

Terri Messler
(850) 606-2331

Terri.Messler@VisitTallahassee.com

FOR GADSDEN, JEFFERSON, FRANKLIN, & WAKULLA COUNTY EVENTS

To qualify, event must:

1. Utilize or demonstrate the potential to utilize Tallahassee/Leon County lodging establishments.
2. Have secured a funding commitment from the home county Tourist Development Council.

Leon County Division of Tourism



Visit
Tallahassee
A Division of Leon County

Sports Event Grant
Program
(Policies & Application)

Draft Amended Version April 26, 2019

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Leon County Division of Tourism/Visit Tallahassee Sports Events Grant Program

I. INTRODUCTION AND DEFINITION

The Leon County 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.

The definition of an “event” per section 125.0104, 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 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 residence, or who rents transient accommodations including any living quarters or accommodations in any hotel, 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.”

Currently, the TDC annually allocates funds to three 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 Sports Event Grant Fund is administered by the Tallahassee Sports Council. There is a separate grant program for special events that is administered by the TDC. Signature Event Grants are for festivals and events that can demonstrate the potential to bring a significant number of room nights to the community. Sports Event Grants are approved by the TDC.

For clarification, TDC grant programs are funded by the Tourist Development Tax (TDT) which is generated from hotel room nights and designed to draw visitors to Tallahassee/Leon County. Grant programs administered by the Council on Culture & Arts (COCA) are also funded by TDT revenue and designed to support year-round arts and culture programming.

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.

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

II. STATEMENT OF POLICIES

- A. Grant funds are intended to supplement the organization's budget.
- B. Applicant must provide a statement of need for grant funding.
- C. Applicant must provide a statement of stability 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 grow the event over the next five years?).
- D. 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.
- E. Grant applications will only be received during the advertised cycle. One application will be accepted per event, per fiscal year. In the event that a Sports Event Grant application is received outside of the Tourist Development Council's designated submission dates and grant funds are still available in the budget, the Tourist Development Council may elect to consider the request.
- F. Hotels secured for the event must be located within Leon County.
- G. If the requested grant amount exceeds \$10,000, applicant's budget must reflect at least a 25% dollar-for-dollar match (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. 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.
- H. 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 a front & back copy of cleared check or credit card receipt. Cash receipts can be accepted for reimbursements; however, using a check or credit card is preferred. Written confirmation from vendor that expenditure has been paid in full is necessary if only a copy of the front of the cleared check is provided.
- I. To be eligible for payment, a completed Post-Event Report must be submitted. 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. Requests for reimbursement must be received by September 30.
- J. Any funds granted will be subject to audit by the Leon County Auditor.
- K. 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 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 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 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 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 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.

- L. The combined Leon County/Visit Tallahassee logo must be included on all printed and online promotional materials for the event. Promotional materials include: banners, signs, t-shirts, programs, brochures, event website, etc. Online material developed for the event must include a link to the VisitTallahassee.com website. Before these materials are produced, they **MUST BE SUBMITTED AND APPROVED** by the Leon County Division of Tourism to assure that the combined Leon County/Visit Tallahassee logo appears properly.

Leon County Division of Tourism continues to be 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 did not receive prior approval for correct logo use.



Visit
Tallahassee
A Division of Leon County

Visit
Tallahassee
A Division of Leon County



M. Allowable expenses shall include:

- Promotion, marketing and paid advertising/media buys that reach outside Tallahassee/Leon County with potential to drive overnight visitation;
- 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: On page 7 of the Application 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.

N. Unallowable expenses include:

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

III. RATING CRITERIA AND 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 Tallahassee Sports Council Grant Review Committee for consideration. The committee will score each application on a 100-point scale based on the following:

Tourism Development	Proposal coincides with shoulder seasons or periods of low occupancy and has potential to generate visitation to Tallahassee/Leon County that includes overnight stays in Tallahassee/Leon County commercial lodging (30 points)	30
	Proposal distinguishes the destination and elevates the appeal of Tallahassee/Leon County. (15 points)	15
Marketing	Proposal includes strategies for attracting visitors from in-state and the Southeast. Marketing plan is well-defined, thorough and realistic (20 points)	20
Event Evaluation	Budget is appropriate for the event. (10 points)	10
	Proposal includes goals for event and method for measuring and evaluating outcome of event. (10 points)	10
	Proposal includes detailed plan for documenting overnight hotel stays (10 points)	10
Technical	Quality of the grant application and all required documents were submitted. (5 points)	5
		Total Possible Points: 100

**Performance of prior event grants may impact your recommended funding level. This includes room nights generated, private funds raised, and proper logo use.*

IV. FUNDING ELIGIBILITY

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

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

V. 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 nights does not guarantee the level of funding at which the event may be approved. The final funding recommendation will be based on the committee’s discretion and the funding available. As an example, if the committee believes the event has overstated the potential room nights, the committee has the right to place the application in a lower funding category.**

Room Nights	Recommended Tourism Special Event Funding Levels
1,001 – 1,499	\$10,000 - \$15,000
500 – ,000	\$6,000 - \$9,999
200 – 499	\$3,000 - \$5,999
Less than 100	\$0 - \$1,499

VI. An “Emerging Signature Event” is:

When an existing event meets the definition of a Signature Event, yet only estimates generating between 1,250 – 1,499 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.

An Emerging Signature Event is an existing event with a record of growing attendance and room nights that is interested, willing and able to grow their event to generate at least 1,500 room nights.

Organizations must be willing to work with Leon County Division of Tourism /Visit Tallahassee staff to identify event enhancements and marketing opportunities to transition to signature event grant status and funding levels.

Organizations must be able to identify and document what new features or aspects will be added to help grow the event, i.e. add another day of activities or add a concert with headlining act(s), etc. in their grant application.

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 room nights. If the initial study indicates the room nights generated did not reach 1,250 target for 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.

VII. SPORTS EVENT GRANT TIMELINE

	<u>Process</u>	<u>Date</u>
1.	Advertise Grant Cycle Opening/Applications Available	May 14, 2019
2.	Workshop for Grant Applicants	May 7, June 11, July 9
3.	Deadline for Applications Submittal	July 12, 2019
4.	Review by Advisory Committees -Tallahassee Sports Council	TBA
5.	Review & Final Approval by LCTDC	First Thursday in September
6.	Funds Available – Must provide proof of paid expenses and room night/ Visitor report.	Approximately 2 weeks following submittal and approval of Post-Event Report

* Please note the grant application submission time is no longer 90 days it is only 60 days. *

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

Second Cycle Process- The second cycle grant process will open the first Monday of January and close on the third Monday of February. Funding will be based on grant funds not utilized, if any.

VIII. VISITOR TRACKING

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.

- Room block reports from hotels are the preferred method of reporting room data. This 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.
- If your event uses an advanced registration procedure, utilize the attached **Visitor Tracking Form** (Appendix C) 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.
- 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. The TDC will provide questions and assist with analysis.

The TDC reserves the right to conduct a post-audit of information presented on the ***Post-Event Report*** (Appendix B). 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. CONCLUSION

Applicants are asked not to contact members of the Grant Review Committee, or the Tallahassee Sports Council. 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 COUNTY EVENTS

To qualify, event must:

1. Utilize or demonstrate the potential to utilize Tallahassee/Leon County lodging establishments.
2. Have secured a funding commitment from the home county Tourist Development Council.



MEMORANDUM

DATE: March 7, 2019

TO: Leon County Tourist Development Council Members

FROM: Kerri L. Post, Executive Director, Leon County Tourism/Visit Tallahassee

SUBJECT: Creation of New Legacy Event Grant Category

Background

Leon County utilizes Tourist Development Tax (TDT) revenues to offer grant opportunities to local organizations that put on events to attract visitors to the destination and provide programming and activities which enhance the market for both visitors and residents. From cultural activities to athletic competitions, as these events grow in participation and stature, they provide a greater return on investment by generating additional hotel room nights and spending in the community which enhances TDT collections.

