



Visit  
Tallahassee

## **LEON COUNTY** **Tourist Development Council**

Thursday, January 9, 2020 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**
  - November 21, 2019 Meeting Minutes
  - Financial Reports: Division Budget November 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: FAMU Homecoming & Frenchtown Rising Reports
  - Scott Carswell Presents Update
  - Tallahassee Sports Council Update and Sports Grants Review
  - COCA Update
- VI. Executive Director's Report – **Kerri Post**
  - 2020 Visitor Guide
  - Legislative Session Preview
  - Florida Tourism Day – January 22, 2020
  - FY 2021 Marketing Plan Industry Input Meeting - March 11, 2020
- VII. Additional Business: "For the Good of the Cause" – **Bo Schmitz**

**Next TDC Meeting – March 5, 2020**

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



**LEON COUNTY TOURIST DEVELOPMENT COUNCIL  
SPECIAL MEETING MINUTES  
November 21, 2019**

The Leon County Tourist Development Council met for a meeting with Chairman Bo Schmitz presiding. Council members present were City Commissioner Elaine Bryant, Sam Patel, Michelle Personette, Kathleen Spehar, Amanda Stringer, Matt Thompson and Sharon Priester. County Commissioner Bryan Desloge and City Commissioner Dianne Williams-Cox attended the meeting telephonically.

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

Guests present: Hannah Young, Jessica Murray, and Annemarie Raskin representing Zimmerman Agency.

- I. **CALL TO ORDER** Chairman Schmitz called the meeting to order at 9:05 a.m.
- II. **REQUEST FOR ADDITIONAL AGENDA ITEMS** Chairman Schmitz confirmed there were no requests for additional agenda items added to this meeting.
- III. **PUBLIC COMMENT** Chairman Schmitz recognized citizens for public comment:
  - Katherine Cline Ashler spoke on behalf of Russell Daws and the Tallahassee Museum and expressed concerns regarding the FY 2019 Council on Culture and Arts (COCA) Cultural Facilities Matching Grant recommendations, scoring process, and the use of bonus points.
  - Richard Moore, Tallahassee Museum Board Member, spoke on behalf of the Tallahassee Museum and expressed concerns regarding the FY 2019 COCA Cultural Facilities Matching Grant process and recommendations.
  - Alan Hanstein, Challenger Learning Center Board Member, spoke on behalf of The Challenger Learning Center and expressed concerns regarding the FY 2019 COCA Cultural Facilities Matching Grant recommendations, scoring process and the use of bonus points.
  - Pam Doffek spoke on behalf of Kelly Dozier and the LeMoyne Art Center and thanked the TDC for its support for the CRA/TDT Arts grant award.

**IV. ITEMS FOR CONSENT APPROVAL – Bo Schmitz**

- September 12, 2019 Meeting Minutes and October 10, 2019 Special Meeting Minutes
- Financial Reports: Division Budget September 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

***Michelle Personette moved, seconded by Commissioner Bryant to approve Items for Consent. The motion passed unanimously, 9-0.***

**V. GENERAL BUSINESS**

**Research Presentation FY19 Year-End Economic Impact of Tourism Report – Joseph St. Germain**

Joseph St. Germain gave an overview of the Economic Impact Study for fiscal year 2018-19. He reported year-over-year the total economic impact of tourism in Tallahassee/Leon County is \$1.041 billion, up 14% over the previous fiscal year with year-over-year increases in visitation (3%), RevPar (+21%), ADR (+10%), occupancy (+10%) and job creation (+11%). Kerri Post acknowledged this is the first time Leon County Tourism/Visit Tallahassee has reached the billion-dollar milestone. Dr. St. Germain shared the contributing factors resulting in the year-over-year increase included Hurricane Michael and subsequent recovery, new governor, the gubernatorial inauguration, and new legislators and staffing during Legislative Session. He also noted this year there was one fewer FSU home football game and an equal number of FAMU home football games and mentioned the fiscal years do not always align with football schedules (years). Commissioner Bryant asked if interviews were conducted at FAMU homecoming as previously requested. Dr. St. Germain confirmed surveys were conducted at various FAMU events and noted the result of the surveys will be available in next quarter's report. Commissioner Williams-Cox also confirmed with Dr. St. Germain that data was collected at the Frenchtown Rising event and results will be included in the next quarter's report. Ms. Post noted that unlike other Florida destinations with very seasonal tourism, Tallahassee/Leon County shows fairly consistent quarterly visitation (22%-29%), confirming we are a year-round destination. Dr. St. Germain echoed the comments of Ms. Post and stated Leon County has the most evenly distributed visitation of his company's eight Florida destination marketing organization clients.

**2020 Proposed TDC Meeting Dates Kerri Post**

Ms. Post presented the proposed 2020 TDC meeting dates:

- *Thursday, January 9, 2020*
- *Thursday, March 5, 2020*
- *Thursday, May 7, 2020*
- *Thursday, July 9, 2020*
- *Thursday, September 3, 2020*
- *Thursday, November 5, 2020*

***Michelle Personette moved, seconded by Sharon Priester to approve the 2020 TDC meeting schedule. The motion passed unanimously, 9-0.***

The COCA Updates agenda item under General Business was taken up as TDC members on the phone were scheduled to leave the meeting at 10:00am.

**COCA Update, Cultural Marketing Grants & Cultural Facilities Grants Review – Kathleen Spehar**

Ms. Spehar reported on the November 12 COCA update to the Board of County Commissioners, which included an organizational update as the new Executive Director and highlighted the strategic partnership with the Division of Tourism/Visit Tallahassee and the grant programs. She then provided an update on the TDC's request to COCA encouraging the COCA Board's consideration to add a TDC representative as an Ex-Officio board member. Ms. Spehar confirmed the TDC's letter with the request was received on November 5 and reported the request would be discussed at a COCA board meeting scheduled the afternoon of November 21. Commissioner Williams-Cox expressed concerns regarding COCA's delayed response to the TDC's request. Ms. Spehar responded that the COCA board needed time to review its bylaws, conduct legal research and receive counsel, and have enough time to discuss as a board before a decision could be made. Commissioner Desloge expressed his hope for resolution of this matter sooner rather than later. Ms. Spehar shared on behalf the COCA Board its questions and concerns regarding the TDC's request; the board questioned how the Ex-Officio COCA Board seat would improve the relationship between the TDC and COCA given that both boards have public meetings and the two Executive Directors work closely together. She also relayed COCA's current tourism representation on its board: a county commissioner and tourism representative as voting members. Ms. Post articulated the TDC's role as the stewards of the Tourism Development Tax (TDT) with its fiduciary responsibility for the administration of the tax, and given the large amount of TDT funding COCA receives, an ex-officio seat on the COCA Board would lend a unique perspective and additional value not currently shared by the tourism representation on the COCA board, especially in the area of statutory knowledge. Matt Thompson noted 88% of COCA's funding coming from the TDT and a lack of tourism components in the COCA grant process and affirmed his support for having a TDC representative on the COCA board. Commissioner Bryant stated the reasoning for having an ex-officio member on a board is to bring value to the group and proffered why the request is being questioned when it would only bring a positive result from every vantage point. Commissioner Williams-Cox confirmed there would be communication between COCA and the TDC after the COCA Board meeting. Ms. Post confirmed with Ms. Spehar there was no change needed in the COCA Board's bylaws which state its ability to add Ex-Officio members. Ms. Spehar professed the need for both the statutes and bylaws be reviewed by COCA's Board at the same time and assured the council a decision would be made after the November meeting. Chairman Schmitz confirmed with the TDC that once a response is received from the COCA board the Council would move forward and look at its next steps. Commissioner Desloge asked that the COCA Board's response include a specific timeline.