For the FY 2019 cycle, the Division of Tourism received 11 Signature/Emerging Event Grant applications. Following the Grants Review Committee's scoring of the applications, the TDC approved 10 of the 11 funding requests for Signature/Emerging Event Grants at its meeting on September 6, 2018. The remaining funding request, by Springtime Tallahassee in the amount of \$70,000, was recommended by the TDC for a \$62,600 Signature Event Grant. The TDC's recommendation requires Board approval as it is above the \$60,000 limit established by the Board of County Commissioners. For informational purposes, the table on the following page provides the 11 Signature/Emerging Event Grant awards and recommendations by the TDC for FY 2019.

Table #1: FY 2019 Signature/Emerging Event Grant Awards and Recommendations by the TDC

Events	Grant Requested	Awarded/ Recommended by TDC
<i>Signature Events</i>		
Springtime Tallahassee	\$70,000	\$62,600 ¹
Red Hills Horse Trials	\$75,000	\$50,622 ² (\$75,000)
Market Days	\$60,000	\$46,000
LeMoyne Chain of Parks Art Festival	\$59,000	\$34,306
Word of South Festival	\$60,000	\$42,778
Doak After Dark (Fall)	\$60,000	\$33,422
Doak After Dark (Spring)	\$60,000	\$30,667
Florida State Invitational Soccer Tournament	\$27,500	\$22,667
<i>Emerging Events</i>		
ASG Presidents' Day Soccer Invitational	\$20,000	\$13,167
Southern Shakespeare	\$59,500	\$25,000
Florida Jazz & Blues Festival	\$60,000	\$28,771
¹ Springtime Tallahassee requires Board approval because it exceeds \$60,000. ² The Board of County Commissioners awarded Red Hills Horse Trials a \$75,000 Signature Event Grant at their October 9, 2018 meeting.		

Review of Tourism Signature Event Grant Program

The Division of Tourism budgeted \$390,000 in FY 2019 for Signature Event Grants due to a \$41,000 carry forward and a budget increase of \$50,000 since the implementation of the Emerging Events Grant commencing with the FY 2018 grant cycle. The County received 11 funding requests during the FY 2019 grant cycle totaling \$611,000, two more than requested in the prior year, and 157% of the amount budgeted for this grant program.

The creation of the Emerging Event Grant has led to additional funding requests for the TDC's consideration in competition with community events that have a long-standing track record of producing overnight visitation. In addition, nearly all of the FY 2019 applicants requested more funding than in previous years, citing the reduction and/or elimination of other funding sources such as the State of Florida and the Downtown Community Redevelopment Agency (CRA). It should be noted that the CRA restored large event grant funding in the FY 2019 Downtown CRA budget on September 12, 2018, long after these applications were submitted to the County.

On the following page, Table #2 shows the 11 Signature/Emerging Event Grants awards and recommendations for FY 2019 compared to the prior two funding cycles.

As previously explained, the Emerging Event Grants were implemented as a subcategory of Signature Events in FY 2018 to support select events to reach their growth potential. The shaded cells in Table #2 indicate events which had previously been funded by other Tourism grants but have grown in recent years and subsequently qualified for the Signature/Emerging Event Grant Program. This demonstrates the success of working with event organizers and providing the necessary resources to grow their events.

Table #2: Tourism Signature Event Grant Awards, FY 2017 – FY 2019, with Emerging Signature Events Commencing in FY 2018.

Events	FY 2017 Grant Awards	FY 2018 Grant Awards	FY 2019 Grant Awards/ Recommendations	+/- Since FY 2017
<i>Signature Events</i>				
Springtime Tallahassee	\$60,000	\$57,600	\$62,600 ¹	+\$2,600 or +4%
Red Hills Horse Trials	\$60,000	\$50,622	\$50,622 ²	-\$9,378 or -16%
Market Days	\$50,000	\$44,000	\$46,000	-\$4,000 or -8%
LeMoyne Chain of Parks Art Festival	\$14,500	\$30,000	\$34,306	+\$19,806 or +137%
Word of South Festival	\$45,000	\$42,778	\$42,778	-\$2,222 or -5%
Doak After Dark (Fall)	N/A	\$36,000	\$33,422	N/A
Doak After Dark (Spring)	\$40,000	N/A	\$30,667	-\$9,333 or -23%
Florida State Invitational Soccer Tournament	\$20,000	\$22,167	\$22,667	+\$2,667 or +13%
<i>Emerging Events</i>				
ASG Presidents' Day Soccer Invitational	\$8,000	\$7,500	\$13,167	+\$5,167 or +65%
Southern Shakespeare	\$13,500	\$25,000	\$25,000	+\$11,500 or +85%
Florida Jazz & Blues Festival ³	\$45,000	2018 Event Canceled	\$28,771	-\$16,229 or -36%
¹ Springtime Tallahassee requires Board approval because it exceeds \$60,000. ² The Board of County Commissioners awarded Red Hills Horse Trials a \$75,000 Signature Event Grant. ³ The Florida Jazz and Blues Festival was funded through the Signature Event Program in FY 2017 prior to the creation of the Emerging Event Grant. In FY 2018, the Florida Jazz and Blues Festival was awarded \$41,156 but the event was canceled. The funding was carried forward to the FY 2019 grant cycle.				

Examples of these growing events include:

- The Southern Shakespeare Festival was funded by the Special Event Grant until the implementation of the Emerging Event Grant in FY 2018 and generated nearly 800 room nights last year.
- The Florida State Invitational Soccer Tournament sanctioned by the Florida Youth Soccer Association was funded through the Sports Events Grant Program in FY 2017 but met the thresholds for Signature Event funding in FY 2018 and generated over 1,500 room nights last year with an economic impact of nearly \$800,000.
- The LeMoyne Chain of Parks Art Festival has continuously increased hotel room nights in recent years having received funds from the Special Event Grant in FY 2017, the Emerging Event Grant in FY 2018, and the Signature Event Grant in FY 2019. LeMoyne's room nights grew by 48% in FY 2018 totaling 2,250 with an economic impact of more than \$1.3 million.

The success of these growing festivals and sports tournaments present ongoing challenges as the County's financial resources are unlikely to keep pace with the exponential growth of these events, the funding requests by new applicants, or a greater dependence on County grants as other organizations reduce and/or eliminate cultural grant funding. These changing conditions require continuous monitoring and evaluation to best position the County to serve the community.

While an additional \$50,000 was added to the Signature Event Grant budget to accommodate the inclusion of Emerging Signature Events, Table #2 shows that \$66,938 was awarded to Emerging Events for FY 2019, effectively reducing the available funds for established Signature Events as an unintended consequence. Emerging Events were awarded nearly twice that amount in FY 2018, two of which met the thresholds to apply as a Signature Event in FY 2019 (LeMoyne and FSU Invitational Soccer). As shown in Table #2, three of the top five Signature Events (in terms of room nights and economic impact) have been awarded less funding since FY 2017. In the case of RHHT, its funding has been reduced by \$9,378 (16%) since the FY 2017 despite a strong performance record of generating more than 3,000 room nights each year with an economic impact of over \$3 million. Another example of Emerging Events negatively impacting one of the community's largest Signature Events is the 8% reduction to Market Days as shown in Table #2. Market Days generated nearly 4,200 room nights last year and an economic impact of almost \$3.9 million.

The findings from this analysis on the Signature/Emerging Event Grant Program call for a solution that continues to encourage and financially support growing festivals and events without negatively, or unexpectedly, impacting community events that have a long-standing track record of generating significant amounts of overnight visitation. As a result, the next section outlines the parameters for a new Legacy Event Grant for the TDC's consideration to address the issues identified herein. Input from the TDC's discussion will be incorporated into the Board of County Commissioners budget discussion item at their upcoming FY 2020 County Budget Workshop to finalize and approve this new grant program for it to be implemented in time for the FY 2020 grant cycle.

Creation of a New Legacy Event Grant Category

On October 9, 2018 the Board of County Commissioners approved the creation of a new Tourism grant category for 'Legacy Events' to ensure the continued success of long-standing community events and facilitate their regional and national growth through multi-year funding agreements with the County.

Organizations that hold Legacy Events will have the opportunity to enter into three-year funding agreements with the County, approved by the Board and subject to annual appropriation, thereby ensuring the continuity and reliability of financial support from the County in order to focus on the event. While the funding for Legacy Events would be a designated amount annually, these organizations would no longer have to compete through the annual grant process with much smaller and less established events. They would still be required to provide pre- and post-event documentation to ensure the County's ongoing return on investment.

The criteria to qualify for a Legacy Grant include:

- 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 of 2,000 room nights for at least three of the last five years.
- An event, festival, or tournament that can reliably demonstrate generating a minimum economic impact of \$1 million annually.
- 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.

At this time, only the three largest visitor events meet this criteria: Springtime Tallahassee, RHHT, and Market Days. It is anticipated and appropriate for the current Signature/Emerging Events to evolve, as some Special Events may advance to Emerging Signature Event status, some Emerging Signature Events will advance to Signature Events, some Signature events may advance to become Legacy Events, and others may attrition naturally in an event's life cycle. Based on their recent and projected turnout, Word of South and the LeMoyne Chain of Parks Art Festival are expected to meet these criteria in the next year or two.

To further develop this concept and balance the needs of the other Tourism grant programs, the Board of County Commissioners approved a preliminary award ceiling of \$100,000 in annual financial support for this new grant but will bring back the final TDC recommendations in a budget discussion item. For the initial round of agreements to commence in FY 2020, staff anticipates the funding levels to be consistent with the FY 2019 funding requests (less than \$100,000) assuming that there are no changes to the event programming or duration. The three-year grant agreements benefit the County because they give staff the opportunity to adjust the remaining Tourism grant budgets each year as needed, knowing that the largest funding requests will not be part of the regular grant cycle competing with smaller events for limited resources.



Visit
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MARKETING COMMUNICATIONS DEPARTMENT LEON COUNTY DIVISION OF TOURISM 2019-2020 SALES PLAN

Prepared By:
Scott Lindeman, Marketing Communications Director
Renee Jones, PR/Marketing Specialist

MISSION

The Marketing Communications Department strives to 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.

THIS MISSION WILL BE
ACHIEVED THROUGH THE
FOLLOWING APPROACHES

Digital
Earned & Owned
Media

Communications
Industry/Local

Public
Relations
Out-of-Market
&
Local

Promotions

Public Relations Out-of-Market

GOAL

Position Tallahassee/Leon County as a desirable destination to targeted geographic, demographic and psychographic audiences.

TACTICS

- Leverage Tallahassee's designation as a *Southern Living Magazine* "Top 10 Best City in the South" to inspire media outlets to increase coverage of the area.
- Recruit and host individual media visits, creating customized itineraries and experiences to fit visiting journalists' specific editorial needs.
Targeted media includes:
 - Syndicated Journalists
 - Outdoor Recreation Outlets (Trails, Cycling, Running, Hiking, Kayaking)
 - Nature Enthusiast (Bird Watchers, Butterflies, Flowers)
 - Family & Pet Friendly
 - Culinary/Brewery Focused (Farm-to-Table, Locally Sourced, Unique Ingredients)
 - Social Media Influencers (Instagram, YouTube, Facebook, Pinterest, Bloggers)
- Develop a targeted "Trails" marketing campaign.
- Increase quantity of articles in regional and/or national magazines, newspapers, and social media posts in targeted DMA's.
- Work with PR firm to identify publications, websites, journalists, and media outlets that cater to "niche" travelers looking for specialized travel experiences.
- Implement in-market activations in 2 of our target DMA's with the intent of increasing visitation and exposure through a sponsored consumer event and media meetings.
- Execute secondary media blitzes in additional target DMA's along with media appointments.
- Distribute press releases and story ideas to regional and national media outlets, supporting seasonal promotions, destination updates, festivals, and events.

TARGET MARKETS (DMA)

Albany, Atlanta*, Birmingham, Charlotte*, Dallas-Ft. Worth*, Dothan, Ft. Myers-Naples, Gainesville, Jacksonville, Macon, Miami*-Ft. Lauderdale, Montgomery, New York City, Orlando*-Daytona Beach-Melbourne, Panama City-Destin, Pensacola-Mobile, Sarasota, Tampa*-St. Petersburg, Washington DC*, West Palm Beach

*Indicates Direct-Flight Market



Public Relations Local

GOAL

Promote the positive benefits of tourism on the local economy and educate residents about the area's offerings and events.

TACTICS

- Engage and educate residents on Tallahassee/Leon County's Tourism offerings and attractions with our new "Seasoned Local" campaign.
- Coordinate regular media interviews & appearances that communicate Visit Tallahassee's role in tourism promotion, its marketing and promotional activities, campaigns and the importance of tourism.
- Provide local media with story ideas to educate residents about Division activities, accomplishments, seasonal campaigns, promotions, and events.
- Create press releases highlighting destination updates and coordinate distribution with Community & Media Relations (CMR).

BECOME A SEASONED LOCAL!

This new resident engagement campaign will inspire locals to explore Tallahassee and discover what makes us one of the Best Cities in the South!

Check items off your Tallahassee bucket list and earn prizes along the way.

#iHeartTally

Continue to expand the use of the #iHeartTally hashtag. Increase engagement with Visit Tallahassee across social media platforms.

Increase public placement of #iHeartTally letters to promote sharing across social media.



Digital Earned & Owned Media

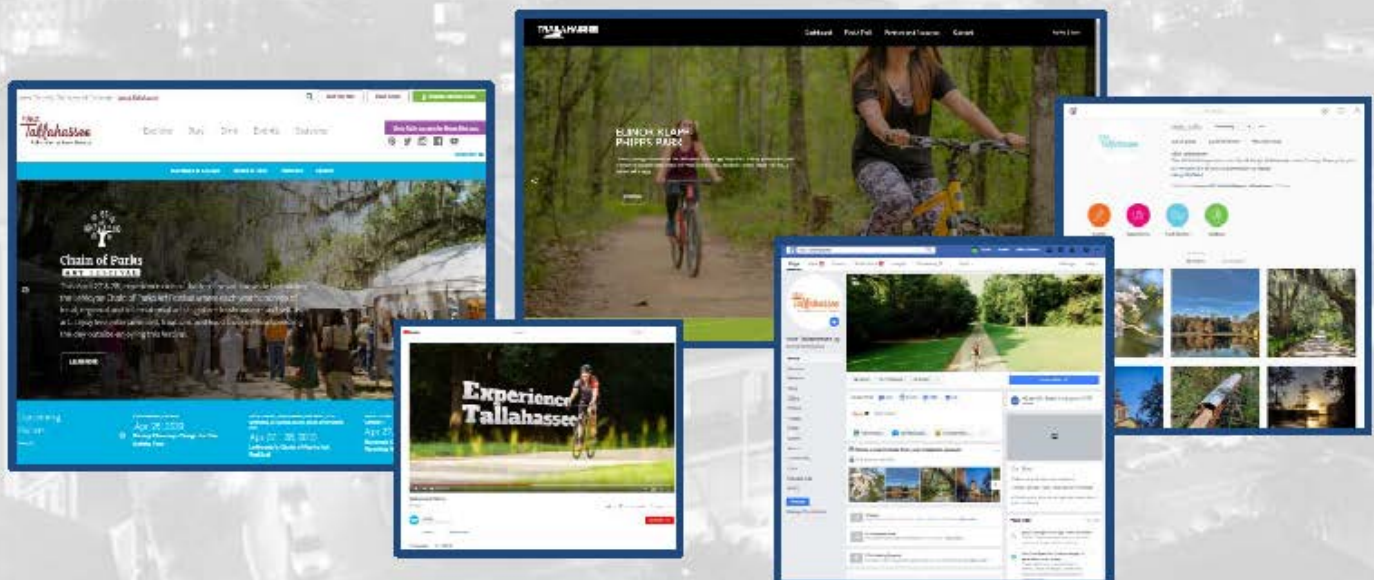
GOAL

Produce digital content designed to engage new audiences, gain greater exposure for partners and elevate Tallahassee/Leon County's image as a desirable travel destination.

TACTICS

- Develop website content specifically for meeting planners, sporting events coordinators, group tours, and niche travelers.
- Aggressively promote Tallahassee.com to showcase our trails and natural attractions to tourists.
- Expand content across our social media platforms (Facebook, Instagram, Twitter and YouTube).
- Work with ad agency to enhance the user experience on VisitTallahassee.com by improving mobile content, ease of navigation and reinforcing its position as the official source for destination information.
- Cross-promote industry partners and seasonal events to reach additional social media followers with our messages.

A Large Digital Footprint Makes It EASY For Visitors to Find Information About Tallahassee!