Ms. Spehar then presented COCA's FY 2020 Cultural Tourism Marketing Grant recommendations for approval. Discussion ensued regarding the relationship between the scoring and funding and Matt Thompson noted the need to examine the review process for future Tourism Marketing Grant cycles.

***Commissioner Bryant moved, seconded by Matt Thompson to approve the COCA's FY 2020 Cultural Tourism Marketing Grant recommendations as presented with the caveat that future consideration for scoring will make the funding award process more equitable for the Marketing grants. The motion passed 7-0 with Michelle Personette and Amanda Stringer recusing themselves from the vote.***

Ms. Spehar requested specific guidance and direction from the TDC to COCA regarding the marketing grant guidelines, grant process, and scoring for the COCA Cultural Tourism Marketing Grants. Ms. Post will work with Ms. Spehar to provide suggested refinements to the Cultural Tourism Marketing Grants.

Ms. Spehar then presented COCA's FY 2020 Cultural Facilities Matching Grant recommendations for approval. She reported the recommended funding is based on ranked scores, bonus point assigned based on the grant guidelines, total weighted score, and the recommended funding based on the available funding amount of \$467,188. Ms. Spehar also relayed that at the COCA Board's Oct. 24, 2019 meeting, the Challenger Learning Center (Challenger) requested reconsideration of its bonus points allocation. Ms. Spehar commented that when the issue of bonus points was brought to her attention, COCA staff reviewed its grant guidelines and discovered there was no appeals process in place. Ms. Spehar provided a history of the Challenger's application noting COCA staff changes between July and early August 2019. Considerable discussion ensued regarding the application process and the definition of "date of incorporation" used on the Cultural Facilities Matching grant applications. Commissioner Bryant stated there is a need to look at the criteria in the application process so all parties in the application and review process have a clear understanding of date of incorporation and what date to use in their applications. Sharon Priester noted inconsistencies between applicants.

Ms. Post articulated there were several matters pertaining to the Cultural Facilities Matching Grant program. She reported there appeared to be an inconsistency in the standard of measure for the bonus points, as the TDC heard from the speakers earlier in the meeting. Ms. Post noted that when The Challenger Learning Center illuminated the problem to the COCA Board, the COCA Board confirmed there was no appeals process for this grant program, and subsequently unanimously approved the Grant Panel recommendations, and then advanced them to County. She conveyed this was not appreciated as the County contracts with COCA to manage the Cultural Facilities Grant program which is comprised of TDT funds. She expressed concerns about the current grant management by COCA transferring the problem-solving to the TDC and County. Ms. Post further relayed that COCA's Cultural Facilities Grant recommendations include remodeling classrooms at Tallahassee Community College (TCC). Ms. Post indicated she shared her concerns with the County Attorney's Office (CAO) regarding the eligibility of the classrooms, and the CAO concurred that the classrooms are not an allowable use of TDT funds per Florida Statute 125.0104. Given the TDC's fiduciary responsibility and the Cultural Facilities Grant program's requirements of Florida Statute 125.0104 being insufficiently communicated to applicants and reviewers this year, Ms. Post recommended, along with the concurrence of the Deputy County Attorney, that the TDC not accept the current recommendations provided by the COCA Board. She further suggested a new Cultural Facilities Grant program review process be conducted that comports with Florida Statute 125.0104. She offered this will allow COCA the opportunity to address and clarify

the bonus points matter and outline an appeal process in this final solicitation of the Cultural Facilities Grant program as nearly \$500,000 in cultural tourism infrastructure support is being provided. Ms. Post reported the guidelines have been in effect for the past four years and staff did a review of the past years' applicants and ascertained all applicants and all projects were qualified and all projects previously funded were compliant with Florida Statute 125.0104.

***Matt Thompson moved, seconded by Sharon Priester not to accept the grant recommendations as presented to the TDC by the COCA Board; send the recommendations back to the COCA Board to revise and include an emphasis on tourism (spirit of tourism) in its Cultural Facilities Matching grant process and guidelines and to address the inconsistencies with the bonus point question and concerns. Commissioner Bryant offered a friendly amendment to the motion to expedite the process. Mr. Thompson accepted the friendly amendment. The motion passed 8-0 with Michelle Personette recusing herself from the vote.***

#### **Legacy Event Grants Contracts**

Ms. Post presented five Legacy Event Grant Contracts for approval including FY 2020 Springtime Tallahassee, FY 2020 Red Hills International Horse Trials, FY 2020 and FY 2021 Market Days and FY 2020 LeMoyne Chain of Parks.

***Michelle Personette moved, seconded by Commissioner Bryant to approve the Legacy Grant Contracts as presented. The motion passed unanimously, 9-0***

#### **Out-of-Cycle Special Grant Review**

Ms. Post presented an out of cycle grant recommendation for the Florida Agricultural & Mechanical University's Harambee Festival.

***Michelle Personette moved, seconded by Sharon Priester to approve the out of cycle grant request for Harambee Festival as presented. The motion passed unanimously, 9-0.***

#### **Destination Differentiators Review**

Ms. Post introduced Katie Kole who presented Tallahassee/Leon County destination defining statements as requested by the TDC at the Special TDC Meeting on Sept. 11, 2019. The council requested additional content on Arts & Culture and History & Heritage. Tourism staff will work with COCA to identify the differentiators in our market.

#### **Scott Carswell Presents Update**

Scott Carswell provided an update on the events at the Capital City Amphitheater. He noted upcoming shows *Boyz II Men* and *Dennis DeYoung* for February 2020. He stated future activations include a Christian Rock concert. Ms. Post announced a new collaboration with the Downtown Improvement Authority to host the New Year's Eve Celebration in Cascades Park featuring fireworks and the band *Tallahassee Nights Live*.

**Tallahassee Sports Council Update and Sports Grants Review**

Mike Collins provided a review of recent sports tourism activity complimenting staff on efforts to showcase Tallahassee/Leon County as a world class sport destination. He mentioned plans include a bid submission to host a future Cross-Country World Championship.

Mr. Collins acknowledged a total of five grant requests pending due to a technical error with the online grant submission process. Ms. Post recommended reviewing the grants at the next meeting as the materials were not provided. She thanked Mr. Collins for recognizing staff for the high level of service and execution of seven championships in five weeks.

**VI. EXECUTIVE DIRECTOR’S REPORT** – Kerri Post shared the following updates:

- The date for the Holiday Tourism Industry Event & Toy Drive – Monday, Dec. 16, at Hangar 38.
- Florida Trend Feature – January 2020
- Flamingo Magazine’s ten-page feature about Tallahassee’s trails.
- A brief update on the status of the Amtrak Building.
- Recent articles regarding hotel prices in Tallahassee.

**VII. ADDITIONAL BUSINESS: “For the Good of the Cause”** – Bo Schmitz

Chairman Schmitz confirmed there was no additional business for the good of the cause.

**VIII. ADJOURN**

There being no further business to come before the Council, the meeting was adjourned at 11:20 a.m.

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Attest: Bo Schmitz, Chairman

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Attest: Renee Jones, Public Relations and Marketing Specialist

**Tourist Development Council**  
Statement of Cash Flow  
Period Ending November 30, 2019

**4-Cents Collections**

Acct # REVENUES	YTD	November	FY 2019/20	% Revenue	
	Actuals	Actuals	Budget	Received	Variance
312100 Local Option Tax (4-cents)	\$ 920,004.42	\$ 450,242.66	\$ 4,673,848	20%	(3,753,844)
361320 Tax Collector FS 125.315	\$ -	-	-		-
361111 Pooled Interest Allocation	\$ 965.00	-	102,600		
365000 Merchandise Sales	\$ 1,112.67	571.67	3,634		
366500 Special Event Grant Reimbursements	\$ -	-	12,500		
366930 Other Contributions/Partnerships	\$ -	-	2,400		
361300 Interest Inc/FMV Adjustment	\$ -	-	-		
369900 Miscellaneous Revenue	\$ 2,680.00	-	72,500		
399900 Appropriated Fund Balance	\$ -	-	414,525		
Total Estimated Receipts			5,282,007		
			<u>\$ 924,762.09</u>	<u>\$ 450,814.33</u>	

Acct # EXPENDITURES	YTD	November	FY 2019/20	FY 2019/20	% Budget	Under/
	Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
<i>Administration (301)</i>						
51200 Salaries & Wages	\$ 37,647.32	\$ 17,499.59	\$ 228,062	\$ 228,062	17%	\$ 190,415
51250 Regular OPS Salaries & Wages	\$ 2,498.09	1,283.98	16,386	16,386	15%	13,888
51500 Special Pay	\$ -	-	1,100	1,100	0%	1,100
52100 FICA	\$ 2,986.51	1,381.17	18,980	18,980	16%	15,993
52200 Retirement Contributions	\$ 7,246.88	3,331.22	42,359	42,359	17%	35,112
52210 Deferred Compensation	\$ 72.22	37.04	766	766	9%	694
52300 Life & Health Insurance	\$ 3,867.24	2,724.90	33,444	33,444	12%	29,577
52400 Workers Compensation	\$ 72.26	33.81	378	378	19%	306
53400 Other Contractual Services	\$ -	-	160,700	160,700	0%	160,700
54000 Travel & Per Diem	\$ -	-	7,500	7,500	0%	7,500
54101 Communications - Phone System	\$ -	-	480	480	0%	480
54300 Utilities-160-950-591001-552	\$ -	-	-	-	0%	-
54400 Rental & Leases	\$ 10,282.81	3,430.67	50,000	50,000	21%	39,717
54505 Vehicle Coverage	\$ -	-	366	366	0%	366
54600 Repair & Maintenance	\$ 80.00	80.00	34,000	34,000	0%	33,920
54601 Vehicle Repair	\$ -	-	580	580	0%	580
54900 Other Current Charges	\$ 563.97	464.94	1,971	1,971	29%	1,407
55100 Office Supplies	\$ 88.00	88.00	1,000	1,000	9%	912
55200 Operating Supplies	\$ -	-	3,000	3,000	0%	3,000
55210 Fuel & Oil	\$ -	-	415	415	0%	415
55400 Publications, Memberships	\$ -	-	2,300	2,300	0%	2,300
55401 Training	\$ -	-	3,000	3,000	0%	3,000
<i>Advertising/Public Relations (302)</i>						
53400 Other Contractual Services	\$ -	\$ -	\$ 1,616,473	\$ 1,616,473	0%	\$ 1,616,473
<i>Marketing (303)</i>						
51200 Salaries & Wages	\$ 73,637.46	\$ 37,762.78	\$ 456,399	\$ 456,399	16%	\$ 382,762
51210 Regular OPS Salaries & Wages	\$ 2,498.13	1,284.00	16,386	16,386	0%	13,888
51500 Special Pay	\$ -	-	2,000	2,000	100%	2,000
52100 FICA	\$ 5,686.79	2,894.15	37,276	37,276	15%	31,589
52200 Retirement Contributions	\$ 6,199.01	3,179.21	40,308	40,308	15%	34,109
52210 Deferred Compensation	\$ -	-	-	-		-
52300 Life & Health Insurance	\$ 4,570.52	3,302.68	73,799	73,799	6%	69,228
52400 Workers Compensation	\$ 253.09	129.79	1,417	1,417	18%	1,164
53400 Other Contractual Services	\$ 9,415.30	2,088.90	125,500	125,500	8%	116,085
54000 Travel & Per Diem	\$ 1,491.23	69.99	72,925	72,925	2%	71,434
54100 Communications Services	\$ 326.04	326.04	7,823	7,823	4%	7,497
54101 Communications - Phone system	\$ -	-	1,140	1,140	0%	1,140
54200 Postage	\$ -	-	43,700	43,700	0%	43,700
54400 Rental & Leases	\$ 308.38	154.19	8,420	8,420	4%	8,112
54700 Printing	\$ -	-	16,500	16,500	0%	16,500
54800 Promotional Activities	\$ -	-	67,000	67,000	0%	67,000
54860 TDC Direct Sales Promotions	\$ 605.00	605.00	52,290	52,290	1%	51,685
54861 TDC Community Relations	\$ -	-	38,000	38,000	0%	38,000



54862	TDC Merchandise	\$	493.42	493.42	7,500	7,500	7%	7,007
54900	Other Current Charges	\$	115,233.36	69,328.55	540,000	540,000	21%	424,767
54948	Other Current Chrg - Amphitheater	\$	71,084.75	71,084.75	315,000	315,000	23%	243,915
55100	Office Supplies	\$	234.90	-	3,700	3,700	6%	3,465
55200	Operating Supplies	\$	-	-	5,000	5,000	0%	5,000
52250	Uniforms	\$	-	-	4,500	4,500	0%	4,500