Communications Industry/Local

GOAL

Promote the Division's efforts, opportunities and the importance of tourism to the local economy to partners and residents.

TACTICS

- Continue to host quarterly industry meetings for partners to connect, share successes, and network with each other.
- Utilize the industry e-newsletter and LinkedIn page for communicating timely information regarding upcoming events, partnership opportunities, sales and marketing efforts, statistics and other pertinent information.
- Inform and inspire the local industry with the annual Marketing Rollout by celebrating successes and future opportunities; coordinate events/programming for local industry during National Travel & Tourism Week.
- Work with the ad agency & PR firm to improve and expand the co-op advertising and other promotional opportunities for industry partners.
- Review and modify the crisis communication/emergency plan throughout the year and its role with other County departments and the local industry. Increase number of partners using the GroupMe app during an emergency situation.



Our local partners are a driving force behind the continuing growth & success of Tallahassee tourism!

Promotions

GOAL

Generate excitement with new travelers and return visitors in target markets using innovative and creative promotional opportunities.

TACTICS

- Work with the ad agency & PR firm to develop promotions that impact specific targeted market segments by showcasing the destination's assets and gaining media visibility for participating partners.
 - Focus promotions on specific experiences offered in the destination, for example:
 - VIP Craft Beer Experience
 - VIP Culinary Experience
 - VIP Sports / Concert / Performance
 - VIP Family Get-a-Way
 - VIP Outdoor Adventurer (Mountain Biking, Birdwatching, Kayaking)
- Develop promotions in the markets identified for the saturation initiatives.
- Create a minimum of two promotions capitalizing on major events or festivals.



Contest winners in Tampa received a 2-night trip to Tallahassee, Visit Tallahassee branded merchandise and gift cards to our 5 local breweries!

FY 2019-20 Marketing Budget Summary

FY 2019/20 Sales Plan (Travel & Per Diem / Show Cost Details)

Date	Show/Event	Location	Target	Show Cost	Travel Cost	Industry Participation	Net Cost
TBD	VISIT FLORIDA Marketing Retreat (2 ppl)	TBD	Industry Event	0	1,750	-	1,750
May/June 2020	FADMO Marketing Summit	TBD	Industry Event	300	500	-	800
May/June 2020	PRSA Travel & Tourism Conference	TBD	Media	1,000	1,750	-	2,750
August 2020	Travel Media Showcase (TMS)	TBD	Media	2,100	1,750	-	3,850
September 2020	VISIT FLORIDA Governor's Conference (2 ppl)	TBD	Industry Event	700	2,000	-	2,700
September 2020	Travel Blogger Exchange (TBEX)	TBD	Media	900	1,500	-	2,400
TBD	ESTO - U.S. Travel Association	TBD	Media	1,000	1,750	-	2,750
Year-Round	Individual Media Visits	Tallahassee	Media	2,000	16,500	-	18,500
Travel & Per Diem / Show Cost Details				\$ 8,000	\$ 27,500	-	\$ 35,500





Visit
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MEETINGS & CONVENTIONS DEPARTMENT LEON COUNTY DIVISION OF TOURISM 2019-2020 SALES PLAN

Prepared By:
Janet Roach, Meetings & Conventions Director

MISSION

The Meetings & Conventions Department promotes meetings, conferences and conventions for Tallahassee/Leon County through direct contact with meeting planners and decision makers and coordinating efforts with the local industry to positively impact the economy of our community.

THIS MISSION WILL BE
ACHIEVED THROUGH THE
FOLLOWING APPROACHES

Expand
presence in
National &
Regional
Markets at
Events

Increase
involvement with
decision makers at
local organizations
and associations

Develop
methods to
maximize group
experience

EVENTS

Expand presence in National & Regional Markets

GOAL

Identify National and Regional opportunities that will increase direct connection with key decision makers.

TACTICS

- Continue to be an active member of the Florida Society of Association Executives, Meeting Professionals International North Florida & Georgia, and SGMP to maximize presence in the meetings community to build relationships with key decision makers.
- Tell our story by hosting a Global Meetings Industry Day event to shine the light on the significant economic impact meetings has on our community.
- Maximize opportunities with meeting planners in key markets at tradeshow and events. FSAE Expo, Florida Encounter, XSITE, MPI Georgia Tech Summit, MPI SEC, Connect Marketplace.
- Collaborate with the sports department to identify and solicit National and Regional sports meetings to drive both room nights and provide exposure of the community and its assets to possible decision makers of future sporting events.

Tradeshow & Events

- Florida Encounter
- FSAE Expo
- Connect Marketplace
- MPI Georgia Tech Summit
- MPI NF Education Day

Target Market Segments

- Association
- Government
- Specialty
- Corporate



MARKETING

Expand marketing visibility in National & Regional Markets

GOAL

Expand current marketing strategies and pursue new avenues to increase national and regional exposure.

TACTICS

- Collaborate with the marketing department to create a cohesive marketing plan to promote meetings in Tallahassee that aligns with Visit Tallahassee branding.
 - Promote “What’s New and Renovated” in the destination including the 1,200+ hotels rooms coming into the market.
 - Increase frequency of e-newsletters, pre and post tradeshow e-blasts and marketing materials that promotes Tallahassee’s group attributes.
 - Developing content for meetings webpages including articles about group experiences and the latest offerings for meeting planners.
 - Identify editorial and advertizing opportunities to promote stories about Tallahassee as a group destination and respond to media requests.
 - Increase the photo library of meetings and conference images to be used in marketing materials.

Targeted Editorial and Advertising Opportunities

- FSAE Source
- Meetings Today
- Convention South



Increase involvement with local associations and organizations

GOAL

Provide opportunities for greater involvement with local organizations that host events within the community.

TACTICS

- Continue to meet with key community organizations to promote bringing their professional associations “home” to meet in Tallahassee.
- Invite partners to attend tradeshows and events to expand the exposure to Tallahassee as a meeting destination.
- Highlight the destination to local meeting planners and decision makers by attending Florida Society of Association Executives (FSAE) and Society of Government Meeting Professionals (SGMP) events.
- Hold regular roundtable sessions with key contacts at hotel/meeting venues/ to grow relationships, exchange ideas and information.
- Conduct iDSS training for hotel contacts.
- Continue to encourage partners to participate with the GroupMe app as a method of communication with Visit Tallahassee especially during emergency situations and other pertinent, time sensitive information.



Targeted Community Organizations and Associations

- National High Field Magnetic Laboratory
- Sports Rights Holders
- Ecological and Environmental groups
- Florida State University and Florida A&M

Develop methods to maximize group experiences

GOAL

Provide opportunities for greater experiences for groups visiting Tallahassee.

TACTICS

- Create tools for event organizers to use to promote their meeting in Tallahassee from meeting announcement to meeting end.
- Continue to collaborate with industry partners during site visits to actively promote area hotels, meeting venues, restaurants and attractions that showcases local destination assets.
- Continue to grow relationships with partners emphasizing the resources available to increase group experiences at after hour and off-site functions.
- Create itineraries that include various group activities and experiences available in region.
- Highlight and promote the attributes that made Tallahassee one of the top South's Best Cities for 2019.