Acct #	EXPENDITURES		YTD	November	FY 2019/20	FY 2019/20	% Budget	Under/
	<i>Administration (303)(Continued)</i>		Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
55400	Publications, Memberships	\$	2,005.37	\$ 104.18	\$ 24,028	\$ 24,028	8%	22,023
55401	Training	\$	-	-	10,000	10,000	0%	10,000
56400	Machinery & Equipment	\$	-	-	-	-	-	-
58160	TDC Local T&E	\$	-	-	1,500	1,500	0%	1,500
58320	Sponsorship & Contributions	\$	-	-	36,000	36,000	0%	36,000
	<i>Special Events/Grants (304)</i>	\$	-	-	-	-	-	-
58300	Grants & Aids	\$	6,391.80	6,391.80	765,000	765,000	1%	758,608
	<i>Welcome Center CIP (086065)</i>	\$	-	-	-	-	-	-
56200	Building	\$	-	-	-	-	-	-
	<i>Countywide Automation (470)</i>	\$	-	-	-	-	-	-
54110	Com-net Communications	\$	-	-	4,735	4,735	0%	4,735
54600	Repairs and Maintenance	\$	-	-	3,087	3,087	0%	3,087
	<i>Risk Allocations (495)</i>	\$	-	-	-	-	-	-
54500	Insurance	\$	-	-	5,364	5,364	0%	5,364
	<i>Indirect Cost (499)</i>	\$	-	-	-	-	-	-
54900	Indirect Cost Charges	\$	-	-	221,000	221,000	0%	221,000
	<i>Line Item Funding - (888)</i>	\$	-	-	-	-	-	-
58214	Cultural Facilities Grant Program	\$	-	-	-	-	-	-
58215	Local Arts Agency Program	\$	-	-	1,168,462	1,168,462	0%	1,168,462
	<i>Transfers (950)</i>	\$	-	-	-	-	-	-
591220	Transfer to Fund 220	\$	-	-	-	-	0%	-
591220	Transfer to Fund 305	\$	-	-	-	-	0%	-
	<i>Salary Contingency (990)</i>	\$	-	-	-	-	-	-
59900	Other Non-operating Uses	\$	-	-	50,000	50,000	0%	50,000
	Reserve for Fund Balance	\$	-	-	-	-	-	-
	<b>Total Expenditures</b>	\$	<b>365,839.85</b>	<b>\$ 229,554.75</b>	<b>\$ 6,449,019</b>	<b>\$ 6,449,019</b>		

### 1-Cent Collections

Acct #	REVENUES		YTD	November	FY 2019/20	FY 2019/20	% Revenue	Variance
			Actuals	Actuals	Adopt. Budget	Adj. Budget	Received	
312110	Local Option Resort (1 -cent)	\$	230,001.08	\$ 112,560.66	\$ 1,168,462	\$ 1,168,462	20%	938,461
361111	Pooled Interest	\$	-	-	-	-	-	-
361320	Tax Collector FS 125.315	\$	-	-	-	-	-	-
366930	Refund from Prior Years	\$	-	-	-	-	-	-
	<b>Total Revenues</b>	\$	<b>230,001.08</b>	<b>112,560.66</b>	<b>\$ 1,168,462</b>	<b>\$ 1,168,462</b>		

Acct #	EXPENDITURES		YTD	November	FY 2019/20	FY 2019/20	% Budget	Under/
			Actuals	Actuals	Adopt. Budget	Adj. Budget	Spent	(Over)
58100	Aids to Government Agencies	\$	-	\$ -	\$ 4,970,196	\$ 4,970,196	0%	4,970,196
	<b>Total Expenditures</b>	\$	<b>-</b>	<b>\$ -</b>	<b>\$ 4,970,196</b>	<b>\$ 4,970,196</b>	<b>0%</b>	<b>4,970,196</b>

### NOTES TO THE FINANCIAL STATEMENT As of November 30, 2019

#### REVENUES

- 1- Revenue for the 4-cent collections \$450,242.66  
2 - Revenue for the 1-cent collections \$112,560.66

#### EXPENSES

Grant program payments for FY20 - \$6391.80 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
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**Notes:**

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

Date Created: Dec 16, 2019

# Visit Tallahassee

For the Month of November 2019



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Help	4

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

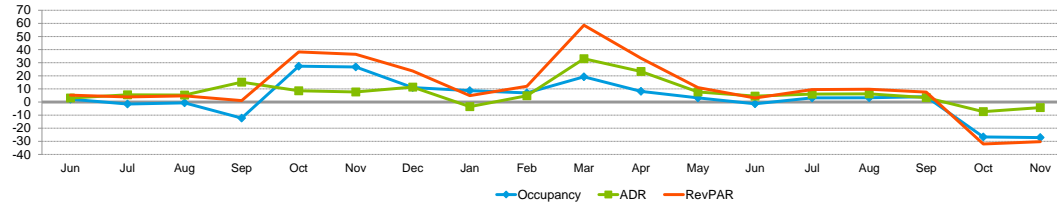
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Source: 2019 STR, Inc. / STR Global, Ltd. trading as "STR".

Tab 2 - Trend Leon County, FL

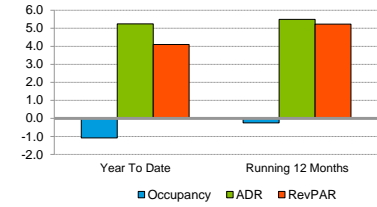
Currency: USD - US Dollar

Visit Tallahassee  
For the Month of November 2019

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2018								2019									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	71.5	64.4	67.9	61.6	86.3	84.1	66.6	73.1	81.3	83.2	72.2	65.3	70.5	66.4	70.1	64.1	63.3	61.3
Last Year	70.0	65.4	68.3	70.2	67.8	66.4	59.9	67.3	76.0	69.8	66.7	63.3	71.5	64.4	67.9	61.6	86.3	84.1
Percent Change	2.1	-1.6	-0.7	-12.3	27.3	26.7	11.1	8.6	6.9	19.2	8.2	3.1	-1.4	3.2	3.3	4.1	-26.6	-27.1

Year To Date		
2017	2018	2019
68.1	70.8	70.0
65.6	68.1	70.8
3.8	4.0	-1.1

Running 12 Months		
2017	2018	2019
67.1	69.9	69.7
64.3	67.1	69.9
4.5	4.1	-0.2

ADR	2018								2019									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	91.28	86.77	99.80	119.59	128.68	121.01	101.15	106.10	114.55	125.18	121.22	115.39	95.40	92.05	106.04	123.56	119.22	115.83
Last Year	88.56	82.23	94.73	103.80	118.55	112.39	90.84	109.96	109.36	94.09	98.28	107.20	91.28	86.77	99.80	119.59	128.68	121.01
Percent Change	3.1	5.5	5.4	15.2	8.5	7.7	11.3	-3.5	4.7	33.0	23.3	7.6	4.5	6.1	6.3	3.3	-7.4	-4.3

Year To Date		
2017	2018	2019
101.54	106.73	112.33
98.86	101.54	106.73
2.7	5.1	5.2

Running 12 Months		
2017	2018	2019
100.56	105.62	111.42
97.98	100.56	105.62
2.6	5.0	5.5

RevPAR	2018								2019									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	65.24	55.86	67.73	73.62	111.05	101.76	67.32	77.54	93.08	104.14	87.52	75.38	67.24	61.13	74.31	79.18	75.50	70.98
Last Year	61.98	53.79	64.71	72.86	80.35	74.59	54.44	73.97	83.09	65.65	65.60	67.91	65.24	55.86	67.73	73.62	111.05	101.76
Percent Change	5.3	3.8	4.7	1.1	38.2	36.4	23.7	4.8	12.0	58.6	33.4	11.0	3.1	9.4	9.7	7.6	-32.0	-30.3

Year To Date		
2017	2018	2019
69.11	75.52	78.62
64.85	69.11	75.52
6.6	9.3	4.1

Running 12 Months		
2017	2018	2019
67.51	73.80	77.66
62.97	67.51	73.80
7.2	9.3	5.2

Supply	2018								2019									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	169,470	175,119	175,119	169,470	175,119	170,790	179,676	179,676	162,260	179,645	173,820	179,614	173,820	179,614	179,614	173,820	179,614	176,460
Last Year	164,070	167,679	167,679	160,770	166,129	160,770	166,129	166,129	150,052	172,329	169,470	175,119	169,470	175,119	175,119	169,470	175,119	170,790
Percent Change	3.3	4.4	4.4	5.4	5.4	6.2	8.2	8.2	8.1	4.2	2.6	2.6	2.6	2.6	2.6	2.6	2.6	3.3

Year To Date		
2017	2018	2019
1,812,916	1,868,186	1,937,957
1,827,893	1,812,916	1,868,186
-0.8	3.0	3.7

Running 12 Months		
2017	2018	2019
1,962,455	2,034,315	2,117,633
2,001,183	1,962,455	2,034,315
-0.9	2.6	4.1

Demand	2018								2019									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	121,132	112,736	118,841	104,331	151,124	143,630	119,583	131,315	131,849	149,449	125,497	117,336	122,510	119,289	125,865	111,393	113,749	108,130
Last Year	114,820	109,674	114,543	112,838	112,595	106,695	99,561	111,751	114,013	120,241	113,121	110,832	121,132	112,736	118,841	104,331	151,124	143,630
Percent Change	5.5	2.8	3.8	-7.5	34.2	34.6	20.1	17.5	15.6	24.3	10.9	5.8	1.1	5.8	5.9	6.8	-24.7	-24.7

Year To Date		
2017	2018	2019
1,233,902	1,321,852	1,356,382
1,198,976	1,233,902	1,321,852
2.9	7.1	2.6

Running 12 Months		
2017	2018	2019
1,330,852	1,421,413	1,475,965
1,286,003	1,330,852	1,421,413
3.5	6.8	3.8

Revenue	2018								2019									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	11,057,012	9,781,574	11,860,661	12,476,571	19,447,253	17,380,231	12,096,103	13,932,750	15,103,204	18,707,564	15,212,739	13,539,849	11,687,317	10,980,259	13,346,789	13,763,865	13,560,777	12,524,726
Last Year	10,168,737	9,019,039	10,850,314	11,712,931	13,348,577	11,991,475	9,044,556	12,288,057	12,468,178	11,313,515	11,117,949	11,892,133	11,057,012	9,781,574	11,860,661	12,476,571	19,447,253	17,380,231
Percent Change	8.7	8.5	9.3	6.5	45.7	44.9	33.7	13.4	21.1	65.4	36.8	13.9	5.7	12.3	12.5	10.3	-30.3	-27.9

Year To Date		
2017	2018	2019
125,287,970	141,083,133	152,359,841
118,534,912	125,287,970	141,083,133
5.7	12.6	8.0

Running 12 Months		
2017	2018	2019
133,836,316	150,127,689	164,455,943
126,007,350	133,836,316	150,127,689
6.2	12.2	9.5

Census %	2018								2019									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Census Props	60	60	60	60	60	60	61	61	61	61	61	61	61	61	61	61	61	61
Census Rooms	5649	5649	5649	5649	5649	5693	5796	5796	5795	5795	5794	5794	5794	5794	5794	5794	5794	5882
% Rooms Participants	90.9	90.9	90.9	89.3	89.3	89.4	89.5	89.5	89.5	89.5	89.5	89.5	89.5	89.5	89.5	89.5	89.5	90.9

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## OCTOBER 2019 - NOVEMBER 2019 HIGHLIGHTS

- Visit Tallahassee has had an exciting start of the new fiscal year as we have focused our efforts in October and November on laying the groundwork for the coming year.
  - The "Pretty. Unexpected." campaign is rolling out with the development of new outdoor billboards east and west bound on I-10, as well as digital, print, email and social creative assets
  - The new VisitTallahassee.com website is well underway in development and gearing up for a Q2 launch in conjunction with our first mobile application and marketing automation platform
- October and November have been busy for coverage as well. Tallahassee was featured in 16 pages of earned content between the winter issues of Okra Magazine and Flamingo Magazine.
- Below is a breakdown of the new FY 2020 KPIs and where we are currently pacing year to date, note this includes October and November 2019. As media efforts go into full throttle, we look forward to seeing positive growth in the coming months.

2019 - 2020 KPI's:	% TO GOAL (AS OF NOV '19)	
Increase Page Views on VT.com by 4% (Goal: 1,294,999)	134,866 page views (10% to goal)	↓
Increase Traffic to VT.com by 4% (Goal: 664,001)	70,658 sessions (11% to goal)	↓
Increase Page Views on Trailahassee.com by 5% (Goal: 63,515)	9,754 page views (15% to goal)	→
Increase Traffic to Trailahassee.com by 5% (Goal: 34,670)	2,853 sessions (15% to goal)	→
Increase Email Open Rate (Goal: 17%)*	15.4% average (91% to goal)	↑
Increase Email Click Rate (Goal: 7%)*	4.92% average (70% to goal)	↑
Increase Facebook Engagements by 10% (Goal: 310,000)	23,769 engagements (7.67% to goal)	↓
Increase Facebook Followers by 10% (Goal: 72,500)	-91 new followers (-1.45% to goal)	↓
Increase Instagram Engagements by 10% (Goal: 271,000)	11,832 engagements (4.36% to goal)	→
Increase Instagram Followers by 15% (Goal: 16,000)	14,758 followers (3.24% to goal)	↓
Increase Twitter Engagements by 10% (Goal: 260,000)	5,981 engagements (2.30% to goal)	↓
Increase Twitter Followers by 10% (Goal: 15,000)	13,675 followers (5.42% to goal)	↓
Increase #iHeartTally Impressions by 15% (Goal: 62,000,000)	8,670,569 impressions (13.98% to goal)	→
Total Placements of Earned Media (Goal: 200)	32 placements (21.3% to goal)	↑
Total Earned Impressions (Goal: 100,000,000)	34,076,100 impressions (34.1% to goal)	↑
Public Relations Publicity Value (Goal: \$1,000,000)	\$335,514.08 publicity value (33.4% to goal)	↑
Media Experiences: 12 Individual, 4 Local Influencers, 2 FAM Tours	2 experiences (11% to goal)	↓
Public Relations Broadcast Promotions (Goal: 8)	1 promotion (12.5% to goal)	→
Public Relations Co-op Promotions (Goal: 1)	0 (0% to goal)	↓

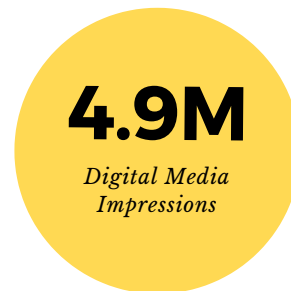
\*The email open rate and click rate KPI's will fluctuate monthly depending on how many emails were released and number of recipients.





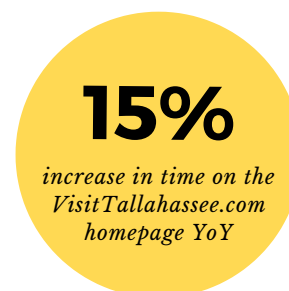
## DIGITAL MEDIA: OCT 2019 - NOV 2019

- 4,978,000+ total digital media impressions.
- The digital ads delivered an impressive 0.25% average click through rate.
- Paid search drove over 10,000 site visits and garnered almost 90,000 impressions.