Travel & Tradeshow Summary

FY 2019/20 Sales Plan Detail

Date	Show/Event	Location	Target	Show Cost	Travel Cost	Net Cost
October 2019	FSAE Meeting Planner Symposium & Expo	Tallahassee, FL	Association	\$1,400		\$1,400
November 2019	Florida Encounter	TDA	Corporate & Association	\$2,500	\$1,200	\$3,700
February 2020	XSITE Tradeshow	Tallahassee, FL	Government, Corporate & Association	\$1,400	\$0	\$1,400
March 2020	Rendezvous South	TDA	Corporate & Association	\$2,000	\$1,500	\$3,500
April 2020	Global Meetings Industry Day	Tallahassee, FL	Association & Government	\$5,000		\$5,000
April 2020	MPI GA Tech Summit	Atlanta, GA	Corporate & Association	\$100	\$800	\$900
May 2020	Capital Events Tradeshow	Tallahassee, FL	Government, Corporate & Association	\$1,200		\$1,200
May 2020	SGMP National Conference	TBA	Government	\$2,200	\$1,200	\$3,400
July 2020	FSAE Annual Meeting	TBA	Association	\$1,000	\$1,000	\$2,000
August 2020	MPI SEC	TBA	Corporate & Association	\$1,000	\$1,100	\$2,100
August 2020	Connect Marketplace	TBA	Specialty & Association	\$4,000	\$1,500	\$5,500
September 2020	Successful Meetings	TBA	Corporate & Association	\$1,600	\$1,500	\$3,100
September 2020	MPI NF Education Day	TBA	Corporate & Association	\$500	\$900	\$1,400
Year Round	SGMP Capital Chapter Meeting	Tallahassee, FL	Government	\$150		\$150
Year Round	MPI NF Tallahassee Meetings	Jacksonville & Tallahassee, FL	Corporate & Association	\$120		\$120
Year Round	FSAE Power Luncheons	Tallahassee, FL	Association	\$120		\$120
Total				\$24,290	\$7,200	\$34,990





Visit
Tallahassee
A Division of Leon County

**LEISURE SALES DEPARTMENT
LEON COUNTY DIVISION OF TOURISM
2019-2020 SALES PLAN**

Prepared By:
Katie Gardocki, Leisure Sales Director

MISSION

Create promotional opportunities which increase visibility to specific audience segments and generates visitation from leisure groups and individuals and assist industry partners in maximizing experiences for group customers.

THIS MISSION WILL BE
ACHIEVED THROUGH THE
FOLLOWING APPROACHES

Increase
outreach to
key decision
makers

Expand
presence in
National &
Regional
Events

Increase
involvement
with local
organizations

Increase outreach to key decision makers

GOAL

Increase outreach to key decision makers to view Tallahassee/Leon County as a viable destination for group travel.

TACTICS

- Focus sales efforts within established and emerging market segments.
- Maintain sales efforts to regional motor coach operators (Impacting student youth and adult groups), weddings and family reunions, through direct mail and American Bus Association membership.
- Increase targeted sales efforts in the state to affinity groups (see list next page) having interests which align with our destinations strengths. This will be accomplished by exhibiting at selected events, email marketing and alliances with specific organizations and associations.
- **Tour Operators**
 - Maintain on-going communication with key tour operators.
 - American Bus Association helps members connect potential buyers, sellers, and partners in the group tour industry.
 - Develop customized itineraries and promotional materials for tour operators and communicate quarterly with email newsletters.
 - Update the digital group tour attractions reference guide for VisitTallahassee.com as a group planning resource for all audience segments.
 - Continue assisting operators with itinerary options and hotel leads.



Increase outreach to key decision makers

GOAL

Increase outreach to key decision makers to view Tallahassee/Leon County as a viable destination for group travel.

TACTICS

- **Affinity Groups**
 - Communicate regularly, highlighting events, targeted sweepstakes promotions and destination developments of interest to a comprehensive group contact list for key audience segments including:
 - Biking clubs,
 - Running clubs,
 - Hiking clubs,
 - Car clubs,
 - Paddle sports
 - Bird Hunting
 - Exhibit at the 2020 Travel and Adventure show
- **Specialty Markets**
 - Support wedding, fraternal, multi-cultural, and reunion groups by assisting with itineraries, hotel leads, dining and entertainment options as these requests arrive directly or through inquiries to the Visitor Information Center.
- **Military**
 - Maintain quarterly email communication with Information, Ticket, and Travel offices at military bases in Florida, Georgia, and Alabama and participate at selected shows that reach Active Duty, Retired Military, Reservists, Civilian Employees and their family members.



Expand presence in National & Regional Events

GOAL

Increase outreach to key decision makers to view Tallahassee/Leon County as a viable destination for group travel.

TACTICS

- Manage the VisitTallahassee.com online calendar of events and approve, edit and update calendar of events submissions. Maintain and update information on VisitTallahassee.com. Manage other digital marketing programs as assigned.
- **Affinity Groups**
 - Promote Trailahassee.com and the area's vast trail system to more than 4,500 mountain bike enthusiasts at Florida's two largest mountain bicycle events – the 2019 Alafia and the 2020 Santos Fat Tire Festivals.
- **Specialty Markets**
 - Attend the 2020 Connect Specialty to generate potential leads from fraternal and multi-cultural groups.
 - Maintain a high-profile sponsorship at the Florida Brewers Guild Annual Craft Beer Festival, explore new opportunities for promoting local craft breweries at other regional festivals.



Increase involvement with local organizations

GOAL

Engage industry partners to increase visibility to key decision makers to view Tallahassee/Leon County as a viable destination for group travel.

TACTICS

- Assist local festivals, events, and organizations by identifying key audiences' demographics and coordinate efforts in generating group travel from throughout the region.
- Provide industry assistance in itinerary development and group service capabilities. Assist local hotels and attractions with targeted sales activities.
- Expand membership and sponsorship opportunities with organizations that have a regional impact in the Leisure markets. These opportunities include:
 - Tallahassee Beer Society (\$1,000)
 - Tallahassee Association of Wedding Professionals (\$250)
 - American Bus Association (\$565)
 - Tallahassee Mountain Bike Association (\$1,000)
 - Gulf Winds Track Club (\$1,000)
- These opportunities provide direct access and marketing to individuals and provide the potential for group travel. These memberships and sponsorships provide opportunities for promoting events and activities of interest to key market segments.
- Hold an annual meeting with key contacts at local attractions to maintain relationships, exchange ideas, and collaborate with special promotions and events.
- Compile and distribute a bi-weekly Happenings ALL Around Town with local events and activities to hotels and attractions.



Industry Engagement

Share plans, identify trends and provide updates during quarterly meetings with local hotels and attractions. (Identified in the 2018 LEADS listening session).



Visit
Tallahassee
A Division of Leon County

**SPORTS DEPARTMENT
LEON COUNTY DIVISION OF TOURISM
2019-2020 SALES PLAN**

Prepared By:
Amanda Heidecker, Director of Sports
Joseph Piotrowski, Asst. Director of Sports

MISSION

The sports department, working in conjunction with the Tallahassee Sports Council, collegiate and community partners, recruits, markets and provides assistance to national, regional, and local sporting events to expand economic impact of sports tourism in Tallahassee/Leon County.

THIS MISSION WILL BE
ACHIEVED THROUGH THE
FOLLOWING:

Expand Visibility
In National &
Regional
Markets

Increase
Involvement With
Local Sports
Organizations

Maximize
Our
Communities
Existing Facilities

EVENTS

Expand our visibility
in National &
Regional Markets

GOAL

Identify high profile national and regional opportunities that will expand exposure and bring visibility to the Tallahassee / Leon County sports tourism community.

TACTICS

- Expand the development of our communities sports assets that will enhance our brand awareness within target markets.
- Work with Florida State University to bring a NFL Preseason game, Team USA Softball exhibition or other notable sporting events to FSU Facilities
- Work directly with our Meetings & Convention sales department to identify and solicit National and Regional sports meetings.
- Identify and pursue International Cross Country events that can be hosted at Apalachee Regional Parks Cross Country course.
- Work with community partners to obtain the International Mountain Bike Association (IMBA) Designation as a ride center.

Highlighting Community Strengths

- Seasonal training grounds for professional and high school running organizations.
- Events have a perceived "ownership" of the community when they host events here

Potential Rights Holders Conferences

- USA Rugby Annual Summit
- USA Track & Field Annual Meeting
- Road Runner's of America (RRAC) Conference
- USA Diving Annual Conference



MARKETING

Expand our presence
in National &
Regional Markets

GOAL

Expand current marketing strategies and pursue new avenues to increase national and regional exposure.

TACTICS

Work with the Marketing department to implement marketing initiatives including:

- The expansion and new construction of Apalachee Regional Park Cross Country.
- Future IMBA Designation across all lines of media, both traditional and non-traditional.
- Identify editorial and advertising opportunities that provide exposure for Tallahassee/Leon County as a premiere location for hosting sports tournaments and events.
- Market Tallahassee / Leon County as a premier sports event destination through Visit Tallahassee Sports e-newsletter, new website, email blast and etc.
- Publicize Tallahassee's success in hosting participant-heavy events such as cross country and soccer via testimonials, written and video.
- Create a sports specific social media campaign that reaches residents and visitors.