## WEBSITE: OCT 2019 - NOV 2019

- 134,866 total page views on VisitTallahassee.com.
- We continue to see a trend that women ages 25-34 located in Florida are the highest engaged audience with VisitTallahassee.com.
- Trailahassee.com's organic search was the top traffic source in October & November.





## SOCIAL MEDIA: OCT 2019 - NOV 2019

- Garnered over 8M new #iHeartTally impressions across all platforms.
- The Third Eye Blind paid ads garnered over 66,000 impressions and reached over 35,000 potential visitors.



**23,700+**

Engagements as of Nov 2019



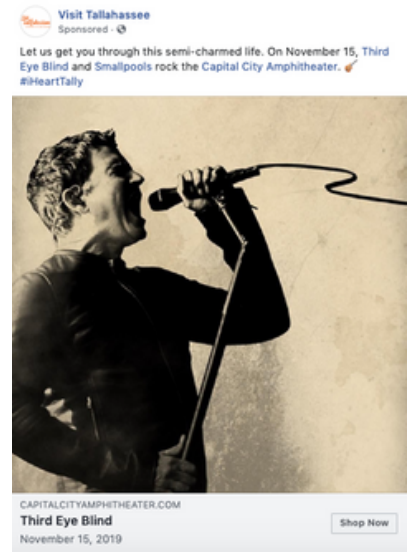
**11,800+**

Engagements as of Nov 2019



**5,900+**

Engagements as of Nov 2019



## PR HIGHLIGHTS: OCT 2019 - NOV 2019

- Resulting from Jennifer Kornegay's individual stay in September, Okra Magazine featured a six-page spread on the Red Hills Region including Tallahassee and Thomasville, highlighting six local partners and reaching more than 100,000 readers.
- Flamingo Magazine published a 10-page spread featuring Tallahassee's extensive mountain biking trails, reaching more than 60,000 readers as a result from Eric Barton's individual stay in September.
- Reaching more than 500,000 viewers, Coy Wire mentioned Visit Tallahassee during HLN's Weekend Express on Nov. 14 while covering FAMU's Tums Tailgate Sweepstakes.
- Directly resulting from the September Influencer FAM, The Dainty Darling, Queen City Trends, and Chanel Moving Forward ran blog posts throughout October that highlighted Tallahassee, garnering a combined reach of 248,000.



My Trip To Tallahassee Florida

I had a wonderful opportunity to attend a press trip to visit Tallahassee with a few other lifestyle influencers and the Visit Tally team! Tallahassee is the capital of Florida and is the largest city in the state's panhandle region. It's also a city that is known for a vibrant college community with FSU, Florida A&M and a few other smaller schools. We spent the weekend checking out various restaurants, Wakulla Springs, local shopping and of course the nightlife scene. I'll break out each section by day below with lots of photos and a short description of each place we visited.





Visit  
**Tallahassee**  
*Pretty Unexpected.*

## AT A GLANCE



**FY2020 Media Stories**

**Goal: 150**

**YTD Media Stories: 52**

Media Stories

Oct. & Nov. = **52**



**FY2020 Media Value**

**Goal: \$1 Million**

**YTD Media Value**

**\$336,344**

Media Value for

Oct. & Nov. = **\$336,344**



**YTD Social Media**

**Engagements: 41,582**

Facebook Likes: 66,110

Instagram Followers: 14,700

Twitter Followers: 13,600

***Pretty Unexpected.***

**Campaign Launched**

The exciting new creative platform positioning Tallahassee/Leon County as "Pretty Unexpected." was introduced and is being implemented across all marketing channels.

## MARKETING COMMUNICATIONS

OCTOBER/NOVEMBER 2019

Katie Kole, Senior Marketing Director

Scott Lindeman, Marketing Communications Director

Renee Jones, PR/Marketing Specialist

### MISSION STATEMENT

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

### HIGHLIGHTS

- Introduced the new "Pretty Unexpected." creative platform and are implementing it across all media channels.
- Hosted German Film Tourism expert Andrea David for a photoshoot and blog story about Wakulla Springs.
- Hosted French-Canadian journalist Marie Poupart for an upcoming feature in *Le Journal de Montréal*, the largest daily newspaper in Quebec Canada.
- Hosted family travel and lifestyle influencer Winona Rogers who attended and blogged about the Third Eye Blind concert and family-friendly attractions.
- Held an in-depth site visit tour of Goodwood Museum & Gardens for Visit Tallahassee staff.
- Promoted the Fall Seasoned Local Bucket List Adventure on NPR/WFSU with Tom Flanigan.
- Exhibited at the LifeLong Outdoor Pursuits Expo at Goodwood Museum & Gardens.
- Using Photoboxx, distributed souvenir photos at Apalachee Regional Park for the FSU Invitational, FHSAA Pre-State, and FHSAA State Championship cross country races.
- Attended in the unveiling ceremony of the Soul Voices historical markers in Frenchtown.

### ON THE HORIZON

- Promotion of the Dennis DeYoung and Boyz II Men concerts set to take place at Capital City Amphitheater on Feb. 20 & 29.
- Finalizing list and updated prizes for Winter Seasoned Local bucket list adventures.

### OUT & ABOUT



PR/Marketing Specialist Renee Jones attends the VISIT FLORIDA media reception in New York City to pitch Tallahassee story ideas to dozens of nationally recognized travel writers.





### GOAL AT A GLANCE

**FY2020**

**Room Nights Goal:  
8,964**

**Room Nights for  
October-November: 160**

### ON THE HORIZON

- Partnering with the Tallahassee Mountain Bike Association (TMBA) in hosting the Southern Off-Road Bicycle Association (SORBA) Southern Mountain Bike Summit, March 17-21, 2020.

### OUT & ABOUT



- Janet Roach and partners Tamara Byrd (Four Points), Michele Thomas (DoubleTree) and Mark Xenophon (Hotel Indigo) hosted over 60 meeting planners at the FSAE Meeting Planner Roundtable at John Gandy Events Warehouse on November 6.

### MISSION STATEMENT

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

### HIGHLIGHTS

- Awarded the Florida A&M University National Alumni Association (FAMU NAA) Convention in June 2020 with an expected 250 attendees.
- Hosted two site visits for Southern Mountain Bike Summit (March 2020) and Data Recognition Corp (February or Summer 2020).
- Attended Florida Encounter, the official meeting show of VISIT FLORIDA and held 27 face to face meetings with prequalified meeting planners interested in booking meetings in Florida.
- Supported and co-sponsored the plenary session at the Energy Water Food Nexus International Summit at FAMU, November 7-8.
- Exhibited at the Florida Society of Association Executives Education Expo attended by 150 meeting professionals.

### EVENTS HOSTED (ANTICIPATED NUMBERS)

- 2019 ARLIS Meeting on November 6-8 with 20 visitors and 60 room nights.
- Energy Water Food Nexus International Summit at FAMU on November 7-8 with 50 visitors and 100 room nights.

### LEADS DISTRIBUTED (ANTICIPATED NUMBERS)

- Bridge Hospitality Group (November 13-15, 2019) with 30 visitor and 60 room nights.
- Chamber of Southwest Florida (January 26-27, 2020) with 50 visitors and 100 room nights.
- US Trail Running Conference (Fall 2020) with 75 visitors and 250 room nights.
- Florida A&M University National Alumni Association (FAMU NAA) Convention (June 4-7, 2020) with 250 visitors and 630 room nights.





**GOAL AT A GLANCE**

**FY2020  
Room Nights Goal:  
9,902**

**Room Nights for  
Oct. & Nov.:  
375**

**ON THE HORIZON**

Final planning stages of the first Tallahassee Trail Festival taking place in March.

**OUT & ABOUT**



Assisting the Sports Department with packet pick up for the FSU Invite/ Pre-State Meet in October.

**MISSION STATEMENT**

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

**HIGHLIGHTS**

- Compiled and distributed bi-weekly "Happenings ALL Around Town" to partners.
- Managed packet pick-up for the FSU Invite/Pre State Cross Country meet and Florida High School State Association Cross Country State Championships and assisted with the NCAA Cross Country Regional and USATF Cross Country Region 4 Qualifier.
- Assisted American Ring Travel on locating a host hotel for tour groups throughout the year.
- Met Tallahassee Trail Festival event planner to review plans for the festival in March 2020.
- Assisted the Sports Department with a site visit for the National Junior College Athletic Association Cross Country Championships for 2022 and 2023.
- Discussed marketing opportunities with the President, Regional Sales Manager, and General Manager for Complex Sports and Entertainment at FSU.
- Assisted the football teams that qualified for the Florida High School State Association 1A, 2A and 3A Championships with locating hotel rooms.
- Set up an itinerary for St. Martha's Middle School visit to the Capitol.

**LEADS DISTRIBUTED (ANTICIPATED NUMBERS)**

- American Ring Travel – with an estimated 625 room nights and 750 out of town visitors.





### GOAL AT A GLANCE

**FY2020**

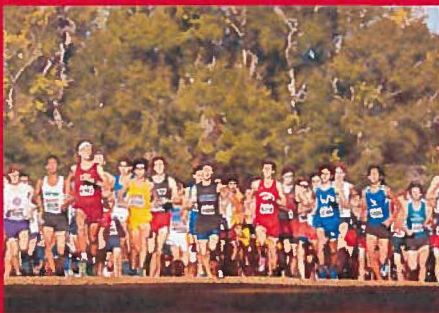
**Room Nights Goal:  
39,520**

**Room Nights for  
October/November:  
6,373**

### ON THE HORIZON

In March, a representative with the International Mountain Bike Association (IMBA) will conduct a trail assessment in Tallahassee. This is the final step towards being awarded the IMBA Ride Center Designation.

### OUT & ABOUT



The start of the 2019 FHSAA Cross Country Championships on November 9 brought nearly 2,000 runners and over 6,000 visitors to Leon County.

### MISSION STATEMENT

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

### HIGHLIGHTS

- Hosted four major cross country meets at Apalachee Regional Park that brought more than 6,500 runners. Meets included the 2019 Florida High School Athletics Association State Championships, FSU Invitational, NCAA South Regional Championships and USA Track & Field Junior Olympics Regional Championships
- Hosted a Recreation and Sports Facility meeting with all community facility owners to talk about future sports facility plans within the community.
- Assisted with the development of the final site plans for the future Apalachee Regional Park operations building, finish line and awards stage.
- Attended the TEAMS Conference in Anaheim, CA and participated in 25 meetings with prospective rights holders and industry peers.
- Hosted National Junior Collegiate Athletic Association (NJCAA) on a site visit for bidding on the 2022-2023 NJCAA Cross Country National Championships.
- Awarded the 2020 Amateur Athletic Union (AAU) Cross Country National Championships to be held at Apalachee Regional Park in December 2020.

### EVENTS HOSTED (ANTICIPATED NUMBERS)

- Hosted 18 events which attracted 12,015 visitors and 6,373 room nights to Leon County.

### LEADS DISTRIBUTED (ANTICIPATED NUMBERS)

- Sent five leads accounting for 5,682 visitors, 1,232 room nights and an estimated \$2,653,510 in direct spending.





**AT A GLANCE**

**FY2020 2<sup>nd</sup> Cycle Sports  
Grant Applications**

Sports Grants Available for  
Events Taking Place  
March 6 – Sept 30, 2020

Submission Period Opens  
January 1, 2020

Submission Cycle Closes  
February 17, 2020



**Welcome Packs Distributed**  
October & November: **4,412**



**Walk-Ins at Visitor Center**  
October & November: **336**



**Gift Shop Sales**  
October & November:  
**\$1,196.15**

**MISSION STATEMENT**

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

**HIGHLIGHTS**

- Processed 81 Grant Contracts and returned a copy of fully executed documents to grantees.
- Updated décor and increased social media promotion for Visitor Center Gift Shop to entice shoppers looking for unique Tallahassee-themed gifts for the Holiday Season.
- Presented to FSU Recreation, Tourism and Events students on career opportunities in Tourism and Recreation during class on October 22.
- Participated in mock job interviews for FSU Recreation, Tourism and Events Senior Seminar students at the Turnbull Center on November 4.
- Represented Leon County Division of Tourism on the Lake Talquin State Park Unit Management Plan Review Committee. Attended Public Meeting on November 12 and participated in review committee meeting on November 13 at Fort Braden Community Center.

**ON THE HORIZON**

- Stocking up on promotional items in anticipation of increased Welcome Packet requests beginning in January due to the 2020 Legislative Session.

**GIFT SHOP FEATURED ITEM**



New coffee mugs and spiral notebooks with signature Leon County/Tallahassee places and events now available in our Gift Shop!



# LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

Economic Impact Estimate for  
FAMU Homecoming Week  
Sept 29<sup>th</sup> – Oct 5<sup>th</sup>, 2019



Visit  
*Tallahassee*  
A Division of Leon County

**DS** downs & st. germain  
RESEARCH



# DIRECT SPENDING

# \$2,333,300

People who **live outside** of Leon County spent \$2,333,300<sup>1</sup> during FAMU Homecoming events.

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



# OUT-OF-COUNTY VISITORS

# 10,000

Including overnight visitors and day trippers, there were 10,000 individuals from outside Leon County who attended FAMU Homecoming events.

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<sup>1</sup> A total attendance figure of 25,679 reported by Florida A&M University was used for this report. The number of unique attendees directly impacts economic data contained in this report.



# TOTAL ECONOMIC IMPACT

# \$3,686,600

When including indirect and induced effects<sup>1</sup> of direct spending, the total economic impact of people attending FAMU Homecoming events who **live outside** of Leon County was \$3,686,600.<sup>2</sup>

---

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

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



# PAID ROOM NIGHTS GENERATED

# 6,100

People who **live outside** of Leon County spent 6,100 nights in Leon County hotels, motels, etc. while attending FAMU Homecoming events.