Targeted Editorials and Advertising Opportunities

- Running
- Off-Road Trails
- On Road Cycling
 - Fishing
- Mountain Biking

Enhance Membership Engagement

- USA Diving
- USA Track & Field
- Amateur Athletic Union
 - USA Softball
- International Association of Athletics Federations



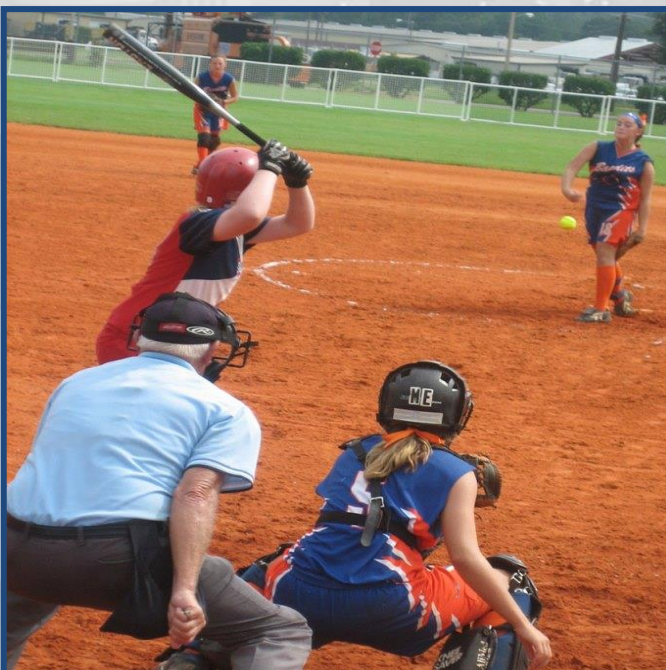
Increase involvement with local sports organizations

GOAL

Expanded involvement with local sports organizations that host events within the community.

TACTICS

- Increase allotted resources for successful local grant recipients to assist with expanding on existing events as well as allow for development of new events. Also, working with our largest granted sporting events in expanding them into signature events.
- Attend local sporting events in order to document and create real time content for sports specific social media posting.
- Enhance membership engagement while seeking new memberships in governing bodies.
- Assist sports organizations in maximizing media exposure of events with the Visit Tallahassee marketing department's resources and media reach.



Targeted Local Organizations

- Gulf Winds Track & Club (GWTC)
- Tallahassee Mountain Bike Assoc.
 - American Soccer Group (ASG)
- Tallahassee Tottenham Hotspurs
 - Pro-Style Volleyball
- Area Aquatic Swim Club (ATAC)

Marketing Resources

- Media Visits
 - E-Blasts
- Promotional Collateral
- Social Posts Event Highlights
 - Live Content
- Calendar Placement

Maximize Our Communities Existing Facilities

GOAL

Identify both traditional and unique ways to improve or enhance local facilities in order to attract new sporting events to our community.

TACTICS

- Take a leading roll in the advocacy of a feasibility study for a new indoor athletic facility.
- Continue the working relationship with current facility owners as well as national rights holders to match events with facilities and identify any deficiencies a facility may have.
- Continue to strengthen relationships with local associations, universities and facilities that are partners in our destination sales and marketing efforts.
- Seek out and research grants or other methods of funding that can be used for improvements to local athletic facilities.
- Facilitate collaboration meetings with local sports entities to obtain information on venue inventory and venue needs

Potential Venues

- Indoor Tennis Facility
- James Messer Complex
- Civic Center
- New Sports Complex
- Apalachee Regional Park Master Plan.

Regional Events

- Mid-Eastern Athletic Conference (MEAC) Championships
- USA Diving Zones
- USA Diving Regionals
- USATF Track & Field Regional Qualifier
 - YBOA Regional Championship

Travel & Tradeshow Summary

FY 2019/20 Sales Plan Detail

Date	Show/Event	Location	Target	Show Cost	Travel Cost	Net Cost
Nov-19	Teams & USOC	Anaheim, CA	Multiple Governing Bodies	\$ 1,400	\$ 1,200	\$ 2,600
Nov-19	NCAA Cross Country National Championship	Terra Haute	Cross Country	\$ -	2,250	2,250
Aug-20	SPORTS Conference	TBD	Multiple Governing Bodies	\$ 1,200	2,500	3,700
Apr-20	NASC	Kansas City, MO	Multiple Governing Bodies	\$ 1,550	2,250	3,800
Oct-19	AAU Annual Convention	Anaheim, CA	Track & Field	\$ 575	1,700	2,275
Aug-20	Connect Sports	TBD	Multiple Governing Bodies	\$ 5,000	3,200	8,200
May-20	FLA Sports Foundation Summit	TBD	Multiple Governing Bodies		1,200	1,200
					Total	21,425
	Memberships			Membership Cost		
	Florida Sports Foundation Membership			\$ 2,000		
	USATF Membership		Membership	\$ 120		
	AAU Membership		Membership	\$ 90		
	ASA Membership		Membership	\$ 500		
	NASC Membership		Membership	\$ 1,590		
	Sports Business Journal		Membership	\$ 254		
	YBOA Membership		Membership	\$ 500		
	**Denotes both sports sales members traveling		Total Memberships	\$ 5,054		





**VISITOR SERVICES DEPARTMENT
LEON COUNTY DIVISION OF TOURISM
2019-2020 SALES PLAN**

Prepared By:
Terri Messler, Visitor Services Director

MISSION

The Visitor Services Department enriches the destination experience for visitors and engages members of the local community, increasing knowledge of and elevating the perception of the Tallahassee/Leon County area as a tourism destination.

THIS MISSION WILL BE ACHIEVED THROUGH THE FOLLOWING APPROACHES

Tourism
Grants
Program

Local
Community
Partnerships

Branded
Merchandise
and Staff
Support

Distribution
of
Destination
Information

Visitor
Information
Center

Tourism Grants Program

GOAL

Manage the administrative process of awarding grant funds to Signature, Special, and Sports Event grantees.

TACTICS

- Research options for a digital approach to Grant Contracts and ensure that it meets organizational requirements.
- Coordinate with marketing department to ensure accurate and clear information is regularly updated on funding assistance website page.
- Conduct group and one-on-one meetings to facilitate grant applications and increase understanding of the grant process, requirements, and available resources.
- Track status of awarded grants through the contract and post event processes.
- Work with grantees to explain and expedite the accurate completion of grant funding agreements and post event reports in accordance with TDC policies.
- Track performance of grant recipients for evaluation by the grant review committee.
- Facilitate consistent communication with all parties involved in the grants process.
- Monitor contract deliverables, payment requests and timely payments for completed post event reports.



Collaboration

Actively work with multiple entities involved in the grants process including:

- TDC/Tourism Staff
- Grant Applicants
- Awarded Grantees
- Leon County Attorney
- Leon County Administration

Local Community Partnerships

GOAL

Engage industry partners and increase community involvement and awareness of Tallahassee/Leon County's tourism offerings.

TACTICS

- Assist in coordination of quarterly meetings for industry partners to connect and network with each other. (identified in 2018 LEADS listening session).
- Capitalize on existing opportunities to engage local community, solicit feedback and increase tourism education. Use these opportunities to showcase the services that Visit Tallahassee/Leon County Tourism provides to the community.
- Collaborate with Marketing Communications Department to implement a new resident program (Seasoned Local) to increase community involvement and awareness of Visit Tallahassee/Leon County's tourism partners and attractions.
- Assist in implementation of the plan focused on increasing public exposure for and use of #iHeartTally through educating residents about the campaign and the benefit of using the hashtag.



Branded Merchandise and Staff Support

GOAL

Support division staff by supplying targeted promotional items and branded merchandise for sales initiatives and group services.

TACTICS

- Provide customized visitor packets with visitor guides, marketing materials, and promotional items for visiting groups.
- Coordinate with the Marketing Department to provide welcome packets and amenity bags for visiting journalists and promotional contest winners.
- Assemble destination marketing materials for staff use at trade shows and conferences and ship/deliver for sales staff.
- Assist Marketing Department with information verification for annual Visitor Guide and special interest publications.
- Assist Sports Department with annual hosted events at Apalachee Regional Park. Coordinate schedules to provide additional support from Visitor Services staff.
- Design and produce new signage for events and tradeshow.