# OUT-OF-COUNTY VISITOR PROFILE

- **2.6** people per travel party
- **2.3** nights stayed in Tallahassee
- **35** years old – median age
- **\$62,900** – median household income

# YEAR-TO-YEAR COMPARISONS

	FY2016	FY2019
Economic Impact	\$3,897,500	\$3,686,600
Direct Spending	\$2,466,800	\$2,333,300
Room Nights	6,483	6,100
Out-of-town visitors	11,493	10,000
Attendance	29,469	25,679

# METHODOLOGY

- The economic impact of FAMU Homecoming Week was based on data from the following sources:
  - Interviews conducted by Downs & St. Germain Research with 235 attendees of FAMU Homecoming Week,
  - Attendance figures from the FAMU Homecoming football game,
  - Leon County Division of Tourism/Visit Tallahassee Visitor Tracking Studies, and
  - Tourism database at Downs & St. Germain Research.

# LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

## Economic Impact Estimate for FAMU Homecoming Week

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

Glencora Haskins, Project Director, glencora@dsg-research.com

Isiah Lewis, Project Director, isiah@dsg-research.com

Downs & St. Germain Research

850-906-3111 | www.dsg-research.com



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# LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

Spending Estimate for Frenchtown “Rising”  
during FAMU Homecoming Week  
Oct 4<sup>th</sup>, 2019



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# FRENCHTOWN “RISING” DIRECT SPENDING<sup>1</sup>

**\$150,000 - \$200,000**

Those who attended the Frenchtown “Rising” event during FAMU Homecoming spent between \$150,000 and \$200,000 total in the Frenchtown area.<sup>2</sup>

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<sup>1</sup>Direct Spending estimate is based off of an attendance estimate provided by event staff of 12,500 with 80% of attendees being local and 20% being out-of-town visitors. Downs & St. Germain Research has no direct validation of the attendance estimate provided by event staff.

<sup>2</sup>Total spending during Frenchtown “Rising” includes both locals and out-of-town visitors



# LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

## Economic Impact Estimate for FAMU Homecoming Week

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

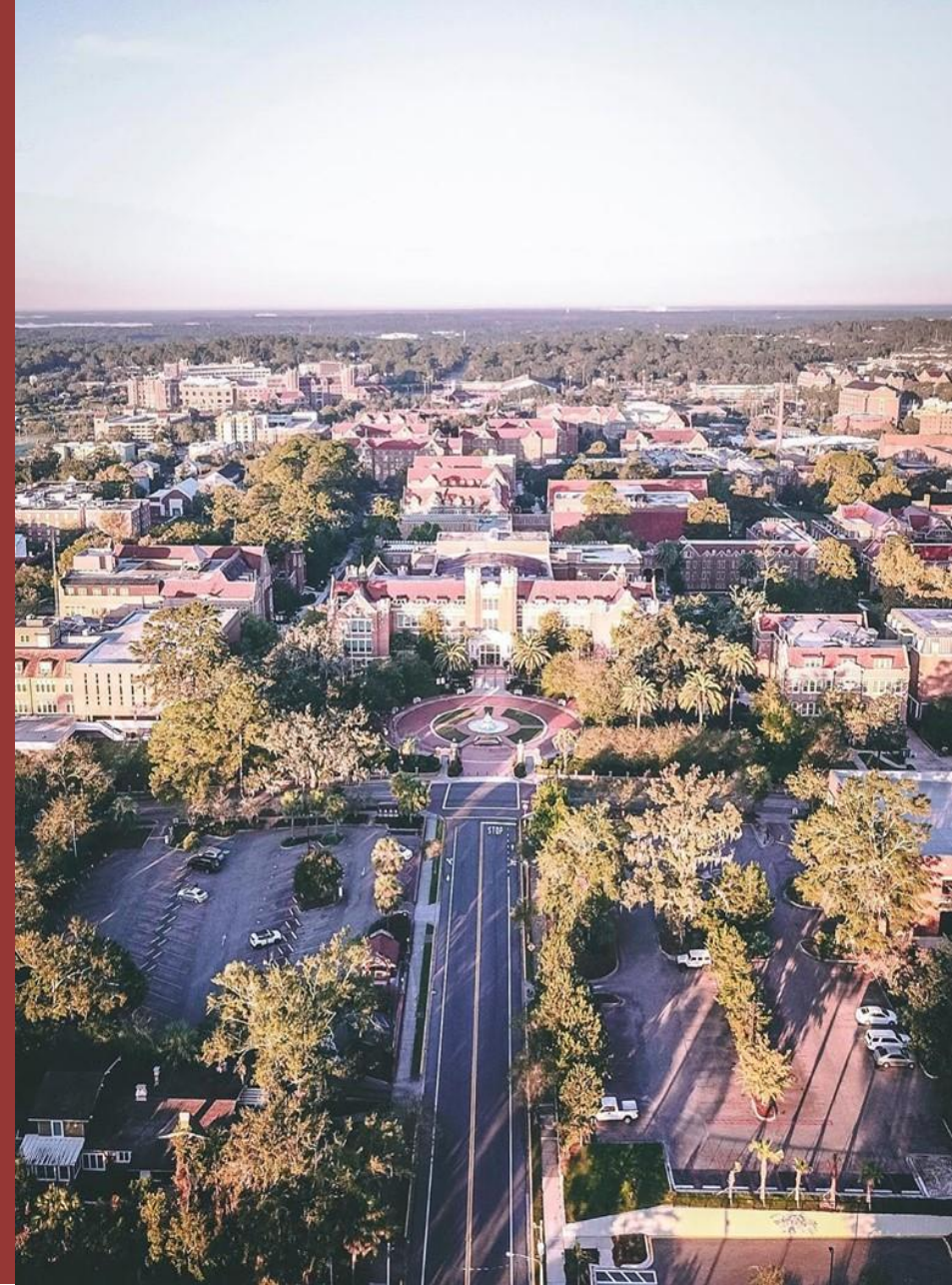
Rachael Anglin, Senior Project Director, rachael@dsg-research.com

Glencora Haskins, Project Director, glencora@dsg-research.com

Isiah Lewis, Project Director, isiah@dsg-research.com

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## MEMORANDUM

DATE: 01/09/2019

TO: Leon County Tourist Development Council Members

THROUGH: Kerri L. Post, Executive Director

FROM: Amanda Heidecker, Sports Director

SUBJECT: FY 2020 Sports Event Grant Funding Recommendations

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The Tallahassee Sports Council (TSC) respectfully presents the funding recommendation for (5) Sports Events for the first cycle due to technical errors with the electronic submission system.

After carefully considering the 5 event applications and their ability to generate room nights for our community, especially in the non-peak times and shoulder seasons, the TSC is recommending funding these 5 events for a total of \$6,497 from the available balance of \$34,603 of the total of \$130,000 allocated in the Sports Event Grant budget. Attached you will find the listing of the 5 event applications summarizing the TSC recommendations.

Organization	Event	Amount Requested	Final Recommendation
Tallahassee Community College Men's Basketball	Courtyard Tallahassee Downtown Classic	\$1,499	\$1,499
Tallahassee Community College	TCC Diamond Classic	\$1,499	\$1,499
GBL Basketball	Capital City Challenge Session II	\$1,500	\$1,500
Capital City Cyclists	Spaghetti 100	\$1,000	\$500
FSU Equestrian Club	FSU Western Show	\$4,000	\$1,499
	Remaining Available Funds from total funds of \$130,000: \$34,603	Total Requested: \$9,498	Total Recommendation: \$6,497