Collaboration

Collaborate with Marketing Department and sales staff to identify key initiatives throughout the year that require promotional products. Assist in design, and oversee procurement of the needed products.



Distribution of Destination Information

GOAL

Disseminate destination information to visitors, local, and regional partners in a timely manner and easy-to-access format.

TACTICS

- Manage contracts with three vendors for distributing information locally and throughout Florida and Georgia:
- Local distribution of 44,000 guides to local industry partners through semi-annual distributions to local industry partners in spring and fall. (vendor: Information Distributors) Monitor storage of remaining visitor guides and coordinate regular deliveries to the Visitor Information Center.
- Regional distribution of 13,000 visitor guides and 30,000 Visit Tallahassee rack cards to 41 Florida AAA Offices, Amtrak stations in Tampa and Lakeland, 22 regional chambers of commerce, Cross City and Lake City airports, nine regional attractions and 237 lodging establishments along I-95, I-10 and I-4 annually (vendor: Florida Suncoast Tourism Promotions)
- Regional distribution of 20,000 Visit Tallahassee Rack Cards to seven service plazas along the Florida Turnpike. (vendor: Kenney Communications)
- Supply visitor guides, tear off map pads and rack cards to five VISIT FLORIDA® Welcome Centers, four regional chambers of commerce/destination marketing organizations and five military bases. Total distribution accounts for more than 15,000 visitor guides annually.

Visitor Guide

Manage, track and coordinate the distribution of 120,000 Visit Tallahassee visitor guides through local and regional distribution vendors, as well as direct distribution to partners and groups from Visit Tallahassee/Leon County Tourism.

Additional Collateral

Coordinate distribution of additional informational collateral including:

- Rack Cards
- Maps
- Special Interest Guides
- Bi-weekly Events promotional publication to local partners



Distribution of Destination Information

Continued

GOAL

Disseminate destination information to visitors, local, and regional partners in a timely manner and easy to access format.

TACTICS Continued

- Fulfill an average of 6,000 requests for visitor information, received from phone, website and advertising reader response inquiries, within 48 hours of receipt.
- Answer industry requests that arise between the biannual distributions, delivering an additional 10,000 visitor guides to local businesses, attractions and hotels.
- Provide approximately 5,000 visitor guides for trade shows outside Tallahassee/Leon County.
- Research new opportunities for distributing visitor guides within the Tallahassee area, specifically focusing on:
 - Local Hospitals and Healthcare facilities
 - State, County, and City government offices
 - Homeowners Associations and real estate offices .
 - Private Rentals via Air BnB hosts
- Facilitate delivery of approximately 20,000 copies of bi-weekly events updates to local partners annually.
- Provide grant recipients with adequate destination information for attendees, spectators, and guests at events.

Regional Distribution

Research new opportunities for distributing Visit Tallahassee information within an eight hour drive.

Local Distribution

Identify new opportunities for information placement at local establishments and events.



Visitor Information Center

GOAL

Positively affect the perception of the Tallahassee/Leon County area in a welcoming environment. Increase visitor impact through extended or repeat visits.

TACTICS Continued

- Create a featured landing page on VisitTallahassee.com to provide information on the Visitor Information Center including location, parking, and Gift Shop offerings. Include online forms to request group services or to place an order for merchandise.
- Ensure adequate staffing of the Visitor Information Center during operational hours (8 AM – 5 PM, Monday – Friday) by scheduling and supervising part time employees and keeping them informed about upcoming events, new restaurants/attractions, marketing campaigns and promotions.
- Maintain current and secure new visitor collateral from partners as needed based on information requested by visitors.
- Continue physical improvements in the Visitor Information Center that enhance the atmosphere and how information is displayed.
- Secure available training opportunities for Visitor Information Center staff through Leon County and industry partners.
- Attend Destination Marketing Association International Visitor Services Summit to collaborate on best practices and new approaches to Visitor Services.

Visitor Center

Increase visitor itinerary considerations with easy to access information regarding local events and attractions, expanding the guests view of what the destination offers and encouraging guests to extend their stay.

Gift Shop

Provide unique products from local vendors that appeal to visitors and the local community. Effectively showcase a variety of offerings from the area.



FY 2020 Visitor Services Sales Plan Detail

FY 2019/20 Sales Plan Detail				
Date	Show/Event	Location	Show Cost	Travel Cost
Department	Visitor Services			
May TBD	iDSS National Conference	TBD	TBD	2,500
August TBD	FRPA Annual Conference	Orlando	TBD	1,000
September TBD	DMAI Visitor Services Summit	TBD	TBD	2,500

**Tourism Development
Budget Development Worksheet Working FY19-20**

PRELIMINARY DRAFT

04/25/2019

5-Cent Collections		FY2017	FY2018	FY2019	FY2019/2020	FY2019/2020		Comments/Notes
Acct #	REVENUES	Actual	Actual	Adj. Budget	Proposed	Calculations		
312100	Local Option Resort Taxes (3.75-cent)	3,680,700	3,956,869	4,267,875	4,381,733	FY2020: \$1,268,026 per penny @100% \$1,229,960 per penny @97% \$1,168,462 @ 95% * 3.75 = \$4,381,733 Rental income based on flat rental rate of \$850/month. No longer receive after sale of 106 E. Jefferson. \$12,500 Florida Sports Foundation Grant Revenue Co-op partnerships with industry partners (Meetings: \$400 / Leisure: \$2000) \$72,500 Misc. Sports Event Revenue (Registrations/Sponsorships/Apparel)		
312110	TDT COCA (1.25 cent/Interest)	1,226,900	1,318,956	1,422,625	1,460,578			
361111	Pooled Interest Allocation	26,034	40,755	52,250	120,000			
361110	Interest Income (Investment)	-	-	-	-			
361320	Tax Collector FS 125.315	-	-	-	-			
361300	FMV of Investment	-	-	-	-			
362000	Rents & Royalties	10,200	10,200	10,200	-			
365000	Merchandise Sales	4,172	3,000	3,200	3,200			
366500	Special Event Grant	17,625	20,000	12,500	12,500			
366930	Contributions/Partnerships	2,400	2,400	2,400	2,400			
369900	Miscellaneous Revenue	83,762	165,000	94,341	72,500			
Total/Total Estimated Receipts		5,051,793	5,517,180	5,865,391	6,052,911			
F.S. Req 95%								
Less: One cent collections								
CarryForwards		298,700	-	-	-			
Appropriated Fund Balance		491,300	456,349	720,000	593,626			
Total Actual/Budget		5,841,793	5,973,529	6,585,391	6,646,537			
Total Revenues Budget					\$ 6,646,537			
Acct #	EXPENDITURES	FY2017	FY2018	FY2019	FY2019/2020	FY2019/2020		Comments/Notes
Administration (301)		Actual	Actual	Adj. Budget	Proposed	Calculations		
51200	Salaries & Wages	243,542	201,939	209,782	228,062	FTE = 3.5		Provided by HR/OMB.
51250	Regular OPS Salaries	-	15,980	16,020	16,386		FY2019 Personnel Total Cost: 317,968	Provided by HR/OMB.
51500	Special Pay			1,130	1,130			
52100	FICA/Medicare	18,406	16,950	17,554	18,980			Provided by HR/OMB.
52200	Retirement Contributions	35,403	34,546	37,910	42,359			Provided by HR/OMB.
52210	Deferred Compensation	766	766	766	766			Provided by HR/OMB.
52300	Life & Health Insurance	46,155	47,397	42,998	34,389			Provided by HR/OMB.
52400	Workers Compensation	397	390	345	378	342,450	7.7% Increase in Personnel	Provided by HR/OMB.
53400	Other Contractual Services	115,500	115,500	135,500	158,700	Research (140,000) , iDSS (740x12 = 8,800 ~ 9,000), STR (2,200);		Impact Calculator: 7,500
54000	Travel & Per Diem	7,500	7,500	7,500	7,500	Director/Administration Travel		
54100	Communications Services				480	Cell Phones		
54101	Communication - Phone System	1,380	1,419	1,505	1,450	Suncom/Centrex:		Suncom/Centrex charges.
54200	Postage							
54300	Utilities	14,500	14,500	-	-	Electric/Water/Sewer . OMB will adjust for rate change		
54400	Rental & Leases	9,500	9,500	8,420	50,000	Copiers Centralized Printing 4500 increase from operating supplies; Storage ctr: 163.5/mo.=1962; Parking validation for TDC Meetings/Visit Tlh mtgs/events =654; Visitor Center Lease: 3241./mo=38892.00		
54505	Vehicle Coverage	730	463	384	366	Insurance cover for VisitTallahassee van.		
54600	Repair & Maintenance	34,000	34,000	34,000	34,000	Pitney Bowes 155/mo=1860; Facilities 2500/mo=30000; Window cleaning 35/mo=420 = 33,960		
54601	Vehicle Repair	520	465	410	1,000	Maintenance on van.		
54900	Other Current Charges	1,971	1,971	1,971	1,971	Bottled Water (80/month)=960; Usage fees for multifunctionals:1,011		
55100	Office Supplies	1,000	1,000	1,000	1,000	General office supplies		
55200	Operating Supplies	3,000	3,000	3,000	3,000	Supplies for meetings, supplies for office equipment, special notice costs, and petty cash		
55210	Fuel & Oil	460	510	415	415	Fuel - van		
55400	Publications, Memberships	2,300	2,300	2,300	2,300	Chamber of Commerce: \$495; Capital City Chamber of Commerce: \$250; CoCA = \$50; Tlh Democrat: 60/month (\$720); DMBA (\$145), London Publications (\$195), FL Trend (\$29.95); FGFOA (\$55)		
55401	Training	3,000	3,000	3,000	3,000	Professional Development training		
Sub-Total: Program 301-Admin		540,030	513,096	525,910	607,632	9%	265,182	

**Tourism Development
Budget Development Worksheet Working FY19-20**

PRELIMINARY DRAFT

04/25/2019

	FY2017	FY2018	FY2019	FY2019/2020	FY2019/2020	Comments/Notes
	Actual	Actual	Adj. Budget	Proposed	Calculations	
Advertising/Public Relations (302)						
53400 Other Contractual Services	1,185,247	1,441,473	1,566,473	1,616,473	Advertising / Public Relations services (Proposed FY20= 1,616,473 in GovMax); increase of \$50,000	
54900 Other Current Charges		-	-	-		
Sub-Total: Program 302-Adv/PR	1,185,247	1,441,473	1,566,473	1,616,473		24%
Marketing (303)						
51200 Salaries & Wages	488,689	471,913	451,397	458,663	Salaries.Benefits: 632,142	Provided by HR/OMB.
51250 Regular OPS Salaries	-	15,980	16,020	16,386	Operating: 1,315,526	Provided by HR/OMB.
51500 Special Pay			2,120	2,120		
52100 FICA/Medicare	38,765	38,959	37,140	37,457	8.5 FTE	1,947,668
52200 Retirement Contributions	35,252	38,863	38,864	40,500	FY2019: 629,180	0.5%
52210 Deferred Comp Match	-	-				
52300 Life & Health Insurance	64,766	61,978	75,901	75,592		
52400 Workers Compensation	1,367	1,487	1,222	1,424		Total of 301/303: 974,592
53400 Other Contractual Services	87,700	105,500	125,500	125,500	Book Direct (6000); Suncoast: (8200); VG Editorial, Photography, Blog (9000); courier srv (5000), Amphitheater Management Cost: 66000, Online Grant System 20000	
54000 Travel & Per Diem	70,890	68,549	64,128	72,925	Travel & Entertainment	
54100 Communication Services	7,823	7,823	7,823	7,823	Cell phone chrgs: \$4780; WIFI/Service Plans (1123)/Overage: 1500; Opex (800) service: 420	
54101 Communication - Phone System	1,015	1,054	1,225	1,140	Suncom/Centrex, to be adjusted/provided by MIS.	
54200 Postage	48,000	38,000	38,000	43,700	VG Fulfillments/Tradeshaw shipment costs.	
54400 Rental & Leases	3,347	3,347	8,420	8,420	Parking for Volunteer staff, Storage Ctr (\$133.50/mo)	
54700 Printing	5,400	6,400	6,400	16,500	Wayfinding Maps, Formal Bid Packages for Sports Events, Printed Media	
54800 Promotional Activities	59,500	79,500	103,575	67,000	Promotional items	
54860 TDC Direct Sales Promotions	59,667	55,322	49,662	52,290	Tradeshaw costs: registrations/booth fees	
54861 TDC Community Relations	13,300	13,300	15,800	38,000	Includes VT Industry Meeting and additional Local Events	
54862 TDC Merchandise	4,000	5,000	5,000	7,500	merchandise for giftshop resale (Consignments)	
54900 Other Current Charges	350,500	473,000	562,875	540,000	Bid Pool for Sports(427500/72500 Revenue) - Meetings/Transportation(40000)	
54948 TDC Amphitheatre Promotions	100,000	100,000	145,000	250,000	Amphitheater Programming	
55100 Office Supplies	3,700	3,700	3,700	3,700	Office supplies	
55200 Operating Supplies	5,000	5,000	5,000	5,000	Operating supplies	
55250 Uniforms	2,000	4,000	4,000	4,500	Visitor Ctr staff uniforms	
55400 Publications, Memberships	17,363	21,768	21,253	24,028	Industry memberships/sub.	
55401 Training	8,000	7,000	7,000	10,000	Training and professional development.	
56400 Machinery & Equipment		-	-	-		
58160 TDC Local T&E	1,500	1,500	1,500	1,500	Local travel (mileage)	
58320 Sponsorships & Contributions	16,100	19,400	36,900	36,000	Includes Red Hills EMS (10000); other sponsorships (26000)	
Sub-Total: Program 303-Mrktg	1,493,644	1,648,343	1,835,425	1,947,668	29%	
Special Events/Grants (304)						
58300 Grants & Aids	645,000	565,000	666,462	730,000	Grant Program: Other Grants & Aids is Special Events (100000), Sports Events Grants (130000), Legacy Events (250000), Signature/Emerging Signature (250000).	
Sub-Total: Program 304-Special Ev	645,000	565,000	666,462	730,000	11%	

Tourism Development
Budget Development Worksheet Working FY19-20

PRELIMINARY DRAFT

04/25/2019

	FY2017 Actual	FY2018 Actual	FY2019 Adj. Budget	FY2019/2020 Proposed		FY2019/2020 Calculations		Comments/Notes	
Countywide Automation (470)									
54110 Com-net Communications	8,590	8,560	8,650	4,735				Provided by OMB.	
54600 Repairs and Maintenance	2,875	2,610	2,600	3,087					
Sub-Total: Program 470	11,465	11,170	11,250	7,822	0.1%				
Risk Allocations (495)									
54500 Insurance	6,858	7,306	7,538	5,364					
Sub-Total: Program 495	6,858	7,306	7,538	5,364	0.1%	\$ 234,186	\$ 57,290		
Indirect Cost (499)									
54900 Indirect Cost (499)	236,000	273,000	235,000	221,000					
Sub-Total: Program 499	236,000	273,000	235,000	221,000	3%				
CRC Grant Prog. (COCA) (888)									
58214 CRC Grant Program	981,520	1,055,165	1,138,100	1,168,462	1,460,578	COCA: 1 and 1/4 penny for FY20			
58260 Other Grants & Aids	-	-	-	-					
58300 Other Grants & Aids	245,380	263,791	284,525	292,116		37,953			
Sub-Total: Program 888	1,226,900	1,318,956	1,422,625	1,460,578	22%				
Welcome Center Improv. (086065)									
56200 Building	11,817	45,000	-	-	0%				
Transfers (950)									
591001 Transfer to Fund 001	14,500	14,500	12,270	-					
591220 Transfer to Fund 220	136,895	-	-	-					
591305 Transfer to Fund 305	1,150,000	-	404,000	-					
Sub-Total: Program 950	1,286,895	14,500	416,270	-	0%				
Contingency (990)									
59900 Other Non-operating assets (Emerg	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000					
59901 Salary Contingency/Reserve									
59902 Zika Contingency/Reserve	-	-							
Sub-Total: Program 990	\$ 50,000	\$ 50,000	50,000	50,000	1%				
Total Expenditures Budget	\$ 6,693,856	\$ 5,887,844	\$ 6,736,953	\$ 6,646,537					